

# REALLY BIG SHOW

◀ **FASHION:** Dior sets Moscow exhibit next month that will mix couture and famous artworks. **Page 8.**

**PLUS:** VF'S NEW FIVE-YEAR PLAN. **STYLE, PAGE 1.**



# WWD

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## JAPAN EARTHQUAKE

# Economic Impact Unclear As Tragedy's Toll Mounts

By AMANDA KAISER

TOKYO — As Japan grapples with the terrifying aftermath of the most powerful earthquake to ever strike the country and an ensuing tsunami that killed thousands, life in the capital city is slowly easing back to normal.

Pedestrian traffic along Tokyo's streets was expectantly light on Saturday, the day after an 8.9 quake in northeastern Japan shook buildings in the Japanese capital and stranded thousands in the city overnight. Areas such as Shibuya, Harajuku and Ginza, which are normally teeming with people on



the weekend, were exceptionally quiet and many stores were closed for business. That situation changed considerably on Sunday, as the aftershocks tapered off in frequency. The number of people on the streets, many with shopping bags in tow, increased significantly. Nearly every retailer was open, with an apparent quick return to near normalcy, as couples and groups of friends browsed the stores.

"Of course, we feel terrible about the situation in Miyagi [the area the tsunami

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## IN WWD TODAY

### Ready-to-Wear Boosts Neiman's PAGE 2

**RETAIL:** The luxury department store reported higher profits on the back of more full-priced selling and strong ready-to-wear sales.

### Bulgari Back in Black PAGE 2

**FINANCIAL:** The Rome-based jeweler, which is to be bought by LVMH for \$6 billion, returned to profit last year as a result of growth in all geographical markets and product categories.

### Frederick's of Hollywood, the Magazine

STYLE, PAGE 7 ▶

**INNERWEAR:** The innerwear brand is launching its first magalogue to boost its lifestyle image.



# Precious Petals

Boldly beautiful flowers were prominent in the collection Alber Elbaz showed for Lanvin, a theme he demonstrated in oversize prints, accessories and baubles, such as this wool felt headpiece and crystal brooch and cuff. Gloves were also front and center, worn by more models than not. For other standout accoutrements, see pages 4 and 5.

JAPAN PHOTO BY SANKI/VIA GETTY IMAGES

PHOTO BY STEPHANE FEUGERE

# innerwear

## Frederick's Gets Editorial

By KARYN MONGET

FREDERICK'S OF HOLLYWOOD will be launching its first magalogue — a cataloguelike magazine — this week.

The concept, a marketing tool for products and brands, is aimed at enhancing the lifestyle image of the Frederick's of Hollywood name.

"Our magalogue is designed and crafted to give consumers an editorial view of what's new and what's happening at Frederick's of Hollywood without the ads. It's been designed to have a creative, editorial feel to it and consumers can shop by going into stores, online at fredericks.com or by dialing our 800 number," said Linda LoRe, president of Frederick's of Hollywood Group Inc. "What's unique and new about this is it validates a lifestyle initiative. We're really positioning this initiative as Frederick's being a fashion-forward company versus a place to go for commodities."

Frederick's first mailing of one million magalogues will feature bras, undies, shapewear, hosiery, dresses, shoes and swimwear. The 36-page mailer will focus on a variety of trends such as "White Hot," "Golden Goddess" and "Daring Duos" — a "chorus line of racy panties and sexy thigh-highs [stockings]," said LoRe.

She added there will be an additional mailing of about one million magalogues every month beginning in the fall.

"Some will be 16 pages and some will be 36 pages, depending. The holiday season may be thicker," she said.

Regarding online business, LoRe said sales are up in the "mid-teens" against a year ago. "Eighty percent of our customers now order online. There's been a big influx that started three years ago."

Meanwhile, Hope Brick, Frederick's senior vice president of merchandising, said the products and contemporary images address "big merchandising ideas."

"It begins with metallics and biker chic, shoes and a new launch of bras, the Hollywood Flirt... We're all about Hollywood and cleavage," said Brick. "We're spreading our DNA in a fashion way... We've interpreted streetwear into intimate apparel offerings, and there's sexy shapewear that's meant to be seen."

Brick further noted that the bridal trousseau category, which is called "Oh, Yes, I Do" in the magalogue, is expected to be strong.

"It's anything but traditional," said Brick.



Some of the inside pages and the cover of Frederick's magalogue.



## Sheen and Color on Tap for Spring '12

THE SPRING-SUMMER 2012 season for intimate apparel will be underscored by rich colors, metallics and satin-finish fabrics, and luxe looks.

That's the word from Mayouri Sengchanh, international business development manager for Paris-

based trend forecasting firm Carlin International, who recently made trend presentations at the CurveNY trade show in Manhattan and the Salon International de la Lingerie in Paris.

"Everything will be very colorful and there will be lots of optimistic prints... But at the same time, we are quite concerned about the rising costs of raw materials, especially cotton, not for the luxury market but lower channels. The rising costs mean there will be a trading up in all fabric sectors. It also means prices will be higher but the quality will not be as good as it used to be," said Sengchanh.

Despite growing apprehension over soaring costs for raw materials, Sengchanh said there will continue to be a big demand for fashion, particularly high-end merchandise and designer brands. She outlined four key trends:

- **Eco Deluxe:** "The inspiration is taken directly from nature whether it's color or shape, and cotton will be treated like silk, a luxury fabric, in sleek, satiny finishes. Green is making a big comeback, and vegetable greens like eucalyptus are very strong," said Sengchanh.
- **Alternatives:** An upbeat palette of "milk shake colors" in a range of strong



A box of color swatches for spring 2012.

of lace trims and overlays, contrasting colors such as black backgrounds tempered with primary red and yellow. There is a strong focus on retro silhouettes such as high-waisted shapers and vintage-looking corsets. "But these shapewear looks must be linked with function. The attitude is we dare to show our femininity, sensuality and curves. It's the comeback of the femme fatale," said Sengchanh.

- **Initiation:** The theme is based on "beautiful woven effects" as well as jacquards, laces and embroideries. There will also be tribal-looking motifs and patterns, metallic touches and jeweled effects. Bodysuits are key.

"A main focus will be rich earth tones from chocolate to terra-cotta," she said.

Meanwhile, the four top trends at the Interfilieres textiles forum at SIL for summer 2012 reflected the positive outlook for fashion colors and prints.

Animal prints, fuzzy effects, blossoming florals and an abundance of leaf motifs rounded out an eco statement, while pastels and layette tones were livened up by electric, glossy accents of lipstick pinks and reds.

Shapewear was highlighted with new generations of microfibers and knits that are highly elastic and lightweight, and ethnic looks prevailed with Seventies-inspired florals and graphics.

— K.M.

