

WWD



Pitti Filati Preview

The yarn fair's 81st edition will focus on research and creativity.

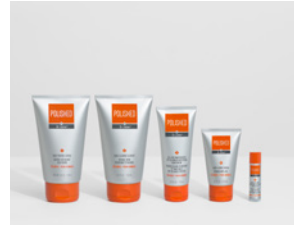
Pages 14 to 17



Cracking Down

Google may have to change its search algorithm after the E.C.'s €2.4 billion fine.

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High And Low

Dr. Harold Lancer is unveiling a \$1,000 product and a midpriced line with Ryan Seacrest.

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Fashion. Beauty. Business.

Tilda And the Giant Pig



Following a controversial premiere at Cannes Film Festival, South Korean director Bong Joon-ho's animal rights film "Okja" has made its Netflix streaming debut. The movie's titular star? A giant CGI pig – and Tilda Swinton, here in Haider Ackermann, as villain. Swinton said Okja was partly inspired by her son's Springer spaniel. "As anybody knows who lives with animals, they teach you more about what it is to be a good human than most people: patience, goodheartedness, enthusiasm, presence, forgiveness, focus, restfulness, honesty," she says. *For more on the movie and Swinton, see page 20.*

PHOTOGRAPH BY SØLVE SUNDSBØ

Styled by Jerry Stafford; Hair by Sam McKnight; Makeup by Sam Bryant; Hair coloring by Declan Shells; Styling Assistants: Fiona Hicks and Yamine Daboul

FASHION

Under Armour Shakes Up Team

- Patrik Frisk, who served most recently as ceo of Aldo Group, is named president and chief operating officer.

BY JEAN E. PALMIERI

Kevin Plank has decided he needs to add some bench strength to get Under Armour back on track.

The hard-driving and hands-on Plank, the brand's founder, chairman and chief executive officer, on Tuesday named Patrik Frisk president and chief operating officer, effective July 10. Frisk will report to Plank, who had previously held the president's role as well.

The addition of Frisk and a major realignment of other top managers comes

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Revolution Calling: iPhone's Impact



The iPhone changed everything.

While Steve Jobs didn't invent the smartphone, he made it cool and chic – and 10 years later, the device has helped transform modern life in everything from retailing to photographs to how we talk with our friends. The fashion world was one of its earliest adopters – and along the way has helped propel iPhone-driven phenomena like Instagram and m-commerce. Today, even brick-and-mortar stores lead with a mobile strategy because of the iPhone.

On pages 8 to 12, WWD takes a look at the phone's impact, including:

- How the iPhone Changed Everything
- Winning on the Small Screen
- What's Next: The Chatty Age

Fashion Scoops

Show Business

When it comes to the relentless fashion cycles, Azzedine Alaïa has never been a slave to the rhythm. The Tunisian-born designer famously likes to present his collections according to his own agenda, and they're highly intimate affairs, held in his Rue de Moussy headquarters in Paris' Marais district.

His couture shows are an even rarer occurrence, with the last dating back six years. For his latest, the designer has chosen to get in sync with Paris Couture Week with his fall couture show scheduled to take place on July 5, in an evening slot falling between the Valentino and Fendi shows.

His last couture show was presented in 2011 after an eight-year hiatus from the runway, with the epic event drawing guests including Sofia Coppola, Kanye West, Donatella Versace and Victoire de Castellane.

The designer held his spring 2017 ready-to-wear show in October.

Alaïa at the start of his career only ever presented couture collections at his Rue de Bellechasse atelier, according to a spokeswoman for the house. He shifted to presenting rtw in 1981 while continuing to create couture pieces. They were mainly presented in museum exhibitions such as the Palais Galliera's 2013 show dedicated to the designer.

The Alaïa couture line is only sold at his Rue de Moussy store.

Among retail developments, meanwhile, the Compagnie Financière Richemont-owned brand is poised to open a store on London's New Bond Street in



Gucci's "Hortus Sanitatis" book.

the spring.

Alaïa has two stand-alone stores in Paris, and is stocked at a variety of retailers, including Galeries Lafayette in Paris and 10 Corso Como in Milan. In London, the brand is sold at Dover Street Market, Harrods, Harvey Nichols and Selfridges.

— KATYA FOREMAN

Gucci's Book Of History

Gucci will launch a limited-edition book next week. Named "Hortus Sanitatis," which means "The Garden of Health," the tome takes its Latin title from the first natural history encyclopedia, published in 1485 in Germany.

"Hortus Sanitatis" collects a series of black-and-white and color images portraying male and female models sporting outfits of the label's pre-fall collection. Shot in historical locations in Rome — such as old apothecaries, libraries and book stores — the images were taken by photographer Derek Ridgers, best known for capturing actors, musicians, clubs and street culture, including London's punk scene during the Seventies.

With 1,000 copies available, the book comes with a red cotton pouch showcasing a skull and crossbones. The pale-blue cover features gold foil details, which also define the page edges of the entire tome.

The publication will retail at 75 pounds starting from July 5, when it will be officially launched at the Comme des Garçons Trading Museum in Paris with a special book-signing event.

Successively, the tome will be available globally in selected stores, including Colette in Paris; Dover Street Market and Dashwood in New York; Arcana in Los Angeles; Dover Street Market in London; Daikanyama T-Site in Tokyo; 10 Corso Como in Milan; Minishop in Madrid; Wer-Haus in Barcelona; Addicted and Boon the Shop in Seoul, among others.

"Hortus Sanitatis" is distributed by Idea, a London-based independent publisher founded in 2009 by Angela Hill and David Owen. Idea already distributed Gucci's former limited-edition publication "Epiphany," which was curated by photographer Ari Marcopoulos, last year. In addition, the publisher released Ridger's book "The Others" in 2015. — SANDRA SALIBIAN

BUSINESS

Forever 21 Takes Preemptive Jab at Gucci in Fight for Stripes

- The fast-fashion chain is not waiting around for a trademark lawsuit to take Gucci to court.

BY KALI HAYS

Forever 21 Inc. is trying to get the jump on Gucci in a brewing trademark dispute.

The fast-fashion retailer on Monday asked a California federal court to declare that it is not infringing on Gucci's trademark blue and red as well as green and red stripe design, which the luxury fashion house has allegedly threatened litigation over.

Forever 21, which is no stranger to accusations of trademark infringement, characterized the stripe designs at issue as "among the most favorite, popular and widely used colors and design features on clothing," and asked that it be protected from a lawsuit by Gucci.

Gucci has allegedly "warned" Forever 21 in writing that it is infringing on the stripe trademarks and has threatened to sue for injunctive and monetary relief.

Specifically, Forever 21 said it's received three letters from Gucci's attorneys, most recently in mid-February, demanding that the retailer "discontinue all sales of certain clothing and accessory items with blue-red-blue and green-red-green stripes."

Products being singled out by Gucci as infringing include a stripe choker necklace, a satin bomber jacket with stripe details and a knit sweater with stripe details, all being sold online and in Forever 21 stores.

But Forever 21 argued to the court that



An exclusive picture of the Gucci resort show in Florence.

not only are shoppers unlikely to confuse any of its merchandise with that of Gucci, but that it is simply "not infringing any Gucci trademark."

Forever 21 went even further, and asked the court to cancel Gucci's stripe trademarks at issue and said any related pending applications should not be registered with the U.S. Trademark and Patent Office.

"Many clothing and accessory items adorned with decorative stripes colored blue-red-blue or green-red-green are sold by countless third parties," Forever 21 said. "Gucci should not be allowed to claim that Gucci, alone, has a monopoly on all blue-red-blue and green-red-green striped clothing and accessory items."

A representative of Gucci and its parent company Kering could not be reached immediately for comment.

Gucci holds at least 14 trademarks covering its popular stripe designs, which frequently appear on accessories, but are also incorporated into apparel. The first registration came in 1979 and the most recent in 2017.

Memo Pad



An image from the Miu Miu fall campaign.

Down in New Orleans

Miu Miu's campaigns have been as cheery, colorful and conceptual as the collections in recent seasons, featuring an assemblage of actresses and models across age ranges in eclectic locations. There was Elle Fanning, Carolyn Murphy, Karen Elson and Lara Stone at the beach and underwater for the day-at-the-beach spring 2017 campaign, and Jaime King and models Samantha Archibald, Isha Hodges and Lily Nova playing in a London hotel room for pre-fall 2017.

For fall, Miuccia Prada cast actress

Naomie Harris, as well as Kate Moss, sisters Adwoa and Kesewa Aboah, Missy Rayder, Jean Campbell, Eliza Cumming, Jasmine Daniels, Rose Daniels, Lily Nova and the Preservation Hall Brass Band to capture the mood of the collection, which Prada described as "the madness of glamour in this time, in front of a very uncertain future," after Miu Miu's Paris runway show. With Prada, even the seemingly sunny has a subversive side.

In his fifth campaign for the house, Alasdair McLellan shot the models amid the unique, suspended-in-time glamour of New Orleans across locations ranging from the bayou to the Preservation Hall. He composed the campaign from

collages of black-and-white and saturated color images for a contrast of the old-fashioned and modern. The models are shot outdoors in giant, colorful faux-fur coats, hats and boots; in a jazz hall decked in drop-waist dresses and crystal jazz age headpieces, and in a boat on the bayou in light pastel and printed dresses.

Katie Grand styled the campaign, with hair by Anthony Turner and makeup by Dianne Kendall. The campaign will launch in August issues of Vogue Paris and Vogue Russia, as well as international editions of Elle, and Harper's Bazaar and W. — JESSICA IREDALE

Marching On

The feminist attitude Maria Grazia Chiuri has ushered in at Dior is alive and well in the house's fall campaign. Brigitte Lacombe shot a small army of models, including Ruth Bell, Grace Hartzel, Adwoa Aboah, Selena Forrest, Fernanda Ly, Ellen Rosa, Aira Ferreira, Jing Wen and Camille Hurel, in group shots wearing looks from the fall blue collection that was full of Paty Hearst-esque berets. There's a slight militaristic mood to the shots due to the plethora of berets, cross-body bags, military jackets and combat boots shot against a stark white background. Dior's press office described the concept as a play on "perspective, asymmetry and space to create dynamic composition." That dynamic composition is captured in



An image from the Dior fall/winter campaign.

DIOR

motion in a short black-and-white video directed by Fabien Baron that will accompany the campaign. — JI.

A Trifecta Of Partners

BlackBook Media unveiled three partnership deals as part of a bid to expand the company's scale.

"Like a lot of publishers, we are figuring out how to take the DNA of the brand and monetize that," BlackBook founder and chief executive officer Evanly Schindler, who bought the company back from Vibe Media in 2013, explained.

The company will partner with News Corps' Alexa, the New York Post luxury magazine supplement.

"The partnership between BlackBook

and Alexa signifies a move toward quality native content in the fashion and lifestyle space with a traditional publisher working to bring the content to scale," said New York Post publisher and ceo Jesse Angelo. "We see a real opportunity in Alexa's partnership with BlackBook in response to an increased demand for luxury content."

"Essentially, they bring the scale and mainstream growth, and we bring curated cultural access and credibility," Schindler explained.

In a separate deal, BlackBook has acquired Grand Editorial, the company behind LGBT lifestyle magazine Out.

"By joining forces, we are able to expand on the range of services we are able to offer our clients, especially with our fashion, style and culture cred," said Aaron Hicklin, who has been editor in chief of Out since 2006 and was, prior to that, BlackBook's editor in chief.

BlackBook's other partnership deal will give the media company an in-real-life presence. It is teaming with BlackBarn on a retail store, specializing in interior design, and a café, which will open in the Chelsea Market in Manhattan this fall. There will also be an e-commerce component.

"It was either do a large raise or do big partnerships," Schindler, who declined to disclose any financial details, said. "The next part of this will be to raise money."

— KARA BLOOMGARDEN-SMOKE