

WWD



Glittering In Vegas

Jewelry trade shows highlight new products and prices in Las Vegas. **PAGE 14**



Iris Inks a Deal

Macy's teams with Iris Apfel for a collection for INC. **PAGE 13**



Colony Days

Remembering Gene Cavallero Jr. and The Colony. **PAGE 17**

Fashion. Beauty. Business.



FASHION

Take A Hike

Climb every mountain. That was Miuccia Prada's message with her spring men's wear and women's resort collections, pivoting from fall's chic sailors to psychedelic trekkers. The Italian designer plunged deeply into activewear, lighting up billowing outerwear with vivid colors and rigging her models with giant backpacks dangling luxury accessories.

For more on the busy weekend of Italian men's collections, see pages 4 to 11.

Photograph by Davide Maestri



BEAUTY

Revlon-Arden: Does Deal Solve Their Problems?

- While financial sources think the deal bodes well for both businesses, retailers are not so sure.

BY ALLISON COLLINS

WITH CONTRIBUTIONS FROM FAYE BROOKMAN

Revlon Inc. could be the answer to many of Elizabeth Arden's problems – and vice versa.

"Although neither company has been really thriving, they're not dead," said Andrea Weiss, founding partner at The O Alliance. "This isn't like they combined two really bad companies hoping to get a better outcome. There are a lot of assets in both portfolios, and if you could really get those synergies that are being projected...you could end up with a significantly more productive entity."

Revlon agreed to pay \$870 million – \$14 per Arden share – to take the beauty firm under its slightly larger wing on Thursday evening. The deal is expected to produce \$140 million in cost synergies and comes with \$2.6 billion in financing. On Friday, Moody's Investors Service placed Arden's ratings on review for an upgrade – its debt would be paid off through the loan – and Revlon's ratings on review for a downgrade because of the deal. Moody's analyst Brian

CONTINUED ON PG. 16

ACCESSORIES

Thom Browne Plots Accessories Expansion

- Newly instated ceo Rodrigo Bazan says women's accessories sales could double in the next few years.

BY MISTY WHITE SIDELL

Thom Browne is ramping up his brand's women's wear accessories business. The preppy, tailored brand is introducing new handbag and shoe styles to its assortment each season as it looks to double its accessories sales in the next two to three years.

New styles have been introduced for fall 2016 and resort 2017. True to Browne form, the designer has transposed Brooks Brothers-type embroidered pant motifs into eccentric arm candy. A coterie of Italian-made animal clutches with articulated joints, priced from \$300 to \$5,700, take the shape of rubber ducks, crabs, whales and elephants.

They join the label's standby designs,

CONTINUED ON PG. 15

The Reviews


 Collections
Milan
 2017



Prada

Ready for anything. And open to everything — except retro. Those were among the messages embedded in Miuccia Prada's energetic parade of psychedelic trekkers, who ascended a metal-mesh ramp in burly socks and glossy sandals, lugging backpacks dangling luxury tchotchkes galore.

Not since the launch of Prada Sport in the late Nineties has the Italian designer gone this deep into activewear, lighting up billowing parkas, Windbreakers and zippered rain pants with Stabilo colors, tropical prints, loud checks and graphic stripes. Her women's resort collection, paraded alongside the men's wear, was hinged on bubbly dresses with just as many drawstrings, plus sleek satin utility suits. For a dressy brand like Prada, it was unexpected, and felt startlingly new.

"I'm kind of finished with vintage," Prada declared, in her usual giddy post-show mood, a lustrous navy parka tied around her waist. "This idea of traveling, sharing, joining different cultures" is what interests her now.

She name-checked Google Earth — along with Iceland, Mexico and India — and perhaps she had in mind

the natural disasters increasingly unleashed by an angry planet for her laden models. (The migrant crisis could also be among current events still weighing on her, as she kept a portion of the set from her spellbinding castaway show six months ago.) "Bringing your life with you," she said, flashing a sweet smile and raising a finger. "Just in case it's needed."

There was arch humor in the way she dangled pink patent pumps and colorful handbags, as enticing as jelly beans, from the backpacks or tote bags lugged by the female models. "In case you want to have a beautiful evening," she cooed, and — poof — the normally relentless press corps ran out of questions.

For here was a straightforward theme, and an unmissable reminder that clever accessories are the bread and butter of the Italian megabrand, among the luxury players grappling with slower growth. The company also seems to be banking on its fragrance business, licensed to Spain's Puig. Guests were funneled through a mirrored funhouse of smelling stations for La Femme Prada and L'Homme Prada, the new scents for women and men already hitting stores this week. Here was another not-so-subliminal message: Don't leave home without a bottle.

— MILES SOCHA

WWD

20 giugno 2016

Prada

IN VIAGGIO

DI MILES SOCHA

Scalate ogni montagna: questo è stato il messaggio lanciato da Miuccia Prada nelle sue collezioni primaverili Resort per uomo e donna, passando dai raffinati marinai della collezione autunnale agli escursionisti psichedelici di quella attuale. La stilista italiana si è immersa a fondo nell'activewear, illuminando fluttuanti soprabiti di colori accesi ed equipaggiando i modelli con zaini dai quali dondolavano accessori di lusso.

Pronti a tutto. E aperti a tutto: ad eccezione del retrò. Questi erano parte dei messaggi inglobati nell'energica parata di escursionisti psichedelici di Miuccia Prada, che sono ascesi lungo una rampa in rete metallica indossando spesse calze e lucidi sandali, portando sulle spalle zaini sui quali penzolava una profusione di ciondoli di lusso. Era dal lancio di Prada Sport, avvenuto nei tardi anni Novanta, che la stilista italiana non s'inoltrava così in profondità nell'activewear, illuminando fluttuanti parka, giacche a vento e pantaloni antipioggia con zip di colori Stabile, di stampe tropicali, di sgargianti motivi a scacchi e righe grafiche. La collezione Resort donna della stilista, che ha sfilato accanto al menswear, era imperniata su spumeggianti abiti contraddistinti da numerosi lacci, oltre a eleganti e funzionali completi in raso. Per un brand sofisticato come Prada, è stata un'imprevista inversione di stile, risultata sensazionalmente nuova. "Mi sono stufata del vintage," ha dichiarato Miuccia Prada, con il solito mood svagato da fine sfilata, mentre indossava un lucente parka navy legato intorno alla vita. "Quest'idea di viaggiare, condividere e abbracciare culture diverse" è ciò che le interessa oggi. La stilista ha citato Google Earth — oltre all'Islanda, il Messico e l'India — e forse per i suoi modelli oppressi aveva in mente i disastri naturali che sempre più si scatenano per via di un pianeta arrabbiato. (La crisi dei migranti potrebbe anche essere tra gli eventi attuali che ancora pesano su di lei, dal momento che ha scelto di mantenere una porzione dell'allestimento della sua ammaliante sfilata dedicata ai naufraghi di sei mesi fa.) "Portate con voi la vostra vita," ha detto Miuccia, lanciando un dolce sorriso e sollevando un dito: "In caso sia necessaria." Si percepiva una maliziosa ironia nel modo in cui Miuccia ha appeso décolleté di vernice rosa e borse variopinte, seducenti come caramelline a forma di fagiolo, sugli zaini o sulle borse portate dalle modelle. "Nel caso vogliate passare una bellissima serata," ha detto con tono smanceroso e - ops - il solitamente implacabile esercito della stampa ha esaurito le domande. Perché qui c'era un chiarissimo tema e un promemoria impossibile da trascurare: ossia di come gli ingegnosi accessori siano la principale fonte di guadagno del megabrand italiano, in mezzo ai principali giocatori del mondo del lusso alle prese con una crescita rallentata. L'azienda sembra anche fare cassa con il business delle fragranze, dato in licenza alla società spagnola Puig. Gli ospiti sono stati condotti lungo una casa dei divertimenti, rivestita di specchi, dove sono state allestite stazioni olfattive per La Femme Prada e L'Homme Prada, le nuove fragranze da donna e uomo che già questa settimana arrivano nei negozi. Ecco qui un altro messaggio non tanto subliminale: non uscite di casa senza un flacone.