

MILAN
collections/fall '10



MILAN FASHION WEEK: Reviews of Missoni, Ferragamo, and more, plus Fashion Scoops, pages 6 to 10.



FINANCIAL: Apax said eyeing options for Tommy Hilfiger; speculation focuses on PVH, page 14.



ACCESSORIES: David Yurman to expand into Europe with Printemps store, page 5.



FASHION: Eye of the Tiger — catching up with Roberto Cavalli, pages 8 and 9.

Women's Wear Daily • The Retailers' Daily Newspaper • March 2, 2010 • \$3.00

WWD TUESDAY

Ready-to-Wear/Textiles

Sleek Chic

MILAN — Frida Giannini revisited the Seventies and Nineties for Gucci house icons and created a polished fall collection that had a sense of relaxed luxury. Here, one of her lean silhouettes: tight pants and a shirt with a Rothko-inspired print, worn with a short fur jacket — one of the great items in a strong fur season. For more on the shows, see pages 6 to 10.

The Heritage of Milan: No-Gimmick Fall Lines Seen Luring Consumers

By WWD Staff

MILAN — Designers here delivered solid collections, easing up on sex and flash to focus on heritage values and investment pieces as customers ease back into spending mode, buyers said.

Despite a condensed Milan show schedule that penalized brands holding showroom presentations, retailers found plenty to like, from pantsuits and outerwear galore to flat shoes and furry boots.

"Everything wasn't just geared to the young customer. There were also some very work-appropriate looks that came down the runway, and I don't even call that mature. I call that saleable, which is nice to see," said Stephanie Solomon, vice president of fashion direction at Bloomingdale's.

See **Buyers**, Page 12



Paris Scene

What to see, do and eat in Paris during fashion week.

TAKING LIBERTY: Hip Parisian concept store Merci will host a cocktail party on Thursday to introduce its home and clothing collection designed with London's Liberty department store. The line, featuring the boutique's signature retro-inspired floral prints, will be available for three weeks at Merci and Liberty. Prices for the colorful, flirty and fun collection range from 35 euros, or \$48 at current exchange, for a bracelet to 2,750 euros, or \$3,752, for a floral couch.

111 Boulevard Beaumarchais, 75003

Tel.: +33-1-42-77-00-33

— Ruby Ward

PIERONI BOWS: Italian designer Patrizia Pieroni will fête the opening of her first shop in Paris this Thursday. There, from 3 to 9 p.m., she is to present her upscale ready-to-wear line for spring.

Patrizia Pieroni

24 Rue de Poitou, 75003

— Philippa Brangan

REPETTO REDUX: Wishing for access to Repetto's exclusive shoes without having to elbow through crowds of ballerinas? Maison Clarté has installed an exclusive Repetto showroom in its Marais boutique offering just that. The elegant space, designed by Philippe Virly, boasts select Repetto models for men and for women, including limited editions like the zip-front ballerina and the studded Jackson Jazz shoe. All of the store's antique furniture and mirrors are also for sale.

Maison Clarté

8 Rue Charlot, 75003

Tel.: +33-1-42-72-49-70

— P.B.

PARIS BLITZ: What's the link between tequila, drag queens and yodeling? All three can be found at the Blitz Bar, a temporary nightspot nestled in the former digs of Black Calavados (BC). Order a bottle of Blitz tequila and settle into one of the comfy black leather sofas or knock back a margarita at the bar to a soundtrack ranging from Grace Jones to Eighties German pop. On Thursday nights, waiters are dressed in lederhosen and joined by cross-dressing hostess Mademoiselle Blitz.

Blitz Bar

40 Avenue Pierre 1er de Serbie, 75008

Tel.: +33-1-47-20-77-77

— Joelle Diderich

LUXURY TREATMENT: L.Raphael has brought a host of new treatments for the face, body and scalp to Paris' Four Seasons George V. The Swiss beauty brand uses a newfangled technique that treats skin with a mix of high-pressure oxygen and its own skin care formula. The combination allows the concentrated formula's active ingredients to enter skin at a more profound level than most other treatments, thereby giving a peeling effect and strong anti-aging benefits. The Oxy-Peel Anti-Age treatment, which lasts 50 minutes to the tune of 625 euros, or \$845, involves two rounds

of oxygen plus a massage and masks, among other steps. Eye and anticellulite treatments are also available (with each lasting 50 minutes for 500 euros, or \$676).

Four Seasons George V

31 Avenue George V, 75008

Tel.: +33-1-49-52-72-10

— Jennifer Weil

NEW DIGS: Siki de Somalie has moved from her Palais Royal address to a quaint, elegant atelier on Rue Jacob. There, she displays and sells her limited edition Baroque jewelry — including bracelets with semiprecious stones — earthenware objects and furniture.

Siki de Somalie Atelier-Galerie

30 Rue Jacob, 75006

Tel.: +33-1-42-60-61-10

— Chantal Goupil

INN STYLE: Fashion aficionados have a new refuge, called Les Jardins de la Villa, in Paris' 17th arrondissement. Marc Hertrich and Nicolas Adnet designed the chic boutique hotel's 33 cozy rooms in winter and summer gardens' decor, all sprinkled with fashion references, such as fuchsia color (think Schiaparelli) and embroidered floral buttons à la Coco Chanel. Junior suites cost 480 euros, or \$650, and double deluxe rooms, 350 euros, or \$475.

In the heart of the 18th arrondissement, Philippe Maidenberg designed the quirkily decorated and comfortable 44-room Hôtel Joyce. It boasts a glass-roofed breakfast room equipped with Fifties furniture and airplane-style seats. Hôtel Joyce offers organic breakfast and bath products from the N-Ki brand. Rooms run from 160 euros, or \$217, for a single room to 380 euros, or \$514, for a suite.

At four-star Hôtel Le Secret de Paris, also in the 18th arrondissement, each of the 29 rooms features a symbolic Parisian monument, such as the Moulin Rouge and the Opéra Garnier. Rooms start at 215 euros, or \$290.

Just opened is Notre Dame Saint Michel, decorated by Christian Lacroix and located across from Notre Dame in a 17th-century building. The hotel offers 26 charming rooms and breathtaking views, with prices starting at 149 euros, or \$202. Les Jardins de la Villa 5 Rue Belidor, 75017 Tel.: +33-1-53-81-01-10

Hôtel Joyce

29 Rue La Bruyère, 75009

Tel.: +33-1-55-07-00-01

Hôtel de Paris

2 Rue de Parme, 75009

Tel.: +33-1-53-16-33-33

Hôtel Notre Dame Saint Michel

1 Quai Saint-Michel, 75005

Tel.: +33-1-43-54-20-43

— C.G.

HOUSE PROUD: French casual sportswear brand Bensimon has opened a gallery space focusing on furniture, home goods and contemporary art pieces inspired by nature. Designers tapped include Ruud van Oosterhout, Thomas Mangold and Ernst Gampel.

Gallery S. Bensimon

111 Rue de Turenne, 75003

Tel.: +33-1-42-74-50-77

— P.B.

MABILLE BRANCHES OUT: On Friday, Alexis Mabile will present his first full accessories collection, spanning jewelry, footwear

The Hugo & Victor pastry shop.



For more Paris Scene, see www.wwd.com.

A room in Notre Dame Saint Michel.



eye

Mademoiselle Blitz and bar staff at Paris Blitz Bar.



and chocolates are displayed in the colorful store and sold individually or in gift boxes.

Meanwhile, macaroon king Pierre Hermé has opened a store in the posh 16th arrondissement. For his new address, Hermé created two new macaroon flavors: green tea and sesame, and lemon and praline.

Hugo & Victor

40 Boulevard Raspail, 75007

Tel.: +33-1-44-39-97-73

La Cure Gourmande

49 Avenue de l'Opéra, 75002

Tel.: +33-1-40-06-02-47

Pierre Hermé

58 Avenue Paul-Doumer, 75016

Tel.: +33-1-43-54-47-77

— C.G.

FOOD FOR THOUGHT: Top chef Michel Del Burgo (formerly of Taillevent) is back on the Paris restaurant scene heading up the kitchen of Chez La Vieille, a cozy bistro in the 1st arrondissement. It serves delicious French bourgeois-style cuisine, like flavorful mushroom ravioli, refined rabbit terrine and rice pudding. Dinner for two without wine runs around 120 euros, or \$160 at current exchange.

In a modern atmosphere with high ceilings, large green plants and comfortable banquettes is La Villa, a trendy new restaurant near the Champs-Élysées. Its menu includes treats like grilled sea scallops served with truffle mashed potatoes or codfish in a tasty broth. Dinner for two without wine cost around 140 euros, or \$190.

Next to Hermès on Rue Boissy d'Anglas is Bread & Roses, a 2,000-square-foot gourmet spot best known for its selection of sophisticated products like organic breads, Gillardeau oysters, French caviar and Cinco Jotas ham from Sanchez Romero Carvajal. Bread & Roses includes a gourmet takeout shop, restaurant and cocktail bar.

Chez La Vieille

1 Rue Bailleul, 75001

Tel.: +33-1-42-60-15-78

La Villa

37 Avenue de Friedland, 75008

Tel.: +33-1-82-28-75-08

Bread & Roses

25 Rue Boissy d'Anglas, 75008

Tel.: +33-1-42-47-40-00

— C.G.



A view of the Gallery S. Bensimon.



Mirrored cuffs from Alexis Mabile's accessories collection.

and leather goods. The line, which plays on mirrors and rhinestones, includes oversize cuffs, bijoux belts, geometric leather bags festooned with mini-bows and vertiginous heels with dragonfly tails climbing up the ankles. The collection's signature strass cuff will be sold exclusively in a pop-up Alexis Mabile store at Le Bon Marché from March 4 to 18.

Alexis Mabile

10 Rue Saint Roch, 75001

Tel.: +33-1-42-71-20-46

— Katya Foreman

SWEET TOOTH: Sweets are in season. Pastry chef Hugues Pouget (who worked at Ladurée, Le Bristol's restaurant and alongside three-star chef Guy Savoy) last week began offering classic and creative pâtisseries in his sleek boutique, Hugo & Victor, on Boulevard Raspail. Delicious mille-feuille, tarts, macaroons and chocolates are presented in a minimalist, chic decor.

On Avenue de l'Opéra, an array of candies and homemade sweets are available at La Cure Gourmande. Old-fashioned southern French-style lollipops, caramels, calissons, nougats, biscuits