

form meets function

W.R.K (WORK. REST. KARMA)

An acronym for "Work, Rest, Karma," founder and Creative Director Matteo Gottardi launched his W.R.K men's wear brand under the premise of purposeful design that bridges functionality and aesthetics. The line explores elements of traditional workwear and tailored detailing through constructed garments that combine form and function — "a balance to which I gravitate," he says. "Its elements speak to every man, as my customer demographic spans age ranges and income brackets." At the same time, he continues, "It's designed to be approachable. It has an effortless sophistication, yet it's never intimidating."

Though not formally trained as a designer, Gottardi's first foray into the fashion industry came about while he received a degree in finance from New York University's Stern School of Business. Having completed business internships at both Armani and Diesel, he launched a New York franchise called Operations — importing authentic European workwear for freestanding stores in Soho and the Meatpacking District — in 2005. Retailing evolved into men's and women's signature Operations lines carried at Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue and Nordstrom.

The downturn of the economy took its toll on Operations in terms of both retailing and wholesaling. "We ended up closing shop, but it was a great run," Gottardi recalls. Undeterred, he opened W.R.K in 2011. Along with outerwear (its best-selling component), the brand includes blazers, suit separates, sweaters, knitwear, wovens, bottoms and swimwear. Additional categories under consideration include dress furnishings, which Gottardi believes would complement the brand perfectly.

"My garments combine what I love about work wear in an almost scientific, industrial way," Gottardi explains. "I can deconstruct a garment, identify its most functional details and then create silhouettes that speak to the modern man." A challenge



Matteo Gottardi



MATTEO GOTTARDI CREATES A COLLECTION THAT BALANCES AESTHETICS AND PRACTICALITY

he relishes is combining fabrications, trims and techniques in innovative ways while maintaining wearability. "My line is rooted in function," he continues, noting that he often designs from personal experience — as in nuanced details such as articulated sleeves on jackets for motorcycle riding to hidden passport pockets for travel.

Further inspiring Gottardi is his upbringing in Italy and overall European sensibility. "My father and grandfather took pride in how they dressed, which definitely influenced my own style," he says. Still influencing W.R.K today is his grandfather's "uniform" — an impeccably fitted blazer, a crisp buttoned woven shirt, slacks and military boots — which continue to serve as men's wardrobe staples.

Inspired by the prolific wooden shipbuilding industry and dubbed "Industry of Water," W.R.K's Fall 2014 collection translates classic nautical influences into a contemporary aesthetic. Mixed materials, both technical and traditional, stand out as a key theme — as in wool paired with nylon and waxed cotton — as well as unexpected details, such as reinforcements and

overstitching. "Each season, I'm drawn to a particular occupation," Gottardi explains. "I analyze its functional elements and translate them into modern garments."

Among W.R.K's other fall highlights are its classic waxed cotton touring jacket updated in vibrant orange, along with the Mast blazer and Becket pant minus side seams for a streamlined fit and increased comfort and mobility. In addition, the Reworked shirt combines poplin in front with jersey for the arms and back.

Retail prices range from \$298 to \$698 (outerwear), \$298 to \$398 (blazers), \$128 to \$248 (sweaters), \$48 to \$98 (knits), \$98 to \$128 (woven shirts) and \$148 to \$168 (bottoms). In addition to its website, Wrinky.com, W.R.K is sold at Nordstrom, Saks Fifth Avenue, Neiman Marcus, Scoop NYC and upscale men's boutiques nationwide. **E**

Matteo Gottardi
W.R.K Shop
276 West 25th Street, 2nd Floor
New York, NY 10001
Tel: 646-687-4231
www.wrinky.com



Health & Beauty

HydroPeptide (1, 2)

HydroPeptide has relaunched as four micro collections: Anti-Wrinkle, Anti-Wrinkle + Clarify, Anti-Wrinkle + Sensitive and Targeted Solutions. Smaller and more targeted, they combine more peptides at their clinical levels via carefully selected botanical stem cells, antioxidants and triple weight hyaluronic acid. (Retail \$38 to \$160). Hydropeptide.com

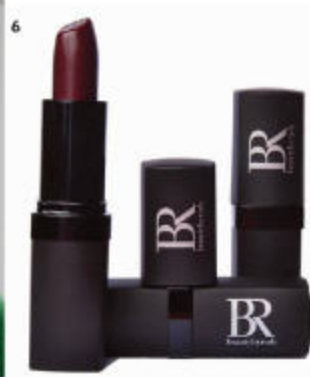
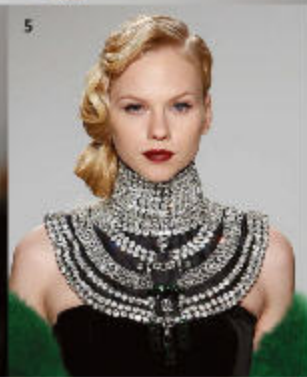
Marika Fitness Ball (3)

While improving core body strength and coordination, the Fitness Ball from Marika's Balance Collection strengthens both upper and lower body (retail \$37.50). Manka.com



Beauty by Rudy (4, 5 & 6)

Editorial makeup artist Rudy Miles was the makeup sponsor for designer Zang Toi at Mercedes-Benz New York Fashion Week Autumn/Winter 2014 — during which he debuted BeautybyRudy, a rich burgundy lip color to complement the designer's opulent theme for the season. Formulated with castor oil for emolliency, as well as soothing aloe and powerful antioxidants A and E, Plum Berry doubles as a light sheer stain or a full-coverage cream lipstick (retail \$18). Rudymiles.com



Home Décor

Divine NY & Co. (1)

East meets West: Divine NY & Co. transforms vintage seris into one-of-a-kind handcrafted throw blankets, blending rustic elements with a modern aesthetic. Select designs are finished by the women of Wishwas, a non-profit organization in Queens, NY, whose mission is to empower low-income immigrant women by training them in various employment skills. Retail \$255. Divineny.com

Quinn (2, 4)

Quinn is a lifestyle collection that embodies effortless luxury and modern design. Chic meets cozy via its sumptuous array of cashmere and cashmere-blend throw blankets, featuring contrasting borders and fringe trim. Retail prices start at \$325. Quinnshop.com

Jonathan Adler (3)

How better to wake up than with the perfect cup of coffee and a bright pop of color — thanks to Jonathan Adler's signature Carnaby ceramic. Among our favorite designs: the Hudson (an Art Deco-style swirl pattern), along with zebra and owl motifs bordered by Greek key prints (retail \$18). Jonathanadler.com





Children's Apparel

La Vie Jetsetter (1, 2)

Even the littlest fashionistas can get their style fix thanks to La Vie Jetsetter, a division of FAM Brands that launched this spring. Sized for toddlers through teens, average retail prices range from \$28 to \$70. ShopJetsetter.com

Zutano (3)

A whimsical owl print adds colorful charm to this interlock dress from Zutano. With a contrasting striped bodice, its sizes range from 6m to 4t (retailing from \$31 to \$34, respectively). Zutano.com

Chewbeads (4, 6)

After starting her own family, fashion industry veteran Lisa Greenwald was inspired to create Chewbeads — a "Mommy chic, baby safe" colorful collection of soft, non-toxic jewelry. The average retail price is \$29.50. Chewbeads.com

Quintessential Mommy (5)

The Quint Carryall is a handy organizer that fits in almost any handbag — ensuring a place for everything while keeping baby's essentials separate from mom's necessities. Retail prices start at \$44.99. Quintessentialmommy.com



artisanal allure

JUDITH BRIGHT

“I’ve always been fascinated by how people adorn themselves — jewelry is such a unique and expressive art form,” says designer Judith Bright. Her own fascination with jewelry began in childhood: She would often spend hours playing in her mother’s jewelry box, which contained an impressive array of both authentic and costume styles.

Bright’s path to making jewelry her profession has been circuitous. After graduating from Vanderbilt with a nursing degree, she cared for AIDS patients at Cedars-Sinai in Los Angeles. Later, she shifted gears professionally and took the helm of Quincy Jones’ music publishing company — a position she held for more than a decade.



Judith Bright

In 2007, Bright launched her namesake bridge collection, featuring an array of artisanal necklaces, earrings, bracelets and rings. “I wanted to design pieces that I would wear — pieces that I thought were missing in my personal collection,” she recalls.

Primarily self-taught as a jewelry designer, Bright’s formalized training came about through traditional silversmithing and wax-carving studies at Arti Orafe in Florence, Italy, along with classes in Los Angeles’ Barnsall Art Center. Ultimately, quality gemstones in affordable metals became the foundation of her line.

Today, her chic, contemporary line encompasses several distinct divisions: Silver+Rocks and Gold+Rocks, rendered in sterling silver and 14K gold-filled chains and elements that link semiprecious stones in various combinations; and Zen, featuring authentic, aromatic sandalwood beads that are blessed by Buddhist Lama in Kathmandu, Nepal, and paired with semiprecious stones. In addition, for the purist, RockLess features polished and hand-hammered gold, silver & mixed metal pieces.

With the exception of the minimalist RockLess line, gemstones stand out as such a focus for Bright that they inspire the overall

QUALITY GEMSTONES + AFFORDABLE METALS = ONE STUNNING JEWELRY LINE

collection. Thanks to an extensive selection of stones, she says, “We offer varieties that people don’t see every day. We also have our stones cut for us in Jaipur, India, and hand-select each one used in our designs.” The Fall 2014 collection will highlight rich reds and deep purples in the form of garnets and amethysts, respectively. In future seasons, Bright plans to focus on combining colored stones.

Retail prices for the collection range from \$38 to \$1200. Having been carried by Henri Bondel, Vivre.com and the Sundance catalog, as well as a variety of resort boutiques, Bright’s collection is sold via her website and in her two signature stores — located near her Nashville, Tenn., headquarters (in the 12 South neighborhood) as well as Atlanta (the Virginia Highlands district). Ever the entrepreneur, she plans to open more stores in future seasons.

Further expansion includes the recent debut of scarves, featuring hand-marbled designs reminiscent of Florentine paper. After selecting the colors, Bright collaborates with a local textile artist to complete the pro-



duction. Crafted in silk crepe and measuring 12” by 60,” they retail for \$118. As for the prospect of expanding into even more product categories, she’s currently contemplating hair accessories and handbags.

Helping to promote Bright’s collection is its popularity with Hollywood’s top costume designers and wardrobe stylists. Her creations have frequently appeared in films (worn by actresses including Meryl Streep, Jennifer Lopez, Catherine Zeta-Jones, Carla Gugino, Frances McDormand and Abbie Cornish) and on the small screen (featured on Christina Applegate, Portia DeRossi, Blake Lively and Julia Louis-Dreyfus).

Whether her collection is showcased by celebrities or favored by “regular” people, says Bright, “My passion is making quality jewelry my clients will love.” ■

Judith Bright
2307 12th Avenue South
Nashville, TN 37204
Tel: 615-269-5600
info@judithbright.com
www.judithbright.com

philanthropic kicks

IX STYLE

Trendy boho-chic footwear may abound in the marketplace at the moment, but few brands feature authentic artisanal designs that benefit people in need. Enter Ix Style (pronounced "eye ex"), launched last year by siblings John and Francesca Kennedy. "Ix" translates to water in Mayan, and in fact, water inspired the creation of a stylish leather huarache shoe collection. For each pair purchased, the company donates to provide clean drinking water for children.

"Our heart and focus is in Guatemala, which is where my family originally comes from," Francesca explains. "I was inspired to help after seeing the once-beautiful Lake Atitlan in Guatemala's highlands where I swam as a child." In fact, the region has attracted some legendary denizens, including authors Aldous Huxley and Antoine de Saint-Exupery (of "Brave New World" and "Le Petit Prince" fame, respectively), "Casablanca" actress Ingrid Bergman and French philosopher Simone de Beauvoir.

Sadly, Lake Atitlan is now overrun with blue green algae caused by pollution, and a new generation of children is collecting and drinking the contaminated water. Coincidentally, on a flight to visit her grandfather in Panajachel, Guatemala, Francesca read *Start Something That Matters* by TOMS founder Blake Mycoskie. Inspired by the region's hand-woven Mayan textiles and leather craftsmanship, she launched Ix Style.

By supporting and working with its non-profit partners, Ix Style helps provide clean drinking water to children and communities via water filtration systems, rain collection units and wells. "Each purchase makes a difference in freeing up time for children who would normally walk miles a day to collect water for their families," says Francesca. "Instead, they can spend that time in school. Without a doubt, education is the single most effective way to break the cycle of poverty." The company has also partnered with Asociacion Puente, which works solely in Guatemala, in addition



John and Francesca Kennedy



WITH EACH PURCHASE OF ITS HANDCRAFTED LEATHER SHOES, THE COMPANY HELPS PROVIDE CLEAN DRINKING WATER FOR CHILDREN

to charitywater, which works to end the water crisis worldwide.

In addition, the artisans who weave Ix Style's leather huaraches are part of a nonprofit organization in Guatemala comprised of over 800 women. "All of our sandals are carefully handmade by our amazing artisans who put their heart and tradition into every pair they make," says Francesca. "By promoting fair trade with artisans, we can help to empower these women in their communities and help to reduce rates of child malnutrition. We want women to lift themselves out of poverty so that children don't go to sleep without a nutritious meal."

Thanks to its talented team of artisans, Ix Style introduces new color stories throughout the year — recently, including a chic new graphic black-and-white version. Handbags will launch this fall, followed by a men's collection for Spring '15.

With retail prices of \$89 for women's styles

and \$58 for children's, the line is carried by retailers including Anthropologie, Shopbop, and Holt Renfrew, as well as stores in Mexico, Australia, Singapore and Japan. Richard Branson's boutique on Necker Island is another noteworthy retail resource, while celebrity devotees include Gwyneth Paltrow (who has even collaborated with Ix Style to create an exclusive design for her website, Coop.com), model Bar Rafaeli, actresses Jonima Kirke and Jamie Chung.

Ultimately, the Kennedys' goal is to expand the company into a complete lifestyle brand including apparel and home décor. And as Francesca points out, "Everything will have a touch of the beautiful Mayan colors." ■

Francesca Kennedy
Ix Style, Inc.
34 Desbrosses Street, Suite 619
New York, NY 10013
Tel: 917-703-4860
fkennedy@ix-style.com
www.ix-style.com

island style

LOTTY B/PINK HOUSE MUSTIQUE

What could be better than living in paradise? For British designer Lotty Burbury — who permanently relocated to the exclusive Caribbean island of Mustique in 1992 — the best part of residing among palm trees and turquoise seas is its inspiration for her popular resort-wear lines.

In 2008, Burbury took over the island's sole gift shop and named it Pink House Mustique. There, she began selling her hand-painted sarongs and kaftans for women under the brand name Lotty B. Noticing a lack of men's apparel that was "uniquely Mustique," she introduced Pink House Swim for men in 2010, followed by Pink House Linen, which featured men and boys' swimming trunks, board shorts and linen shirts.

"When the men's and women's collections became the store's best sellers and were sought after by other boutiques throughout the Caribbean, I realized that there was a strong enough demand to officially launch my label," says Burbury. As of last year, both Lotty B and Pink House Mustique became available in the store and online.

Today, a simple walk on the beach serves as a muse for Burbury's creations. "I work in the midst of nature, so I'm constantly inspired by everything from the island's vibrant variety of flowers, birds and sea life," she says. And although they differ stylistically, Lotty B and Pink House Mustique nevertheless complement one another. "I take a subject and run it through the whole collections, from kaftans to swimming trunks," she continues, citing a current passion fruit motif. "It's how I share a little bit of Mustique's charm with the world."

Design comes naturally to Burbury, who has maintained a fascination with fabrics and prints since childhood. "I used to pester my mother for distraction to take me to the fabric markets when we lived in Africa, and I started to sew when I was very young," she recalls. "I remember making a tiny teddy bear out of felt when I was



Lotty Burbury



BUNBURY'S DESIGN THEMES REFLECT THE NATURAL BEAUTY OF MUSTIQUE

about six years old, sitting on the veranda with our nanny in Ghana. She showed me how to cut out the trousers so that they would fit a three-dimensional shape."

Burbury's grandmother, an artist, was always a role model as well. "She gave me a sewing machine when I was 14 and I took it back to boarding school," she says. "I used to sew dresses late at night, and on weekends, when the art rooms were empty, I printed fabrics — I've always loved screenprinting." She went on to study stained glass at London's Chelsea College of Art, and when she and her husband, the island's resident doctor, moved to Mustique in 1992, she decided to take some silk and silk paints along as a hobby. "I found silk the perfect material on which to translate the bright colors of the Caribbean, and I soon realized the demand for sarongs," she says. "That was the beginning of Lotty B as a cottage industry, just fitting in what painting I could between raising a family. I hand-painted each piece for years before finally going in to print."

While designing today, says Burbury, "I'm

very aware of where an item will be worn — in my case, in the sun and on vacation. The simpler the garment, the better — it has to both look and feel good. I pride myself on creating clothes that cater to different body types."

Beyond resortwear, Burbury is contemplating the addition of home décor and tableware. For now, since both collections launched just last year, Burbury plans to generate more awareness worldwide and establish a loyal customer base. Ever loyal to Mustique, she's adding three design themes — namely, pelicans, bamboo and leaves — to reflect the beauty of the island.

Lotty B and Pink House Mustique's retail prices start at approximately \$250 and \$110, respectively. ■

Lotty Burbury
Lotty B/Pink House Mustique
St. Vincent & The Grenadines
+44(0)20 8133 3327
sales@pinkhousemustique.com
www.pinkhousemustique.com

JUNE/JULY 2014

FashionMANNUSCRIPT



RAMY BROOK

BUILDING THE NEXT GREAT LIFESTYLE BRAND
FOR TODAY'S WOMAN

RAMY BROOK SHARP

BAUBLEBAR LAUNCHES COCO ROCHA COLLECTION



BaubleBar has unveiled its collaboration with model Coco Rocha. The Coco Rocha for BaubleBar collection includes 20 styles highlighting trends such as ear cuffs, spikes and bold statement necklaces. Retail prices range from \$28 to \$120.

"Season after season, BaubleBar is making it easier than ever for women to accessorize their wardrobes without breaking the bank," says Rocha. "I loved working with them on this line. They gave me a lot of freedom to create whatever my heart desired and, as a result, it accurately reflects an off-duty style at an affordable price point."

MAD EXHIBITION MERGES JEWELRY AND PHOTOGRAPHY



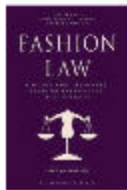
On view at New York's Museum of Arts and Design through September 14, "Multiple Exposures: Jewelry and Photography" examines how contemporary jewelry artists are using photography to explore issues central to contemporary experience, including social, political and cultural issues and the relationship of jewelry to society and personal identity.

Today's revolution in image creation, manipulation, and transmission has served as a catalyst for the artists featured in "Multiple Exposures" to take a serious look at the pictures in our lives—the daguerrotypes, tintypes and Kodachromes from earlier times, as well as digital images currently streaming from cameras, computers and smartphones. Focusing on contemporary works and featuring 170 objects, "Multiple Exposures" not only provides historical context, but also delves into recent developments in contemporary "photo jewelry" through cutting-edge videos and installations.

More than 80 renowned artists from over 20 countries participate in the exhibition, including Gjs Bakker, Wafas Bilal, Mari Ishikawa, Jiro Kamata, Sooyeon Kim, Otto Kundli, Iris Nieuwenburg, Kara Ross, Gabriela Sánchez y Sánchez de la Barquera, Bernhard Schöbinger, Bettina Speckner, Joyce Scott, Kiff Slemmons, Andy Warhol and Noa Zilberman.

"Multiple Exposures: Jewelry and Photography" offers the first rigorous survey and exploration of the deep and multifaceted relationship between these two mediums," says Glenn Adamson, MAD's Nanette L. Laitman Director. "The exhibition gives viewers the opportunity to engage with contemporary artists who push the boundaries of one field using the other, reinvigorating familiar forms while inventing new ones."

FAIRCHILD BOOKS RELEASES SECOND EDITION OF FASHION LAW



Fairchild Books, an imprint of Bloomsbury Publishing Inc., has announced the release of its second edition of *Fashion Law* — a guide for designers, fashion executives and attorneys, as well as a textbook at both fashion and law schools. Because a majority of fashion brands are global, the expanded second edition includes new chapters on international fashion law (especially within the Asia Pacific region), fashion financing, celebrity and model endorsements/agreements and marketing, plus advertising and promotion.

The book was conceived, edited and co-authored by Guillermo C. Jimenez, professor of fashion law at the Fashion Institute of Technology (FIT) and Barbara Kolsun, Executive Vice President and General Counsel, Stuart Weitzman LLC. Top attorneys practicing in the legal specialty of fashion law contribute chapters of the book — including a chapter on "Litigation Strategies in Fashion Law" by David H. Bernstein, a Partner at the law firm of Debevoise & Plimpton LLP and chapters on "Real Estate Law," "Employment Law" and "Fashion Finance" by Lee Sporn, General Counsel, Michael Kors.

JOHN HARDY WELCOMES CARA DELEVINGNE AS FACE OF ITS FALL ADVERTISING CAMPAIGN



John Hardy announced today that Cara Delevingne will be the face of the brand's new fall advertising campaign. The campaign was shot in Bali — the birthplace and home of the John Hardy brand — by internationally renowned photographer and film director Sebastian Faena under the creative direction of advertising guru David Lipman.

"It was natural for us to bring Cara and the entire production team to Bali so they could experience and capture the soul of the brand and express it in iconic images," said John Hardy CEO Damien Demoncourt. "We envision this campaign as an artistic expression of our essence, paying homage to our rich heritage."

Featuring Delevingne and Canadian male model Simon Nessman, the campaign was shot in the pristine natural surroundings of Amaniñila in East Bali by Faena, who is known for his bold, dramatic photographs and visual narratives filled with emotion.

While in Bali, Delevingne took the time to experience firsthand the John Hardy way of life — from the collaboration between designers and local artisans, its workshop where each piece is crafted by hand using ancient techniques to its Greener Every Day initiative and continued support of local communities — all integral parts of the brand's ethos of sustainable luxury.

BANANA REPUBLIC AND ROLAND MOURET ANNOUNCE CAPSULE COLLECTION FOR FALL '14



Banana Republic has announced its Roland Mouret for Banana Republic Collection — a limited-edition capsule highlighting Mouret's designs with Banana Republic's signature Sloan fabric, known for its contour stretch fabric. The women's capsule will launch exclusively at select Banana Republic locations worldwide and online this month.

The Roland Mouret for Banana Republic Collection will include bold colorblocking, graphic perforated details, leopard prints, playful proportions and svelte cuts on everything from blazers and pencil skirts to sheath dresses. Apparel includes petite styles and will range in price from \$49.50 (for a belt) to \$165 (for a dress).

"Partnering with Banana Republic on this project was such an adventure," says Roland Mouret, founder and designer of his namesake label. "The goal for this collection is to offer incredible fit through an assortment of hourglass silhouettes — extending my love of structure into accessible prices. These pieces are multi-functional for the modern woman to wear and accessorize in her own way."

"I'm inspired by Roland's skill for draping and attention to fit," says Melloney Binkett, Banana Republic's Vice President of Women's Design. "He has such a strong sense of how to dress a woman, and brings a beautiful sensuality to his work. Roland's vision matched ours as we worked together to use his design expertise and our Sloan fabric to create a covetable collection."

UNIVERSITY OF FASHION LAUNCHES VIDEO SERIES WITH CARMEN MARC VALVO



The University of Fashion — the first online fashion design video library that teaches all levels of fashion enthusiasts the intricate art of fashion design — has introduced Designer FashionSpeak, a new series of interviews with leading designers starting with Carmen Marc Valvo. While discussing his mentor, first design job and starting his own collection, Valvo also shares his secrets on celebrity dressing and what it takes to build a lifestyle brand in the University of Fashion's newest video.

With branches in New York and Vancouver, The University of Fashion was founded and developed by Francesca Sterlacci — a New York fashion designer, educator and author — to preserve the art and craft of fashion design by bringing together fashion industry professionals to create lessons that inspire and educate students, teachers, home sewers and the fashion curious. A tenured professor and chairperson at New York's Fashion Institute of Technology, she has also been an online instructor at the Academy of Art University San Francisco.

DOLCEVITA CASHMERE DEBUTS BEJEWELLED SUMMER DRESS

Dolcevita Cashmere has collaborated with jewelry designer Shiroiy Cama to create a unique fusion between the luxury of cashmere and the opulence of 30 carats of rubies, emeralds, sapphires and gold. Months in the designing process has led up to the culmination of one of the most unique dresses of the summer. Dolcevita Cashmere has pioneered lightweight summer blends of cashmere silk and Luxe. The collars are designed and created by hand, and then crocheted into the dress. Shiroiy Cama's creations have been featured on the runways of New York, Paris and Milan.

"We wanted to showcase our new, lighter blends of cashmere that are appropriate for summer while also featuring Shiroiy Cama's intricate designs as the stunning centerpiece," said Veronica Zorzi of Dolcevita Cashmere. "The two styles of dresses are embroidered and joined to the jewels, yet still free to fall — just like in classical music, where the notes are played in harmonic sequence. This collaboration is much like a symphony, bringing together two creative artisans."

Taking several weeks to create, these one-of-a-kind pieces range in price from \$9,000 to \$12,000.

LANCÔME APPOINTS CAROLINE DE MAIGRET AS NEW PARISIAN MUSE



Lancôme has appointed Parisian style icon, model and music producer Caroline de Maigret as its new muse. The company's collaboration with de Maigret will take place in several increments — beginning in September, by accompanying her as she travels all over the world for her book release. First published in the United States, *How to Be Parisian Wherever You Are: Love, Style, and Bad Habits* (Doubleday) is a humorous account of attitudes and tips (at once pertinent and impertinent) for all women who want to understand what makes French women so unique and irresistible.

"I'm delighted by this collaboration, which is unlike any other and truly reflects Lancôme," said de Maigret. "It's the beginning of an adventure with a brand I love. Lancôme offers a different vision of femininity — one that is free, intelligent and touches both the heart and mind."

"Our relationship with Caroline de Maigret inaugurates a new way of working with women who inspire us by placing them at the center of our activity," said Françoise Lehmann, General Manager of Lancôme International. "She has a very French form of curiosity and creativity that can be applied with an open mind to extremely varied fields — from art to music, and from beauty to fashion. This is a way to revisit subjects in a lighthearted, enjoyable manner and offer a completely new and surprising vision. It's also a way to consider life as an inexhaustible source of happiness."

WINKY DESIGNS PARTNERS WITH THE ANIMAL FOUNDATION



Winky Designs has announced a partnership with The Animal Foundation, a Las Vegas non-profit foundation dedicated to eliminating pet overpopulation. Winky Designs has created two new watch styles — each featuring a cat and dog design, and available in white and black — for its Iconic Collection. The watches feature three ATM water resistance, Japanese quartz movement and interchangeable straps. Each style retails for \$40, and for every watch sold, Winky Designs will make a \$20 donation to the Animal Foundation to contribute to its foster care program. The

Iconic Collection is available at the Winky Designs retail store in Las Vegas and online at Winkydesigns.com.

The Animal Foundation's Foster Care Program serves as a lifeline for underage, sick or injured pets who cannot immediately be adopted. Foster Families provide quiet, stress-free and loving environments for the benefit of pets not yet ready to be made available for adoption, allowing every pet that is fostered through its program a better chance at a happier, healthier life with a forever family. With dedicated support and donations from Winky Designs, the Animal Foundation hopes to see the program save even more lives in years to come. Animal Foundation operates an eight-acre Las Vegas campus that houses a multitude of services and provides a refuge for over 45,000 lost, unwanted animals every year.

WOLFORD APPOINTS MARIO TESTINO FOR LATEST CAMPAIGN IMAGES



Celebrated international fashion photographer Mario Testino is giving new spirit to the visual language of luxury hosiery and lingerie brand Wolford. Evoking the essence of an emotive, self-confident femininity that's at once stylish and provocative, Testino's photographs create a unique visual synergy of product and personality and will be featured worldwide in Wolford boutiques as well as advertisements, videos and social media channels.

"We're excited for our partnership with Mario Testino — an internationally renowned fashion photographer. The new visual language will significantly strengthen the emotional presence of the Wolford brand, inspiring our customers worldwide," said Axel Dreher, Wolford board spokesman. "For Wolford, this cooperation is a major step in the strategic refocusing of the company, embracing its roots and placing the product emphasis on exclusive hosiery, lingerie, bodysuits and select clothing."

WARBY PARKER ANNOUNCES COLLABORATION WITH MODEL KARLIE KLOSS



Warby Parker has teamed with model Karlie Kloss to launch a collection of three women's sunglass styles: Julia, Marple and Clara. While the Julia frame features a teardrop silhouette, the Marple and Clara include resized lenses and contemporary wire accents. Constructed from ultra-strong and lightweight titanium in heirloom silver and heirloom gold, the frames feature gradient lenses available in violet clover, sepia wash, faded slate, copper fade and indigo wash. The Karlie Kloss x Warby Parker frames are available online and in stores, retailing for \$145.

Warby Parker will donate a portion of proceeds from sales to one of Kloss' favorite charities. Edible Schoolyard NYC provides low-income public schools with kitchens and gardens. Through a hands-on curriculum led by Edible Schoolyard staff, students learn the tools to develop lifelong healthy habits. The donation will benefit two community farm stands in Brooklyn and East Harlem, where kids learn about food preparation in their own neighborhoods. And as always, for every Warby Parker frame sold, a pair is distributed to someone in need.

"Collaborating with Warby Parker on this capsule collection was an amazing experience," says Kloss. "I've always admired their commitment to social enterprise and am so excited that our partnership is supporting Edible Schoolyard NYC's inspiring work."

SANFORD STEIN RELEASES FIRST BOOK, RETAIL SCHMETAIL



Sanford (Sandy) Stein — a renowned retail designer, trend forecaster, speaker and writer — has recently released *Retail Schmetail: One Hundred Years, Two Immigrants, Three Generations and Four Hundred Projects*, a thorough (and slightly irreverent) examination of retailing in America over the last 100 years. It examines the icons, agents of change and creators of brands in every

category, describing the careers of the men and women who influenced what we bought and why we bought it. The book provides an insightful overview of the fundamentals of branding and design, along with a detailed analysis of what makes a great customer experience.

"Throughout the book, I've identified the fundamental 'trend drivers' behind the changes that have taken place in retailing over the past 100 years while addressing the major disruption caused by a wired world," said Stein. "The book takes an objective look into retail's omnichannel future along with its radical transformation from selling goods to staging experiences."

VERDURA ANNOUNCES "THE POWER OF STYLE: VERDURA AT 75"



This fall, to commemorate its 75th Anniversary on New York's Fifth Avenue, Verdura will present "The Power of Style: Verdura at 75," a retrospective exhibition featuring more than 150 jewels created by the master jeweler Duke Fulco di Verdura. The exhibition will be curated by three internationally recognized tastemakers: Carolina and Reinaldo Herrera, longtime friends of Verdura, and their daughter Patricia Lansing. As the most significant retrospective exhibition in the history of the company, "The Power of Style: Verdura at 75" will be open to the public from October 14 through December 23 at 745 Fifth Avenue — a new gallery space adjacent to the company's flagship.

The exhibition will feature a selection of more than 150 of Duke Fulco di Verdura's original jewels and objets d'art as well as a small selection of his 10,000 gouache jewelry designs, archival materials, personal miniature paintings and rare period photographs.

"I'm honored to be a part of the exhibition celebrating Verdura's 75th Anniversary," said Carolina Herrera. "Fulco di Verdura understood how to create elegant, whimsical pieces — two elements not often found in harmony — and he achieved this with such ease. His jewelry is so beautiful and an ongoing source of inspiration."

PENDLETON WOOLEN MILLS PARTNERS WITH RICARDO BEVERLY HILLS

Pendleton Woolen Mills, an American lifestyle brand based in Portland, O.R., has partnered with Ricardo Beverly Hills — one of the largest luggage companies in the United States — under a licensing agreement for the Pendleton brand.

The new Pendleton Luggage Collection will feature the company's exclusive patterns printed on Ricardo's softside and hardside luggage, with opportunities to incorporate Pendleton fabric — from exteriors to interior pockets, along with colorful luggage tags and other travel accessories. The collection is anticipated to debut fourth quarter of 2014 globally in select department stores and specialty retailers.

"We're delighted to team up with Ricardo Beverly Hills, which is known for its product excellence, quality and innovative designs," said C.M. (Mort) Bishop, III, President of Pendleton Woolen Mills. "We look forward to extending our reach and providing consumers with an exciting new category for our heritage brand."

"This powerful relationship provides us with an exceptional opportunity to introduce Pendleton's world-class, intricate patterns in our unique and innovative fashion and designer luggage," said Paul Sarazin, President of Ricardo Beverly Hills. "We're proud to collaborate with a company acclaimed for its quality craftsmanship and rich history."

VIVIENNE TAM & WECHAT LAUNCH MODEL CONTEST FOR NYFW RUNWAY



Designer Vivienne Tam and WeChat, a popular messaging app, have announced that they are teaming up to give one lucky girl a chance to walk the runway at Vivienne Tam's Spring Fashion Show at Mercedes-Benz Fashion Week in September. This is the first open model contest Vivienne Tam has ever hosted, and she has partnered with WeChat to give an aspiring young model from anywhere around the world the opportunity to participate in NYFW and the accessibility to experience the fashion world with a top global designer.

UGG AUSTRALIA KICKS OFF I HEART UGG LINE FOR TWEENS



UGG Australia has introduced I Heart UGG, a premium tween brand for girls including footwear, loungewear, accessories and handbags. The new brand incorporates colors, prints, patterns and construction elements made specifically for the tween consumer's taste and lifestyle. I Heart UGG has been designed to not only tap into the lucrative tween market, but also to foster enduring brand loyalty among customers. The debut collection will launch in the U.S., Japan and China.

Targeting the tween girl (ages 9–13), UGG set out to develop a range of products that are vibrant, fresh and playful, with the same attention to detail, craftsmanship and comfort synonymous with the iconic global UGG brand. "This an important time in a young girl's life and her tastes and needs are different than in any other life stage," says UGG Australia President Connie Rishwan. "The key was to make this product uniquely different from the UGG brand, yet also very recognizable as UGG."

Distinct design elements include: I Heart UGG logo heel plate, a red heart rivet on every piece of footwear, distinct "Kiss" stitching on seams and smartphone pockets in select boot styles.

I Heart UGG will be sold on a new ecommerce site, iheartugg.com, as well as Nordstrom, Zappos and Dillard's and select UGG Australia flagship stores.

ethereal elegance

LIV BALLARD

FINE JEWELRY

Liv Ballard's eponymous collection of fine jewelry is inspired by the designer's sense of wanderlust, blended with historical and mythical references. Featuring recurring motifs both familiar and mysterious, the line consists of a series of precious objects, with visual references that bridge the gap between ancient times and the present day.

Handcrafted in Rome by a master goldsmith, the collection combines 18-karat gold and precious stones. Themes such as celestial bodies, stars, suns, ancient architecture and maps all play a visual role throughout the collection — their symbolism infusing the individual pieces with meaning. A jewel-encrusted globe pendant spins on its axis, while two linked rings connect via a delicate gold chain. Each piece relates to and interacts with the world that surrounds it, telling an intimate story about the person wearing it.

In creating the collection, Ballard has channeled her passion and curiosity for a visually striking yet intellectual collection. She studied ceramics and languages at universities both in the United States and abroad, earning her masters degree in French with a concentration in fine art. She merges her education with her life experiences as a global nomad to define her most recent role as a designer. A consummate globetrotter, Ballard divides her time between Los Angeles, Paris and Rome.

Having formally trained as a fine artist, "The transition to wearable art was spurred by my love of expressive and finely crafted vintage jewelry," Ballard explained. "Many of my pieces are sculptural in nature, and some of the same techniques I acquired in ceramics apply." She began creating her namesake line in 2006, officially launching it the following year at Maxfield in Los Angeles. She relocated there after graduate school, initially working in television production — citing her involvement in wardrobe and costuming at the time as a bonus.

By now, Ballard has produced five collec-



MYTHICAL REFERENCES AND WANDERLUST DEFINE LIV BALLARD'S NAMESAKE FINE JEWELRY COLLECTION

tions, along with a number of one-of-a-kind pieces. The full range of items available includes rings, bracelets, cuffs, chains, pendants, necklaces, earrings, pins and even a medal. On occasion, she incorporates rare vintage pieces into the line — particularly repurposing Italian hollow-link curb bracelets from the 1960s. "It's difficult to reproduce this kind of work today," she explained. "The process itself is toxic, and I like the idea of re-using beautiful craftsmanship without causing harm to artisans or the environment."

Another retro inspiration helps to shape Ballard's distinctive aesthetic. "Italian and French aesthetics from the 1950s and '60s continue to inform my design direction. I love that they truly embodied and celebrated being women." Further distinguishing the Liv Ballard collection is the fact that it is handcrafted by goldsmiths in Italy. "The line is bold and sculptural, and even when pieces are smaller in scale, they make a big statement," she said. "They often become personal icons for the women who wear them."

Femininity in particular serves as a muse for Ballard's latest offerings. "I've been exploring the female figure and symbolism," she said. "For example, sun and moon goddesses appear on my 60-carat moonstone pendant, and the newest addition to this theme is a sapphire and diamond mermaid." Recurrent themes in the collection include the contradictory concepts of freedom and restraint — as exemplified by the *Sacro Vinco* linked rings and the *Uccello Libero* (Free Bird) collection.

Retail prices range from approximately \$5,000 to \$200,000. Aside from the designer's own website, livballard.com, the line is still sold at Maxfield, as well as 1stdibs.com.

Liv Ballard
9663 Santa Monica Boulevard
Suite 135
Beverly Hills, CA 90210
Tel: 310-800-8800
inquiries@livballard.com
Livballard.com