

WWD



Influence Peddler
Leaf Greener bridges East and West.
Page 9



Brain Center
YNAP opens technology hub in London.
Page 11



Love Potion
The do's and don'ts of amore from Mandy Len Catron.
Page 14

Fashion. Beauty. Business.

MOOD ELEVATORS



Dior Homme



Fendi



Ermenegildo Zegna



Rick Owens



Giorgio Armani



Prada

BEAUTY

Investor Considers L'Oréal, Nestlé

- Dan Loeb urged the Swiss consumer goods company to sell its stake in the French beauty giant.

BY JENNIFER WEIL

PARIS – Activism has no borders.

Investors looking to shake up companies have made their voices heard louder than ever in the American market. Retailers from Macy's to J.C. Penney to Hudson's Bay have been targeted. Now, it appears the quest for value has gotten increasingly global.

The latest firms in the spotlight, L'Oréal and Nestlé, saw their stocks surge Monday after investor Dan Loeb contended that the Swiss conglomerate should pull out of

CONTINUED ON PAGE 10

MEN'S

Buyers Say Sportswear Is Driving Paris Season

- Tracksuits, sneakers, hoodies, T-shirts, anoraks and even surf gear were among the key trends that energized buyers at the spring shows.

BY WWD STAFF

PARIS – If the Paris men's wear shows proved anything, it's that the sportswear trend is set to run and run – pardon the pun. Tracksuits, sneakers, hoodies, graphic T-shirts, anoraks, zip-up jackets and even surf gear were among the key trends that energized buyers at the spring collections.

"The well-tailored formal attire has been retired to the back of the closet, only to be replaced by a plethora of athletic apparel," said Tom Kalenderian, executive vice president, general merchandise manager of men's and Chelsea Passage at Barneys New York. "Call it what you will: 'street' or 'active' – regardless, it is becoming standard issue for every man's wardrobe."

Despite a heat wave on the first two

CONTINUED ON PAGE 7

Dior Homme, Fendi, Zegna and Owens photographs by Giovanni Giacomini; Armani and Prada by Dominique Matthe

Between the challenging retail climate and the ongoing threat of terrorism, it would have been no surprise if a dour mood spilled over onto the European runways. But just the opposite occurred. An upbeat vibe permeated the cities of London, Florence, Milan and Paris where, after nearly four weeks of shows, tropical prints, soft pink hues and the return of the fanny pack harkened back to better, more genteel times. For more on the trends from the European shows, see pages 4 and 5.

In Focus: Business Insights

BUSINESS

Cone Denim Celebrates 10-Year Milestone

- The firm recently introduced its S Gene+ yarns textile, which is its most sustainable superior stretch denim product to date.

BY TRACEY GREENSTEIN

As Cone Denim marks the 10-year anniversary for its S Gene technology, a performance stretch textile, the company is rolling out a version of the product with sustainability in mind.

S Gene technology was first developed and brought to market by Cone Denim in 2007.

In celebration of the milestone, the firm recently introduced its S Gene + yarns

textile, a material manufactured with 100 percent recycled polyester content, which is its most sustainable superior stretch denim product to date. S Gene + yarns represents the latest iteration of its S Gene dual-core stretch yarn technology. Its S Gene material is enhanced by a dual core technology of spandex and continuous filament, which “optimizes stretch and maximizes recovery,” according to the brand.

The dual-core yarn is wrapped in a spun covering to create soft cotton hand with a natural appearance and additional stretch performance. The firm introduced Level II S Gene in 2015, which enhances the stretch product with 25 percent increased stretch power.

An additional S Gene textile, Coneflex denim, features stretch yarns in the warp



Cone Denim celebrating 125 years.

and the weft to allow for a 360-degree, four-way stretch. Coneflex is preferred for its shape retention, low shrinkage and exceptional recovery that still maintains the characteristics of cotton denim.

This year also marks a 125th year

anniversary for Cone Denim. The firm has been based in Greensboro, N.C., since its inception in 1891 and continues to operate out of its original White Oak facility. Cone Denim's textile products range from performance and technology-enhanced denims to its re-created vintage Deep-tone denim, which originated in the early 1900s.

Kara Nicholas, vice president of product design and marketing, said Cone Denim's “S Gene technology continues to revolutionize stretch denims. Using innovative stretch technology hidden within the yarn, we virtually eliminated ‘bagging knee’ syndrome and created a new standard for superior shape retention and recovery performance.” She continued to say that Level II S Gene technology “unleashed denim fabrics that conform, slim and shape, but with unbelievable power and comfort.”

“This year we are launching S Gene + in celebration of the technology's 10-year anniversary. This newest stretch innovation brings sustainability to stretch. We are committed to developing S Gene denims using 100 percent recycled polyester content, offering a new level of eco-conscious denim to the marketplace,” Nicholas said.

Cone Denim's collections include Selvage, Sustainblue, S Gene, Performance Denim and Natural Indigo.

BUSINESS

Millennials ‘Come Together’ For Experiences

- Eventbrite teamed with research firm Ipsos to survey more than 2,000 Millennials.

BY ARTHUR ZACZKIEWICZ

A new read on the behavior of Millennials shows that while they are settling down and “growing up,” this demographic cohort is also spending a lot of time gathering together – at concerts and festivals, but also at politically charged marches and rallies.

The study showed that experiences continue to “trump buying things.”

Ticket sales technology platform provider Eventbrite teamed with research firm Ipsos to survey more than 2,000 U.S. consumers “with findings reinforcing the

notion that the current political climate is fostering an even deeper desire for Americans to connect with each other, their communities, and the world,” the firm said noting that 90 percent of those polled attended at least one live event this past year.

The survey also revealed that Millennials outpace other demographic groups in regard to attending political rallies as well as preferring to have experiences over buying things. “[Three] out of four Millennials would rather buy an experience than something desirable,” the researchers said in its report.

Creating social media moments is also driving a lot of the behavior, the researchers found – even with Millennial parents.

The researchers said 61 percent of Millennials polled who were parents, “admit to attending a live event so they have something to share on social channels (versus 34 percent of Millennials without children), and 70 percent use social media to live-stream or share their experience in the moment (versus 47 percent of Millennials without children) on social channels such as Facebook Live and Snapchat.”

The study also showed that 64 percent of Millennials gravitate toward daytime and “family-suitable” events on the weekend. Moreover, more than 80 percent of all those polled said attending live events “makes them feel more connected to other people, the community and the world.”

Regarding political events, 28 percent of Millennials said they have attended a live event that supported a cause in the last year, which compares to 15 percent for older cohorts. Counter-intuitively, the tech savvy Millennials said that while they rely of technology, “they are the strongest believers in face-to-face interaction to promote positive change,” the researchers said, adding that 75 percent of Millennials polled “feel that participating in or attending a live event [such as a march or demonstration] is more impactful than taking action online [e.g. signing a petition],



Trump protests on Fifth Avenue in New York.

compared to just 55 percent of those aged 35 and older.”

“Millennials are the largest living generation and their ever-increasing demand for live experiences is both exciting and encouraging for us, and for the hundreds of thousands of professional organizers that use Eventbrite,” said Tamara Mendelsohn, general manager of consumer at Eventbrite. “In addition to confirming that Millennials attend more events than any other generation, the research also uncovered the notion that the current political climate is driving a deep desire for Americans to connect with each other, their communities and the world, and that they see live events as an incredible way to do that.”



Laura Mylius-Prou

BUSINESS

‘Megatrends’ In the Fashion Industry Market

- Laura Mylius-Prou is marketing project manager at Lectra.

BY ARTHUR ZACZKIEWICZ

Laura Mylius-Prou, pictured here, who is marketing project manager for the fashion sector at technology solution provider Lectra, was the featured speaker at a recent intimate breakfast program where she offered insights into four “megatrends” that are impacting the fashion industry.

The program was done in partnership with WWD, and Mylius-Prou focused the

presentation on: Millennials, and how their preferences influence the market; digitization, and its role in the fashion industry; China, and trends in consumer behavior there, and “Industry 4.0,” which is how new technologies are redefining the supply chain.

Mylius-Prou also offered case studies about how companies such as J.C. Penney & Co. and OVS are using technology to improve the product development process. She's been with Lectra since 1987, and previously worked at the Mattel Toy Company.