

WWD

Fashion. Beauty. Business.



Quick Learner

Heron Preston set to hit the runway in Paris.

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Fueling Growth

LVMH Luxury Ventures makes an undisclosed investment in Gabriela Hearst.

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The New Retail

Alibaba's Michael Evans on why the group is not like Amazon.

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The
Collections
Milan

The New Elegance

Silvia Venturini Fendi was one busy designer during Milan men's, tapping Karl Lagerfeld for a one-season collaboration, unveiling the first Baguette for men and declaring her allegiance to tailored clothing, albeit with softer edges and a looser silhouette than some of her fellow designers. "Today, for a young kid or for someone who didn't experience it before, to be in a suit and tie is the most subversive attire," said Venturini Fendi before showing a lively lineup of fine tailoring with an arty, streety edge and lots of plays on duality – and producing the standout show of the day. *For more on Milan, see pages 6 to 11.*

PHOTOGRAPH BY DAVIDE MAESTRI

FASHION

Buyers Cite Strong Trends In Milan

- In outerwear and tailoring, coats, long puffers, parkas and softer suits appealed to retailers.

BY WWD STAFF

MILAN – As Mario Grauso, president of Holt Renfrew, put it, men can say goodbye to a small coat closet.

In Milan, brands showed terrific outerwear pieces that appealed to retailers, from coats to bomber jackets, long puffers and parkas. In sync with London's runways, there was a shift toward tailoring, now developed in softer and deconstructed ways. Textures were key and animal prints were a must, as well as corduroy.

Retailers were happy with what they saw and several said their fall budgets are up in Milan. Prada and Fendi left a mark, as did Ermenegildo Zegna and its show at the grand Central Station.

Here, retailers talk about some of the Milan highlights.

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BUSINESS

U.S. Gov't Shutdown Bleeds Into Spending

- The stalemate is affecting consumers, while hotly awaited IPOs are put on hold.

BY KATHRYN HOPKINS WITH CONTRIBUTIONS FROM EVAN CLARK

With 800,000 federal workers not receiving pay equating to more than \$2 billion last Friday amid the ferocious standoff between President Trump and Congress over funding for a wall at the southern border, the government shutdown is starting to take a direct toll on consumer spending.

The partial U.S. government shutdown officially became the longest in history this weekend and as it shows no signs of ending, retailers are getting caught in the crosshairs.

This is particularly prevalent in areas that rely on the government for employment. In Washington, D.C., which alongside its surrounding areas is home to

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Buyers Cite Strong Trends in Milan

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BRUCE PASK

Men's wear fashion director, Bergdorf Goodman and Neiman Marcus

FAVORITE COLLECTIONS: Tom Ford presented a beautiful, chic, gentlemanly collection that was buttoned up and exactly the right mood. I really liked the Prada show, with a great combination of sartorial and utility in her [Miuccia Prada's] heavily military-influenced collection, including great interpretations of the house's signature nylon. Neil Barrett presented a terrific 20th-anniversary collection filled with great novelty and exciting statement pieces that felt very new. Kition always delivers the most luxurious and still surprising tailored and sportswear collections perfect for our customer, and their new printed vicuña was quite extraordinary.

TOP TRENDS: This more gentlemanly mood with a heavy English influence continues, with traditional tweeds and tailored topcoats looking great, especially when worn over weekend wear; I like that juxtaposition. Camel continues to be a dominant color story, great in outerwear, sueded and knitwear. Texture is key, with great corduroy pieces from Brunello Cucinelli and Massimo Alba, plush velvets from a rich Brioni collection, and sueded and shearlings are the weekend outerwear of choice seen everywhere. There is also a predominance of shorter blouson-style outerwear and bomber jackets, with great examples seen at the rather epic Ermenegildo Zegna show. There has been a strong evening component throughout the shows, which is a category that has been performing very well given the expanding range on offer: velvets, jacquards, prints. Tom Ford has an extraordinary evening program with immediately iconic marble-ized evening jackets. There is still a strong deconstruction and active focus in tailoring seen in a luxurious way at KNT and Kition and more technical fabrications in general are informing active-inspired sportswear, which is still a big presence.

MUST-HAVE ITEM: A tailored topcoat in any English-influenced glen plaid or houndstooth check. Great when worn over tailoring but looks especially fresh with denim and a sweater.

BEST VENUE: Without a question, Ermenegildo Zegna's epic takeover of the Stazione Centrale was extraordinary, with an amazing use of the space to showcase Alessandro Sartori's innovative collection.

MARIO GRAUSO

President, Holt Renfrew

FAVORITE COLLECTIONS: One of the best seasons ever at Prada. Both men's and women's looks all seemed to be must-haves, from the accessories to the ready-to-wear – it made you want everything. Other standouts were Bottega Veneta and Brunello Cucinelli.

TOP TRENDS: Military everything; themed coats at Prada, Zegna and Cucinelli; chunky, mixed-media knits that can be worn as outerwear; heavy outerwear

tucked into pants and belted; novelty dinner jackets in unusual colors and fabrics – frequently beaded; bags, bags, bags – layered, attached, ornamented, practical, not practical and worn all over your body; On your back, on your waist, around the neck; heavy, heavy soled shoes.

MUST-HAVE ITEM: A military coat from Prada; Prada beaded broadcloth men's shirt (and who wouldn't want to match Gigi Hadid's dress); camel dinner jacket from Cucinelli; gray, long collarless puffer at Zegna; Fendi man purse; any of the printed dinner jackets from Tom Ford.

BEST VENUE: Zegna at the Milan train station forcing us to utilize our outerwear.

SAY BYE-BYE TO: A small coat closet.

IS YOUR OPEN-TO-BUY UP OR STABLE? Stable.

TOM KALENDERIAN

Executive vice president, general merchandise manager men's/children's/home, Barneys New York

FAVORITE COLLECTIONS: The Prada show was a knockout; best show replete with Millennial moments to please this generation. Another high point: Fendi Men's was great; an eclectic mix from the sophisticated color palette of burgundy, brown and taupe shot with metallics to the playful printed puffers.

TOP TRENDS: Milan style for fall 2019 is all about plush fabrics in rich shades of burgundy, copper, petrol blue and gunmetal. All of which works well for the office today or leisure time.

MUST-HAVE ITEM: The greatcoat in a big plaid or plush fabric.

BEST VENUE: No one packed a room better than the Neapolitan designers. Kition and Isaia reminded us of the importance of relationships; their innate genuine hospitality makes their style irresistible.

TALENT SCOUTING (HOT NEW BRANDS): Daniel Lee's Bottega Veneta is one of the chicest, modern collections I've seen. I was blown away from both the minimal understated simplicity of his designs as well as the incredible attention to detail of the artisanal workmanship of these beautiful clothes and accessories.

IS YOUR OPEN-TO-BUY UP OR STABLE? We are encouraged to find growth with some of the fresh ideas coming out of Milan.

KAREN VERNET

Men fashion director and e-business development director at Printemps

FAVORITE COLLECTIONS: Prada and Versace.

TOP TRENDS: The comeback of the tailoring spirit! Streetwear is still present but less "omnipresent." Colors: mix of black and flashy colors.

MUST-HAVE ITEMS: Reinterpreted outerwear; transparent materials; creative pants; panthere/animal print; vinyl, glossy and colorful shoes; synthetic fur; cocoon knitwear; belts.

BEST VENUE: Sunnei (it is not the first show at all but this season, the brand has made a big step forward and is more mature).

TALENT SCOUTING (HOT NEW BRANDS): Marni (not a new brand but a new sound, turn, and maturity in the collection).

IS YOUR OPEN-TO-BUY UP OR STABLE? Increase[d].

RICCARDO TORTATO

Fashion director eCommerce at Tsumru

FAVORITE COLLECTIONS: Zegna Couture. Best location

and best show. I went to re-see the collection in the showroom and the product has so many interesting components. Some items are made from 100 percent recycled cashmere and PEC. Leather is mixed with cashmere in some suits. The shapes are amazing and Alessandro Sartori represents now the perfect mix between style, quality and innovation. Bravo! The second best show was Versace. Super energy and super powerful. Loved the Ford collaboration.

TOP TRENDS: No streetwear; yes, trendy fashionable product.

MUST-HAVE ITEM: Santoni's croco shoes and lumberjack boots.

BEST VENUE: Central train station in Milan for Zegna Couture.

SAY BYE-BYE TO: Oversize.

IS YOUR OPEN-TO-BUY UP, DOWN, OR STABLE? Up.

FIONA FIRTH

Buying director at Mr Porter

FAVORITE COLLECTIONS: Prada, Aspesi and Tom Ford.

TOP TRENDS: Tailoring and tailoring fabrics, wide silhouette trousers, combat trousers, padded coats.

MUST-HAVE ITEM: A new suit.

BEST VENUE: Zegna at the Milano Centrale train station and Prada at Fondazione Prada Milano.

TALENT SCOUTING (HOT NEW BRANDS): I'm looking forward to the Paris shows where we expect to see a lot of newness.

JUSTIN BERKOWITZ

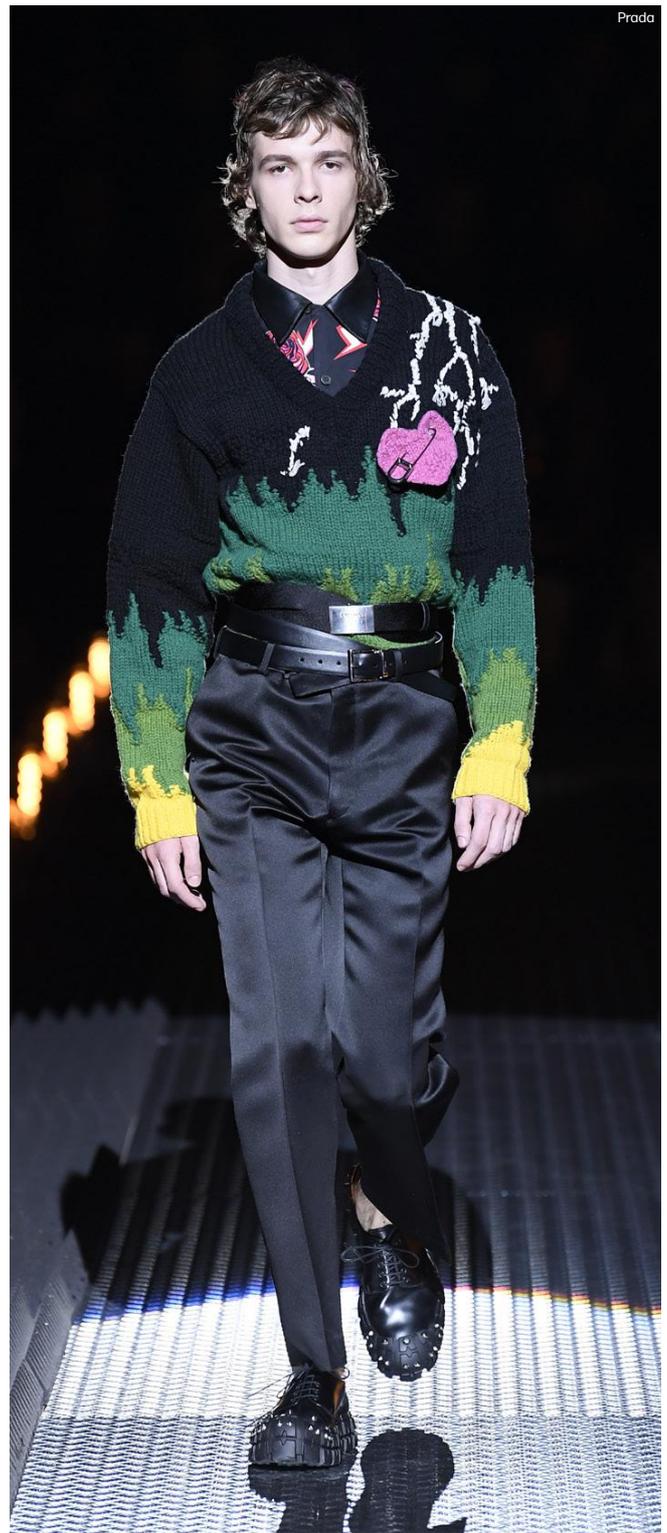
Bloomingdale's mens fashion director

BEST COLLECTIONS: This season, it felt like Francesco

Risso found his groove at Marni. He hit the trends, but made them feel distinct to the brand. He produced what may be my favorite coat thus far this season – the camel single-breasted with the leopard trim.

Neil Barrett's 20th anniversary show was quite excellent. What felt like a departure from his tendency toward more minimal rigor, this collection had a bevy of pattern and felt more innately personal; it incorporated both Neil's English heritage and his forward-thinking design aesthetic. Kition's presentation was also a standout. Their focus on development is unparalleled, especially their experimentation with soft construction and devotion to fabric innovation. Not to mention their attention to detail: They went so far as to hand paint the decorative potted plants in the showroom to ensure they had the correct autumnal hues on the leaves.

TOP TRENDS: It's not often you see a trend occupy both designer fashion and the tailored clothing market, but it's happening now: British heritage patterns are everywhere. They're reinvented through soft construction in the tailored market, fluid and more volume-focused tailoring in the designer market, and incorporated into technical wools in some outerwear. The second big one is animal print. Leopard, zebra,



Prada

and cheetah were represented in almost every runway show. It felt freshest when introduced as a trim or a detail (like at Marni) or applied in a new way (like at Neil Barrett or MSGM). Also feeling fresh is the cargo pant. Seeing them both in technical fabrics and in natural fibers, cotton and wool. We're excited about this silhouette returning; it's an innately familiar look for the customer but is updated and tweaked in silhouette and with interesting detailing.

MUST-HAVE ITEM: A lug sole

shoe. We're beginning to see the chunky sneaker evolve into the chunky shoe and the chunky boot.

BEST VENUE: The location of the Sunnei show, the Palazzo del Ghiaccio. I've attended shows there in the past but typically the windows and the clerestory are covered over. At the Sunnei show, they were not – it allowed for lovely afternoon light.

SAY BYE-BYE TO: The head-to-toe look. One of my takeaways from the shows was styling that felt quite personal, and still wearable. The layering of

seemingly disparate elements into single looks at shows like Marni, Neil Barrett and Prada pointed to this personalization of style. So did a number of the presentations at the tailoring houses, where an understanding of how to put together an unexpected mix was paramount.

TALENT SCOUTING (HOT NEW BRANDS): Barbanera's presentation of their first collection of clothing was incredibly charming; the attention to detail and fabric research were immediately apparent. ▶



Tod's



Massimo Alba



MP Massimo Piombo



Dondup



Tod's

Tod's men's creative director Andrea Incontri showed an edited and focused collection for the brand, one that revolved around the concept of "liquidity" and "the gentleman flow," a fluid wardrobe that is neither formal nor sportswear, but adjustable to and fit for different situations.

Indeed, "seasonality is over," Tod's chief Diego Della Valle believes. "We need a transversal product that will last for most of the year and from one Monday to the next," he said.

Incontri showed beautiful and light delavé wool or cashmere double-breasted coats with a delicate wadding as a detachable lining. The eco-sustainable fabric called Waterborne has the touch of soft leather and has "zero impact on the environment," noted the designer. The boxy silhouette was also seen in a three-button jacket, a parka and a bomber, worn with a practical pouch with padded quilting, leather trim and two-tone stripes, slung across the torso. The look was minimal, which is key for Incontri this season.

There were also cozy and cocooning puffers with motifs ranging from checks

and pied-de-poule to graphic patchworks.

Tod's staple Gommino evolved with a new toe cap with an embossed pebble-sole pattern that also wraps around the upper. There was also a new light running shoe in brushed calfskin with a Velcro fastening.

— *Luisa Zargani*

Massimo Alba

At Massimo Alba, it's all about the staples: "a jacket, a pair of trousers, a shirt." But it's the way he does it: the colors, the way they match together, and the way he and his team finish the fabrics.

"It's not about keywords or storytelling or content, we're focusing on the product, the product for us is essential," said the designer, who recalled his time living in Scotland as the creative director of Ballantyne.

"For me, true elegance is the farmers and the people working in the mills. They're doing their job in the perfect way, and they feel comfortable in their clothes," he said, summing up his ideal attitude as being: "Normal, gentle, soft and informal in a certain way."

Part of the collection's preciousness lay in the artisanal processes, such as a gloriously soft cashmere sweater carded by hand using thistles, available in plain and striped versions, or another style made of a cashmere, mohair and silk blend with jewel-tone geometric motifs.

The collection's autumn palette sang in a rust-colored velvet double-breasted coat, the same fabric resurfacing on updates of the Gstaad jacket with reinforced elbows, with brushed flannel shirts in shades of

wild rosehip, green and mustard among other highlights. The striped shirts with a waxy finish were lovely as well, with a British country gentleman and Bloomsbury Group themes also inspiring the collection.

More sober options included a simple gray wool jacket, the Brera, based on the types the orchestra directors at La Scala wear during rehearsals, with an optional matching pant.

Nodding to Alba's love of animals, the collection housed a capsule of stoles and handkerchiefs with watercolor prints of African animals, made in collaboration with an Italian artist who goes by the name of Clementina. Ten percent of the proceeds will go to African Parks, a nonprofit association that protects and conserves parks in Africa and for which she is a young ambassador. — *Katya Foreman*

MP Massimo

Piombo

Milan's storied, centenarian Jamaica café strewn with local punters was the perfect setting for Massimo Piombo's latest presentation. Grouped in a side room stood a cluster of mannequins in bohemian looks that jumbled washed knits, plaid blanket skirts and colored wool coats tied with a mix of scarves in vivid retro printed silks and textured wools.

As usual, the old school cloths did all the talking, from the overcoats in deep blue alpaca, mohair and cashmere blends from Hungary or a dark green Austrian wool typically used for bed plaids to a bordeaux scarf in Peruvian mohair edged with

Mexican red silk embroidery.

"I'm a nomad, I like to travel the world to create a small dream," said the designer of his punk-panache styling. He recalled a dinner thrown in the venue by Vogue Italia's late Franca Sozzani. "She told me 'Massimo, this is your place,'" he said.

"The place is unique. All the artists used to come to work here in the Fifties, Sixties, Seventies, to smoke, exchange and write. It's one of the most eccentric places." — *K.F.*

Dondup

Dondup's collection for fall was extensive but well-edited, with the elaboration of key outerwear pieces and the brand's core denim products.

A white sheepskin bomber jacket flanked a beautiful hand-knit sweater with inlay motifs. These could be paired with any of the variations on Dondup's denim pants. Black denim is a strong trend for fall at the brand, seen on new five-pocket models, for example, or embellished with black velvet piping.

There was a military streak in the collection, which included eye-catching pants with a patchwork of maxi pockets in different fabrics, from satin to corduroy, worn with an oversized cardigan with a camouflage-effect finishing.

The military colors appeared on a puffer jacket that was jazzed up by large horizontal bands in bright fuchsia and burgundy.

There were also some less sporty looks, such as a white shirt with the 12 astrological signs applied in gold sequins, which stood out next to a sleek coat with velvet revers. Such glittering details also appeared as Lurex profiles on a trenchcoat or pants. — *L.Z.*