

Fashion. Beauty. Business.

WWD

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WWD

CANNES OPENER

From the opening ceremonies to the parties and people at the South of France's 67th film fest.

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TALKING WITH THOMAS TAIT

Catching up with the British winner of the LVMH Prize and guest designer at Pitti Uomo.

Fashion Agenda p. 7

FAUX FUR FLIES

A look at what's driving fashion's hot faux-fur trend – and the factories that turn it all out.

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Lanvin's Alber Elbaz sees Lady Gaga in a floral gown and something-blue ribbon in her hair.



The Proposal

What should Lady Gaga wear for her nuptials?
We asked the designers to weigh in.

THE PROPOSAL

"I balance the beautiful and things that are not considered really beautiful." - PIERRE VAN NOTEN



US	\$9.99	JAPAN	¥1500
CANADA	\$13	CHINA	¥80
UK	£8	HONG KONG	HK\$100
EUROPE	€11	INDIA	₹800

The Smell Test: Hermès Le Jardin de Monsieur Li

● The spotlight of the global fragrance business now shines on the quality of juice within the bottle, rather than on marketing bluster that once powered a number of launches in the past. WWD has set up a panel of world-class experts to judge new scents coming onto the market. This week, Le Jardin de Monsieur Li from Hermès has been reviewed.

By PETE BORN

This is a blind test: Panelists are given vials of unidentified scent to judge impartially. Each of them gives a score ranging from 1 (forgettable) to 10 (unforgettable) and the numbers are computed into a final grade. The judges, led by chairman Michael Edwards, also make critiques, which are unattributed. Just as the identity of the product is kept secret from the judges to guard against bias, the panelists' personal opinions are not revealed to encourage candor. The most promising scents are picked for judging and WWD buys the products at retail, like any other consumer.

"A well-signed, technically polished melody."

"Sheer, summerlike, fresh and unisex."

"A perfect scent for a flâneur drifting through Paris on a spring day."

"Perhaps the smell of an intergalactic garden, but after a short time, I was brought back to earth as it morphed into the aroma of generic men's deodorant."

"Bright, zesty, green. Pleasant while it lasts, which it doesn't for very long."

"Very well done, chic and elegant."

"This is a light but persistent fragrance; a lack of a full internal structure."

"Few ideas, but confused. Underpowered, thin, smells like cheap soap."

"Not feminine, too sharp."

"The top note is extremely common. The back note is cute but also very common."



 Michael Edwards Author of "Fragrances of the World" and "Perfume Legends."	 Jean-Claude Delville Senior perfumer at Drom.	 Victoria Frolova Fragrance industry analyst and Bois de Jasmin editor.	 Nathalie Pichard Owner of training and evaluation agency Topnotes.	 Luca Turin Biophysicist and perfume critic for arabiastyle.com.
 Paul Austin Ceo of sensory storytelling agency Austin Advisory Group.	 Karen Dubin Founder and ceo of Sniffapalooza.	 Christophe Laudamiel Master perfumer at DreamAir.	 Chantal Roos Cocreator of Roos & Roos Co.	 Kevin Verspoor Founder of PerfumeKev LLC.

5.9 Avg Score out of 10 **Esteemed Judges**

THE VERDICT: This was an extremely mixed decision. Some judges described it as an original scent, full of freshness like a garden. However, others used the terms "common" and even "soapy."

How would you rate the fragrance? Visit WWD.com/beauty-industry-news to vote.

Illustrations by Kait Copeland

Photograph by GEORGE CHINSEE Styling by RACHEL STICKLEY

Beauty Briefs



Home Cooking

● Milan's Martone family has added an artisanal perfume laboratory to its five-star Magna Pars Suites Milano hotel, a fragrance factory turned luxury hot spot.

Called LabSolue, the lab will officially open its doors in June, allowing hotel guests and passing fragrance enthusiasts to select from among 39 woody, floral and fruity home scents, which a technician will prepare on the spot and pour into antique-style frosted glass bottles. Prices will range from 60 euros, or about \$68 at current exchange, for a 100-ml. home scent, to 250

euros, or \$284, for a 1,000-ml. version. Customers will be encouraged to "refill and reuse" their glass bottles. Sixteen of the essences are also available as scented candles.

Roberto Martone — president of ICR and vice president of ITF, which is now part of Gruppo Angelini — developed the project with his daughters Ambra Martone and Giorgia Martone.

Set alongside the hotel's garden, the lab is structured to resemble the Marvin pharmaceutical business run by Martone's forebears.

— CYNTHIA MARTENS

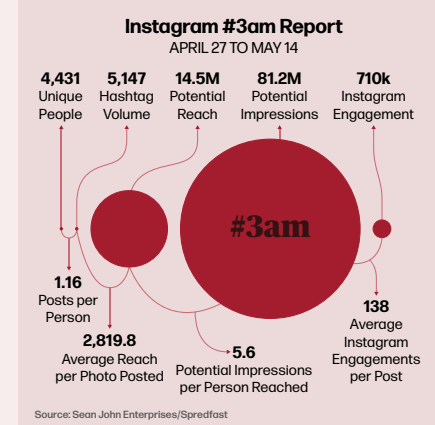
CREATING CONTROVERSY

Diddy Shakes Up Social Media



● Sean "Diddy" Combs is certainly no stranger to controversy — or stirring it up himself. Here, an Instagram snapshot of how everything from a censored ad to a packed personal appearance at Macy's affected social media.

— JULIE NAUGHTON



Source: Sean John Enterprises/Spredfast

Charts by Carlos Monteiro, MacKlowe photograph by Ivo S. Soveroni/Getty Images; Haald by Mireya Adorno/Getty Images

"We finally found our correct distribution with HSN. For a small company like us, TV is a great medium and we can tell a great story."

— Julie Macklowe will launch her first skin-care product since VBeauté bowed in 2011. The product, Eye Lube, is said to refresh and strengthen the skin around the eye area.



MAYBELLINE A Major Milestone

● From actress Nikki Reed to Glamour editor in chief Cindi Leive, both answered Great Lash Mascara when asked what their favorite Maybelline product was at the brand's 100th anniversary party.

But Maybelline spokeswoman Gigi Hadid had a different response. "My first Maybelline product was the 24-Hour Concealer," she said. "I still have the same tube."

Meanwhile, the party, which was held at the IAC Building in New York City, celebrated Maybelline's milestone where David Greenberg, president of Maybelline, and Anne Marie Nelson-Bogle, vice president of marketing, looked back at the brand's history and nodded to the future. The company also unveiled a philanthropic endeavor with Glamour's The Girl Project and made an initial donation of \$100,000, which was accepted by Leive.

— JAYME CYK



FRESH EYES

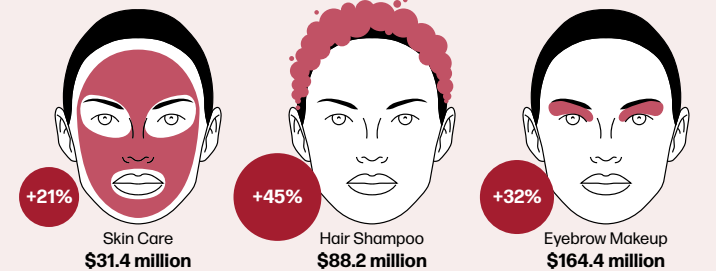


NEW STRANDS Briego Expands Offering

● Sephora's texture-specific hair-care offering has done so well with its customers that this month, the retailer is adding two styling sprays from Briego to round out the offer. The first is Rosarco Milk Restorative Leave-In Conditioning Spray formulated with radish seed extract and essential oil to protect against

damaging heat tools. The other is Blossom & Bloom Maltodextrin & Ginseng Volumizing Spray, a blow-dry spray to boost volume and stimulate follicle growth. "One of the things Sephora likes is our conscious six," said Nancy Twine, Briego's founder, about ingredients she eliminated from her hair care. "We are free of silicone, sulfates, parabens, phthalates, artificial colors and artificial fragrances."

— FAYE BROOKMAN



Source: The NPD Group Inc.

GROWTH FACTOR

Setting the Pace

Not every product can have its heyday. But these three are. According to The NPD Group, prestige shampoo, face masks and eyebrow makeup are driving growth in their respective categories.



SEPHORA A New Footprint

● Sephora is teaming up with Chinese e-commerce giant JD.com to launch a Chinese online flagship. Anne Veronique Bruel,

president of Sephora Asia, said one main driver behind the deal is for the beauty retailer to take advantage of JD.com's growing middle-class consumer base. According to JD.com, the Sephora store will be the

largest cosmetics retailer on the Web site's platform, featuring more than 1,200 items from more than 70 brands, including Dior, Givenchy, Benefit and Kenzoki.

But this is not Sephora's first foray into e-commerce in China. The company launched its own Chinese site in 2009 that expanded to e-commerce in 2013. Helen Zhou, Sephora China's vice president of marketing and e-commerce, said it remains unclear whether the two online stores will serve to complement or cannibalize each other.

"The JD.com customers are new customers that we have never encountered before," said Zhou. "Therefore it is a very good expansion of our footprint."

— LARA FARRAR