Big Deal for Barneys: Jones Said Near Sale Of the Upscale Retailer

By Miles Socha and Vicki M. Young

NEW YORK — Barneys New York could soon come under foreign ownership.

According to market sources here and overseas, a private equity fund linked to the royal family of Qatar appears to be the front-runner in the bidding for Barneys, with an offer of more than $1 billion. Although any deal might still fall apart, a sale could be announced in the next few days, a number of sources in the finance and retail sectors said.

The fund is believed to have eclipsed offers from potential strategic buyers such as Neiman Marcus and Nordstrom, both of which considered the acquisition.

See Barneys, Page 13
Interest in denim is clearly reflected in the Cotton blue chip stocks of their fashion portfolios. The high many women surely consider their blue jeans the Sears Holdings. “The other important issue is value, June Beckstead, vice president of apparel design for the Charles Schwab of the denim community; we who come back to the site say that the jeans we exact cuts for an individual. Holloway adds, “We’ve to a woman’s closet or can feel like a risky of the site. “Denim important aspect of Cotton Incorporated reveals that 85 percent of A 2005 survey on premium denim conducted by consistent throughout the line.”

20

19.2%

94 percent of global consumers owned at

priced $60 and above, reached an all time high

for Evisu, a twenty-year-old for Zafu.com will

— Chad Jackson,

30%

10%

14

8

7

6

5

4

3

2

1

Herrera Rises to the Top: Carolina Herrera tops the list of Modern Bride’s 25 leading trendsetters this year. Renowned chef Daniel Boulud and high-flying British entrepreneur Sir Richard Branson will also be toasted at the magazine’s May 9 awards ceremony at the New York Palace Hotel. Branson’s Virgin Galactic is testing flights just out of the Earth’s atmosphere — new territory for more adventurous brides-to-be. J. Crew’s senior vice president of women’s design, Jenna Lyon, also made the cut on this year’s list of designers. Lyon prepared the brand’s bridal launch. Designers Lea Rose and Nicole Miller will be among those doling out the awards. Wedding scene set-ter Antony Todd, celebrity cinematographer Paul Korver, wed- ding planner Mary Micucci, DJ Donna D’Cruz, culinary queen Abigail Kirsch and makeup artist Kimara Ahnert will also be honored. Chris Madden, who designs a home collection for J.C. Penney, one of the event sponsors, will present Modern Bride’s first Loving Spirit Award to the J. Dio Foundation, an organiza-tion that encourages engaged couples to link up wedding-related charitable giving. The Bacon Brothers, aka Kevin and Michael Bacon, will play.

J & J in China: Johnson & Johnson has acquired the Chinese skin care firm Dabao for 2.3 billion yuan, or almost $300 million at current exchange rates, according to news reports in China. The deal was said to have been made on March 27. Dabao, which makes value to midpriced items, will maintain its proprietary brand, a published report said. Johnson & Johnson spokesman Jeffrey Leebaw said the company “does not comment on speculative reports.”

Clarifications

Marla marrow is outreach coordinator for the Global Green Foundation, a nonprofit group focused on eco-friendly living and education. The name of the organization was incomplete in a story on page 27. WWD Green section 11. P 14. USBR’s fragrance deal with Liz Claiborne Cosmetics was bro- ken by the Icon Licensing Group. That information was unavail- able at press time. The story appeared on April 6, page 8.
By Rachel Brown

LOS ANGELES — Growing up, Drew Barrymore plastered her wall with pictures of Cheryl Tiegs, Carol Alt and Christie Brinkley. Now, she joins them in the pantheon of Cover Girls.

The Procter & Gamble-owned brand announced Wednesday that it has signed the 32-year-old actress to a multiyear deal to be the face of its cosmetics, fragrance and television advertising campaigns that will break in January. Barrymore will also be producing the television campaigns as its co-creative director.

“I love being involved creatively in everything I do. I am not passive,” Barrymore said during a press conference Wednesday morning here. “Whether I am filming a documentary or working on a makeup campaign or producing movies, it is all a venue for me to express my creativity.”

Barrymore joins Queen Latifah, Kim Russell, Rihanna and Molly Sims in the stable of Cover Girl faces. Although Barrymore has worked for Cover Girl in the past, she has typically avoided commercial campaigns and said she signed on with Cover Girl because of the brand’s heritage and diversity.

“When I signed with Cover Girl, I was just 16 years old. Seventeen was the cut-off age for the contract,” Barrymore said.

“Not only do I love their products and they are so smart about what they are doing but their accessibility and their philosophy is really what inspired me,” said Barrymore. “Being true to yourself is the most important thing.”

Esi Eggleston Bracey, vice president and general manager of Cover Girl Cosmetics in North America, said during a post-press conference interview that Cover Girl had long considered Barrymore for its advertising. She explained that Cover Girl was drawn to Barrymore’s genuine personality and her broad following.

“If you think about movies that she has done, she has a nice appeal to teenagers, which is important for us, but she is not just limited to teenagers,” said Eggleston Bracey. “Cover Girl speaks to the diversity of women and Drew does that.”

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“Whether it’s ladies’ apparel or intimate underwear, there is the global marketplace,” Robert Rumsby, Gemini’s chief operating officer, said in a statement.

Gemini markets fragrances under the Tommy Bahama and Ellen Tracy brands. It is set to introduce exclusive handbag collections by designer Devi Kroell this year. In May, Puma shares again on the rise.

By Katherine Bowers

Target Stores plans to expand into fast-growing overseas markets such as India and China within a decade, but sees no advantage to being first, chairman and chief executive officer Robert Ulrich said Wednesday.

Speaking at a presentation to financial analysts in Minneapolis, Ulrich said, “It makes sense” to enter major areas like India or China “five to 10 years down the road, when [the marketplace] will be more affluent and better educated, and will be more in synch with our strategy.”

Target, which now has about 1,500 U.S. stores and $59 billion in annual revenue, expects to operate 2,000 stores that generate $10 billion by 2011, Ulrich said, adding that having the Minneapolis retailer’s entire management team focused on the U.S. has been a “strategic advantage.”

Target’s March sales in stores open at least a year rose 12 percent, in line with analysts’ expectations and driven by an early Easter holiday. However, the retailer thinks first-quarter comps will be off 2 percent to 4 percent because of the loss of the holiday in the reporting period.

Apparel and soft goods accounts for about 40 percent of overall sales, or about $13 billion, chief financial officer Douglas Scovanner said.

Target has been growing high-margin sales of apparel and electronics at roughly 4 percent per year, he said. Commodity sales have been gaining at twice that rate, leading some analysts to question Target executives about how they maintain overall gross margin rate.

“Whether it’s ladies’ apparel or intimate apparel, we’re going to push the envelope strongly here,” Ulrich said, “so our customer along into better goods.”

Puma Shares Again on the Rise

By Emilie Marsh

PARIS — Puma’s stock rose again on Wednesday, following PPR’s purchase of a controlling stake.

The German sports brand’s shares were up 3.3 percent to close at 330.42 euros, or $467.81 at current exchange, on the Frankfurt Stock Exchange. The boost came after a 9 percent spike on Tuesday, among promp-
ted analysts to suggest PPR’s 5.3 billion euro, or $7.07 billion, offer to buyout the rest of the shares undervalues Puma.

The French retail and luxury conglomerate, which owns prestigious brands, including Gucci and Yves Saint Laurent, purchased a 27.1 percent stake in Puma and planned to offer 330 euros, or $464.93, per Puma share.

Analysts speculated there might be a higher counter offer, but Francois-Henri Pinault, PPR’s chairman and chief ex-
clusive officer, has mixed the idea of a deal for the remaining shares in Puma, maintaining his firm’s offer is “firm and definitive.”

During Puma’s annual shareholders’ meeting in Nuremberg, Jochen Zeitz, chairman and chief executive officer, endorsed the deal with PPR, characterizing the offer as a “great deal” and the best interests of the company. Zeitz is slated to host a press conference on Wednesday to discuss the PPR deal.

During a post-press conference on Wednesday, during an interview with a German television channel, Zeitz hinted that he would not rule out other offers. But market sources downplayed the likelihood of a bid from rival sporting goods giant Nike.

PPR shares dipped 2.1 percent Wednesday in close at 130.30 euros, or $173.95, on the Paris Bourse.
Ballet-inspired looks were all the rage on certain spring runways, like those at Michael Kors and Vera Wang. But unlike those fashion designers, Martin Pakledinaz had the unique challenge of conceiving pieces for “The Pirate Queen,” now at New York’s Hilton Theatre, which had to accommodate wearers who might break into raucous displays of Irish step dancing at any moment.

“We have to believe that they live in this clothing,” explains Pakledinaz of his intricate but motion-friendly designs. “The Pirate Queen,” from the creators of that other step-dancing sensation “Riverdance,” tells the story of 16th-century Ireland’s Grania (Grace) O’Malley, a Gaelic chieftain’s daughter who sails, swashbuckles, champions her people’s freedom and even parleys with Queen Elizabeth I. Covering more than 10 years of Grace’s life as she makes the transitions from pirate to wife, clan leader, mother; prisoner and revolutionary, the show proved no simple sartorial feat. Particularly since the design team chose to forgo makeup as an aging device. “It was really dependent on the clothing to show that she was changing into a mature woman and leader,” says Pakledinaz, who has won Tony Awards for his work on “Kiss Me Kate,” “Thoroughly Modern Millie” and “The Pajama Game.”

“You have to build up in the audience that, one way or another, she’s going to meet Elizabeth.”

To express the deep historical connection of the Irish to their land, the costume designer had computerized images of natural materials such as bark, stones and sand printed onto the fabrics. Even Grace’s prison shift features a pattern of waves. The men have their fun, too. One of the most commanding characters, Dubhdaire, Grace’s father, and his fellow clansmen wear richly embroidered quilted doublets and custom lace-up boots with fibreglass taps.

While technically involved, these pared-down looks provide a stark contrast to the opulent bejeweled gowns of the Virgin Queen. Taking inspiration from such now-iconic films as “Shakespeare in Love” and “Elizabeth,” as well as from his own library of almost 4,000 art and costume books, Pakledinaz created stunning, formal looks for Elizabeth I and her English court. Indeed, the designer’s career in costuming has covered hundreds of years of style, with no signs of stopping. He is currently designing looks for the Broadway revival of “Grease” in August, “Gypsy” at City Center this summer and the Metropolitan Opera’s fall production of “Iphigenie en Tauride.”

However, those who might think Pakledinaz is stuck in a schizophrenic fashion history warp, take note: One of his favorite pieces from “Pirate Queen” is the simple, blue wrap dress Grace wears when she meets the Queen. “This is my Donna Karan Elizabethan dress,” quips Pakledinaz.

— Cordelia Johnson

FIT FOR A QUEEN

Twice Bitten

Thanks to the foodie culture craze, the landscape is populated with molecular gastronomists, gourmets and now gastronomes, the new moniker for foodie travelogues. The newest cook to throw his toque into that ring is Mark Bittman, whose latest series, “The Best Recipes in the World With Mark Bittman,” premiered on PBS Monday night.

Offscreen, the cumedgily modest Bittman has made a name for himself with 1998’s “How to Cook Everything” (a second edition is coming out soon) and writing “The Minimalist” column for The New York Times. Now, “Best Recipes,” his second TV stint, follows the journalist on adventures that include making seafood paella at a hole-in-the-wall in Valencia, Spain, and touring London’s famed Smithfield Market for meat.

“The follow me as I discover local culinary treasures” trail is one that’s been trod by such personalities as Anthony Bourdain (“No Reservations”), Giada de Laurentiis (“Gia’s Weekends Getaways”) and even Rachael Ray, who explores a city on “$40 a Day.” But Bittman, of course, insists he will be delivering something new to a hungry audience. “I know Tony Bourdain and we’re not very much like each other except we’re both tall. And the course, insists he will be delivering something new to a hungry audience.

Bittman, of course, insists he will be delivering something new to a hungry audience. “I’m more comfortable with myself as a talent or an actor,” he says. “But the course of taping, he’s become more at ease seeing himself on-screen. “It was really dependent on the clothing to show that she’s changing into a mature woman and leader,” says Pakledinaz, who has won Tony Awards for his work on “Kiss Me Kate,” “Thoroughly Modern Millie” and “The Pajama Game.”

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— Cordelia Johnson

success as a chef is to get on television. (It was recently reported the very visible de Laurentis may be up for a position hosting the fourth hour of “Today.”) Bittman explains: “It’s not a question of becoming more successful; it’s a question of doing things that are interesting.”

And over the course of taping, he’s become more at ease seeing himself on-screen. “I’m more comfortable with myself as a talent or an actor, he” says. “But I sort of use talent ironically.”

Even so, it seems he’s caught the bug. Bittman’s already begun scouting locations for his next program, a 26-part PBS series on Spain that will be hosted by Italian chef Mario Batali and an unnamed Hollywood star. He’s also thinking of pitching a new show “that’s completely unrelated” to the Food Network.

Lately, Bittman’s curricular work has been eclipsed by the remarkable aftermath to a piece he published in the Times about Sullivan Street Bakery owner Lou Levy and his “no-knead bread.” The story and its accompanying recipe were syndicated across the country and the new cooking method so ignited the blogosphere that other newspapers wrote follow-up stories. Headlines read: “How New Recipe May Be the Best Thing Since Sliced Bread,” “No-Knead Bread Fires Up Bakers” and “How to Make the Bread Everyone’s Talking About”.

“The reaction was amazing. A million people are interested in food; when I was young, it was 5,000,” Bittman says. “That piece was number one on the ‘Most e-mailed’ list for a week. That’s never happened with a food story. But I’d be much happier if I could teach these people how to make vegetable soup.”

— Emily Holt

The Four Seasons has long been a mega lunch watering hole, but Tuesday night, any real power player worth his or her weight in headlines descended upon the Grill Room for a cocktail party hosted by Dixon and Arianna Boardman in honor of A. Alfred Taubman and his new book, “Threshold Resistance.” And apparently the memoir, which chronicles Taubman’s rise to financial and business success and his subsequent fall (including a frank description of his time in prison after the Solyndra’s scandal), is such a hot commodity that even one of the evening’s hosts couldn’t get her hands on a copy.

“It hasn’t read it yet — I can’t find one!” laughed Boardman. “I’m dying to read it, but they just keep disappearing.”

Henry Kissinger, Dominique De Luca, Leonard Lauder, Donald and Melania Trump, Bob Colacello, Arnold Scassi, Mica Ertegun, Annette and Oscar de la Renta and Jamee Gregory bought their way through the packed room to congratulate the first-time author. Flasked by his wife, Judy, and his stepdaughter, Tiffany Dubin, the resilient Taubman was being trailed by a crew from CBS TV which is doing a documentary on him.

“I’ve been friends with Alfred for many years. He helped get my two daughters into college and introduced me to my wife, Arianna,” said Boardman, as he addressed the crowd midway through the evening. As for Taubman, he rose to give a roe speech, thanking all in attendance, as well as his publishers. “For all of you who don’t see your names in the book, please don’t blame me,” joked Taubman. “Blame HarperCollins.” Those who did make the cut include Pauline Pitt and Tommy Kornmer, whom Taubman swipes at in the book’s acknowledgments as “the only two people nasty enough to publicly express their dislike for me during the most trying days of my life — for which I am grateful.”

Judy Taubman was less modest about her husband’s accomplishment. “I feel like I’m married to Hemingway,” she joked as she greeted friends.
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Only WWD has the power and authority to bring you the most anticipated denim coverage in the industry, WWD Denim in Depth. The entire industry has been waiting for this issue – don’t miss the opportunity to place your brand front and center.

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EYE CANDY

Raggedy Ann, meet Pippi Longstocking. Designers have pilfered from both childhood icons for fall’s mix of quirky, psychedelic looks.
Melody Maker’s cotton sweatshirt and cotton and spandex leggings. Oh Deer! shoes.

▲ BB Dakota’s acrylic and wool coat, Deréon’s cotton and polyester hoodie and Necessary Objects’ polyester and spandex dress.

★ BB Dakota’s acrylic and wool coat, Deréon’s cotton and polyester hoodie and Necessary Objects’ polyester and spandex dress.
In the next few years, the group plans to roll out about 100 stores each for Juicy Couture, Lucky Brand and Kate Spade. Under new CEO William L. McComb, Claiborne is closing retail divisions for brands that won’t reach that level. Earlier this year, Claiborne said it would shutter the four Mexx stores in the U.S. and the three Laundry stores. The plan is to focus marketing and capital resources — plus attention and man hours — to the brands that have the greatest growth potential.

“It’s important to reach 100 stores to have scale and critical mass,” said Jill Granoff, group president for direct-to-consumer at Claiborne. “We certainly view retail as a key growth engine.”

Granoff, former president and chief operating officer of Victoria’s Secret Beauty, joined Claiborne in September in the newly created post, which made her responsible for the company’s specialty retail and outlet stores, plus e-commerce Web sites, in the U.S. In McComb’s recent shakeup of group presidents, Granoff gained oversight of Lucky Brand and Sigrid Olsen, two of Claiborne’s retail power brands.

“Of the reasons we brought Jill in was to ensure we aren’t wholesalers doing retail,” said a spokeswoman for the company.

Granoff is also focusing on how to increase comparable store growth. “The best retailers are the ones with a really compelling shopping experience,” she said. “You really have to focus on the retail experience, which is a combination of the product and the shopping environment. You need to scrutinize all of the senses — not only what you are seeing, but also what you are hearing, smelling and even tasting. When you are a wholesaler, you focus on the product and not as much on the selling environment.”

Analysis agree that other wholesalers could take a page from VF’s retail business, with its largely successful North Face and Vans lifestyle stores. VF added comparable retail operations as a new plank in its growth strategy at the end of 2005, announcing it would grow its stores from about 500 back then, or 12 percent of group revenues — plus attention and man hours — to the brands that have the greatest growth potential.

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full-price stores for both its Sag Harbor and Koret brands, plus 10 specialty boutiques and two Hollywood stores. Although the majority of Kelwood’s stores today are outlet, future openings of specialty stores will outnumber outlet openings. Kelwood does not break out the percentage of its business that comes from direct-to-consumer sales, because “it’s not significant,” Skinner said. “When it is significant, we’ll break it out. I can see it being significant,” he added. “We don’t consider it to be a race with the big retailers.”

“Wholesalers becoming retailers is just going to accelerate,” said consultant Robin Lewis. “The supply chain is going to be completely flat. Direct to consumer is the future. There will be no wholesalers or retailers. They will be brand managers. The word retail and wholesale will be thrown out of the dictionary at least within 10 years, maybe sooner.”

John Logsdon, a partner at Net Worth Solutions Inc. and a former president of Kelwood’s Sag Harbor division, cautioned that retail is a competitive, high-risk, capital-intensive business, and adding a lot of stores in the back half of 2006 would not be a wise choice. “They are in two different businesses that are different,” Logsdon said, “but with one reporting period,” said consultant Emanuel Weintraub at BDS Retail Consulting. “You are going to have to put all your numbers in together. From a 3.7 percent drop in sales in its footwear division, Kelwood is recognizing in Q3. There is a shift in timing of when earnings are recognized. It is not significant,” Skinner added. “Instead of being an opportunity, it can be a distraction. If your business isn’t good at wholesale, it most likely won’t be good at retail.”

Injecting retail into a wholesale business model skews earnings and sales.

“They are in two different worlds,” said one wholesaler, but with one reporting period, said consultant Emanuel Weintraub at BDS Retail Consulting. “You are going to have to put all your numbers in together. From a 3.7 percent drop in sales in its footwear division, Kelwood is recognizing in Q3. There is a shift in timing of when earnings are recognized. It is not significant,” Skinner added. “Instead of being an opportunity, it can be a distraction. If your business isn’t good at wholesale, it most likely won’t be good at retail.”

“Wholesalers need to become even better retailers if they continue to pursue that strategy as specialty retail as a key strategy for growth,” said a wholesaler model, the Christmas revenues are recognized in Q3. There is a shift in timing of when we recognize revenue.”

As Kelwood continues to expand its retail segment to its projected 40 percent, this will only become a larger issue, according to one wholesaler. “The retail business is a black box for Liz,” said Elizabeth Montgomery, analyst for Cowen & Co. “This is a prelude to a bigger partnership with Scoop, and it could change once Madewell finds its own Manhattan location. But there’s a track record of working together. Last fall, when Madewell opened its first store in Dallas, Scoop began selling one Madewell jeans style, the bootlegger. Previously, Scoop had tested some J Crew men’s shirts and Crewcuts children’s wear. The collaboration continues, beyond recorders.”

“Now we’re working on a pajama program with J. Crew,” Greenfield said. “The great thing is, it’s a unisex pajama. It will start in women’s sizes and end in men’s sizes.”

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As Kelwood continues to expand its retail segment to its projected 40 percent, this will only become a larger issue, according to one wholesaler. “The retail business is a black box for Liz,” said Elizabeth Montgomery, analyst for Cowen & Co. “This is a prelude to a bigger partnership with Scoop, and it could change once Madewell finds its own Manhattan location. But there’s a track record of working together. Last fall, when Madewell opened its first store in Dallas, Scoop began selling one Madewell jeans style, the bootlegger. Previously, Scoop had tested some J Crew men’s shirts and Crewcuts children’s wear. The collaboration continues, beyond recorders.”

“Now we’re working on a pajama program with J. Crew,” Greenfield said. “The great thing is, it’s a unisex pajama. It will start in women’s sizes and end in men’s sizes.”

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Star Wears
The top celebrity brands ranked by the number of U.S. doors where their apparel collections are sold.

1. **STUFF BY HILARY DUFF**
   - Number of doors sold to nationally: 5,100
   - The teen sensation includes apparel in her well-marketed stuff by hilary duff collection. Specific apparel items, such as polo T-shirts, denim gauchos and patchwork skirts are sold at retailers from Wal-Mart to Kohl’s. The tween brand also includes jewelry, accessories, DVDs, CDs, dolls, luggage and more. In addition to her fashion line, Duff created her own fragrance, called With Love, and she launched her latest album last week, titled “Dignity.”

2. **BABY PHAT BY KIMORA LEE SIMMONS**
   - Doors: 3,500 (est.)
   - Since its launch in 2006, Kimora Lee Simmons’ Baby Phat has evolved into a fashionable juniors line, consisting of logo-heavy T-shirts, denim, jackets, pants, outerwear and more. — and it continues to perform well at retail. In addition to apparel, Baby Phat has ventured into swimwear, lingerie, handbags and accessories. Since the brand’s consumer is getting older; “we’ll continue offering Baby Phat to our younger consumers, but we also want to sell pieces that reflect a sexy, stylish feel with the new KLS Collection,” said a Baby Phat spokesman. “This particular line is actually celebrity-wearable.”

3. **APPLE BOTTOMS BY NELLY**
   - Doors: 3,500
   - The mastermind behind Apple Bottoms, Cornellias Haynes Jr., aka: multiplatinum hip-hop artist Nelly), launched the denim-heavy brand in 2002. In addition to its body-hugging jeans, the collection features sexy tops, miniskirts, jackets, sweat suits and outerwear. Last year, Apple Bottoms signed licensing deals to produce jewelry, handbags, footwear and accessories such as iPod and Blackberry cases. “We’re an empire now,” Shaunna Miller, licensing director for Apple Bottoms, told WWD in July. The brand is worn by celebrities such as Oprah Winfrey, Vivica A. Fox and Alicia Keys.

4. **ROCHAS BY JAY-Z**
   - Doors: 3,000 (est.)
   - Jay-Z’s Rocawear was officially purchased last week by New York-based Iconix Brand Group for $240 million in cash (and contingent payments of an additional $35 million of Iconix stock based on performance thresholds over the next three to five years). Rocawear’s contemporary merchandise, which includes knit, denim, dresses, outerwear and more, is sold through better department and specialty stores with annual retail sales of more than $800 million, according to the company.

5. **MARY-KATE AND ASHLEY OLSEN**
   - Doors: 3,000 (est.)
   - Wonder twins Mary-Kate and Ashley Olsen, both 20 years old, have created an empire through this brand, which is run by Dualstar Entertainment Group. The collection is dedicated to the tween and teen markets and encourages not only apparel — which is sold exclusively through Wal-Mart stores — but cosmetics, fragrances, home videos, books, music, video games and dolls. Popular apparel items in the collection include chiffon tops, embellished denim jackets, embroidered shirts and print houses.

6. **G-UNIT BY 50 CENT**
   - Doors: 1,110
   - This two-year-old label, developed by 50 Cent and owned by Marc Ecko Enterprises, has evolved from a logo-driven collection to one that relies on other qualities and trends (such as prints and layers) to raise its brand awareness. The women’s line features denim T-shirts, skirts, knit, woven tops and outerwear. Paul Boyea, president of G-Unit Clothing Co., said, “You cannot rely on just a name — you have to have the product.” Regarding its future, the company stated: “G-Unit is well positioned because the design team understands that it’s all about satisfying consumers’ expectations with innovative trends.”

7. **HOUSE OF DEREON BY BEYONCE KNOWLES**
   - Doors: 1,000
   - It’s the house that Beyoncé built. The brand, created by Knowles and her mother, Tina, launched in 2005 and was inspired by Tina’s mother, the late Agnez Derèon. According to the company, current bestsellers include the Private D dress, the Bijoux Luxe hoodie and the Captain D-Luv reversible hoodie. The brand also includes accessories, such as handbags, hats, belts, gloves and scarves. In addition to its entrance to all major department stores this fall, the brand is launching Derèon girls (in sizes ranging from 2 to 16) and infants for holiday 2007.

8. **DAISY FUENTES BY DAISY FUENTES**
   - Doors: 800 (est.)
   - In January 2004, Monomeme Falls, Wis.-based Kohl’s Corp. revealed plans to unveil a new contemporary line, exclusive to the retailer, with fashion model and TV personality Daisy Fuentes. The company had been looking for a recognizable face to appeal to Kohl’s broad range of female shoppers, said Fuentes in a release at the time: “My new line consists of modern options that make looking stylish simple.” As well as apparel items such as knit tops, wrap dresses and jeans, the collection features cosmetics, fragrances, shoes, watches and jewelry.

9. **L.A.M.B. BY Gwen Stefani**
   - Doors: 300
   - Selling her collection in high-end stores such as Fred Segal, Saks Fifth Avenue, Neiman Marcus, Henri Bendel and Intermix has elevated Stefani’s L.A.M.B. status to a luxury brand, claimed the company. The pop superstar’s four-year-old clothing line has passed the $100 million mark in sales. Her highly successful L.A.M.B. line is now available in Canada, Australia, France, Italy, Japan, South Korea, Spain and the United Kingdom. Stefani’s private label T-shirt line, released last year, has sold more than 11 million units, according to the company. L.A.M.B. has also expanded to include fragrances — and its line of watches will be introduced soon. The company has also launched a new label, Stefani House, featuring a more casual line of apparel for both women and men. Stefani is scheduled to perform at the Grammy Awards later this month.

10. **WILLIAM RAST BY JUSTIN TIMBERLAKE**
    - Doors: 220 (est.)
    - Call it a little bit country, a little bit rock ’n roll. The William Rast clothing line, which began in 2005, was developed by Daniel Guez in collaboration with Justin Timberlake and his childhood friend (from his Tennessee days), Trace Ayala. The contemporary brand (whose name was derived from Timberlake and Ayala’s grandfathers’ names) is owned by Los Angeles-based People’s Liberation and includes denim, knit, wovens, outerwear and accessories for both women and men. In the U.S., products are sold at Bloomingdale’s, Nordstrom, Saks Fifth Avenue and Neiman Marcus, as well as smaller boutiques and specialty retailers.

11. **EDON BY BONO**
    - Doors: 153
    - Launched in spring 2005, this socially conscious contemporary line was created by U2 lead singer Bono; his wife, Ali Hewson, and New York clothing designer Ragin Gregory. Edon — “made” spelled backwards — is a collection for both women and men that includes tops, bottoms, denim, dresses, jackets and sweaters. The company stated that popular items this year include knits and wovens, such as the Gertrude Cardigan (the number-one seller this season), the Eyre V-Neck and graphic T’s.

12. **JAYME BY JAMIE PRESSEY**
    - Doors: 111 (est.)
    - This contemporary women’s line was created by Jamie Pressey of the hit series “My Name Is Earl.” Pressey told WWD in October: “I’m not just another actress doing another clothing line. Fashion has been a passion for me since I was a child.” Latest looks include wrap, V-neck, Empire and tank dresses; tunics; hoodies; cape pants; miniskirts, and tops. Pressey wants to eventually add accessories and possibly children’s wear, as well. “We’re definitely growing the brand. There will be more categories in the next 12 to 18 months,” she said.

13. **JLO BY JENNIFER LOPEZ**
    - Doors: 100
    - Is there anything Jennifer Lopez doesn’t do? The pop superstar-actress-dancer-designer’s line, JLO by Jennifer Lopez, is currently sold in only 100 doors (fragrances are much more widely distributed — in approximately 2,500 U.S. department store doors). While it has experienced ups and downs at retail, the brand has been successful in launching the company’s first collection of watches and shoes.” Eyewear, denim and innerwear will be added next year.

WWD.COM
The New Crop: Do They Have Staying Power?

By Julee Greenberg

There are those who firmly believe the celebrity-as-designer craze has lost its luster, but newcomers launching lines this fall naturally believe otherwise. I woke up at 5 this morning so I could come in and set up before I started meeting with all the buyers," Paris Hilton said Tuesday from her Los Angeles showroom, where she was showing her product to stores for the first time. Her self-titled apparel line will be launched for back-to-school.

"This has been my dream since I was a little girl, so I am completely invested in the success of this brand," she added. "This is my job. I will be here doing this all the time."

Hilton, who delayed a trip to Switzerland to be in Los Angeles for market week, said she had been involved in each detail of her collection, from picking the right buttons on jeans to developing new marketing ideas. She said she planned to be involved with her licensee, Dollhouse, through every decision. New product, she said, would be available every 30 to 60 days.

"It was really important to me that I be here to explain my vision to all the buyers when they see the clothes," she said. "And seeing me here lets them know that I'm really in this."

And, Hilton insisted, she will be seen wearing her own line all the time.

Michael Stone, president and chief executive officer of brand consultant firm Beanstalk Group, works with Hilton, and with Mary-Kate and Ashley Olsen on their brand, which is sold exclusively at Wal-Mart. "We see celebrities all the time who walk in here and tell us that they want to have a clothing line," he said. "We always tell them the same thing — you have to put in the time and the work. Some really just don't understand the business. We tell them that they have to come out with new product at least four times a year in the apparel business. If they can't do that, then apparel isn't for them."

Stone said more often than not, the celebrity seeking an apparel line of his or her own will walk right out the door. He said the main reason some celebrity clothing lines flop was because the celebrities weren't as involved as they should be.

"The Mary-Kate and Ashley brand works because the girls are involved with the design. They stay on trend, and tween girls buy into it," he explained. "The same goes with Gwen Stefani: She does well because L.A.M.B. is part of her career; she takes it seriously, and it shows."

Stone said he could see the Kate Moss collection, being launched next month at Topshop and at Barneys New York, doing well because Moss has fashion credibility. He also said he was intrigued by Sarah Jessica Parker's collaboration with Steve & Barry's. "As long as they are involved in their lines and the product reflects their style, I could see them making it," he said.

Julie Gilhart, fashion director at Barneys, said the choice to carry Moss' line was a natural one. "We thought it was another interesting thing for us to do," Gilhart said. "Kate has never let us down in terms of style, and she is a great stylist. Kate's style is very much Barneys' style. We completely relate to the design direction that she has given. It is like going into her closet, with items that work on their own or together. And you can see Kate wearing every piece."

Tim Gunn, chief creative officer at Liz Claiborne and Bravo's "Project Runway" task-maker, said his ideas about celebrity clothing brands had changed over time. He said he used to think it was something that was bad for the industry and that the celebrities were taking the attention away from those "real designers" who had the training and the talent.

"I used to have a snobby view of this," he said. "But what I've become aware of is that these brands employ a lot of young designers and they help these designers get their start in the industry. It's become a very positive thing for our industry in that way." Besides, he said, "anything that generates buzz in this industry, I'm in favor of."

"It was really important to me that I be here to explain my vision to all the buyers when they see the clothes. And seeing me here lets them know that I'm really in this." — Paris Hilton

Gunn said he was very interested in Parker's line since she has become known as a true fashion plate.

"She is such a paragon of fashion," Gunn said. "I would think that launching a line has to be terrifying for many designers when she launches her own brand, that brand becomes her and she morphs into that brand. She will become known for that apparel that she has her name on. We shall see.""涉及《WWD》的图片用于说明本文内容。
Denim Dish

Iconix Wins Bongo Battle

Iconix Brand Group has come out on top in a long-running legal dispute involving its Bongo denim brand.

A Los Angeles Superior Court jury ruled in favor of Iconix in a lawsuit filed in 2004 against its former denim licensees. Iconix said in a statement that the jury awarded the company $45 million in compensatory damages and found in the company's favor "on every one of the claims it pursued, and against the defendants on every counter-claim asserted."

"Based upon the multiple findings of malice and willfulness, a punitive damages phase of the trial will begin shortly," the company added.

Neil Cole, chairman and chief executive officer, said in the statement, "We are extremely pleased with the verdict and feel that justice has been served.

In August 2004, Iconix filed suit against Sweet Sportswear LLC, Azteca Production International and Apparel Distribution Services, which owned the exclusive right to operate, manufacture and distribute Bongo jeans. The suit also named Hubert Guez as a principal of all three companies. Guez is a former member of the Iconix board.

According to the company's 2004 annual regulatory filing with the Securities and Exchange Commission, Iconix and Sweet Sportswear had entered into a 50-50 partnership in 1996 to form Unzipped Apparel, which would market Bongo apparel and denim. In 2002, Iconix acquired the remaining 50 percent interest in Unzipped from Sweet Sportswear. The price Iconix paid to acquire sole interest in the company ultimately became a key point of contention in the 2004 lawsuit.

"Plaintiffs allege that defendants fraudulently induced plaintiff to purchase Sweet's 50 percent interest in Unzipped for an inflated price. Sweet and Azteca committed material breaches of management supply and distribution agreements, and Guez materially breached his fiduciary obligations to the company while a member of the company's board of directors, and seeks damages in excess of $50 million," said Iconix in the SEC filing.

Shortly after filing the suit, the court granted Iconix a preliminary injunction that required Guez and the other defendants to release 657,000 pairs of Bongo jeans that were in their possession, provided Iconix a preliminary injunction that required Guez to unwind his ownership of Bongo jeans, and denied Iconix a preliminary injunction that required Guez to unwind his ownership of Bongo jeans.

The jury trial kicked off in January. Iconix noted the ruling could be appealed.

— Ross Tucker

Dallas Cuts Ribbon on New Fashion Terminal

Denim is a key ingredient at LFT Lifestyle Fashion Terminal, the 30,000-square-foot fashion emporium in Victory Park in downtown Dallas.

Divided into a series of shops, LFT has a central area called The Market, where 30 brands of women's and men's denim hang from a rotating dry-cleaning rack. T-shirts are folded into plastic crates on a belt area called The Market, where 30 brands of women's and men's denim hang from a rotating dry-cleaning rack. T-shirts are folded into plastic crates on a belt of steel rollers that surrounds the rack. But the look isn't entirely industrial. A water wall flows within the 4,000-square-foot area.

The store, which opened March 31, is the brainchild of Or Varona, who has a chain of eight stores that sell luxury goods, and sportswear shops in Dallas, Denver and Austin, Tex., plus the Premium 93 designer boutique in Dallas. LFT is backed by Hillwood Capital, co-developer of Victory Park, the $8 billion mixed-use project anchored by the American Airlines Center home to the NBA's Dallas Mavericks.

Varona projected that LFT would generate $400 a square foot in sales within a year. "It's a collection of small boutiques and they generate very high per-square-foot numbers," he said.

Nina Knell, the women's denim and contemporary buyer for LFT and Octane, said: "Our denim business has been very good. That's what people come to us for. We try to cater to those girls.

LFT and Octane target 20- to 40-year-olds with up-and-coming brands, skipping widely distributed labels like Citizens of Humanity, Seven For All Mankind and True Religion.

"We want to provide our customers with a different outlet for jeans, maybe the newest ones that look good that people don't really know about," Knell said.

She's had trouble, however, with denim jackets. "I'm sick of showing my butt. I love the trouser jean, which I think is a little more sophisticated.

"I think it's all about the boot cut again, and the higher the better," she said, citing rises up to the belly button. "For ladies right now in the denim market, I'm sick of showing my butt. I love the trouser Jean, which I think is a little more sophisticated.

She's had trouble, however, with denim jackets.

"It's a scary market for me," said Knell, who shops markets in Dallas, Los Angeles and New York. "It has to be the perfect denim jacket and I haven't found it yet. The fit has to be very feminine, not so boxy.

T-shirts and dresses round out the mix at The Market, from Beaud and Bangs, Rebel Yell, Robi, T. by Alexander Wang and Andrea N.

I have a new line called Planet Blue Life for the girl who wants the most fabulous sweat outfit," she said. "They do a great safari jacket in sweatshirt material with lace. It's a great swing top to wear with skinny, rolled sweatpants and it will be a fun piece with leggings.

LFT also specializes in contemporary fashions, with boutiques such as 12th Street by Cynthia Vincent, Chip & Pepper, Diane von Furstenberg, J. Lindeberg, James Perse, John Varvatos, TaylorByrd and Z Zenga.

Varona's Premium 93, a young designer store at West Village in Dallas, is represented with substantial denim areas.

Look for more denim at Victory Park. While LFT has already offered denim, the nearby store, West Village, has a strong denim presence, with boutiques for 12th Street by Cynthia Vincent, Chip & Pepper, Diane von Furstenberg, J. Lindeberg, James Perse, John Varvatos, TaylorByrd and Z Zenga.

"There's a straight-leg skinny black jean with a little bit of shine to it by Proportion of Blue that not a lot of people have."

She also has royal blue jeans and overalls on order from Ksubi, and purple in stock. Knell praised the resurgence of raw denim, which she said holds its shape and fit better. Clean dark blue denim is selling well.

For fall, Knell invested more than half her buy in classic boot cuts, rounding them out with trouser jeans and skinny styles.

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Varona's Premium 93, a young designer store at West Village in Dallas, is represented with substantial space at LFT.

There are plans for the addition of a day care center for shopping parents, a cafe and a hair salon this summer.

— Holly Haber

Seven For All Mankind Inks Deal for First Store

Seven For All Mankind is in a retail state of mind.

The Los Angeles premium denim company has secured a space for its first freestanding store on the corner of Robertson Boulevard and Elder Street. The location is in the heart of Los Angeles' contemporary retail scene, housing neighbors Lisa Klein, Kitson and Maxfield Blue. The 3,000-square-foot space will house the entire Seven For All Mankind line for women and men.

"From a branding perspective, Robertson is perfect for us," said Aaron Battista, vice president of retail, who joined Seven a month ago from Liz Claiborne's Lucky Brand. "We wanted the first store to be in Los Angeles, since it's in our backyard and what we know best. So, having this space worked out well."

The store, which is being planned for a November opening, will be housed in what is now Scott Hill, a primarily men's wear boutique owned by Peter Koral, founder and chairman of Seven For All Mankind. Scott Hill now sells some men's and women's products from the Seven For All Mankind collection. Jeff Fox, who operates Scott Hill, will help transform the store into Seven For All Mankind.

Over the next six months, the store will be redesigned under the direction of Kenny Wu, Seven For All Mankind's director of retail development.

"The design will be very sleek, modern and sophisticated," Battista said. "We are really looking to capture that luxury customer experience and we are presenting a denim brand that has developed into a true sportswear lifestyle. I think many people will be surprised with the end result."

Seven For All Mankind patented a retail concept with a pop-up shop in New York around the holidays. The store, which was open for only two weeks, performed well for the brand. But Battista said, the design of the new store would be a departure, although details were not yet final. Battista said the company wanted to open two stores in 2007, but would wait until the ideal spaces open up.

— Juliee Greenberg
Barneys Megadeal Appears Near

Continued from page one and were talking about offers in the range of $840 million.

A spokeswoman for Barneys' parent, Jones Apparel Corp., declined comment Wednesday.

It is understood the Qatar fund could not immediately be learned, but it is understood to be linked to the nation's royal family. The state-owned Qatar Investment Authority has a fund valued at around $40 billion, and the royal family is eager to develop the nation's tourism industry. Qatar, a nation of fewer than 1 million people, has the world's largest natural gas reserves and one of the highest per capita incomes in the world. Business leaders there, springing what is happening in nearby Dubai, are eager to develop luxury resort and large-scale retail complexes to attract tourists. Sources to the U.S. believe resort complexes could easily house small-scale, carefully edited Barneys or Barneys Co-op stores to appeal to the tourist market.

The Qatar Investment Authority also is said to be interested in British food retailer J. Sainsbury.

A subsidiary of the investment authority is Qatari Diar, a real estate investment company involved in business parks, resort complexes and shopping centers on a major scale throughout the Middle East, including the vast waterfront project Lusail in Qatar. One source overseas said Diar was seeking acquisitions in hotel management, architecture and retail — with a view to buying strong brands with formidable management and know-how.

In the last few weeks, there have been rumblings in the marketplace about an expected sale of Barneys. Some private equity firms in the U.S. are believed to be willing to pay about $1 billion for the upscale chain, far more than the $840 million strategic players were offering. Bankers and market sources said foreign investors would likely be willing to pay even more, and the bidders rapidly narrowed down to the fund from Qatar.

"The sum (over $1 billion) is some ridiculous amount that no strategic who would ever pay, but some- one from the Middle East would because they are able to see a value in the company and how it could be expanded overseas in a way that public companies in the U.S. couldn't," said an apparel executive working in mergers and acquisitions.

Barneys New York was founded by Barbara Pressman in 1923, when it was a one-store operation in Manhattan, on 17th Street, focused on men's apparel in the value-conscious consumer. Eventually, Pressman's grandson Gene and Bob Pressman expanded the chain, giving it a decided upscale focus and adding women's fashions to the merchandise mix. It was under the grandsons' rule that Barneys filed for Chapter 11 bankruptcy protection. The retailer was bought out of bankruptcy in 1999 by two investor funds, Whippoorwill Associates and Bay Harbour Management, which together owned 70 percent of Barneys. After trying to get luxury firms such as Pinaault-Printemps-Redoute, LVMH Moet Hennessy Louis Vuitton and Dickson Concepts to pony up some cash to buy the specialty chain, Barneys was sold in 2004 to Jones Apparel Group for $357.3 million.

Last March, when Jones put itself up for auction, investment bankers said Barneys was easily worth at least $600 million to $700 million. By August, when Jones elected to pull itself off the market, there was considerable doubt about the future of its moderate brands and whether some of those brands could be turned around. Yet Barneys continued its growth projection, and is now believed to have an annual volume of $1 billion, according to investment bankers.

In January, Jones was considering options for the specialty chain, from a sale to an initial public offering. At the time, Jones posted third-quarter results and said Barneys had double-digit same-store sales in the quarter on top of comps gains a year earlier. In addition, Barneys is believed to be on track to hit its goal of $1 billion in sales by opening more flagship and smaller Co-op contemporary units.

— With contributions from Bobbi Queen, New York
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Chico’s Outs Expansion

By Georgia Lee

ATLANTA — March comps were up 5.2 percent, and Chico’s wants to keep the momentum going by growing faster. "I believe in the potential of square footage more than 20 percent and focusing on new store openings instead of competitive product offerings in 2007," he said.

Families, in the mix will be the first quarter of the size of the large store (at least 2,800 square feet) and consistently Chico’s strongest performers will be larger stores over more size displays, -showers with shorter lines at each register.

Direct sales, both online and in catalogue, grew 38 percent in March, to $6.7 million, and will expand with more product and investment. "We’ve lagged behind some other chains that started out as catalogues, but the opportunity is huge," said Kleman.

To broaden its customer base, the lingerie division, Soma by Chico’s, will change its name to Soma Intimates, starting at a few stores this summer and at all units by year-end. "We encourage the growth frame of Soma as an intimates store, rather than a Chico’s store," Kleman said. "Originally we wanted to get the six million Chico’s customer base, but now we want the woman who doesn’t necessarily shop Chico’s.”

Chico’s operates 937 specialty stores, in 47 states, the District of Columbia, the U.S. Virgin Islands and Puerto Rico. The company has 561 Chico’s front-line stores, 34 Chico’s outlet stores, 264 House/Black Market front-line stores, 17 White House/Black Market outlets and 53 Soma Intimates stores. Chico’s announced the closing of its eight FitPiges stores last month.

BOOKING TALENT: Through Dana Vachon’s book, “Mergers and Acquisitions,” has barely been in bookstores a week, this season’s hit “2.5” kid pondered at his book party Tuesday night who could play a few of the smoke’s notable characters on the big screen. The producers of “Babel” have already optioned the book, which chronicles the privileged life of Tommy Quinn, an analyst at fictional firm J.S. Spencer, and is based on the 28-year-old Vachon’s early years at J.P. Morgan. "The running role is Yves Grandchamp," said Vachon of the dark but beautiful lead character in Manhattan’s new play. "I had a lot of fun with him."

Meanwhile, "I want Owen Wilson to play Roger Thorn," Vachon continued of the book’s crass, shallow character. "For Quinn and his wife, Frances Sloan, both ’should be played by an unknown who is gorgeous,’ but Vachon admitted it would be difficult to find a unique star to play Quinn. "The man character is 23, so the problem is, how many 23-year-olds are there to play the role?" he said. The current crop of Hollywood’s young hunks are simply too mature. "You can’t have, say, Jake Gyllenhaal because he have to shave him every 23 minutes."

Bloggers, bankers and novelists gathered at downtown restaurant Felix for the celebration, glad-hanging Vachon on his success in between rubbing elbows with Jay McInerney and his wife, Anne Hearst; New York City Ballet principal Charles Askegaard; Radha’s Rani, Roshan, and Gawker Media’s Nick Denton. — Stephanie D. Smith

ALL FOR MARGARET! Should Bravo decide later this month not to renew “Top Chef” for a second season, Ellie Decor editor in chief and show judge Margaret Russell can at least console herself that she’s drawn her own set of fans. The comments section on her obligatory weekly blog on Bravo’s Web site ("Like we all need another deadline!" sighed Russell, racing to finish her final post) has been almost unanimously adoring. That is, except for the errant, "We find it difficult to believe that you are that callus (sic), opinionated, cold and tuned visioned and still produce such a fresh journal."

A more typical example: "Most of my regular, Midwest business women write to me for watching a show like this, if they were to see Margaret in [a red dress], they’d set their beer down and pull up a seat next to me." Or, "For all of us semiliterate heterosexual males out there, the rest of you can have ... [insert whatever Hollywood sex kitten’s name you like here] — Margaret Russell smokes them all." And this even though Russell is judging alongside former Playmate and well-known interior designer Kelly Wearstler. Her fashion choices have above all won fans — one viewer thanked Russell for her “inspiring attire and glamorous life.”

"I wear a lot of Prada," said Russell, who said she moved out to Los Angeles for five weeks and packed three suitcases — though she did fly home after the taping of the first episode to switch it up. "I brought what I would wear to a business meeting," she said. "But I couldn’t get by on the Jackie O sheaths I was wearing... I went back and packed literally every cocktail dress I owned." — Irin Carmon

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