

WWD



Going Pop

PopSugar gets set to launch its own beauty brand.

Page 5



Artistic Conviction

Artist Alex Katz may be 90, but he remains as prolific as ever.

Pages 26 and 27



Men's Turn

NYFW: Men's begins with shows from Sanchez-Kane, Bode, David Hart and more.

Pages 14 and 15

Fashion. Beauty. Business.

Round Here

It's time to get dotty about New York Fashion Week, with the women's shows getting under way in earnest on Thursday. Lisa Perry is letting loose her passion for round marks. "I was inspired by dots, dots and more dots," she said of her fall 2018 collection. For more designer inspirations, see pages 16 to 23.

BUSINESS

Foulkes' Message Of Change For HBC

• The former CVS Pharmacy leader has been tapped to transform Richard Baker's retail empire – and quickly.

BY EVAN CLARK AND DAVID MOIN

Helena Foulkes, the president of CVS Pharmacy who kicked tobacco to the curb and took on airbrushing in beauty ads, is bringing her "transformational" take on retail to Hudson's Bay Co. as chief executive officer.

Although an avid shopper of HBC's Saks Fifth Avenue banner, Foulkes acknowledged she has "lots to learn" as she comes into her new, fashion-centric job on Feb. 15, but she stressed the similarities in the challenges faced by all kinds of retailers in today's market.

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FASHION

Tom Ford On NYFW, Industry

• He's gone vegan (with a side of sugar), is rethinking fur, and loathing red carpet politics. And – oh, yes – he's about to stage two fashion shows within 48 hours, beginning with his men's show tonight.

BY BRIDGET FOLEY AND JEAN E. PALMIERI

It has been a solid decade since Tom Ford launched his men's wear collection, but, with the exception of a formal show to mark the opening of his London store, he has opted to present his men's collections in intimate presentations. Until tonight, when Ford's men's wear hits the runway at the theater he has installed in the Park Avenue Armory. The collection has evolved significantly from its tailored roots to encompass a full lifestyle range, which Ford wants to showcase in its entirety. On Thursday, his women's wear will get equal time.

In a wide-ranging phone interview on Friday afternoon from L.A., Ford explained why he chose to do two shows rather than go coed. He addressed other topics as well, some industry-centric (fur; diversity on the runway); some not (his

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Bristol

Bristol

Name: Bristol

Main message: Luke Tadashi looked to an autobiography written by his Japanese grandfather, which documents his experience in World War II and his journey to America. He referenced the patina, wrinkled quality of the images in the book to inform his line, which consisted of rumpled shirts, sweatpants with exposed pockets, wide-leg denim pants with snap closures on the leg, and more tailored pieces made from Cupro. The collection also debuted Bristol's footwear collaboration with Adidas, which is an updated take on Kobe Bryant's Crazy 8 basketball sneaker.

The result: Well done. Tadashi always manages to filter popular sportswear pieces through his own lens. — *Aria Hughes*

Suitsupply

Name: Suitsupply

Main message: The retailer didn't stray far from its roots for its first true New York Fashion Week Men's presentation, filling the Cadillac House space with all manner of tailored clothing — much of it dressed down, such as a double-breasted emerald suit worn with a cream turtleneck and sneakers.

The result: The overall message would have been at home in Florence for Pitti Uomo, but it felt at home in Manhattan, too. — *Jean E. Palmieri*

Diplomacy

Name: Diplomacy

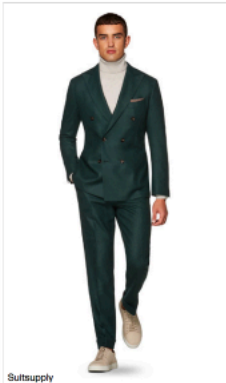
Main message: With an antiestablishment point of view, designer Eric Archibald used traveling throughout New York City as a creative journey to deliver his interpretation of street culture. The lineup included oversized hoodies, patchwork spandex tights and a coated plastic jumpsuit, as well as statement messages embroidered onto sleeves of sweatshirts.

The result: Diplomacy has the right ingredients to grab attention and keep its followers wondering what's next. — *Luis Campuzano*

C2H4

Name: C2H4

Main message: For the first of two collections shown this season, designer Yide Chen mixed workwear with laboratory uniforms. The second line was a collaboration with Number (Nine), a line that's known for its rock 'n' roll aesthetic, which combines with C2H4's Los Angeles ethos to produce what Chen calls "chemical rock." Jesse Rutherford closed the show with a performance.



Suitsupply



Diplomacy

The result: When taken apart, there are some interesting pieces, but overall it fell flat. — *A.H.*

Project Life Creation

Name: Project Life Creation

Main message: Formerly known as Plac, the re-branded line showcased such men's wear staples as a double-faced cashmere topcoat, embroidered knits, bomber jackets and T-shirts with paneling and plays on color-blocking, the latter inspired by a print from artist Anthony Gerace.

The result: Although the collection lacked a true fashion statement, it was wearable and retail friendly. — *L.C.*

Wood House

Name: Wood House

Main message: An apocalyptic theme was the overriding focus for designer Julian Woodhouse this season with atomic bomb graphics, camouflage prints and the occasional punk reference.

The result: Although the end of the world twist is part of today's conversation, his new soldier unfortunately has shed all streetwear references. — *Alex Badia*

Head of State

Name: Head of State

Main message: Titled "Brotherhood," the third collection by 19-year-old Taofoek



C2H4



Project Life Creation

Abjako aimed to bridge the gap between his West African youth culture and assimilation into America with casual sportswear separates inflected with a retro sensibility. With a brand name culled from a Fela Kuti song about government and state violence in Africa, pieces are politically charged even without overt messaging, drawing



Wood House



Head of State

from various social, political and cultural moments throughout history. **The result:** Key pieces including a black PVC jacket, track-inspired pullover and zip-up, and a waffle knit with oversize chest pocket showed appeal regardless of borders, and Abjako's still-young yet skilled hand at elevating basics. — *Andrew Shang*

Project

Project continued to make its presence known at New York Fashion Week: Men's by hosting a presentation for Michael Bastian, W.R.K., Faherty and M. Singer, four brands that often show within the Tents, the designer section of the trade show.

Project also hosted several other labels during the morning and afternoon sessions of New York Men's Day.

Tommy Fazio, men's fashion director of UBM Fashion, who hand-selected each brand, said this is the latest initiative in the company's move to support American talent. It's also an evolution of UBM Fashion's new partnership with the Council of Fashion Designers of America that promotes the growth of emerging talent and the fashion industry as a whole.

"We are thrilled to have the platform outside of the trade-show floor in New



Michael Bastian

York to champion men's wear talent who represent the best of American designers. Having had the privilege of working with each designer at Project, we are excited to assist in presenting their fall 2018 collections by supporting CFDA's NYFW: Men's and NYMD," Fazio said. — *J.E.F.*

C2H4 photograph by Giovanni Giannetti