

WWD



Mars Module

Riccardo Tisci wanted an otherworldly feeling for his spring ads for Givenchy.

Page 6



Viv's Place

Vivienne Westwood opens a New York flagship where her typical quirky touches are on display.

Page 7



China Surprise

Swiss watch exports to Mainland China rose in November after struggling for months.

Page 3

Fashion. Beauty. Business.

Dress Linens



The humble fabric gets an upgrade this season on chic accessories from designers including Roger Vivier's bag (top), Tabitha Simmons' wedge (middle) and Aquazzura's flat, which adds resin coral and bright red ribbon straps. Who knew a potato sack had this much potential for style? *For more linen accessories, see page 4.*

PHOTOGRAPH BY JOSHUA SCOTT

Prop Stylist: Renata Gar

BUSINESS

Europe, U.S. Up Security At Retail

- In Berlin, streets were closed to traffic in the wake of the attack, but most retailers in the vicinity opened.

BY MELISSA DRIER WITH CONTRIBUTIONS FROM QUYNH TRAN, KATYA FOREMAN, ROBERT WILLIAMS AND SHARON EDELSON

Retailers and law enforcement authorities throughout Europe and the U.S. stepped up security Tuesday following the terrorist attack on the Christmas market in Berlin that killed 12 people and injured almost 50 more.

The search for the Berlin attacker or attackers continued Tuesday. ISIS claimed responsibility for the attack Monday night, when a truck jumped the pavement and

CONTINUED ON PAGE 9

BEAUTY

Beauty's Top Influencer: Zoella's Zoe Sugg

- Sugg, Niki and Gabi Demartino, Jaclyn Hill and more are 2016's top influencers in the beauty space.

BY RACHEL STRUGATZ

For those brands looking to tap into the hottest beauty influencer, here is a little tip: look at engagement, not followers.

That was among the key takeaways for Trygve Jensen, vice president and general manager of video technology company Zefr, who said that "likes," comments and views across the various social platforms trump the sheer amount of followers that one might have.

By that score, Zoe Sugg, or Zoella as she goes by on the Internet, led the pack with 252 million social media engagements in 2016. Sugg had the highest engagement of any beauty influencer, according to new data from Zefr. Sugg has a cross platform reach, or combined followers, of 30 million.

Today, 26-year-old Sugg was crowned

CONTINUED ON PAGE 8

BUSINESS

Vivienne Westwood's World Opens in N.Y.

- The designer plans to roll out the new store design to all international flagships over the next few years.

BY SHARON EDELSON

NEW YORK – One of fashion's original provocateurs, Vivienne Westwood, has opened a 15,000-square-foot flagship, here, that spans all six stories of a French Beaux Arts townhouse at 14 East 55th Street.

Westwood's company billed it as the designer's first New York store, however, Westwood in 1999 unveiled a 7,000-square-foot unit at 71 Greene Street, which subsequently closed.

The first three floors of the prewar townhouse comprise Westwood's retail space. The upper floors are being used for showrooms, offices and a press and sales presence in New York.

The brand's largest store dedicates ample space to ready-to-wear collections, including Andreas Kronthaler for Vivienne Westwood, the Vivienne Westwood mainline and Anglomania.

Accessories collections and bridal are also on display. A salon for Westwood's evening wear capsule is dedicated to showcasing and fitting demi-couture gowns.

The flagship also features a selection of original Worlds End collection pieces, otherwise available only at the seminal Worlds End boutique in London.

Westwood in 1970 started Worlds End at 430 Kings Road with her then-boyfriend Malcolm McLaren. Ruminating on the Worlds End web site about what she would tell young people today, she said, "We are dangerously short of culture – trained up as consumers and not thinking."

The New York flagship has new architectural and interior design, created in collaboration with architect Simona Franci, a partner in Fortebis Group. The design reflects the brand's DNA where the notion of elegance is deconstructed and restored through the use of raw sustainable and natural materials juxtaposed with refined and innovative details and finishes.

"The shop is friendly because it's not finished," Westwood said. "We didn't cover up



Vivienne Westwood's flagship in a Beaux Arts town house.

the plasterboard. Most of the interior walls aren't structural. We didn't want to cover them to make them look like real walls because they never do. It never works."

Westwood said she likes the color of plasterboard, and therefore, left it bare. "It's so neutral, but warm," she said, adding that building materials can be seen exposed in plywood. "We decided this whilst the shop was being built and screws were showing," the designer said. "It makes the place look temporary. Catch the moment, enjoy yourself and come and see these beautiful clothes."

Westwood's suggestion to "buy less, choose well and make it last" sounds like retail heresy, but sound-bites like that have made her an enduring symbol of the British avant-garde.

The designer describes the carpet at the new flagship as "looking like you just rolled it out – cushy to walk on," Westwood said. "We made jacquard knits in

the same design, which was inspired by an illuminated manuscript where a bunch of wild men are wearing animal skins. We copied the way the skins were drawn and blew it up for the carpet."

Furniture in a similar pattern includes a sofa that looks like an analyst's couch. Handbags are displayed in metal and wood cubbies, and wood and glass vitrines have wheels for maximum flexibility. For all of Westwood's talk about impermanence and rough-hewn qualities, the store has a gloss of elegance with fixtures topped with gold finials and resting on gold satyr feet. A nod to Westwood's days as an instigator is a T-shirt hanging in a display case that says "Revolution."

Westwood said she's always been inspired by the 18th-century furniture and ornaments in the Wallace Collection, a national museum in a historic London townhouse, which are made precious by combining many materials of different

qualities. "We have our traditional iconography, satyr feet and orb."

Kronthaler, Westwood's creative director, design partner and husband, said, "My second wish after London was always New York, so this is a dream come true for me. It's one of the greatest cities in the world. The building we have chosen for our shop has a great atmosphere and the area is perfect for us."

Westwood in 2011 opened a location in Los Angeles. "New York is an important step for us as a company, so we had to find a location which best represents our brand," said Cristiano Minchio, Westwood's Americas chief executive officer. "As soon as we opened the L.A. flagship, we started looking at different areas in Manhattan and found a great building with lots of history, which was once part of the St. Regis Hotel. I knew right away that it was everything we needed in terms of space, feel and location."

BUSINESS

E-commerce Moving From Apps to Social Media

- Contextual commerce offers opportunity for retailers as consumers favor the mobile web and social media.

BY MAGHAN MCDOWELL

E-commerce is everywhere now.

But as brands move beyond their apps and court customers on social media and the mobile web, there's still plenty more for them to do to get ahead, according to a new study by L2.

The market research firm said contextual commerce – practice of giving shoppers the option to buy where they want – offers expanding opportunities to retailers as consumers pass by a multitude of apps in favor of the mobile web and social media.

L2 said that among Fashion Index brands, which includes 85 top brands in

the U.S. market, adoption of e-commerce apps declined from 23 percent to 19 percent in the past year, with four fashion brands having deleted their apps. Meanwhile, consumers spend 84 percent of their smartphone time on five non-native apps. At the same time, social media apps are fulfilling diverse functions. The researchers recommended brands take advantage of that by facilitating shopping on apps such as Instagram and Facebook. They found that only 11 percent of brands offer e-commerce options on both, while 64 percent have added "Shop Now" or "Learn More" buttons to their Facebook pages.

The researchers recommended that brands follow that path further and, for example, adopt chatbots to help serve customers, Tommy Hilfiger and Burberry.

On Instagram, 14 percent of the brands studied had a "click-to-buy" e-commerce link in their description on the brand's page. Researchers noted that this might

change with Instagram's recent pilot with brands such as Kate Spade and Coach that allows users to see product details and a direct link to make a purchase, in addition to the ability to click on links in Instagram Stories, which is only available to verified accounts.

On Snapchat, Lancôme, Target and Everlane have been some of the first brands to experiment with facilitating e-commerce. Target and Lancôme used ads that include a 10-second video and the call for viewers to "swipe up" to see more, which, in this case, was a mobile website where people can buy products they saw in the ad.

Social media, which has long held a special relationship with fashion week, also drives the appetite for instant fashion, with 24 percent of the top performing Facebook posts being fashion-show-related.

Technology also helped designers more closely bridge the digital with the

physical. Rebecca Minkoff, for example, used an app called Zeekit to show how clothes would fit on a shopper's body and used virtual reality to live-stream her fashion show.

As video is expected to account for 77 percent of U.S. mobile data traffic by 2020, researchers recommended that merchants take it even further beyond brand-building to a more direct commerce offering. Examples in the report include Kate Spade, which lists shoppable items under a video, and Ted Baker, which makes a more interactive, commerce-centric video.

Similarly, analysts reported that brands can take advantage of more commerce and interactivity through e-mail. John Varvatos, for example, integrated e-commerce directly into emails.

Going forward, L2 suggested that innovations such as virtual reality could ultimately offer more interactive shopping experiences.