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FASHION

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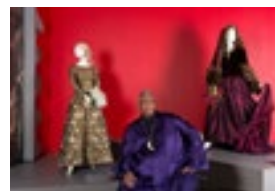
Miuccia Prada closed Paris Fashion Week by throwing a house party, one that conjured up the teetering opulence of bankrupt aristocrats, fused with a little Fifties Hollywood glamour. Shown in an Old-World living room, her fall **Miu Miu** collection featured men's wear fabrics and fur-trimmed velvets, denim shirts adorned with lace and maxiskirts in tapestry florals, as shown here. It was dressing up for fun – and a new spin on homespun fashion. For more from the Paris collections, see pages 4 to 7.

Photograph by Stéphane Feugère



GOOD YEAR

Yoox Net-a-porter Group reported a 37.9 percent increase in profits. PAGE 3



THE OSCAR SHOW

A major retrospective of Oscar de la Renta bows at San Francisco's De Young Museum. PAGE 12



WEBSTER'S NEW WAY

London designer Sophia Webster is set to unveil a full handbag collection, and her first store. PAGE 11

RETAIL

Amazon Pursues Fashion Expansion

- The company's new shopping show, "Style Code Live," is its latest foray into fashion.

BY EVAN CLARK

Amazon is working fast and furious to crack the fashion code for the 21st century.

The e-commerce goliath has a host of initiatives that – while not directly connected – all seek to bring it closer to the fashion consumer, inject the brand into the style conversation and take advantage of its ever-growing bag of technical tricks.

The latest is "Style Code Live," a streaming show that premiered Tuesday. It has a softer touch than an infomercial – there are no direct calls to purchase – but is still very much a commercial venture, with hosts gushing about their favorite styles and beauty products, all available for purchase from a carousel below the video.

Rachel Smith, a correspondent at ABC News for "Good Morning America" and one of the show's hosts, described the carousel of products as "sort of like walking through an aisle of your favorite store except in the comfort of your own home."

It's an aisle, however, out of one of the largest and most far-flung stores in the world. This is Amazon's version of omnichannel, putting an entertainment spin

on its fashion business and chasing the have-to-have Millennial shopper. And it's an effort to speak to them directly through a live-chat function.

Edward Yrma, an equity analyst at KeyBanc Capital Markets who has been closely tracking Amazon's fashion business, said the show is "really trying hard to target a very fashion-conscious, fashion-forward twentysomething-year-old female."

"This is a really innovative thing that they've tried," he said. "They're not just copying from the traditional department store playbook. They're trying to innovate here and I think over time, it will really give them credibility with the fashion community. It's fashion-meets-entertainment and that's part of what makes the show attractive. It's got a little celebrity shtick to it and it's got a self-help shtick."

Yrma said Amazon is playing a long game in fashion, being careful to court tastemakers and build support. Amazon has also quietly rolled out private-label apparel and has been advertising for fashion executives to help supercharge that effort.

An indication of the potential for Amazon was also indicated Wednesday at the UBS Global Consumer Conference, where Nordstrom's chief financial officer Mike Koppel said he has heard that Amazon's fashion business has grown to \$10 billion.

CONTINUED ON PG.10

RETAIL

Inditex Slows Store Growth, Focuses On Omnichannel

- Europe's largest clothing retailer saw its profit for the 2015 fiscal year climb 14.9 percent to 2.88 billion euros.

BY SAMANTHA CONTI

Inditex SA is stepping up its omnichannel efforts.

In reporting sharp rises in profits and sales for fiscal 2015, the company revealed plans to slow down the growth in its physical store network to focus more on omnichannel efforts.

During an analyst call, group chairman Pablo Isla and his team lowered their guidance for retail space growth in 2016 to 6 percent to 8 percent from 8 percent to 10 percent as the company beefs up its omnichannel offer.

Ignacio Fernández, chief financial officer of Inditex, stressed during a call that the growth profile of the company was not changing, but rather Inditex believed in a "fully integrated approach" to sales, and added that its customer is increasingly relying on all shopping channels.

"The business is so fully integrated now that more than one-third of online orders are delivered in-store and two-thirds of online returns happen in-store. Customers can now buy online in our stores if they cannot find their size, for example," he said.

The group ended fiscal 2015 with an online sales presence in 29 markets, including new platforms in Hong Kong, Taiwan, Macau and Australia. Its global network of brick-and-mortar stores was 7,013 across 88 markets at the end of the year.

In 2016, Inditex said the brands' online reach would expand, with platforms already active in Croatia, Slovakia and the Czech Republic and plans to launch next week in Bulgaria, Finland and Hungary.

Over the course of the year, all Inditex brand concepts will be online in all European markets and Turkey.

CONTINUED ON PG.9

Miu Miu

Miuccia Prada was in the mood for “fun,” she said backstage after her fall Miu Miu show. “It’s the end of the season.” From her lips to God’s ears. She closed Paris fashion week and the four-week, four-city grand tour with a house party, inviting a weary crowd into a swanky, old-world living room of a set where the dim lighting masked the fact that perhaps residents weren’t living so large anymore, but, by golly, they were making the best of it. “Nobility and misery,” said Prada. “Dressing is what’s left.”

The collection was delightful, a major dose of fashion that displayed Prada’s mastery of the unorthodox mix in assemblages that felt like a departure for Miu Miu – less ugly/pretty, more pretty fabulous. She fused the aura of Fifties Hollywood glamour with the teetering opulence of bankrupt aristocrats, proving that desperate times can be good times. Just ask Scarlett O’Hara about her unforgettable green velvet and gold tassel drapery dress, or Carol Burnett spoofing it: “I saw it in the window and I just couldn’t resist it.”

The women of Miu Miu did better than the drapes. They borrowed from the men of the house, wearing their shirts, boxer shorts, argyle cardigans and hunting jackets with extravagant fur coats and utility rain jackets reimagined in opera coat proportions. They went high-low, cutting elegant tailored jackets from the fabric of the plebes – denim. A rarity in a Miu Miu collection, the gentleman’s jean jackets and with elegant utility pockets, cut short, long and with tails, also stood out in an incredibly saturated denim market. Shrunk velvet workwear jackets had opulent fur cuffs, coats cut in Baroque upholstery brocades came with bejeweled trim, and maxiskirts were done in dense tapestry florals. Each look was customized with whatever was lying around: grandma’s pearls, grandpa’s pocket square; a collegiate patch that belonged to someone named “Gene”; bedroom slippers bedecked in the family jewels. It was dressing up as release, home entertainment and surely a new spin on homespun fashion.

— *Jessica Iredale*




Fall
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Miu Miu

Una casa bellissima

Di Jessica Iredale

Miuccia Prada ha chiuso la settimana della moda di Parigi con un house-party che rievocava la traballante opulenza degli aristocratici caduti in disgrazia, mescolata a un pizzico di glamour in stile Hollywood anni Cinquanta. Sfilata in un soggiorno del Vecchio Mondo, la sua collezione autunno/inverno per **Miu Miu** ha presentato tessuti propri del menswear e velluti decorati da pelliccia, camicie in denim e maxi gonne in stampe arazzo floreali. Era un abbigliamento pensato per divertirsi e ha anche offerto una nuova interpretazione della moda fatta in casa.

Miuccia Prada aveva voglia di “divertirsi,” ha detto la stilista nel backstage dopo la sua sfilata autunno/inverno per Miu Miu. “E’ la fine della stagione.” Dalle sue labbra alle orecchie di Dio. La stilista ha concluso la settimana della moda di Parigi e il gran tour della moda, che ha toccato quattro città in quattro settimane, con un house-party, invitando una folla ormai stremata in un vistoso soggiorno in stile Vecchio Mondo, dove la luce fioca cercava di mascherare il fatto che forse i residenti non vivessero più in grande agio, tuttavia, perdiana, stavano tentando di fare del loro meglio. “Nobiltà e miseria,” ha detto Miuccia. “Vestirsi con ciò che è rimasto.” La collezione era deliziosa, una notevole dose di moda che ha messo in mostra la maestria di Miuccia nel mescolare in maniera anticonvenzionale ensemble che sembravano discostarsi dal tradizionale stile di Miu Miu: meno brutto/bello e più assolutamente favoloso. La stilista ha combinato l’aura glamour in stile Hollywood anni Cinquanta con la traballante opulenza degli aristocratici caduti in disgrazia, dimostrando che i tempi disperati possono anche dare vita a bei momenti. Provate a chiedere a Scarlett O’Hara del suo indimenticabile abito drappeggiato in velluto verde con nappine dorate o a Carol Burnett che ne faceva la parodia, dicendo: “L’ho visto in vetrina e non ho saputo proprio resistere.” Le donne di Miu Miu hanno superato i drappeggi: hanno preso in prestito gli abiti degli uomini di casa, indossando le loro camicie, i boxer, i cardigan con disegni a rombi e le giacche da caccia, con stravaganti cappotti di pelliccia e pratici impermeabili rielaborati in proporzioni da soprabiti da opera. Hanno mescolato la moda alta con quella bassa, confezionando eleganti giacche sartoriali nel tessuto della plebe: il denim. Una rarità in una collezione Miu Miu, anche le giacche jeans da uomo con eleganti e pratiche tasche, tagliate corte, lunghe e con le falde, si sono distinte in un mercato del denim oltremodo saturo. Le giacche da lavoro in velluto ristretto sfoggiavano opulenti polsini di pelliccia; i cappotti confezionati nei broccati da tappezzeria barocca presentavano orli ingioiellati e le maxi gonne sono state declinate in dense stampe arazzo floreali. Ogni look è stato personalizzato con qualsiasi cosa fosse a portata di mano: le perle di nonna, il fazzoletto da taschino del nonno, una toppa da college che apparteneva a qualcuno di nome “Gene”; pantofole da letto costellate di gioielli di famiglia. E’ stato un abbigliamento concepito come sollievo, divertimento casalingo e di certo ha anche offerto una nuova interpretazione della moda fatta in casa.

Twinset and pearls are back



MITCHELL SAM'S

Twinset and pearls, a fashion combination conspicuously ignored by a generation of designers, returned to the catwalk yesterday. They took centre stage in the blockbuster **Miu Miu** show in Paris that closed fashion month

Lisa Armstrong: Page 17

Think twinsets are a no-go? Miu Miu just tore up the rulebook

Paris Fashion Week

By **Lisa Armstrong**
 FASHION DIRECTOR



KATE MOSS once famously said “you can think twinsets, but you must never wear them”, thereby killing the double cashmere look for at least one generation of fashionistas.

Miuccia Prada begs to differ. There they were in the blockbuster Miu Miu show that closed fashion month yesterday: slightly thick and sexily cut, in classic Miuccia style.

Did I mention the layers? There are so many in this collection – cultural, sociological and even plain old woollen ones. From taffeta debutante dresses to slutty fluffy sandals, this show managed to summarise the season from a fresh point of view.

You want denim (officially now fashion’s foremost fabric)? She has tailored coats, jackets and ankle length skirts in the stuff: a solution perhaps to every dress code. In the last couple of years this label has become extremely influential. So take note, because next season’s Miu Miu woman has blossomed from the Sixties dollybird of a few seasons ago to an Edwardian country lady.

Over the past decade Louis Vuitton has assiduously cultivated links with numerous artists, from Yayoi Kusama to the Chapman brothers. It sees this as adding cultural resonance to its luxury goods. Emphasis on its craft heritage is also key and the silhouettes at this house are as sharp as the mirrored columns that had been installed in its black tented tome.

This time however, creative director Nicolas Ghesquiere seemed on a mission to make his spiky, urban warrior more approachable. Armpit-length glacé leather gloves, sculpted sheaths with stiff peplums and metallic tractor soled bovver boots suggested a house that knows its roots are in an haute bourgeois sensibility yet dreams of teen spirit.





Denim and debutante dresses featured heavily in the Miu Miu collection, left and centre top, while Louis Vuitton displayed bover boots and armpit-length leather gloves, centre and right

The Daily Telegraph, 10.03.2016

[strillo]

Ritornano il twin-set e le perle

Ieri il twin-set e le perle, abbinamento della moda chiaramente ignorato da una generazione di stilisti, sono tornati in passerella, protagonisti della sfilata Miu Miu a Parigi, un grandissimo successo che ha chiuso il mese di moda

Lisa Armstrong: pagina 17

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Pensate che il twinset sia fuori moda? Miu Miu ha appena infranto la regola

Settimana della moda di Parigi

Di Lisa Armstrong

RESPONSABILE MODA

KATE MOSS è famosa per aver dichiarato una volta “puoi pensare al twin-set, ma non devi mai indossarlo”, uccidendo così il look composto da due maglie di cashmere per almeno una generazione di fashioniste.

Miuccia Prada prega di dissentire. Eccoli nella sfilata Miu Miu di grande successo che ha chiuso ieri il mese di moda: leggermente spessi e tagliati in modo sexy, nel classico stile di Miuccia.

Ho parlato degli strati? Ce ne sono tantissimi in questa collezione – culturali, sociologici e anche semplicemente di vecchia lana. Dagli abiti da debuttante in taffetà ai sandali di pelliccia da sgualdrina, questa sfilata riesce a sintetizzare la stagione con un punto di vista nuovo.

Volete il denim (ora ufficialmente il tessuto più in evidenza della moda)? La stilista ha cappotti sartoriali, giacche e gonne alla caviglia fatte di questo materiale: una soluzione forse per ogni codice di abbigliamento. Negli ultimi due anni questo marchio è diventato estremamente influente. Quindi prendete nota, perché la donna Miu Miu della prossima stagione è maturata, dalla bambolina anni Sessanta di qualche stagione fa a una signora di campagna edoardiana. Nel decennio scorso Louis Vuitton ha coltivato assiduamente legami con numerosi artisti, da Yayoi Kusama ai fratelli Chapman. Ritene che aggiunga una risonanza culturale ai suoi articoli di lusso. Anche l'enfasi sulla tradizione artigianale è fondamentale e le silhouette di questa maison sono precise come le colonne ricoperte di specchi che sono state installate nel suo tendone nero.

Questa volta tuttavia, il direttore creativo Nicolas Ghesquiere sembra avere la missione di rendere più accessibile la sua aggressiva guerriera metropolitana. Guanti di pelle specchiata fino alle ascelle, tubini scolpiti con un rigido peplo e anfibi metallizzati con suola a carrarmato suggeriscono una maison che sa che le sue radici sono in una sensibilità altoborghese ma sogna lo spirito adolescenziale.

[didascalia]

Il denim e gli abiti da debuttante sono i grandi protagonisti della collezione Miu Miu, a sinistra e in alto al centro, mentre Louis Vuitton propone anfibi e guanti di pelle lunghi fino all'ascella, al centro e a destra

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SUZY MENKES

INTERNATIONAL VOGUE EDITOR



Miu Miu: Beauty with irony



9th Mar 2016

by SUZY MENKES | SUZY MENKES

SHARE

Miuccia Prada shows a shapely, romantic silhouette.

The rich, swooning voice of Elvis, the sweeping music of Rachmaninoff, and a womanly calm closed the international season in Paris.

The collection of shapely clothes, rounded at the bosom and with ankle-deep hemlines, came from the most unlikely source: Miuccia Prada in her Miu Miu collection.

"Beauty in different ways – just beauty," said the Italian designer, whose deliberately "ugly" aesthetic

changed the face of fashion in the 1990s.

But gone were the sour colours, the awkward cutting, and the harsh mixes. The front row of ultra-young movie stars in the making would have recognised the power of denim, although so many jackets and dresses with graceful bust lines were a surprise from Miuccia.



Miu Miu ready-to-wear autumn/winter '16/'17



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Not so the shoes, which had a typical **Prada** perversity in stilettos with a coin-sized disc as spike hit floor. The audience was willing the models, slightly heavier and more rounded than usual, to make it down the runway.

This was “Jolie Madame” country; pearls at the neck and thick upholstery-like fabrics with Art Nouveau-style patterns. The alternative to long skirts was just as retro: jodhpur trousers.

But there was charm and joy in this collection too. Of course those **Miu Miu** sweater sets, the velvet with denim, and the damask coats and skirts were aching with irony. But this something different from **Miu Miu** might just light a fire for next season.

The Elvis voice soared through “Surrender”. And why wouldn’t we?



SUZY MENKES

Vogue International Editor Suzy Menkes is the best-known fashion journalist in the world.

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Di Suzy Menkes

Miu Miu: bellezza con ironia

La voce profonda, estatica, di Elvis, la musica travolgente di Rachmaninoff e una calma femminile chiudono la stagione internazionale a Parigi.

La collezione di bei vestiti, arrotondati in corrispondenza del seno e con orli alla caviglia proviene dalla più improbabile delle fonti: Miuccia Prada nella sua collezione Miu Miu.

"Bellezza in modi diversi - soltanto bellezza," commenta la stilista italiana, la cui estetica deliberatamente "brutta" ha cambiato il volto della moda negli anni '90.

Ma qui sono spariti i colori acidi, i tagli bizzarri e gli accostamenti difficili. La prima fila di giovanissime star nascenti del cinema riconoscerebbe la forza del denim, anche se moltissime giacche e vestiti con linea aggraziata sul busto sono una sorpresa di Miuccia.

Non lo sono invece le scarpe, che hanno una tipica perversità Prada negli stiletto con un disco grande una moneta quando il tacco batte sul pavimento. Il pubblico desidera che le modelle, leggermente più grosse e più rotonde del solito, ce la facciano a percorrere la passerella.

È il territorio della "Jolie Madame"; perle al collo e spessi tessuti da tappezzeria con fantasie in stile Art Nouveau. L'alternativa alle gonne lunghe è altrettanto rétro: pantaloni jodhpur.

Ma in questa collezione ci sono anche fascino e gioia. Naturalmente quei twinset Miu Miu, il velluto con il denim, e i cappotti e le gonne di damasco sono pervasi di ironia. Ma questa Miu Miu leggermente diversa accende una scintilla per la prossima stagione.

La voce di Elvis si libra mentre canta "Surrender" (Arrenditi). E perché no?