

WWD

Fashion. Beauty. Business.



Going Big

Louis Vuitton unveils its enlarged store at South Coast Plaza in California, which offers new services and exclusive products.

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Day Two

New York Fashion Week: Men's featured designers including Ovadia & Sons, Willy Chavarria, Nick Graham and more.

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Leaping Levi's

Levi Strauss & Co. saw revenues jump 17 percent in the second quarter - although it's worried about impending trade wars.

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Tent dresses abounded quite literally on the Paris couture runways, cut to catch the breeze, such as this Armani Privé gown. For more, see pages 10 to 13.

PHOTOGRAPH BY GIOVANNI GIANNONI

BUSINESS

Nordstrom: Going Long By Going Local Route

• The department store retailer sees itself at a pivotal point for a business expected to heat up in the next few years.

BY KARI HAMANAKA

LOS ANGELES — Nordstrom Inc. is taking a narrower focus with a play on local markets, in a bid for long-term growth across all facets of its business.

Investments over the past few years in digital, the supply chain and acquisitions of companies such as Trunk Club and HauteLook have set the stage for where the retailer's management team now sees the business headed, points that have helped insulate it from the rugged retail landscape today, co-president Erik Nordstrom said during his presentation at the company's

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BUSINESS

WWD Retail 20/20 London: The New Store Experience

• Brand leaders gathered at London's Wellcome Collection on June 27 to talk shop floors, customer seduction and the importance of savvy sales staff.

BY SAMANTHA CONTI

PHOTOGRAPHS BY TOBY KEANE

LONDON — The shop floor is alive and thriving — although it needs a different type of nourishment in this era of digital and mobile commerce. Brand leaders from both sides of the Atlantic and from industries ranging from fashion to cycling and beverages gathered at the Wellcome Collection near King's Cross St. Pancras station here to hear about what's working — and what's not — at the WWD Retail 20/20 Forum, "The New Store Experience."

Speakers as diverse as Ramdane Touhami of L'Officine Universelle Buly, Dirty Lemon's Zak Norman and Rapha's Darren Read and Caroline Crosswell talked about the importance of cultivating and educating sales people — the actors on the great retail stage — and transmitting the essence of a brand — during a group cycle ride, at a pop-up cocktail bar or at a fragrance talk.

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Parke & Ronen

Leave it to Parke & Ronen to transport tired, hot New Yorkers to a beach in Malibu on a Tuesday afternoon in July.

"It's all about L.A., baby," said codesigner Parke Lutter backstage before the show.

He and Ronen Jelewiczki trotted out a lovely array of pastel colors, floral prints and retro graphic stripes on swimwear, coverups and short-sleeve sweaters.

"We threw in a little Eighties vibe — we were listening to the Go-Go's," Lutter said, adding that the silhouette of this season was classic but modernized with a little higher waist and more of a boxy feel.

The sheer shirts and pajama sets spoke of the leisurely lifestyle while the sleeveless hooded sweatshirts pushed a more athletic vibe.

With a soundtrack that included Lady Gaga's "Boys, Boys, Boys" and Rod Stewart's "Do You Think I'm Sexy," Parke & Ronen proved that even after 21 years, they can still get a crowd energized while building on a successful business.

— Jean E. Palmieri



Parke & Ronen



Wood House Army

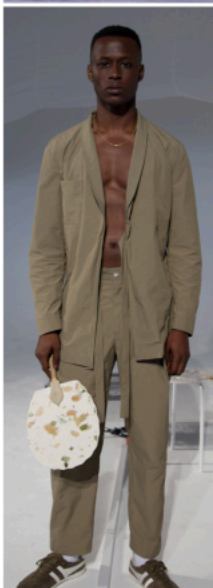
Sundae School

What is **smokewear**? According to Dae Lim, who designs Sundae School, it's a category of clothing that's not confined to weed smokers but suggestive of recreational weed smoking in subtle and overt ways.

Lim grew up in Seoul, where marijuana usage is still illegal, but came to the U.S. 11 years ago and was introduced to it as a teen. After studying math at Harvard, he joined McKinsey & Co. as a consultant but decided that wasn't the environment for him and got a job at VF as the head of growth. He used his resources there to create Sundae School, which is a year old and started out with mostly graphic T-shirts and dad hats emblazoned with stoner puns. But for his spring 2019 collection, he expanded on his original proposition with a proper apparel collection that's titled Dduul-Sunbi — dduul is a slang term teens in Korea use for weed and sunbi means scholar.

He imagined a world where scholars explored weed and collaborated with South Korean illustrator Yeonban on a graphic depicting that scenario. He also looked to hanbok, traditional Korean dress, to present a neutral lineup of casual but refined clothing. Models wore mostly leisure suits that consisted of lightweight poly jackets with the closures and matching pants; poly shirts and cargo shorts layered with organza, a fabric frequently used in traditional Korean dress, and nubi quilted pants paired with a matching patchwork top. The association to weed came through on a wool and cashmere sweater covered with "Smoking Chills," and interior and exterior pockets designed to hold a spliff, juul or box of cigarettes.

It was a clever collection with a brand message that could easily turn gimmicky, but Dae avoided that with nicely made clothes that would attract stoners and non-weed smokers alike. — Aria Hughes



Sundae School



Landlord



Wood House Army

Since starting his brand two years ago, Julian Woodhouse, a former first lieutenant in the U.S. Army, and husband and codesigner Kirill Kabachenko have sought to create a uniform for their fashion army each season. This time around, the uniform was a mixture of Eighties BMX suits as well as a more ethereal feel inspired by the rebirth of a phoenix.

The duo had spent two months in Asia and Woodhouse said the vision for the season came to him during a meditation.

The use of silk — a first for the brand — in airy parkas and ultralight cargo pants helped add a spiritual side to the collection while the motor racing references gave the lineup a tough edge.

The color palette of oranges and burnt reds together with the painterly phoenix print also combined to give an Eastern feel.

For its runway debut, Wood House Army's mix of spirituality, athleticism and street edge proved to be a successful formula. — Alex Badla

Landlord

Ryohel Kawanishi, creative director of Landlord, likes to dive deep into a concept for his collections. This process leads to distinct pieces that stand out at retail — since launching Landlord a few years ago, Kawanishi's stockist list has grown to include Barneys New York, Opening Ceremony and several shops throughout Japan — but it can also make it harder to suss out a true brand DNA. Last season's punk collection felt a little out of place in his newly forming oeuvre, but his spring 2019 assortment, which was influenced by Windows 95, felt more in line with Landlord's ethos.

Kawanishi referenced skate and surf silhouettes, but wanted to focus on net-surfing as opposed to actual surfing. This materialized in a colorful lineup of reimagined workwear and sportswear pieces including bomber jackets covered in neon pockets, nylon shorts and pants decorated with contrasting zippers and panels and bowling shirts spliced with bold strips of fabric. Kawanishi, who said he pushed his factory in Queens, N.Y., on the boundaries of production, said these details were meant to mimic scattered open windows on a computer screen. Models were covered in slime that matched their outfits.

The lineup also included collaborative pieces with Alpha Industries, Kosuke Tsunuma, Blackmeans, Novesta and Cartoon Network's "Adventure Time." Cartoon Network partnered with the CFDA to sponsor New York Fashion Week: Men's this season, and Kawanishi designed a capsule based on the series that will be available to purchase next year.

It's clear that Kawanishi, who used to be bored by men's wear, is dedicated to presenting new ideas through his own filter, which he achieved with this collection. — A.H.