

# WWD NEW YORK



**Sean John at 20**  
Sean Combs may have changed his name numerous times over the years, but the aesthetic of his fashion brand Sean John has remained constant: streetwear mixed with classic tailoring. For more on the milestone, see pages 10 to 28.

## Act One

Tom Ford's men's show at the Park Avenue Armory on Tuesday night was one of the highlights of New York Fashion Week Men's – and he'll be back at the same spot tonight for the women's version. No doubt it will feature the designer's signature luxe touch as well, as seen here in the leather shearling worn with cargo pants. For more on the men's shows, see pages 8 and 9 and 29 and 30.

PHOTOGRAPHY BY  
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Bottega Veneta photograph by ©Garry Chiverton

The  
Collections  
New York

FASHION

## NYFW Sees a Shake-up In Formats

- Short films, large-scale installations and Instagram campaigns are some of the creative approaches this season.

BY LISA LOCKWOOD, JESSICA IREDALE, ROSEMARY FETTELBERG AND ARIA HUGHES WITH CONTRIBUTIONS FROM ANDREW NODDLE

Much ado has been made of the state of New York Fashion Week: Is it less relevant? Is it better than ever? Is it moving to the summer? Does runway still matter?

Answers to all of those questions are elusive, but one thing is certain: the fashion calendar is ever changing.

This season is marked by an absence of familiar names in familiar time slots. In addition to those that decamped to Paris last year – Altuzarra, Proenza Schouler,

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BUSINESS

## Bottega Veneta Sails Into New York

- To mark the opening, the brand will reveal its latest collection with a blowout celebration.

BY MISTY WHITE SIDELL

NEW YORK – When Bottega Veneta opened its first store outside Italy in 1972, the brand set down on Madison Avenue – a location near which it has now returned with a much larger, even more strategically important flagship.



Following 11 years on Fifth Avenue, Bottega this week unveils its new maison at 740 Madison Avenue – a megastore, for which three landmark town houses were conjoined, creating a behemoth temple to Italian

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Gustav Von  
Aschenbach

## Gustav Von Aschenbach

For his second Gustav von Aschenbach outing, designer Robert Geller embraced a completely new medium for his "show": a hologram that displayed one model in various outfits.

"We decided to launch this brand to have the freedom to be able to try out different things," Geller said.

The second iteration of the collection presented a much younger and streetwise aesthetic. Oversize hoodies paired with boxy top coats and baggy pants seemed to be the uniform de jour for this cool kid.

The mainly solid palette from the first season was replaced by a multitude of prints, buffalo plaids, pinstripes and even graphic Ts.

"The direction is a little more trendy and young," he said.

The use of nylon in technical parkas and anoraks also added a touch of performance to the street-ready collection.

Although the idea was ingenious, the small screen and unusual format made the presentation less impactful than a traditional runway show, but he gains points for inventiveness. — Alex Badia

## Li-Ning

Main message: Athleticism has become an overused buzzword in men's wear. But as a six-time Olympic medal-winning gymnast,

Li Ning knows a few things about athletics. Making his international debut with the brand he founded 27 years ago as part of CFDA's China Day, Li-Ning "carries the genes of an athlete." As such, the brand presented a lineup of traditional Western sportswear silhouettes such as track pants, bombers, T-shirts and hoodies — much of it colorblocked — that blended technical materials with a streetwear aesthetic in a traditional Chinese color palette of red, white, black and gold. Li Ning's photo, both competing and donning his medals, was emblazoned on several of the pieces. *The Result:* The former athlete offered up an authentic take on the ath-leisure trend. — Jean E. Palmieri

## Peacebird

Main message: The Chinese fashion design team celebrated American culture of the Eighties with the use of Coca-Cola logos, ultra-boxy tailored clothing and the occasional pair of mom jeans. And in case anyone missed it, the soft drink's famous logo was printed on sweatshirts, Ts and even canvas Vans sneakers.

*The Result:* A trend-driven and fun collection that's bound to introduce a new generation to the decade of excess. — Luis Campuzano

## Chenpeng

Main message: The exaggerated play of proportions and volumes was the main

Li-Ning



Peacebird



Chenpeng



Landlord



theme of this outerwear-driven offering. XXL puffer coats in a variety of bright colors ranging from pink to foam green were some of the head-turning pieces.

*The Result:* Although the most editorial pieces were fun and constructed to resemble flowers, it takes a very specific consumer to walk down the street looking like a British garden. — Luis Campuzano

## Landlord

Main Message: Each season Ryohei Kawanishi aims to dissect a specific style of men's wear. In the past, his themes have been more streetwear leaning — he's brought his own spin to workwear, Nineties b1p-hop and reggae — but for his fifth collection he

went with punk. Kawanishi admitted that it's an overused reference, but he wanted to make it feel fresh. He showed Tartan plaid anoraks, corduroy suits in bright colors, angora, color-blocked sweaters and other knits styled with rhinestone bras.

He collaborated with Alpha Industries on a bomber and matching pants made from dead stock materials and partnered with Blackbeams on the studded leather jackets. Kawanishi showed Doc Martens that were drawn over with Air Force 1 details.

*The Result:* The collection provided some strong moments — the corduroy suits were a highlight — but it would be nice to see Kawanishi dig deeper into previous ideas he's played with and establish a more consistent brand DNA. — Arla Hughes