



DOUBLING UP

LOUIS VUITTON IS BUSY IN MILAN WITH AN EXHIBIT OF MARC JACOBS' WORK FOR THE BRAND AS WELL AS THE REOPENING OF ITS FLAGSHIP

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ROKSANDA ILINCIC, TEMPERLEY LONDON, MARY KATRANTZOU. FOR MORE, SEE PAGE 5.

WWD

WEDNESDAY, SEPTEMBER 21, 2011 ■ WOMEN'S WEAR DAILY ■ \$3.00

Tropical Storm

Designers in New York and London covered their runways with lush prints in warm colors. Here, a neoprene dress from Proenza Schouler's spring lineup. For more, see page 4.



PHOTO BY THOMAS IANNAZONE

OLD RULES DON'T APPLY

U.S. Retailers Face Generational Shift

By EVAN CLARK

RETAIL MIGHT BE HEADING toward a tectonic shift. Companies holding out for a consumer rebound could be waiting for years and find that by the time shoppers do come back, the rules of the game will have changed. That is likely to mean fewer retailers and stores, more e-commerce and mobile shopping — and an entire generation of consumers who are struggling to make ends meet.

"It could be up until 2020, 2025 until people get to a situation where they feel they can spend freely," said Leon Nicholas, director of retail insights at Kantar Retail. "The debt overhang is so large for the American household that people simply can't break free from it by changing a few behaviors."

Were the housing market stronger, people could sell their homes and move to follow jobs or switch to smaller houses and pay down debt, he said.

And Generation Y shoppers — who are coming into their own and range from about 18 to 29 years old — are learning to live in leaner times, relying on their parents and deferring parenthood and home ownership.

"I think they're going to consume things differently and they're going to consume things in a frugal way," Nicholas said. "They're probably going to have less credit card debt because they saw what happened to mom and dad."

Many young adults still depend heavily on mom and dad.

Since spring 2007, the number of doubled-up households — which the Census Bureau defines as a household with someone older than 18 who is not in school and is not the householder or the householder's partner — grew by 2 million to 21.8 million.

A total of 5.9 million 25- to 34-year-olds lived with their parents this spring. And although these adults had an official poverty rate of 8.4 percent, the

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IN WWD TODAY

More, and Less, of Harper's Bazaar PAGE 9 ►

MEMO PAD: Harper's Bazaar is going up slightly in size beginning next year — but dropping in frequency to 10 issues from the current 11.



West Hollywood To Ban Fur PAGE 2

NEWS: West Hollywood — home to Melrose Avenue, Sunset Boulevard and Robertson Boulevard — looks likely to ban sales of fur in apparel, which would be a major blow to fashion retailers in the neighborhood.

Sales Up, Foot Traffic Down PAGE 2

EXCLUSIVE: ShopperTrak's annual holiday forecast projects that sales in apparel and accessories retailers will be up 2.7 percent, but foot traffic will fall 1.1 percent as more shopping shifts to the Web.

denim

Yummie Tummie Jumps Into Jeans

By ARNOLD J. KARR

THINK OF IT as postpartum denim.

Heather Thomson-Schindler's ongoing embrace of the burgeoning shapewear business through the Yummie Tummie brand has led her to the launch of Yummie Denim, an assortment of premium jeanswear now available at specialty retailers and on the yummielife.com Web site. The addition follows the introduction of Yummie shapewear three years ago and the brand's take on ready-to-wear in 2010, and relies on what she terms "happy technology" for jeans that, like its shapewear and rtw, seek to fashionably smooth and slim. With retail prices of \$168 to \$178, the jeans are available in three silhouettes — skinny leg, slim boot leg and straight leg — and four washes: a dark and light indigo, gray and black.

Thomson-Schindler's design work with Beyoncé Knowles and Jennifer Lopez opened her eyes to the need for what might be termed "curve control." She credits the two entertainers with "changing the way we look at women's bodies" but noted that, even as she worked to reclaim her runner's body following two pregnancies, there was little in the world of shapewear that satisfied her needs.

"When I first walked into the shapewear department, I went to boost my confidence and I left feeling totally deflated," said the designer. "They failed me in so many ways. Everything we've done at Yummie has come back to this — if you love fashion, you should love getting dressed and not be surrounded by clothes that make you feel unattractive."

Yummie and its corporate parent, New York-based Three Times Clothier LLC, grew out of this frustration and the jeans concept from her experiences teaming narrow-silhouette jeans with her Yummie original tank top and sensing there was room for improvement. The rise is slightly higher. A shallow front-pocket scoop helps to give a flatter tummy appearance while pocket linings are engineered to increase support. Back pockets and yokes also are designed to give a slimmer appearance.

Still, Thomson-Schindler, who is president and chief executive officer of the company, faced a daunting challenge in finding a high-quality stretch denim fabric that combined comfort with the recovery characteristics missing from earlier incarnations of the fabric. Cone Denim's family of S Gene fabrics, which uses cotton in the warp and tri-component yarns in the weft, fit the bill. In the fill, cotton is wrapped around a core of texturized polyester, for recovery, and spandex, for stretch, for an overall blend of 92 percent cotton, 7 percent polyester and 1 percent spandex, according to Bud Strickland, director of product development for Cone Denim.

"In traditional stretch, the seat, knee and waistband would get bigger as the day wore on," Strickland said. "A lot of the premium brands in Los Angeles are using this now and it's really helped the growth of stretch fabrics."

Among the 50-plus specialty stores to carry the line are Paradise Island Boutique in Tampa, Fla., and Robyn Ross and Tehen in South Orange and Cherry Hill, N.J., respectively. "I'm a believer in the power of specialty stores and the buzz that emanates from the owner who's also the buyer and who understands both what I'm doing and what her customer wants," Thomson-Schindler said. Overall, Yummie merchandise is carried in more than 1,600 doors in the U.S. and abroad and annual wholesale revenues, according to market sources, are on track to pass \$20 million, not including the \$6.75 million it received in settlement of a patent infringement case with Maidenform Brands Inc. earlier this year.

The three-year-old Yummie enterprise uses "Live — Shape — Happy" as its tag line and "Be happy in your jeans" appears on the hangtags of the new offering. Thomson-Schindler has a stockpile of mantras saved up that could easily apply to the brand and its mission. Reflecting on her prior experience with Beyoncé and J.Lo, as well as possible expansion into retail and of her admittedly underdeveloped Rip't men's wear business, she noted, "It takes a long time to get red-carpet ready. Life is not airbrushed."



A straight-leg style from Yummie Denim.

Roberto Cavalli to Unveil Home Line

By LUISA ZARGANI

MILAN — Zebra-printed tea cups anyone?

The Roberto Cavalli Group said Tuesday it plans to launch a home collection in April during Milan's Salone del Mobile, the city's international furniture and design exhibition, inspired by the designer's iconic animal patterns and brocades.

Cavalli has signed four five-year licenses for the development, production and distribution of furniture and furnishing accessories with JC Passion; wallpaper with Industrie Emiliana Parati; tiles with Gruppo Ceramiche Ricchetti SpA, and textiles, bed, table and bath linens with Caleffi SpA.

The company said it plans to further expand the line with other home products and licenses.

"The home and the objects that surround us reflect our lifestyle," said Cavalli. "The fantasy, memories of a trip...we are always looking for new inspirations to have objects and atmospheres around us where we feel at ease."

The designer noted that the home collection stems from his "personal wish to share with those who love me the joy of living my fashion, my creativity, my philosophy and my style also in the world of home decorating."

The designer's lifestyle is often portrayed in the media, whether entertaining Hollywood stars on his luxury yacht in Cannes or at his villa on the hills above Florence. In December, Cavalli and Lebanon-based Pragma Group unveiled a licensing agreement to open five Cavalli Clubs and 15 Cavalli Cafés in the next five years in cities across the Middle East, Asia-Pacific and South America. There are existing Cavalli Clubs in Florence and Dubai — the latter also in a deal with Pragma — in addition to a Just Cavalli Club in Milan and three Caffè Giacosas in Florence.

The home furnishings line will be distributed in established markets such as Italy, Europe and the U.S., as well as emerging ones such as Eastern Europe, the Middle East, China and Asia-Pacific.

Industry Plays Role in Rebuilding Haiti

By ARTHUR FRIEDMAN

NEW YORK — The apparel industry is playing a crucial role in helping to rebuild Haiti less than two years after a devastating earthquake brought ruin to the impoverished Caribbean country.

Former President Clinton unveiled several actions through the Clinton Global Initiative Monday night to help rebuild the island nation, including an \$85 million investment from South Korean manufacturer Sae-A Trading Corp. to be the anchor in the new 617-acre Northern Industrial Park free trade zone, where it aims to create 20,000 jobs.

Other programs include a collaboration between Nomad Two Worlds and Donna Karan's Urban Zen Foundation to launch an \$180,000 initiative to create sustainable employment opportunities for Haitian artists and spur art-inspired tourism.

"I can't say enough about Donna Karan," Clinton told the audience at the CGI annual meeting at the Sheraton New York Hotel & Towers on Seventh Avenue here. "She's been my friend for 20 years and she makes me look like I am passive in my passion for Haiti."

Clinton said Sae-A's decision to build its apparel factory represents "the biggest investment commitment in the history of Haiti. It will include the first textile mill in the history of the country."

"Sae-A went from donat-

ing 100,000 articles of clothing right after the earthquake to soon becoming one of the largest employers in the country," said Clinton. "Even though it went through a terrible tragedy, this is the best opportunity for Haiti in my lifetime to build a society and a country worthy of its people."

Clinton asked Sae-A chairman Woong-Ki Kim why he and his company would choose to invest in Haiti.

"Haiti's close proximity to the U.S. gives it the advantage of shorter delivery times when nowadays speed-to-

duty free access to the U.S. market.

Sae-A's six-year plan will begin with 20 lines and employ 1,500 people by this time next year, eventually growing to 240 lines employing 20,000 people. Initial factory operations will begin with cutting, sewing and packing, followed by garment washing, printing and embroidery, concluding with vertical integration of a fabric mill where fabric will be knitted and dyed.

Kim said the commitments and support from the U.S. and Haitian governments and the Inter-American Development Bank were instrumental in his decision to make the investment, as well as some timely phone calls from Clinton.

Haitian President Michel Martelly said following Sae-A's commitment, he anticipates other apparel companies will follow. He said the U.S. has invested \$124 million in the new park to construct 5,000 houses, build an electric grid, and waste and water treatment plants, while the IDK has committed \$100 million for building and rooms.

Haiti also aims to replicate the HOPE Act in other markets such as Brazil.

"We need to create jobs in Haiti and to do that we need investors," Martelly said. "I also understand the need to restore the rule of law and I will guarantee to every investor in Haiti that the state will stand by you and protect you. Haiti is not just open for business, but we have new leadership and we are ready for you to come to Haiti and bring sustainable development."

Haiti's close proximity to the U.S. gives it the advantage of shorter delivery times when nowadays speed-to-market is so important.

— WOONG-KI KIM, SAE-A

market is so important," said Kim, speaking through an interpreter. "Haiti has an abundant and motivated labor supply and this is critical to a manufacturing operation that will employ thousands of workers. Haiti's preferential trade agreement with the U.S. gives our U.S.-based customers duty free entry."

Kim was referring to the duty free Haitian Hemispheric Opportunity for Partnership Encouragement Act, or HOPE, which provides

Agnona Appoints Laguardia as CEO

MILAN — Women's luxury brand Agnona has named Bruno Laguardia chief executive officer, effective Jan. 1. Ermenegildo Zegna Group took control of Agnona in 1999.

Laguardia was previously ceo of Giorgio Armani Corp.'s New York offices from 2007 to 2010, where he was responsible for the U.S. and Canadian markets.

At Agnona, Laguardia succeeds Roberto Aimone, "who recently communicated his desire to relinquish his operational responsibilities in order to dedicate time to personal interests," said the company. Aimone developed the Agnona brand, known for its sophisticated products in cashmere and natural fibers, on a global level.

—L.Z.