

# Pitti Uomo to Feature 'Born in the USA'

By JEAN E. PALMIERI

AMERICAN-MADE brands will have their day in the sun at January's Pitti Uomo show.

In a deal cut between Liberty Fairs founder Sam Ben-Avraham and Raffaello Napoleone, chief executive officer of Pitti Immagine Srl, which stages the biannual men's wear trade fair in Florence, a consortium of 20 U.S. brands will be brought to the show in a special Born in the USA by Liberty Fairs section. Pitti is slated to run Jan. 13 to 16.

The news of the collaboration will be revealed at a press conference in Milan today.

The offering will range from clothing and denim to accessories and footwear, all of which are made in the U.S., Ben-Avraham said. Among the brands that will be participating are 3x1, American Trench, BKC/The Brooklyn Circus, Dehen 1920, Dickies 1922/Palmer Trading, Filson, Frank Clegg, Freenote, Imogene + Willie, Knickerbocker Manufacturing Company, MSL by Billy Reid, Norman Russell, Oak Street Bootmakers, Quoddy, Red Wing,

small space, so we're very careful who we're bringing."

Agostino Poletto, deputy general manager of Pitti Immagine, said the brands range from "classic styles to sportswear."

Ben-Avraham said, "The partnership is an unbelievable opportunity to service American brands by giving them the chance to be a part of the Pitti experience under the Liberty umbrella. While Liberty is not explicitly focused on Made in the USA, this point of view makes sense for us as an American trade show in Florence. We feel local manufacturing is beyond just a state-

ment—it's a state of mind."

Napoleone said the deal is for four seasons; if it is successful, the number of participants and the space devoted to the brands could increase. In the trade-show business, "there needs to be consistency," he said.

Ben-Avraham said there are no plans to open a Pitti Uomo pavilion at Liberty Fairs. "We haven't talked about the other way around yet," he said.

He did note that Liberty signed a partnership agreement with Project Cobalt—a new venture that offers financial support to emerging names

in fashion, the arts, music and technology—to bring Knickerbocker and Norman Russell to the Born in the USA area.

In other Pitti news, Peuterey will be among the special guest brands at Pitti Uomo, and the Italian outerwear label will host a presentation with models to inaugurate a new category called Special Event@Pitti. The date and location of the event are to be confirmed.

Francesca Lusini, chief executive officer of Peuterey Group, which also controls the GeoSpirit, Aiguille Noir and Post Card labels, said the group

will continue to present its GeoSpirit and Post Card brands in a booth inside the fair.

The exposure at Pitti Uomo also is expected to help boost the company's expansion in the U.S., where Peuterey Group opened a North American branch two years ago. The brand is hoping to triple its U.S. business to around 30 percent of overall sales within five years, he said. According to Lusini, the Peuterey Group expects to close 2014 with revenues of about 80 million euros, or \$99.35 million at the current exchange rate.

— WITH CONTRIBUTIONS FROM ALESSANDRA TURRA

"We didn't just want Americana. We wanted a little of the old and the new, all mixed together."

— SAM BEN-AVRAHAM

Save Khaki, Schott/Perfecto by Schott, Shinola, The Hillside and Upstate Stock.

The U.S. contingent will be housed in two adjacent, 1,300-square-foot spaces in the Archivi, a previously unused part of Fortezza da Basso, according to Pitti Uomo.

Napoleone said that, in recent years, Pitti's push has been to become more of an "international platform." He expects the January show to attract 22,000 buyers, 8,000 of whom he expects to be "international buyers," including 800 from Japan.

Pitti Uomo historically attracts American brands to its show, but the vendors within Born in the USA are entirely new, Napoleone said. "We've always had a lot of American exhibitors," he said, but they were sprinkled throughout the show, not in one dedicated space.

The idea for Born in the USA came about after a meeting with Ben-Avraham last summer, Napoleone said. Ben-Avraham said a group from Pitti Uomo visited the Liberty show in New York last July, and they brainstormed about how to make a "really powerful statement to stand out. So, we came up with Born in the USA.

"We didn't just want Americana. We wanted a little of the old and the new, all mixed together," he continued. "It's a



**CATCHING UP**  
 HARVEY NICHOLS' CHIEF EXECUTIVE OFFICER STACEY CARTWRIGHT REVEALS HER STRATEGY TO CLOSE THE GAP WITH THE STORE'S COMPETITORS. PAGE 6



**FLYING THE FLAG**  
 LIBERTY FAIRS' SAM BEN-AVRAHAM LINKS WITH PITTI UOMO FOR A BORN IN THE USA PAVILION AT THE ITALIAN TRADE SHOW. PAGE 9.



**PAINTING THE TOWN**  
 SIBLING BRANDS LOUIS VUITTON AND CHRISTIAN DIOR HELD MAJOR PARTIES AT TWO NEW YORK ART MUSEUMS. PAGES 10 AND 11.



**WWD**  
 MONDAY, NOVEMBER 10, 2014 \$3.00 WOMEN'S WEAR

## Belle Curves

Bustiers give evening looks a dramatic boost. Here, Blush's polyamide and elastane lace and point d'esprit bustier and Only Hearts' point d'esprit nylon tulle skirts; Dana Rebecca Designs earrings. For more, see pages 4 and 5.

MODEL: ALVA NEW YORK MODELS; HAIR: MARCEL DUBOIS; MAKEUP: BUI BERCK; PHOTO ASSISTANT: DANIELA TAVOLI; FASHION ASSISTANT: DANIELA MARCHER

PHOTO BY KYLE ERICKSEN; STYLED BY BOBBI QUEEN

### RETAILERS LOSING MILLIONS

## Panic at the Ports As Holiday Looms

By KRISTI ELLIS AND KHANH TRAN

RETAILERS AND BRANDS, spending millions of dollars in extra costs due to congestion and delays in shipments at West Coast ports, are seeking President Obama's help to intervene in an escalating union and management dispute that could hit the economy hard during the crucial holiday season.

By industry estimates, a five-day port shutdown on the West Coast could cost the economy nearly \$2 billion a day.

Even without a shutdown, severe delays at the Los Angeles and Long Beach ports already have begun to take a bite out of retailers' and brands' margins.

Ann Inc. on Thursday said it expects about \$5 million in incremental air-freight costs in the third quarter because of uncertainty with cargo shipments at the West Coast ports. The company also said it will rack up an additional \$8 million in costs during the fourth quarter if the delays continue.

Julia Hughes, president of the U.S. Fashion Industry Association, said one of her member companies already has paid more than \$5 million in extra costs. "That's not even looking at the cost associated with not getting your merchandise delivered on time [when] brands have chargebacks," Hughes said. "We are clearly looking at millions of dollars, so far, in excess fees and charges because of delays, not to mention the impact of not having product in stores or of brands not being able to meet delivery requirements."

Industry groups on Friday said companies have run into a "perfect storm" of issues, including the lack of a labor-management contract, that has created severe congestion at West Coast ports, a shortage of chassis since September, a shortage of truck drivers and delays associated with unloading megac-container ships.

The International Longshore and Warehouse Union, which represents nearly 20,000 dockworkers, and the

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### THE LUCKY ONES

## China's Singles' Day Seen Biggest One Ever

By CASEY HALL

SHANGHAI — China's Singles' Day sales are already the largest one-day e-tail event in the world — and this year is expected to be the biggest yet.

Conceived in 2009 by Chinese e-commerce giant Alibaba as an excuse for single people to buy a gift for themselves, Singles' Day, held every year on Nov. 11 (in Chinese, *shuang shi yi*, or double eleven), has morphed into an all-encompassing discounting spree.

Last year, Alibaba broke its own one-day sales record by a massive 80 percent on Singles' Day, processing more than \$5.75 billion through its online payments system, while another \$1.6 billion was spent on JD.com — all in 24 hours.

In comparison, comScore said spending on Cyber Monday, the biggest online sales event in the U.S., reached \$1.74 billion in 2013, an increase of 18 percent year-over-year.

This year, analysts are predicting an event bigger result for Alibaba's Tmall and Taobao, as well as other online retailers, including JD.com, Suning and Yihaodian, which have all jumped aboard the Singles' Day bandwagon. James Tompkins, founder and chief executive officer of consulting firm Tompkins International, said at a presentation in New York hosted by financial services firm Cohn & Wetzner, "I am anticipating Alibaba will do \$8 billion this year on Singles' Day."

Liu Jun, deputy director of China's State Post Bureau, forecast the number of deliveries over the Singles' Day sales period will rise 50 percent over

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