

WWD

Fashion. Beauty. Business.

Ever Higher

Brunello Cucinelli boosted its 2023 growth estimates after "an excellent first quarter" and strong 2022.

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Kitty D'Alessio Dies

The former president of Chanel Inc., who helped modernize the brand with Karl Lagerfeld, was 95.

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A Bigger Boat

Jack Carlson, founder of preppy brand Rowing Blazers, is forming a new group to acquire other heritage labels.

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TOP 10 Collections

New York, London, Milan and Paris. Hundreds and hundreds of shows and presentations; armies of models walking in thousands and thousands of clothes and accessories. After all that, which collections stood out the most? WWD picks its top 10 of the fall 2023 season. *For more, see pages 6 to 16.*

FASHION

Market Moments

A snapshot of the industry's latest launches, collaborations and up-and-coming designers.

Year of Ours Debuts Swimwear

Los Angeles-based activewear and lifestyle label Year of Ours, founded by Eleanor Haycock alongside designer Alejandra Hernandez in 2016, is expanding into the swimwear category.

"When we started Year of Ours seven years ago, Eleanor and I always wanted to expand into swim. There were opportunities throughout the years to do different collaborations with swimwear brands, but we held off because we believed it would be stronger if we launched our own collection," Hernandez told WWD. "We started the development process March 1, 2022, and it took us a year to get here."

"We are really looking at it as a new category, rather than a one-off collection," Haycock added. "We learned with active that having core styles is really key to a brand. If you have 30 new styles a month, it's hard to translate that and get people excited about those fits. So we started with a lot of concepts and ideas and really realized we need 8 to 10 core styles to perfect in a fabric we love, and really run with that for our first year in swim. Hopefully it will be like our Veronica [legging], Football [bra and legging] or Gym Bra — where girls love the fit, want it in every color and really relate to the bodies."

Year of Ours' debut swimwear, which launches Thursday, serves as an extension of its signature activewear with colorful ribbed styles with jersey swim lining in sizes XS to 2X. For instance, a rib string bikini with classic tie-top and bottom; a cropped swim T bra with

short sleeves and scoop neck, and new takes on the brand's signature lace-up football styles, including a V-shape high-waisted bikini bottom and a one-piece suit. The line, priced \$79 to \$160, also includes a selection of cover-ups including mesh layers and terry cloth sets.

"This is for the woman who's looking for a great-fitting swimwear, that's what we do at

Year of Ours. We're perfectionists with fit and quality and we're all about women's bodies," she said, adding that like the activewear, the swimwear is fitted on the brand's internal team of six women of different sizes and heights. As the brand expands the category, it is planning to add more core bodies, expand the lifestyle cover-ups and potentially extend into maternity swimwear. — EMILY MERCER



Swimwear looks by Year of Ours.

Maison Atia Expands Assortment for Fall 2023



Chloe Mendel with models in looks from her Maison Atia fall 2023 collection.

For the fall season, Maison Atia, the modern luxury faux fur label by Chloe Mendel (daughter of Gilles Mendel) and Gustave Maisonrouge is expanding its offering of ready-to-wear alongside its signature sustainable outerwear.

"The brand's doing well and we knew we had to take the next step and grow. We had the opportunity to partner with Hurel, which is an incredible couture mill in Paris, and work with their archives to bring them to life. We're a sustainable brand and are continuing that with craftsmanship and luxury. We found these incredible velvets, Lurex, gold lace and created dresses that are meant to be worn for evening or high day, are versatile in the closet, and are not only beautiful but at a really good price. These dresses, with these fabrics, would retail for a high luxury price because it's the mill that provides for those designers, but we're offering under \$1,300, with a starting price of \$650. It's about having luxury at a price-point that people can access and enjoy," Mendel told WWD of the new ready-to-wear styles, which were made from the upcycled, recycled and deastock fabrications, and debuted

presentation-style during New York Fashion Week. The collection's faux fur offering is priced \$595 up to \$1,650, with dresses ranging from \$650 to \$1,285.

"Craftsmanship as well," Masonrouge said. "While the mill is Parisian based, and as the inspiration for the collection, everything was developed and will be made here in New York City as well."

Key ready-to-wear styles for fall included elegant cocktail dresses, like the Scorpio black chiffon dress with Lurex cheetah motifs or two Pisces silk velvet slipdresses in sea blue or plum hues, which were often seen styled beneath the brand's new takes on its signature, luxe faux-fur outerwear. For instance, a Libra floral mini beneath a fluffy baby pink jacket or elongated version in camel with white lacing.

"I believe in an effortlessly chic lifestyle; it's about mixing high and low to create a world of your own. This season was about how to make the world of Maison Atia, now that we have the opportunity to style a full look," Mendel said, adding her father mentored her throughout the fall collection. — E.M.

Susan Gordon Lands at Bergdorf Goodman

"To me, Bergdorf Goodman has always set the standard for luxury," said jewelry designer Susan Gordon. A lifelong New Yorker, Gordon holds the luxury retailer in high regard and now can call it home as her jewelry collection has landed on the store's retail floor.

Gordon has carved out a niche with work that brings her deep love of nature to life in her jewelry, beginning with her first piece: a rose pendant with a bee. Since then she has expanded categories, crafting pieces that interpret the natural world with whimsical takes on flora, fauna and more. She uses an ancient wax modeling process, with each piece beginning with hand carving wax models and then sculpting metal castings through several iterations toward completion, creating unique and often one-of-a-kind pieces.

"Throughout my life Bergdorf Goodman has always been my iconic shopping destination," she explained. "Every visit included at least a quick peek through my favorite sections: women's accessories and shoes. It never disappoints. Their selection is always highly curated, the space is enchanting, with intimate galleries that make your shopping experience always special and never overwhelming."

It may be her first stockist, but the designer has more up her sleeve, debuting at Stanley Korshak in Dallas in the near future.

"I feel extremely honored," she said of the New York City retail launch. Gordon's Bergdorf Goodman assortment has a mix of earrings, rings, pendants and bracelets ranging in price from \$2,400 to \$61,000. — THOMAS WALLER



Susan Gordon jewelry.

George Sowden Lighting Collection Is Available at MoMA Design Store

The Sowden Lighting Collection is coming to the MoMA design store.

The store has partnered with George Sowden as the exclusive U.S. distributor of his collection, first unveiled during Milan Design Week in 2022.

Sowden developed an expanded lighting collection made up of conceptually expressive floor, table and pendant lights, as well as an all-new portable lamp styles.

"I was working on another lighting project and needed to make a prototype," Sowden said. "To make the model of the shade, I decided to use silicone because it was a quick, precise and a relatively inexpensive way to do it. By doing this I discovered that the silicone had an extraordinary quality of light diffusion; it was this unexpected surprise which was the beginning of the Sowden lighting collection."

The idea to manufacture in silicone was initially provoked by Sowden in 2020, after observing the way light softly and comfortably radiated through the material without sacrificing the simplicity of each fixture's distinct configuration.



The SowdenLight Collection at the MoMA design store.

While continuing to offer the PL1 Portable Table Light, MoMA Design Store will be the exclusive U.S. distributor of the full Sowden Light Collection, which includes two table light styles, five pendant lamps, a floor lamp and a new portable lamp. The new styles offer battery replacement, compatibility with custom, replaceable Sowden LED light bulbs, a touch control and a compartment for two ion batteries, which permit immediate use between charges.

Priced from \$149 to \$499 the collection sells at MoMA Design stores in New York as well as store.moma.org. — THOMAS WALLER