

WWWD



New Baby

Olivia Chantecaille is adding a prestige baby line to her beauty business.

Page 8



Country Duds

Country stars are expected to go more designer than down-home at the CMA Awards.

Page 9



All About Thomas

Burberry's latest film is a fictional account of its founder, Thomas Burberry.

Page 11

Fashion. Beauty. Business.



Spring's most appealing bodysuits are not for exercise – but rather for flaunting on a night out with sexy jeans for that Nineties-cool look. Here, Halston Heritage's sleek silver foiled jersey bodysuit paired with Rachel Comey's cotton denim jeans and Amato's polyester, cotton and polyamide blazer. Casadei pumps; Louis Vuitton earring; Diaboli Kill and Luz Ortiz rings. For more, see pages 4 and 5.

Photograph by Corey Olsen. Model: Djenece Duarte at Wilhelmink. Hair by Ezio using Labelim Professional Haircare; Makeup by Amanda Wilson using Caudalie; Market Editor: Andrew Shang; Fashion Market Assistant: Emily Mercer; Styled by Mayte Allende

BUSINESS

High Court Ponders Copyrights On Apparel

- Fashion designers support Varsity Brands in the case, an effort to fight for design protection.

BY KRISTI ELLIS

WASHINGTON – Sending a shiver of worry through the fashion world, the Supreme Court on Monday expressed some skepticism about copyright protection for designs.

The justices weighed the legal question of what the appropriate test should be to determine when a feature of a piece of clothing is protectable under the Copyright Act.

Cheerleader uniforms were at the center of the debate in the case before the High Court – Star Athletica LLC v. Varsity Brands Inc. The court's decision could have

CONTINUED ON PAGE 3

BUSINESS

Singles' Day Festival Looks Upmarket

- Other trends expected to be seen on Nov. 11 are virtual-reality technology and an emphasis on customization.

BY CASEY HALL WITH CONTRIBUTIONS FROM TIFFANY AP

SHANGHAI – Ahead of China's largest annual consumer event, high-end brands have started jumping on the Singles' Day bandwagon.

Other trends emerging ahead of this year's event are the introduction of virtual reality shopping experiences and the emergence of a consumer-to-business strategy in which customization will be used to attract consumers in what has become an exceptionally crowded marketplace.

According to Singles' Day folklore, the shopping festival more commonly known in China as "shuang shi yi" or "double 11" – a term the e-commerce giant Alibaba trademarked back in 2012 – started its life as a sales promotion on Alibaba's Tmall platform in 2009 with just 27 brands taking part.

Last year, consumers spent \$14.3 billion on Alibaba's shopping platforms over the 24-hour period, beating both analysts' expectations and the web giant's previous

CONTINUED ON PAGE 6

Trends
Bodysuits

Anais' heavyweight, stretch-jersey bodysuit.



Libsa's polyester, viscose and elastane bodysuit.



Ziglane's microfiber and nylon bodysuit.



Katie Gallagher's pony hair and nylon spandex mesh bodysuit.



Cover's nylon and spandex bodysuit.



Alix's polyester bodysuit.