



▲ Prada's Amber Pour Homme, page 6.

WWD FRIDAY

Beauty

Double Play

NEW YORK — Ralph Lauren is aiming for the top five again with his new men's fragrance, Polo Double Black. The launch is set for early October, and Double Black could be the fourth Polo fragrance to reside in the top 10 of department store men's brands. For more, see page 6.



Walgreens Forges Future With Premium European Beauty Brands

By Andrea Nagel

SAN DIEGO — Walgreen Co., the nation's largest drugstore chain by sales volume, is rebranding its image by showcasing European prestige beauty brands in the most extensive effort the drugstore

industry has ever seen.

Walgreens is adding seven exclusive skin care brands from five different countries in a grand experiment involving 1,000 of its top beauty stores, complete with upscale displays, a Web site,

millions of samples and specially trained in-store beauty advisers to help shoppers understand the new collection.

The initiative is one that will plunge the 5,251-unit chain deep
See Walgreens, Page 8

Obituary

Designer Fernando Sanchez, 70

NEW YORK — Fernando Sanchez, one of the leading designers and originators of elegant at-home-wear, died Wednesday night at his Manhattan home, said his cousin and business partner, Jano Herbosch. Sanchez was 70.

Sanchez died of complications from a sand-fly bite that he apparently suffered about two years ago at his vacation home in Morocco, Herbosch said.

Born in Spain, Sanchez moved to Paris at age 17 and studied couture with Yves Saint Laurent. He arrived in New York in 1960, inspired by the movie "West Side Story."

Sanchez designed ready-to-wear and furs before making his mark as a designer of sleepwear

and at-home-wear. The designer, who often dressed in black velour and flamenco-style boots, was a distinctive personality known for his lavish parties in New York, Paris and Morocco.

During the past two decades, he developed a cult following for his rainbow-colored, double-faced, brushed-back satin robes and caftans. His designs were sold at Saks Fifth Avenue, Neiman Marcus and in specialty stores across the U.S.

Sanchez is to be cremated.

A memorial will be held in the fall. Although the date hasn't been set, Herbosch said "he wanted a celebration of life and he wanted everybody to party."

— Karyn Monget

LVMH, Morgan Stanley Await Ruling

By Miles Socha

PARIS — The appeals court here will rule today whether to uphold a ruling of "gross misconduct" on the part of Morgan Stanley related to its equity research about LVMH Moët Hennessy Louis Vuitton.

The bias suit, which has been grinding its way through the French courts since 2002, is said to hinge on professional responsibility, and whether Morgan Stanley analyst Claire Kent committed fault with research that LVMH characterized as a premeditated smear campaign. The French luxury group has argued Kent was biased toward rival Gucci Group, a client of Morgan Stanley.

The investment firm has argued that its research was accurate and honest, and that LVMH's case is groundless and opportunistic. That's the basis of its counterclaim seeking 10 million euros, or \$12.5 million, in damages caused by the proceedings.

Today's hearing is expected to be a brief pronouncement of the judges' decision, with each side given a document explaining the rationale and particulars.

LVMH is seeking an additional 182.9 million euros, or \$228.6 million, in material damages. The commercial court, which delivered its decision in January 2004, appointed an expert to tabulate damages, but the process was extended pending the outcome of Morgan Stanley's appeal.

The court could uphold or reject, partially or completely, the original decision, which ordered Morgan Stanley to pay 30 million euros, or \$37.5 million, for "moral prejudice."

But since either side has the right to appeal to France's highest court, the Court of Cassation, it could be several years before the case's final denouement.

LVMH is active on many legal fronts. Earlier this week, Louis Vuitton triumphed in a case against Google, which was ordered to pay Vuitton 300,000



Louis Vuitton's Paris flagship.

euros, or \$375,000, for misleading advertising, unfair competition and trademark counterfeiting.

Also on Thursday, Vuitton, fighting to keep its Champs-Elysees flagship open on Sundays, said it would be able to remain open that day pending a decision in the appeals court here. The store has been shuttered for two Sundays and is expected to resume seven-day operations on July 9.

Industry Shares Rise After Fed Ups Rate

By Evan Clark

WASHINGTON — U.S. retail stocks got a boost after the Federal Reserve on Thursday raised its benchmark lending rate a quarter-point to 5.25 percent and suggested that more increases were not a certainty.

The Standard & Poor's Retail Index increased 8.53 points, or 1.9 percent, to 455.37. Since the Fed began raising interest rates in June 2004, the S&P Retail Index is up 13.5 percent, while the overall market has increased 7.2 percent.

Shares of Wal-Mart Stores Inc., a component of the Dow Jones Industrial Average, rose 79 cents, or 1.7 percent, to \$48.71. Other retail stocks that climbed included Gap Inc., up 55 cents, or 3.3 percent, to \$17.44; Kohl's Corp., \$1.85, or 3.3 percent, to \$58.77; Urban Outfitters Inc., 53 cents, or 3.3 percent, to \$16.71; Target Corp., 86 cents, or 1.8 percent, to \$49.32; Federated Department Stores, 53 cents, or 1.5 percent, to \$36.41; J.C. Penney Co. Inc., 71 cents, or 1.1 percent, to \$67.69, and J. Crew Group, 83 cents, or 3.25 percent, to \$26.38.

Overall, stocks climbed to their biggest gains since 2003 after the Federal Open Market Committee increased rates for the 17th consecutive time on interest charged on loans between banks, which influences everything from home mortgages to car loans.

The Fed said its next rate decision in August will depend on key economic indicators.

"The committee judges that some inflation

risks remain," the panel said in a statement. "The extent and timing of any additional firming that may be needed to address these risks will depend on the evolution of the outlook for both inflation and economic growth."

The committee also said, "Recent indicators suggest that economic growth is moderating from its quite strong pace earlier this year."

Wall Street appeared to conclude that the Fed might pause after raising rates steadily during the last two years to tamp down inflation. The Dow Jones Industrial Average soared 217.24 points, or 2 percent, to close at 11,190.80. The Nasdaq climbed 62.54, or 3 percent, to 2174.38.

"The Fed is giving itself maximum room to maneuver," Global Insight chief economist Nariman Behravesh wrote in a report. "We could see anywhere from a 25-basis-point to a 75-basis-point increase in the Fed funds rate over the next six months."

The rate hike was expected, especially since a midmonth report that the core rate of inflation, which factors out prices on food and energy goods, grew a higher-than-expected 0.3 percent last month.

"The fact that the market had this herky-jerky response to the Fed is the flavor of the moment," said Ken Goldstein, an economist at the Conference Board. "Clearly, there's not going to be a quick return, no matter what the Fed does, to strong economic growth or profit growth for the next six months."

WWD FRIDAY

Beauty

GENERAL

- 1 Walgreens is putting seven European skin care brands in 1,000 stores, with new displays, millions of samples and in-store beauty advisers.
- 2 A Paris appeals court will rule today whether to uphold a gross misconduct verdict against Morgan Stanley on its equity research about LVMH.
- 2 U.S. retail stocks climbed after the Federal Reserve boosted its benchmark lending rate a quarter-point to 5.25 percent.
- 4 EYE: The couture season kicks off today with plenty of shows and presentations, but there should still be time for fine dining and gallery hopping.
- 6 BEAUTY: L'Oréal is looking for its fourth winner in the Ralph Lauren polo men's fragrance series with its latest entry, Polo Double Black.
- 6 Prada is aiming for a \$60 million U.S. fragrance business, but ceo Patrizio Bertelli won't be using its first men's scent, Amber Pour Homme.
- 7 Betsy Johnson has always done things her own way and in her own time, and her first fragrance, due out this fall, is no exception.

WWD will not publish on Monday, July 3, or Tuesday, July 4, in observance of Independence Day.

Classified Advertisements.....27

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Quote of the Week

"I'm almost the biggest name in fashion. I've got everything I want. I go to my restaurants to eat. I stay at my hotels. I drink my water. The only thing I don't have is salt and pepper."

— Pierre Cardin

In Brief

● **ARMANI LICENSE:** Giorgio Armani said it has signed a licensing agreement with Mirella Srl, which will produce and distribute children's footwear for the designer. Armani Baby will cater to children up to the age of four, and Armani Junior, those ages five to 14. The first collections, set to launch for spring 2007, will be introduced at the trade show Pitti Bimbo in Florence, today through Sunday. Mirella is based in central Italy, in the Marche region, one of the country's main footwear production hubs. Armani also introduced two athletic, unisex shoes produced by Mizuno at his Tadao Ando-designed theater during the men's shows in Milan this week. The black-and-white Running and the City models employ the Mizuno Wave patent for high performance in sports, shock absorption and stability. The shoes will be introduced for spring 2007.

Correction

Berlin's Olympic Stadium was identified incorrectly in a caption on page 4, Wednesday.

Retailers Rained Out on East Coast

By Sharon Edelson

NEW YORK — Retailers along the Susquehanna River, from Norwich and Binghamton, N.Y., south to Scranton, Wilkes-Barre and Harrisburg, Pa., were the most severely impacted by flooding following five days of rain that pounded the Northeast from North Carolina to Maine.

"This whole area has been impacted," said Art Phillips, general manager of the Oakdale Mall in Johnson City, N.Y. "It's been pretty devastating. Across the street from us, Gander Mountain and Toys 'R' Us are under water. I've never seen anything like this. We had a pretty good flood last year but nothing compared to this."

Oakdale Mall sustained no damage, but Phillips said about 30 stores in the center were closed on Wednesday because employees couldn't get to work. "They're just stranded," he said, adding that certain parts of Binghamton were evacuated.

Traffic at the mall was off significantly on Wednesday when travel was treacherous.

Across the Susquehanna River in Vestal, N.Y., a Wal-Mart Supercenter and Sam's Club were closed on Thursday due to evacuation orders. The stores are less than a mile from the river, which has been rising to record levels and is expected to rise another 3 feet.

A Wal-Mart spokeswoman said she was not aware of any damage or injuries at the stores. "Management is working to provide supplies to the American Red Cross shelter that has been set up at the Binghamton University," she said.

A Wal-Mart unit in Milford, Pa., was closed on Wednesday and remained closed Thursday, also due to evacuation orders. "We'll reopen as soon as authorities say it's OK," she said.

"I wasn't impacted but I feel bad for my partners down the road," said Sue Strunk, owner of Trading Closets, a consignment shop in Milford, Pa., which is on Route 6. Stores nearby in lower-lying areas near the Delaware River in such towns as Port Jervis, N.Y., and Matamoras and Westfall, Pa., were forced to close Thursday but some, such as Encore — another consignment shop — were hoping to reopen Friday

The Schuylkill River in Reading, Pa., on Wednesday.



PHOTO BY WILLIAM THOMAS/CONVEY IMAGES

in Matamoras, according to a message on their answering machine.

"We were really in the thick of it," said Ken Lakin, chairman and chief executive of the Reading, Pa.-based Boscov's Department Stores. While none of his stores sustained damage, there was a loss of business at the Pottsville, Pa., and Binghamton, N.Y., units in areas in which people were evacuated due to flooding. Those stores closed early Wednesday afternoon, but reopened Thursday.

Overall for June, Lakin said the intense rain "was not a major detriment" to sales until the last couple of days, and that Father's Day business was pretty close to last year's level. One cool week in June did hinder sales of summer items like shorts.

A manager at Kohl's in Pottsville, N.Y., said, "Our store has not been flooded, but stores just below us in lower-lying areas have been flooded out. Customers coming in are replacing clothing that they have lost. They're in shelters. It has cut our business because of limited travel and limited access."

But William Dreher, a retail analyst at Deutsche Bank, said the flooding won't dent June sales. "The overall impact of weather in June should be fairly mild as we believe inventory has been well-managed this spring/summer season, allowing retailers to absorb any June weakness without significantly impacting

gross margins," he said.

At General Growth Properties, the nation's second-largest shopping center developer, chairman and chief executive John Bucksbaum said he received no damage reports due to flooding. He sensed that traffic in malls was down along the East Coast during June, and was probably not as strong as May, but that the month was still not bad.

An official from Macy's East said store managers in several impacted areas, including Utica, N.Y., and Montgomery and Harrisburg, Pa., "hadn't seen a huge effect. There hasn't been a huge change in traffic."

Though several government offices in Washington D.C. were closed on Monday and the region was soaked by several days of heavy rain as well as floods, malls in the area were up and running. "Aside from a few minor leaks that occur when it does rain, we were business as usual," said Jill Schlapkohl, director of mall marketing at the Fashion Centre at Pentagon City in Arlington, Va.

Louise Gordon, marketing director for Westfield Montgomery in Bethesda, Md., said: "It doesn't seem to have impacted negatively on our business. Some stores might have been opened a bit later on some of the heavy days, but apart from that it was business as usual."

— With contributions from David Moin, New York, and Evan Clark, Washington

Fashion Scoops

HOW LIBERATING: Paris' left-leaning tabloid, Liberation, gave Nicolas Ghesquière carte blanche for an eight-page supplement slated to appear in today's newspaper. Naturally, he used the opportunity to plug the Balenciaga retrospective at the Museum of Fashion and Textiles opening to the public on Wednesday. The designer tapped Paolo Roversi to shoot a gaggle of women who inspire him, including Charlotte Gainsbourg, Françoise Hardy, Joana Preiss and Irina Lazareanu. Also featured are Pamela Golbin, curator of the retrospective, and artist Dominique Gonzales-Foerster, who helped design the exhibition. Turns out the issue will be collectible: It's also dedicated to ousted co-founder Serge July.

Nicolas Ghesquière and Charlotte Gainsbourg



CALL HER COMMANDER: She came, she saw, she revived a British icon. Rose Marie Bravo, outgoing chief executive of Burberry, has been officially recognized for her services to the British fashion and retailing industry with a royal honor. She leaves her post at Burberry this week an honorary Commander of The Most Excellent Order of the British Empire (CBE). Queen Elizabeth II personally conferred the honor on her during a private ceremony at Buckingham Palace last week. Prince Charles, who has taken part in many a Burberry-sponsored charity polo match, presented her with the badge, a blue-and-gold cross on a red ribbon. "I am deeply honored to receive this award as a treasured remembrance of my glorious time spent in England," Bravo said. She joins fellow CBEs Elton John, England's late Poet Laureate John Betjeman, Anthony Minghella and Michael Caine.

FROM PARIS TO MILAN: The Los Angeles paparazzi may barely bat an eye when they see Paris Hilton, but the heiresse sent Milan's shutterbugs into a frenzy Wednesday night when she arrived at the Just Cavalli Café for a party to fete her debut CD. Clad in a leopard-print gown and clutching her BlackBerry (of course), she emerged from a white limo at about midnight to an eclectic crowd of locals, music industry people and a handful of male models in town for the shows. Distributor Warner Music decided to throw Hilton a bash chez Cavalli since the budding vocalist is friends with the designer. "I'm just very inspired by Madonna and Gwen Stefani and Blondie and I really look up to them as artists, but I don't really compare my album to anybody's," said Hilton, before jetting off to the next stop on her European promotional tour and her namesake town: Paris. The self-titled album is due out in August and includes a cover of Rod Stewart's "Do Ya Think I'm Sexy" and her already-released reggae single, "Stars Are Blind."

Although most of the world is probably questioning Hilton's ability to carry a tune, she won over at least one fan: Roberto Cavalli himself. "Before judging, I had my kids and my friends listen to it and they think it's good. That's the important thing, that they like it," he said.

Hilton, meanwhile, is prepping for a busy fall — she's adding eyewear to her stable of branded products including accessories, clothing and fragrances. She's also filming a romantic comedy called "The Haughty and Naughty," gearing up for the fifth season of "The Simple Life" and planning a second album of more "personal" songs. "My plate is really full right now," she quipped.



Roberto Cavalli and Paris Hilton

Senate OKs Oman Trade Deal

By Kristi Ellis

WASHINGTON — The Senate passed the U.S.-Oman Free Trade Agreement on Thursday amid a debate over the pact's labor provisions and working conditions in the Middle East country. The vote was 60 to 34.

The labor issue also drove the vote on the House Ways and Means Committee, which passed the agreement along party lines, with 23 Republicans voting in favor and 15 Democrats opposing the pact, setting the stage for a showdown in the House when Congress returns from the July 4 recess.

Republican leaders are using the Oman accord as a barometer to measure the mood on trade in Congress, which has been sharply divided. The outcome could impact the timing of two other pending trade bills: a free trade agreement with Peru and legislation granting permanent normal trade relations status for Vietnam.

Oman is a small apparel producer, exporting \$53.5 million in apparel products to the U.S. last year, but importers support it because some do business there and the free trade

agreement with Oman is part of an effort by the Bush administration to create a Middle East Free Trade Area by 2013.

The U.S. textile industry opposes the pact because it allows apparel manufacturers in Oman to use 50 million square meters equivalent of cotton and man-made fiber fabric from anywhere in the world in the assembly of clothing and still receive duty-free benefits when entering the U.S. In 2004, Oman shipped 56.9 million SMEs in apparel to the U.S., but last year fell to 16.4 million SMEs.

During the floor debate in the Senate, Democrats decried the administration's trade policies, the growing trade deficit that hit \$725.8 billion last year and mounting job losses.

Sen. Kent Conrad (D., N.D.) was upset that an amendment prohibiting the importation of products made by slave labor or defacto slave labor was not in the bill that passed unanimously in the Senate Finance Committee.

"In the case of Oman, its labor laws fall short of core International Labor Organization standards," Conrad said. "Oman, like Jordan,

relies heavily on guest workers who are often at a serious disadvantage."

Sen. Orrin Hatch (R., Utah) said it was unfair to "saddle this agreement with accusations" made about working conditions in Jordan's apparel industry. Hatch contended the U.S. maintains a small surplus in two-way trade with Oman, which hit about \$1.1 billion last year, and that it is an important, strategic ally.

"The U.S.-Oman Free Trade Agreement...sends a very important message that the U.S. strongly supports the economic development of moderate Middle Eastern nations," Hatch said.

The Senate Finance Committee also held a hearing on the pending U.S.-Peru Trade Promotion Agreement. Sen. Max Baucus (D., Mont.) indicated the measure may face more serious challenges than Oman.

Among the concerns lawmakers have are a partial ban on U.S. beef exports, barriers to U.S. investment in Peru over commercial dispute provisions, labor issues and an overall "difficult climate on international trade."

"Trust in the administration's trade agenda is bottoming out," Baucus said.

Summer on the Seine

PARIS — The couture season kicks off Wednesday, and although it is much abbreviated, the schedule remains packed with shows, presentations and parties. For those few moments of downtime, here are some stores, restaurants and galleries to check out.

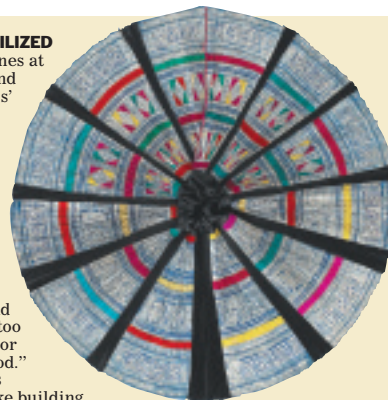
NAME-DROPPING

Imagine a peek into the little black books of eight chic Parisians, including **Marie-Hélène de Taillac**, **Loulou de la Falaise** and **Georgina Brandolini**. Personal shopper **Susan Tabak** did just that with her new book "Chic in Paris," to be unveiled during couture week. Although she makes a business out of sniffing out the best of Paris, the New York-based Tabak learned a couple of new addresses. "**Ines [Fressange]** introduced me to a wonderful vintage jewelry store, Barboza, on Rue Saint-Honoré, as well as Bread and Roses, a bakery on Rue de Fleurus," said Tabak, who prefers to keep her addresses under lock and key. Her 120-page book, priced at \$30, will be available at Galignani and the Musée des Arts Décoratifs shop ahead of a fall launch in New York.

SKIN IS IN

Couture may well be all about dressing up, but **Bert Stern's** infamous Marilyn Monroe photo series, "The Last Sitting," proves the lady could put on quite a show in her birthday suit alone. Fifty-nine photos of the late icon — often wearing not much more than a swish of eyeliner and lipstick — are on show at the Musée Maillol until Oct. 30. The series, owned by collector **Leon Constantiner**, is part of 2,571 snaps taken by Stern during two separate sessions with the star at the Hotel Bel-Air in L.A. *Musée Maillol, 61 Rue de Grenelle, 75007, Tel.: 331-42-22-59-58*

Marilyn Monroe photographed by Bert Stern.



Silk skirt from China's Guizhou province.

TOTALLY CIVILIZED

Bypass the lines at the Louvre and head for Paris' new cultural hot spot, the Musée du quai Branly. The tribal arts museum is French President **Jacques Chirac's** homage to "art forms and civilizations too long ignored or misunderstood." **Jean Nouvel's** footbridge-like building, home to more than 300,000 works from Africa, Asia, Oceania and the Americas, stands in a sprawling garden on the banks of the Seine. Opening exhibitions include "What Is a Body?" showing how the human form is seen as a link to ancestors in western Africa and as a male and female mix in New Guinea. For fashion diehards, a textiles exhibit portrays traditional dress.

Musée du quai Branly: 222 Rue de l'Université, 75007, Tel.: 331-56-61-70-00

PHOTO BY PATRICK GRESVALEIRE TORRE

The Me boutique.



DEAR ME

Issey Miyake has brought his colorful collection, Me, to Paris with a new shop at 29 Rue du Dragon. The 430-square-foot store boasts the label's full range of one-size-fits-all, lightweight T-shirts, dresses and skirts spun off from Miyake's Pleats Please label. **Rick Owens** picked Palais Royal, home of fellow American designer **Marc Jacobs'** Paris flagship, for his first freestanding store at 130-133 Galerie de Valois. It's expected to open in time for couture week, along with **Azzedine Alaïa's** first accessories shop, on Rue de Moussy, and the long-awaited Chrome Hearts store on Avenue Montaigne.

A REAL JEWEL

Kuwaiti retailer **Sheikh Majed Al-Sabah** of Villa Moda will definitely be paying a visit to the Louvre in between couture shows. That's because his family is displaying its collection of rare and spectacular Indian jewels from the time of the Mughal rulers, a period that stretches from 1526 to 1857. More than 300 pieces will be displayed over 13 rooms, including turban ornaments, court objects, daggers and jewelry. **Sheikh Nasser Sabah al-Ahmad al-Sabah** and his wife have been building the collection since the mid-Seventies, housing it at the Kuwait National Museum since 1983. The exhibition, in the Hall Napoleon, runs from July 6 to Sept. 4.

A 17th-century pivoting bird ring.

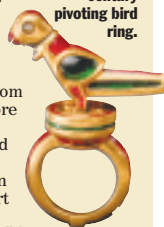


PHOTO BY BRUCE M. WHITE

SHOW TIME

While fashion folk will likely hit the Balenciaga retrospective at the Museum of Fashion and Textiles, other museums and galleries have plenty of art on offer. Starting Thursday, **Pierre Passabon's** Véro-Dodat gallery will showcase works by Olympic alpine skier turned photographer **Hubertus von Hohenlohe**. A retrospective of the 30-year career of photographer **Cindy Sherman** is on at Jeu de Paume. The Bibliothèque Nationale de France has portraits of celebrities such as Marlene Dietrich by the Seiberger brothers. Place Vendôme also promises to be a sparkly stop-off with an open-air display of 18 photos by Dutch duo **Inez van Lamsweerde** and **Vinoodh Matadin** of diamond pieces made by resident jewelers. On the contemporary front, Paris' Museum of Modern Art has a retrospective of **Dan Flavin**, while Art Deco icon Tamara de Lempicka is featured at the Musée des Années 30 in Boulogne-Billoancourt. Meanwhile, La Cinémaèque Française, 51 Rue de Bercy, is dedicating an exhibition to Spanish filmmaker **Pedro Almodóvar**.



A photo by Hubertus von Hohenlohe.



The crew at Le Chateaubriand.

EAT TO THE BEAT

Two bistros in the lively 11th arrondissement have just been taken over by young and dynamic chefs. At Le Chateaubriand, **Inaki Aizpitarte** delivers an incredible ceviche, combining various white fishes, chives, grilled buckwheat, olive oil and a lychee sherbet. And his chocolate mousse with Espelette pepper is already a legend. Decor is minimal, but who cares, since the waiters are the sexiest in town. A few blocks away, 53-year-old bistro Astier topped a new chef, **Benjamin Bajolle**, **Yannick Alleno's** lieutenant for two years at the Meurice. Top choices include roasted chicken served with morel mushrooms and killer mashed potatoes. Over in the eighth, a new Indian restaurant called Ratn has brought an exotic note with specialties like traditional Mongolian lamb meatballs stuffed with pistachio nuts and eggs or spicy grilled chicken with fresh mango, peppers and tomatoes. But if all that sounds too rich, **Paisarn Cheewinsirawat**, a chef from the prestigious Thai spa Chiva-Som, created a summer menu for the **Pourcel** brothers' trendy eatery Sens. The chef proposes dishes made of crab meat, cucumbers, green lemon and spicy vinegar, or beef skewers with citronella and curry almond dressing with the promise of a slim and healthy summer. **Kate Moss**, **Isabelle Adjani** and **Princess Caroline of Monaco** are among habitués of the spa.

Ratn: 9 Rue de la Tremoille, 75008, Tel.: 331-40-70-01-09
Le Chateaubriand: 129 Avenue Parmentier, 75011, Tel.: 331-43-57-45-95
Astier: 44 Rue Jean-Pierre Timbaud, 75011, Tel.: 331-43-57-16-35
Sens: 23 Rue de Ponthieu, 75008, Tel.: 331-42-25-95-00

HYPOALLERGENIC



Elaine Mellenkamp enjoys using Almay skincare for her dry skin. © 2006 Almay, Inc.



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The Beauty Report

Prada Introduces Amber Pour Homme

By Stephanie Epiro and Matthew W. Evans

MILAN — Prada Group may be aiming for a \$60 million fragrance business at retail in the U.S., but Patrizio Bertelli, the group's chief executive officer, has no intention of wearing Prada's first men's scent, Amber Pour Homme.

Not to worry though, says designer Miuccia Prada, Bertelli's wife.

"I'll wear it for the whole family," she quipped, noting her husband and two teenage sons aren't very interested in fragrance. The scent was unveiled here after Prada's spring-summer 2007 men's wear show on Tuesday evening.

Prada said she enjoyed formulating the new fragrance as much as she did putting the final touches on a garment.

"I felt like a nose, it was the best job, I had fun creating the fragrance," said Prada sitting backstage at the brand's showroom.

Regarded as one of the fashion world's most intellectual designers, Prada said she started her first men's fragrance project with a clear idea in mind, just as she had done for the first two Prada women's scents.

"I just tried to imagine what I would like if I were a man. You know people ask me if there is a muse, an inspiration, a thought driving my ideas, but I just know what I like," said Prada.

The designer said she had always been fascinated with fragrance and that part of the reason for creating a perfume portfolio for the brand stemmed from the fact that she could no longer find something she liked to wear.

"I was desperate when this boutique called Shelley Merts on Madison Avenue closed that sold the scent I wore my whole life," said Prada.

On the day of her men's wear show, Prada wore a personal adaptation of a Prada women's scent, and alternates between that and others from the Prada fragrance portfolio.

Amber is the key ingredient in Amber Pour Homme, which links it to Prada, the brand's first women's fragrance, which was launched in 2004.

Under the creative direction of the designer, Givaudan perfumer Daniela Andrier spent 18 months perfecting the scent, which she described as a simple

fragrance created by a complex idea.

"The whole idea of Amber Pour Homme is that it is harmony through conflicting elements," said Andrier, who added Prada helped her achieve the final end result.

In addition to the amber accord, a fougère accord is added for contrast. To achieve the amber note, a combination of vanilla, tonka bean, labdanum oil and patchouli was used. For the fougère aspect, there's geranium, vetiver, orange blossom, myrrh and musk. Finally, leather notes are softened with a blend of saffron oil and sandalwood.

"It's a sensual fragrance for a confident and non-conformist [man]," said Jordi Puig, who is vice president of organization and business development for Prada's licensee Puig Prestige USA. "It continues the amber story that was started with the women's fragrance." He was speaking during a separate interview in New York.

In the U.S., the collection will feature two 100-ml. bottles, one for \$90 and the other for \$68. Both bottles feature a modern, minimalist industrial design. But the more expensive version sports a round, button-like pump, perhaps best described as a masculine atomizer.

"It's a very iconic bottle," said Puig. There will also be a 50-ml. bottle for \$49.50. All three bottles feature an off-center cap and an "artisan metal plaquette" stamped with some of the scent's ingredients, Puig noted. Pochet and Saint-Gobain Desjonqueres produce the bottles for the collection. Navy blue outer packaging features the same Prada textured knit label that's found on the apparel.

In the U.S., the scent will first be launched in August at Neiman Marcus, Bergdorf Goodman and Prada boutiques, of which there are 175 globally, including 18 in the U.S. It will then be rolled out to about 850 doors, including Saks Fifth Avenue, Nordstrom, Bloomingdale's, Sephora and selected department stores from September through December.

"The goal is to mirror the distribution we have with the women's scent," said Puig, adding, "We want the men's [scent] to be in the top 10 this year in this distribution [network]."

While Puig declined to discuss numbers, industry sources estimate Prada Parfums, which includes the two-year-old signature women's scent, the 2004 entry Prada Intense and the current launch of Eau de Parfum Tendre (or Tender, in English), could reach combined retail sales of \$35 million to \$40 million in the U.S. by the end of the year.

The men's scent alone could generate



Amber Pour Homme by Prada.



Miuccia Prada

FRAGRANCE PHOTO BY THOMAS ANNAKONNE; MIUCCIA BY STEVE ECHNER

sales of \$20 million in first-year retail sales in the U.S., according to industry sources.

Internationally, the men's scent will be launched in 27 countries in August followed by another 15 countries next year. Prada Parfums' key global markets include the U.S., France, Germany, the U.K., Italy and Spain.

"For us this [men's scent] is truly an important launch," Puig asserted.

A print advertising campaign shot by Steven Meisel in Los Angeles features Danish model Eddie Klint, who opened Prada's spring-summer 2007 men's wear show in Milan on Tuesday evening.

The visual will break in August issues of W, Men's Vogue and Allure in the U.S. In conjunction with the rollout of the scent, the advertising plan will also widen in the fall to include more magazines. Industry sources estimate at least \$10 million will be spent in the U.S. to support the launch of the men's scent.



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Ralph Lauren Launches Four

By Michelle Edgar

NEW YORK — L'Oréal USA is looking to score a fourth winner in the men's fragrance sweepstakes, with Polo Double Black, the latest installment in its series of Polo fragrances.

A year ago, L'Oréal's Ralph Lauren Fragrance Division launched Polo Black and it shot up through the rankings, settling into number five in U.S. department stores, where it now resides, according to executives quoting NPD Beauty. "This was the most successful [Ralph Lauren] men's launch in a four-month period," said Serge Jureidini, general manager of the Designer Fragrance Division, who is due to become head of the division Saturday, when Jack Wiswall vacates the presidency and moves into a corporate role. Jureidini added that Polo Black ranks in the top 10 internationally.

Counting Lauren's men's and women's fragrances together, Jureidini maintains that Ralph Lauren is the number-one resource operating on the fragrance bar in department stores.

Last year's Polo Black followed the 2002 entry, Polo Blue. They are the offspring of the original green-hued Polo, which was launched in 1978. The Black, Blue and Green versions all rank in the top 10 of men's department store fragrances.

For Polo Double Black, the company is shooting for the top five, when the new fragrance makes its debut in 2,000 department store doors early October. One of the ways in which Double Black was designed to stand out is that it is the first Oriental scent in Lauren's men's stable.

"In the lifestyle of the Polo man, there are many facets. We're now taking it to a new level," said Signe Gammeltoft, president of Ralph Lauren Fragrances Worldwide. "It's the new sexier, edgier chapter in the luxurious life of the Polo man and the Polo lifestyle. Our man is worldly and a globe-trotter. He's more individual and more edgy."

Continuing the story of Polo Black by targeting men between the ages of 25 and 45, the company

What's New in Betseyville: Johnson Does Fragrance

By Julie Naughton

NEW YORK — Betsey Johnson has always done things her own way and in her own time — and her first fragrance, due out this fall, is no exception. While she's aware that she's launching her scent during a jam-packed season, the quirky designer seems unfazed by the maniacal market competition that awaits her.

"We have wanted and needed a fragrance for so long," said Johnson during a recent interview at her Seventh Avenue showroom here recently. And she was definitely hands-on, helping to develop the fragrance, a fruity floral, in cooperation with Mane USA, Colorful Licenses and the Karis Group. It has top notes of juicy pear, tangerine, grapefruit and black currant; a heart of freesia, lily of the valley and apple, and a drydown of cedarwood, sandalwood, praline, amber and musk. While the rose is a Johnson apparel design symbol, there's no rose in the fragrance formula. "I figured, screw it, as long as it smelled good," Johnson said. "There's a good balance of flowers, food and fruit."

So far, Johnson said her personal test group — her daughter, Lulu, and several male friends — has given it a stamp of approval. "And I love that Lulu loves it — she can be critical about these things!" (Lulu also produced another of the designer's passions: her first granddaughter, Layla, born in March.)

Equally important to Johnson was the perfume's bottle. "I've bought perfumes just for the bottle — even when I hate the smell!" she said, noting that she's accumulated quite a collection of them over the years. The Betsey Johnson fragrance bottle is modeled after what she calls a "grandma-funky, musty-misty" bottle she found decades ago, but brought up to date with signature Betsey touches, including a flexible fuchsia fan-like top. "What I liked about this is that you can throw it in your purse, but when you put it on your dresser, it's an absolute trip," she said. Eau de parfum in two sizes — \$55 for 50 ml. and \$75 for 100 ml. — will be offered, as will two ancillaries, a 200-ml. bath and shower gel for \$28 and a 200-ml. body lotion for \$28.

The outer carton is a lively mix of leopard-print and rose patterns, with each side of the carton slightly different. "That way you can do a modern display, or a funky display," said Johnson. "Then one day, we can float glitter in it, or change the design. It's a trip."

However, noted Kristine Spurney, vice president of Karis Group Ltd., "It's not going to fit in the normal case line," she said. "We're going to work with individual retailers to find the display situation that's best for them."

The collection will be launched in Bloomingdale's in August for a monthlong exclusive, then will roll out to select Macy's, Nordstrom and Betsey Johnson boutique doors in September, for a total of 400 department and specialty store doors by yearend. The distribution will continue to build next year, said Spurney. A global launch will also ensue — Japan this fall, as Johnson opens her first free-standing Betsey Johnson store in Tokyo, as well as in Russia and Dubai — followed next spring by the U.K., France, Italy and others, she said.

While none of the executives would comment on projected sales or advertising spending, industry sources estimated that the scent could do at least \$15 million at retail in its first year on counter in the U.S.

While Johnson and her longtime business partner, Chantal Bacon, have run the Betsey Johnson label since 1978, the licensing blitz is something of a new development for the designer. Over the past three years, she has added licenses for shoes, lingerie, handbags, belts, eyewear, cold weather accessories, watches, jewelry, swimwear and home products. A perfume has been a goal for a long time, she said. "We've been approached a lot," said Johnson. "But the distribution that other companies wanted to do was not consistent with the Betsey Johnson distribution, so we just held back." Added Bacon, "That's really what we've done with all of our licenses. Until we've seen the perfect partner, we've opted to wait."

National print ads, which will begin running in September fashion, beauty and lifestyle magazines, are something of a departure for the Betsey Johnson franchise. "We always opened a new store, rather than advertising," Johnson said. "It was always, '\$100,000 there, or should we open a new store?' So we always did our stores. Now, I'm in a different world because we are advertising." She admits it was more critical for the fragrance: "If you don't advertise, you don't have a perfume," she said.

David LaChapelle did the ad image, a stylized visual of Johnson draped on a swan. Unlike many other designers, Johnson is quick to point out the wonders of Photoshop and airbrushing. "It's not really me, but I was really there," said Johnson of the drop-dead bod depicted in the shot. Surveying her chest with a laugh, she added, "He gave me C-cups!"

Calling Lulu "my biggest adviser," Johnson said she just decided to go for it with the ads. "Lulu said, 'This is the time to be the fantasy, [the] most gorgeous.' And I think that my customers will get the joke. It's not high art — it is far-out art. All that money for a half-a-second flip," she said of the advertising. "[Readers will] think, 'She's not Beyoncé — she doesn't have tits like that!' But they will say, 'Far out — she's looking good for old age! I like her spirit!'"

Johnson will continue to build the Betsey Johnson empire on a global basis this year. In addition to the fragrance and her first store in Japan this fall, she's also contemplating doing a men's wear line. "There's a guy audience that keeps bugging me for men's wear," she said. How about a men's fragrance? "We've already got one! The nose guy said something out of the blue about making men's. There are two ingredients we're adding to the women's that twists it into the guys' fragrance." No word on when it will be launched, however.

Now that she's finished her first fragrance and has a second nearly ready to go, Johnson has turned to designing another dream: a color cosmetics collection. She wouldn't say with whom — "We haven't signed the papers yet!" she said with a laugh — but she's having a blast in the development process, she said. One thing is for sure, she promises: "We're going to rock the counters!"

Not that she's planning on abandoning fragrance. "I can't wait to start designing the next [women's] one — and it's not going to be a little sister to this one," she said. "It will be the difference between wearing a black sheath dress, very sophisticated, to a white, eyelet, ruffy dress. It'll be going from Greta Garbo to Twiggy."



The Betsey Johnson ad and fragrance.



PHOTO BY THOMAS IANNAQUONE

h Scent in Polo Franchise

hopes the new dimension of edginess — a concept that will be carried out in everything from the packaging to the advertising — will recruit a new customer.

"We wanted to leverage the iconic polo player logo and provide a distinctive fragrance and design. It was key for us to craft a fragrance that really connects to the ultimate expression of seduction," said Richard Pinabel, vice president of global marketing worldwide for Ralph Lauren Fragrances.

Ed Fox, senior vice president of domestic marketing, added that the accumulated Polo imagery has built up a great deal of credibility. "The Polo lifestyle is an amazing positioning and starting point. It has a great equity to build upon."

Created by Ellen Molner of Givaudan, Polo Double Black is a fresh Oriental scent composed of top notes of mango and pepper; middle notes of roasted coffee and Indonesian nutmeg and bottom notes of rich woods along with cardamom and juniper berry spices. Though both Polo Double Black and Polo Black use mango as the opening accord, Polo Black emits a freshness, while Double Black offers a spicy aromatic Oriental fusion.

While L'Oréal does not break out sales projections or advertising budgets, industry sources estimate that Polo Double Black will have to do \$30 million at retail to land in the top five. According to market sources, last year's Polo Black did \$35 million in the first four months of its launch.

Double Black's marketing positioning is reflected in the bottle design and packaging, which was designed by Bormioli Rocco. The black against black play between the matte and glossy finish on both the bottle and the outer packaging aims to give it a sharper, edgier appearance. The fragrance will be available in two sizes — \$47.50 for a 2.5-oz. eau de toilette and \$65 for a 4.2-oz. EDT. There will



Ed Fox, Serge Jureidini, Signe Gammeltoft and Richard Pinabel.

PHOTO BY KALE ERICKSEN

also be After Shave Splash, which will retail at \$45 for 4.2 oz.

Following domestic launch in October, Polo Double Black will roll out internationally in select foreign markets.

In the U.S., print advertising will break in 20 October men's and women's fashion, lifestyle and beauty magazines. According to Fox, 50 million scented impressions will be made. Shot by Bruce Weber, the ads will feature Ralph Lauren model Nacho Figueras, who appeared in Polo Black and men's fashion ads.

Industry sources estimate that the advertising and promotional budget for the launch could amount to \$10 million.

Walgreens Reinvents Image With Beauty

Continued from page one

into the competitive fray with rivals like CVS and Brooks-Eckerd, which already operate their own exclusive beauty and wellness sections. The Walgreens effort could generate as much as \$35 million to \$45 million in sales its first year, according to estimates by industry sources. Chain executives assert that much of this revenue will be an incremental gain over existing beauty sales.

Walgreens, a \$42 billion chain, is widely regarded as the nation's second largest beauty retailer, behind Wal-Mart, with beauty sales accounting for as much as 12 percent of overall sales, a much higher share than the industry average.

In an off-site meeting at the start of the National Association of Chain Drug Stores Marketplace here earlier this week, WWD learned about Walgreens' two-year journey to bringing premium skin care in a simple, affordable way to the mass market. While Walgreens' move had much to do with a desire to outmaneuver its competitors, Michelle Hobson, Walgreens manager, strategic business development and beauty, said what ultimately drove the decision to carve out a masstige skin care destination is based on what the retailer is not doing well now.

"We need to be a better partner with our customers and deliver better concepts, and we need to be top of mind with her when she thinks of skin care," Hobson said, adding that the effort will be a halo on the store. "It's not just about building skin or beauty. It will brand us for the future."

Hobson, along with several Walgreens vice presidents, including Kathy Steirly, divisional vice president and general merchandise manager for beauty and fashion, visited Europe three times, including a week-long trip last fall, when the team met with as many as 40 European retailers, such as Boots and Carrefour. The visit solidified Walgreens' decision to transform existing store displays, which currently merchandise promotional packs and new beauty items at the front of the store, into upscale-looking islands with brushed steel and metallic accents, glass shelves and curved fixtures in about one-fifth of the retail base.

Hobson's main concern with the beauty endeavor was not just finding the right brands, but delivering them in a special way.

Enter Nick Hudson and Alain Torcat, founders of Excelsior Beauty, a beauty marketing company that works with brands and retailers in building masstige beauty offerings. The duo, former Boots The Chemist executives, partnered with Walgreens to develop European Beauty Collection, seven lines from five countries — France, Spain, Greece, Germany and Switzerland — representing some of the most popular lines in Europe. Excelsior Beauty is based in both New York and Paris, with a team of 10 people working on different accounts.

Most of the brands within EBC are privately held, with sales ranging between \$400 million and \$500 million. Hudson said many had put off entering the U.S. since both the mass and prestige arenas can appear daunting. In the mass market, just a small number of brands dominate sales, driven by very expensive national advertising. In department stores, the competition is fierce and has limited distribution.

Normally competitors, the seven brands will collectively offer more than 130 products, which will be sold exclusively at Walgreens until at least 2007.

Brands were selected to appeal to women's various skin care needs in the eye, cleansing, treatment (mask and exfoliators), antiage, hand, body and slimming categories.

About 20 items from each brand were chosen to best represent each line and to make selection easy. There's Institut Arnaud Paris, a hi-tech face and body care line that has been widely used in French spas for more than 60 years.

Art Deco is a brand hailing from Germany and is the number-one selling skin care and cosmetic brand in department stores and perfumeries there, Hudson said.

Skincode Switzerland is a range of herb, plant, vitamin, and oil-rich items which are developed in conjunction with The University Hospital in Zurich.

Spa Aquatique is another French spa brand in the collection and uses marine-based formulas.

Red Water, from Greece, uses Loutrochori thermal spring water, olive oil and herbs in formulas.



Red Water, a beauty line from Greece.



La Fleur Organic is a line of organic body, hand and face products developed in Provence, France.

Oli, a Spanish brand, focuses on antiaging for the face, hair and body and uses olive oil as its base ingredient.

The EBC will roll out to stores in October and will be located on a 9-foot display adjacent to the skin care area. One side — a 2.5-foot endcap — will stock Art Deco, what is perceived to be the collection's most exclusive brand, in an effort to stop customer traffic. Curved shelving and overhead signage is designed to lead customers to the collection's six other brands on one side of the display, where every 18 inches another brand will be vertically merchandised. The display's other two sides will stock promotional and new cosmetics items.

"We are making it look like a department store so that the customer shopping basic skin care can't help but notice it. But what we are also trying to do with this front endcap is to get her to stop and say, 'Where am I?'" Hobson said.

Some of the items sell for upward of \$100 in Europe, Hobson said, but she aimed to find the right price for her customer in the mass world. Prices in the collection will range from \$13 to \$60 with the average price at \$27, which is in line with items by Procter & Gamble's Olay or Johnson & Johnson's Roc.

"Our number-one item is a \$29.99 one in our entire skin care wall and we have 500 items so our customers are really ready for this," Hobson said.

While enticing its traditional beauty shopper, who may "trade up from Neutrogena to Skin Code," Hobson believes EBC has the potential to attract and even convert a prestige and specialty shopper.

"Of course with anything there is going to be cannibalization, but I think ours will be very minimal because we are going to be pulling that customer who is outside of our world today."

Walgreens' employs anywhere from two to four beauty advisers in each of its stores across the country, each of whom will be key to the launch's success. Their supervisors, about 80 strong, are being brought into Chicago, Walgreens' headquarters, in August for a two-day training course talking about the brands, how to sell masstige beauty and how to select which brand makes the best sense for any given customer.

Testers — a new territory for Walgreens — as well as millions of samples, will allow shoppers to browse and educate themselves, too.

"Part of what will make this work as we try to mimic department store theater is sampling and testers. Each brand will have testers, brand cards and a self-serve manual, which will help those who want to shop in a self-service mode. The adviser will have samples behind the counter, too. That is a critical component and the vendors have invested in this," Hobson said.

Consumers will learn of the new beauty offerings through Walgreens' weekly print and direct mail initiatives, as well as an "e-vite" program and in-store radio messages.

The 12-month test will be evaluated closely and often, particularly at the six and nine months points, when alternate brands may be considered, based on performance. If successful, new brands will be considered for inclusion, as will items for the cosmetics, bath and aromatherapy categories.

What may give Walgreens' EBC initiative an edge up from competitors is that it is a collection of different brands offering different end benefits. CVS, on the other hand, offers six of Boots The Chemists' most popular homegrown cosmetics and skin care lines, which are now available in some 150 CVS stores. Industry sources said Target is planning to roll out the brands to all of its doors, and CVS plans to roll them out to 1,100 stores. About 10 Brooks-Eckerd stores feature Dermo Skin Care centers, offering European dermatological skin care brands Vichy and Avene. These store-in-stores look to differentiate it from competitors and generate store traffic from shoppers who weren't purchasing skin care in drugstores.

Walgreens had actually tested one of these centers in their stores, but the EBC rollout will put a halt to further Dermo Skin Care experiments.

Wendy Leibmann, president of WSL Strategic Research of New York, said Walgreens' move is about differentiation and in this consolidating retail world, creating a difference between "X" and "Y" can mean success or failure. The breadth of stores EBC will affect is a broad stroke for the retailer, she added.

"That is very different for Walgreens. They see they need to make a difference now," Leibmann said.

Hudson views the masstige world as one that is only beginning to break ground in the U.S. and predicts that eventually drugstores will resemble their Canadian and European counterparts by offering even prestige brands.

"It might take 20 to 30 years but I think it will happen," Hudson said. "I can't see why the U.S. is the only market in the world where there isn't a middle ground."

— With contributions from Michelle Edgar and Faye Brookman



Art Deco, skin care from Germany.

ADVERTISEMENT



“Value is not just about price; it’s a measure of quality. New York Color is all about value, quality, on-trend color, prestige-inspired packaging and results that rival more expensive cosmetic brands.”

Harvey Alstodt
president, Del Cosmetics



Del Labs boasts a roster of powerhouse brands. N.Y.C. New York Color, an internationally distributed, prestige-inspired value brand of color cosmetics, is red hot.

“Women today are looking for more than just a price, they want great product performance,” said Harvey Alstodt, president, Del Cosmetics. “Our consumers are saying, ‘your product gives me beautiful results, I never would have guessed it costs only \$1.99.’ Value is not just about price; it’s a measure of quality. New York Color is all about value, quality, on-trend color, prestige-inspired packaging and results that rival more expensive cosmetic brands.”

Recent N.Y.C. New York Color product introductions include Nail Glossies, a fashionable line of high-shine nail color, and two new eye shadow collections: Eye 2 Eye Color & Contour Shadow Duos, and Mod Quads, a cream liner and three coordinating shadows in one kit. The collections incorporate an advanced non-flaking, no-smudge formulation in a range of off-the-runway shades.

The company is also launching a collection of Color Wheel Mosaic Powders: ultra-sheer, soft, natural-looking pressed face powders in three skin-brightening effects: Translucent Highlighter Glow, Pink Cheek Glow and All Over Bronze Glow.

“We understand what products appeal to consumers,” said Alstodt. “We introduce new products at least two to three times a year, with an emphasis on fresh colors and new formulas. Staying on-trend is what this market is all about. We guarantee our products to be extremely effective. We will always be ahead of the curve—challenging ourselves to meet the changing needs of today’s multicultural consumer.”

The company’s first step in generating awareness of N.Y.C. New York Color is through the most comprehensive integrated marketing campaign the value category has ever seen. The company hopes the multi-pronged advertising, promotion, public relations, in-store and local event marketing initiative will further accelerate the value category and significantly grow the N.Y.C. New York Color brand throughout 2006 and 2007.

N.Y.C. New York Color plans to invest over \$11 million in the campaign over the next 12 months, delivering its message to over 800 million impressionable American women.

And it appears the brand is making quite an impact.

“Dare to Compare is a campaign where we go out in the streets with our vans all over the country and have consumers test products. We let them try prestige products like Chanel, Lauder, Mac or Benefit, and then sample similar New York Color products, all without revealing which is which,” explained Alstodt. “More than 50% choose New York Color as the better product.”

Alstodt noted that even in New York City, N.Y.C. New York Color edged out prestige competitors by more than 50%. “It was a very tough choice for participants and some had to guess, so that gives you an idea of the quality of our products. Our testers didn’t see enough of a difference to warrant the price difference. This is the strength of the New York Color brand.”

Another point of difference for New York Color is the fact that consumers can create an entire look using 14 New York Color products at a remarkable price. The total makeover cost: \$38.86.

“What would it cost for a similar makeover with prestige products?” Alstodt said. “Choose 14 comparative prestige items, and you would have to spend a total of \$268 to get



the same look. The makeovers we’re doing in the streets—in Texas, Illinois, New York, California, Minnesota and Massachusetts—consumers are learning they can get the same looks for less.”

The future of New York Color will see continued innovation and new products.

“We are looking at some exciting new technological advances,” said Alstodt. “We expect to bring them to the value category at our target price point.”

“Women are sophisticated, they shop, they know prices,” he continued. “Today’s cosmetics consumer will not pay just any price. She’s not driven by the idea that if the price is higher, it means a better product. She is beautiful and smart; she knows she can be beautiful without paying more.”



Teens Weigh In on Beauty at NACDS

By Andrea Nagel and Faye Brookman

SAN DIEGO — The ever-shrinking drugstore industry at times made attendance at the National Association of Chain Drug Stores' Marketplace meeting, held June 24-27 here, appear poor. But statistics from NACDS reveal that the number of people flocking to the San Diego Convention Center numbered 3,900 — about even with last year. That breaks down to 3,150 manufacturers representing 600 companies and 750 retail buyers from 210 retail companies.

A successful show required pre-booked appointments, said one vendor, responding to those exhibitors who said it was hard to get buyers to their booth. An executive from a top drug chain added, "I don't like when people complain about attendance at this meeting. At no other meeting do you get the level of attendees as Marketplace."

High-level executives such as Revlon's Karl Obrecht, Maybelline's Steve Lutz, CVS's Chris Bodine, Kerr Drug's Anthony Civello, Wal-Mart's Yale Martin and Rite Aid's Gerald Cardinale were seen walking the show floor. Among them were smaller players, such as Lotta Luv's Steph Fogelson and Styli-Style's Grant Berry.

Keeping attendees busy prior to show floor business meetings were sessions on various topics, including one on the characteristics of the loyal drugstore shopper, and another on how to increase purchases during a customer's "quick trip" to the drugstore. One of the best attended sessions was Teen People's Trendspotters, where attendees got to ask teens about what they thought of the products they saw on the show floor, as well as what drives their own purchases. This year's teen panel included three African-Americans (two girls and one boy) and one Caucasian (girl). Among the revelations:

- The teens usually visit mass retailers for their purchases first, then drugstores.
- Between Target and Wal-Mart, all four prefer shopping Target due to its organization, clean aisles and decor. One teen, however, liked Wal-Mart's lower prices.
- When shopping trips aren't planned, the teens tend to be interested in items



Steph Fogelson of Lotta Luv.



Styli-Style's August Zolfo and Grant Berry.



Wendy Liebmann of WSL Strategic Retail and CVS' Cheryl Mahoney.

Yale Martin of Wal-Mart.

that catch their eye, due to in-store promotions.

- Each teen said they have about \$20 each week to spend on purchases.
- Some standout items at the show were Jane's Makeup in a Box, Max Factor's Lash Perfection Mascara and Neutrogena's Mineral Makeup.
- Department stores and specialty stores (namely Bath & Body Works) are where the female teens usually buy face and color cosmetics, whereas drugstores were ideal for eyeliner and mascara.
- All the teens said they prefer a body spray to a fragrance for day, and reserve perfume for nighttime or special occasions. The girls buy their fragrance at department stores or Victoria's Secret.
- Not one teen uses a loyalty card, yet one said she has a CVS loyalty card.
- Not one teen used coupons but each said they would be encouraged to purchase a product if a coupon were on the item's package.

Next year's NACDS Marketplace meeting is planned for Boston.

SNIPPETS

AXE SCENTS IT UP: Unilever's Axe brand is entering the fragrance game in the fall with a male scent called Axe Lab, to retail for \$29.95.

NEUTROGENA HEADS EAST: Neutrogena has moved closer to parent company Johnson & Johnson with its official home now in Chelsea as of Monday. The company also has a busy lineup planned for next year with new items including Glow Sheers, Mineral Sheers Blush and Moisture Shine Soothing Lip Color. Glow Sheers are made from a multivitamin complex and are designed to provide lightweight coverage and a natural glow. Retailing for \$12.25 each, the product launches in January and will be available in four sheer skin tones, an all-over face bronzer and an all-over face bronzer with a sunless tanner. Next spring, the company will introduce five Mineral Sheer Blushes — three soft shades and two illuminating shades, each retailing for \$12.25. Neutrogena also will launch 10 lip colors in Moisture Shine, which will retail for \$8.99 each. Packaged in shiny metal, the lip colors have an SPF 20 and will include colors such as Sparkling Nude, Peach Sorbet and Shimmering Blush.

MARYKATEANDASHLEY: A premium scent for the famous twins could be in the works from Coty. Coty has opened up distribution to mass on Baby Phat and JLo Live.

FORMULA FOR SUCCESS: Physicians Formula is red hot and

the company plans to add 133 new items next year. With more space up for grabs on peg walls, Physicians hopes to expand at least two more feet.

RICH IN MINERALS: "Leslie Blodgett was onto something with Bare Escentuals and there was nothing in the mass market," said Allan Mottus, industry consultant. Now there are several options. Neutrogena was first out of the market, followed by L'Oréal. At Marketplace there were also entries from Mirage and Milani. Retailers wonder if the mass market is ready to convert from traditional products to minerals and if there is room for a plethora of entries.

THE NATURAL MOVE: Retailers including Walgreens, CVS and Longs Drugs are experimenting with naturally positioned products from companies such as Burt's Bees and Jason. Marketplace was a hotbed of natural and organic debuts.

ANTIAGING FOR AVEENO: Aveeno is hopping on the antiaging bandwagon with four new items it plans to introduce early next year. Composed of natural active ingredients, the products are designed to exfoliate, renew and regenerate.

HOT PICKS: Teen People's Trendspotters once again chose what products they thought were standouts at NACDS Marketplace. Out of 10 winners, eight were in the beauty category: Jane & Co. won Hottest Cosmetic Product for its Makeover in a Box; Neutrogena's Hair & Body Wash won Hottest Hair Care Product, and Bodyology Lotions & Body Wash won Hottest Skin Care. Bonne Bell took home two awards, Hottest Daily Hygiene Product, for its strawberry Starburst Body Wash, and Hottest Product Innovation for Flip Style. Most Buzz-Worthy Product went to Lotta Luv

Lip Glosses and Lip Balm products. Biore won Hottest Packaging and TAG Body Shot won Hottest Product Delivery.

MEET THE MARKET: Meet the Market has continued to evolve with buyers and suppliers saying the meetings have become an efficient way to generate interest in new items. There were about 12,000 eight-minute meetings over the three days of Meet the Market.

MASS CONFUSION: According to a survey of women executives — who are also primary shoppers — foundations and lipsticks are as confusing to shop as computers and jeans. "What does that say about what we are doing in our stores?" questioned Wendy Liebmann, president of WSL Strategic Retail. She hosted a panel of executives calling for improved education on packaging, in-store testers, saleable samples and edited elections.

AMBI REACHES OUT: Ambi, under the Johnson & Johnson family, extends its reach into multicultural skin care, targeting not just African-Americans, but women with richer skin tones including Asian and Latina skin types. The company, known for general facial skin care, has plans to extend into body care, too. This month the company launched a daily facial care line, along with reformulating its fade creams to better meet the skin care needs of women with richer skin tones. Ambi's Even & Clear skin care line — made up of a foaming cleanser, exfoliating wash, daily moisturizer and acne-clearing treatment — is designed to help treat and prevent breakouts and minimize dark marks. According to a source, Ambi plans to bring in \$10 million within first-year sales, and \$60 million over the next five years.

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Barneys Makes Room for Chantecaille Spa

NEW YORK — Cosmetics and fragrance mavens Sylvie and Olivia Chantecaille are hoping Barneys New York will provide plenty of positive energy to help them fine-tune their vision of the ultimate spa experience.

Tucked away into a corner on the fourth floor of Barneys, located at 660 Madison Avenue here, the Chantecaille Energy Spa is an extension of the mother-daughter duo's original London-based spa, which opened in 2004. Sylvie Chantecaille commented that she and her daughter have always had their eyes on the New York market.

"I thought Barneys would be great because they understand newness," she said.

And a new genre of spa is exactly what the Chantecailles want to create. Infused with the pair's signature rose-scented

beauty products, each service aims to dramatically reduce stress levels, said Sylvie Chantecaille.

"Stress is the number-one killer among us. We're overwhelmed with work, life and just trying to do so many different things," she said. "It's important for us to showcase various ways in which people can bring their stress levels down."

Services include the Energy Lift Facial, a treatment that uses the combination of a lymphatic drainage and acupressure massage, along with a cleansing mask to lift and revitalize the face. Another is the hour-long Flower Facial that combines oil and flower waters to purify, lift and tone the skin.

The Chantecailles have also tapped into the phenomena of energy healing by offering a treatment that utilizes an

Energy Analysis Machine. The machine captures the color of an individual's aura and chakras — colored circles of energy said to connect emotional, physical and spiritual well-being — to find imbalances in the networks of energy. A trained analyst reads these electromagnetic pulses, which are displayed on a computer screen, and then recommends energy healing or customized essential oils. The energy-healing sessions, conducted by Reiki master Joan Steele, are intended to balance the chakras.

"I always believe that you should have a good mix of science with beautiful products," Sylvie Chantecaille said. "That is what I think is luxury."

Prices for services at the Chantecaille Spa range from \$50 to \$250.

— Andrea Arterbery



PHOTO BY UCHIN ADJUNO

Select Chantecaille products.

By Night: The Glam Side of Jette

MUNICH — Jette Joop is set to party with By Night Jette, her second scent — a sexy and glamorous answer to last year's Jette, which had a sensual and romantic bent.

By Night, which is described as a seductive, vanilla oriental was composed by Michel Almairac of Robertet. It will be launched in Germany, Switzerland, Austria, Benelux and in the travel retail channel in August, and then rolled out in the fall to Eastern and Northern Europe, the Middle East, Spain and the Balearic Islands.

Industry sources suggested By Night could generate \$20 million in first-year sales, noting that its predecessor, Jette, had exceeded expectations to reach almost double that figure in its first year.

Stefanie Fitzgerald, vice president of marketing for Coty Prestige, would not comment on sales targets or performance, except to say, "We had high hopes [with Jette] and these were definitely overachieved." Jette hit number one in Germany in its first month, and ended the year in the top-six ranking, she reported, as well as performing over plan in Benelux, Switzerland and Spain.

"I really think [By Night] can be as strong, as it complements the first," Fitzgerald continued. "Jette represented the sensual, romantic side. It was a private moment, whereas By Night is the outgoing, sexy, glamorous Jette."

Joop helped design the By Night bottle, which was inspired by a disco ball. The red-to-pink tones of the many-faceted, glass bottle is meant to suggest the heat rising from a crowded nightclub. Indeed, photographer Michel Comte followed Joop and an entourage on a flirtatious night out to an undisclosed New York

club to shoot By Night's ad campaign.

The media plan is ambitious, especially in Germany, which accounts for 60 percent of the Jette fragrance brand's turnover. There'll be a seven-second TV spot for Douglas Perfumeries, in addition to print ads featuring a special tab jutting above the magazine page like a bookmark, as well as a separate cover wrap that can be used as Christmas gift wrapping. Sampling of By Night will include scent strips, spray vials and miniatures.

The eau de parfum is available in 30-ml., 50-ml. and 75-ml. versions priced at 27, 37 and 47 euros respectively, or \$33.90, \$46.40 and \$58.95 at current exchange rates. Three 150-ml. shimmering ancillaries are also on hand: a shower gel, body gel and hair gel, all at 14.95 euros or \$18.75. The body shimmer, which provides a sheen while evening out the skin tone, underwent unusual

quality control. "When we developed it last summer, we got all these girls in white skirts to try out the various versions and find the one that didn't stain," Fitzgerald added with a smile.

Well-known in her home market, where she designs a wide range of products under the Jette label, Joop was a special guest at two events to support By Night at the Müller Perfumery chain and at a Karstadt department store. A nightclub atmosphere was re-created on stage, Fitzgerald said, and Joop "talked to every single salesgirl. She said, 'These are the women who are doing the work for my brand.' In Hamburg, Jette goes into the shops to talk to the salesgirls. She's a real pro."

— Melissa Drier



By Night Jette

Sadick Opens Derm Center

NEW YORK — With bulky medical devices hidden in custom-designed closets, three-dimensional scanning equipment and a sleek interior, the newly opened Sadick Dermatology Center is being billed as the dermatology center of the future by owner Dr. Neil Sadick.

"Our goal is to introduce product, technology and whole-body innovation," said Adam Dinkes, chief operating officer of the facility.

Located at 911 Park Avenue, the 4,000-square-foot center is the culmination of 20 years worth of research and skin care treatments from Dr. Sadick. Divided into six areas of specialty, which include a hair transplant institute and vein center, the center will serve as not only a medical facility, but also as what Dr. Sadick coined a "dermatological think tank." The waiting room can be easily transformed into a lecture area for physicians. It also has wireless Internet, a flat-panel plasma high-definition TV and a tea bar.

Dinkes noted that, while conducting research during the design process for the center, one of the main complaints among patients was that they did not like to be surrounded by medical equipment upon entering the examining room. So the center's design incorporates hidden clos-



Inside the Sadick center.

ets into each room for physicians to store lasers and other equipment they may need. Another feature of the examining rooms are the window screens that, with just the press of a button, easily can shield prying public eyes for our "more high-profile clients," Dinkes said.

Other services offered at the center include quick in-and-out procedures that remove varicose veins and stretch marks, and facial rejuvenations such as botulinum toxins A and B.

— A.A.

Amen to Occupy IFF's Top Post

NEW YORK — Robert Amen, formerly president of International Paper Co., nabbed the top job at International Flavors and Fragrances Inc. The fragrance house named Amen, 56, chief executive officer and chairman effective July 1.

He will take over for Arthur Martinez, who has served as interim chairman and ceo since Richard Goldstein retired at the company's annual meeting on May 9. Martinez will return to his role as lead director of IFF. Amen held a number of different roles with International Paper in his 26 years with the company before becoming president in 2003. His experience building the paper company's international strategy as president of IP Europe should help him mobilize IFF's global platform, which grew tremendously under Goldstein's tenure.

How a paper company executive fits into a flavor and fragrance company may not be immediately obvious. When Spencer Stuart initially was tapped to head the executive search, industry insiders speculated that a food executive from a company such as Nestlé or Kraft or another consumer products firm would be the next leader of IFF, or that an executive might be promoted internally. Still, Amen's global brand-building experience and IP's involvement in sourcing, manufacturing, distributing and selling products should suit the broad range of duties covered by IFF's ceo.

— Amy Choi

Obituary

Irving Bottner, 90, Former Revlon Exec.

NEW YORK — Irving Joseph Bottner, former president and chief executive officer of Revlon's Professional Products Group, died May 31 in Delray Beach, Fla. He was 90.

The cause of death was complications from Alzheimer's disease, according to Edith Ann Ardison, Bottner's personal assistant for many years at Revlon.

Bottner ran the group from 1968 to 1991. In his career at Revlon, he also headed up Knomark Inc., a maker of Esquire Shoe Polish, and Schick Electric Shavers.

Bottner is survived by his wife, Roslyn, a son, Jeffrey, and a daughter, Barbara.

Media/Advertising

What They Are Reading

What will magazine editors be reading as they lounge on seashores and in country cottages during those lazy, hazy days of summer? Mostly, Anderson Cooper.

Cooper's "Dispatches From the Edge" showed up on multiple media summer reading lists this year, as did Sean Wilsey's memoir, "Oh the Glory of It All"; Zadie Smith's "On Beauty," and "One Hundred Years of Solitude" by Gabriel García Márquez.

GQ's Jim Nelson is rediscovering "Commie fiction" this season, while Seventeen's Atoosa Rubenstein will learn about "The Power of Nice." The biggest surprises? Gossip columnists read The New Yorker and Food & Wine editor in chief Dana Cowin plans to spend her summer reading "Tender at the Bone," a book by her chief competitor, Ruth Reichl of Gourmet.

Here is what various media people told WWD they would be thumbing through in the next few weeks. Or, at least, what they'll claim they read come Labor Day. Their responses, all via e-mail, ran the gamut from terse one-liners to book report-length critiques (thanks, Mr. Nelson).

— Sara James

Jim Nelson, editor in chief, GQ

"The richest, funniest memoir I've read in years is 'Oh the Glory of It All' by Sean Wilsey, because it gives me a taste of what my life would have been like if I had grown up rich in Reagan-era San Francisco, if my father had a helicopter and my mother had a dream; if mom had been a fascinating, narcissistic socialite who dated Frank Sinatra, hosted a TV show, and became a very oh-brother-y world-peace activist. But mostly I love the book because it is fundamentally honest, often hilarious and totally uninterested in self-glory.

"Suddenly, Sixties and Seventies Eastern European 'Commie fiction' — which I had banned from my shelves years ago (Too dreary! Too Communist!) — feels fresh again. Milan Kundera's 'The Joke' isn't much of a joke. It isn't really much of a novel. But when the main character loses his job for saying the wrong thing (think 'The Human Stain'

and embarks on an existential road trip, Kundera's flattened style and soaring spirit starts to feel like the missing link between Hemingway and Sartre — lots of sex and searching for meaning (here, they are basically the same thing), but with the shadow of the state hovering over everything. Why does the book feel modern? Maybe it's just the comfort one takes in knowing that an era of political repression will soon end.

"The coffee-table book 'Things as They Are' by Mary Panzer isn't exactly what you'd like to flip through while sipping Nescafé — it's a tough-minded, comprehensive and beautifully designed celebration of the history of photojournalism — but if your coffee and spirit are strong, you will be inspired by the art of the actual."

Graydon Carter, editor in chief, Vanity Fair
 "[I'm] currently reading the autobiography of Oscar Levant that the writer Sam Kashner sent me. And then the biography of Henry Luce's partner, Britton

Hadden, and then P.G. Wodehouse for the rest of the summer."

Linda Wells, editor in chief, Allure

"On Beauty" by Zadie Smith.
 "Flaubert: A Biography" by Frederick Brown.
 "Beloved" by Toni Morrison.
 "The Girls" by Lori Lansens.

Richard Story, editor in chief, Departures

"I am actually rereading South American works or works about South America for our October issue, devoted to all things Latin American: 'One Hundred Years of Solitude,' 'In Patagonia' by Bruce Chatwin, 'The Old Patagonian Express' by Paul Theroux and also a fascinating tome called 'At the Tomb of the Inflatable Pig' by John Gimlette, a British

journalist, which is about all the crazies that end up in Paraguay — from jaguars and Japanese lungfish to defrocked Jesuits and escaping Nazis!"

Amy Astley, editor in chief, Teen Vogue

"Heat" by Bill Buford: "Leave 4 Times Square for the kitchen? This is what my kids fantasize about!"

"Suite Francaise" by Irene Nemirovsky.

"Dispatches from the Edge" by Anderson Cooper: "I read the excerpt in Vanity Fair and now I actually plan to read the book."

"Strange Piece of Paradise" by Terri Jentz: "This book is written by a woman who survived a brutal and random attack many years ago while camping as a young woman...I am always thinking about violence against women, especially young women, because of my work at Teen Vogue."

"Austerlitz" by WG Sebald.

"Marie Antoinette: The Journey" by Antonia Fraser: "I just saw Sofia Coppola's movie."

Leftovers from last summer's reading list:

"Oh the Glory of It All" by Sean Wilsey.

"Them" by Francine du Plessix Gray.

"Mistress of Modernism" by Mary Dearborn: "What fashion editor wouldn't love Peggy Guggenheim?"

Susan Schulz, editor in chief, Cosmogirl

"Prep" by Curtis Sittenfeld.

Atoosa Rubenstein, editor in chief, Seventeen

"The Power of Nice — How to Conquer the Business World With Kindness" by Linda Kaplan Thaler and Robin Koval.

Paula Froelich, Page Six

"Tabloid Love" by Bridget Harrison.
 "Parting the Waters: America in the King Years" by Taylor Branch.
 "The Sound of No Hands Clapping" by Toby Young.
 "Geek Love" by Katherine Dunn.
 "The Sand Cafe" by Neil MacFarquhar.
 "Cesar's Way: The Natural, Everyday Guide to Understanding and Correcting Common Dog Problems" by Cesar Millan: "Karl Froelich...has taken to trying to bite shy people."
 "About 20 back issues of The New Yorker"

Jesse Oxfeld, co-editor, Gawker.com

"I've got literally about a year of New Yorkers stacked up, and I've got to catch up or else I break my streak. (It's a true fact of my life — or at least it was until this backlog — that I've read more than 90 percent of all nonfiction published in The New Yorker since 1992.)"

Nancy Novogrod, Travel + Leisure

"The Lost" by T+L contributing editor Daniel Mendelsohn.

"Absurdistan" by T+L contributing editor Gary Shteyngart.

"Spy: The Funny Years" by T+L senior editor George Kalogerakis, Kurt Andersen and Graydon Carter.

"American Pastoral" and "I Married a Communist" by Philip Roth.

"The Virgin Suicides" by Jeffrey Eugenides.

Judy Nolte, editor in chief, American Baby

"I'm ready for a challenge — to finally finish 'One Hundred Years of Solitude' by Gabriel García Márquez."

Mike Lafavore, editorial director, Meredith

"Bound galleys of 'L.A. Rex,' a first novel by a South Central cop; 'Mayflower' by Nathaniel Philbrick; 'The People's Act of Love' by James Meeck, a novel set in Siberia in 1919, and 'Send in the Idiots: Stories From the Other Side of Autism' by Kamran Nazeer, a book about four classmates with autism in the New York City school system by a writer who is himself autistic."

Susan Wyland, editor in chief, Weekend

"On my reading list: Jeffrey Eugenides' 'Middlesex,' which is set in Detroit, where I'm from, but I've still not read; 'The Glass Castle: A Memoir' by Jeannette Walls, and Julia Glass' new novel, 'The Whole World Over,' which I just ordered from Amazon."

Dana Cowin, editor in chief, Food & Wine

"The Scavenger's Guide to Haute Cuisine" by Steve Rinella.
 "Elements of Style" by Wendy Wasserstein.
 "On Beauty" by Zadie Smith.
 "Tender at the Bone" by Ruth Reichl.
 "Dispatches From the Edge" by Anderson Cooper.

Melissa Milrad Goldstein, fashion and beauty editor, Better Homes & Gardens

"If I get a moment between playing Candy Land and reading 'Good Night Moon,' I plan to indulge in some Anderson Cooper and read his book, 'Dispatches From the Edge.' I hope he writes as well as he looks."



Jim Nelson

Linda Wells

Atoosa Rubenstein

MEMO PAD

PARALLEL UNIVERSE: Wondering why Andy Pemberton got sacked as the editor of Spin after only two issues? Just take a side-by-side look at that magazine and Blender, where he was the founding editor. A comparison using two recent issues:

Blender's newsy front of book section: Burner: Everything you need to know and plenty you don't.

Spin's newsy front of book section: Barometer. Everything that's hot. Or not.

Blender's front story in Burner: The assassination of Proof and Pig Hawk, two rappers and friends of Eminem.

Spin's front story in Barometer: The assassination of Proof and Pig Hawk, two rappers and friends of Eminem.

Blender's signature colors: Red and yellow.

Spin's signature colors: Red and yellow.

Number of Q&As in Blender: 7.
 Number of Q&As in Spin: 8.

Number of times Pete Doherty appears in Blender: 1.
 Number of times Pete Doherty appears in Spin: 1.

Headline for Blender's feature on Gnarles Barkley: Who are these masked men?

Headline for Spin's feature on **Pety Kimble**: Who is this man?

Lists included in Spin: America's 101 Wildest Parties; The 25 Hottest Stars Under 25.

Lists included in Blender: Rock's Nastiest Divorces; The five most influential musicians of the last five years; 33 things you should know about the **Red Hot Chili Peppers**.

Back page of Blender: 15 Questions

for **KT Tunstall**.

Back page of Spin: 25 Big Questions for **Jimmy Wales**. — **Jacob Bernstein**



BYE-BYE, BLASENGAME: Senior writer **Bart Blasengame** is blowing off Details — and the magazine business — and moving to Portland, Ore., to become a DJ on a radio morning show. Over e-mail, Blasengame confirmed his departure but said he will continue to do some freelance work from Oregon and will appear as a contributing editor on the Details masthead. A celebratory send-off, entitled "The Very Long Goodbye of Bart Blasengame," was held on Wednesday at Delancy, a club in lower Manhattan. And a very long goodbye it was. "[We] did karaoke into the wee hours," said Blasengame, who did not serve as DJ at his own event. "Nothing says goodbye like making a complete a-- of yourself." Blasengame has been

with Details (which, like WWD, is owned by Condé Nast Publications) since it relaunched in 2000. — **Sara James**

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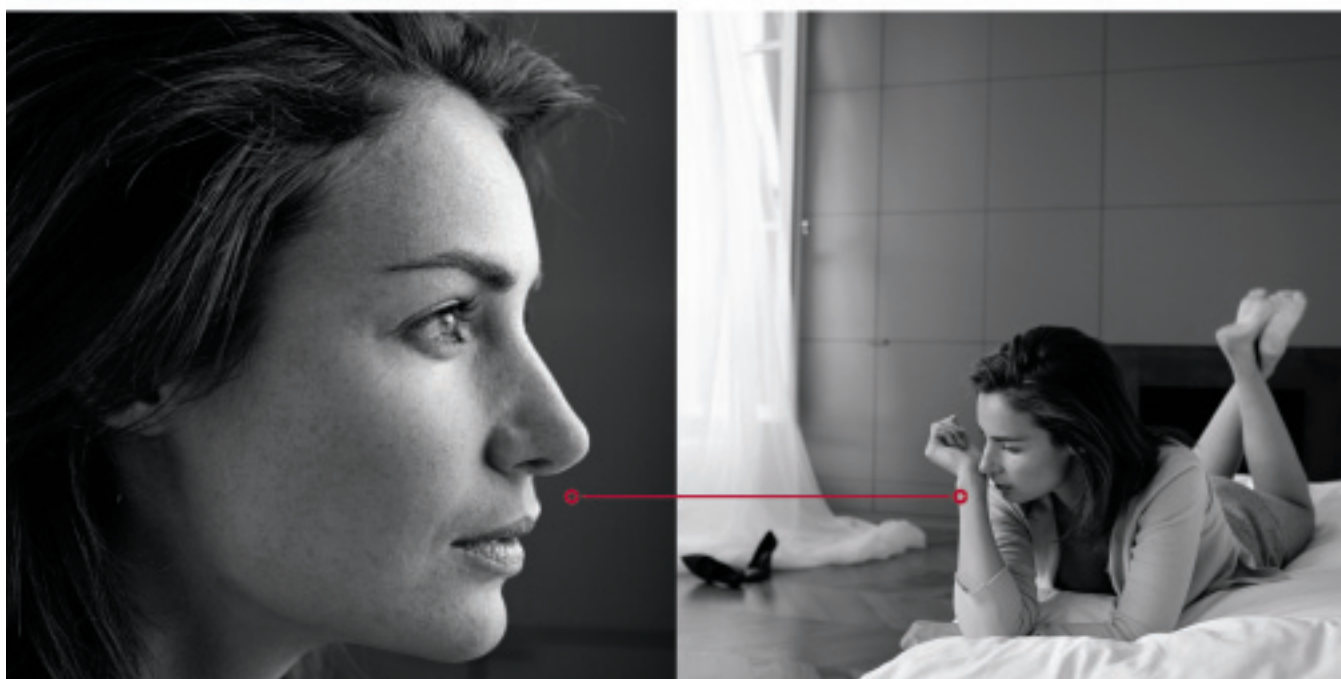
POETIC LICENSE: While rumors continue to circulate about plans for a **Kate Moss** autobiography, the model has had at least one literary endeavor published, or so it seems. A poem, reportedly penned by Moss, has been published in the English underground literary magazine, Full Moon Empty Sports Bag. In it, the poet laments **Pete Doherty's** drug addiction. "You love them more than you love me/That's why I could cry all day long/That's why I can't breathe [sic]." An image in London's Evening Standard, which broke the story Thursday, shows the poem scribbled on a page in Doherty's journal, alongside the musician's own scrawl. Moss' spokesman could not be reached for comment at press time. However, with Orion Books set to publish extracts from Doherty's personal journals next March, Moss' poem may be the first of many revelations about the former couple's chaotic courtship. — **Nina Jones**

FALL FOLIAGE

As the retail landscape continues to consolidate, the outpouring of new fall fragrances is nonstop. In the following pages, WWD examines the market dynamics and trends driving the scent category, compiles an exhaustive list of new product entries and samples retailers' assessments of the coming season.



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Brighter Days Ahead for Fragrance

By Molly Prior

NEW YORK — Along its road to recovery, the fragrance business is bracing for more speed bumps this fall, including the closure of 80 Federated Department Store doors this year.

But despite a succession of yellow caution signs — including lost store sales, rapid-fire launches and a flood warning for celebrity scents — The NPD Group has declared the fragrance business is turning a corner.

Total prestige fragrance sales increased a respectable 3 percent to \$2.94 billion in 2005 — just shy of reaching \$3 billion for the first time. Women's fragrance sales inched up 2 percent to \$1.97 billion, while men's sales surged 5 percent, nearly hitting the \$1 billion mark, according to NPD.

The consumer tracking firm forecasts that the industry can power additional growth by shifting gears to deal with the road ahead. Its suggestions include:

- **Connect:** Create a rich history behind each scent and tell that story to the consumer, perhaps at the counter or through the Internet.

- **Relate:** Appeal to consumers' individuality by customizing sizes or delivery forms, such as portable scents.

- **Excite:** Put a new spin on purchasing occasions by billing scents as a great date fragrance, an empowering fragrance for a first interview or a lucky scent for meeting the parents.

- **Adapt:** Tap into emerging forms of media — including satellite radio, text message alerts and podcast trailers — to get heard.

NPD stated that such "out-of-the-box thinking" is needed to succeed within a new set of realities. Modest sales gains from mask the business' underlying ailments. By WWD's count a staggering 100 new fragrances are slated to hit the market between July and October. The sheer number of fragrances may succeed in driving sales volume, but unit sales are dragging far behind, according to industry executives. The consumer is finding it difficult to sort through the clutter, and the manic pace of new launches has single-handedly shortened fragrance life cycles, in the view of NPD, which noted that, on average, it takes nearly two women's launches to generate what just one fragrance achieved 10 years ago.

The Federated store closures will only exacerbate these problems. Industry consultant Allan Mottus forecasted the shuttered doors could throw fragrance sales off 7 to 8 percent this year. "I think it's going to be a difficult year, particularly for nonessentials like fragrance," said Mottus. He noted that if last holiday is any indication of what's to come, Internet retailers and mass merchants, offering deep discounts, will continue to steal share from department stores.

NPD, however, anticipates the aftershocks will be a bit more mild, and will still allow 2006 fragrance sales to pick up by 1 to 2 percent over last year.

Through its conversations with consumers, NPD found that the rash of store closures will not deter beauty consumers from shopping the channel. Rather, the end result could be that once the dust settles there will be the same amount of consumers shopping in fewer doors.

"It seems consumers are saying that despite the store closures, they will keep shopping in the department store channel," said Karen Grant, senior beauty industry analyst for The NPD Group.

Using 2005 sales as a guide and subtracting sales of stores slated to close, NPD found that the 80 doors represent 5 to 6 percent of 2005 department store fragrance sales, or roughly \$147 million.

The problem is that a host of specialty retailers, including Bath & Body Works and Sephora, have made fragrance — and all beauty products for that matter — available in more places. Conveniently situated in malls and shopping centers, these specialty chains are positioned to intercept shoppers en route to department stores.

NPD's 2005 FragranceTrack Study, a survey of 10,000 men and women, revealed that last year a higher percentage of women, or 43 percent, shopped for fragrance in the specialty stores — including BBW, Sephora, Perfumania and Ulta. In comparison, department stores attracted 40 percent of fragrance buyers.

But even in the face of less foot traffic and fewer department stores to do business in, beauty firms are accelerating the pace of fragrance introductions.

Grant noted that the number of new launches has steadily risen each year since 2001, when prestige fragrance sales began a three-year slide in the post-Sept. 11 period.

"In the last eight years, there have been approximately 700 new fragrance launches in U.S. department stores, with 65 percent introduced during the last four years," she continued. "There were more fragrances launched in 2005 than in the entire decades of the Seventies and Eighties combined." In fact, in 1977 — the year Opium was introduced — there were seven fragrance introductions. In the first half of 2006, there were 10 times that number, Grant noted.

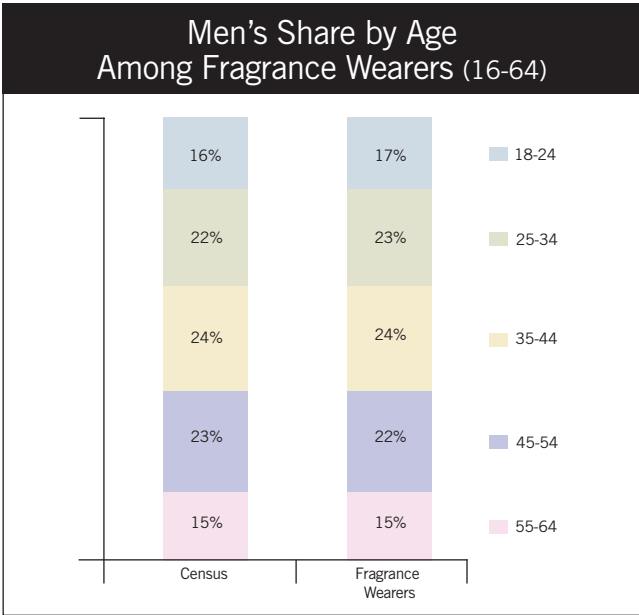
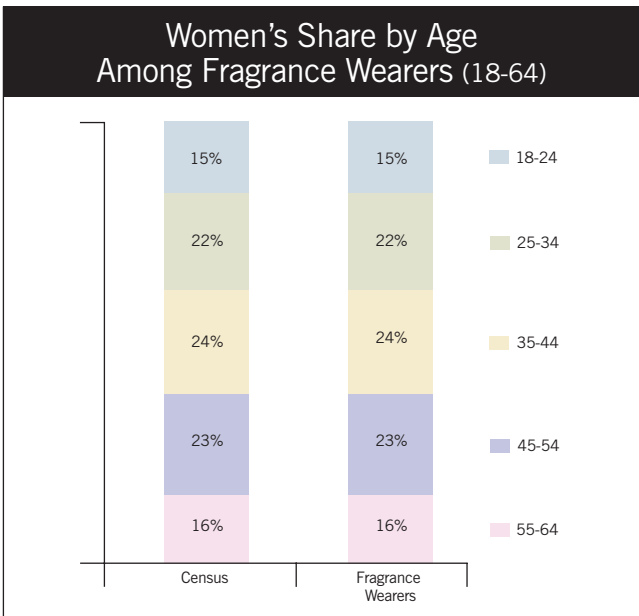
Given the sheer amount of new entries, fragrance firms often have a couple of weeks at most to make a launch statement in the store.

In 2005, new launches represented 13 percent of all women's sales, while new men's introductions accounted for 20 percent — the most NPD has seen since it began tracking beauty sales. The top performers over the last year include women's brands, such as Calvin Klein's Euphoria, Lancôme's Hypnôse, Lovely by Sarah Jessica Parker, Escada's limited-edition seasonal scent Pacific Paradise and Armani Code for women by Giorgio Armani. On the men's side they included Unforgivable by Sean John, Armani Code by Giorgio Armani, Ralph Lauren's Polo Black, Lacoste Essential and Nautica Voyage.

But when sales of a new scent fall, they can fall fast, prompting a move downstream to the mass market. Grant said that in less than 12 months some brands, particularly celebrity scents, were cycled out of prestige distribution or followed by a flanker. NPD found that in just 12 months on counter, the average new women's fragrance will generate less than 25 percent of the market share that it generated its first few months at retail.

YTD MAY 2006 TOP 5 WOMEN'S FRAGRANCES
Beautiful
Euphoria
Pleasures
Chanel No.5
Romance

YTD MAY 2006 TOP 5 MEN'S FRAGRANCES
Acqua Di Gio
Unforgivable
Armani Code
Polo Black
Polo Blue



SOURCE: THE NPD GROUP

The market has reached a saturation point, and the prevailing strategy of "in with the new, out with the old" has encouraged channel diversion.

Today, prestige fragrances account for more than half of mass market fragrance sales, which excluding Wal-Mart totaled less than \$700 million last year, said Grant.

But despite the difficulties, NPD predicts a smoother road ahead. The tracking firm reports that building off of momentum of December 2004, fragrances continued to benefit from rising sales, marking the beginning of a "recovery process."

"First quarter 2006 did not have a good start," said Maria Ianni, fragrance category specialist for NPD. "Fragrances suffered compared to a year ago, but began to pick up in May 2006, especially with the women's business, thanks to a later Mother's Day."

Several fragrances have recently proved that success hinges on doing things differently. For instance, the Estée Lauder Cos. tapped into Sean "Diddy" Combs' fan base for the launch of Unforgivable and communicated directly with them through an Internet campaign and eyebrow-raising advertising images. The buzz carried over into the stores, and now Unforgivable is projected to be the top new prestige scent launch of 2006, according to NPD. Grant said the scent also appeals to a powerful fragrance buyer: African-American men, 70 percent of whom wear fragrance "always" or "most of the time" compared with 50 percent of Caucasian men, according to NPD FragranceTrack.

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IFF Nature unveiled.

Fragrance In Depth

Small Wonders Proliferate

By Jennifer Weil

PARIS — Many so-called “niche fragrances” are gunning for the spotlight.

Although still manufactured by small, independent companies, they're no longer tucked away on the back shelves of perfumeries here as consumers fan demand for more individual scents.

“An important change within the fragrance market is our consumer's shifting attitude to scent,” said Caroline Hindle, buyer for perfumery and cosmetics at Harrods department store in London. “Men and women increasingly want the fragrances they wear to reflect who they are within. This has led to a surge in the demand for ‘niche’ fragrances. Consumers want scents to portray their own distinct personalities, and they have a genuine enthusiasm for unusual, interesting, quality ingredients.”

“Niche fragrances are truly a driver in the upper-scale sector in department stores, specialty stores and smaller perfumeries,” added Jill Hill, managing director of Sussex, England-based Aspects Beauty Co., a fragrance distributor and owner of the La Foret des Parfums concession in London's Harvey Nichols department store as well as a freestanding boutique.

“There's such a plethora of choice in fragrance that many consumers are bewildered,” she continued. “They're looking for fragrances that are more interesting, more personal and that they can call their own. They're looking for references to [the brands'] heritage, to pure natural ingredients, to a powerful nose or to a powerful historical heritage.”

“Retailers have discovered this and are allocat-

ing more space in stores [to niche scents],” she said. Cases in point include Sephora, in addition to Galeries Lafayette and Printemps department stores, which have grown their niche offering exponentially during the recent past.

Hill added niche fragrances offer high-end retailers the possibility to differentiate themselves further from mass market retailers, which increasingly have been turning up the heat in terms of interesting product mix and presentation. “It's a way to target customers who are ahead of the masses,” she said.

Plus, selling niche fragrances can help spur sales at the fragrance counter. “Twenty percent of the [fragrance] market is driven by novelty,” said Laurence Bacilieri, senior consultant for cosmetics at London-based tracking firm Mintel. However, she cautioned, “it's a tough way to make business; you have to constantly innovate.”

Her view is that niche brands often come upon the problem that packaging and fragrance suppliers can be uninterested in small orders, while many retailers charge huge amounts for in-store visibility. Massive marketing budgets need to be earmarked for any type of global recognition, as well. “We are seeing some fantastic concepts,” Bacilieri said, but she added there must be money there to back them.

Bacilieri maintains the swell of niche names has a negative effect on today's business. “There are so many niche products coming from everywhere — the market

is overflowing with them; it's very confusing,” she said. “It's like catching the wave; some of them do, and some of them don't. Niche is really hard.”

That being said, new niche brands are being launched fast and furiously. In the U.K., reality TV star Jade Goody just introduced her niche scent. Cheese-

“Twenty percent of the [fragrance] market is driven by novelty.”

— Laurence Bacilieri, Mintel



The Etat Libre d'Orange emblem.

maker Stilton has cooked one up. Royal Ascot is galloping ahead with its own eau, and Scottish Whiskey has something brewing.

Commenting on the general niche fragrance market, Bacilieri said: “I think the U.K. is really good. There are some amazing young brands, with funky ideas. England is more pebble, more accepting of new ideas. The French market is older; few people will try different things.”

But that hasn't deterred brands in France. Among the newest, most outspoken — and creative — is one slated to hit the market in France in September. Called Etat Libre d'Orange (or Free State of Orange, in English), its name refers to a former independent republic in what is now South Africa. The brand's founder, Etienne de Swardt (a native of that country), coined as its tag line, “Le parfum est mort, vive le parfum” (or “Fragrance is dead, long live fragrance”), a takeoff on “long live the king.”

With his new project, created with perfumers from fragrance supplier Givaudan, he wanted to break all traditional codes. (See related story, opposite page.)

“It's a declaration of independence,” he said. — With contributions from Ellen Groves, Paris, and Brid Costello, London

A Niche That Roars

Independent European fragrance makers are increasingly rattling the cage. Here, some of their recent offerings.



217

Launch date: March

Creator: Stephane Jaulin

Produced by: Appartement 217, of Paris.

Distribution: In Appartement 217 urban organic spa in Paris.

The lineup: One stockkeeping unit.

Claim to fame: When Jaulin opened his seven-room, high-tech organic spa, called L'Appartement 217, located at 217 Rue du Faubourg Saint-Honoré in Paris, he scented its rooms with a fragrance based on organic essential oils, from plants such as rosemary and bergamot. Jaulin, the former beauty manager of Paris' trendy Colette boutique — who has also worked with Jean-Paul Guerlain and Kiehl's — wasn't planning to commercialize it. But when clients asked about the scent, he decided to make it part of his offer. The organic fragrance, which took eight months to develop, is billed to have therapeutic effects, thanks to sage and orange tree flower accords. Its mint and Moroccan rosemary notes are said to have energizing effects.

Price: 35 euros, or \$44 at current exchange rates, for a 100-ml. spray.



ESCENTRIC MOLECULES

Launch: 2005

Creators: Jeff Lounds and Geza Schoen

Produced by: This Company, of London.

Distribution: About 40 doors, in China, Italy, the U.K., Spain, the U.S. and Germany.

The lineup: Two scents — Escentric O1 and Molecule O1.

Claim to fame: Both juices contain Iso E Super, an aroma chemical said to have pheromone-like effects. Escentric O1 blends the molecule with accords of pink pepper, lime peel and orris incense. The word “escentric” is spelled in binary code on the product packaging. The brand plans to launch numerous scent duos, with one fragrance containing a single molecule and another with the molecule mixed with other notes. The next iteration, called Escentric O2 and Molecule O2, is slated to hit markets next year.

Price: \$130 per 100-ml. eau de toilette spray.

CRAZY LIBELLULE & THE POPPIES

Launch: 2005

Creator: Isabelle Masson-Mandonnaud

Produced by: Louise Entreprise,

of Paris.

Distribution: 65 doors, in France and

the U.K.

The lineup: 42 sku's.

Claim to fame: The collection of solid fragrances comes in six different series. Each collection of seven products has a quirky theme, such as Les Insouciantes (or Carefree Women, in English), and scents range from pineapple to orchid. This year, the brand launched Les Poules de Luxe (or Ladies of Luxury, in English), a collection based on vanilla; fragrances include vanilla blended with macaroon and with praline notes. Each scent collection comes in multicolored lipstick-size tubes. Prior to creating Crazy Libellule (or Crazy Dragonfly, in English), Masson-Mandonnaud cofounded the Sephora perfumery chain with her husband, Dominique Mandonnaud.

Price: 11.50 euros, or \$14.50, per 5-gram scent stick.



L'ESSENCE DE MASTENBROEK

EAU DE POLDER

Launch: 2005

Creator: Birthe Leemeijer

Produced by: Leemeijer and Dutch authorities.

Distribution: Eight doors in Holland.

The lineup: One sku.

Claim to fame: Dutch artist Leemeijer asked residents of Mastenbroek, a town under pressure from industrial developments, to choose scents meant to evoke the landscape of a polder, or low-lying land common in the Netherlands. The results was L'Essence de Mastenbroek Eau de Polder, a scent that includes notes of grass and hay. There is also an “essence spring,” a 20-liter tank containing the juice for free refills while supplies last.

Price: 45 euros, or \$57, for a 40-ml. fragranced oil pour. It's 35 euros, or \$44, at the visitor's center.



Etat Libre d'Orange: A Freethinking Formula

PARIS — New French fragrance brand Etat Libre d'Orange has one aim, say its executives — to freely create products without taboos.

It's a target they're treating both figuratively and literally. The brand's name (which means Free State of Orange, in English) refers to a former independent republic in what is now South Africa. Etat Libre d'Orange's emblem is of a red, white and blue bull's-eye, and its tag line reads: "Le parfum est mort, vive le parfum" (or fragrance is dead, long live fragrance), a take-off on "long live the king."

The brand's fragrance monikers are also full of suggestive dichotomies. They include Putain des Palaces (or whore of the palaces), Jasmin et Cigarette (or jasmine and cigarette) and Secretions Magnifiques (or magnificent secretions).

The brainchild of Etienne de Swardt (who was one of the founders of the Oh My Dog! scent for canines that came out in 2000 and is an ex-Parfums Givaudan executive), Etat Libre d'Orange and its fragrances (whose juices were created with Givaudan perfumers) will make its debut starting in mid-September in a new freestanding store at 69 rue des Archives in the Marais neighborhood here.

According to de Swardt, Etat Libre d'Orange is "an homage to olfactive freedom."

He added the idea behind it is to amuse with fragrance.

"Fragrance had become too serious," said Antoine Maisondieu, a fine fragrance creator at Givaudan, who concocted the juices for Encens & Bubblegum (or incense and bubblegum), Vraie Blonde (or real blonde) and Jasmin et Cigarette. "It's like a presidential campaign."

Nathalie Feisthauer was behind the Putain des Palaces scent and Antoine Lie created Je Suis Un Homme (or I am a man) and Secretions Magnifiques.

For each one of the six unisex scents comprising the first Etat Libre d'Orange collection, de Swardt gave perfumers carte blanche to use any ingredients they wanted, regardless of cost.

Inspiration for the fragrances stemmed from numerous realms, executives said. For Jasmin et Cigarette, for instance, which includes a note of absolute jasmine mixed with a note of fresh cigarette, Maisondieu had an idea of combining the two smells for 20 years, ever since a particular love affair during which both scents figured. Also some photographs of film actresses, including a famous one of Marlene Dietrich smoking a cigarette — something now forbidden in many places — and the idea of the femme fatale from film noir, helped spark the creative process.

For Encens & Bubblegum, images of Madonna in her "Like a Virgin" days were

among the images inspiring the scent creation. And for Secretions Magnifiques, the body's secretions were kept in mind.

The Etat Libre d'Orange fragrances come in streamlined clear glass flacons with silver-colored, brushed-metal caps. A paper tag with the scent's name printed in script hangs from the neck of each bottle. The brand name is printed on the flacon.

The boxes holding the bottles are white with a vertical strip showing the fragrance's name. And, like on the bottle, the words Etat Libre d'Orange are printed below.

De Swardt said he wanted there to be a stark contrast between the streamlined packaging and the brand's more libertine character.

Each fragrance line in Etat Libre d'Orange will include three sizes of eau de toilette spray: 100 ml. for 59 euros, or \$74 at current exchange rates; 50 ml. for 39 euros, or \$49, and 30 ml. for 27 euros, or \$34.

At the time Etat Libre d'Orange is introduced, there will be 5,000 units of each scent produced.

Photography students from the Ecole des Beaux Arts in Paris were asked to submit pictures illustrating the fragrances. Each picture that was chosen, such as the one for Vraie Blonde — a photograph of the back of a man with a blonde Barbie doll sitting on his shoulder by Sarah Balcon — and for Encens & Bubblegum — a snap of a scantily clad young woman wearing a cross and pulling a strand of bubblegum from

her mouth by Lucie Pastureau — has been made into a postcard to be given out with purchases.

The brand's logo is by designer Ich&Kar.

Along with the store opening, next up for Etat Libre d'Orange will be five more fragrances in November. Scented candles are to be added to the product offering, as well. Etat Libre d'Orange will have a Web site, which might ultimately become an e-tailer.

While de Swardt would not discuss projections, industry sources estimate Etat Libre d'Orange will generate 1 million euros, or \$1.3 million, of total sales in the first 16 months.

"The idea is to bring something different — not to provoke to provoke," said de Swardt. "Provocation is a vector of creation."

— J.W.



Different versions of Jasmin et Cigarette.



INTOXICATION

Relaunch: 2005

Creator: Jean Clavreuil

Produced by: D'Orsay Paris

Distribution: 15 doors, in the U.S., France and Dubai.

The lineup: One sku.

Claim to fame: The scent was first introduced in France in 1939 before making a trans-Atlantic journey to the U.S. in 1942. It was then relaunched last year with its original bottle design and a juice to resemble its predecessor as closely as possible, according to company executives. Intoxication's top notes include bergamot, lemon and mandarin; middle notes are jasmine and rose, and at the base are notes of patchouli, vanilla and tonka bean.

Price: 62 euros, or \$78, per 50-ml. eau de parfum spray.



SMILEY

Launch: April 2006

Founders: Ora Ito and Thibaud Perrin

Produced by: Groupe Arthés, of Grasse, France.

Distribution: In Colette, of Paris.

The lineup: Nine sku's.

Claim to fame: Smiley is billed to be the first fragrance to boost happiness levels. Its formula contains extracts of cacao leaves, which allegedly have antidepressant qualities. Top notes include bergamot and orange, while musk and patchouli notes are at the base. The items in the collection come in pharmaceutical-style packaging with pipette applicators. On the white bottle is the ubiquitous yellow smiley face.

Price: 69 euros, or \$87, for a 15-ml. eau de parfum.

PONTE VECCHIO MAN

Launch: 2005

Creator: Massimo Nobile

Produced by: Nobile 1942, of Genova, Italy.

Distribution: 200 doors, in Italy, Germany, Spain, England and the U.S.

The lineup: Two sku's.

Claim to fame: The fragrance was inspired by and named after Florence's most famous bridge, which is lined with jewelry shops selling Italian gold. The scent features notes of jasmine, bergamot, sandalwood and patchouli. Nobile 1942 is a recently formed distribution and production company that began as a family-owned perfumery chain and manufacturer in Naples. Founder Massimo Nobile said his experience working for commercial brands in the traditional perfumery sector helped shape his vision.

Price: 80 euros, or \$101, for a 100-ml. eau de toilette spray and 47 euros, or \$59, for a 50-ml. eau de toilette spray. An embossed silver 100-ml. spray retails for 150 euros, or \$188.



ZENADORA

Launch: 2005

Founder: Frederic and Laurence

Lipzyc

Parent company: Majina Fragrances, of Paris.

Distribution: 50 doors, in France, Belgium, Spain, Italy, Switzerland, Saudi Arabia and the U.S.

The lineup: 19 sku's.

Claim to fame: Frederic, who directed a transport company, and Laurence, who was a psychotherapist, decided to create the fragrance brand called Zenadora as a combination of the words "Zen" and "adore." Zenadora's first offering was a line of scented candles, but the collection now includes six ambient fragrances and four scent concentrates for the home. In May, the brand introduced its first fine fragrance, a woody Oriental, called Zenadora L'Eau de Parfum. Another collection of candles bows in August, and the next scent is due out in May.

Price: 69 euros, or \$87, for a 100-ml. eau de parfum spray.



The Changing Formula of Scent Success

By Molly Prior

NEW YORK — Revlon's momentary honeymoon with department stores is over.

Six months ago, Revlon saw the department store fragrance business as a strapping white knight, capable of hoisting its mass market brand back into the world of glass counters, marble floors and high glamour.

Now, disenchanted with the business, the company has postponed plans to re-enter department stores until 2007, citing a need to focus on mass market brands.

Revlon had planned to plough its way back into the category this summer after more than a decade's absence, armed with an advertising and promotional war chest of as much as an estimated \$25 million. But when it comes to the fragrance market, even the best laid plans are vulnerable to change.

As Revlon learned all too painfully, things have changed in the market while it's been gone.

The industry — once predicated on longevity — has evolved into a rapidly changing cycle of one-hit wonders. A decade ago, a successful fragrance typically had a seven-year lifespan in department stores with sales rising in the first three years and tapering off in the next four. Today, a "hit" sticks for little more than a year before sales are crimped by new competing entries and the original is relegated to the mass market. It's become a game of market share, and the game has stunted overall sales growth.

In fact, industry experts warn that the rising tide of fragrances is eroding profitability. In 1997 — the year scents like *Acqua di Giò for Men* by Giorgio Armani and *Gucci Envy* made their debut — department stores cleared room for 40 new scents, which fueled sales of 78 million units that year, noted Jack Wiswall, the outgoing president of the Designer Fragrance Division of L'Oréal USA, a business that includes Giorgio Armani and Ralph Lauren fragrances. Wiswall added that last year, despite taking in 150 fragrances, department stores sold 58 million units.

The size of the fragrance business has remained stagnant at \$2.9 billion, almost level with 1997 sales of \$2.8 billion, according to The NPD Group.

Industry consultant Allan Mottus noted that a decade ago, women's fragrance sales accounted for 38 percent of department store beauty sales. They have dropped off to 28 percent. "It's become a PacMan game, where each launch gobbles up the brand's existing fragrance sales," said Mottus.

The rapid-fire launch rate is downright dizzying for consumers, and perilous for fragrance manufacturers, which industry experts say are "living on the pipe," or launching one scent after another to maintain market share.

This "treadmill of volume," as one beauty executive coined it, has changed the business model, which in many cases now includes the mass market. For prestige fragrance marketers that eventually turn to the mass market, industry sources estimate that they depend on the parallel market for 20 to 30 percent of their business.

"The profit model has changed as the channel where fragrances are sold has changed," said William B. Chappell, an analyst with SunTrust Robinson Humphrey Capital Markets. "The mass market has made the model more profitable, faster." Chappell added that several companies — including Elizabeth Arden — put more emphasis on the mass market as a long-term growth vehicle.

To keep pace in the prestige market, companies are launching more fragrances with less investment. Industry sources estimate that 10 years ago, companies would spend an average of \$12 million to \$15 million to introduce a prestige scent (backed by promotional



A shopper browses Sephora's fragrance display.

ADDING UP BEAUTY



Lolita Lempicka display at Bloomingdale's.

PHOTOS BY WILEY ERICKSEN

materials, sampling and advertising) to full department store distribution. They'd expect to swallow a loss of roughly \$5 million in season one, and make a profit in season two or three. Today, there's no guarantee they'll get to season three so companies have trimmed launch budgets to \$5 million to \$7 million, pulling back on TV and print advertising. Last year, there were more than twice the number of fragrance launches than in 2000, according to NPD. Despite that activity, media support dragged behind, increasing 17 percent to \$361 million in 2005 from \$303 million in 2000, according to Nielsen Media Research. These days, very few companies are willing to lose money on a launch, report fragrance executives.

The industry's prospects may be seemingly growing dimmer, but beauty firms still flock to the fragrance business.

In fragrance, the price of admission is one bottle, which is more affordable than a color cosmetics or skin care line, noted former fragrance executive Camille McDonald, who, prior to her post at Bath & Body Works as executive vice president of merchandise and brand development, headed up Parfums Givenchy and Guerlain Inc. at LVMH Moët Hennessy Louis Vuitton.

"If you are in the cosmetics business, fragrance is still a huge segment," said John Densley, global brand president of Estée Lauder for the Estée Lauder Cos. Inc. "If you win, you win big. And we're all in the business to win." Lauder's *Beautiful and Pleasures* fragrances currently rank within the top three women's scents this year, according to NPD. And its *Unforgivable* by Sean John is currently battling with *Acqua di Giò for Men* by Giorgio Armani for the top seat in the men's market.

"The U.S. market is probably the least profitable for the fragrance industry," commented Don Loftus, president and chief executive officer of P&G Prestige Products Inc. "P&G is very price-conscious in the U.S. and elsewhere, but there are companies that see the U.S. market as a window to the world," said Loftus, adding the sheer volume of units sold here may keep a manufacturer's factories running but not pad the bottom line. He estimated that the U.S. accounts for 20 to 25 percent of the world's fragrance sales, and noted that scents often have more longevity in duty free and international markets.

Loftus recalled that when he began his career in the late Seventies, department stores would battle to get a fragrance — say *Oscar* or *Opium* — on their counters first, and then dress their entire store to celebrate the launch. "Today, there's no more drumroll," he said. Of course, the YSL *Beauté* scents, *Oscar* and *Opium*, were two of only seven scents launched in 1977. Both fragrances still rank within the top 50 scents, according to NPD.

In a nod to days gone by, an undercurrent of practicality has emerged. It's prompted a collective plea with the industry to begin to close the faucet on the steady product stream, but nobody seems to want to go first. Neil S. Fiske, ceo of Bath & Body Works Inc., referred to the scenario as the "Prisoner's Dilemma,"

Continued on page 22

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Fragrance Firms Forge New Business Plan

Continued from page 20

explaining that many companies are trapped in the current business model. They are unhappy with their present predicament but are afraid to take action.

But fragrance executives surveyed are bursting with ways to break free. Their ideas include:

- Make more of an up-front financial commitment to research and development.
- Structure a tiered retail launch strategy — a slower rollout allows executives to monitor when a fragrance is a hit and when to call it quits.
- Abandon old proverbs for doing business, such as, "If you don't open big, don't bother coming back."
- Calibrate advertising spending to sales, and be committed to long-term support.
- Be prudent about launch expectations.

Christian Courtin-Clarins, president and ceo worldwide of Clarins Group, gave a speech at the recent WWD Beauty CEO Summit, analyzing the business. He said that for 100 fragrances launched in a year, "80 will totally disappear in five years," and three will rank in the top 30.

He called for retailers and manufacturers to stop arm wrestling over margins, and work hand in hand and use that margin money instead for advertising to draw people into the store.

"When we reduce our advertising budget in many countries we increase the number of promotions in the store. But we didn't bring in new customers," said Courtin-Clarins. "You don't build a brand on promotion. You build a brand on advertising, on service, on know-how."

The rate of launches has prompted several players to market their fragrance like a blockbuster film, which reaps the bulk of its sales within the week it premieres. But the chances of attaining blockbuster status — or reaching sales of \$20 million to \$60 million — are slim. Like Hollywood, the fragrance industry is now teeming with celebrities. After all, if celebrities can power sales of a stack of weekly magazines, they might be able to sustain department store fragrance sales. "The flurry of fragrances today follows the world's fascination with celebrity," said Wiswall of L'Oréal. He noted that celebrity concepts meshed with consumers' pull toward the "warm and fuzzy" scents after the Sept. 11 terror attacks, and away from special occasion fragrances.

NPD stated that the spike in launches from 2001 to 2002 was a reaction to a sales slowdown that followed a dip in consumer confidence. In fact, prior to 2002, there were never more than 80 fragrance launches in a given year. Four years later, the number of annually launches regularly exceeds 100, according to NPD.

Coty Inc. reignited the celebrity trend — carved out by Elizabeth Taylor in the Nineties — when it introduced Glow by JLo in fall 2002, which generated \$40 million in its first four months on counter. A gaggle of Jennifer Lopez's peers — including Sarah Jessica Parker, Paris Hilton, Celine Dion, Sean "Diddy" Combs and, more recently, Mariah Carey — have followed.

Today among the top 100 women's prestige fragrances, almost one in every four sold — or 23 percent — was either a celebrity scent or celebrity-endorsed, according to NPD.

"Fragrance has morphed into a fashion and entertainment business," said Mottus. "But there's nothing prestige about celebrity scents. They are just stoking the fire."

In fact, other executives, speaking not for attribution, complain that by replacing the designer influence with a celebrity mania, a 15 minutes of fame mentality has gripped the business at retail.

Moreover, the sheer amount of launches, celebrity-focused or not, has shortened the average life cycle of a fragrance. "Dramatic declines have been seen in the longevity of a new launch in 2005, primarily in the women's category," said Karen Grant, senior beauty industry analyst for The NP Group. Grant added that while prior to 2005 the average fragrance launch would continue to generate healthy sales for two to five years, last year the typical new entry saw sales nose-dive to zero within 12 months.

Often, once a fragrance's sales have dried up in department stores, it gets cycled into the mass market.

As the number of retail outlets has grown, the mass market has become more difficult for a prestige company, particularly one beholden to shareholders, to ignore. A decade ago there were 1,000 fewer Wal-Mart stores, Target had just opened its first supercenter and Kohl's was a regional chain with roughly 120 stores.

"Fragrance is now a commodity," declared Raymond Piergiorgi, chief operating officer of Quality King, a company that distributes prestige fragrance brands to the mass market. "You can go into any Target, Sears or J.C. Penney and find every brand that's sold in department stores."

Piergiorgi added the lag time between department stores and the mass channel of six to 12 months is becoming compressed and more planned: "It's the only way for companies to stay profitable and to stay ahead."

For Quality King, the glut has led to more "opportunistic buys" and allows the company to cherry-pick which prestige fragrances are ripe for the mass market.

"The [prestige] brands that make it into mass are very limited, because if they are successful in department stores they sell through," said Piergiorgi, adding that flankers aren't much use other than to keep a brand alive.

The masterbrand has taken on the role of industrial-strength scaffolding, designed to support many tiers of flankers. These flankers, or product extensions, were originally intended to prop up sales of the masterbrand, but now experts say they regularly cannibalize their predecessors' sales.

Neil Katz, president and ceo of Gemini Cosmetics Inc., said flankers help build brand awareness, but that in recent years many companies have resorted to "protecting flankers with flankers."

With brands jockeying for space, the number of companies that can afford to play in the space has dwindled.

"Four giants and Chanel control 90 percent of the business," declared creative consultant David Horner of Horner Enterprises Inc. Those giants, armed with bulging brand portfolios, include L'Oréal, Lauder, P&G Prestige and Coty. "What's wrong with the business today is that it is done by committee," said Horner, who credited smaller fragrance houses with injecting creativity and controversy into the business.

Coty upped the competitive ante dramatically in May 2005 when it acquired Unilever's prestige fragrance business, including the Calvin Klein and Vera Wang brands. It also has had great successes mining Tinseltown talent. Eric Thoreux, president of Coty Beauty Americas, said, "Celebrity scents have created curiosity. They've given consumers a reason to stop at the fragrance counter."

Coty has shifted its marketing efforts to target the fan base of its stable of celebrities. For instance, the company includes scented strips in CD cases for Shania Twain albums, promotes its Mary-Kate and Ashley Olsen

scented on mary-kateandashley.com, and piggybacked off Celine Dion's Las Vegas act by outfitting the lobby of the venue with interactive scent machines.

"Our launch model is changing, and we are trying to decrease our up-front risk by changing the media mix," said Thoreux, adding that Coty has not pulled back its media spending, but rather reallocated it. "As a result of market and consumer trends, Coty has increased its number of launches over the last three years by 50 percent," said Thoreux.

Meanwhile, P&G Prestige (formerly Cosmopolitan Cosmetics) continues to look to fashion houses for fragrance acquisitions, and will officially add the Dolce & Gabbana fragrance license to its portfolio July 1.

P&G employs a three-tiered rollout strategy for many of its fragrances, launching them first in specialty stores, and then six to 12 months later into "better department stores," said Loftus. He added that department store chains, such as Carson's, mark the scents' final destination.

However, P&G's fragrances baring the names of couture fashion houses, such as Valentino and Gucci, never reach the third tier, and luxury fragrances like Jean Patou remain ex-

clusive to specialty stores.

These giants have cast a shadow on smaller players, many of which have since deemed the cost of doing business too great.

Some industry watchers wonder if the frenetic pace of launches will stifle new classics from emerging. Also, with the cost of goods used to create fragrances rising, perfumers have had to learn to do more with less, and are increasingly turning to aromatic chemicals to replace natural ingredients. The industry is vulnerable to the fluctuating price of natural crops, which in some cases — namely patchouli and vetiver — are overcultivated and costly. The costs of ingredients may be increasing, but in some cases development budgets are skirting. "Projects are getting cheaper and cheaper daily," said one industry source. "It's a cycle. The fragrance house puts pressure on the perfumer to keep costs low and then he in turn puts the squeeze on the supplier of raw materials."

The creative process is feeling pressure as a result, said Carol J. Viñals, senior perfumer at Takasago International Corp. For oil houses, like Takasago, the number of fragrance projects has skyrocketed. But once sales of a scent start to fall off, the company must quickly make up the loss by winning another fragrance submission. Viñals noted that 20 years ago, a perfumer might have a year to develop a juice. Today, extreme cases warrant turning around a fragrance within two or three months.

"To hit the magic of a potential classic is a lot harder today," said Viñals, referring to the stepped-up pace of the business.

"There was a wonderful charm to the business that just — poof — went out," commented Mottus, adding that the industry used to be predicated on longevity. "Now, when fragrances go south, they go south very quickly," noted Mottus.

To add stability back to the business, many fragrance houses are looking to the luxury accessories as a model for how to expand their own businesses. They have put a good amount of elbow grease into sending the message to women and men that they need multiple scents to suit their lifestyle.

"As a manufacturer, you want to appeal to people's different fragrance needs," said Katz of Gemini. "Fragrance is a flexible [business] model."

Editor's note: This article is the first of a weekly feature called Adding Up Beauty, which will contain marketing and financial analysis of the beauty industry.

ADDING UP BEAUTY



Bloomingdale's gave prominent display space to Escada's Pacific Paradise and Thierry Mugler's Alien this spring.



PHOTOS BY KYLE ERICKSEN

Fragrance In Depth

A selection of fall fragrances.



THE FALL FRAGRANCE ROUNDUP

Fall has become the time for fragrance launches and the list keeps growing. Here, a directory of over 130 entries, all set for the second half of the year. By Michelle Edgar

JULY

Women's

Blue Rush by Avon; available through 500,000 Avon representatives; \$17.50 for 1.7-oz. eau de toilette.

Heartbreaker by Candie's from Coty Beauty; launching July 15; 750 Kohl's doors; \$35 for 1.7-oz. edt.

Guess Gold by Parlux Fragrances; launching July 25; 2,300 doors; \$45 for 1.7 oz., \$55 for 2.5 oz.

Prada Eau de Parfum Tendre by Puig, distributed by Coty Inc.; rollout continuing through August; 850 doors, 1.7 oz. \$65, 2.7 oz. \$87, 2.7 oz. deluxe \$95.

Vintage Soul by Curve from Liz Claiborne; 1,600 doors; \$45 for 1.7-oz. eau de parfum.

Unisex

Fire Island by Bond No. 9, launching July 1; 100 doors; \$110 for 1.7 oz.

Guerrilla 1 and Guerrilla 2 by Comme des Garçons; Comme des Garçons stores and clients; \$98.

AUGUST

Women's

Amarige Mariage by Givenchy from LVMH; 1,600 doors; \$62 for 1.7-oz. edt.

Badgley Mischka by Riviera Concepts; 400 doors in U.S.; \$45 for 1-oz. edt.

Bijan Black for Women by Five Star Fragrance Co., launching early August; 240 doors in Perfumania; \$45 for 1.7-oz. edt.

Citron by Slatkin & Co.; 10 doors.

Dianoe by Daisy Fuentes, the Estée Lauder Cos.; 749 Kohl's stores.

Hanae Mori Magical Moon from International Cosmetics & Perfumes Inc.; launching Aug. 1, in specialty store distribution; \$95 for 1.7-oz. edt.

Happily Ever After by Grassroots from Beauty Bank Division of the Estée Lauder Cos., launching end of August; 749 Kohl's stores; \$32 for 1.7 oz.

Juicy Couture by Juicy Couture from Liz Claiborne, launching Aug. 11; Juicy Couture boutiques and Bloomingdale's exclusively for August-October; then rolling out to 600 doors; \$300 for 1-oz. parfum, \$65 for 1.7-oz. edt.

Live Luxe by Jennifer Lopez from Coty Prestige; 2,260 doors worldwide;

\$42 for 1.7-oz. edt.

Lucky No. 6 by Lucky Brand Jeans from Liz Claiborne; 1,800 doors; \$50 for 1.7-oz. edt.

Miller Harris Coeur d'été; 50 doors.

Mimosa Parfum and Voyage collection from Calypso Christiane Celle, launching in August and November; 26 Calypso doors.

Oscar Tropical Flowers (Limited Edition) from YSL Beauté; 2,200 doors.

Rose Leger by Hervé Léger; exclusively at Nordstrom doors; \$62 for 1.7-oz. edt.

Umé and Mihimé from Keiko Mecheri; 150 doors.

Vera Wang Princess from Coty Prestige; six weeks in 350 Nordstrom, Sephora and Macy's East doors, rollout to 1,500 doors; \$52 for 1.7-oz. edt.

Men's Antonio by Antonio Banderas by Puig Fragrances and Personal Care USA; 24,000 doors; \$21.50 for 1-oz. edt.

Bijan Black for Men by Five Star Fragrance Co., launching early August; 240 doors in Perfumania; \$45 for 1.7-oz. edt.

Brut Revolution by Helen of Troy, launching Aug. 1 with full distribution in September; 20,000 doors; \$9.99 for 1.3-oz. cologne.

Lucky No. 6 by Lucky Brand Jeans from Liz Claiborne; 1,800 doors; \$45 for 1.7-oz. edt.

OS Signature by Old Spice from P&G Prestige Products Inc.; food, drug and mass outlets; \$17.99 for 1-oz. edt.

Prada Amber Pour Homme from Puig, distributed by Coty Inc., launching Aug. 6; 750 doors.

Silver Shadow by Davidoff by Coty Prestige; 1,924 doors; \$49 for 1.7-oz. edt.

Vintage by John Varvatos from the Zirh division of Shiseido; 550 doors nationwide; \$70 for 4.2 oz.

1752 Sandalwood Cologne Spray by Caswell-Massey; launching Aug. 15.

Unisex Caron Eau de Reglisse (Limited Edition); 25 doors including Henri Bendel, Bergdorf Goodman and select Saks and Nordstrom.

Gaultier (Gaultier to the Power of 2) by BPI; launching Aug. 4, exclusivity in Bloomingdale's, Sept. 15 launching in 850 doors; \$55 for 1.3-oz. edt.

Sel de Vetiver by The Different Company; eight doors; \$135 for 3 oz.

SEPTEMBER

Women's Affection by Mary Kay, launching Sept. 16; 700,000 U.S. Mary Kay consultants; \$50 for 1-oz. edt.

Ange Ou Démon by Givenchy from LVMH; 100 doors; \$65 for 1.7-oz. edt.

Aromatics Elixir Velvet Sheer by Clinique, the Estée Lauder Cos.; 2,200 doors; \$35 for 1.5 oz.

Baby Phat Golden Goddess by Kimora Lee Simmons from Coty Prestige; 2,000 department and specialty store doors; \$42 for 1.7-oz. edt.

Baghari de Robert Piguet; all Neiman Marcus stores; \$65 for 50-ml. edt.

Banana Republic Discover Collection, three women's: Alabaster, Jade and Rosewood; 430 Banana Republic stores; \$28 for 0.7-oz. edt.

Betsey Johnson, launching Sept. 8; 450 doors; \$55 for 1.7-oz. edt.

Bright Crystal by Versace from Euroitalia, launching late September; 700 doors; \$60 for 1.7-oz. edt.

Cleopatra, Touch and Florence by Tocca Beauty; 250 doors; \$75 for 1.7-oz. edt.

Desperate Housewives Forbidden Fruit by Coty Prestige, launching Sept. 15; 700 doors, exclusive to Macy's nationwide and macys.com; \$49.50 for 3.4-oz. edt.

Eau Gourmande by Laura Mercier; 400 doors worldwide; \$50 for 1.7 oz.

Elixir des Merveilles by Hermès; Hermès boutiques, hermes.com and specialty store doors; \$85 for 1.6 oz.

F by Ferragamo; 400 doors; \$72 for 1.7-oz. edt.

Insolence by Guerlain, LVMH; 1,600 doors; \$61 for 1.7-oz. edt.

Iris Nobile by Acqua Di Parma, LVMH; 125 doors; \$95 for 1.7-oz. edt.

Kenzo Amour from Parfums Kenzo, LVMH; 250 doors; \$65 for 50 ml.

KISS Her from Gemini Cosmetics; 2,000 doors; \$39 for 1.7-oz. edt.

Lacoste Inspiration from P&G Prestige Products; 300 doors; \$52 for 1.6 oz.

Lovely Sarah Jessica Parker Liquid Satin from Coty Prestige; 9,000 doors worldwide; \$65 for 3.4-oz. edt.

Michael Kors eau de toilette from the Estée Lauder Cos.; 1,300 doors in the U.S.; \$49.50 for 1.7-oz. edt.

Midnight Rain by La Prairie; 150 doors; \$135 for 1.7-oz. edt.

My Queen Enchanted (Limited Edition) from YSL Beauté; 121 doors.

Pure Poison Intense by Christian Dior Parfums, LVMH; Nordstrom exclusive; \$70 for 1.7-oz. edt.

Secrets d'Essences Voile d'Ambre Eau de Parfum from Yves Rocher, launching early September; 60 doors in Canada, one door in U.S.; \$46 for 1.7-oz. edt.

Tommy Girl 10 by Tommy Hilfinger from the Estée Lauder Cos.; 2,000 department stores; \$39.50 for 1.7 oz.

Winter Rose (Limited Edition) by Yosh; 25 doors.

With Love Hilary Duff from Elizabeth Arden; 1,600 department and specialty store doors; \$45 for 1.7-oz. edt.

Wonderful Indulgence by American Beauty from the BeautyBank division of the Estée Lauder Cos.; 749 Kohl's stores.

XOXO Kundalini from Parlux; \$38.50 for 1.7-oz. edt.

Men's

Banana Republic Discover Collection, two men's: Slate and Black Walnut; 430 Banana Republic stores; \$45 for 1.7-oz. edt.

Bulgari Pour Homme Soir; 700 doors; \$58 for 1.7 oz., \$88 for 3.4 oz.

Burberry London by P&G Prestige Products; 300 doors; \$47 for 1.7-oz. edt.

Chopard Pour Homme from Coty Prestige; 5,500 doors in Europe; \$73 for 2.5 oz.

KISS Him from Gemini Cosmetics; 2,000 doors; \$39 for 1.7-oz. edt.

Phat Farm Atman from Coty Prestige; 2,200 department stores; \$45 for 1.7-oz. edt, \$55 for 3.4-oz. edt.

Continued on page 24

Fragrance In Depth

More fall fragrances.



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Continued from page 23

Tommy 10 by Tommy Hilfiger, the Estée Lauder Cos.; 2,000 department stores; \$38 for 1.7 oz.

Unisex Creed Fleurs de Gardenia by Creed; exclusively at 18 Saks Fifth Avenue stores.

Demeter Baby Powder, Fiery Curry, Red Head in Bed, Ginger Cookie and Barrier Reef, launching between September and October; maximum of 1,800 doors; \$19 for 1-oz. edt.

Giorgio Armani Privé Cuir Améthyste, L'Oréal Designer Fragrances; 45 doors; \$185 for 1.7-oz. edp.

Philosophy: The Fragrance; Sephora stores.

Roger & Gallet Blue Lotus Fragrant Water and a Petit version for children, 50 doors; \$36 for 3.4-oz. of Fragrant Water and \$32 for 3.4-oz. of Petit.

Vanille Amande by Comptoir Sud Pacific, three-month Sephora exclusive; \$49 for 1.6 oz.

OCTOBER

Women's Alien Prodigy Elixir (Limited Edition) by Thierry Mugler Parfums, launching Oct. 30; specialty stores; \$190 for .33-oz. Extrait de Parfum.

Beyond Paradise Blue by Estée Lauder, the Estée Lauder Cos.; 2,100 doors; \$45 for 1.7-oz. edp.

Bobbi Brown Bath Fragrance by Bobbi Brown Essentials from the Estée Lauder Cos.; 300 U.S. doors, 250 internationally.

Boucheron Christmas (Limited Edition) from YSL Beauté, launching mid-October; 325 doors.

Cacharel Noa Perle by L'Oréal European Designer Fragrances Division, launching early October; 500 doors; \$42.50 for 1.7-oz. edp, \$59.90 for 3.4-oz. edp.

Creed Royal Ceylan from Creed; Neiman Marcus and Bergdorf Goodman in 40 doors.

www.vheller.com - Creation/Re-source: Tagon Paris

THE FALL FRAGRANCE ROUNDUP

Danielle by Danielle Steel from Elizabeth Arden; 1,600 U.S. department and specialty doors; \$49.50 for 1.7-oz. edp.

Donna Karan Gold from Donna Karan Cosmetics Division of the Estée Lauder Cos.; 1,600-1,800 U.S. department and specialty stores; \$75 for 1.7 oz.

Escada Into the Blue from P&G Prestige Products; 1,500 doors; \$52 for 1.6 oz.

Heiress by Paris Hilton from Parlux; 749 Kohl's stores; \$39 for 1.7-oz. edp.

J'adore Pure Perfume by Christina Dior from LVMH; Saks Fifth Avenue and Nordstrom; \$95 for 0.25-oz. flacon.

Joy Within by Sarah Horowitz Thrax; six Barneys doors; \$95 for 1.7-oz. edp.

Lily & Spice by Penhaligon's; 10 doors in the U.S.

Marc Jacobs Autumn Splash (Ivy, Violet, Amber) from Coty Prestige; 500 specialty doors, 1,000 doors worldwide; \$65 for 10-oz. edt.

Midnight Charm (Limited Edition) by Christian Dior from LVMH; Bloomingdale's, Saks, Nordstrom, Neiman Marcus and Sephora; \$65 for 1.7-oz. edp.

Moon Garden by Strange Invisible Perfumes; Barneys New York.

Oscar Gold (Limited Edition) from YSL Beauté; 2,200 doors.

Red Door Velvet by Elizabeth Arden; 1,800 doors; \$42.50 for 1.7-oz. edp.
Stella In Two from YSL Beauté; 422 doors.

Soir de Lune from Sisley Paris; 85 doors; \$100 for 1-oz. edp.

The O.C. for Her from Cosmetic Essence Corp.; 3,500-4,000 doors.

Men's Calvin Klein Euphoria Men by Coty Prestige; 2,200 department and specialty stores; \$42 for 1.7 oz.

Canali Men by Karis Group Ltd.; launching Oct. 15; 225 doors; \$75 for 3.4-oz. edp.

L'Homme Yves Saint Laurent from YSL Beauté; exclusively at Bloomingdale's.

Polo Double Black by Ralph Lauren from Ralph Lauren Fragrances Division of L'Oréal USA; 2,200 doors; \$47.50 for 2.5-oz. edt.

The O.C. for Him from Cosmetics Essence Corp.; 3,500-4,000 doors.

Viktor & Rolf Antidote from European Designer Fragrance Division of L'Oréal USA; 150 doors; \$65 for 2.5-oz. edt.

Unisex Blue Agava & Cacao by Jo Malone;

the Estée Lauder Cos.; \$50 for 1-oz. cologne.

CK One Electric by Coty Prestige; \$40 for 3.4-oz. edt.

Dzongkha by L'Artisan Parfumeur; L'Artisan boutiques, Henri Bendel, Neiman Marcus, Bergdorf Goodman, Fred Segal; \$110 for 3.4 oz.

Fleur de Narcissus by L'Artisan Parfumeur (Limited Edition); 20 doors in U.S., 50 doors worldwide.

Le Petit Prince's five fragrances; 1,300 stores throughout Europe, 250 U.S. stores.

Numero Uno from Carthusia; launching Oct. 1; 80 doors; \$78 for 1.7 oz.

NOVEMBER

Women's Anna Sui Secret Wish Magic Romance by P&G Prestige Products; 150 doors; \$38 for 1.7-oz. edt.

Brilliance Silver Rain by La Prairie (Limited Edition); 100 pieces will be available at select U.S. doors; \$2,000 for 1.7-oz. edp.

Crystal Aura by Avon Products Inc.; \$26 for 1.7 oz.

J'adore Pure Perfume Refillable Spray by Christian Dior Parfums, LVMH; Neiman Marcus; \$100 for 2.5 oz.

Lanvin Rumeur from P&G Prestige Products; \$65 for 1.7 oz.

Miss Dior Cherie Pure Perfume by Christian Dior Parfums from LVMH; Bloomingdale's, Saks, Sephora and Neiman Marcus; \$95 for 2.5 oz.

Tom Ford Black Orchid by Tom Ford Beauty, the Estée Lauder Cos.; launching Nov. 15.

Samba Sexy Woman from Perfumer's Workshop; launching Nov. 15.

Men's Blue Sugar by Aquolina from Luxcon Group; 300 doors; \$50 for 100 ml., \$12 for deodorant stick; estimated sales \$5 million.

Dunhill Pursuit by P&G Prestige Products; 100 doors; \$50 for 1.7 oz.

Samba Sexy Man from Perfumer's Workshop; launching Nov. 15.

Unisex Ruban D'Orange from L'Occitane; 145 L'Occitane boutiques; \$40 3.3-oz. edt.

West Side Serenade by Bond No. 9; launching Nov. 1; 100 doors; \$120 for 1.7-oz. edp.

DECEMBER

Women's Mille & Une Roses from Lancôme; rollout to Nordstrom and Neiman Marcus following June launch at Saks Fifth Avenue.

Men's Paul Smith Story from P&G Prestige Products; 37 doors; \$50 for 1.7 oz.



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Retailers Expecting a Strong Fall

NEW YORK — While the quantity of fragrances set to launch this fall is daunting, most retailers aren't even trying to stock them all. Instead, U.S. stores are focusing on finding synergies between apparel and fragrances brands — as is the case with Bloomingdale's and the new Juicy Couture, Betsey Johnson and Donna Karan fragrances, as well as Nordstrom and Escada — and installing high-end perfumery projects, such as Bendel's association with Aftelier Perfumes. Celebrity fragrances — including those from Hilary Duff, Danielle Steel, Jennifer Lopez and Sarah Jessica Parker — will also continue in full force for fall.

"We can't wait to launch the Juicy Couture fragrance," said Howard Kreitzman, vice president and divisional merchandise manager of cosmetics and fragrances for Bloomingdale's. "This is by far the most exciting thing going on in the marketplace — and we have a three-month exclusive. We think that Juicy will be the biggest fragrance launch we've ever done."

He's also looking forward to launching two new designer fragrances — Betsey Johnson's first scent and Donna Karan Gold, the noted designer's latest offering. "We'll be the launch store for Donna Karan Gold and we will have an exclusive at first with Betsey Johnson's scent," he said.

Kreitzman will also add Viktor & Rolf's Flowerbomb women's fragrance and the duo's new Antidote men's fragrance to his assortment this fall. Other new offerings will include Calvin Klein's Euphoria Men, Gaultier to the Power of Two, Hanae Mori, Burberry London for Men and Prada Amber Pour Homme, among others. "We think Prada for men, especially, will do great business," he said. "We had a bit of a dry spell last year, because we don't carry most celebrity fragrances. But this year, there's so much out there — we're not just looking at a sea of Hollywood fragrances."

Macy's East is staging 24 fragrance introductions this fall, with major hits expected from Vera Wang Princess. With Love Hilary Duff, Donna Karan Gold and Euphoria Men by Calvin Klein. Macy's is having a strong fragrance season with single-digit comp-store gains, and Micheline Jordaan, vice president and divisional merchandise manager of fragrances at Macy's East, said she is counting on that trend continuing right through holiday.

She pointed out that 75 percent of the volume during spring was generated by existing brands and only 25 percent by newness. Jordaan expanded upon that point by stressing that only the right combination of new entries and the proper handling of core brands "can deliver total growth for the season."

Another factor for holiday is the ability to layer in the right mix of value sets, which are usually championed by existing brands, she noted.

Laurie Black, executive vice president and general merchandise manager for Nordstrom's cosmetics division, said the chain will launch several exclusives, including Givenchy's Ange Ou Démon in August and later in the month Kenzo's new Amour fragrance, a worldwide exclusive. That will be followed by the first major introduction in 10 years from Hanae Mori, Magical Moon. Later in September, the new Matthew Williamson fragrance will be offered, followed in October by the worldwide launch of the Escada fashion fragrance, Sunset Heat.

"We believe that the fragrances we are launching will do well because they are staying limited in their distribution, focusing on the target Nordstrom fragrance customer," continued Black. "Another key to success is our ability to partner — both promotionally and in-store presentation — with the fragrance brands that have key apparel labels within our stores, such as Matthew Williamson and Escada, to maximize the brand's presence within Nordstrom." She's also bullish about fall prospects. "The fragrance business is trending very strong. There is nothing to indicate that this holiday will not be strong."

"We're looking at a pretty heavy introductory season," said Jon Pollack, executive vice president and general merchandise manager for cosmetics and fragrances at Belk. "There are a lot of launches both in men's and women's and we're looking for it to strongly impact our fall business and more strongly impact holiday." He noted that launches seem to be happening later in the fall, citing October and later as an active time frame for introductions. "[Vendors] know it's a market share battle and they're attacking their business in that matter."

Pollack noted that sales are trending well. "The business has been good," he said, adding, "The women's fragrance business has been good all season — we had a very good Mother's Day. [And] men's has come on strong in the second quarter."

While Belk's fall launch slate isn't final, Pollack estimated as many as 20 scents would be launched this fall, about 12 of which will be for women. "If history is any judge, out of the 20 you'll get four or five that'll crack the top 10 in men's and women's," he said.

Pollack is optimistic the fragrance category will continue to do well in the fall. "We are looking for high single-digit growth this fall in the entire category — men's and women's combined." He noted that top-ranking brands like Estée Lauder's Beautiful and Pleasures and Ralph Lauren's Romance on the women's side and Giorgio Armani's Acqua di Giò, Armani Code and Sean Jean's Unforgivable on the men's side are going strong. "The Armani franchise continues to do very well," said Pollack, adding there's been "continued strong business" out of Beautiful and Pleasures. "They've made good comebacks in the spring." There's "energy" behind those brands, like new products and advertising, he said.

One new entry, Lancôme's Hynpôse, is "excellent. It's exceeding expectations," said Pollack. "We had an aggressive plan for it and it's beating that."

"We are optimistic about both fall and the Christmas season," said Kate Oldham, vice president and divisional merchandise manager of cosmetics, accessories and fragrances at Saks Fifth Avenue.

She noted top brands include Jo Malone, Bond No. 9, Viktor & Rolf's Flowerbomb, Chanel, Creed and Cartier.

While the amount of fragrances on the retailer's launch schedule has not yet been set in stone, Oldham is looking forward to a number of new scents, including the September entry Antidote — Viktor & Rolf's masculine counterpart to



A look at Bloomingdale's beauty department.

PHOTOS BY ANNE ERICKSEN



Sephora has enjoyed double-digit growth in fragrance.

Flowerbomb. "We are excited about all our launches," said Oldham, "especially Lanvin Rumeur, a Saks exclusive, and John Varvatos Vintage."

"I'm happy to see so many substantial launches," said Shelley Rozenwald, senior vice president of cosmetics, skin care, fragrance and beauty services for Holt Renfrew. "It's great that so many of them are for men, too. Prada for men is going to be huge for us, as will Viktor & Rolf's Antidote, Burberry London for Men and John Varvatos Vintage."

With so many launches, Rozenwald predicts that rather than the usual pattern of women buying fragrances for men, more men will begin buying their own. "With the power of the names of these launches, I think we will see an increase in the percentage of men buying fragrances for themselves," she said. "They're not going to wait to get it as a gift. They will have a wardrobe of scents like women's."

On the women's side, Rozenwald is bullish on Donna Karan Gold and Sisley's Soir de Lune. "I believe they will both do great business for us," she said. "Donna's fragrance packaging is so in sync with her fashion. And Sisley's Soir de Lune is so beautiful." She described the Sisley scent as "the epitome of luxury. Ten or 20 years from now, it will still be around. In an era of disposable scents, this is a keeper."

"Our customers have responded extremely well to our spring assortment," said Ed Burstell, senior vice president and general merchandise manager of beauty, jewelry and accessories at Bergdorf's. At Bergdorf's, which traditionally has focused on exclusive and semi-exclusive brands, top performers include Joel Rosenthal's JAR brand, Jo Malone, Clive Christian, Creed, Guerlain, Acqua di Parma and L'Artisan Parfumeur.

Bergdorf's has at least a dozen scents on the launch slate for July through November. In July, the retailer will launch Soir de Lune by Sisley. In August, Bergdorf's will launch Badgley Mischka's new scent and Prada's men's scent — both on an exclusive basis — as well as Insolence by Guerlain. Fall launches include Matthew Williamson, which will bow exclusively at Bergdorf's in September; the same month the retailer will launch Gaultier to the Power of Two. October launches include Blue Agave and Cacao by Jo Malone, a new Creed scent and Quadrilobe by Guerlain, which will begin exclusively at Bergdorf's. In November, Burstell is looking forward to fragrances from Tocca and Stella McCartney.

"This fall will be supported by in-store events, personal appearances [by] Jean Paul Gaultier [and] Matthew Williamson and the Bergdorf Goodman Magazine in September and December," Burstell noted, adding that beauty inserts and the Bergdorf Goodman holiday gift book will also be part of the promotional push.

Claudia Lucas, senior vice president and general merchandise manager of beauty at Henri Bendel, said she is excited about several offerings for the fall selling season. "We are working with Mandy Aftel, a perfumer in California who owns a fragrance company called Aftelier Perfumes," said Lucas. "They're exquisite, handmade natural perfumes that we think our customers will love. We're also planning on taking L'Artisan Parfumeur's new fragrance, and are working on events with that. It looks like an exciting fall."

Sephora, which has continued to chalk up double-digit increases in its fragrance business, hopes to continue that momentum through fall and holiday, according to Betsy Olum, senior vice president of marketing.

"We take a very focused view," said Olum. Among Sephora's lengthy launch lineup, Olum seemed particularly excited by Guerlain's Insolence, Givenchy's Amariage Mariage, Vera Wang Princess, Versace Bright Crystal, Lulu Guinness Fairy Tales, Badgley Mischka, Donna Karan Gold, Stella In Two by Stella McCartney and With Love Hilary Duff — all on the women's side. The big news in the unisex category will be Jean Paul Gaultier to the Power of Two. On the men's side, Sephora will feature Euphoria Men by Calvin Klein, Amber Pour Homme by Prada, Burberry London for Men and then John Varvatos Vintage and Polo Double Black by Ralph Lauren.

In November, as the holiday run up gets under way, Sephora will feature Juicy Couture from Liz Claiborne, the Escada seasonal scent, Sunset Heat, and Euphoria Blossom by Calvin Klein. The chain will also make a big push with its perennial Sephora Fragrance Sampler in early December.

— Julie Naughton, Matthew W. Evans and Pete Born

Smithsonian Staff to Don Mizrahi Aprons

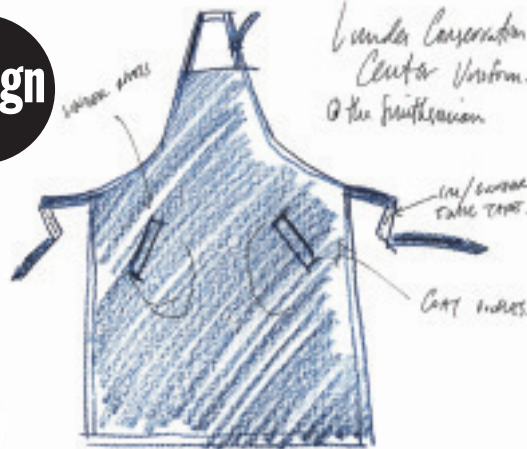
By Amy S. Choi

NEW YORK — Conservators at the Smithsonian American Art Museum and the National Portrait Gallery in Washington, D.C., are taking a bit of a fashionista turn. When the Lunder Conservation Center opens in the Smithsonian Saturday, the staff will be outfitted in denim aprons designed exclusively for the museum by Isaac Mizrahi.

Typically, preservation work — and the conservators completing it — are hidden in the back rooms of a museum. In an effort to bring preservation to the forefront of the museum experience, the Smithsonian has spent the past five years developing the 10,200-square-foot Lunder Conservation Center, which brings what many in the art world consider a museum's most important work out to the public. The center features five laboratories and studios wrapped in floor-to-ceiling glass walls, where visitors can watch the conservators at work, stop at educational kiosks and participate in public programs and outreach initiatives.

And, of course, gaze on a small bit of fash-

Design



ion. The conservators formerly wore whatever work clothing they chose for themselves, but now that they will be on view to the public, the museum organizers thought it was time to step up the fashion element.

"One of our board members knows Isaac personally, so she called him to see if he wouldn't be interested in giving us a hand," said Claire Larkin, special projects director at the museum. "He graciously said yes and met with us to discuss what our needs are."

The new aprons, done pro bono by the quirky designer, are made of a stiff, dark denim with two deep tool pockets and are labeled "Isaac Mizrahi for Lunder Conservation Center." This marks the first time the conservators sport any kind of uniform.

"The conservators should look smart," said Betsy Broun, the Margaret and Terry Stent Director of the Smithsonian. "Isaac was terrific in making a workable apron that is more than just a nifty piece of fashion. It's a fully functional lab apron built around the specifications of our employees."

The museum will sell the Mizrahi aprons in the gift shops for \$85.



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 Major Men's Sportswear Co. seeks someone with 1-2 years industry experience at someone productive to work w/ Production Manager on all items. Must be computer literate and detail oriented. Bilingual English/Chinese and/or Spanish preferred. Please send resume and salary requirements to: hr@ericthelapp.com

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