

WWD

Fashion. Beauty. Business.



New Ceo for VB

Paolo Riva to take reins at Victoria Beckham.

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Joining the Crew

Johanna Uurasjarvi named chief design officer at J. Crew.

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Give the People What They Want

MAC unveils a tribute collaboration for late singer Aaliyah.

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Anorak Attack


The
Collections
Milan



Outerwear in all shapes and forms was all over the Milan men's runways for spring 2019, including that Eighties staple, the anorak. The style fit perfectly into the ongoing trend for luxury nerd chic and few were better than those seen at Fendi, where Silvia Venturini Fendi delivered one of the standout shows of the week with a breezy collection that played on house codes. *For more on the final day of the Milan men's shows, see pages 6 to 13.*

PHOTOGRAPH BY DAVIDE MAESTRI

BUSINESS

Google Invests In JD.com

- The U.S. tech giant is joining forces with China e-commerce company JD.com with a \$550 million investment.

BY ADRIANA LEE

Google's search for what's next has it doubling down on shopping.

The Alphabet-owned tech giant's \$550 million investment in JD.com not only illustrates a renewed emphasis on connecting with consumers, but also promises to ratchet up tech tensions with Alibaba, Amazon and everyone else looking to get a piece of the e-commerce action.

Although the deal represents a less than 1 percent stake in JD, Morningstar analyst Ali Mogharabi described the investment as a "strategic move to further expand its reach in the Southeast Asia market, and possibly return its search and other services to China."

Mogharabi said the connection could

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BUSINESS

All the Best From Milan

- The trends shown in the Italian city for Men's Fashion Week were seen as commercially solid.

BY WWD STAFF

MILAN — A shorter calendar that continues to see brands opting for coed shows on the women's schedule left some retailers wanting more but, overall, Milan continues to be a draw on the men's wear scene.

"Milan was a light schedule but definitely worth coming," said Mario Grauso, president of Holt Renfrew.

Milan's sunny weather helped lift the mood, with several retailers praising outdoor venues such as the Oscar Niemeyer-designed Palazzo Mondadori, where Alessandro Sartori staged his show for Ermenegildo Zegna.

"Milan kicked off the collections with a stunning Ermenegildo Zegna sunset presentation that mirrored the soft glow of the fresh spring colors and textured fabrics. Pops of soft rose and teal made a chic contrast to white, evoking a mood of summer getaways," said Tom Kalenderian, executive vice president and general merchandise manager of men's for Barneys New York.

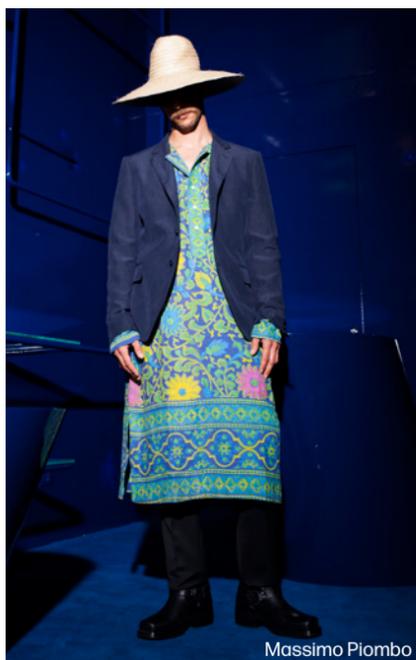
Streetwear remains a major focus of collections from Zegna to Fendi, while

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Presentations_{, cont'd.}



Massimo Alba



Massimo Piombo



Dondup

Massimo Alba

"As usual, we started from the yarn; they're all washed and overdyed, with specific finishes. My understanding is that people want something different, not in a strange way, but cool, with limited distribution, and not so easy to find," said Massimo Alba in his transporting Milan showroom filled with vintage finds and objects sourced on his travels. "Being small today is very important for the market."

Offering a subtle maritime mood, the super-soft hands of the collection

were dreamy, from a navy polo with a sweatshirt-like cotton exterior and linen interior to pants in a washed feather-weight micro-corduroy.

Signature dirty washes – or what Alba referred to as "watercolor" finishes – were used on a range of pieces, including a light blue pique cotton shirt that kept its original color on the inside but had grayed on the outside, and a bordeaux and gray striped suit in pure linen that had been overdyed and washed – a personal favorite of Alba's as a man who personifies his collection. It looked as though it had been dug up from the garden.

Alba said the words of writer Raffaele La Capria, especially his latest book, "Last Journeys in a Bygone Italy," played on his mind when he was developing the collection, which is produced locally. "It is tied to our most secret identity and our imaginative memories. The lines of landscapes, the green hues of hills and glistening expanses of water talk to us over time and make their mark on us. They become time, words and part of our very existence," he said.

This season's main silk scarf print, depicting a parrot in flight with a backdrop of a waterfall, was designed in collaboration with Brazilian tattoo artist Alan Crisogano. – *Katya Foreman*

Massimo Piombo

Gearing up for his debut collection as creative director of Italian retailer OVS' men's line for the fall 2019 season, Massimo Piombo for his namesake line stayed on course with a compact collection of silhouettes and assembling a cocktail of references from around the globe.

The designer layered old school blazers over vibrant cotton tunics in printed fabrics hailing from far-flung destinations like South Africa and Sri Lanka. Playing on contrasts, a traditional check was used on a technical coat, while a black raincoat was cut from a pure mohair cloth typically used for suiting.

Offering a more bohemian direction were tonal looks pairing a vibrant red and black striped spin on a cricket jacket with a patterned silk scarf worn on the waist, like a cummerbund, and a navy blazer with a striped Scandinavian marine knit or a yellow silk shirt – looks capturing the distinctive panache and sense of color for which Piombo is known. – *K.F.*

Dondup

Urban trekking was the theme at Dondup, as the design team added a utilitarian twist to men's citywear clothing, experimenting with materials in a shift from technical performance for a collection that was casual with a touch of sportswear. One example was the checked, boxy field jacket with a glass-like coating, which added brilliancy to the colors. The poplin, deconstructed suit was paired with a hooded shirt in chambray, in a nod to ath-leisure.

Dondup reedited its storied Tyvek material from the Fifties with an iridescent effect and a laminated texture used on a raincoat and a maxi fanny pack. Sweatshirts were treated to have a spongy effect and a leather jacket was in Naplak, a lacquered napa generally used in footwear. Colors ranged from royal blue to lime, as well as earthy tones and black.

Denim was done in classic shapes in pure vintage and black, or with chalk coatings. The material used for denim labels, called Jacron, was employed in garment-dyed accessories, such as the green backpack. – *L.Z.*

Accessories



Car Shoe signature shoes.



A desert suede boot from the Jimmy Choo men's spring 2019 collection.



Orciani's no-buckle belt.



A Giuseppe Zanotti sneaker made of recycled jeans.



A Zanellato padded style backpack from the men's spring 2019 collection.

Santoni's double buckled hand-painted shoes.



The Shanghai boots from Church's men's spring 2019.

Sneakers continued to be all over Milan, but brands were also experimenting with ankle boots and buckle shoes. Weekend bags, backpacks and totes came in the softest hides or had a technological spin with the use of nylon. Research and innovation were top of mind to stand out in an increasingly competitive arena.

The **Jimmy Choo** collection put the focus on technology and utility rather than the usual wild – and unique – patchwork of pattern, color and texture. Sandra Choi, the brand's creative director, said she wanted to return to the essence of footwear, with shoes meant for movement.

"The primary reason we wear what we wear is for protection and functionality," said Choi, adding that the collection was about the "visible interplay between the natural leathers and fabrics that are our raw ingredients and the craft, technology and skill that is used to assemble it. These are shoes that move you."

The brand worked with a lightweight, wear-resistant micro-composite sole, creating styles including a boat shoe/sandal hybrid that can be worn as a slide or a sandal, and sock sneakers and espadrilles made from machine knitted fabric.

There were desert boots, too, made from natural vacchetta and adorned with transparent details, and slides with a safety-buckle detail at the front. Other models, such as espadrilles, had their very functional whipstitching laid bare.

Fans of the more flamboyant Jimmy Choo designs will just have to take a deep breath this season and find the beauty in their technologically advanced boots that are actually made for walking.

Zanellato did not veer from its understated style while updating designs and materials. Founder and creative director Franco Zanellato researched a technical nylon material, often flanked by exclusive hides in an all-black color palette "as a starting point," he said, on weekend bags

and backpacks. The brand's staple Blandine pattern was seen on a canvas tote with a resin patina, and flanked by the softest napa or juxtaposed against raffia – perfect for the summer. A padded, down model was also a standout with a geometric design that formed the letter Z.

Santoni's double buckle shoes were hand colored and polished in a new palette including natural tones of green, or in suede with a soft and foldable heel. With woven trimmings on the vamp, the models couldn't look more luxurious.

Orciani further expanded its range of belts with the no-buckle belt that fit any waist or the beautiful hand-painted designs with references to the world of rock music or ethnic touches. The bags and backpacks were functional in the softest suede or hides juxtaposed with canvas, enriched with pockets galore.

Giuseppe Zanotti riffed off ready-to-wear and drew inspiration from fabrics a man might find in his closet. Sneakers were made from recycled jeans, canvas came rubber coated to resemble leather and elsewhere leathers were treated with distressing techniques borrowed from the denim industry. Slippers were done in pinstripes and silk jacquards.

Presented in an industrial space based on its factory construction line, **Church's** showed new takes on its classics, such as a derby in soft white leather, loafers in Union Jack colors and a new suede and canvas interpretation of the Shanghai boot. It also unveiled a new briefcase line fashioned in the same classic leathers as the shoes.

At **Car Shoe**, a new capsule, dubbed The Unbranded Collection, is proof the label doesn't take itself too seriously: Its signature driving shoe comes with the words "The Original Car Shoe – Patented in 1963," screen printed in gold on the vamp. Elsewhere, suede Chelsea boots and moccasins got a sporty update with new runner-style shoes in contrast white.