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ANNDRA NEEN MARTIN GREENFIELD COLLABORATION | PICTURES

Anndra Neen Join in on Martin Greenfield Collaboration

APRIL 15, 2013

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by **Justin Fenner**

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Anndra Neen designers Phoebe and Annette Stephens have joined the list of industry insiders who will collaborate with master tailor Martin Greenfield this year.

Like **Harper's Bazaar** style director Joanna Hillman **before them**, the Stephens sisters each created a blazer with Greenfield that will be sold through Edition01 and ShopBazaar.com. The Phoebe Blazer is a double-breasted wool top in navy blue, while the Annette Blazer is a single-breasted style in washed denim.

Throughout the year, stylish people like model Shu Pei and Harley Viera-Newton will also debut jackets created with Greenfield. Get a look at the Stephens sisters' take on the staple here in the gallery.

Photo courtesy of Edition01



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DESIGNER COLLABORATIONS | Apr 15, 2013 12:20 PM EDT

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It Takes Two, Baby: Spring's Raddest Blazers Are From The Anndra Neen Duo

By Sarah Wasilak



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Mets team with Fashion Designers of America to celebrate dual 50th Anniversaries

Posted by Stacy Podelski on July 16, 2012 in Community Related Events, Community Relations Spotlight, Events in New York City, Events in the Metropolitan Area, MLB, New York Mets, New York Sports, Non-Profit Organizations, Teams in Your Community

The [New York Mets](#) announced on Monday that they are going to team with the [Council of Fashion Designers of America](#), Inc. to bring fans a unique line of Mets merchandise in celebration of both organization's celebrating their 50thanniversaries.

Items will be on sale for fans next Tuesday, July 24 at [Citi Field](#) and on Edition01.com, which is the online concept store for creative limited-edition collections with the world's top fashion and lifestyle brands. The proceeds from the line will be divided between the Mets and CFDA Foundations.



Mets celebrating. Photo By: Stacy Podelski

There will be a variety of t-shirts, tank tops, sweatshirts for fans to choose from, which were designed by some of the top CFDA designers including [Billy Reid](#), [Yigal Azrouël](#), Scott Haan and Rogan Gregory for [Loomstate](#), Sam Shipley and Jeff Halmos for [Shipley & Halmos](#). The items will be able for purchase at the Mets Team Store and Majestic Store on the Field Level.

"The Mets are thrilled to celebrate our golden anniversary in a unique, fashion-forward partnership with the CFDA that will raise money for charity," said Dave Howard, [Executive Vice President](#), Business Operations, Mets. "We would like to thank [Major League Baseball](#) and our partners at [ARAMARK](#) for making this unprecedented collaboration possible."

"We are excited to be working with the New York Mets on a CFDA member designed mini collection co

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"Our 50th anniversaries," said Steven Kolb, Chief



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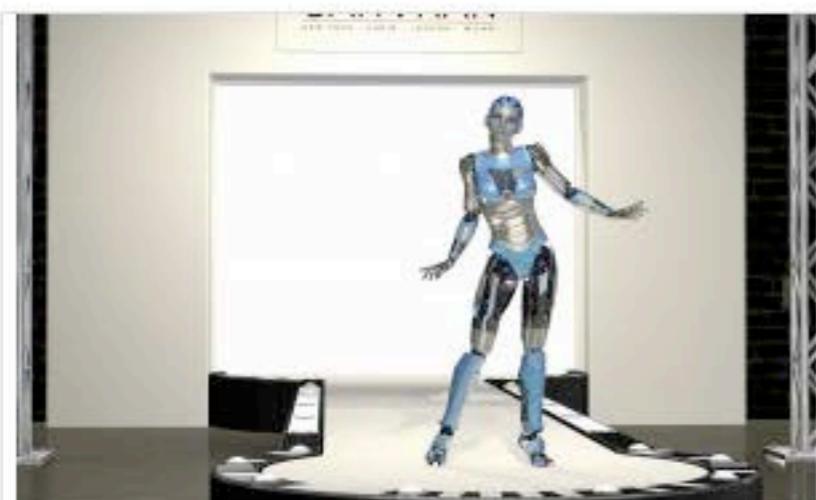
Venture Capsule Collection: Edition01 Raises \$500K+ from Tisch, Lerer and SV Angel

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PRINT

By Ben Popper 1:17pm



Who's afraid of the big bad web?

A new fashion start-up launching in September has secured backing from some of the biggest names in angel investing on the East and West coasts. [Edition01 has raised around \\$500,000 from David Tisch, Ken Lerer and Ron Conway's SV Angel](#) to build an e-commerce site focusing on capsule collections: limited edition runs of products by designers like Donna Karan, Calvin Klein and Narciso Rodriguez.

Additional investors include Kal Vepuri,

High Line Venture Partners, the Sagrera family, Sterling Equities, Joanne Wilson and Alex Zubillaga.

"Sites like Gilt have created a great business selling items with a limited time period. We are aiming to do a similar thing by having a very limited inventory," says co-founder Rishi Khanna. "The idea to build a best in breed capsule sale site that leverages social commerce and online ordering."

Traditionally, says co-founder Jessica Wilpon Kamel, who created Edition 01 with co-founder Estefania Lacayo in October of 2010, high-end fashion designers have been afraid of the internet. "Even today many of them are going in the opposite direction, pulling their merchandise offline because they are afraid it will dilute their brand. We want to show that doesn't have to be the case."

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The *New York Times* Thinks Like a Start-Up, Gives Beta-Testing a Whirl

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UNIÓN DE CREATIVIDADES

LA EXPERIENCIA DE COMPRAR MODA EXCLUSIVA POR INTERNET



Edition01 se dedica a las colaboraciones, a unir las marcas más innovadoras, a diseñadores y personalidades para crear nuevos y más excitantes productos. Por eso, nuestra misión es facilitar ese trabajo en conjunto entre todos ellos y encontrar su punto creativo en común, para luego darle vida a la mejor experiencia de compra a los consumidores. En ese proceso, Edition01 provee las herramientas y el conocimiento para desarrollar ediciones limitadas, lanzar nuevas categorías de productos y encontrar el match perfecto de colaboración.

Somos socios y mercado para el desarrollo de productos y colaboraciones. Mostramos productos muy selectos en nuestra página web, pero además nos aseguramos de que estén disponibles en algunos de nuestros socios comerciales internacionales, como Barneys, Five Story New York y One Kings Lane.

A nuestros consumidores les encantan los accesorios, los cuales se venden muy bien en la página web, pero además tenemos ropa para cualquier ocasión, que va desde un blazer Martin Greenfield, un traje de baño de Piamita por Jo de Mex, o incluso sport leggings y camisetas de Edition01 por Tracy Anderson.

El network de clientes colaboradores de Edition01's incluye The Council of Fashion Designers of America (CFDA), The New York Mets, Harper's Bazaar, Style.com, Tracy

Anderson, Deborah Kass y Kenny Scharf, StyleMint, Martin Greenfield Clothiers, One Kings Lane, Gomp, Next Model Management, Turpan, y unos 50 diseñadores, nuevos y consagrados, como Yigal Azrouel, Billy Reid, Alejandro Ingelmo, Pamela Love, Piamita y Thakoon.

En cuanto a diseñadores latinos, este verano trabajamos con KAANAS, una grandiosa marca colombiana que descubrimos. Tanto el equipo de Edition01 como nuestros consumidores nos enamoramos de sus diseños y los vestimos toda la temporada. Incluso colaboramos con KAANAS en tres ediciones limitadas de bolsos, que lanzamos exclusivamente en One Kings Lane.

Cuando me preguntan qué está trendy digo que casi cualquier cosa puede estar a la moda, pero realmente depende de lo bien que se ejerza el concepto de manera que se pueda crear un clásico que le guste a la gente de forma inmediata. Por ejemplo, tengo un bebé y estaba realmente frustrada porque no había bolas de pañales "de moda" disponibles.

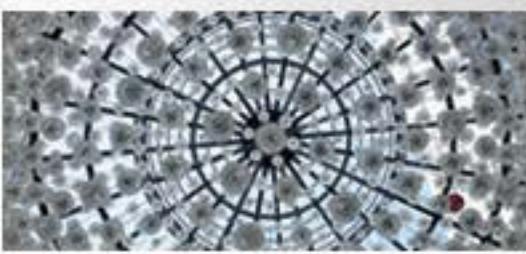
Así que Edition01 colaboró con un gran diseñador neoyorquino de accesorios para desarrollar nuestra propia bolsa de pañales, y parece increíble, pero un montón de marcas modernas ya están en lista de espera. Esencialmente nos gusta empezar las tendencias en lugar de seguirlas.

PIXEL
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The New Wave Of Online Shopkeepers



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AUTOPLAY

Jessica Wilpon Kamel and Estefania Lacayo: Edition 01

What Women Want: "Our customer wears designer brands, but she doesn't want the same dress that all her friends preordered and that appeared in every magazine from *Vogue* to *Us Weekly*," says Lacayo, 30, a former fashion consultant. So the pair partnered with individual lines to create limited edition capsule collections.

The Goods: The business partners commission designers, including

© Courtesy of Edition 01

Narciso Rodriguez, Donna Karen and Vera Wang, to re-create their smash hits in new colors and fabrics exclusive to the site. Each item is an edition of 20 or less.

Mideast Cred: In December, the pair will open a freestanding shop in Doha, Qatar, featuring Rick Owens, Rodarte and Maison Martin Margiela. For those in less fair climes, the site also has an in-house fur label of fox, rabbit and coyote starting at \$800. [edition01.com](#)

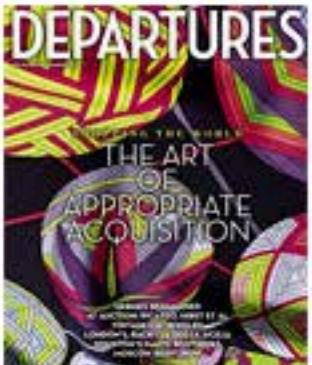
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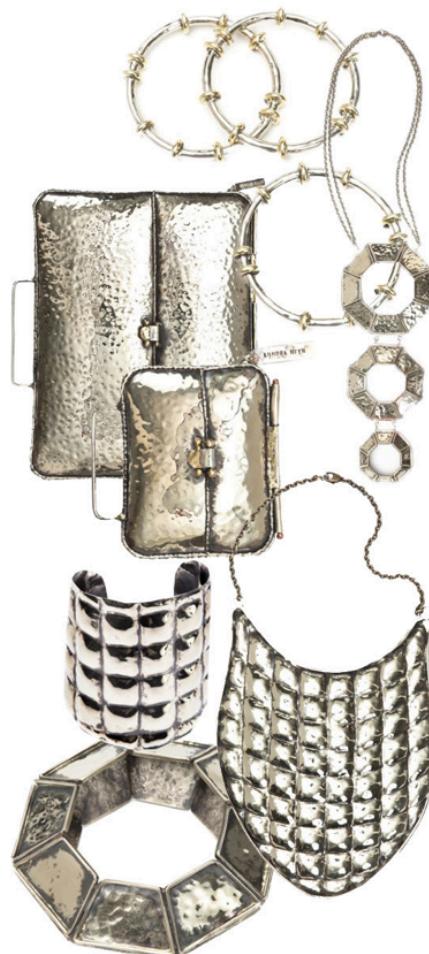
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BAZAAR

BAZAAR **REPORT**

We're Obsessed: Edition 01 Launches Anndra Neen Collection

January 10, 2012 11:42 AM by Kerry Pieri



With new fashion e-commerce sites launching at a more rapid pace than the average fashion girl can keep up with, it can be difficult to discern the sartorial noise from the truly innovative. We're here to help by introducing you to one truly worth noting. Edition 01 is the brainchild of Estefania Lacayo and Jessica Wilpon Kamel whose clever tag line is "We're putting luxury back on its pedestal, but just high enough so you can reach it." In other words, the duo isn't interested in piling your closet with things you don't need and won't most likely wear. Edition 01 is about editing at its best. The site collaborates with some of our (and we're guessing your) favorite fashion designers to create limited edition collections of their quintessential pieces. Each is hand-numbered and made exclusively for the site.

New up today are exclusive pieces by the highly lauded sister jewelry designers behind Anndra Neen. The brand specializes in the statement piece, making it nearly impossible for the wearer not to get noticed in the best way possible. We have our eye on the quilted cuff, go to [Edition 01](#) for the full hammered metal story.

Photo Credit: Courtesy Edition 01

ELLE DISPATCH

MENWEAR'S FAVORITE TAILOR GOES FOR THE GIRL

by BRITT ABOUTALEB

on MARCH 28, 2012 - 5:23 PM



Photo: Edition01

Martin Greenfield is one of menswear's most revered figures. The Brooklyn based tailor's been making suits for over 60 years; more recently, he cuts patterns and produces clothes for [Band of Outsiders](#) and [Rag & Bone](#) (not to mention Bill Clinton and New York's own Mike Bloomberg). Now, thanks to [Edition01](#), Greenfield's finally making women's clothes under his own name. Edition01 x Martin Greenfield Collection launches tomorrow and offers four limited edition jackets. There's a cropped Military blazer, a one-buttoned heather grey version, a white option for the summer and a classic tuxedo topper, the latter two of which can be seen above. Prices start at \$800.





Style File *blog*

DESIGNER UPDATE

Martin Greenfield Blazes Into Womenswear

March 29, 2012 2:36 pm



What do Paul Newman, Colin Powell, Mayor Bloomberg, and Jimmy Fallon have in common? They all entrust the same man to make their suits: Martin Greenfield. The designer has been in the bespoke business since he mended an SS officer's shirt in a concentration camp during WWII. Flash-forward 60-something years, and this tailoring veteran is still at it, working the floor of his family-operated factory in East Williamsburg, Brooklyn (let's call him the "original Bushwick hipster"), making made-to-measure pieces for cool labels including Band of Outsiders and Rag & Bone. "I need to touch every piece and make sure everything—the buttonholes, the lapels, the shoulders—is perfect," Greenfield told Style.com at a dinner in New York earlier this week, celebrating the launch of his

latest womenswear collaboration with **Edition 01**, an online boutique that curates limited-edition capsule collections.

Though womenswear is completely uncharted territory for Greenfield, he dove right into the project. "Women don't have the opportunity to buy quality clothing like they did before everything was done by machine," he said. "Men only have a few pieces, a few silhouettes. So there tends to be more attention to detail and fabric." Greenfield turned his exacting eye to crafting four jackets, each of which was named after a different muse. Two of the most eye-catching styles are the crisp, white *Emmanuelle [Alt] (pictured)*—an ultra-slim jacket with one button, and the *Sofia [Coppola]* in heathered gray, which has a slightly slouchier fit. The blazers (\$850 to \$1,000) premiere today on *Edition 01* and Lyst.com.

—*Brittany Adams*

Photo: Courtesy Photo

tags: Band of Outsiders, Colin Powell, Jimmy Fallon, Martin Greenfield, Mayor Bloomberg, Paul Newman, Rag & Bone



THREAD NY

TRACEY ANDERSON

Tracy Anderson Designs Workout Pants for Edition 01

By Catherine Blair Pfander | Friday, Jun 8, 2012 | Updated 2:46 PM EDT



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Trainer-to-the-stars Tracy Anderson—famous for whittling Gwyneth Paltrow's post-baby body and sculpting Madonna's famous biceps—is the latest celeb to team up with [Edition 01](#) for a series of limited-edition workout pants designed to compliment the four different body types detailed in her "Metamorphosis" program.

"Over the years I became frustrated when women would ask me where I get my leggings, only because I am constantly cutting, tailoring and mixing the fabrics in the ones I wear," Anderson explains on the [company's](#) website.

"Through my method, I know that the perfect legging is not a one size fits all."

Like the "Metamorphosis" DVDs customers are encouraged to purchase based on target areas like abs, hips, butt, or thighs, Anderson's workout pants are designed to improve the appearance of particular body parts.

The "Hipcentric" legging, for example, claims to slim the outer thigh with a double layer of fabric on the inner leg, while the "Omnicentric" crop is designed for "all-over" control.

Even with the elaborate claims the \$125 price tag feels steep. For that kind of cash, we'd expect more "tech-centric" features like sweat-wicking technology or chafe-proof seams (but maybe that's the next stage in Anderson's "metamorphosis" into a fashion designer).

RELATED TOPICS

[TRACEY ANDERSON, EDITION 01, WORKOUT GEAR](#)



FASHION FOREST

PERFORMANCE AND SPORTSWEAR LOOKS GO FOR FORM, FUNCTION — AND STYLE.
PAGES 4 AND 5



REINING MEN'S

RETAILERS AT THE MEN'S TRADE SHOWS IN NEW YORK SEE THE MOMENTUM CONTINUING.
PAGE MW1



WWD

THURSDAY, JULY 26, 2012 ■ \$3.00 ■ WOMEN'S WEAR DAILY

Coco at the Bat

The outlook, it was hopeful as the Mets and CFDA
Marked their big 5-0s with a Citi Field day
Though Dickey, he got stalled, and the team, it took its lumps
The charming Coco Rocha was on hand, though not in pumps.
For more on the CFDA at Citi Field, see page 6.

PHOTO BY STEVE EICHNER

COTY'S BEAUTY MAKEOVER

Scannavini Steps Up, Beetz to Exit as CEO

By MOLLY PRIOR

NEW YORK — Bernd Beetz, one of the beauty industry's most competitive and hard-charging chief executives, will soon be on the sidelines.

Coty Inc. on Wednesday said Beetz is stepping down as the company's CEO, and that its board has named president of Coty Prestige Michele Scannavini as his successor, effective Aug. 1. The impending management change comes less than a month after Coty filed for its initial public offering, following a failed attempt to acquire Avon Products Inc.

Beetz, 61, said he was not ready to talk about his future plans, but he will stay on the Coty board as non-executive chairman. He also will continue to own 6.2 million shares of Coty, or 1.6 percent of the company.

"I'm breaking free," Beetz joked in an interview with WWD. "I'm going to broaden my interest."

Beetz said it was "a good time to pass the torch" and described Scannavini, 53, as his "right arm" over the past decade. The two executives have known each other for more than 20 years, since Scannavini reported to Beetz when they both worked at Procter & Gamble Co.

Coty's management move struck several financial observers as abrupt, particularly as it comes after the company filed its S-1 registration form with the U.S. Securities and Exchange Commission on June 29. They speculated that the leadership shuffle ahead of the planned IPO signals that there's likely friction between Beetz and company chairman Bart Becht, who stepped forward as the very visible front man during Coty's attempt to acquire Avon last spring. Beetz, on the other hand, remained silent during the company's very public battle for the beleaguered direct seller.

Beetz — who grew the company's sales nearly threefold to \$4.1 billion since his arrival in 2001 — is widely credited as the architect of the post-Elizabeth Taylor celebrity fragrance revival and the mastermind

SEE PAGE 8

Measuring Sustainability

By EVAN CLARK

HOW ENVIRONMENTALLY sustainable is fashion?

It's a complex question that touches everything from ethics to consumer perception to bottom lines, and it's one that the industry, in an ever-greener world, is not up to answering just yet.

"We're several years away from being able to answer that comprehensively," said Jason Kibbey, executive director of the Sustainable Apparel Coalition. "Right now, it's impossible to get a really clear picture."

That's something the trade group wants to change starting today, when it will unveil the Higg Index — a three-part scoring system that will help apparel and footwear firms comprehensively measure their ecological footprint.

The index is based on the Outdoor Industry Association's Eco Index and Nike's Material Assessment Tool, and is freely available. Companies can download an Excel spreadsheet from the coalition at apparelcoalition.org and determine their own sustainability score, which can then be used to benchmark progress and steer a more sustainable path.

The index's name is illustrative of the challenges that come from working with a wide variety of interests and in 100-plus countries. After months of back-and-forth, the group settled on the Higg Index, taking inspiration from the Higgs boson, a long-sought-after and recently discovered elementary particle that is believed to give all things mass. The name suggested an attention to granular detail and didn't come off poorly in any language or suggest a particular affiliation.

SEE PAGE 7

The Dish From Designers

By ROSEMARY FEITELBERG

NEW YORK — Fashion wannabees got an earful of career advice from six seasoned insiders at "The Future of Fashion" discussion Tuesday night at the Fashion Institute of Technology here.

From start to finish during the 90-minute talk, moderator Mickey Boardman was pure entertainment, whether advising interns to be sure to get the right diet soda for their superiors or describing how a Romanian palace guide once gave him a free tour after recognizing him from talking about Britney Spears' hot tub on MTV. "Bad TV changes lives around the world," he said in reference to the latter.

Mainly, though, he and the rest of the panel were earnest and willing to share their own experiences to help newcomers find their way in the fashion industry. Cynthia Rowley recalled how, early on, she was just happy to no longer be in a bartender job.

Presented by the YMA Scholarship Fund, the event was billed as "Starting Out: What I Wish I Knew Then and Other Insights from Fashion Leaders' Early Years." Don't send form letters, show up late, text or Tweet on the job was some of the advice that was doled out.

"And don't think we're not going on your Facebook page," said Michael Bastian.

Other tips included:

Rowley: "The number-one thing is, you have to be able to get over it and keep going."

Stylist Lori Goldstein: "You just do what you love and then you find your

path. And you might be part of LVMH one day and have your own business with 300 of your own stores. But you don't really know. Do what you love. Do what you believe in. Clearly, you need the business plan and all that. But don't talk to me about that."

Terron Schaefer, executive vice president of Saks Fifth Avenue: "Surround yourself with smart and nice people. And then hire smart and nice people."

The number-one thing is, you have to be able to get over it and keep going.

— CYNTHIA ROWLEY

Bastian: "The best interns are the ones who really make themselves an indispensable part of the family, like you can't imagine not having them there. And then you think of ways to pull them onto the team."

Boardman: "Be yourself and be sincere. There are no tricks or things you should say if they are not true. You should really only interview in a place where you think you should be."

Alexis Bittar: "I feel like I didn't get going until I was 30. I started selling [my designs] on the street when I was eight and until I was 25."

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Swing Big

ANYONE FAMILIAR with the Council of Fashion Designers of America knows that the organization does not miss an opportunity to celebrate — there's always an excuse for a party and maybe a photo op or two. Still, when invitations circulated for CFDA day at Citi Field for Tuesday's Mets game, it seemed out there. Baseball? In Queens? It's not exactly the Bronx. As it turns out, the CFDA is celebrating its 50th anniversary, and so are the Mets — a coincidence turned commercial opportunity in the hands of Jessica Wilpon Kamel, who co-owns the company Edition01 and whose uncle Fred Wilpon is the majority owner of the Mets.

Wilpon Kamel enlisted Billy Reid, Yigal Azrouël, Loomstate and Shipley & Halmos to design limited-edition Mets merch — mostly T-shirts and a zip-up track jacket by Reid — available on edition01.com. "I've always wanted to do something so that I could be involved somehow [with the Mets]," Wilpon Kamel said. "My brother helped bring all these new restaurants to the stadium. I thought this project would be a great way to bring New York fashion to the stadium as well."

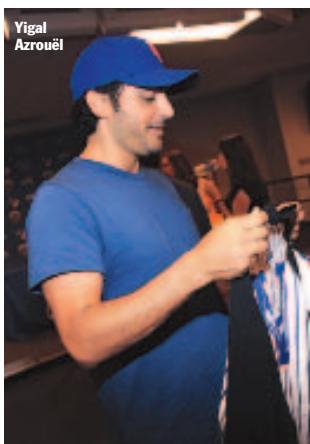
Among those who made the trek to Queens were Adrienne Landau, the CFDA's Steven Kolb, Vena Cava's Lisa Mayock and her husband Jeff Halmos of Shipley & Halmos, Melissa Joy Manning, Dana Lorenz, Sandy Dala and Ron Chereskin.

A quick poll of the fashion crowd indicated that most knew little about baseball, the exception being Reid, who coaches his eight-year-old son's Little League team in Florence, Ala. "All the team names are after the professional teams, and crazy enough, our team was the Mets," he said. "So when we got the call about doing the project I was like, 'There's an omen.'"

Several attendees, including Coco Rocha, admitted they had never actually been to a professional baseball game before. Getting to watch their first from the owners' Sterling Suite was not a bad way to start. "I got to meet all the players, so I am definitely a lucky fan," said Rocha, who handled a bat like a pro to pose for pictures on the field pregame. Asked if she would wear her Loomstate Mets shirt again, she shrugged. "I don't know," she said. "I have to see if I am a Mets fan by the end of the game."

Maybe not: The home team — and its famed knuckleballer R.A. Dickey — lost to the Washington Nationals, 5-2.

— JESSICA IREDALE AND MARC KARIMZADEH



PHOTOS BY STEVE EGNER

FRONT ROW

The Spirit of Competition Inspires Designers

By ERIC WILSON

Published: July 11, 2012

THE all-star team of the youth baseball league in Florence, Ala., could be the best dressed in the country, thanks to a certain 8-year-old whose father happens to be the designer Billy Reid.

[Enlarge This Image](#)

Raglan-sleeve T-shirts, a hoodie and a warm-up jacket are a product of a collaboration between the Council of Fashion Designers of America and the Mets.

"We made all these specialty patches for their uniforms and designed them with hand-cut leather," said Mr. Reid, who was a coach in Florence, where his business is based. Realizing how wacky this might sound, he added, "There could be a reality television show called 'Baseball Dads.' "

At least his project was practical experience for a new collaboration between the [Council of Fashion Designers of America](#) and the New York Mets, in which designers were asked to create interpretations of what they think Mets fans should be wearing. Both organizations are celebrating their 50th anniversaries this year. Net proceeds will be split between the Mets Foundation and the fashion council.

Mr. Reid designed a washed indigo track jacket (\$125) with the original Mets logo on the sleeve. Scott Haan and Rogan Gregory of Loomstate created T-shirts, tank tops and a half-sleeve hoodie (\$60 to \$125) in blue-and-orange combinations.

A henley shirt by Yigal Azrouël (\$95) has pinstripes and dark sleeves, arguably a bold design choice veering toward Yankees turf. But, as Mr. Azrouël noted, the Mets also wear pinstripes for home games. The Shipley & Halmos designers conceived a raglan-sleeve T-shirt with the more obvious choice of the Mr. Met baseball-head logo (\$95).

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"We could have done a baseball jacket, but a T-shirt seemed more appropriate for this time of year," Jeff Halmos said.

The designs will be available at Citi Field beginning July 24, but orders are being accepted starting Thursday through the online store Edition01.com, which will also carry the line.

Of the designers, only Mr. Reid confessed to not actually being a Mets fan. (He follows the Atlanta Braves.) However, his son's team was named after the Mets this year, and designing for the big leagues has led him to soften his position. Only now his daughters are hitting him up for cheerleading uniforms.

No problem.

"All sweatshirts and long pants," he said.

STARTING Monday at 8 a.m., a dozen New York designers, including some fairly established ones, reported to the Crosby Street Hotel to compete in a contest that would not have looked out of place on "Project Runway." Prabal Gurung, Naeem Khan and Victoria Bartlett were there, each with a presentation of concepts and one finished garment that had to be made of wool. (The contest was sponsored by the wool industry.)



collaboration, news

The CFDA Go Mets Over Yankees: Billy Reid, Shipley & Halmos, Loomstate and More Design Mets Gear

By DHANI MAU Thursday, Jul 12, 2012 / 4:00 PM

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1



The CFDA has really been diving headfirst into the collaboration game lately. There was [Runway to Win](#), the [Target x Neiman Marcus monster holiday supercollab](#) and now the fashion organization has teamed up with New York's favorite underdog baseball team, the Mets.

"Why?" you might ask. Well, it's because the two organizations are twins. Both the CFDA and the Mets celebrate their [50th anniversaries](#) this year. To mark the occasion, Billy Reid, Yigal Azrouël, Scott Haan and Rogan Gregory of Loomstate, and Sam Shipley and Jeff Halmos for Shipley & Halmos have each created one or more limited edition item to be sold at Citi Field and at [Edition01.com](#) ([you can pre-order items now](#)), [an online concept shop](#) that sells limited edition collections.

"We are excited to be working with The New York Mets on a CFDA member designed mini collection commemorating our 50th Anniversaries," said Steven Kolb, CFDA Chief

Executive of CFDA. "The creativity of our designers is a fresh approach to team merchandise while supporting charitable efforts of both organizations."



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Jul 25, 2012 11:52am

By Lauren Torrisi
@Laurentorrisi

NY Mets Launch Designer Fashion Collection

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(Image credit: Edition01.com)

Edition01.com)

(Image credit:

Sports and fashion have finally converged in a new limited edition collaboration between The Council of Fashion Designers of America (CFDA) and the New York Mets. In honor of the 50th anniversaries of both parties, the new collection offers more than the traditional player's jersey.

Four of the CFDA's designers created the seven-piece collection: Billy Reid, Yigal Azrouel, Scott Haan and Rogan Gregory for Loomstate, Sam Shipley and Jeff Halmos for Shipley & Halmos. The sporty designs can be worn by both women and men and are made with a comfortable organic cotton. The clothes have a vintage look with striped tees and track jackets.

The designs, ranging from \$60 to \$125, are available for a limited time at Citi Field and [online](#) at Edition01. The net proceeds of the sales benefit the CFDA and the Mets Foundation.

Do you want to see designer duds with your favorite team's logo?

SHOWS: [Good Morning America](#)

Style File blog

SOCIAL INTELLIGENCE

Home Field Advantage: CFDA Designers Team Up With The Mets

July 25, 2012 1:27 pm



The Mets lost last night at Citi Field, but it was a win for the CFDA, which has partnered with the ball club to celebrate their mutual 50th anniversaries with some designer-made Mets merchandise. Yigal Azrouël, Billy Reid, Sam Shipley and Jeff Halmos of Shipley & Halmos, and Rogan Gregory and Scott Mackinlay Hahn of Loomstate—the designers behind the new tanks, tees, caps, and baseball jerseys—all got their photo ops at home base, and, once the game got started, enjoyed the best seats in the house in the owners' box. For many CFDA-ers it was their first time at Citi Field, and for Azrouël it's his last—at least for this season. "My summer's pretty much over," he said. But fall holds lots of promise. In addition to his runway show, he's opening up shop on Madison Avenue during the first week of September, and he's also planning his wedding. Here, Azrouël and others at the game. The CFDA-Mets products are available online at Edition01.com.

—Nicole Phelps

Wmagazine

WORK IT OUT

THANKS TO THE OLYMPICS, WE'RE IN AN ATHLETIC STATE OF MIND. OUR EDITORS SHARE THEIR MUST-HAVE WORKOUT GEAR AND WHERE THEY GO TO SWEAT IT OUT.

By W magazine

July 2012

CHRISTINA CALDWELL,
ONLINE DIRECTOR



WHO: My all-time favorite instructors are Alicia (she was particularly helpful during my pregnancy last year), Alexander, Chanelle, Antonietta and Nora.

WHERE: Always at the Spring Street location.

GEAR: One of the things I love most about Physique is that I don't have to carry a lot with me. I pack their branded socks, leggings, sports bra, and a tank and pick up a SmartWater at the front desk.

Tracey Anderson for Edition01 leggings, \$125, Helmut Lang tank, \$80, Nike Lunarglide Running Shoe \$120, Nike reversible sports bra \$30, nike.com, Physique57 socks, \$13.

July 2012

A STUDY IN LIVING WELL

THE CHALKBOARD

— by —

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Awesome for exercise or excessive? Tell us what you think!

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07.18.2012



LEG UP

WOULD YOU OR WOULDN'T YOU: THE \$125
LEGGINGS

by SUZANNE HALL

TRACY ANDERSON is famous for getting Madonna, Gwyneth and Nicole in tip-top shape but these days she's making a name for herself as more than the designer of the ultimate fitness routine. This summer, Tracy has teamed up with **Edition 01** to create a capsule collection of workout gear including leggings that are geared towards different body types, much like her tailor-made workout routines. Here's the skinny on her four different lines: Abcentric whittles the waist with a high waistline and tummy control band, Hipcentric elongates and slims the thighs, Glutcentric gives those blessed with booty the support they need and Omnicentric provides the well-proportioned (or indecisive) with all-over control.



Glutcentric



Abcentric



Omnicentric



Hipcentric

Now, we know they're easy on the eyes and can enhance your shape, but these pieces clock in at around \$125 a pair, so they certainly aren't lightweight when it comes to your wallet. Of course, you can't put a price tag on looking and feeling your best but tell us: Do you think this is too high a price to pay for something you'll be sweating in and ditching come post-workout shower time?

.....
*High-tech designer leggings: Would you
or wouldn't you?*
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SUZANNE HALL

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While You Were Sleeping: CFDA and Mets Collaborate, Valentino Sold, Plus More!

July 12, 2012 10:12 AM by [Kerry Pieri](#)

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The New York Mets Team Up With the CFDA on a Very Sporty Clothing Collab

2:00 PM, JULY 12 2012 BY *Elana Fishman*

Fashion and athletics may seem like strange bedfellows, but we're kind of loving the [CFDA's](#) new partnership with the New York Mets. In celebration of their coinciding 50th anniversaries, the CFDA tapped four of its designers—[Billy Reid](#), Yigal Azrouël, Loomstate's Scott Haan and Rogan Gregory and Shipley & Halmos' Sam Shipley and Jeff Halmos—to whip up some sporty tops and sweatshirts honoring the Mets. The pieces will be available at Citi Field and on [Edition01.com](#) beginning July 24, and net proceeds will benefit the Mets Foundation and the CFDA.

"We are excited to be working with the New York Mets on a CFDA-member-designed mini collection commemorating our 50th anniversaries," [CFDA CEO Steven Kolb](#) said in this morning's press release. "The creativity of our designers is a fresh approach to team merchandise while supporting charitable efforts of both organizations."

Click though for a preview of the athletic collaboration, including a cool colorblocked hoodie and a men's striped tank. They're certainly a better way to show off your team spirit than those silly "We're #1!" foam fingers.





CFDA Designers Get Sporty with A NY Mets Collabo (Did They Knock It Out The Park with Their Mets Meets Fashion Apparel?)

» By Deidre Dyer @culturesnobette July 13, 2012, 12:09pm

[billy reid](#) [CFDA CFDA Collaborates with Mets 2012](#) [July 2012 Fashion News](#)

[loomstate](#) [mets](#) [shipley and halmos](#) [sports and fashion](#) [yigal azrouel](#)



On the heels of announcing their massive [Target x Neiman Marcus Holiday collaboration](#), the Council of Fashion Designers of America have gone sporty for summer. Designers Billy Reid, Shipley and Halmos, Yigal Azrouel and Loomstate have all created limited edition Mets gear. Though it seems like an unlikely match, the two have more in common than we knew. Both the Mets and the CFDA celebrate their 50th anniversary this year, and both are born and bred in NYC. From hoodies to track jackets, with some super cute t-shirts in between, you can root for NYC underdogs. The collection will be on sale at CitiField Stadium and online at [Edition01.com](#). Check out the collection below.



Tracy Anderson's **TOP TEN** GET-IN-SHAPE TIPS!

DRESS LIKE A WORKOUT STAR!

After spending years mixing and matching fabrics, Tracy has created Tracy Anderson Leggings for Edition01.com. "It was fun for me to be creative with workout wear," she tells OK!. Tracy designed the leggings by body type, with lines to distract from problem areas for each shape. And they have Gwyneth's stamp of approval. "I turned to her to make sure she liked them," Tracy says.

\$125 each; available until July 15 on edition01.com



July 16, 2012



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NEWS VIDEO SCOREBOARD STATS SCHEDULE ROSTER COMMUNITY FANS CITI FIELD

e-mail print

Mets Press Release

07/16/2012 11:12 AM EST

Mets team up with the Council of Fashion Designers of America on unique Mets merchandise collection to celebrate both organizations' 50th anniversaries

New Partnership Provides Unprecedented Design Collaboration; Merchandise Sold Exclusively at Citi Field and on Edition01.com Starting July 24; Net Proceeds to Benefit Mets Foundation and CFDA Foundation

FLUSHING, N.Y., July 16, 2012 - The New York Mets today announced they are teaming up with the Council of Fashion Designers of America, Inc. on a unique Mets merchandise collection in celebration of both organizations' 50th anniversaries.

Items from this unprecedented design collaboration will be on sale starting next Tuesday, July 24 exclusively at Citi Field and on Edition01.com, the online concept store renowned for creating limited-edition collections with the world's top fashion and lifestyle brands. Net proceeds will be divided between the Mets Foundation and CFDA Foundation.

Fans can select from a variety of t-shirts, tank tops and sweatshirts designed by CFDA designers Billy Reid, Yigal Azrouël, Scott Haan and Rogan Gregory for Loomstate, Sam Shipley and Jeff Halmos for Shipley & Halmos. The items will be able for purchase at the Mets Team Store and Majestic Store on the Field Level.

"The Mets are thrilled to celebrate our golden anniversary in a unique, fashion-forward partnership with the CFDA that will raise money for charity," said Dave Howard, Executive Vice President, Business Operations, Mets. "We would like to thank Major League Baseball and our partners at ARAMARK for making this unprecedented collaboration possible."

"We are excited to be working with the New York Mets on a CFDA member designed mini collection commemorating our 50th anniversaries," said Steven Kolb, Chief Executive of CFDA. "The creativity of our designers is a fresh approach to team merchandise while supporting charitable efforts of both organizations."

"Celebrating the Mets through the eyes of the CFDA designers is the perfect tribute to the team I have loved since a child," says Jessica Wilpon-Kamel, co-founder of Edition01. "I am enormously grateful to all those who have shared their talents to commemorate the anniversary."

To celebrate the launch of the anniversary collection the Mets will host the entire CFDA membership

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CFDA X METS - Day at Citifield

This summer is the 50th anniversary of two New York institutions - the CFDA and the Mets! To celebrate all they've achieved, these two unlikely partners have collaborated on some trendy fan clothing designed by CFDA members and available at [Edition01](#). The CFDA invited me to join them at Citifield for my first-ever baseball game and to debut the collection. To find out more about my Mets-inspired look check out my new blog for my friends at "[Into The Gloss](#)."

Source [intothegloss.com](#)

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Soon, You'll Be Able to Buy Mets Gear by CFDA Designers

Thursday, July 12, 2012, by Izzy Grinspan

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Loomstate Mets Women's Tank (\$60).

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Mets team with Fashion Designers of America to celebrate dual 50th Anniversaries

NEW YORK METS | JULY 16, 2012 | BY: STACY PODELSKI

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The [New York Mets](#) (<http://www.examiner.com/topic/new-york-mets>) announced on Monday that they are going to team with the Council of Fashion Designers of America, Inc. to bring fans a unique line of Mets merchandise in celebration of both organizations celebrating their 50th anniversaries.

Items will be on sale for fans next Tuesday, July 24 at [Citi Field](#) (<http://www.examiner.com/topic/citi-field>) and on Edition01.com, which is the online concept store for creative

ELLE

ELLE DISPATCH

PETER PILOTTO'S LIMITED EDITION DRESSES

by BRITT ABOUTALEB

on DECEMBER 15, 2011 - 1:41 PM

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Photo: Edition01

Peter Pilotto and Christopher De Vos, the designers behind the much-loved British label Peter Pilotto, have whipped up a limited edition capsule collection for Edition01. The site's co-founder, Estefania Lacayo, has been a Peter Pilotto fan for years. "I have been following Peter Pilotto since they first started," she said. "They're definitely one of my favorite British designers. I knew that I wanted them to be a part of Edition 01 and collaborate in some way."

Lacayo finally met Pilotto and De Vos about six months ago. "They loved the edition01 concept and wanted to work with us," she says. So they came up with four different pieces—two dresses, two tops—some of which are new versions of their classic prints, and recruited writer Nicole Berrie to model them online. They range in price from \$548 to \$1875 and, if you're in desperate need of a last minute party dress, [they just went on sale!](#)

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Smythson's New Boss



Edition01

LAUREN MILLIGAN | 02 May 2012 | [0 comments](#)

ALREADY big news Stateside, Edition01 is a shopping website we heard about from a little bird in NY - and, fortuitously, its collaboration with a Brit-based designer has just been unveiled. [Marios Schwab](#) is the latest name to create a limited-number offering for the shopping platform - following in the footsteps of [Donna Karan](#), [Narciso Rodriguez](#), [Prabal Gurung](#), [Anna Sui](#), [Peter Pilotto](#), [Anndra Neen](#), [Thakoon](#), [Vera Wang](#), [Proenza Schouler](#) and [Rag & Bone](#) amongst others - and the founders are looking forward to seeing the reaction.

"We are huge fans of the fashion coming from London - and Marios Schwab is by far one of our favorites," one of the site's founders, Estefania Lacayo, told us. "The capsule collection is a reflection on light and dark. We loved the leather inserts that Marios added to the dresses. The collection truly meets the needs of our customers, who are both Downtown and Uptown girls. We love how Marios describes his customer: 'A young, cosmopolitan woman who is open minded, enigmatic and adventurous.'"

Surprisingly, given the high-end product produced by Edition01's designer friends, the inspiration for the site - which only launched in November 2011 - came from the more affordable end of the retail chain.

"We knew there was a woman who was interested in limited-time collaborations, but we wanted to do it with the same craftsmanship that she was used to on the designer floor," the site's other founder Jessica Kamel explained. "**H&M** and **Target** have obviously been hugely successful offering limited-edition designer collections at accessible prices, while still maintaining the integrity of the brand. What we love is offering a challenge to a designer and having them stretch their creativity to offer the customer something truly unique. After all, a key motivator for buying luxury is the enjoyment of owning something others have not seen before. We are very much focused on the economics and profitability of this industry as much as we are on design, exclusivity, and quality and customer experience."

Next up? A collaboration with *Vogue* cover girl **Gwyneth Paltrow** and her personal trainer, Tracy Anderson, which launches in June. Visit www.edition01.com to view the collections.

YOU SHOULD SEE: [How you could win £2,500 just by telling us your thoughts...](#)

Edition01

EDITION01 - Lace Halter Dress by Marios Schwab for Edition01, \$1,635



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EDITION01 - Cubist Dress with lace panels by Marios Schwab for Edition01, \$1,395



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EDITION01 - Lattice Skirt by Marios Schwab for Edition01, \$1,235



Q Magnify

Forbes



Leah Bourne, Contributor

I write about what to wear to work and fashion and the workplace

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FORBESWOMAN | 4/11/2012 @ 1:12PM | 468 views

Startup Selling Exclusives Like Jackets By Bill Clinton's Tailor

Net-a-Porter, which launched in 2000, proved that you could sell Alexander McQueen gowns and Jimmy Choo heels online. Gilt Groupe, which went live in 2007, brought

aspirational luxury online, selling discounted designer goods like Christian Louboutin heels and Alexander Wang bags. Longtime friends Estefania Lacayo, a veteran of Vivre and Ideeli, and Jessica Wilpon Kamel, an architect and interior designer, wanted to take the capsule collection experience that H&M and Target perfected into the luxury sphere and online. Edition01 was born in 2011, offering limited edition runs with the likes of Narciso Rodriguez and Donna Karan. Nothing cheap and chic here, these collaborations are about exclusivity (a Narciso Rodriguez dress on the site now is retailing for \$1,835).



Jessica Wilpon Kamel (left) and Estefania Lacayo (right)

The startup co-founders chatted about social media, what raising money for their venture was like and bridging the gap between brick-and-mortar stores and online shopping.

How did Edition01 come about?

Estefania Lacayo: Jessica and I met ten or eleven years ago when we were in school. We were just fascinated with what was going on with these exclusive designer collaborations happening at H&M and Target. We knew there was a woman who was interested in these limited-time collaborations, but wanted the same craftsmanship that she was used to on the designer floor. We started reaching out to designers, testing the market [in 2010], and got a really good response. In 2011, we closed our first round of funding and spent two-months on execution. We went live in November 2011 with five designer capsule collections.

What was the process of raising money like?

EL: We were really strategic about how we raised money. We didn't just go and meet with every VC that we could. We made a strategic list of angel investors that we wanted to work with. It's important to get along with these people, you are basically married to them in a certain way. Once we got the first yes, it was kind of a domino effect.

Jessica Wilpon Kamel: It was a helpful process in a lot of ways. We got feedback that was really helpful—from advice about technology, what platform to use, to introductions to people

What was it like initially reaching out to designers?

JWK: When we approached designers initially we told them we wanted Edition01 to redefine exclusivity and create access online. We wanted to provide the excitement of the discount flash sale experience with very different products.

EL: We initially reached out to people that we had relationships with. Yigal Azrouel, Christian Cota, Bibhu Mohapatra, Prabal Gurung. We called the people at Nina Ricci. We reached out to the 30 brands that we really wanted to see on the site [at the time]. We learned a lot by doing that. There is a lot to consider, like getting approval from the production team, working out logistics, how many units of something a company can produce.

Your latest collaboration is with famed New York tailor Martin Greenfield. How did that come about?



Martin Greenfield for Edition01 Jacket

JWK: A lot of the success that we've had with these collaborations has to do with getting a story out there. This is a smaller brand, with a really great story. Martin Greenfield is an icon in the industry, he's been in business since 1947, he's made suits for Bill Clinton, Colin Powell. He's creativity, craftsmanship—it was a no brainer. Who better than a master tailor for educating our customer. Women want the same attention and customization that men have enjoyed for years. This is Martin Greenfield's first women's collection, which is really exciting.

What is it about a curatorial shopping experience that is striking such a strong chord with shoppers right now?

JWK: There is so much in the marketplace. Customers really want a story, to buy something from someone they trust.

EL: Just look at the success of Pinterest. Women want to feel more secure about what they are buying—and getting those 50 likes does that. Knowing the story behind what they are buying does that.

How important has social media been to your growth?

JWK: It's been huge. Our customers and fans want instant gratification. It pushes our voice out there faster.

EL: We've also thought about social media more broadly than just Facebook and Twitter. For instance, we are more likely to use a model with a social media reach. It impacts a lot of our decisions.

Besides your e-commerce store, you host trunk shows and have just opened a licensed pop-up store in Doha, Qatar. Is there still a demand for in-person shopping?

EL: We just did two weeks of trunkshows in Moscow. There is still something about the experience of touching and feeling something that can't be replicated online.

JWK: Modern shopping is about breaking the barrier between online shopping and physical stores. They need to integrate. Women want the store, but they also want the convenience of online.

EL: We want to have a presence with more retail stores—stores within stores—in the right countries. We have just opened in the Middle-East and we are in talks with China.

E-commerce sites like Gilt Groupe are edging into your space with high-priced designer capsule collections. What are your thoughts on the competition?

E-commerce sites like Gilt Groupe are edging into your space with high-priced designer capsule collections. What are your thoughts on the competition?

EL: I really admire what Gilt Groupe has done, but I think it's easier to start with higher-end products and move into the lower-end than vice versa. I think it's going to be hard to convince a customer to buy something at full price when you have spent years selling them things at an 80 percent discount. That's why we launched our private label brand immediately when we started the site. I didn't want to launch it five years in, randomly. We started with fur vests, neck warmers, they've had something like a 90 percent sell-through rate. They've done very well.

What's next for Edition 01?

EL: We have a few exciting partnerships coming up. We partnered with the CFDA [Council of Fashion Designers of America] on its 50th anniversary in July on a collaboration. We have a partnership with Gwyneth Paltrow and [personal trainer] Tracy Anderson that's coming up too.

What's it like being two women at the helm of a startup right now?

JWK: I think you have to be deliriously optimistic. There are constant challenges. But we are able to rely on each other.

EL: When we started the company we met with Alexandra Wilkis Wilson [co-founder of Gilt Groupe], we met with the founder of Zappos. It was so great to find this startup community willing to help.

Follow Leah Bourne On Twitter [@FromtheFrontRow](#)



NEW

REFINERY29

Thursday April 12, 2012

New Today: Spring's Sexiest Statement-Making Shoe Collab

By Gina Marinelli

While it's not the safest idea to walk around NYC with your eyes fixed on the ground, we've found ourselves in that predicament when it comes to **truly amazing footwear**. If this sounds familiar, than consider **Chrissie Morris'** newest collaboration with **Edition 01** to be **dangerously** gorgeous.

Just launched today, Morris' designs are explicitly detailed in the eight-piece collection that features **demure and adorable summer flats, as well as sky-high platforms that are not for the faint of heart** (or those lacking balance). Sold exclusively on **Edition 01** — a site that's known for their carefully curated selections with some of the most talented designers around — the *muy* expensive range offers up sleek python fabrics, ornate detailing, and just a few pops of bold color among a mostly-pastel palette. Trust, these babies are not just cool shoes, but rather, the ultimate statement makers. We've already picked a pair or two we'd love to step out in, but feel free to select your own from the bunch. Just don't wait too long to **scoop 'em up** — missing out on this collab is way too risky.

Photo: Courtesy of Chrissie Morris



Chrissie Morris Sienna Python Flats, \$735, available at [Edition 01](#).



Chrissie Morris Angela Darling Flats, \$590, available at [Edition 01](#).



Chrissie Morris Amber Python Contrast Pumps, \$1345, available at [Edition 01](#).



Chrissie Morris Amber Napa Contrast Pumps, \$955, available at [Edition 01](#).



Chrissie Morris Alana Aztec Heels, \$930, available at [Edition 01](#).



Chrissie Morris Roisin Python Heels, \$1075, available at [Edition 01](#).



Chrissie Morris Primrose Dream Heels, \$1150, available at [Edition 01](#).



Chrissie Morris Audrey Wrap Sandal, \$825, available at [Edition 01](#).

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CHRISSIE MORRIS FOR EDITION01



Rodriguez pantsuit," a rep for Edition 01 said.

"She truly is an architect of shoes. For every dress or pant there is a Chrissie Morris shoe that can pair perfectly. Although Morris' shoes are often recognized for their edgy style, Morris opted for softer pastel colors for this exclusive collection."

The collection of intricate python and leather platform sandals and flats, ranging from **\$735-\$1345** in price, is now available online at **edition01.com**.

Check out the gallery below to see a few of the exclusive designs in the Chrissie Morris for Edition01 collection. —LAUREN DOYLE

Add another limited-edition line to the list of must-haves to snag from the curated, members-only e-boutique, **Edition01**.

The brilliant minds behind the luxury e-commerce concept have recently teamed up with talent including Prabal Gurung, Christian Cota and Narciso Rodriguez—just to name a few—to create **limited edition collections** of the designer's quintessential pieces.

Now, E01 is at it again with the newly launched exclusive footwear line from **Chrissie Morris**, best known for her architecturally inspired, feminine heels composed of exotic stingray.

"Chrissie Morris immediately came to mind when we were searching for an exceptional line of shoes to pair with our Spring pieces, whether it be a Cushnie et Ochs cutout dress or minimalist Narciso









Shop Fix

SCENE Are you looking your best *en Jitney*? Thought not. Lucky for you, the Hampton Jitney and Rent the Runway are teaming up to provide select riders with a swanky tote bag bursting with all your bussing essentials: a \$50 gift card to RTR, Lancôme beauty treasures, an Oscar de la Renta fragrance, a bottle of blowPro Beach Blow, Vita Coco Coconut Water, and of course, a bag of Pirate's Booty...

Gail Rothwell nabbed the exclusive on newcomer **Kathy Rego's** luxe label Cabe...Cashmere queen **Minnie Rose** pops up at The Montauk Beach House...Sneakerology relocated from Bridgehampton Commons to a new *athlétique* den at 2 Main Street...Seeing double? The Retreat opened a second vintage outpost, Retreat Boutique Too, at 30 Park Place...And! Hamptons fitness guru **Tracy Anderson** (best known as the woman responsible for **Gwyneth's** bod) has launched a line of leggings, sold on Edition01.com for \$125 apiece.

Dibs on the Abcentrics!

On the road with
Rent the Runway

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GOOD LOOKS

Monday, June 11, 2012

Tracy Anderson launches a luxe line of workout leggings for Edition01



Anderson's legging models include celeb devotees, from Jenni Konner, writer and executive producer of HBO's "Girls" (far left) and Sally Pressman of "Army Wives" (second from left)

Today, dance-cardio guru (and branding genius) Tracy Anderson adds "fashion designer" to her resume. The celeb fitness trainer joins the roster of designers from Zac Posen and Thakoon, whose limited-edition luxe pieces are exclusively sold on Edition01.

Don't expect Maxi dresses for summer. Anderson's collection is devoted to workout leggings—and they're not one-size-fits-all.

Each pair is designed to support the four body types that the celebrity trainer's Metamorphosis program identifies and targets with specific workouts.

For example, if you're Glutecentric, according to Anderson's program, the leggings give additional support and compression to the glutes, hips, and butt during the workout. The Hipcentric tights have a hidden double layer to hold in outer thighs, while the Abcentric pair have a strong band to hold in the lower stomach and a slightly higher rise. Finally, the Omnicentric have elastic mesh paneling at the thigh, waist, and knee.

"The leggings are designed for your body type," explains Anderson on Edition01, "and as you work on your problem areas through the workouts, the legging will help with the rest."

Hopefully your wallet's in good shape to help with the fittingly luxurious price: Each pair is \$125.
—Sharon Feiereisen



HIPCENTRIC

Double-layer fabric holds in the thighs and provides slimming support; the ankle cuffs lengthen your legs.

ABCENTRIC

Capri-length with a slight high-rise and a strong band to hold in your tummy, these are best for whittling your waist!

OMNICENTRIC

Booty-short style rise and all-over support keep things in check all around!

GLUTECENTRIC

Stretch mesh and strategically-placed seams to lift your butt and keep things looking great from behind.

Examiner.com

Mets team with Fashion Designers of America to celebrate dual 50th Anniversaries

NEW YORK METS | JULY 16, 2012 | BY: STACY PODELSKI

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The [New York Mets](#) (<http://www.examiner.com/topic/new-york-mets>) announced on Monday that they are going to team with the Council of Fashion Designers of America, Inc. to bring fans a unique line of Mets merchandise in celebration of both organizations celebrating their 50th anniversaries.

Items will be on sale for fans next Tuesday, July 24 at [Citi Field](#) (<http://www.examiner.com/topic/citi-field>) and on Edition01.com, which is the online concept store for creative

limited-edition collections with the world's top fashion and lifestyle brands. The proceeds from the line will be divided between the Mets and [CFDA](http://www.examiner.com/topic/cfda/articles) (<http://www.examiner.com/topic/cfda/articles>) Foundations.

There will be a variety of t-shirts, tank tops, sweatshirts for fans to choose from, which were designed by some of the top CFDA designers including Billy Reid, Yigal Azrouël, Scott Haan and Rogan Gregory for Loomstate, Sam Shipley and Jeff Halmos for Shipley & Halmos. The items will be able for purchase at the Mets Team Store and Majestic Store on the Field Level.

"The Mets are thrilled to celebrate our golden anniversary in a unique, fashion-forward partnership with the CFDA that will raise money for charity," said Dave Howard, Executive Vice President, Business Operations, Mets. "We would like to thank Major League Baseball and our partners at ARAMARK for making this unprecedented collaboration possible."

"We are excited to be working with the New York Mets on a CFDA member designed mini collection commemorating our 50th anniversaries." said Steven Kolb, Chief Executive of CFDA. "The creativity of our designers is a fresh approach to team merchandise while supporting charitable efforts of both organizations."

"Celebrating the Mets through the eyes of the CFDA designers is the perfect tribute to the team I have loved since a child," says Jessica Wilpon-Kamel, co-founder of Edition01. "I am enormously grateful to all those who have shared their talents to commemorate the anniversary."

The CFDA membership will be at Citi Field to help celebrate the launch on July 24, as the designers will get the chance to watch batting practice on the field prior to the game.

"I'm a huge baseball fan," said Billy Reid. "I help coach my son's little league team, and coincidentally, our team's name this year is the Mets. Any opportunity to work with baseball and supporting the CFDA really is an honor and we are proud to be a part of it."



Stacy Podelski, New York Mets Examiner

Stacy Podelski, a fan of sports since the age of five, has covered the New York Mets, Yankees, Rangers, Islanders and Liberty for various websites, including Latino Sports.com and NY Sports Day. Please contact Stacy with your questions and comments.

Anna Sui and Zac Posen Design for Edition01

By Piper Gray 05/15/12 at 03:30 PM

0 Comments and 0 Reactions



Photos courtesy of Edition01

Paisley sequined jacket: \$1,025; Scalloped lace top: \$625, Paisley sequined bib: \$235

Whether your personal style is more eclectic a la Anna Sui, or ultra-feminine like Zac Posen, online retailer [Edition01](#) has your unique aesthetic covered.

In case you've never heard of [Edition01](#), the site is the brainchild of Estefania Lacayo and Jessica Wilpon-Kamel, who wanted to create a space where designers could innovate in different ways with limited-edition collaborations. [Vera Wang](#), [Reem Acra](#), and [Peter Pilotto](#) are among those who have designed collections for the site in the past.

[Sui](#), no stranger to lending her individualized style to other arenas ([luggage, anyone?](#)), has amped up the glam in a sequin-heavy [five-piece collection](#). Though the designer is often inspired by a Sixties rock chick, there's a strong undercurrent of Roaring Twenties in her [designs](#) that would be perfect for a *Gatsby*-themed Prohibition bash. We'll bring the gin and our Daisy Buchanan-meets-Penny Lane ensemble.



Photos courtesy of Edition01

Limited-edition curve-hugging pure silk dresses from [Zac Posen](#)

Sui's goods are currently available on the site, but should you be looking for more ladylike additions to your closet, [Zac Posen](#)'s special line of pure silk dresses are there for the taking starting Monday. Posen, too, isn't afraid to [expand](#) his design repertoire, and his gorgeous dresses for Edition01 are sure to please his sophisticated fans.

collaboration, news

The CFDA Go Mets Over Yankees: Billy Reid, Shipley & Halmos, Loomstate and More Design Mets Gear

By DHANI MAU Thursday, Jul 12, 2012 / 4:00 PM

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RECOMMENDATIONS

The CFDA has really been diving headfirst into the collaboration game lately. There was [Runway to Win](#), the Target x Neiman Marcus monster holiday supercollab and now the fashion organization has teamed up with New York's favorite underdog baseball team, the

Mets.

"Why?" you might ask. Well, it's because the two organizations are twins. Both the CFDA and the Mets celebrate their [50th anniversaries](#) this year. To mark the occasion, Billy Reid, Yigal Azrouël, Scott Haan and Rogan Gregory of Loomstate, and Sam Shipley and Jeff Halmos for Shipley & Halmos have each created one or more limited edition item to be sold at Citi Field and at [Edition01.com](#) ([you can pre-order items now](#)), an online concept shop that sells limited edition collections.

"We are excited to be working with The New



York Mets on a CFDA member designed mini collection commemorating our 50th Anniversaries," said Steven Kolb, CFDA Chief Executive of CFDA. "The creativity of our designers is a fresh approach to team merchandise while supporting charitable efforts of both organizations."

There are t-shirts, tanks, sweatshirts and henley, most of which have an orange and blue color palette. I think we have to go with the Shipley & Halmos baseball tee as our fave because look at that little baseball guy! Also extremely cute—this quote from Billy Reid: "I'm a huge baseball fan," said [CFDA Menswear Award winner](#) Billy Reid. "I help coach my son's little league team, and oddly enough our teams name this year is the Mets. Any opportunity to work with baseball and supporting the CFDA really is an honor and we are proud to be a part of it."

The proceeds will be divided between the two organizations and that made us wonder: do the actual designers get anything for their designs?

Well at the very least they get to see a baseball game. The mets will host the entire organization at Citi Field on the 24th to watch batting practice and a game against the Washington Nationals. Can we come?

[Click through to see the rest of the designs.](#)

[LAUNCH SLIDE SHOW »](#)

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Tags: [CFDA](#), [New York Mets](#), [Steven Kolb](#)

Designer(s): [Billy Reid](#), [Loomstate](#), [Shipley & Halmos](#), [Yigal Azrouël](#)

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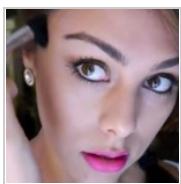
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ELSEWHERE ON THE WEB

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COMMENTS

news, retail, shopping

Thakoon Makes First Foray Into Home Design for New Site Edition01 (and You Can Shop It Today!)

By LEAH CHERNIKOFF Thursday, Nov 24, 2011 / 12:46 PM

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Notice how designer collaborations are kinda like the hottest thing in fashion right now (ahem, Missoni for Target, [Versace for H&M](#), Karl Lagerfeld for Macy's, etc.,)? Well so did Estefania Lacayo and Jessica Wilpon Kamel, design industry vets and BFFs, who decided to launch a members only retail site called [Edition01](#) devoted to just that. Only these aren't hysteria-inducing collaborations between designers and mass retailers (not that we're mad at those...at all). The idea here is more refined. Lacayo and

Kamel pair up with the hottest designers ([Cushnie et Ochs](#), [Vera Wang](#), [Doo.r](#) to name a few) and commission them (and their factories) to create limited edition runs of their most quintessential pieces but in a new print, fabrication or colorway. Or, in the case of today's collection by Thakoon for home line Ankasa, they let designers experiment out of the comfort zones. New on the site today is Thakoon's line of pillows for Ankasa made with fabrics from his resort collection.

This is a site for the discerning fashionista—someone who wants something truly and special unique. When they say collections are limited edition—they mean it. Collections for Edition01 contain, on average, between 15 and 40 pieces max.

Want to know more? So did we. We sat down with Lacayo and Kamel to ask them just how Edition01 came about and how it works.

SAVOIR FLAIR

New York, January 11th, 2012



Tuesday, January 17, 2012

New Fashion Websites to Bookmark

A cultured and sophisticated woman of style, like our Savoir Flair readers, is a bit of a huntress when it comes to the next big thing.

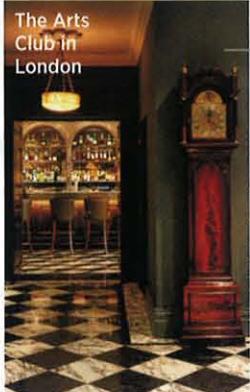
Our favorite hunting grounds are the internet where it's easy to discover something wholly new and fascinating before the masses put their stamp of approval on it. In helping you with these discoveries, we're culling the best new websites to add to your bookmarks. Indulge in a few moments with sites like [FashLink](#), [Edition01](#), and [AMD Mode](#) to stay ahead of the style curve.

The A-List

Gwyneth Paltrow's favorite things



Sevan necklaces, \$5,718-\$9,640. judithannjewels.com.



Her Haunts

RESTAURANTS: In London, Zuma, Chisou ("my favorite Japanese"), and the Arts Club, where Gwyneth is an investor. In Los Angeles, "the Hungry Cat for wonderful seafood" and the Chateau Marmont "for the great atmosphere."

1

Fashion Destination

Hirshleifer's in Manhasset, New York. "It's a fourth-generation family-owned store, which I love."

Gwyneth discovered Sevan Bıçakçı there, the Turkish jewelry designer who created her padlock necklace (similar to those at left).

3



2

Looks She Loves

GO-TO LABELS: Stella McCartney, 3.1 Phillip Lim, Alexander Wang, Erdem, Proenza Schouler, L'Agence, and Boy by Band of Outsiders.

SHOPPING SITES: Gwyneth shops almost entirely online. Favorites include net-a-porter.com, mytheresa.com, edition01.com, ssense.com, and luisaviaroma.com.



Butter London
3 Free Lacquer in MacBeth, \$14. butterlondon.com.

Beauty Picks

NAILS: Butter London's nontoxic polish. FACIALIST: Vaishaly Patel in London. COLORISTS: Amie Wilson at Daniel Hersheson in London, Nicola Clarke at John Frieda in London, and Tracey Cunningham at Byron & Tracey in L.A.

4

Her Uniform

DAILY DRESS CODE: R13 jeans, a white shirt by Libertine, and boots by Brunello Cucinelli or brogues.

Her recent everyday buys include skinny red cords from Rag & Bone and Chinti and Parker's black-and-gray-striped cashmere sweater with burgundy pockets. ("I love stripes. I'm a stripey person.")

6

The Evening Essentials

COCKTAIL CHIC: "When I do wear heels, I tend to go high with Nicholas Kirkwood or Camilla Skovgaard. And I have a little black Chanel dress from a few years ago that I love." ■



Camilla Skovgaard shoe, \$580. shopbop.com.



Brunello Cucinelli brogues, \$985. 714-957-6930.

The Goop founder with Terry Richardson



218 pages!

5

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My Life in Shoes

Sure, she hits the high notes, but **Glee** star **LEA MICHELE** is also an ace walking in high heels. Here, the new face of Candie's reminisces about fave shoes and reveals the style she's crushing on today.



1998

"I had a slight obsession with jellies in middle school. The sparkly ones with a little bit of a heel were the coolest."

2004

"My real love affair with shoes began in high school. I saved up the money I earned on Broadway and bought Jimmy Choos for the senior prom."



2009

"After I landed my role on *Glee*, I treated myself to a pair of thigh-high Marc Jacobs boots, and I still wear them all the time."

This dainty blue butterfly, drawn by her cousin, is one of the actress's 14 tattoos.

14 tattoos.



2010

"Hiking is my favorite thing to do in L.A. I like my Nikes. They're so light and airy that I feel like I'm not even wearing sneakers."



2011

"It may have seemed crazy to pair a princess gown with spiked Christian Louboutin pumps, but I loved the contrast."



2012

"These wedges are great because you can throw them on with a cute sundress when you want to look a little more dressed up."

Finally! Figure-Flattering Leggings

Custom-cutting her celebrity clients' pants for a better fit gave exercise guru Tracy Anderson the idea behind her capsule collection at Edition01, a body-specific line created with partner Gwyneth Paltrow. "You perform better when you look in the mirror and like what you see," says Anderson. "These help a woman say, 'Hell yeah!'"



Best for WHITTLING YOUR WAIST

The Abcentric's high, thick waistband doesn't cut into bigger bellies, and the capri length shifts focus to a slimmer lower half.



Best for AN INSTANT BUTT LIFT

Two stretchy fabrics in a rainbow-shaped arch on the Gluteocentric give lift to the rear. Mesh panels help keep air flowing during cardio.



Best for ALLOVER CONTROL

If you're well-proportioned but still want toning, the Omnicentric's extra grab and a booty-short-style rise keep things trim.



Best for THINNING YOUR THIGHS

The Hipcentric leggings' hidden double layer holds in the outer thighs, while the to-the-ankle cuffs lengthen legs.



Paltrow with trainer, partner, and pal Anderson

"THESE LEGGINGS MINIMIZE EACH WOMAN'S PROBLEM AREAS AND ARE STYLISH AND COMFORTABLE."

—GWYNETH PALTROW

Tracy Anderson for Edition01 leggings, \$175 each; edition01.com.

LAUNCHES you'll love!



Intermix's 20th Anniversary Collection

To celebrate two decades of its integrated fashion playground, Intermix will carry 20 exclusive styles from 20 top contemporary designers, including ALC, Giuseppe Zanotti, and Proenza Schouler. Proenza Schouler PS1 pouchette, \$1,325; intermixonline.com.



Peter Som for Anthropologie

Fearless fashion icons Peggy Guggenheim and Diana Vreeland inspired the whimsical prints, eclectic color combos, and flirty silhouettes in Peter Som's irresistible 11-piece collection.

Zebra dress, \$198; anthropologie.com.



Kate Hudson for Ann Taylor

The actress and brand ambassador's first capsule for Ann Taylor is a beachy range of all-white basics and eye-catching golden accessories.

Necklace (\$38) and dress (\$128); anntaylor.com.



Jacqueline Quinn's Evening Bags

Known for her unexpected embellishments (she once fashioned a dress from sunglasses parts), the Irish evening-wear pro branches out with a line of bejeweled-to-the-nines clutches.

Gabrielle clutch, \$435; jacquelinequinn.com.



Instantly Slimming by White House Black Market

The hallowed LBD is shaping up for summer—literally. The latest styles from White House Black Market have a built-in "power mesh" that smooths and minimizes in all the right places. The jersey and mesh fabrics are refreshingly breathable.

Strapless dress, \$160; whbm.com.



Piamita x Jo De Mer

The duo behind up-and-coming ready-to-wear line Piamita teams up with the Brazilian swim company, offering limited-edition bikinis in playful prints. (This one's a cute kitty.) Bikini, \$215; edition01.com.



20% of proceeds benefit Women in Film's mission to promote and mentor women in the media.

\$975; 212-879-6100.

The star has five movies in the can, including the sci-fi flick Ender's Game with Harrison Ford, out in November.



HELLO TO HAILEE-WOOD!

At 14 Hailee Steinfeld earned an Oscar nom for *True Grit*, then made a big impression with spot-on awards-season ensembles. This mix of talent and style savvy hooked Max Mara and Women in Film, who are jointly naming her as Face of the Future at an awards ceremony this month. The brand's newest Hollywood bag is a tribute to the actress, now 16. "I carried it at Milan fashion week and out with friends," says Steinfeld. "It's perfectly versatile."



DESIGNER CAPSULE COLLECTIONS

Edition01.com

Each month, founders Jessica Wilpon Kamel and Estefania Lacayo début mini collections from the most sought-after clothing and accessories designers working today (from Ben-Amun to Zac Posen). If the prices look steep, keep checking back because they're frequently slashed.

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WISH LIST

First Issue

Online shopping goes to a whole new level with **EDITION 01** (www.edition.com), a luxe shopping website that offers especially commissioned limited-edition pieces from top designers like Oscar de la Renta, Vera Wang, Nina Ricci, Zac Posen and Narciso Rodriguez, as well as *Wall Street Journal*, *Elle Décor*, *Vogue Turkey* and *Vogue Mexico*, this brainchild of the fashion veteran Estefania Lacayo and the artist-cum-architect Jessica Wilpon Kamel will ship to 40 countries around the world, including the Philippines and other Southeast Asian countries. Be sure to check out the capsule collection from Celestina.



JUST JUICY

Jump on the blended juice bandwagon and try out California's healthful gift to Manila: **Jamba Juice**, which has opened its very first outlet in Bonifacio High Street Central (there are 744 worldwide). Brought in by the Max's Group of Companies, Jamba Juice is looking to expand over the next 10 years to 40 juicy establishments. Refreshing, nutritious and perfect for the individual on the go, the smoothies and juices are made with whole fruits. Even the snacks, from yogurt to oatmeal, are deliciously nutritious. Health is wealth. **Jamba Juice**, High Street South, Fort Bonifacio Global City; www.jambajuice.ph.



Rechercher



Dernier numéro - Novembre 2011

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LE PODIUM DU WEB #6

publié le 21 novembre 2011

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01/ Recent Collections



02/ Upcoming Collections



Edition 01

On a toutes rêvé d'une pièce de designer quasiment exclusive... Eh bien désormais, plus besoin d'être parmi les meilleures amies de Marc Jacobs pour revêtir une robe que l'on ne verra sur personne d'autre ! Edition 01 demande régulièrement à des créateurs de dessiner des pièces spécialement pour son e-shop, et rassurez-vous, elles ne sont pas réservées aux rédactrices en vue. Une seule condition, s'inscrire (mais c'est gratuit). Plus aucune excuse pour ne pas acquérir une robe Vera Wang, fabriquée en 17 exemplaires, ou un haut imprimé Yigal Azrouël, que vous retrouverez, dans le pire des cas, sur 11 fashionistas averties.

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shop edition01 for limited edition pieces from your favorite designers

12:30 PM, NOVEMBER 28 2011 BY ALISON SYRETT



From [Versace x H&M](#) to [Jason Wu's Target line](#), we're all about a designer collaboration here at *Lucky*. Lately, we've been getting our fix from [Edition01](#), a new shopping site dedicated to limited edition runs from [our favorite labels](#).

The shopping site, which just launched last month, regularly commissions top talents (Vera Wang, Yigal Azrouël and Doo.Ri to name a few) to create a 15 to 40 piece collection. The pieces are then available on Edition01 until they sell out, which rarely takes long. Prices are definitely higher than

your average mass retailer offerings, but worth the splurge. Since there is short supply of each item, rest assured that your purchase is pretty much one-of-a-kind.

The latest goodies we're obsessing over? [Festive silk pillows created by Thakoon and NYC interior designer Ankasa](#) (the red-and-white print would make these perfect holiday gifts!). And though they normally cost between \$105 and \$195, we spotted a 20 percent off code over at [Fashionista.com](#): *nista2011*.

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tracy anderson introduces a fancy leggings line

5:00 PM, JUNE 11 2012 BY NATALIE MATTHEWS



I once had a business meeting downtown directly across from Tracy Anderson's NYC studio. Naturally I was distracted, but less by the armies of bouncing bodies in their finest Lululemon than by the smiles on their faces. Those militantly chipper women would probably follow anything Tracy does in their quest for a [Gwyneth Paltrow](#) physique, so it's almost a wonder Tracy *didn't sell workout wear before*.

Starting today, Tracy's offering a capsule collection of black capri leggings exclusively on Edition01— the online retailer of limited edition collections from major designers. At \$125, the leggings are pricey (compared to \$45 for a standard pair of Under Armour cropped tights or \$90 for a more detailed

Stella for Adidas version) but I'd argue it's justified.

Sure, they're limited edition and were created by a GOOP-approved designer, but the leggings' real appeal is their design. Each of the four styles targets a specific area, sucking in your outer thighs, stomach or rear via strategically placed compression panels and extra layers. Click through below to see the styles and shop the full collection [here](#). Tailored to nip in problem areas and boost confidence, they might just make you actually want to run errands on the way home from the gym. (Or just go to the gym in the first place. That's good, too.)

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"GLUTECENTRIC" LEGGINGS, \$125, TRACY ANDERSON, [EDITION01.COM](#)



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marie claire

Posted in: Fashion

Narciso Rodriguez Partners with Edition01

January 17, 2012 12:30 PM by Abby Gardner



One of the coolest things about Edition01 is the launches of weekly limited edition capsule collections on their site. In the past they've teamed up with Cushnie Et Ochs, Donna Karan, Yigal Azrouel, and Peter Pilotto. Today marks the launch of their latest collaboration with one of my all-time favorite designers (yes, since the Carolyn Bessette wedding dress), Narciso Rodriguez.

Founders Estefania Lacayo and Jessica Wilpon Kamel told us, "Narciso is all about the perfect fit, statement colors and luxurious fabrics. We have been fans of his collections in the past and our goal was to create a small group of dresses that reflect his classic and timeless style. The woman wearing his collection is feminine, but prefers streamlined and versatile and therefore, we chose his must have shapes in various silhouettes and fabrications."

I say, mission accomplished. Now which one to pick? Shop the collection [here!](#)



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TICKETS MOBILE FANTASY SHOP

Mets to release new merchandise for 50th anniversary

By Cash Kruth / MLB.com | 07/16/12 12:30 PM ET

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Shipley & Halmos Mets Baseball Tee



Proceeds from the merchandise collection will go to the Mets Foundation and the CFDA Foundation. (Edition01)

CHICAGO -- The Mets and the Council of Fashion Designers of America, Inc., will collaborate on a new Mets merchandise collection to celebrate the 50th anniversaries of both organizations.

These items will go on sale July 24, and only be available at Citi Field and [Edition01.com](#). The items at Citi Field will be available at the Mets Team Store and Majestic Store on the stadium's field level.

Net proceeds will be divided between the Mets Foundation and CFDA Foundation.

Items available include T-shirts, tank tops and sweatshirts, which were designed by CFDA designers Billy Reid, Yigal Azrouël, Scott Haan and Rogan Gregory for Loomstate, as well as Sam Shipley and Jeff Halmos for Shipley & Halmos.

"The Mets are thrilled to celebrate our golden anniversary in a unique, fashion-forward partnership with the CFDA that will raise money for charity," said Mets executive vice president of business

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METS NEWS





Tracy Anderson's **TOP TEN** GET-IN-SHAPE TIPS!

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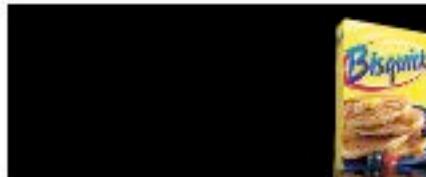
After spending years mixing and matching fabrics, Tracy has created Tracy Anderson Leggings for Edition01.com. "It was fun for me to be creative with workout wear," she tells OK!. Tracy designed the leggings by body type, with lines to distract from problem areas for each shape. And they have Gwyneth's stamp of approval. "I turned to her to make sure she liked them," Tracy says.

\$125 each; available until July 15 on edition01.com



July 16, 2012

PageDaily



Unleash the hidden power

7 Sites That Need to be on Your Web Radar

We are living in a world of information overload these days so how do you know which websites and newsletters are worth your time? After scouring the e-world, I put together a list of my favorite online destinations that are perfect for fashion and lifestyle junkies.

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for Edition01
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Reem Acra
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JANUARY 19

Narciso Rodriguez
for Edition01
JANUARY 17

02/ Upcoming Collections

02/05 Monique Lhuillier for Edition01

02/14 Ed.01 Snake Clutches for Edition01

02/16 Bea Amun

1. Edition01:

Edition01 is the first online luxury experience designed to spotlight and sell limited edition fashion pieces from leading designers in one of a kind capsule collections. Collaborating with Vera Wang, Zac Posen, Narciso Rodriguez and Thakoon (to name a few), founders Estefania Lacayo and Jessica Wilpon Kamel offer you a unique shopping and lifestyle experience which has already been touted by Vogue, WWD and Marie Claire to name a few. Their minimalist and inviting web site is blog style making it very easy to shop their collections which are grouped by designers and lifestyle categories ("Travel Boutique"). You can also have a personalized shopping experience by using their "My Edition" feature to track what you want, need and bought and get recommendations for building your perfect wardrobe. I love that Edition01 goes beyond just shopping and gives you behind the scenes fashion intel in their Journal, stocked with insider interviews, celebrity essentials and designer inspirations.



COLLABS

Womenswear from Martin Greenfield, Brooklyn Tailoring Legend

Friday, March 30, 2012, by Izzy Grinspan



Martin Greenfield has been working as a tailor in Brooklyn since 1947, but this week marks the first time he's ever sold womenswear under his own brand name. The collection was created with website **Edition01**, which specializes in limited-edition designer collaborations. (In the past, the site has worked with **Vera Wang**, **Peter Pilotto**, and **Narciso Rodriguez**.) It consists of three blazers and a tuxedo jacket, all of which were made just as meticulously as his suiting for men. They start at \$800, but Racked readers can get 35% off at checkout through Sunday using the code "**RACK35OFF**."

- [Edition01 \[Official Site\]](#)
- [All Martin Greenfield coverage \[Racked NY\]](#)









TRENDWATCH

Mad Fashion

Channel your inner Twiggy this fall with select elements that pay homage to '60s mod. Strong lines and bold colors, as seen on the Alberta Ferretti runway, serve as a solid foundation for a structured look. Hard-to-miss accessories like Miu Miu's glittery shades carry serious style clout, and Chanel's black and white shoes will work magic when paired with an LBD. Grab a martini to complete the look. —*Lindsay Brooke Weiss*

1. Tunic and pants, \$305 and \$555, at Alberta Ferretti, Los Angeles
2. Short boots, \$1,275, at Chanel
3. Crystal bag, \$1,095, at Jimmy Choo
4. Noir sunglasses, price upon request, at Miu Miu
5. Drop earrings, \$340, at Marni
6. Palmer residence in ox brass with Swarovski elements, \$865, by Jennifer et Horn Bespoke



New Kid on the Block

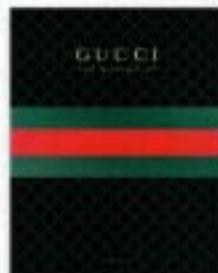
This fall marks the launch of Ammara Yaqub's

debut collection, Ammara, which celebrates structured classics reminiscent of decades past, like the tweed Jackie dress that speaks to the former Mrs. Kennedy's impeccable fashion sensibility. The Manhattan-based designer has every piece locally made so she can "monitor construction, tailoring and sizing to ensure a perfect product." Snatch up your favorites on ammaranyc.com. —*LBW*
FLYING HIGH Ammara's black wool cape

THE BUZZ

All the Fall Fashion News Fit to Print

Fashion veteran Estefania Lacayo and artist-turned-architect Jessica Wilpon Kamel have teamed up to launch **Edition01.com**, an e-commerce site that offers a collection of limited-edition looks from leading designers, including Doo.Ri, Calvin Klein and Narciso Rodriguez. >>> The Ralph Lauren empire is debuting **Denim & Supply** (denimandsupply.com), a new sportswear label that captures the weathered character of vintage pieces. >>>



Gucci: The Making Of, published by Rizzoli, is a tribute to the heritage and influence of the iconic Italian fashion house. (Your coffee table will be naked without it.)

>>> Julianne Moore has been named the face of Talbots' fall 2011 campaign, shot by British fashion photographer David Sims. >>> White-hot *Gossip Girl* costume designer **Eric Daman** is collaborating with DKNY on a hosiery capsule collection for fall. Nab the line (available at Bloomingdale's, Nordstrom and DKNY)—unless everyone else has already beaten you to it. —*LBW*



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A RARE POST ON SPORTS



Exclusive First Look: See the CFDA's Collection for the New York Mets


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EXCLUSIVE STYLEMINT X ART BASEL

Introducing a collaboration between StyleMint and Paul Kasmin Gallery artist, Deborah Kass during Art Basel Miami Beach 2012. Limited pieces will be available at The Standard Hotel in Miami during Art Basel December 5-8.

Starting December 10th, limited edition collaboration items will be available at StyleMint.com and Edition01.com. Stay tuned!



Shopping Snapshots: May 1

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[FACEBOOK](#) [TWITTER](#) [GOOGLE+](#) [E-MAIL](#) [SHARE](#)**Who Says Cats Hate Water?**

With Piamita, the collection of silk loungewear they introduced in 2012, Karla Martinez and Cecilia de Sola took pajama dressing to new heights of chic with pajama shirts and tailored trousers in a geometric cat print. Now, in time for summer, the cat (inspired by Ms. de Sola's cat Geisha) is back, in the form of two bikinis made in collaboration with the Brazilian swim label Jo de Mer. Available with a triangle top, as seen here, or with a bandeau top, they're as cool as cats.

Piamita bikini, \$215 at [Edition01.com](#).

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LIMITED-EDITION JACKETS

BY PHOEBE AND ANNETTE STEPHENS OF ANNDRA NEEN

Edition01, curator of innovative, exclusive collaborations, partnered with Martin Greenfield on a series of blazers designed by influencers in the realm of fashion—tailored to Greenfield's exacting specifications. Jewelry darlings Phoebe and Annette Stephens of Anndra Neen are the latest to lend their talents to the art of the jacket. Shop their particular takes on the blue blazer, as well as other styles by Bazaar's Joanna Hillman.

SHOP NOW ▶



THE PHOEBE

This oversized, double breasted jacket is inspired by menswear, while a black and navy floral georgette lining lends a feminine wink.

Edition01 x Martin Greenfield jacket



The denim jacket gets an instant update with classic tailoring. This perfect blue wash can be worn with contrasting denim and gauzy dresses alike.

Edition01 x Martin Greenfield jacket

THE ANNETTE

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05/06/2013 - 13:15 - Updated 05/06/2013 - 13h32 - IN FASHION

Collaboration between Piamita and Jo de Mer for sale in Edition 01

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The two models created by the duo are now on sale in Edition 01 (Reuters)



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JO DE MER E PIAMITA ANUNCIAM PARCERIA

Coleção-cápsula traz estampa do icônico gatinho usado nos pijamas deluxe
by Harpersbazaar



À esq. biquíni Capri e à dir. Coco. Ambos da colaboração da Jo de Mer com a Piamita para o Edition 01 –
Fotos: Divulgação

A **Jo de Mer**, de **Amalia Spinardi**, uniu forças a **Piamita**, grife de loungewear deluxe das estilistas **Cecilia de Sola** e **Karla Martinez**, para lançar uma coleção-cápsula de biquínis com o icônico gatinho que estampa os pijamas da dupla. A colaboração foi uma ideia do e-commerce **Edition01**, que terá exclusividade na venda dos dois modelos, que custarão US\$ 215 (cerca de R\$430).

"Somos obcecadas com as estampas de animais da **Piamita**, e usamos os biquínis da **Jo De Mer** durante todo o verão! Por isso, foi uma escolha óbvia pedir a colaboração das duas marcas para criar esta linha exclusiva. Formas simples da **Jo de Mer** e o ajuste perfeito com estampas lúdicas da **Piamita** tornaram-se a combinação perfeita para entrarmos no verão com muito estilo. E, como esperado, o resultado é um biquíni charmoso, chique e lúdico... Mal podemos esperar para estrear-lo", afirma **Estefania Lacayyo**, fundadora e dona do e-commerce **Edition01**.

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“ The store is an extension of the already-present retail identity that lives at Edition01.com. As an interior architect and Edition01 co-Founder, Jessica Wilpon Kamel oversaw the concept and design for the company's first retail space. Working alongside local contractors in Qatar for months, Jessica made sure that every detail was executed according to plan. As a result, the store is a neutral platform to showcase and enhance the designer collections, with an emphasis on natural material and clean lines. ”

”


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We've been all about master tailor Martin Greenfield
ever since he first appeared on Edition01. And now,
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Rag & Bone white pants

Ashley Pittman gold chain necklace

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A David Yurman Holiday



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PICK OF THE DAY

Pret-à-Surf Teams Up With Thakoon Panichgul on Swimwear

Clockwise from left: Joseph slide fashion.com; Newbar striped le \$740 at Bergdorf Goodman, berg \$840 at saks.com.



Pret-à-Surf x Thakoon bikinis (\$130 to \$210) and short-sleeve rash guard (\$195) at Barneys New York; barneys.com.

If you're heading for a beach this month (lucky you), Pret-à-Surf has some ready-to-surf attire for you. The New York surf and swim label has teamed up with Thakoon Panichgul on a limited edition of bikinis and rash guards. Mixing nautical stripes with a paisley from the Thakoon pre-spring collection, the six pieces mix and match prettily. Come Fourth of July, you'll be happy you scooped them up now.



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“ THESE TEES ARE MINIMALIST, SLEEK & INSPIRED BY FRENCH STYLE & CLEAN AESTHETICS, BUT WITH A PLAYFUL, NOSTALGIC NOD TO OUR FAVORITE FEMALE LEADS. ”

- JESSICA WILPON KAMEL, ED01

How To Write The Perfect, Fashionable Thank You Note

DECEMBER 11 11:00 AM

RUTHIE FRIEDLANDER | ACCESSORIES NEWS

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Photo: Alison Lou Tis the season for buying [gifts](#) and following up with the much obligatory thank you note. And there's no better gift to receive than one of Alison Chemla's humorous pieces from her emoticon-inspired collection, Alison Lou. Give me a smiley necklace, wrap me up a lip stud, or tie a ribbon on "U" stack ring, I have no particular preference. I'll gladly accept and promptly respond with an equally whimsical note written on, well, Alison Lou stationary, of course.

The jeweler teamed up with stationer Dempsey and Carroll, known themselves for wit and playfulness.



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Pret-A-Surf x Thakoon Paisley Short Sleeve Rashguard, \$195, available at [Barneys New York](#).



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DESIGNER UPDATE

Martin Greenfield Blazes Into Womenswear

March 29, 2012 2:36 pm



What do Paul Newman, Colin Powell, Mayor Bloomberg, and Jimmy Fallon have in common? They all entrust the same man to make their suits: Martin Greenfield. The designer has been in the bespoke business since he mended an SS officer's shirt in a concentration camp during WWII. Flash-forward 60-something years, and this tailoring veteran is still at it, working the floor of his family-operated factory in East Williamsburg, Brooklyn (let's call him the "original Bushwick hipster"), making made-to-measure pieces for cool labels including Band of Outsiders and Rag & Bone. "I need to touch every piece and make sure everything—the buttonholes, the lapels, the shoulders—is perfect," Greenfield told Style.com at a dinner in New York earlier this week, celebrating the launch of his

latest womenswear collaboration with Edition 01, an online boutique that curates limited-edition capsule collections.

Though womenswear is completely uncharted territory for Greenfield, he dove right into the project. "Women don't have the opportunity to buy quality clothing like they did before everything was done by machine," he said. "Men only have a few pieces, a few silhouettes. So there tends to be more attention to detail and fabric." Greenfield turned his exacting eye to crafting four jackets, each of which was named after a different muse. Two of the most eye-catching styles are the crisp, white Emmanuelle [Alt] (pictured)—an ultra-slim jacket with one button, and the Sofia [Coppola] in heathered gray, which has a slightly slouchier fit. The blazers (\$850 to \$1,000) premiere today on Edition 01 and Lyst.com.

—Brittany Adams

Photo: Courtesy Photo

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Style File blog

march 29, 2012

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Designer update
Martin Greenfield Blazes Into Womenswear

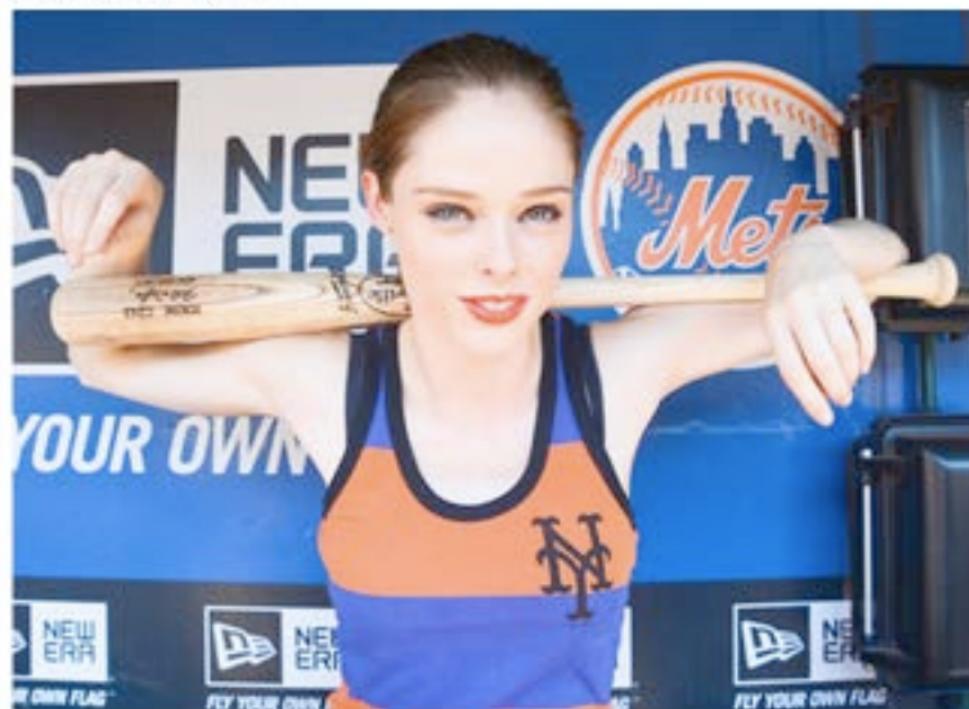
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SOCIAL INTELLIGENCE

Home Field Advantage: CFDA Designers Team Up With The Mets

July 25, 2012 1:27 pm





Exclusive: Reem Acra And Edition01 Bring Luxe To The Masses



By [Liz Doupnik](#)

January 19, 2012 1:00 pm



— REEM ACRA FOR EDITION 01 —

INTO THE EVENING WITH REEM ACRA

[SHOP THE COLLECTION](#)

You know that cash you were saving for a rainy day? We think we found your storm cloud. We shamelessly drooled last Sunday at the [Golden Globes](#) as some of our favorite stars looked breathtaking in **Reem Acra** (**Julie Bowen**, anyone?). We loved how fantasy merged with reality for some of the best moments on the red carpet, leaving us wondering: how can *we* get our over-accessorized hands on some of this?

For most of us, no matter how beautiful the dress, the price tag for a piece of this caliber can induce a panic attack. Lucky for us, it turns out we have a fairy godmother who's trying to instill just a little magic into our everyday lives. Enter [Edition01](#).

You might have heard about this sick website from their past collaborations with the likes of **Narciso Rodriguez** or the major jewelry design duo, **Anndra Neen**. If you haven't, shame on you. This shopping site is going the extra mile to give inspiring designers a platform *and* catalyst to reach us avid online shoppers.

The fun doesn't stop there though. They really get hands-on with these lines, asking the designers to create mini-capsule collections of one-of-a-kind pieces.

Considering that Reem Acra is killing it right now, we're beyond grateful to the fashion gods at Edition01 who tapped the luxury guru. Her dresses are sleek and minimal, allowing us to transition these puppies from occasion-to-occasion. Sure, you might need to splurge a little, but these looks are timeless and will get you through a wedding, an office party and a night at the coolest speakeasy in town.

If you're *still* not sold, get this: if you refer a friend, your bud receives \$100 credit and you can earn up to \$500 credit -- which can totally justify grabbing up one of the unbelievable dresses. I mean, you essentially can get 50% off or more on some of those items. Also, be sure to follow Edition01 on [Twitter](#) so you don't miss out on all of their awesome upcoming sales!

Anyways, go on and treat yourself. It's Thursday, *why not?*

Style File blog

SHOPPING ALERT

Spring Is In The Air

November 14, 2011 5:34 pm



...and it's also at Edition01's online store. A very few Spring 2012 pieces, released in conjunction with Style.com/Print as part of our Instant Get program, are still available for purchase today. Proenza Schouler's Spring '12 tissue jersey tee, Rag & Bone's Katja cork platform sandals, Eddie Borgo's Style.com exclusive garnet cone bracelet—a handful of items remain, but they won't for long. Get them [here](#) now, or prepare to wait four long months until they eventually hit stores.

Photos: Courtesy of Edition01

tags: Eddie Borgo, Edition01, Proenza Schouler, Rag & Bone

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new today: dolce & gabbana spring 2012, tommy ton in milan, and bruce weber's moncler film short

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STYLE.COM MAGAZINE: ISSUE 01

launching this fall

THE INSTANT GET

buy spring's hottest looks right off the runway

presented by 

Talk about fast fashion. Style.com has teamed up with six of New York's coolest design labels to bring you items directly from their Spring 2012 collections. That's right, you could be the proud owner of fresh-off-the-catwalk limited-edition accessories months before anyone else.

We won't be revealing what exactly these exclusive products are until they go on sale after the shows, but to whet your appetite, here's the gang. Above, from left to right, Eddie Borgo, Jason Wu, Lazar Hernandez and Jack McCollough of Proenza Schouler, Rag & Bone's David Neville and Marcus Wainwright, Phillip Lim, and Alexander Wang.

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Live-tweeting the launch

styledotcom Rumor of the day: Raf Simons to YSL? Suzy Menkes' article has everyone talking (and tweeting); nothing is confirmed yet. MS #styledotmag

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Style File blog

september 26, 2011

Outside sources

Andrew Heather Signs On With Revillon, Gucci Museum Opens In Florence This Week, Dorothy's Ruby Red Slippers Could Sell For Millions, And More...

11:09 AM

Andrew Heather, who has been assisting Riccardo Tisci on Givenchy's couture collections, has...

Designer update

more from the style file blog >

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Our Top Shots From Fashion's Night Out

trends + shopping



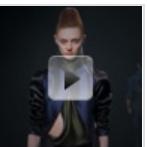
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Stylelist

YIGAL AZROUEL DESIGNS COSTA RICA INSPIRED COLLECTION FOR EDITION 01

Stylelist | By [SARAH LEON](#) | [Become a fan](#) | Posted: 12/13/11 01:01 PM ET



New shopping site Edition 01 understands that you don't want the same outfit as everyone else (after all, who *wants* to end up in our "Who Wore It Best" column?). That's why, they have teamed up with emerging designers such as Peter Pilotto, Doo.Ri and Bibhu Mohapatra on limited edition capsule collections that are available online every Tuesday and Thursday.

Next up in their roster is **fashion favorite Yigal Azrouel**, who has designed a collection based on his love of Costa Rica. Light jersey dresses, gorgeous scarves and comfortable sandals **designed** in collaboration with **K. Jacques** are all you'll need for an upcoming beach vacation.

Take a peek in our gallery below to see more photos of Azrouel's Costa Rican vacation (did you know he could surf?), as well as the pieces he has designed for Edition 01 modeled by **it-girls Phoebe and Annette Stephens**.













218 pages!

InStyle

5

NEW
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Finally! Figure-Flattering Leggings

Custom-cutting her celebrity clients' pants for a better fit gave exercise guru Tracy Anderson the idea behind her capsule collection at Edition01, a body-specific line created with partner Gwyneth Paltrow. "You perform better when you look in the mirror and like what you see," says Anderson. "These help a woman say, 'Hell, yeah!'"



Best for WHITTLING YOUR WAIST

The Abcentric's high, thick waistband doesn't cut into bigger bellies, and the capri length shifts focus to a slimmer lower half.



Best for AN INSTANT BUTT LIFT

Two stretchy fabrics in a rainbow-shaped arch on the Glutecentric give lift to the rear. Mesh panels help keep air flowing during cardio.



Best for THINNING YOUR THIGHS

The Hipcentric leggings' hidden double layer holds in the outer thighs, while the to-the-ankle cuffs lengthen legs.

Best for ALLOVER CONTROL

If you're well-proportioned but still want toning, the Omnicentric's extra grab and a booty-short-style rise keep things trim.



Paltrow with
trainer, partner,
and pal Anderson

"THESE LEGGINGS
MINIMIZE EACH
WOMAN'S PROBLEM
AREAS AND ARE
STYLISH AND
COMFORTABLE."

—GWYNETH PALTROW

Tracy Anderson for Edition01 leggings, \$175 each; edition01.com.

InStyle

WHAT'S *right* NOW!

Tracy Anderson and Gwyneth Paltrow's New Workout Leggings: Get 25% Off

Jun 21, 2012 @ 2:00 pm

Custom-cutting her celebrity clients' pants for a better fit gave exercise guru **Tracy Anderson** the idea behind her capsule collection at **Edition01**, a body-specific line of \$125 leggings created with partner **Gwyneth Paltrow**. "You perform better when you look in the mirror and you like what you see," says Anderson. "These help a woman say, 'Hell, yeah!'" And here's another thing to say 'yeah!' about—now you can get 25% off when shopping for the pieces at edition01.com when you enter the code TAM25OFF at checkout. Click through the gallery to see the items and start shopping!

MORE:

- Star-Approved Workout Gear
- Star Workouts, No Gym Required!
- Celebrity Workout Playlists

[SEE THE PHOTOS ▶](#)



Courtesy Photo; Kevin Mazur/WireImage

JUST IN

MARKETS PRIMED FOR SECOND-HALF FLURRY

MORE

June 19, 2012

Tracy Anderson Launching Leggings

By ROSEMARY FEITELBERG

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- Rosemary Feitelberg

DOING THE LEG WORK: Having helped whip Madonna, Gwyneth Paltrow, Victoria Beckham and other celebrities into shape, Tracy Anderson is now using her expertise about the female physique to design leggings.

Inspired by her Metamorphosis workout program, the trainer's signature leggings are being sold exclusively through Edition01. Each of the four styles is designed for a specific body type, with details for added support and

comfort. Anderson said, "The women who do my workouts are just as into fashion as anybody else. They are all so different. One size does not fit all. People always ask, 'Where do you get your leggings?' The truth is I am always cutting things and having things made for me."

She also recently gave birth to a daughter, is developing a teen-friendly workout, introducing a nine-month regime for pregnant women, will host detox weeks in select locations and is opening more studios. But Anderson said her workout wear tip never changes. "I always preach, 'Don't do my workouts in the sweats you slept in the night before or the ones that your baby spit up on. It's really good to get suited up to get motivated.'"

Post-exercise, Anderson likes to wear Azzedine Alaia and Isabel Marant And she can always count on Paltrow for fashion advice. "What I really love about Gwyneth is she will tell me if something I wore was awful. She will say to me, 'That was not a good look,'" Anderson said.

goop



Flight Fashion

Though it's important to be comfortable when you travel, we think it's equally important to look reasonably smart. (After all, we've never seen someone in sweats get an upgrade.) The golden rule of flight travel is layering, which helps you adapt to changing temperature on flights and at your destination. Here are some great pieces to travel in that will keep you looking fab without the pain.

My partner Tracy Anderson recently designed these special leggings for [Edition01](#). Made to complement the four different body types identified in her [Metamorphosis Workout Program](#), the leggings help visually with each body's unique problem areas.



Hipcentric



Abcentric



Omnicentric



Glutecentric

"Best for Slimming Your Outer Thighs."

"Best for Whittling Your Waist."

"Best for All-Over Control."

"Best for Keeping Your Butt Looking Great."

- Edition01



Shop Fix

SCENE Are you looking your best *en Jitney*? Thought not. Lucky for you, the Hampton Jitney and Rent the Runway are teaming up to provide select riders with a swanky tote bag bursting with all your bussing essentials: a \$50 gift card to RTR, Lancôme beauty treasures, an Oscar de la Renta fragrance, a bottle of blowPro Beach Blow, Vita Coco Coconut Water, and of course, a bag of Pirate's Booty... **Gail Rothwell** nabbed the exclusive on newcomer **Kathy Rego's** luxe label Cabe...Cashmere queen **Minnie Rose** pops up at The Montauk Beach House...Sneakerology relocated from Bridgehampton Commons to a new *athlétique* den at 2 Main Street...Seeing double? The Retreat opened a second vintage outpost, Retreat Boutique Too, at 30 Park Place...And! Hamptons fitness guru **Tracy Anderson** (best known as the woman responsible for **Gwyneth's** bod) has launched a line of leggings, sold on Edition01.com for \$125 apiece. **Dibs on the Abcentrics!**

On the road with Rent the Runway

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DAILY OBSESSION

Tamara Comol "Hippie Glam" \$6,120, and rin \$6,120 to \$7,35 Tamara Comol 27 Main Street



THREAD NY

TRACEY ANDERSON

Tracy Anderson Designs Workout Pants for Edition 01

By Catherine Blair Pfander | Friday, Jun 8, 2012 | Updated 2:46 PM EDT



Edition 01

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Trainer-to-the-stars Tracy Anderson—famous for whittling Gwyneth Paltrow's post-baby body and sculpting Madonna's famous biceps—is the latest celeb to team up with [Edition 01](#) for a series of limited-edition workout pants designed to compliment the four different body types detailed in her "Metamorphosis" program.

"Over the years I became frustrated when women would ask me where I get my leggings, only because I am constantly cutting, tailoring and mixing the fabrics in the ones I wear," Anderson explains on the [company's website](#).

"Through my method, I know that the perfect legging is not a one size fits all."

Like the "Metamorphosis" DVDs customers are encouraged to purchase based on target areas like abs, hips, butt, or thighs, Anderson's workout pants are designed to improve the appearance of particular body parts.

The "Hipcentric" legging, for example, claims to slim the outer thigh with a double layer of fabric on the inner leg, while the "Omnicentric" crop is designed for "all-over" control.

Even with the elaborate claims the \$125 price tag feels steep. For that kind of cash, we'd expect more "tech-centric" features like sweat-wicking technology or chafe-proof seams (but maybe that's the next stage in Anderson's "metamorphosis" into a fashion designer).

RELATED TOPICS

[TRACEY ANDERSON](#), [EDITION 01](#), [WORKOUT GEAR](#)

GOOD LOOKS

Monday, June 11, 2012

Tracy Anderson launches a luxe line of workout leggings for Edition01



Anderson's legging models include celeb devotees, from Jenni Konner, writer and executive producer of HBO's "Girls" (far left) and Sally Pressman of "Army Wives" (second from left)

Today, dance-cardio guru (and branding genius) Tracy Anderson adds “fashion designer” to her resume. The celeb fitness trainer joins the roster of designers from Zac Posen and Thakoon, whose limited-edition luxe pieces are exclusively sold on [Edition01](#).

Don’t expect Maxi dresses for summer. Anderson’s collection is devoted to workout leggings—and they’re not one-size-fits-all.

Each pair is designed to support [the four body types](#) that the celebrity trainer’s [Metamorphosis](#) program identifies and targets with specific workouts.

For example, if you’re Glutecentric, according to Anderson’s program, the leggings give additional support and compression to the glutes, hips, and butt during the workout. The Hipecentric tights have a hidden double layer to hold in outer thighs, while the Abcentric pair have a strong band to hold in the lower stomach and a slightly higher rise. Finally, the Omnicentric have elastic mesh paneling at the thigh, waist, and knee.

“The leggings are designed for your body type,” explains Anderson on Edition01, “and as you work on your problem areas through the workouts, the legging will help with the rest.”

Hopefully your wallet’s in good shape to help with the fittingly luxurious price: [Each pair is \\$125.](#)
—Sharon Feiereisen

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tracy anderson introduces a fancy leggings line

5:00 PM, JUNE 11 2012 BY NATALIE MATTHEWS



I once had a business meeting downtown directly across from Tracy Anderson's NYC studio. Naturally I was distracted, but less by the armies of bouncing bodies in their finest Lululemon than by the smiles on their faces. Those militantly chipper women would probably follow anything Tracy does in their quest for a [Gwyneth Paltrow](#) physique, so it's almost a wonder Tracy *didn't sell workout wear before*.

Starting today, Tracy's offering a capsule collection of black capri leggings exclusively on Edition01— [the online reatiler of limited edition collections from major designers](#). At \$125, the leggings are pricey (compared to \$45 for a standard pair of Under Armour cropped tights or \$90 for a more detailed

Stella for Adidas version) but I'd argue it's justified.

Sure, they're limited edition and were created by a GOOP-approved designer, but the leggings' real appeal is their design. Each of the four styles targets a specific area, sucking in your outer thighs, stomach or rear via strategically placed compression panels and extra layers. Click through below to see the styles and shop the full collection [here](#). Tailored to nip in problem areas and boost confidence, they might just make you actually *want* to run errands on the way home from the gym. (Or just go to the gym in the first place. That's good, too.)

America

Celeb trainer Tracy Anderson launches leggings line

Thursday, June 21, 2012

Celebrity fitness trainer Tracy Anderson has now stepped into the role of fashion designer with her freshly launched line of workout leggings, consisting of four styles designed for varying body types.

Inspired by her Metamorphosis workout program — a DVD program designed for individualized body types — Anderson's leggings can be purchased exclusively through Edition01, a website that ships internationally.

WATCH GWYNETH PALTROW WORK OUT WITH TRACY ANDERSON

"The women who do my workouts are just as into fashion as anybody else," Anderson said. "They are all so different. One size does not fit all. People always ask, 'Where do you get your leggings?' The truth is I am always cutting things and having things made for me."



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Trainer to the stars Tracy Anderson last fall in New York for Fashion's...



Tracy Anderson Gives You A Leg Up With Her New Workout Leggings

14 JUN 2012



Q. *Your new fitness legging collection is designed for different body types. Why did you design it that way?*

A. I designed the collection that way because I love being in a position where I can give any woman the tools to look her best. Every woman wants a sexy legging, regardless of their body type, that holds them in proportion and doesn't show bumps and lumps! I knew that if I was going to launch a collection of workout gear, I would start with the best rockstar black legging possible.

Check out Tracy Anderson's Leggings for Edition01 [HERE!](#)

RELATED CONTENT



Tracy Anderson's new line of workout ...

Celebrity fitness trainer Tracy Anderson has now stepped into the role of fashion designer with her freshly launched line of workout leggings, consisting of four styles designed for varying body types.

Inspired by her Metamorphosis workout program -- a DVD program designed for individualized body types -- Anderson's leggings can be purchased exclusively through [Edition01](#), a US-based website that ships internationally.

"The women who do my workouts are just as into fashion as anybody else," Anderson said. "They are all so different. One size does not fit all. People always ask, 'Where do you get your leggings?' The truth is I am always cutting things and having things made for me."

"Glutecentric" women, according to Anderson's program, can purchase leggings that give additional support and compression to the hips and butt during the workout. The Hipcentric tights feature a hidden double layer to compress the hip area, while the Abcentric leggings feature a strong band to hold the lower stomach in. Omnicentric leggings feature an elastic mesh paneling at the thigh, waist, and knee. Each pair costs \$125.

According to *Women's Wear Daily*, Anderson recently gave birth to a daughter, is developing a teen-friendly workout, and is soon introducing a nine-month fitness regimen for pregnant women. "I always preach, 'Don't do my workouts in the sweats you slept in the night before or the ones that your baby spit up on,'" she told *WWD*. "It's really good to get suited up to get motivated."

"The leggings are designed for your body type," explains Anderson on Edition01, "and as you work on your problem areas through the workouts, the leggings will help with the rest."

Other celebrity fitness trainers with their own fashion lines include *The Biggest Loser* star Jillian Michaels, who has teamed up with K-Swiss on a line of fashion gear, and LA-based reality television fitness trainer Jackie Warner.

The banner features the word "RACKED" in large white letters on a red background, with "SHOPPING AND STYLE INTELLIGENCE" in smaller text below it. A dropdown menu shows "City" and "LOS ANGELES".

Tuesday, June 12, 2012, by Leslie Price

WORKOUT WEAR In addition to gym memberships and private training sessions, celebrity trainer **Tracy Anderson** (the one Gwyneth says changed her body) sells workout DVDs and a line of weight-loss shakes, so it's not surprising that she's extended her brand to clothing. The fitness guru has come out with a line of exercise leggings, available now on Edition 01. The black pants, which retail for \$125, come in four styles to flatter a variety of figures. [Lucky Mag]



EDITION 01

TRACY ANDERSON

COMMENTS

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The banner features the word "RACKED" in large white letters on a red background, with "SHOPPING AND STYLE INTELLIGENCE" in smaller text below it.

Celeb Trainer Tracy Anderson Branching Out With More Studios

Wednesday, June 20, 2012, by Leslie Price



HIPCENTRIC

Double-layer fabric holds in the thighs and provides slimming support; the ankle cuffs lengthen your legs.

ABCENTRIC

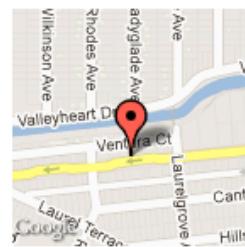
Cape-length with a slight high-rise and a strong band to hold in your tummy, these are best for whittling your waist!

OMNICENTRIC

Booty-short style rise and all-over support keep things in check all around!

GLUTECENTRIC

Stretch mesh and strategically-placed seams to lift your butt and keep things looking great from behind.



STUDIO CITY

EDITION 01

TRACY ANDERSON

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Between training Gwyneth Paltrow, managing four workout studios in Studio City, NYC, London and the Hamptons and giving birth to a daughter, **Tracy Anderson** has found the time to come out with a line of leggings. The pants, which retail for \$125 apiece (members of her gyms shouldn't be surprised that they're pricey), are available on [Edition 01](#).

Anderson seems to be in an empire-building sort of mood. WWD reports that in addition to the leggings, she's "developing a teen-friendly workout, introducing a nine-month regime for pregnant women, will host detox weeks in select locations and is **opening more studios**." We'd suggest another LA studio, obviously.

- [Edition 01 \[Official Site\]](#)
- [Workout Wear \[Racked\]](#)
- [Tracy Anderson Launching Leggings \[WWD\]](#)

Wmagazine

WORK IT OUT

THANKS TO THE OLYMPICS, WE'RE IN AN ATHLETIC STATE OF MIND. OUR EDITORS SHARE THEIR MUST-HAVE WORKOUT GEAR AND WHERE THEY GO TO SWEAT IT OUT.

By W magazine

July 2012

CHRISTINA CALDWELL,
ONLINE DIRECTOR



WHO: My all-time favorite instructors are Alicia (she was particularly helpful during my pregnancy last year), Alexander, Chanelle, Antonietta and Nora.

WHERE: Always at the Spring Street location.

GEAR: One of the things I love most about Physique is that I don't have to carry a lot with me. I pack their branded socks, leggings, sports bra, and a tank and pick up a SmartWater at the front desk.

Tracey Anderson for Edition01 leggings, \$125, Helmut Lang tank, \$80, Nike Lunarglide Running Shoe \$120, Nike reversible sports bra \$30, nike.com, Physique57 socks, \$13.

July 2012

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Hollywood REPORTER



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Scoring Big: CFDA Partners With New York Mets; Nike Air Force 1 Jeremy Lin Quickstrikes

7:56 PM PDT 7/12/2012 by Ashley Lee

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Courtesy of Nike

sneakers inspired by Jeremy Lin for sale despite uncommitted team status.

It's a good day to be a style-conscious sports fan in New York.

OUR EDITOR RECOMMENDS



<http://www.hollywoodreporter.com/idol-worship/american-idol-casey-abrams->

The Council of Fashion Designers of America and the New York Mets have teamed up to launch a [limited-edition apparel line](#) (<http://www.nytimes.com/2012/07/12/fashion/the-mets-and-wool-event-inspire-designers.html>) to honor each of their 50th anniversaries. CFDA member designers Billy Reid, Yigal Azrouël, Scott Hahn and Rogan Gregory of Loomstate, and Sam Shipley and Jeff Halmos of

[new-york-mets-341136](#)

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CFDA Awards 2012: Mary-Kate and Ashley Olsen Win Womenswear Designer(s) of the Year »
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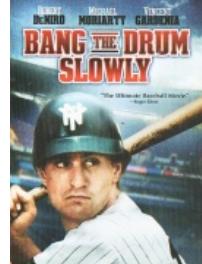
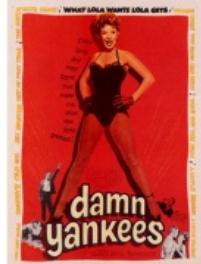
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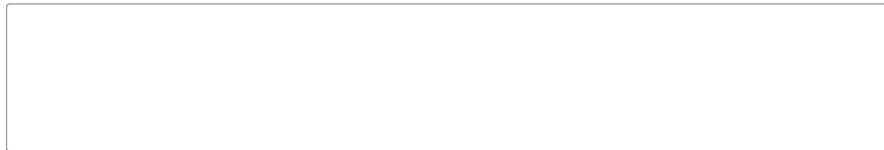
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INTERIOR MOTIVE

FOR THE INNOVATIVE

decorator Muriel Brandolini, working on her autobiographical design book, *The World of Muriel Brandolini* (Rizzoli), provided the opportunity to review her exciting, nearly two-decade career—and to celebrate Vietnam, her native country.

"What I adore about Vietnam is that they mix beautiful colors together . . . and there is a playfulness," she says. A beaded bag that she discovered on a 1995 trip to her homeland was the inspiration for the extraordinary embroidered-panel rooms that are a Brandolini signature, and her bespoke touches include exquisite hand-embroidered sheets as well. Brandolini also experienced an epiphany when she walked into Galerie Kreo the day the Paris designer-furniture gallery opened, more than a decade ago; she now works with artists and commissions jewelers like **Francesca Amfitheatrof** and **Hervé Van der Straeten** to create precious furniture.

This month, Brandolini combines her passions in a pop-up shop at Barneys New York, where Galerie Kreo limited editions will be available alongside the designer's specially designed beaded pieces, including limited-edition covers for her fascinating tome.—HAMISH BOWLES

PILLOW TALK
EMBROIDERED
PILLOWS BY MURIEL
BRANDOLINI FOR
BARNEYS. ABOVE:
A SPECIAL-EDITION
BEADED COVER OF
HER NEW BOOK.



NEW EDITION



The founders of Edition 01, **Estefania Lacayo** and **Jessica Wilpon Kamel**, spent months pitching their capsule-collection Web site to designers and friends. "It was like *Coffee and Cigarettes*," says Kamel, referring to the 2003 indie film featuring repetitive vignettes of characters talking shop. Every meeting meant explaining the virtues of an online store that would not only sell exclusive collaborations but facilitate them, à la Colette or Opening Ceremony. Lacayo, 30 (a fashion consultant), and Kamel, 29 (an architect), offer designers the chance to work with outside talent, revisit beloved styles, or venture into unexplored territory, like interiors, without a full-blown launch. **Thakoon Panichgul**, for example, mentioned he'd always loved **John Dearian**, which led to a partnership with Ankasa and a print pillow ("like a Pop Art Rousseau," says Kamel). In the fall, the site will feature six archival **Narciso Rodriguez** looks updated in new fabrics. On the horizon: **Prabal Gurung**'s ready-to-wear, as well as original collections with Nina Ricci, **Vera Wang**, and **Peter Pilotto**. —STEPHANIE LACAVA

flash >482

Wmagazine

WORK IT OUT

THANKS TO THE OLYMPICS, WE'RE IN AN ATHLETIC STATE OF MIND. OUR EDITORS SHARE THEIR MUST-HAVE WORKOUT GEAR AND WHERE THEY GO TO SWEAT IT OUT.

By W magazine

July 2012

CHRISTINA CALDWELL,
ONLINE DIRECTOR



WHO: My all-time favorite instructors are Alicia (she was particularly helpful during my pregnancy last year), Alexander, Chanelle, Antonietta and Nora.

WHERE: Always at the Spring Street location.

GEAR: One of the things I love most about Physique is that I don't have to carry a lot with me. I pack their branded socks, leggings, sports bra, and a tank and pick up a SmartWater at the front desk.

Tracey Anderson for Edition01 leggings, \$125, Helmut Lang tank, \$80, Nike Lunarglide Running Shoe \$120, Nike reversible sports bra \$30, nike.com, Physique57 socks, \$13.

July 2012

FASHION FOREST

PERFORMANCE AND SPORTSWEAR LOOKS
GO FOR FORM, FUNCTION — AND STYLE.
PAGES 4 AND 5



REINING MEN'S

RETAILERS AT THE
MEN'S TRADE SHOWS IN
NEW YORK SEE THE
MOMENTUM CONTINUING.
PAGE MW1



WWD

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Coco at the Bat

The outlook, it was hopeful as the Mets and CFDA
Marked their big 5-0s with a Citi Field day
Though Dickey, he got stalled, and the team, it took its lumps
The charming Coco Rocha was on hand, though not in pumps.
For more on the CFDA at Citi Field, see page 6.

PHOTO BY STEVE EICHNER

COTY'S BEAUTY MAKEOVER

Scannavini Steps Up, Beetz to Exit as CEO

By MOLLY PRIOR

NEW YORK — Bernd Beetz, one of the beauty industry's most competitive and hard-charging chief executives, will soon be on the sidelines.

Coty Inc. on Wednesday said Beetz is stepping down as the company's ceo, and that its board has named president of Coty Prestige Michele Scannavini as his successor, effective Aug. 1. The impending management change comes less than a month after Coty filed for its initial public offering, following a failed attempt to acquire Avon Products Inc.

Beetz, 61, said he was not ready to talk about his future plans, but he will stay on the Coty board as non-executive chairman. He also will continue to own 6.2 million shares of Coty, or 1.6 percent of the company.

"I'm breaking free," Beetz joked in an interview with WWD. "I'm going to broaden my interest."

Beetz said it was "a good time to pass the torch" and described Scannavini, 53, as his "right arm" over the past decade. The two executives have known each other for more than 20 years, since Scannavini reported to Beetz when they both worked at Procter & Gamble Co.

Coty's management move struck several financial observers as abrupt, particularly as it comes after the company filed its S-1 registration form with the U.S. Securities and Exchange Commission on June 29. They speculated that the leadership shuffle ahead of the planned IPO signals that there's likely friction between Beetz and company chairman Bart Becht, who stepped forward as the very visible front man during Coty's attempt to acquire Avon last spring. Beetz, on the other hand, remained silent during the company's very public battle for the beleaguered direct seller.

Beetz — who grew the company's sales nearly threefold to \$4.1 billion since his arrival in 2001 — is widely credited as the architect of the post-Elizabeth Taylor celebrity fragrance revival and the mastermind

SEE PAGE 8

Measuring Sustainability

By EVAN CLARK

HOW ENVIRONMENTALLY sustainable is fashion?

It's a complex question that touches everything from ethics to consumer perception to bottom lines, and it's one that the industry, in an ever-greener world, is not up to answering just yet.

"We're several years away from being able to answer that comprehensively," said Jason Kibbey, executive director of the Sustainable Apparel Coalition. "Right now, it's impossible to get a really clear picture."

That's something the trade group wants to change starting today, when it will unveil the Higg Index — a three-part scoring system that will help apparel and footwear firms comprehensively measure their ecological footprint.

The index is based on the Outdoor Industry Association's Eco Index and Nike's Material Assessment Tool, and is freely available. Companies can download an Excel spreadsheet from the coalition at apparelcoalition.org and determine their own sustainability score, which can then be used to benchmark progress and steer a more sustainable path.

The index's name is illustrative of the challenges that come from working with a wide variety of interests and in 100-plus countries. After months of back-and-forth, the group settled on the Higg Index, taking inspiration from the Higgs boson, a long-sought-after and recently discovered elementary particle that is believed to give all things mass. The name suggested an attention to granular detail and didn't come off poorly in any language or suggest a particular affiliation.

SEE PAGE 7

Jones Shares Tick Ahead Following Earnings

By VICKI M. YOUNG

NEW YORK — Shares of The Jones Group Inc. climbed 3.3 percent Wednesday after the apparel giant reported better-than-expected second-quarter profits driven by improved gross margins and cost controls.

The company said income attributable to Jones for the three months ended June 30 rose 55.8 percent to \$8.1 million, or 10 cents a diluted share, from \$5.2 million, or 6 cents, last year. On an adjusted basis, excluding charges related to the impact of severance, asset impairments in retail locations to be closed and other restructuring activities, EPS was 22 cents, compared with 33 cents a year ago. Analysts were expecting EPS of 7 cents on revenues of \$867.1 million.

Total revenues for the quarter decreased 3.7 percent to \$854.8 million from \$887.4 million. That included a 3.7 percent decline in wholesale sales to \$844.3 million from \$876.7 million. Licensing income was down 1.9 percent to \$10.2 million from \$10.4 million. At retail, domestic revenues fell 9.5 percent to \$150.6 million from \$166.5 million. In the international retail segment, revenues jumped 82.2 percent to \$97.3 million from \$53.4 million as the firm received a healthy boost from its Kurt Geiger acquisition last year.

Shares of Jones closed Wednesday at \$9.90 in Big Board trading, compared with \$9.58 the previous day.

Better cost controls, such as tighter inventory levels at Jones' own outlet stores and improved gross margins, were factors that helped the company surpass analysts' expectations. Gross margin for the quarter improved to 38.2 percent of sales compared

with the year-ago quarter's level of 36.4 percent.

Executives participating in the conference call to Wall Street said the firm believes it can improve margins by 70 basis points or more for the full year.

Wesley R. Card, the firm's chief executive officer, told analysts during the call, "As we undergo a significant transformation in our core brands, we're completely focused on product enhancement and innovation so that all of our products are modern and relevant. This complements the implementation of a fresh and strong approach to the brand management."

In the quarter ended, footwear and accessories, jeanswear and casual sportswear were the strong categories, while traditional sportswear remained challenging.

For the fall product offerings just hitting store floors, Card said there's been positive initial reaction to the jeanswear, footwear and accessories lines. It was too soon to get any reaction to the sportswear collections, which should be hitting store floors over the next two weeks.

Card told WWD the primary Jones New York and Anne Klein sportswear lines will see improved styling and fabric upgrades in the fall product offerings at "really good price points."

Jeanswear is expected to do well, given the early reaction to L.E.I. and Gloria Vanderbilt. While there's already been so much color in the category, Card said interest in denim is not likely to abate anytime soon.

"There's heavy emphasis on printed jeans, with different prints, such as animal skin and other prints. It gives a different texture and look to the jeans," Card said.

For now, Card is optimistic about the consumer, noting that she "seems to be spending." He's also bullish on back-to-school, noting that the juniors customer is expected to buy more this year.

London Fog and Rocawear, climbed 4.9 percent to \$93.6 million, from \$89.3 million.

Analysts were expecting EPS of 42 cents on sales of \$85.4 million.

"Our specialized business model remains strong and continues to prove its relevance across industries and geographies, as we enter new categories such as entertainment and electronics and new markets such as India," chairman and chief executive officer Neil Cole said on the company call. "Looking at the future, we see opportunities to organically grow the portfolio both domestically and internationally through our existing partners, new categories and, importantly, global expansion. We believe our portfolio can achieve low-single-digit organic growth on a long-term basis."

— ALEXANDRA STEIGRAD

Iconix Sales Up, Net Down

DESPITE RECORDING AN increase in sales for the second quarter, Iconix Brand Group Inc. said Wednesday that its net income fell 31.2 percent.

Iconix attributed the sizable decline to the fact that, a year earlier, it gained approximately \$21.5 million related to its 2011 acquisition of the Ed Hardy license.

For the period ended June 30, the New York-based vendor said quarterly income attributable to Iconix totaled \$28.6 million, or 40 cents a diluted share. This compared with year-ago income of \$41.5 million, or 55 cents a share.

The company reported non-GAAP diluted earnings per share of 45 cents.

Quarterly revenues for the company, which licenses clothing brands such as Badgley Mischka,

climbed 4.9 percent to \$93.6 million, from \$89.3 million.

Analysts were expecting EPS of 42 cents on sales of \$85.4 million.

"Our specialized business model remains

strong and continues to prove its relevance across industries and geographies, as we enter new categories such as entertainment and electronics and new markets such as India," chairman and chief executive officer Neil Cole said on the company call. "Looking at the future, we see opportunities to organically grow the portfolio both domestically and internationally through our existing partners, new categories and, importantly, global expansion. We believe our portfolio can achieve low-single-digit organic growth on a long-term basis."

— ALEXANDRA STEIGRAD

Woolmark India Region Prize Awarded

By MAYU SAINI

NEW DELHI — The design duo of Pankaj & Nidhi have been chosen as the Indian regional winners in the global International Woolmark Prize competition.

The judges praised them for their use of color and spontaneity inspired by "craftsmanship, symbolism and cultural objects."

"The money could transform the way we do business," said designer Pankaj Ahuja.

The other two designers chosen as finalists were Gaurav Gupta and Rahul Mishra.

It is the first time that China, India and Italy have been included in the prestigious prize, which was won by the likes of Karl Lagerfeld and Yves Saint Laurent in the Fifties and is being re-launched this year. Dion Lee last week won the Australian region prize. He and Pankaj and Nidhi Ahuja will now head to London Fashion Week in February with four other regional finalists for the grand final, to compete for a further 100,000 Australian dollars, or \$102,258 at current exchange. The finalists, who so far include Sophie Theallet (U.S.), Christian Wijnants (Europe) and Ban Xiao Xue (China), will be judged on their capsule collections made from Australian merino wool. The overall winner's collection will be sold beginning in August 2013 through Woolmark's key retail partners, including Harvey Nichols in the U.K., Lane Crawford in China, Bergdorf Goodman in the U.S. and Australia's David Jones.

The judges for the Indian event included Pradeep Hirani, managing director, Kimaya Fashion Pvt. Ltd.; Sunil Sethi, chairman, Fashion Design Council of India (FDCI); Simon Lock, founder, Australian Fashion Week, and Amir Sheikh, country manager, The Woolmark Co. (India).

"These designers are not just Indian. In concept and



Pankaj and Nidhi Ahuja and their winning design.

in their vision, they are really international designers," Hirani said. Kimaya is one of India's premier fashion retailers with more than 16 stores across the country.

Wool has not been a traditional fabric for Indian designers and several of studied and traveled to find the best way merino wool would fall, cut and take the Indian perspective on fashion.

"Wool is not a material Indian designers use traditionally. But certain companies such as Raymonds, JayaShree, Oswal and others do buy a lot of it. More than 95 percent of the wool used here is for the men's market," said Sheikh.

"We see a change here in India in the perception of wool," he added. "We are coming up with cool wool, which can be used in all seasons. We expect the consumption of wool to grow more at a mass level."

The Woolmark Co. has been in India since 1964. The designers short-listed for the award include Pankaj & Nidhi, Gupta, Mishra, Chauhan, Aneeth Arora, Arjun Saluja, Rimzim Dadu, Ritesh Kumar, Smita & Himanshu and Zubair Kirmani.

THE BRIEFING BOX

IN TODAY'S WWD



Bip Ling at Selfridges.

PHOTO BY TIM JERKINS

Coty Inc. said Bernd Beetz is stepping down as the company's chief executive officer and its board has named Michele Scannavini as his successor. **PAGE 1**

The Sustainable Apparel Coalition today launches the Higg Index, which fashion companies can use to gauge their impact on the environment. **PAGE 1**

Fashion wannabees got an earful of career advice from six seasoned insiders at "The Future of Fashion" discussion at the Fashion Institute of Technology. **PAGE 6**

The CFDA and the Mets celebrated their respective 50th anniversaries at CFDA day at Citi Field for Tuesday's Mets game. **PAGE 6**

While some titles broke their own September issue records, others are contending with advertising figures for the month that are much softer than expected. **PAGE 7**

Speculation is mounting in Milan that Marni is evaluating taking on a partner or even perhaps going for an initial public offering. **PAGE 8**

Harvey Nichols will unveil its first stand-alone retail concept for beauty this fall with the opening of Beauty Bazaar in Liverpool, England. **PAGE 8**

Despite daily reports of continued economic weakness in the U.S. and overseas, merchants shopping the New York market this week remained upbeat. **PAGE MW1**

Medium Rare, a Hong Kong-based multibrand store, has ventured into Mainland China, opening a store in the trendy Sanlitun Village shopping complex. **PAGE MW4**

ON WWD.COM

EYE: Karl Lagerfeld made an appearance at Selfridges to promote his pop-up shop of Olympic-themed clothing for women and his Karl Lagerfeld Paris men's wear collection, which will be sold exclusively at the store. For more photos, see [WWD.com/eye](#).

CORRECTION

Celeste Gudas is chief executive officer of 24 Seven. This information was incorrect in a story on page one, Monday.

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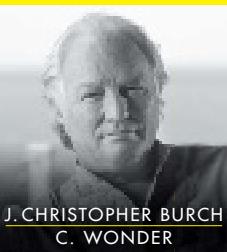
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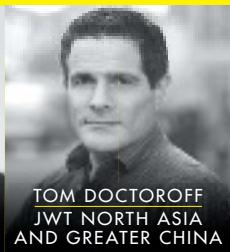
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WHETHER YOU'RE HIKING OR JUST SITTING PRETTY,
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ARE ABOUT FORM, FUNCTION AND GREAT STYLE.



Foreground: Isaora's polyurethane down tunic over Diesel's polyester dress; Shwood sunglasses; Blackcreek Mercantile & Trading Co. belt; Sticks & Stones Accessories ring; Sorel boots.

Lifetime Collective's cotton sweatshirt and acrylic and wool sweatpants. Filson hat; BearPaw slippers.



FOR MORE LOOKS, SEE
WWWD.com/
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The Dish From Designers

By ROSEMARY FEITELBERG

NEW YORK — Fashion wannabees got an earful of career advice from six seasoned insiders at "The Future of Fashion" discussion Tuesday night at the Fashion Institute of Technology here.

From start to finish during the 90-minute talk, moderator Mickey Boardman was pure entertainment, whether advising interns to be sure to get the right diet soda for their superiors or describing how a Romanian palace guide once gave him a free tour after recognizing him from talking about Britney Spears' hot tub on MTV. "Bad TV changes lives around the world," he said in reference to the latter.

Mainly, though, he and the rest of the panel were earnest and willing to share their own experiences to help newcomers find their way in the fashion industry. Cynthia Rowley recalled how, early on, she was just happy to no longer be in a bartender job.

Presented by the YMA Scholarship Fund, the event was billed as "Starting Out: What I Wish I Knew Then and Other Insights from Fashion Leaders' Early Years." Don't send form letters, show up late, text or Tweet on the job was some of the advice that was doled out.

"And don't think we're not going on your Facebook page," said Michael Bastian.

Other tips included:

Rowley: "The number-one thing is, you have to be able to get over it and keep going."

Stylist Lori Goldstein: "You just do what you love and then you find your

path. And you might be part of LVMH one day and have your own business with 300 of your own stores. But you don't really know. Do what you love. Do what you believe in. Clearly, you need the business plan and all that. But don't talk to me about that."

Terron Schaefer, executive vice president of Saks Fifth Avenue: "Surround yourself with smart and nice people. And then hire smart and nice people."

The number-one thing is, you have to be able to get over it and keep going.

— CYNTHIA ROWLEY

Bastian: "The best interns are the ones who really make themselves an indispensable part of the family, like you can't imagine not having them there. And then you think of ways to pull them onto the team."

Boardman: "Be yourself and be sincere. There are no tricks or things you should say if they are not true. You should really only interview in a place where you think you should be."

Alexis Bittar: "I feel like I didn't get going until I was 30. I started selling [my designs] on the street when I was eight and until I was 25."

Swing Big

ANYONE FAMILIAR with the Council of Fashion Designers of America knows that the organization does not miss an opportunity to celebrate — there's always an excuse for a party and maybe a photo op or two. Still, when invitations circulated for CFDA day at Citi Field for Tuesday's Mets game, it seemed out there. Baseball? In Queens? It's not exactly the Bronx. As it turns out, the CFDA is celebrating its 50th anniversary, and so are the Mets — a coincidence turned commercial opportunity in the hands of Jessica Wilpon Kamel, who co-owns the company Edition01 and whose uncle Fred Wilpon is the majority owner of the Mets.

Wilpon Kamel enlisted Billy Reid, Yigal Azrouël, Loomstate and Shipley & Halmos to design limited-edition Mets merch — mostly T-shirts and a zip-up track jacket by Reid — available on edition01.com. "I've always wanted to do something so that I could be involved somehow [with the Mets]," Wilpon Kamel said. "My brother helped bring all these new restaurants to the stadium. I thought this project would be a great way to bring New York fashion to the stadium as well."

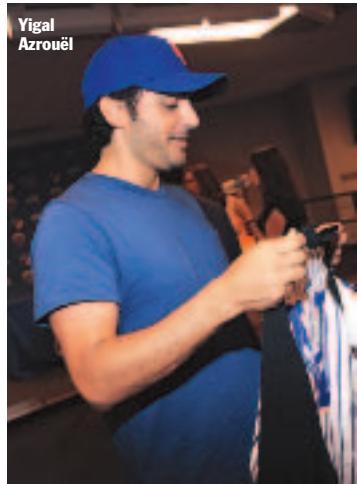
Among those who made the trek to Queens were Adrienne Landau, the CFDA's Steven Kolb, Vena Cava's Lisa Mayock and her husband Jeff Halmos of Shipley & Halmos, Melissa Joy Manning, Dana Lorenz, Sandy Dalal and Ron Chereskin.

A quick poll of the fashion crowd indicated that most knew little about baseball, the exception being Reid, who coaches his eight-year-old son's Little League team in Florence, Ala. "All the team names are after the professional teams, and crazy enough, our team was the Mets," he said. "So when we got the call about doing the project I was like, 'There's an omen.'"

Several attendees, including Coco Rocha, admitted they had never actually been to a professional baseball game before. Getting to watch their first from the owners' Sterling Suite was not a bad way to start. "I got to meet all the players, so I am definitely a lucky fan," said Rocha, who handled a bat like a pro to pose for pictures on the field pregame. Asked if she would wear her Loomstate Mets shirt again, she shrugged. "I don't know," she said. "I have to see if I am a Mets fan by the end of the game."

Maybe not: The home team — and its famed knuckleballer R.A. Dickey — lost to the Washington Nationals, 5-2.

— JESSICA IREDALE AND MARC KARIMZADEH



RJ

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RTBAG IN NEW YORK

MEMO PAD

EVERY PAGE COUNTS: In 2007, Vogue magazine celebrated a whopping 727 ad pages in its September issue with "an amazing party" on the 11th floor of 4 Times Square, then-associate publisher **Laura McEwen** recalled Tuesday night at a summer cocktail party for **Self**, where she's now the publisher. A documentary on the issue by **R.J. Cutler** had been



Town & Country saw a 6 percent uptick.

filming in the lead-up to closing and the party was a gratifying denouement. McEwen remembers Champagne bottles were popped.

Those were different times.

While some titles — Elle and InStyle — crowed this week of breaking their own records for the all-important September issues, other publishers are contending with advertising figures for the month that are much softer than expected — and certainly shy of their halcyon prerecession days. For publishers, it was another stark reminder to put a premium on digital sales — and also e-commerce, licensing and tablets.

Condé Nast had been expecting a decline, acknowledging as much when it restructured its media group — in charge of large ad buys across its portfolio — and ordered all titles to shave 10 percent from their budgets through the end of the year. A spokeswoman declined to comment Wednesday on the budget cuts.

Chief marketing officer **Lou Cona** said September was only "a snapshot" of Condé's entire portfolio, which he said has increased revenue 14 percent year-to-year. "We're happy with our brand performance for the year," he told WWD.

At Hearst, **Michael Clinton**, president, marketing and publishing director, was bullish on the potential of the print product. But he made sure to point out all the different sources of revenue for the company, including tablets.

"If you take the total brand footprint, what is never captured is the revenue that comes from these other sources," he said. "Our digital revenue all in is pretty substantial."

All magazine publishers released their September ad counts this week. In terms of the fashion titles, Vogue, which Cona described as the company's "workhorse," had its best September since 2008, totaling 658 ad pages, an increase of 13 percent from

September 2011. Allure also had its best September in four years — 131 pages, up 14 percent from last year.

Other titles were flat or saw declines: Vanity Fair had 2.5 percent less pages (222), and W dropped to 246, or 4 percent. Glamour, which underwent a redesign in March, lost 35 pages to 205, a 16 percent decrease. Lucky, with a relatively new publisher in **Marcy Bloom**, had a "challenging" September, in the words of a spokeswoman. The magazine's pages fell to 136, a 26 percent decline. McEwen's Self had 90 pages in all, or 6 percent off from last year, though it officially overtook its chief competitor, Shape, which had 77 pages, a 22 percent drop from last September, according to Media Industry Newsletter.

At Hearst, Clinton had good reason to be upbeat. Elle magazine is now the top dog at the Tower, beating sister title Harper's Bazaar — up 12 percent to 400 pages versus Bazaar's 17 percent rise to 360; for both, it is their largest haul since 2008. Like Vogue, Elle is describing it as its biggest September ever in terms of total pages, including editorial. Thanks to the addition of its @Work supplement, Marie Claire can boast of its largest ad count ever at 237, a 23 percent rise. Town & Country, under new publisher **Valerie Salembier** for a little over a year, saw a 6 percent uptick to 99 pages — the magazine, though, is still struggling to reach its heights from the first half of the decade, when it could boast over 150 pages in ads, according to MIN.

Time Inc. boasts of its largest InStyle and People StyleWatch issues ever, with 440 and 185 total ad pages, respectively. StyleWatch logged a 10 percent increase over last September, while InStyle's jump was 2 percent.

Paul Caine, Time Inc.'s executive vice president and chief revenue officer, attributed the increases at the two titles to growth in fashion and beauty advertising.

Among Condé's men's titles, GQ increased five percent (204 pages) and Details increased nearly 20 percent (140). Hearst's Esquire lost 20 percent of its pages (99); through August, however, it is up for the year slightly, according to MIN, while its rival titles have small declines.

Dow Jones' WSJ. magazine may brag about catching up to The New York Times' T: The New York Times Style Magazine, but it hasn't yet, and the gap in September is especially wide: 62 ad pages to 133, with both titles experiencing small increases.

Steve Cohn, MIN's editor in chief, noted that the fashion and beauty titles are faring better than the magazine industry overall so far this year, in part because they don't depend on pharmaceutical and food marketers, which have all scaled back spending.

But he qualified all the euphoria on several points. For one, publishers are taking an "all eggs in one basket" approach to September, while putting less emphasis on the months that book-end it. Vogue, for instance, had 12 percent fewer pages this August than last.

And years with elections and the Olympics generally deliver better yields for publishers, which makes it hard to prognosticate if improvements will continue into next year, Cohn said. — **ERIK MAZA**

Sustainability Quantified

{Continued from page one}

More than 63 companies have been beta testing the index for a year, and the trade group's members make up more than a third of the global apparel and footwear market. The Sustainable Apparel Coalition has a diverse member base, including Adidas, Bureau Veritas, Columbia Sportswear Co., Gap Inc., Hennes & Mauritz, J.C. Penney Co. Inc., Li & Fung, Nike Inc., Nordstrom Inc., the

mental gut check but to communicate how sustainable their goods are to consumers.

The index has three parts:

- A brand module that zeros in on details such as how goods are designed and whether or not product life cycle, transportation and the use of restricted substances are taken into account.
- A product module that looks at the sustainability of fabrics, how much waste is left on the cutting-room floor, what finishes are used and so on.
- A facilities module that examines areas such as how factories deal with wastewater and how much energy is consumed.

"You would get a pretty good sense [of a company's sustainability] just by taking the assessment," Kibbey said. "It gives you both a snapshot, and it also implies where you need to go tomorrow to make an improvement."

Kibbey stressed the importance of taking an overall look at sustainability, since a shirt made of 100 percent organic cotton could be processed in an environmentally unfriendly facility and transported inefficiently and leave a relatively large ecological footprint. On the other hand, a shirt made of a less eco-friendly material could be handled differently and come up with a better sustainability score.

"This looks holistically and tries to make a judgment of the whole impact of the product rather than just go with the trend of the day," he said. "This tries to give really a long-term view."

However sustainable the fashion world is today, any improvement it makes is likely to have an impact.

"Apparel and footwear is a \$1 trillion industry," Kibbey said. "That is going to make a significant impact [on the environment], so no matter how green we are today or how green we'll be tomorrow, the fact is that it will still be an industry that will be really big and will have an impact."

University of Delaware, VF Corp. and Wal-Mart Stores Inc.

"We have already been able to use the Higg Index as an environmental indicator in the production of many of our products by all brands," said Karin Ekberg, head of environmental services at Adidas, which helped test the index. "We intend for the Higg Index to form an increasingly important part of our overall product creation and production strategy in the years to come."

Right now, the Higg Index focuses on water use and quality, energy and greenhouse gas, waste, chemicals and toxicity. Next year, social and labor issues will be added. The goal is to eventually create a standard and a verification system that companies can use to not only do an environmental

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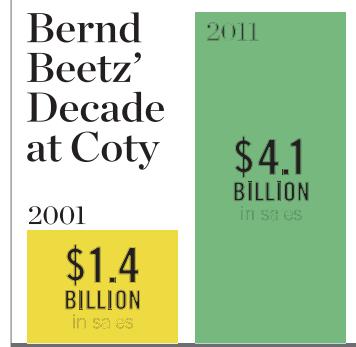
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Beetz Out as Coty CEO, Scannavini to Fill Post

(Continued from page one)

behind Coty's aim to move deeper into skin care and cosmetics. During his tenure, he oversaw a string of acquisitions — most notably Philosophy and OPI — to deliberately nudge the business away from fragrance. The portfolio shift was seen as necessary to ready Coty for an IPO. His efforts proved successful: In fiscal 2011, fragrances accounted for 57 percent of Coty's net revenues, down from 60 percent in 2009. During the first nine months of fiscal 2012, fragrances accounted for 55 percent of revenues.

Last year, Beetz — an avid sportsman who uses the phrase "faster, further, freer" to describe Coty's strategy — told WWD, "In 2001, when I joined Coty, the company was barely on the map, and now we are one of the world's largest fragrance companies and a leader in global beauty...When you see opportunity, you move. We have the same strategy that we've had for 10 years. We are boringly consistent: We wanted to be the leading player in fragrance and that's what we've accomplished. We want to become a strong number-two player in color cosmetics worldwide...and we want to be a stronger player in skin care."



Beetz's résumé includes stints as president and CEO of Parfums Christian Dior, a division of LVMH Moët Hennessy Louis Vuitton, and several senior positions at P&G. Past and present colleagues have credited Beetz with Coty's successful transformation from a niche fragrance player into a global beauty firm, where executives are encouraged to take calculated risks.

"He's the guy who got Coty from A to S, and there's still a little left to go," said one financial source, who has worked with Beetz. "The question is, will Michele change the plan or continue it from S to Z?"

"This is unusual. You don't want to file an amendment to your S-1 due to a CEO change," said another source, who added that Beetz's position on the board should help assuage investors' concerns over his giving up the management reins.

Coty accountants are expected to complete their audits of the firm by late August, at which point the management will begin the road show to sell shares. Scannavini presumably will have the starring role during the process. The incoming CEO did not get into specifics about his plans on Wednesday because he hasn't started yet and because the company is



Michele Scannavini will fill the chief executive officer role at Coty Inc. upon Bernd Beetz's departure.

restricted in what it can say prior to the IPO. But Scannavini did suggest that acquisitions would continue to be part of the mix. "The company has been very active in the past and I think this is in the DNA of the company," he said.

Much of Coty's recent growth has come from its deal making. The firm spent \$2.14 billion over the last two years to buy T.J. Toy, Dr. Scholl's, OPI and Philosophy. The fish that got away is Avon, which this year rebuffed Coty's repeated efforts to engage in takeover talks.

The Italian-born Scannavini began his career at P&G, and then moved onto the automobile and fashion industries, heading up sales and marketing for Ferrari and Maserati, and later serving as CEO of the Italian sport apparel and footwear firm Fila Holding SpA.

Scannavini told WWD, "We have a lot of opportunity in front of us," noting the company has been quick to jump on new trends.

— WITH CONTRIBUTIONS FROM EVAN CLARK

Harvey Nichols to Launch Stand-alone Beauty Space

By SAMANTHA CONTI

LONDON — Harvey Nichols will unveil its first stand-alone retail concept for beauty this fall with the opening of Beauty Bazaar in Liverpool, WWD has learned.

The 22,000-square-foot, three-story space will be part of Liverpool One, a shopping center built around the streets of the city center. An announcement is expected today.

The opening comes on the heels of a move by Marks & Spencer to roll out dedicated beauty and skin-care spaces — but not treatment areas — in its stores in the U.K. and abroad. Beauty Bazaar, Harvey Nichols will be a higher-end proposition, and will offer beauty, skin-care and fragrance ranges from brands such as Chanel, Yves Saint Laurent, Estée Lauder, Tom Ford Beauty, Nars, MAC, Bobbi Brown, Jo Malone, Sisley, Laura Mercier and Bliss.

The ground floor will boast treatment-oriented brands, including a Blink Brow Bar, Carita, Espa and the Organic Pharmacy, all of which will be Harvey Nichols' exclusives in Liverpool. On the first floor, there will be a Champagne and cocktail bar with floor-to-ceiling glass frontage.

The second floor will offer treatments such as unisex waxing by Strip, spray tanning, and specialist services

such as Botox, fillers and permanent makeup by Beyond MediSpa.

"We have created a true lifestyle experience where guests can meet friends and appreciate beauty in an inspirational, educational and service-driven surrounding," said Daniela Rinaldi, the store's group concessions and beauty director who has been spearheading the project.

"This new direction in retail will return beauty to the luxury proposition that the category once enjoyed — a feel-good experience that will deliver the very best collection of prestigious, niche and exclusive brands and services," Rinaldi said.

Joseph Wan, the store's chief executive officer, called beauty an "extremely resilient category that is holding up well despite the downturn. The launch of this new concept has evolved from plans to find new avenues for innovative growth."

"Beauty is the last area in which people rein in their spending during difficult times, and we are confident that this concept will be a success and provide us with the opportunity to exploit a gap in the market for stand-alone luxury beauty stores," he added.

Wan said last year Harvey Nichols witnessed "an extremely strong" year of trading, which brought with it record profits, beating the previous high achieved in 2007-08. He did not provide actual figures.

FASHION SCOOPS

MARNI MUSINGS: Could Marni be looking for more financial muscle? Speculation is mounting in Milan that to further expand globally the Italian fashion brand is evaluating different options, including taking on a partner or even perhaps going for an initial public offering.

Sources speculated Diesel chief Renzo Rosso might be interested in taking a stake in Marni, but the entrepreneur denied this. "Our company is doing well, we are solid," he told WWD. "Our goal is to develop our brands."

Through his holding, Only the Brave Srl, Rosso controls labels such as Viktor & Rolf and Maison Martin Margiela. One source said the deal may have hit a stumbling block because Rosso would only be interested in taking a majority stake, while Marni's founders and owners, the Castiglioni family, would not be willing to relinquish control. A Marni spokeswoman said the company is "not looking for a partner" but is "always attentive to evaluating opportunities offered by the market." — LUISA ZARGANI AND ALESSANDRA TURRA

HELPING HAND: Speaking of Renzo Rosso, he is helping those hit by the earthquake in May in Italy's Emilia-Romagna region.

Rosso has created the Brave Circle fund, totaling 5 million euros, or \$6 million at a current exchange rate, coming from his own personal fortune, to start a micro-credit project for families and companies located in the area.

"I was moved by the people of Emilia-Romagna's will to immediately come

back to work after the earthquake," Rosso said. "As an entrepreneur and a promoter of social entrepreneurial projects,

I decided to help this population in the way I know better: stimulating a sustainable co-responsibility. This activity is extremely modern because it consists of concrete help from an entrepreneur to other entrepreneurs and to families, not in a welfare perspective but through a financial tool, exalting people's creativity and skills."

The micro-credit project will be developed by the Italy-based Etimos Foundation charitable organization. — A.T.

THE GARCIA BOUNCE: There are movers and shakers in the fashion world and big-time players on Wall Street, but few can stake major claims in both worlds — among them Wednesday was Nina Garcia.

Eh? The fashion director of Marie Claire, "Project Runway" judge and recently named "style voice" for J.C. Penney Co. Inc. sent the retailer's stock soaring Wednesday afternoon when she tweeted, "I'm @jcpenney's HQ. Thank you Ron Johnson for the walk through of JCP's prototype. Get ready to shop! Its going to be a game changer!"

The stock, which was relatively flat until the tweet, jumped to a gain of as much as 9.9 percent. Garcia has more than 470,000 Twitter followers, and the tweet and its impact were widely covered in the financial media. Investors, or the computers that make up most of the trading on Wall Street, calmed down some, and the Garcia bounce faded a bit, although Penney's stock still closed up 4.7 percent at \$22. — EVAN CLARK

**MAN OF THE WEEK****Today's Man**

Matt Lauer displays a fine sense of style. We offer a few tips to help add a '+' to his 'A.' Page MW4



PLUS:
Hong Kong-based multibrand retailer Medium Rare has ventured into Mainland China. Page MW4

Men's Week

July 26, 2012

Photo by Scott McRae



Springtime

Retailers embraced contemporary updates of classic men's wear silhouettes as they shopped the New York market for items to lure customers into their stores in the spring. For more on the shows, see pages MW2 and MW3.

French Connection's jacket and Adidas Originals Blue's T-shirt and shorts, all in cotton. Herschel Supply Co.'s case; M. Cohen bracelets; Sperry Top-Sider shoes.

PHOTO BY SCOTT MCKEE WITH SANDBOX MODEL: TIM BRYAN AT O MODELS; HAIR AND MAKEUP BY ROSEMARIE BERNARD; SHOT AT SANDBOX STYLED BY LUIS CAMPADANO

MARKET MOVERS

Men's Retailers Remain Upbeat About Future

Spring updates in color, silhouette and fashion attract stores at New York shows.

by DAVID LIPKE and JEAN E. PALMIERI

NEW YORK — Men's retailers are hoping they can continue to shake off the still-fragile economy and that the strong sales they have been enjoying for more than a year will continue into this fall and holiday.

Despite daily reports of continued economic weakness in the U.S. and overseas, merchants shopping the New York market this week remained upbeat. Strength in the consumer response to tailored clothing, modern furnishings and updated sportswear buoyed their spirits as they prowled the aisles of Project, ENKNYC, Capsule and MRket for the items to sustain the momentum into next year.

Vibrant color in everything from jeans and polo shirts to lightweight jackets, along with tapered silhouettes and retro patterns in suits, sport coats and furnishings, topped the lists of specialty retailers at the shows, which wrapped up their three-day runs on Tuesday.

"Business is solid," said Bob Mitchell, co-president of Mitchells Family of Stores. "It's not gangbusters, but we're still seeing moderate growth. We expect more of the same going into fall."

He said the "same general trends" that have been driving sales continue to garner interest. "In sportswear, it's either luxury or contemporary," he said. "The middle ground is not seeing a lot of life."

In the contemporary arena, fashion knitwear is where the action is, while "interesting shirts that aren't too tricky" are also performing well. Colored bottoms with updated fits, from brands such as AG Adriano Goldschmied, Brunello Cucinelli and Ermenegildo Zegna, are already making inroads for fall, a trend that is expected to continue to spring. "We see that as an opportunity to refresh the casual bottoms business," Mitchell said.

In tailored clothing, the "early adopters" of the slim suit are clamoring for even slimmer silhouettes, while the last holdouts are finally "making the move." Jackets are stronger than nested suits, another trend he expects to continue into fall.

"And with the continued evolution of the contemporary market, men are expanding their shoe wardrobe," Mitchell added. "The days of having a basic loafer and a tie shoe are over. That just doesn't cut it anymore. With contemporary bottoms, you need a cool sneaker or desert boot to finish the outfit." Cool accessories are also benefiting from this trend, he added.

For spring, the Mitchells stores were shopping primarily for "interesting knitwear" and "found some updated classics that can sit with contemporary bottoms."

(Continued on page MW2)

COLOR AND NOVELTY SPUR INTEREST AT NEW YORK MARKET

(Continued from page MW1)

Kevin Harter, vice president of men's fashion direction for Bloomingdale's, said men's sales momentum at the department store is healthy. "Our priorities are to continue to build on trends, newness and finding new resources," he said, singling out the Capsule show as the most productive on those fronts. "You could really find newness there and our customers want the unexpected from us."

Bloomingdale's is in the midst of revamping its men's zone and adding several new shops and resources for fall. Harter added his team is looking to trends that bubble up most prominently at popular music festivals like Coachella. "It's those guys that are at music festivals or hanging out in Brooklyn or in Silver Lake [in Los Angeles] that are having a big impact on style. The street is having a major influence on fashion right now," he explained.

One complaint Harter had of the week was the glut of shows vying for time and attention, including the new Designers & Agents Man show, which launched this season. "There are too many shows and they are spread out all over town. You want to go to all of them but it's difficult to see everything in two days. I'd prefer to see them spaced out a bit more," he said.

While the soft economy is on many retailers' minds, Ken Giddon, president of Rothman's, said consumers are still willing to shell out for the right product. "If you build a better mousetrap, customers will beat a path to your door," he noted, probably referring to the new 11,000-square-foot space his store moved into earlier this year on Park Avenue South. "People still want new stuff."

Swimming against the tide of the slim-fit explosion driving men's wear trends these days, Giddon was a rare booster of the huskier customer out there. "Everything is getting tighter and tighter and not everyone is a slim fit," he pointed out. "I'm trying to fit a bigger guy also. And bigger guys often have bigger wallets — and they're easier to please."

Steve Potter of Hinsdale Clothiers outside Chicago said his store was posting "historic, record-breaking sales" until Father's Day and "then the heat barbecued us and the floor fell out of it. But nine days ago it started to recover."

Since adding Southern Tide to his mix around 16 months ago, and then Vineyard Vines, he said the store has begun attracting a younger customer. "We're going to be bringing in Hugo Boss on Aug. 1 to give us a third leg up," he said. "We're really seeing ourselves change."

At the shows, he was attracted to the "explosion of color" he saw in every category. He was also pleased with the improved quality and detailing he found in the market. "Soft clothing continues to be important," Potter said, "and it's my solemn oath to eliminate every tie over three inches in this country."

Bob Benkert, owner of the two-unit Claymore Shop based in Birmingham, Mich., a suburb of Detroit, said business remains good. "The car companies are doing well again and sales at the

Birmingham store are up 20 percent," he said.

Benkert said clothing, a mainstay of the store, has transitioned into a custom business and that category is now the single largest seller. Even though it's become "tougher to sell rack suits," he said young guys are visiting the store looking for three-piece models, the tie business is up and dressy sportswear is performing.

At the New York market, Benkert said he liked the colorful sportswear from French brands including Vicomte A. and Faconnable, which "now has an American fit." Both brands offered "great color, and color will be the hit for spring," he said. He also liked Hook + Albert's flower lapel boutonnieres as a "fun" add-on. "That's the reason to come to the shows."

Ken Gushner of Boyds in Philadelphia said, although the heat and the summer doldrums have taken a bite out of business in the past couple of weeks, business overall has been solid. "The last few weeks have been soft, but that's to be expected," he said. "I'm not nervous about fall, per se. Nobody has control over the world, but that aside, if the environment continues to be what it has been, I'm looking forward to it."

Buoying his spirits is the fact that he's "seeing more positivity toward clothing, which is the best thing that can happen. And we're seeing traction in better goods. Sportswear is OK, but we're up against big numbers from last year, and dress furnishings have been pretty decent."

Shoes are also performing well and to further spur sales this fall, Boyds is moving women's shoes and accessories front-and-center in the store and relocating men's shoes upstairs to a space formerly filled by a restaurant. "We're definitely focused on growing the men's shoe business," Gushner said.

At the shows, he was shopping primarily for bottoms and was planning to increase the amount of denim for spring. "We've probably underplayed it for too long," he said. "Now we're trying to embrace it. And we're also looking for any new direction in fashion and fresh items we can add."

H. Craig DeLongy of John Craig in Winter Park, Fla., said he had "a very good spring. We were up double-digits across the board. The Naples market has really turned around and this is the best and longest season we've ever had." He said his contemporary store, Current, "has hit its stride and is up 40 percent for the year." He said all classifications were performing well, especially footwear and casual trousers.

At the shows, DeLongy said he came to look for pieces to "revamp the wovens business. We're changing vendors and price points," he said. "We're finding that the best-selling shirts are \$150 to \$200, so we're looking to get away from the \$100 shirt. We're trading up."

He especially liked the new England Shirt Co. and Orlan's vintage wovens, as well as knitwear from Michael Black Minerals. In tailored clothing, Samuelsohn shined, he said, pointing to the fabrics and price points as the best in the market.

Looking ahead to fall, DeLongy

said despite all the media attention on the sluggish economy, "we're still optimistic going into spring."

Lee Laughlin, a principal with DLS Outfitters, a buying office, said top spring trends included color in bottoms, pigment-dyed Ts and polos from brands such as Paperbacks. He also singled out the Riviera travel pant as a key item, as well as colorful plaids and washed whites in shirts. "And shoes have become a strong classification."

ENKNYC

The contemporary crowd was well-represented at ENKNYC as brands ranging from Ted Baker to Paige Denim used the venue to show off their spring collections.

Designer Ufuk Arkun was at the show with Benson, his Americana-themed line of men's and women's wear. "It's a casual American sportswear line with a contemporary touch, interpreted in a different way," he said. "The line is soft, ageless and timeless, but I played with colors and proportions."

Key pieces included soft jackets in an overdyed paisley print, an overdyed seersucker blazer, jackets and pants in tie patterns and brightly colored shorts. A Fifties-inspired Windbreaker in an assortment of colors and a Vietnam-era combat coat were also offered. Prices range from \$55 for T-shirts and \$98 for shorts and swimwear to \$295 for jackets.

Closed bucked the color trend by focusing on blue denim for its spring collection, a color it believes is making a return. But for those not quite ready to go back to blue, the brand also offered bottoms in colors ranging from mint and yellow to green and beige. It also showed knit blazers, chunky sweaters and chinos. Paige Denim also offered an assortment of colors in jeans for spring, everything from cobalt blue and red to green and rust.

At Will Leather Goods, the Eugene, Ore.-based company mimed the Americana theme by offering traditional bandana-printed tote bags that will retail for \$95. The pattern is printed on 15-oz. unbleached cotton canvas and the straps are vegetable-tanned leather embossed by a turn-of-the-century machine. They're available in yellow, tan, navy, red, olive and black. Bandanas are a piece of American culture and have significant relevance to us because they are reminiscent of the hard work, physical labor and strength that was needed to build our country," said William Adler, chief executive officer and creative director.

Original Penguin complemented its sportswear offering with a line of premium swimwear that included reversible prints, ombré styles, all-over vintage Hawaiian prints and retro engineered stripes. Solids retail for \$125 while prints are \$145. In its regular swimwear line, the company offered novelty patterns such as an all-over penguin print, exploded buffalo plaids and solids with tipping details.

Tracy Watts, a Brooklyn-based hat designer, offered baseball caps made from colorful vintage printed fabrics that will retail for \$145. Only 75 pieces of each style will be produced. In addition, Watts showed



Closed



Tracy Watts



Paige Denim

hats made from Japanese toy straw that can be folded up and stored but still keep their shape, as well as fedoras with a wind string in a contrasting collar as a design element to add pop to a classic form.

NY Based, a popular line in the Nineties that relaunched for fall under the direction of founder and creative director Christopher Serluco, expanded its collection for spring. Key pieces included knit suits, unconstructed tailoring pieces, dip-dyed sweaters, color-blocked knit shirts, slab linen T-shirts and band-collar shirts.

Ted Baker's quirky fashion sense was evident for spring with offerings that included a "preppie geek plaid blazer." A madras blazer featured an elephant on the lining and other models included vintage postcards printed on the inside. "Ted is all about the details," said Patrick Heitkam, executive vice president of wholesale and licensing. Throwback prints, knitwear with horizontal stripes on Henleys and sweaters, chino shorts and polos with woven collars were in the mix. In tailored clothing, the company offered three collections: Endurance, a slim silhouette that retails for \$695 to \$795; the Fashion collection that is more modern and more suitable for evening, and the luxury and "most eccentric" Global collection, produced from Italian fabrics that retails for \$1,400 for a suit.

ENK International founder Elyse Kroll said she was pleased with the retail attendance at the show. "There's a lot of competition and on a beautiful summer Sunday, we had a full house," she said of the show's opening day. "The exhibitors are happy so we feel we accomplished our task. We added a lot of footwear and young brands and the retailers were buying. Men's is all about fun things now, people have adjusted their prices and it was a good, positive show."

CAPSULE

Capsule again moved to a new venue this season, this time to the somewhat remote Basketball City on the Lower East Side. The cavernous sports facility hosted 220 brands in its 68,000 square feet by the East River, replete with a waterfront beer garden and barbecue area with — in true hipster fashion

— a whole roasted pig on display.

Bryan Reynolds, divisional merchandise manager of men's at Scoop NYC, was on the hunt for footwear and accessories, singling out Riviera's footwear and Caputo & Co.'s accessories as highlights. "We haven't really seen our customer being cautious," he noted of the retail climate, pointing out that men's shoe sales are up 45 percent this year at Scoop NYC.

"I think one of the questions for spring is whether the color trend will continue as it has," he observed. "I thought it was interesting that everyone at Pitti Uomo in Florence this summer was wearing white and cream pants — not color."

Some of the best denim of the season was at Simon Miller, whose authentic vintage washes and subtle abrasion gave each style the look of a prized pair of worn-in jeans. "We tend to use a heavier-weight denim because we're going for a more masculine, structured look," explained designer Jake Sargent. Key styles included 2x1 denim jeans, whose tighter weaves give a more compact feel to the fabrics, and jeans in ecru shades — all of which come in the single, straight-slim fit that Simon Miller jeans concentrates on.

Simon Miller launched its first shirts for spring, in indigo Japanese linen for \$285 or plaid Italian linen for \$315. The look was straightforward and classic, with the emphasis on fabric appeal, as in the jeans.

Also offering a single style and fit — but in sunglasses — was Westward Leaning. The brand was founded a year ago by Robert Denning and Karlygash Burkittbayeva while the two were still classmates at Stanford Business School. The frames, which are the duo's own updated take on the classic Ray-Ban Wayfarer shape, are meant to fit a wide range of faces. There are, however, several variations of the single shape, with the frames made in Japan and then decorated on the temple with a stripe of beading, turquoise or elk antler by a lapidary in San Francisco. Selling for \$165 to \$325, the newest offerings for spring incorporate Eighties iridescent lenses.

Another Eighties touch was used by Los Angeles-based Riviera Club, whose T-shirts sported lyrics by Foreigner or Steely Dan. A sun-bleached peach and turquoise



Riviera Club



Westward Leaning

as a "smart pocket" that snugly holds an iPhone, as well as a four-panel patchwork and what Romano is calling the "antidork" roll sleeve. "Short-sleeve dress shirts are goofy on men," she said, noting that when most long-sleeve shirts are rolled up, any contrast pattern on the cuff is obscured. Romano's answer was to use contrast patterns one-third of the way up the arm.

Lauren Giambalvo of Jack Henry, who started her fashion career as bespoke suit-maker, has expanded into knitwear and offered lightweight Henleys, unstructured bonded blazers with neon blue linings and piping, hand-embroidered shorts and canvas deck shirts.

Since color was a pervading theme for spring, it wasn't surprising to see Alexander Julian, who brought his Private Reserve collection. In addition to an array of solids and fancies, Julian showed a line he called "pigment prints" that were based on paintings by Claude Monet. "What looks like solids are actually hundreds of colors," he said of the shirts, which will retail for \$175 to \$195.

Accessories were also popular at the show. Catherine Zadeh, who had taken a hiatus from jewelry designing for five years, reemerged with a collection of woven macramé bracelets with silver accents, nylon cords, cuff links and stud sets. "It's not rock 'n' roll or beads; it's very European," she said. Zadeh's top-of-the-line piece was a bison horn bracelet with an 18-karat gold clasp and accents, priced to retail at \$4,700.

Tramontano, a Naples, Italy-based leather goods company founded in 1865, showed an assortment of suitcases, briefcases, backpacks, messenger bags and small leather goods, many of which are made to order to a customer's specifications, according to export manager Alberto Rossetti. The company also offered a travel canvas beach bag in an array of colors for \$250.

PROJECT

Half the 150 brands showing at Project New York were new to the show, signaling the strong influx of new players in the contemporary



Tramontano

palette pervaded the laid-back "Yacht Rock"-themed collection. That inspiration included cutoff shorts decorated with a jacquard seagull motif, nylon boating jackets with jersey linings and Modal-blend striped tank tops.

The brand had its best-selling season this past spring, said co-founder Joe Sadler, which included its first pop-up shop at Bloomingdale's in Santa Monica, Calif. Riviera Club is continuing its capsule collection with Lucky Brand into the spring, following its launch in Lucky Brand stores this fall.

MKT

Even the most traditional of men's brands broke out of the box for spring, embracing the explosion of color and slimmer silhouettes that have transformed the face of the industry over the past several seasons.

The show highlighted updates in dress shirts and neckwear, knitwear and casual pants, along with novelty accessories from a mix of new and more-established vendors.

One of the newcomers was Holebrook, a Swedish company making its U.S. debut. The family-owned company offers chunky windproof sweaters designed for mariners who work on land or sea. Nearly the entire collection had a red, white and blue color scheme, and the brand's signature wind shirt was priced to retail at \$225.

Nat Nast, which is under new management, used the show to introduce its Nat by Nat Nast collection of silk shirts, priced to retail at less than \$100. The Nat Nast Luxury Originals flagship line sells for \$125 to \$200. "They're sized down, but they're not slim," said Sonny Haddad, vice president, noting that the printed silks have been popular with retailers. "It's the new generation of bowling shirt," he said. The company also showed its Creations collection, a limited-edition six-piece line of \$195 shirts re-created from the original 1946 patterns, complete with reverse pleats on the back and colorblocking.

Gitman Brothers offered matching shirts and ties in chambrays featuring classic patterns such

as plaids as well as linen tartans. Neckwear was narrow, averaging 2 3/4 inches in linens, flax and cotton, said Dana Dean, vice president of sales. "It's new, fresh and current, but it's not bizarre," he said. The brand also offered "classic clean looks" in dress shirts as well.

Sweater designer Lenor Romano stepped out of the box with her new line of woven shirts produced in partnership with Indian textile and manufacturing company Pelican LLC. Constructed from 80s two-ply cotton and offered in an array of colors including hot pinks, periwinkle blues, minty greens, Creamsicle oranges and ivory and white, they are priced to retail for just under \$100. The shirts feature such unique details



Gitman Shirts

Catherine M. Zadeh

Tramontano

Stolen Riches

Number:Lab

Comune

Ben Sherman

as a "smart pocket" that snugly holds an iPhone, as well as a four-panel patchwork and what Romano is calling the "antidork" roll sleeve. "Short-sleeve dress shirts are goofy on men," she said, noting that when most long-sleeve shirts are rolled up, any contrast pattern on the cuff is obscured. Romano's answer was to use contrast patterns one-third of the way up the arm.

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Catherine M. Zadeh

Medium Rare Opens in Beijing

by DEBRA BRUNO

BEIJING — Medium Rare, a Hong Kong-based multibrand store, has ventured into Mainland China, opening a store in this city's trendy Sanlitun Village shopping complex.

The shop is an offshoot of the Medium Rare store in Hong Kong's

The new store, at 2,000 square feet, is more than twice the size of the Hong Kong location, said director Eddie Tso. Even so, he explained that he has no interest in competing with large multibrand retailers, like Lane Crawford or Joyce, that carry hundreds of designers in their Beijing stores.



The store is sparsely merchandised.

Causeway Bay, which last year marked its 15th anniversary. The Beijing store, which opened last month, emphasizes men's apparel and dark and earth-toned colors. What sets it apart from other stores in the area is that Medium Rare offers a relatively small assortment of 15 brands, with a heavy emphasis on Japanese labels such as Viridi-Anne, Individual Sentiments and Siva.

"I would rather stay small," Tso said, explaining that he doesn't want to carry more than 20 designers. "I'm not aiming for the whole market."

Tso, who developed an interest in Gothic fashion and music during his high school days, said his customers are not as focused on short-term trends and big-name brands as they are on high-quality fabric and workmanship.

In fact, the vibrant arts and music

scene is part of what brought the 43-year-old to the capital from his hometown of Hong Kong. He had spent time in the city's 798 arts district and got to know some of the artists who worked there.

"They said that even though a lot of them don't care about their image, if they had the choice, they would rather buy stuff like this," he said.

Even if Medium Rare isn't focused on growing large, it is facing some threats from the larger retailers, who dominate much of the Chinese market and often nab designers as exclusives.

Nevertheless, Tso notes he hopes to open three more Medium Rare stores in China, although he hasn't determined the locations.

The Beijing store, just upstairs from Alexander McQueen, has an industrial feel, with concrete walls, exposed lightbulbs on the ceiling and well-spaced racks of apparel along one wall.

A smattering of designers from Europe and the U.S., including Lost & Found, Obscur and InAisce, break up the heavily Japanese lineup of brands. The shop has yet to carry any Chinese designers but Tso said he is open to the idea further down the line.

"I need to watch a brand for a period of time to see the consistency of it," he said, worried that a designer will change too radically from season to season. "To us, it's a way of living."



Bon-Ton's antibullying shirt retails for \$12.

Bon-Ton Fights Bullying Through B-t-s Campaign

BON-TON IS doing its part in the battle against bullying.

The retailer's back-to-school initiative, which kicks off Aug. 1, centers around Stomp Out Bullying, a national initiative for kids and teens that focuses on reducing and preventing bullying, cyberbullying, sexting, homophobia, racism and other inappropriate behavior in schools.

Although national antibullying awareness month isn't until October, Bon-Ton is selling blue Stomp Out Bullying T-shirts at all its stores beginning next week. The T-shirt was designed by the team behind the Wallflower Vintage brand and produced by Sledge USA. Customers can share their antibullying message with friends via Facebook, and of those participating, Bon-Ton will select seven winners, each of whom will receive a \$250 gift certificate to one of the company's stores, as well as a \$1,000 donation to their school of choice. Bon-Ton has also pledged to donate \$1 for every banner created on Facebook, up to \$10,000.

The shirts retail for \$12, and for each purchase, \$8 will be donated to the organization. In addition, from Aug. 1 through Sept. 1, shoppers can text friends to receive \$20 off a \$50 purchase and Bon-Ton will donate \$1 to the cause for each text.

"All of us at the Bon-Ton stores want to make a difference in our children's lives during this back-to-school season, and what better way than to support Stomp Out Bullying, a national organization focused on eradicating bullying in our schools and communities," said Brendan Hoffman, president and chief executive officer of The Bon-Ton Stores Inc. "Our hope is that parents, teachers and children will participate in the annual Blue Shirt Day — World Day of Bullying Prevention and stand up to bullies everywhere."

Bon-Ton operates 272 stores under the nameplates of Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's, Parisian and Younkers. —JEAN E. PALMIERI

Perry Ellis Signs Neckwear License

A MANDELBAUM is back in the neckwear business.

Danielle Mandelbaum, daughter of Superba founder Mervyn Mandelbaum, has signed a licensing agreement with Perry Ellis International Inc. to manufacture and distribute men's neckwear under the Perry Ellis, Original Penguin, John Henry and Axist brand names.

The agreement is with Bespoke Fashion LLC, a new company for which Danielle Mandelbaum is listed as chief executive officer. She did not return calls for comment but a statement from Perry Ellis said Bespoke is a boutique accessories company led

by industry veterans. It is dedicated to creating products of the highest quality by partnering with the finest fabric producers in Italy and England.

In addition to producing accessories via third-party licenses, Bespoke also works with companies such as Saks Fifth Avenue and Macy's to create their private label accessories. It is unknown if Mervyn Mandelbaum is also involved in the company.

Oscar Feldenkrais, president and chief operating officer of Perry Ellis, said: "We are extremely pleased to once again have the opportunity to work with Danielle Mandelbaum, coo

of Bespoke Fashion, a former licensing partner with Superba and expert in the men's neckwear industry."

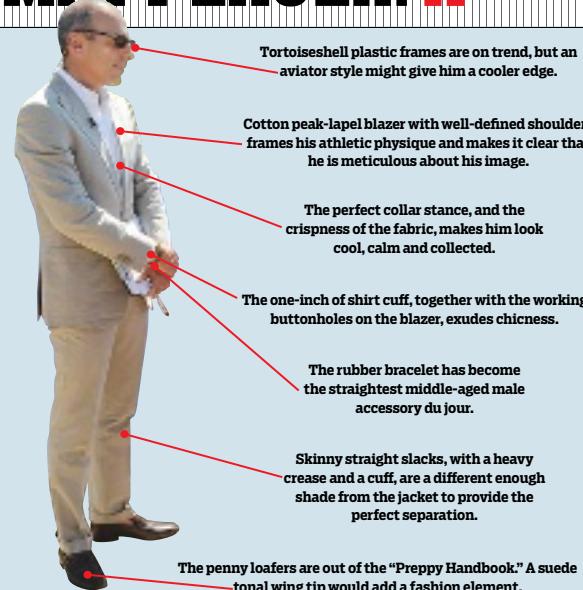
Under the terms of the deal, Bespoke will distribute product to each of the brands' retail customers beginning in January.

Phillips-Van Heusen Corp. (now PVH Corp.) purchased Superba in 2007 for \$180 million. Mervyn and Danielle Mandelbaum remained with the company under PVH's ownership until 2009. Danielle Mandelbaum had served as executive vice president of design development, according to her LinkedIn profile. —J.E.P.

Man of THE WEEK

MATT LAUER: A

The 'Today' show anchor, who is already in London for the run-up to the 2012 Summer Olympic Games, epitomizes an elegant casual approach to summer dressing with his double play on the khaki shade. Maybe it's all that time he spent working at Richards in Greenwich, Conn., during college.



IAG Promotes Four

BOB DENTON has been promoted to president of Oxxford Clothes, a division of Individualized Apparel Group. Formerly sales director for the upscale clothing company, Denton has been with Oxxford since last year. Before that, he had held management positions at Ermengildo Zegna and Robert Talbott. He began his career as a buyer at Norton Ditto in Houston. He will be based in Dallas. The post of president has been vacant since 2010 when Mike Cohen resigned to join Hickey Freeman and the duties have been handled by Joe Blair, IAG's president.

In addition, Jay Myers, formerly the vice president of sales for IAG's Measure Up division, a custom shirt business based in Lafayette, Tenn., has been promoted to the newly created role of president. Myers started at IAG as Southeast sales manager in 2006 and became vice president of sales for Measure Up in 2010. He will be based in Atlanta.

Dana Dean, who has been with IAG since 2008, has been promoted to vice president of sales for Gitman shirts and neckwear. Prior to joining the company, Dean was with Nordstrom. He will be based in Atlanta.

And Sara Hutchison, who is responsible for the company's Gitman-Corbin Northeast and showroom sales, has added the role of marketing director of Gitman-Corbin Ready Made.

All four executives report to Blair. "At IAG we believe you don't build a business, you build people and people build the business. I am confident that these are the right people to build our businesses into the future." —J.E.P.

PHOTO BY DAVE HOGAN/NBC NEWSWIRE/NCU PHOTO BANK

JUST IN

MARKETS PRIMED FOR SECOND-HALF FLURRY

MORE

June 19, 2012

Tracy Anderson Launching Leggings

By ROSEMARY FEITELBERG



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COMMENTS 0

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DOING THE LEG WORK: Having helped whip Madonna, Gwyneth Paltrow, Victoria Beckham and other celebrities into shape, Tracy Anderson is now using her expertise about the female physique to design leggings.

Inspired by her Metamorphosis workout program, the trainer's signature leggings are being sold exclusively through Edition01. Each of the four styles is designed for a specific body type, with details for added support and

comfort. Anderson said, "The women who do my workouts are just as into fashion as anybody else. They are all so different. One size does not fit all. People always ask, 'Where do you get your leggings?' The truth is I am always cutting things and having things made for me."

She also recently gave birth to a daughter, is developing a teen-friendly workout, introducing a nine-month regime for pregnant women, will host detox weeks in select locations and is opening more studios. But Anderson said her workout wear tip never changes. "I always preach, 'Don't do my workouts in the sweats you slept in the night before or the ones that your baby spit up on. It's really good to get suited up to get motivated.'"

Post-exercise, Anderson likes to wear Azzedine Alaia and Isabel Marant And she can always count on Paltrow for fashion advice. "What I really love about Gwyneth is she will tell me if something I wore was awful. She will say to me, 'That was not a good look,'" Anderson said.