



### WAHLBERG'S NEW GIG

MARK WAHLBERG KEEPS BROADENING HIS UNIVERSE, THIS TIME WITH AN APPAREL LINE FOR INDIAN MOTORCYCLE. PAGE 10



### OPULENT BRIDAL

LEVEL SHOE DISTRICT IN DUBAI LAUNCHES CAPSULE COLLECTIONS WITH 20 EXCLUSIVE STYLES, INCLUDING ONE BY NICHOLAS KIRKWOOD. PAGE 12



### RANKING NEW YORK

CONSUMERS IN A FIRST INSIGHT/WWD SURVEY CHOSE AN OSCAR DE LA RENTA LOOK AS TOPS DURING NEW YORK FASHION WEEK. PAGE 2

# WWD

WEDNESDAY, FEBRUARY 25, 2015 \$3.00 WOMEN'S WEAR

## Survival Instinct

What does one do when adrift in a sea of SOS-inspired creativity? London-based designer Christopher Raeburn cast

off convention — and embraced his penchant for upcycling — by transforming an actual orange life raft into a statement cape. He added a green fur collar and reflective tape for contrast, effectively making his point without going overboard. For more from the runways, see pages 4 and 5.



PHOTO BY GIOVANNI GIANNONI

### 'TRANSITIONAL' YEAR

## Macy's Shares Drop On Cautious Outlook

By DAVID MOIN

MACY'S INC. is cautious about 2015 — and Wall Street doesn't like it.

The retailer issued a conservative sales and profit outlook for the year, which it considers a "transitional" one for testing off-price, international and new in-store formats and setting the stage for higher top-line gains in 2016.

The \$28.1 billion company, operator of Macy's and Bloomingdale's, expects total sales to grow just 1 percent and comparable sales to gain 2 percent in 2015. Earnings of \$4.70 to \$4.80 a share are seen, which is about 3 cents shy of what analysts have been expecting.

Wall Street reacted swiftly to Macy's lowered outlook, punishing the company's shares on Tuesday even as the firm's executives characterized the performance for the fourth quarter and 2014 as strong. Shares fell 3.2 percent to close at \$62.10 on the New York Stock Exchange, indicating analysts weren't necessarily pleased by the retailer's forecast.

Terry J. Lundgren, Macy's chairman and chief executive officer, explained the conservative outlook by saying, "The consumer is definitely putting more money in their pockets than a year ago [because of lower gas prices]. The question is whether they spend money in categories we are in."

If they go for apparel and accessories, "We will definitely get our share," Lundgren added. "If they spend it in entertainment, technology, downloads and health care, that won't help. They've got more money in their pockets. It's a matter of where they are prioritizing it. Hopefully, the consumer will spend more in our categories than they demonstrated last year."

Declining tourist spending due to the strong dollar isn't helping Macy's business. "Tourism definitely matters for us in our big cities — New York, San Francisco, Chicago, Miami," Lundgren said. "The tourists came in the fourth quarter, but I believe they came because

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## Vegas Women's Shows: The Seventies Reign

By WWD STAFF

WOMEN'S RETAILERS and brands can breathe a collective sigh of relief now that the West Coast ports dispute is over.

The agreement reached between the Pacific Maritime Association and International Longshore and Warehouse Union late Friday ended a protracted drama that seeped its way into the sea of fluffy faux fur vests and svelte spandex silhouettes showing at last week's Vegas trade shows.

The ongoing labor dispute reverberated throughout the women's brands exhibiting as buyers and vendors descended on the Las Vegas strip for WWD MAGIC, Project, Pool, Capsule, WomensWear in Nevada and other shows.

The backlog of product can't be cleared soon enough for companies such as Los Angeles-based Emme Inc.'s Rain Teez Clothing, whose owner Simon Adot complained from the MAGIC floor that congestion at the ports was "affecting our business to the extent that everything is late. So our customers are getting things late and it's hurting their business."

The effects were particularly acute among juniors brands, where delays in moving cargo through the ports hit manufacturers' finances hard.

Rehab Clothing lost \$200,000 after canceling all the orders it received last month for its lingerie-inspired sportswear to be shipped in February. "The make-up for that is this show," said Stanley O, brand manager for the Los Angeles-based company. "We have to do well and be nice to customers." SEE PAGE 6



# Buyers Mix It Up at Vegas Shows

(Continued from page one)

Pain at the ports proved a nuisance for some retailers but was not enough of a blow to motivate overhauls in buying strategies.

Cori French, women's buyer at Cerritos, Calif.-based Revolve Clothing, noted late shipments and extended shipping dates.

"We are taking the port issue into consideration when placing all orders and have been asking to air freight items whenever possible," said Lulus.com co-founder Colleen Winter.

Winter shopped the trade shows to fill out her first- and second-quarter inventory after recently adding to the current open to buy. The year for Lulu's has started off strong, she said, with the Chico, Calif.-based company having "exceeded our sales expectations, and we are very happy with the start of the year."

Buyers in Vegas generally stuck to items under \$100 at retail, with a few splurges here and there.

"It's pretty much the same as it's always been," said Jena Green, co-owner of Apricot Lane in Peoria, Ill., and an operating partner in the Vacaville, Calif.-based chain's e-commerce business. "Our customer typically wants to spend on the lower side for clothing because it's real trendy and they just wear it for a few months and then they want to buy something else. But we tend to sell — when it comes to the higher price-point items, which are still under the \$100 mark — we tend to sell better with shoes, purses [and] jewelry. That's the stuff I feel like customers are still spending a lot of money on."

Buyers were generally mixed on their business so far this year.

Beverly Breaux, owner of La Femme Boutique in Cuero, Tex., said sales are up from a year ago and she's remained largely untouched by macroeconomic pressures. "Women are women,"

she said. "A lot of women that shop boutiques want something different."

Deborah Bliley, owner of the women's clothing and gift boutique Impromptu in Erie, Pa., noted a rockier start to the year.

"This year has been tough," Bliley said. "We're from Pennsylvania and it's been 28 degrees, so there are not a lot of people out walking."

Still, Bliley bought into the colorblocking and liquid leather trends she saw at WWIN and browsed the OffPrice show.

Activewear and yoga continues to be a segment of the market where buyers and manufacturers see growth potential. WWDMAGIC expanded show space allotted to activewear vendors, with companies such as Canada-based Karma Athletics making their show debuts.

The 12-year-old company, which manufactures in Canada, is sold in retailers such as Nordstrom and Holt Renfrew, but the category's popularity has been a boon for business. "We realized with this whole category exploding, boutiques are looking," said Karma director of sales Perry Sharma. "We're definitely seeing a whole new level of distribution with more boutiques."

Synergy Organic Clothing from Santa Cruz, Calif., said it's building a network of retailers among health food chains like Whole Foods and Mom's Organic Market. Combined with yoga studios, the health food stores account for as much as 18 percent of Synergy's total sales, according to owner Henry Schwab.

Overall trends varied although there were several that stood out across vendors and shows, including black and white, faux fur, Seventies denim, ponchos and chunky sweaters.

"Black and white is probably the most comfortable trend

that people aren't going to let go of anytime soon," said Jackie Wong, sales representative for Glamorous, a young contemporary vendor from Manchester, England.

Ponchos made a comeback, as seen in Spanish-based Desigual's array of more than 20 ponchos at WWDMAGIC. Puffer jackets that carried a slimming silhouette also fared well, as did light jackets that layered over thick sweaters.

"Now, people are looking to build their coat wardrobe," said Kelly Dowd, director of outerwear sales for Canada's Mackage, which exhibited in Project's Tents. "They want to have four to six pieces to satisfy the weather that we have."

Buyers from San Francisco-based e-tailer ModCloth noted bohemian looks were still going strong, along with kimonos, maxi vests, chambray and handkerchief prints.

"The standout trend would be the Seventies, which includes suede, fringe — whether it's on skirts or booties or jackets. Lots of earth tones, like camel and military green," noted Revolve's French.

Revolve added Australian label Auguste to its fold for its appeal to the retailer's boho customer with vibrant prints and jewel tones, French said. New York-based Nightwalker, a relatively new line in the Revolve stable, was also on point with fur coats, she added.

Lindsey Trees, owner of the six-month-old Denver Street Boutique — a mobile retailer catering to thirtysomethings with apparel priced at retail between \$40 and \$80 — noted similar trends. Los Angeles-based J.O.A. is a brand Trees said she'd dabbled with in the past, but she placed a larger order last week in hopes of adding more fashion-forward items to her lineup.

Here, a recap of last week's shows:

## LIBERTY FAIRS

**Mood:** At what's billed as a one-stop shop for the modern man, dual gender brands showed a fraction of their women's ranges but reported business was busier than expected with women's boutique buyers.

**Key Trends:** Denim and sportswear brands that displayed women's offerings embodied a tomboy style. The array of women's military parkas, moto jackets, aviator bomber jackets and rigid boyfriend jeans resembled shrunken versions of the male counterparts. G-Star Raw's ripped and repaired boyfriend jeans that retail for \$200 stood as its most well-liked style. New York-based 3x1 channeled the Seventies with high-waisted, wide-legged jeans in a bright blue tint. In outerwear, the contemporary division of Woolrich, John Rich & Bros, said that, despite retail prices running from \$695 to \$995, its top sellers were oversized military-inspired down parkas with detachable fur hoods.

**Show Buzz:** Ultrastretchy denim isn't going away anytime soon, but customers are demanding rigid options, too. This fall marks the first season that Levi's Made & Crafted was designed in the brand's San Francisco headquarters, after moving operations from Amsterdam. Levi's Vintage introduced a new unisex style called 501 CT that modernized the original 501 pattern into a cut and tailored version that is fitted through the leg. "We see more women wanting nonstretch," said Sean Naughton, who handles Levi's sales for the eastern region.

**Best in Show:** WeSC touted that its roomy pullover sweaters and long cardigans are warm enough to withstand snow without a coat on top. Known for high-waisted skinny jeans, Australia's New Denim switched gears this season to add mid-rise, wide-leg jeans in rigid denim and a slim flare, both with extra-long inseams and vintage-like washes. As for inspiration, designer Par Lundqvist said, "I have 4,000 pairs of vintage jeans." — R.C.



## Fall 2015 Trends

