

BLUE PERIOD

CATE BLANCHETT WAS IN NEW YORK (AND ON SCREEN) FOR THE PREMIERE OF WOODY ALLEN'S LATEST MOVIE. PAGE 10



INSTANT FEEDBACK

OSCAR DE LA RENTA TO LAUNCH LATEST AD CAMPAIGN ON INSTAGRAM. PAGE 9

Green Shoots



PANEL DISCUSSES DENIM AND SUSTAINABILITY AT TEXWORLD. PAGE 8

WWD

WEDNESDAY, JULY 24, 2013 ■ WOMEN'S WEAR DAILY ■ \$3.00

Tux Redux

There's more than one way to wear the tux. For resort, designers tweaked the men's wear classic for women in versions that ranged from sexy to chicly sassy, as in A.L.C.'s cotton and wool leopard jacquard suit worn with Diesel Black Gold's silk knit tank. Necklace by Eddie Borgo and ring by Juicy Couture. For more, see pages 4 and 5.



MODEL: SARA LUCASSENW-DIRECT; HAIR BY AYUMI YAMAMOTTI AT DEFACTO USING ORIBE; MAKEUP BY CLAUDIA AT WORKGROUP LTD.; FOR MAC COSMETICS; PHOTO ASSISTANT: ZHE ZHU; FASHION ASSISTANT: ARIELLE MILLER

PHOTOGRAPHED BY THOMAS IANACCONE AT THE HOTEL PLAZA ATHENE, NEW YORK. STYLED BY ANTONIA SARDOVE

NO MORE CO-OP

Barneys Unites Stores Under Flagship Brand

By SHARON EDELSON

NEW YORK — The Co-op era at Barneys New York is coming to an end.

"We're retiring the Co-op name," said Mark Lee, Barneys chief executive officer. All existing Co-ops will be re-branded as smaller Barneys New York units.

At the same time, Barneys continues its aggressive search for a significant downtown store. The retailer would not comment on potential size, but retail experts noted that it successfully operates units of varying square footage and said 40,000 square feet could be a target.



Known for its more casual mix of premium denim and contemporary brands for men and women, the Co-op concept was introduced in 1986 as a lower-priced option for younger consumers. The Co-op has since existed as freestanding stores and on the seventh and eighth floors of Barneys New York's Madison Avenue flagship. "Lower prices was the intention when the Co-op began 27 years ago," Lee noted. "The Co-op offered the spirit of Barneys style at a lower price before contemporary and secondary collections existed. With everything we're doing, it's more about the edit now. It's about how we curate these small specialty stores."

SEE PAGE 12

Major Saks Stakeholder Sells Block of Shares

By DAVID MOIN

A MAJOR SAKS INC. shareholder sold off millions of shares in the past few days at about \$15 a share, capitalizing on a price that's increased since the luxury chain went up for sale.

Sources believe Southeastern Asset Management Inc. was the seller of a major chunk of Saks stock. The investment advisory firm did not return a request for comment Tuesday, but a block of 3.7 million shares of Saks was sold at about \$15.20 late Monday.

While the price could be an indication of what Southeastern believes Saks could ultimately be sold for, there might also be mandates triggering the stock sell-off at a certain price.

"Southeastern might have had a price target," said one financial source.

Prior to the sell-off, Southeastern was Saks' third-largest shareholder, with 11.4 percent, or 17.4 million shares — a position that had already been trimmed from more than 29.5 million shares in February.

Hudson's Bay Co. is still considered a leading candidate to buy the retailer. HBC could achieve synergies by consolidating certain Saks operations into its other retail holdings, which include Hudson's Bay in Canada and Lord & Taylor in the U.S.

A small private equity fund is also said to be interested in Saks. While its identity could not be learned, Sycamore Partners could be a possibility. It's a small private equity firm that has taken stakes in various retail companies including The Talbots Inc. Representatives for Sycamore declined comment.

SEE PAGE 2

denim

Cone Expands Selvage Production

By ARTHUR FRIEDMAN

THE MADE IN AMERICA movement has some solid new evidence behind it.

Cone Denim's historic White Oak mill facility in Greensboro, N.C., the oldest operating denim mill in the U.S., is installing additional American Draper X3 looms in response to the growing demand for Made in the USA selvage denim. The expansion will increase its production of authentic vintage selvage denim by 25 percent. White Oak is currently the only mill in the U.S. producing narrow selvage denim on fly shuttle looms that date back to the Forties. The installation is expected to be complete by the end of August.

"Demand continues to grow for authentic Made in the USA selvage denims and has exceeded the capacity of our current X3 looms," said Kara Nicholas, vice president of product development and marketing at Cone, which had preserved a number of shuttle looms back in the mid-Eighties and over time had pulled them back into production. "With no more looms in storage, we began searching. This is an extraordinary find for us."

The discovery of the additional looms came after an exhaustive search that took the Cone team through scrap yards, grassy fields and abandoned mills and eventually led them to South Carolina.

"In some ways, finding the looms may have been the easiest part," said Nicholas.

"The restoration of the looms has been tedious and would have been impossible without the expertise of our technicians, many who worked on the original X3 looms."

Work has included overhauling and reassembling the looms and fabricating many of the accessories parts in-house. The reclaimed X3 looms will operate beside White Oak's previously restored shuttle looms that were brought back into operation in the late Nineties, the company noted. Coveted by denim aficionados around the world, White Oak selvage X3 denims have a depth and dimension different from other denims. Skilled workers carefully tend the looms, which sit on turn-of-the-century wooden floors that move in a rhythmic sway to create vintage denim constructions reminiscent of the early 1900s.

"We recognize the unique capabilities of White Oak and the growing demand for Made in America denim fabrics and garments," said Ken Kunberger, president and chief operating officer of Cone Denim and parent company International Textile Group. "It is exciting to strategically invest in our U.S. manufacturing base and to further the White Oak legacy. Our customers and the consumers' passion for authentic American selvage denim, coupled with the history and heritage of White Oak, continues to grow."

Cone Denim operates as part of ITG, with manufacturing facilities in the U.S., Asia and Mexico.

Panel: Industry Drives Sustainability Effort

By ARNOLD J. KARR

NEW YORK — The push for sustainability in apparel will need to come from within the industry itself, rather than from consumers, for the foreseeable future.

That was the considered opinion of three panelists discussing "Denim's New Frontier" as part of the Lenzing seminar series at Texworld USA, held at the Jacob K. Javits Convention Center here last week.

The panelists were Michael Kininmonth, denim project manager for Lenzing; Manon Clavel, U.S. marketing manager for Spain's Jeanologia, and Sarah Ahmed, creative director for DL1961 Premium Denim.

In addition to their individual views on trends currently running through the denim market, the panel addressed recent actions taken to improve environmental conditions in the apparel supply chain as well as the working conditions faced by laborers around the world, including those lost in the Rana Plaza and Tazreen tragedies in Bangladesh.

"I find the actions being taken are really business-to-business, while brands and retailers think that the general consumer will eventually care about these things," said Kininmonth. "A lot of the actions on environmental issues, as with the Sustainable Apparel Coalition, are really businesses that have decided it's time for them to change the way they do business, which I applaud absolutely."

He said he detected no groundswell of support among the general public for greater sustainability or even outrage about recent tragedies in Bangladesh and the apparent exposure of workers in low-wage countries to workplace risks. He cited surveys he'd seen in Europe in which the majority of consumers said the events in Bangladesh wouldn't affect their buying patterns.

Lenzing has aggressively marketed fibers including Modal, derived from beech trees; Tencel, from eucalyptus, and a hybrid of the two, ProModal, touting the performance characteristics of the fibers as well as their relatively lower impact on water and energy use.

"From our point of view as a fiber producer, we have a very positive environmental story for our fibers," Kininmonth commented. "We are genuinely finding that this is an advantage with brands and retailers. The business that we do today with major retailers, such as Ikea and H&M, for instance, is based on the fact that they think we've got environmentally responsible product. This is absolutely the way forward, no matter what you personally believe about it."

"The denim and jeanswear industry definitely has a long way to go before we get close to having a really sustainable industry," he concluded.

Founded in 1993, Jeanologia has built its business on laser and ozone machines that replace finishing processes deemed harmful to the environment and

factory workers, such as sandblasting, hand-sanding and spraying and rinsing in harmful chemicals, while reducing consumption of water, chemicals and energy. It's recently introduced a software tool called EIM — Environmental Impact Measurement — to help factories gauge the effects of finishing processes on the environment as well as workers.

"We maybe have to send a louder message out there that there are ways to replace [harmful] methods with know-how," Clavel told the audience. "It's not difficult. Companies are already doing it in their production without increasing prices. It doesn't cost any more to be eco-friendly, and it doesn't have to be a higher-priced product."

The company is in the process of establishing a demonstration and training center in Bangladesh, where it currently works with about 20 manufacturers, to help speed its entry into the market.

The barrier for entry for the new technologies hasn't been, as many had surmised, the price point of the product, but rather a factory's ability to bear capital investment. "Once you've invested, it's going to take you some time — typically about a year — to make it back," Clavel said. "What you need are orders to fill your machines and be able to leverage your investment. Once that's done, this is a big help in keeping your costs down in the face of rising labor and material-fabric costs. It will help you reduce the amount of water, chemicals and energy you use in the finishing plant, and it's also going to help you automate many of the processes within the plant."

DL1961 has employed both Lenzing fibers and, in its parent company's plants in Pakistan, Jeanologia's equipment. "Yes, we're employing sustainability," said Ahmed. "The consumer really doesn't think about it much, but at a business-to-business level, it is the responsibility of us in the industry to make that decision for the consumer and to give them a product that isn't higher in price that would deter them from buying."

"At every stop along the way," she remarked, "we have to start making those choices, to be more sustainable, to use better technologies."

Such considerations are always tempered by salability, she pointed out: "From a brand perspective, we need to hold to a certain price point. We don't want to make it unattainable for the consumer."

Lenzing's Kininmonth added that consumers, already in the habit of recycling their bottles, cans and newspapers, have shown some interest in recycling their jeans. "The problem is, we're building garment mountains and we're not sure what to do with them," he said, citing the difficulty of building short, weak cotton fiber that's been put through shredding and decontamination into quality fabrics.

"There's a will to have that technology," he said, "but it really doesn't exist today. We're working on it, but we're not there yet."



Manon Clavel



Michael Kininmonth



Sarah Ahmed

PHOTOS BY KYLE ERICKSEN

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