

WWD



Call It Web-Mart

Wal-Mart says its focus will be e-commerce as it scales back store openings.

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Fire Hits Gap

Gap comps fell 3 percent after an arson attack at a distribution center.

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Beauty Mark

Celebrating its 60th year, Re-Nutriv unveils an antiaging line.

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Fashion. Beauty. Business.



Photograph by Giovanni Giannotti

Mixed Message

A mélange of prints and patterns on the Paris runways emerged as a key trend this season, lending a spirited vibe to collections, as in this festival of flowers and spots from Miu Miu. *For more on the trend, see pages 5 and 6.*

BUSINESS

Change in The Air at The WWD Digital Forum

- The two-day forum in New York brought fashion industry leaders together to digest the latest digital trends.

BY WWD STAFF

NEW YORK – Fashion’s racing into the post-omnichannel world. When executives from the industry’s top firms gathered at the WWD Digital Forum last month, they generally avoided or bristled at the term “omnichannel” as an outmoded buzzword. But they wholeheartedly embraced its central thesis – that the combination of digital savvy and retail know-how can lead to a better customer experience. Over two days in lower Manhattan, 225 insiders on the digital cutting edge explored how bite-sized storytelling can garner digital attention, how jumping social media trends can lead to big payoffs in stores and much, much more.

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FASHION

David Lauren Promoted at Ralph Lauren

- As vice chairman and chief innovation officer, Lauren will lead company efforts to create initiatives to help drive the brand across all channels.

BY LISA LOCKWOOD

NEW YORK – As part of its “Way Forward” strategic plan, Ralph Lauren Corp. has promoted David Lauren to the new roles of chief innovation officer and vice chairman of the board. He was previously executive vice president of global advertising, marketing and communications and has served as a board member since 2013. In his new post, Lauren, 44, will lead company efforts to create initiatives that help drive the group’s brand across all channels. He will continue to report to Stefan Larsson, president and chief executive officer.

Ralph Lauren, the company’s executive chairman and chief creative officer, said, “I am pleased that David is taking on this critical new position which will formalize the role he was already playing and give

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Louis Vuitton



Miu Miu



The Collections Paris

Louis Vuitton

Nicolas Ghesquière faces a daunting task at Louis Vuitton. The house was never a sleeping giant, its codes never dormant. Before Marc Jacobs was brought in to give it a fashion profile, Vuitton's identity as a timeless, travel-centric accessories house of impeccable quality and stature was rock solid. Part of the brand shtick and appeal were about residing above the fray; there was a certain tony disdain for fashion vicissitudes from a house that had stayed not only active but relevant without caving to such folly.

That was a fashion lifetime ago. Now, Vuitton is very much in the fashion fray, with Ghesquière charged with developing for it a distinct fashion identity. That has proven challenging. He started his tenure with a "wardrobe concept." He has maintained that philosophy while adding increasing intensity to the clothes, sometimes working a strong Seventies current, and usually, some degree of the audacious futurism on which he made his name. The latter was the case here, with an Eighties bent in a strong-shouldered silhouette.

Backstage, Ghesquière spoke of capturing a mood of French savoir-faire via a dressed-up concept of style. He was inspired by time spent recently at Place

Vendôme in what will become the brand's new store. He showed there, the space still raw and flooded with glorious second-floor light. As illustrative of Parisian chic, Ghesquière drew from the women of the 1984 film "Rive Droite, Rive Gauche," the music of which opened the show. "It's a great movie about corporation and lawyers," he said. "The women are so strong, so sophisticated. I was really curious to try to explore that."

That exploration didn't relate in any understandable way to the classic iconography that remains key to Vuitton's identity. It made for a not insignificant disconnect; while Vuitton's core merch — its core business — continues to telegraph pragmatic chic, these clothes were as complicated as it gets.

Ghesquière started on a strong note — fluid dresses imbued by their incongruous power shoulders with interesting attitude. But look four — a pea-green pantsuit with a peculiar jacket, cut asymmetrically to expose the armpits (which looked uncomfortable) — suggested quizzical things ahead. From there, he let loose with a barrage of cut-and-drape overstatement; if he could trick it out, he did. On jackets, what looked like capelets in front separated in back into flapping

wings. Demonstrative zippers from the knee down adorned already flashy tight pants and lace leggings; dresses were sheer here,

cutout there and beset with multiple layers, textures and embellishments. It has the feel of futuristic disco, informed by Cardin with an Eighties appreciation.

On the upside, Ghesquière's new bags were great. He continues to do a fabulous job of expanding that repertoire with fashion offerings that hold the promise of future classics. — *Bridget Foley*

Miu Miu

What does a day at the beach look like for Miuccia Prada? A bubbly retro romp, Prada's seaside-inspired spring Miu Miu collection was full of neo-Fifties bathing beauties in printed bikinis, candy-colored flip-flops and zany plastic bathing caps blooming with flowers. Fantastic thick-pile robes were actually shaved mink, their wild, graphic and floral patterns heightening their sense of playful indulgence. Annette Funicello, Gidget and Esther Williams, eat your hearts out. Thom Browne, you're in good company in your kitschy glam waters this spring.

Prada packed her take on the motif with

fabulous items for editorial and retail — a red and blue polka-dot terry-towel skirt; halter tops and HotPants (alas, the swimwear was more for poolside glamour than actually taking a dip); flip-flops with ultra-flat-soles cut with curvy edges, like the disposables they give you at a nail salon. But not so fast. Backstage, Prada referenced a stylish storm cloud lurking in her sunny sky. "The double side of the beach," she said of la plage Miu Miu. "The beach is something beautiful and something that's now warming. Who knows how long we will have beaches?"

In the meantime, the Miu Miu girl wants to have fun, and so Prada refused to let that ominous concern darken her runway. Yet life isn't only a day at the beach, so she deftly integrated the wealth of charming, innocent beach gear with great-looking real clothes. A series of cute tops and skirts in red, black and khaki that blended workwear with sweet smocking opened the show. There were Sixties-printed pantsuits with shrunk belted jackets. Shiny jackets in white, plastic blue and black looked like they could chically weather any inundation that might be on the horizon, and sky-high, elaborately carved platform wedges will put a girl several inches above sea level.

— *Jessica Iredale*

Fashion Scoops

They All Turned Out

Louis Vuitton's brand ambassadors Alicia Vikander, Jennifer Connelly, Michelle Williams, Léa Seydoux and Xavier Dolan sat front row at the brand's show in Paris on Wednesday, held in the gutted shell of its future flagship on Place Vendôme. The show also drew Catherine Deneuve, Sophie Turner, Karlie Kloss, Miranda Kerr, Adèle Exarchopoulos and Roger Federer.

After tackling the Jason Bourne franchise, Vikander is getting ready to play Lara Croft in the "Tomb Raider" reboot, set to start production early next year.

"I played the game when I was a kid growing up and then of course Angelina Jolie stepped in and did a wonderful thing with that character and embodied her. They've rebooted the game, so it's quite different since a few years back and that's what we are taking on," the Swedish actress said.

She played down any potential comparisons with Jolie. "Everyone knows that the first game kind of broke out and what that meant to all gamers and she did a beautiful thing with highlighting that one. Now it's turned into much more of a coming-of-age story, so I hope it can be something new and different," she said.

Connelly was in the middle of a promotional tour for "American Pastoral," Ewan McGregor's directorial debut. She recently finished shooting "Granite Mountain," based on the true story of a crew of firefighters who battled a deadly wildfire in Arizona in 2013, opposite Jeff Bridges, Josh Brolin and Miles Teller.

"It's the men who are the wild-fire fighters who are out on the line and out on the mountain. My character does work with horses, though, so I got to do some of that — riding," she said.

Williams, who is to portray Charity Barnum in "The Greatest Showman," said her preparations are not too onerous. "She's not a circus performer. But there's a lot of singing and dancing," she said, calling rehearsals "intense" and the dancing style "Fred and Ginger."

Deneuve is filming "Bonne Pomme," a comedy opposite Gerard Depardieu. The title literally translates to "Good Apple," implying a "nice person, and



Alicia Vikander and Michelle Williams at Louis Vuitton.

sometimes too nice, that people abuse," she said. Deneuve's character isn't quite a bad apple. "I'm a sort of bittersweet and sour apple," she mused.

Seydoux, showing off her growing baby bump, said she was taking a break from work. The actress was already pregnant when she posed for the campaign for Vuitton's recently launched fragrance line, though she kept mum on whether the photos had to be retouched.

"She's natural — no retouching," vouched Patrick Demarchelier, who shot the ads. The two were already plotting their next photo session together.

Dolan, meanwhile, recently wrapped shooting on his first English-language film, "The Death and Life of John F. Donovan," in which he directs a cast that includes Natalie Portman, Jessica Chastain, Susan Sarandon, Kit Harington and Kathy Bates.

"It's definitely bigger," he said of the production. "It's challenging, but it's also inspiring. I'm not afraid of working with huge talents — quite on the contrary, I'm very inspired and very excited about it. It brings me to a different place."

YouTube sensations Chloe and Halle Bailey, aka Chloe x Halle, were at Paris Fashion Week for the first time. "This has been so much fun," said Halle. Having opened for Beyoncé on the European leg of her Formation tour, they were get-

ting ready to support Andra Day. — JOELLE DIDERICH

Disco Fever

There was an underground vibe at Paris' three-story, multiroom Le Consulat on Paris' Right Bank, where Kenzo and MAC Cosmetics hosted a Studio 54-themed party Tuesday night just a few hours after the label's show, whose inspiration was New York's legendary nightclub and the holy grail of disco.

About 800 people flocked to the pop-up venue in Pigalle that was open for just a month in September before it shuts down for renovation and turned into a hotel.

"They kept it open just for us," said Humberto Leon, Kenzo cocreative director alongside Carol Lim. "We wanted to have a fun party for everybody. We're not going to re-create anything. We love dancehall. This guy Todd Terry from New York is DJing upstairs," said Leon.

"Each floor has a different ambiance, so depending on your mood, you can go to the different rooms," added Lim. (They included the "chill room" with cushions on the floor and the "dance hall" with lots of metallic tassels.)

"Upstairs, there are lights and everything, it's like a full-on situation," said Lim with a laugh. Up next, the designers are to show their collection for H&M in New



Léa Seydoux at Louis Vuitton.

York on Oct. 19.

Partygoers were given some glitter application by MAC make-up artists and danced to sessions by Terry. There were such quotes on the walls as "Turn your melancholy into a weapon."

"It's super underground; it's cool," noted model Jake Davies.

Other revelers included Charli XCX, Hari Nef and Julien Dossena.

"I am wearing my mum's bathing suit, mother jeans and this sweatshirt a boy gave me last night," said Nef.

Dossena is ready for pasture. The Paco Rabanne creative director for women's wear who showed his collection last Thursday had lost his voice.

"It's really the kind of places where Carol and Humberto like to take us," said Kenzo chief executive officer Eric Marechalle. "They make us discover new places in Paris." — LAURE GUILBAULT

Girls On Film

Miuccia Prada showed her ongoing support of women and film at the Miu Miu show on Wednesday with a front row of in-demand starlets. Zoey Deutch, who had a bit of a Marilyn Monroe moment in the show venue's wind tunnel lobby, with the skirt of her Miu Miu dress flying up, took in the show's lo-fi beach-themed set, with colorful clouds, parasols

and beach huts nailed to plywood.

"It's exciting to be at the show, it's a whole different art form to learn about and explore," said the actress, who has been spending her time in Paris "just walking around. I was at Montmartre yesterday, today I'm going to the Louvre again — because I can," said Deutch, who has a movie due to come out on Christmas day called "Why Him?" starring opposite James Franco.

"It's gorgeous, look at the sun and the clouds," cooed Australian actress Angourie Rice, who has just wrapped filming "Spider-Man: Homecoming." She confessed to a case of fashion show jitters. "It's nerve-racking, but very exciting."

Diane Kruger, who said she would be leaving for Hamburg the day after the show to start filming her first German-language movie, Fatih Akin's "Aus Dem Nichts" ("In the Fade") was less chirpy. "It's based on a true story, I play a woman whose husband and child are murdered by neo-Nazis; yeah, it's a comedy," she deadpanned.

"The set is amazing, it's so creative, it immediately stands out as Miu Miu with all the graphic colors," said Ella Purnell, eyes as big as saucers. The British actress revealed she's due to start filming a movie with Gillian Anderson in Cincinnati called "UFO." "It's all naturalistic, it's set in the modern day. It's about this boy who's obsessed with proving

that UFOs and extraterrestrial life exists — and I help him out." — KATYA FOREMAN

Paris In The Fall

The sun beamed in through the second-floor windows of the Americans in Paris showroom at the Pavillon Etoile, with its panoramic view of the Arc de Triomphe, bathing the collections of the young designers present with light.

This was a new location for the CFDA/Vogue Fashion Fund initiative, held from Oct. 1 to 3 during Paris Fashion Week, and is likely to become its home-away-from-home for several seasons to come.

Each of the eight designers present — Aurora James of Brother Vellies; Brad Schmidt and Raul Arevalo of Cadet; Chris Gelinis of CG; Becca McCharen of Chromat; Rio Uribe of Gypsy Sport, and three designers each with their own signature collections: David Hart, Jonathan Simkhai and Thaddeus O'Neil — had a bigger, more intimate space than at previous sessions, allowing them to spend more time with buyers and media that came by. The central location also proved a draw for visitors, designers said.

"Seeing the collection literally in a new light is refreshing," said Gelinis, who had witnessed strong demand for his jacquard designs at the showroom. "I feel there's less of a hustle here than in New York, where everyone's in such a rush. There's a calmness here, people want to take a little more time."

Gelinis, who used to live in Paris, was also taking some time while in town to visit his old haunts. "Paris is like my spring break," he said.

Hart was also in a positive frame of mind and had bagged meetings with Bergdorf Goodman and Matches.

"Everyone loves the color and the prints," the men's wear designer said. "Here, people are asking more for things that are fashion driven, whereas in New York, it's more basics."

Hart himself was in pre-vacation mode. "We tacked on a few days and we're going to Corsica. I can't wait," he said. "I haven't been on vacation for two years."

— ALEX WYNNIE

Memo Pad

Cartoon Central

In an effort to reach new viewers, "CBS This Morning," the morning show hosted by the trio of Charlie Rose, Gayle King and Norah O'Donnell, has added New Yorker cartoonist Liza Donnelly as a contributor.

It may seem counter-intuitive at first blush — a TV network with multimedia storytelling tools at its fingertips turning to one of print's oldest occupations for growth — but according to the show's executive producer Ryan

Kadro, the hire is a way to "differentiate" the show's coverage on TV and via social media.

"It brings a visual component to stories that doesn't exist in our space," Kadro said. "We look at the social platforms as an extension of our brand. When we put Liza on television it's to make people aware that we have this happening on our other platforms, to go and check out our Instagram and social feeds."

Donnelly — who also will continue to contribute to The New Yorker — was first introduced to the gang at "CBS This Morning" during the Democratic National

Convention in Philadelphia this summer. The cartoonist, who was on assignment for The New Yorker, appeared on the show to publicize her illustrations of the convention. While in the green-room, she made a quick sketch of guest Carole King, who would perform on the last night of the convention. Her ability to quickly depict a scene by sketching on an iPad drew the attention of the three hosts and crew.

What followed were a few collaborations with CBS, including a series of sketches of the anchors and crew at work during the DNC, and other behind-the-scenes moments.

"We've had a number of requests from people to draw them," Kadro said, noting that the team is thinking of bringing in a printer so guests can have their own hard copy sketches.

"She's incredibly popular when she's here," offered Kevin Prince, the show's social media producer, who said now that Donnelly is on board, they will have her document other "big events," such as the Grammys or the Halloween Parade in New York. It's a way for CBS to differentiate its coverage, the producers noted.

But the hire is also part of a larger strategy for the morning

show, namely to expand its reach across platforms. Sound familiar? Kadro pointed to the launch of the show's daily podcast last week and the use of Facebook Live for interviews as a way to draw more attention to the "brand." The producer's use of the word "brand" and not "show" belies a larger goal, which is to reach new audiences.

Kadro admitted that it's hard to say if social media can drive eyeballs to watch the TV show, but a robust social media strategy helps "create awareness."

"When the show relaunch in 2012, there wasn't really a built-in audience," he said. "All of these

little initiatives are about trying to connect to other audiences...and bring them in."

While "CBS This Morning" has delivered year-over-year audience growth for 48 consecutive months, it still trails leader ABC's "Good Morning America" and NBC's "Today" show. For the week of Sept. 26, ABC reeled in 4.42 million total viewers, as NBC nabbed 4.37 million and CBS grabbed 3.6 million. For the important 25- to 54-year-old age group, NBC drew 1.8 million, ABC had 1.5 million and CBS grabbed 1.1 million.

— ALEXANDRA STEIGRAD



SPRING 2017 READY-TO-WEAR

Miu Miu

COVERAGE COLLECTION DETAILS FRONT ROW ATMOSPHERE ALL SEASONS



PARIS, OCTOBER 5, 2016

by SARAH MOWER

Swim caps on, beach towels at the ready! Miuccia Prada was apparently in a playful summer mood when she put together the Miu Miu collection (though, sadly, her models weren't smiling about it). At a time when there's so much trouble and stress in the world, it's sometimes a treat to take a break from thinking too much. Who, at this juncture, wouldn't want to buy into the sunny retro-fantasy of Italy at its glamorous postwar peak?

That's when Prada was a girl, of course. This is a period she knows so well—the optimistic culture of '60s and early-'70s prints (schematic daisies; abstract art; and hand-smocked baby dresses for little children transformed into cropped

blouses). She also grew up with a mother and a grandmother who wore lovely '40s-print dresses; on the runway were several extremely tempting examples of these, complete with back ties.