

# WWD



## Mickey's World

Opening Ceremony unveiled its latest collection at Disneyland, including a capsule collection timed to Mickey Mouse's birthday.

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## Hruska Retires

Jack Hruska, who designed many interiors for Bloomingdale's, is stepping down but remaining a consultant.

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## Austin Bound

A preview of the South by Southwest festival in Austin, Tex., and things to do around town.

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Fashion. Beauty. Business.



## Fake News

The truth is that fake fur was all over the runways for fall as designers eschewed the real stuff in favor of the man-made. The debate continues to rage over which is better for the environment, but the proliferation of fake fur represented a cultural tipping point of sorts as brands such as Michael Kors and Gucci switched camps – and it became increasingly difficult to tell real from fake. One of the designers long at the forefront of using fake fur is Stella McCartney, whose coat is seen here. *For more on the trend, see pages 10 and 11.*

PHOTOGRAPH BY GIOVANNI GIANNONI

### BUSINESS

## Ferragamo Not for Sale, CEO to Not Be Family

- Commenting on the exit of ceo Eraldo Poletto and 2017 financial results, president Ferruccio Ferragamo said a sale was “out of the question.”

BY LUISA ZARGANI

**MILAN** – The Ferragamos have no intention of selling the Salvatore Ferragamo company and the plan is to continue to appoint a person from outside the family to be its chief executive officer.

Those were two of the salient messages Ferruccio Ferragamo, president and newly minted interim ceo of Salvatore Ferragamo SpA, conveyed Thursday during a conference call with analysts to present the group's 2017 financial results, which saw a 42.4 percent drop in net profits.

“To sell is out of the question,” he said,

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### BUSINESS

## Federal Regulation Dominates Talk at PCPC

- The organization also appointed Amway's George Calvert as chair, following Thia Breen.

BY ALLISON COLLINS

**The personal-care industry** seems ready for federal regulatory oversight.

About 300 personal-care executives gathered at The Breakers in Palm Beach, Fla., for the Personal Care Product Council's annual meeting, which came as the group works to push through bipartisan legislation that would provide federal regulatory oversight for the industry. The goal is to preempt the growing number of state and even city-level personal-care laws, and help simplify doing business.

Federal legislation is the biggest thing PCPC is working on, according to George Calvert, vice president, supply chain and research and development at Amway and the organization's new chair.

“The biggest issue for us was getting a unified position,” he said. “We all want pre-emption...are there parts of the legislation that small companies have concerns about

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## INFLUENCE PEDDLER

CHRISSELLE LIM,  
J.O.A. PARTNER  
ON COLLECTIONTHIS IS THE FIRST DESIGN  
COLLABORATION FOR LIM.

BY RACHEL STRUGATZ

**Chriselle Lim** is getting into the apparel game.

The superinfluencer has teamed with contemporary clothing brand J.O.A. on a 23-style ready-to-wear collection, Chriselle x J.O.A. The line, which will be sold exclusively at Nordstrom, will enter 40 doors across the U.S. and Canada and launch on nordstrom.com on March 15. The selection of versatile dresses, jumpsuits, tops and blazers – several of which can be worn in multiple ways – ranges in price from \$59 to \$124.

This is the first design collaboration for Lim, who called it a “waiting game on my end to find the right partner.”

“I’m always trying to shop for myself. It’s important for me to purchase things, especially with what I do. When you’re buying things on your own with your own money, you’re very conscious about what you’re spending, from quality to price point,” said Lim, pointing out that J.O.A. is a brand she discovered at Nordstrom about a year-and-a-half ago and has been buying ever since. “I felt comfortable with the price point [J.O.A.’s] and I felt satisfied with the quality. You never know when you shop online.”

In addition to being heavily involved in the design process – due to close proximity, she was able to work closely with the downtown Los Angeles-based brand – making sure that the pieces were versatile was top-of-mind. Several trips to Rome last year inspired a “Roman Holiday” collection (as did the movie), which has a color palette of cream, gold, yellow, dusty pink and sage green.

“I started my career on YouTube with tutorials on how to wear one piece in many different ways. It’s how I started

my channel, and to this day [the Transformations series is] one of our most popular videos. I wanted women to get a bang for their buck,” she said.

For example, a \$59 wrap top with straps can either be tied at the front, tied over the shoulder to create a cap sleeve, tied in the back to look off-the-shoulder or even tucked in to transform into a tube top. There is also the Patina Trench Dress, \$112, that according to Lim, looks like a trenchcoat when worn open and paired with jeans and a T-shirt, but closed becomes a “full-on A-line dress” that can be paired with heels.

The transition into product might seem like a departure from Lim’s core business, Cinc Studios, the creative studio she cofounded with business partner Lauren Fong – but that’s hardly the case. J.O.A. has actually enlisted Cinc Studios to support the project creatively with assets such as a fashion campaign, a film and other content. The only creative Cinc is not responsible for is the product shots for the line that will live on nordstrom.com’s e-commerce page.

“We’re able to offer a full package, including our services along with just me as creative director of the collection,” said Lim, who cofounded the venture with Fong, also Cinc Studios’ chief executive officer (Lim is creative director of Cinc Studios, too).

The studio, which officially opened for business in October, offers fashion, beauty and lifestyle brand services ranging from social strategy and social consulting to strategic creative direction, full-service production, look books, content for e-commerce sites and digital campaigns.



Chriselle Lim in the Chriselle x J.O.A. campaign.

“Cinc Studios is still a business that we’re heavily active in and invested in growing. Because we had this great opportunity come up as we were building Cinc, we saw this as another opportunity – not just for myself as a brand, but as a way for Cinc Studios to get involved,” Lim continued.

For now, the collection is a one-off

collaboration, but Lim is hopeful “this will turn into something bigger.” And given Nordstrom’s track record with successful influencer collaborations – Something Navy’s Arielle Charnas’ capsule collection last year was so successful that she just inked a deal with the retailer to create a fully realized brand – this could happen.

## BUSINESS

Supergoop Gets Minority Investment  
From Encore Consumer Capital

● Encore also backed Tarte before selling it to Kosé.

BY ALLISON COLLINS

**Prestige sun-care brand** Supergoop has taken on a minority private equity investment from Encore Consumer Capital.

The sunscreen line is known for innovative formulations, including Invincible Setting Powder SPF 45, Glow Stick Sunscreen SPF 50, Shine On Lip Screen SPF 50 and Super Power Sunscreen Mousse SPF 50. Terms of the investment were not disclosed.

“If we want people to wear SPF every single day, we have to deliver on very unique formulas that allow them to incorporate our products into their regimen



and have it be something they can enjoy,” said Holly Thaggard, founder and chief executive officer.

Supergoop is sold along prestige beauty offerings at stores such as Sephora, Bluemercury and Nordstrom, as well as on the brand’s own e-commerce site and

Anthropologie. Industry sources estimated Supergoop is growing in the high-double digits and could do between \$45 million and \$50 million in retail sales for 2018.

The investment from Encore, which follows investments from JMK Consumer Growth, CircleUp, Grace Beauty and Green Park & Golf, will be primarily pumped into marketing efforts. Supergoop also raised capital from tennis star Maria Sharapova in 2014.

“We’re a products-first company,” said Amanda Baldwin, Supergoop president. “Everything starts with the product. We’ve got to get it into more hands and tell people more about it. Marketing dollars are essential to that, and doing it in a digital-first mind-set.” Increased marketing spend also likely means more hires,

Baldwin said.

In the U.S., Supergoop plans to deepen existing distribution relationships, Baldwin said. The brand also plans to relaunch its web site, with a focus on education. New products are also coming, the pair noted.

For Encore, Supergoop represented an opportunity to get involved with an sun-care business, said managing director Kevin Murphy. The firm has a history of investing in beauty brands and is invested in Lorac and Butter London. Previously, Encore invested in MyChelle Dermaceuticals and Tarte, which it sold to Juggernaut Capital Partners and Kosé, respectively.

“We have long been interested in investing in an SPF business, and we’ve been really focused on looking for a brand that we think can scale in a way that SPF brands typically don’t,” Murphy said. “Between the brand, management and the product innovation, Supergoop really does have a chance to grow into a large business.”

“They understand our push in product innovation, which is what the consumer knows us best for,” Thaggard said.