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↓ Hvana "X-Ray"



↓ White Oak



HVANA AND HOWIE B

Streetwear collection de luxe **Hvana**—known for its striking logo, a black sheep—is the product of the co-operation between Italian **Fornari S.p.A.** and **Howie B**, DJ and one of today's most innovative music producers. Launched in February 2005 in London, Hvana is available from the best shops in the world. Its sudden success is related to its multi-discipline team work: Experts from different backgrounds come together to create the collection. The label is characterised by its ironic and provocative messages on t-shirts made out of 100% cashmere. They are meant to serve as networking tools. Jeans manufactured from Japanese Kurabo denim are worn over cashmere underwear carrying the slogan "Shave me". The revolutionary sheep hoof design of the "X-Ray" sneakers perfects the look and completes the collection. For the launch, Howie wrote the music piece "X-Ray", which will be featured on a Hvana compilation CD that is soon to hit the market.

ANGELA AHRENDTS TO BE NEW CEO OF BURBERRY

From July 2006, **Angela Ahrendts** will be the new CEO of Burberry. Currently, the 45-year-old is Executive Vice President at US clothing giant **Liz Claiborne Inc.** She changes to Burberry on 9. January 2006, where she will first be Executive Director. At Liz Claiborne, Ahrendts was responsible for such brands as **Ellen Tracy**, **Juicy Couture**, **City DKNY Jeans** and **Lucky Brand**.

DEPARTMENT STORE MUSIC DISTURBING

A new Enrnid study on behalf of German magazine **ZeitWissen** has found that one in two German shoppers considers typical background music in department stores as "bothering". Therefore it is becoming more important that retail soundscapes are developed by professionals. One such soundscape designer is **Stefan Schmidt** from Hamburg. His company **25 Records** designs the music for successful **D&A** trade show.

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CONE DENIM'S "WHITE OAK" COLLECTION—A MUST FOR DENIM FANS

For the 100th anniversary of its famous **White Oak** factory last year, Greensboro-based **Cone Mills**, one of the US' largest textile manufacturers, launched a collection of premium denims, called "White Oak". The range takes inspiration from vintage styles and original denim designs from the beginning and the middle of the last century, combining these with the latest yarn and fiber technologies. This is a really authentic offer to the premium market, which can only come from someone who has such a longstanding history as Cone Mills. It is also worth visiting the new **White Oak** archives and design studio. Here, one can find remarkable denim variants that date back to the beginnings of the 19th century, as well as the Cone's **Found Collection**, featuring 32 workwear items made of denim from the 1930s and 40s. An absolute must for genuine denim fans!

→ www.cone.com