

WWD NEW YORK

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PARIS LANDING

Alexander McQueen makes a statement in Paris with its largest flagship in the world. **p. 6**



PVH SCION DIES

Lawrence S. Phillips, former chairman and CEO of Phillips-Van Heusen Corp., has died at 88. **p. 21**



SIXTH SENSE

Bergdorf Goodman unveils its updated sixth floor, which it has dubbed "The Modernists." **p. 4**

14 SEPTEMBER 2015

"Mundane" – for some, it's a deliberate one-season inspiration, for others, a more unfortunate state of constancy. Alexander Wang falls firmly in the former camp. As he prepared to mark his firm's 10th anniversary, Wang mulled the nature of experimentation – and landed in an unlikely place. "Sometimes I feel like the innovation moves faster than what we're prepared to absorb," he said. He tested this idea with a strong lineup that offered everything from Army jackets to pj's. Here, his cropped top and mannish trousers.

For more, see pages 12 to 20.

Mundane Matters

Spring
Collections
2016

Photo: photograph by Ivel Ericsson



RETAIL

Tory Sport Gets in The Game

● On Wednesday, Tory Burch will open a pop-up shop for the line at 257 Elizabeth Street.

BY LISA LOCKWOOD

In development for two-and-a-half years, Tory Sport has finally become a reality.

On Wednesday, Tory Burch will open a Tory Sport pop-up shop at 257 Elizabeth Street, the same location where she launched her apparel and accessories company 11 years ago. Tory Sport will also be available at torysport.com. A permanent site in the Flatiron District at 129 Fifth Avenue is expected to open in March.

A performance-wear collection with a retro chic vibe, Tory Sport features clothing, bags, shoes and accessories for running, studio, tennis, golf and swim, as well as Coming & Going, a category of pieces that can be worn before and after a workout. Retail prices range from \$55 for performance tops to \$550 for outerwear.

The activewear market has ramped up in the last few years, with designers including Cynthia Rowley, Rebecca Minkoff, Ramy Brook and Elie Tahari jumping into the fray. All are looking to give a fashion spin to a growing market, dominated by players such as Nike, Under Armour and Adidas – which has its Stella McCartney line – not to mention the likes of Lululemon, Puma and Reebok. One could ask whether Burch is late to the game.

"It's not a trend, it's a shift in the way women are dressing. Women are wearing sport clothes throughout the day and even into the evening," said Burch, chairman and co-chief executive officer.

But the designer stressed her collection is aimed at women who actively participate in sports, with a strong fashion edge,

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A look from Tory Sport.

