



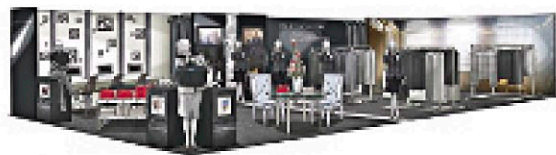
◀ **EYE:** Michelle Obama's Spanish jaunt: from royals to the beach, page 16.



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WWD MAGIC Preview



◀ **NEWS:** Denim buildup at Gap key to brand's revival, page 4.



▲ **FASHION:** Jones New York out to pump up the volume, page 6.

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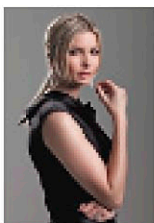
WWD TODAY

Ready-to-Wear/Textiles

Painted Lady

NEW YORK — Pre-spring collections offer a devil-may-care attitude, with splashy, painterly prints and slouchy shapes. Here, Walter's silk tank and shirt, BCBG Max Azria's Modal and spandex sweater (worn over shoulders) and Eva Franco's rayon and spandex skirt. Bracelets by SR, Shashi, Chrissy L and Eden. For more, see pages 8 and 9.

Ivanka Trump, Mogul: Fashion Line Grows, But Is She for Real?



By Sarah Haight
ON A HOT EVENING IN July, Ivanka Trump — her wrists and fingers weighed down with Ivanka Trump Fine Jewelry pieces (including a major engagement ring) — is working an East Hampton crowd. The event is the launch of Trump's signature fine jewelry collection at London Jewelers, the chain which will sell her pieces exclusively on Long Island.

Assorted friends (Bara Tisch, Flo Fulton) and quasi-personalities (Kimberly Guilfoyle) mingle next to glass cases containing Trump's jewelry, which ranges from \$450 entry-level items to one-off pieces like a black diamond lariat necklace that goes for about \$38,000.

See **Ivanka**, Page 10



Financial

Retail Stocks Maintain Climb

By Arnold J. Karr

RETAIL STOCKS BEGAN AUGUST BY padding their 5 percent bounce in July, rising 2.1 percent on Monday amid signs the economic recovery, while not strong or swift, is being sustained.

The S&P Retail Index advanced 8.15 points to 413.21 as the Dow Jones Industrial Average picked up 208.44 points, or 2 percent, to end the trading day at 10,674.38. The Dow's advance came on top of a 7.1 percent rebound last month.

Investors were reassured, if not necessarily elated, over several pieces of economic news Monday. Federal Reserve chairman Ben Bernanke told a conference he expects a pickup in consumer spending in the "coming quarters from its recent modest pace." The Institute for Supply Management said its manufacturing index stood at 55.5 for July, down from 56.2 in June but still above the 50 mark indicative of production growth.

Additionally, The Conference Board reported online job openings increased by 139,200 in July, above the recent monthly average of 43,000. Mid-Atlantic states have been "posting steady and strong upward trends throughout the year," noted June Shelp, vice president of The Conference Board.

Liz Claiborne Inc. logged the biggest advance of the 172 equities tracked by WWD, rising 7.2 percent to \$5.08. Retailers leaping at least twice as fast as retail stocks in general included Abercrombie & Fitch Co., up 5.1 percent to \$38.84; Nordstrom Inc., 4.4 percent to \$35.51, and Macy's Inc., 4.3 percent to \$19.46. The Bon-Ton Stores continued its recent upward trajectory with a 4.7 percent pickup to \$10.01, and Zale Corp. continued to gain following Golden Gate Capital's recent expansion of its stake in the troubled jeweler to 34.5 percent, growing 5.1 percent to \$1.85.

The advance in U.S. equities followed strong days for stocks in Europe and Asia. The CAC 40 was up 3 percent to 3,752.03 in Paris and London's FTSE 100 rose 2.7 percent to 5,397.11. Frankfurt's DAX ended the trading day at 6,292.13, up 2.3 percent.

While Tokyo's Nikkei 225 managed just a 0.4 percent gain, to 9,570.31, Hong Kong's Hang Sang Index logged a 1.8 percent advance, to 21,412.79, and

Shanghai's SSE Composite Index enjoyed a 1.3 percent increase, to 2,672.52.

• **Parker's Take:** Mark Parker, president and chief executive officer of Nike Inc., saw his 2009 pay package expand 84.4 percent — and the cash portion of it more than double. Parker earned a total of \$13.1 million last year, up from \$7.1 million in the prior year, as his salary moved up marginally — jumping 0.8 percent to \$1.5 million — but his nonequity incentive plan compensation nearly quintupled to \$4.4 million from \$900,000. The sum of Parker's stock and option awards expanded 53.7 percent to \$7 million from \$4.6 million in 2008. Excluding these awards, Parker took in \$6.1 million last year versus \$2.6 million in the prior year. Because of fluctuating stock prices and vesting schedules, awards aren't necessarily realized by the executive, but companies are required to include them in executive compensation tables when submitting proxy statements to the Securities and Exchange Commission, as Nike did late Monday.

• **Perry Ellis HQ Refi:** Perry Ellis International Inc. said Monday it completed the refinancing of its Miami headquarters, as well as secured a fixed interest rate reduction on the mortgage of a distribution facility in Tampa. The company said the \$13 million mortgage on the headquarters resulted in additional gross proceeds of \$2.1 million. The mortgage is for 10 years with a fixed interest rate of 5.8 percent and a maturity date of August 2020. The previous rate was 7.1 percent. The Tampa facility has a fixed rate of 5.75 percent, down from the previous rate of 6.25 percent. The loan matures in June 2016. The firm said the reductions will save it \$215,000 in annual interest payments.

• **Tutwiler Joins CIT:** Margaret Tutwiler has joined CIT Group Inc. as executive vice president and head of communications, marketing and government relations, reporting to John Thain, chairman and chief executive officer. Tutwiler, who was most recently senior vice president and head of global communications and public affairs at Merrill Lynch, worked in the administrations of Presidents Ronald Reagan, George H.W. Bush and George W. Bush.

She also served as senior vice president for public affairs for the Cellular Telecommunications Industry Association.

— With contributions from Vicki M. Young



Liz Claiborne's stock rose 7.2 percent on Monday.

Company's Goal: The Accessible Stylist

By David Moin

STYLISTS FOR THE MASSES? THAT'S the concept behind Style for Hire, a company created by Stacy London, co-star of TLC's reality show "What Not to Wear," and her friend and former apparel executive Cindy McLaughlin.

"I meet people all over the country who ask me, 'Where can I find someone like you without getting on national TV?' This company is my answer to them," said London.

"People think of stylists as a luxury, for somebody like Angelina Jolie. We are trying to make stylists accessible to everyone," said McLaughlin, who noted she lost virtually any sense of style when she dropped out of the fashion industry and became a mom with priorities other than updating her wardrobe. When she decided to return to work and go for interviews, she saw nothing suitable in her closet. "I was chronically covered in banana and wearing yoga pants, so I went to Stacy for help." That's when the two came up with Style for Hire, realizing that plenty of Americans are sartorially challenged and that London can't possibly single-handedly take on the nation.

The Web site, Styleforhire.com, has a landing page but the actual service launches Sept. 13 in Washington, where McLaughlin lives. Initially, there will be 15 stylists, although the goal is to create a "national platform" for personal stylists in New York, Los Angeles, Chicago, San Francisco and Boston, among other cities. Ultimately, London and McLaughlin, "stylist in chief" and chief executive officer, respectively, envision a network of 2,000 to 2,500 stylists in four years. Stylists already exist, of course, but London said hers will be "hand-picked, trained in our body-based approach and certified by us." Also, retail partners are being sought. The idea is if Style for Hire stylists bring clients to the stores, they'll receive commissions from the retailers based on customers' purchases, and clients will receive discounts.

The service isn't cheap, about \$100 an hour on average, but prices will vary. The stylists are independent contractors so they will set their own hourly rates based on their experience and the clients they target. They will provide:

- "Closet audits," whereby stylists rummage through closets and pull out anything deemed unwearable. It's typically a two- or three-hour process, depending on the size and number of closets, and the inventory. Reject clothes will be sent to charity or consignment, potentially offsetting costs of the appointment.

- Closet shopping, involving building outfits from what's left in the closets and developing a shopping list to fill the voids.
- Personal shopping.

Style for Hire intends to make money by taking a percentage of what stylists receive from their clients and from commissions from stores. Stylists also undergo Style for Hire's two-day training program and attend seminars and are charged a fee which, the company said, would also vary depending on whether it's London or someone else providing the instruction. McLaughlin described the training as "a very body-centric approach" that helps the customer look



Stacy London and Cindy McLaughlin

at her body very objectively, and dress it to show it off to maximum effect. "It's not about losing weight," McLaughlin added. "It's about taking the body as it exists and making it look fantastic because she is wearing the right outfit. It deemphasizes trend and emphasizes the body." The training is also a way to weed out stylists that don't meet London's and McLaughlin's standards.

Asked how she evaluates a stylist, London said, "I pay less attention to the way a stylist looks — though I do check to see that they are polished and appropriate. I don't seek out the tough-love, made-for-TV approach I use on 'What Not to Wear.' I look for people who have a clear understanding of body types, a kind way of discussing them with their customers, and a strong grasp of methods they can use to accent their customers' best features and downplay others. I look for a stylist who listens. I look for a stylist who has compassion and knows that appearance and self-esteem are intertwined."

Added McLaughlin: "I look for someone with a flair for style, who has a great deal of natural grace and tact, and an attitude of trying to help people."

5 BEST PERFORMERS

DAILY		COMPANIES	P/E	VOLUME	AMT	
HIGH	LOW				LAST	%CHANGE
5.13	4.80	Liz Claiborne (LIZ)	-	2585609	5.08	7.17
2.43	2.28	New York & Co. (NWK)	-	242447	2.37	6.28
38.92	37.71	Abercrombie & Fitch (ANF)	67.2	3707221	38.84	5.14
1.87	1.78	Zale (ZLC)	-	506798	1.85	5.11
12.99	12.49	Penn Real Estate (PEI)	-	668634	12.91	5.04

5 WORST PERFORMERS

DAILY		COMPANIES	P/E	VOLUME	AMT	
HIGH	LOW				LAST	%CHANGE
1.50	1.38	Delia's (DLIA)	-	62611	1.38	-4.83
2.26	2.20	Parlux Fragrances (PARL)	-	14578	2.20	-3.93
18.00	16.97	Express (EXPR)	-	178050	17.04	-2.91
4.26	4.10	Tandy Leather Factory (TLF)	12.8	1565	4.26	-2.51
13.20	12.41	Crocs (CROX)	-	3357471	12.51	-2.49

* Editor's note: European stocks are quoted in the currency of their principal exchanges. Shares on the London Stock Exchange are quoted in pence, Richemont and The Swatch Group are quoted in Swiss francs and Hennes & Mauritz is quoted in Swedish kronor. All other European stocks are in euros.