

WWD

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GOOD YEAR

Yoox Net-a-porter Group reported a 37.9 percent increase in profits. PAGE 3



THE OSCAR SHOW

A major retrospective of Oscar de la Renta bows at San Francisco's De Young Museum. PAGE 12



WEBSTER'S NEW WAY

London designer Sophia Webster is set to unveil a full handbag collection, and her first store. PAGE 11

Fall
Collections
2016



FASHION

House Beautiful

Miuccia Prada closed Paris Fashion Week by throwing a house party, one that conjured up the teetering opulence of bankrupt aristocrats, fused with a little Fifties Hollywood glamour. Shown in an Old-World living room, her fall **Miu Miu** collection featured men's wear fabrics and fur-trimmed velvets, denim shirts adorned with lace and maxiskirts in tapestry florals, as shown here. It was dressing up for fun – and a new spin on homespun fashion. For more from the Paris collections, see pages 4 to 7.

Photograph by Stéphane Feugère

RETAIL

Amazon Pursues Fashion Expansion

- The company's new shopping show, "Style Code Live," is its latest foray into fashion.

BY EVAN CLARK

Amazon is working fast and furious to crack the fashion code for the 21st century.

The e-commerce goliath has a host of initiatives that – while not directly connected – all seek to bring it closer to the fashion consumer, inject the brand into the style conversation and take advantage of its ever-growing bag of technical tricks.

The latest is "Style Code Live," a streaming show that premiered Tuesday. It has a softer touch than an infomercial – there are no direct calls to purchase – but is still very much a commercial venture, with hosts gushing about their favorite styles and beauty products, all available for purchase from a carousel below the video.

Rachel Smith, a correspondent at ABC News for "Good Morning America" and one of the show's hosts, described the carousel of products as "sort of like walking through an aisle of your favorite store except in the comfort of your own home."

It's an aisle, however, out of one of the largest and most far-flung stores in the world. This is Amazon's version of omnichannel, putting an entertainment spin

on its fashion business and chasing the have-to-have Millennial shopper. And it's an effort to speak to them directly through a live-chat function.

Edward Yruba, an equity analyst at KeyBanc Capital Markets who has been closely tracking Amazon's fashion business, said the show is "really trying hard to target a very fashion-conscious, fashion-forward twentysomething-year-old female."

"This is a really innovative thing that they've tried," he said. "They're not just copying from the traditional department store playbook. They're trying to innovate here and I think over time, it will really give them credibility with the fashion community. It's fashion-meets-entertainment and that's part of what makes the show attractive. It's got a little celebrity shtick to it and it's got a self-help shtick."

Yruba said Amazon is playing a long game in fashion, being careful to court tastemakers and build support. Amazon has also quietly rolled out private-label apparel and has been advertising for fashion executives to help supercharge that effort.

An indication of the potential for Amazon was also indicated Wednesday at the UBS Global Consumer Conference, where Nordstrom's chief financial officer Mike Koppel said he has heard that Amazon's fashion business has grown to \$10 billion.

CONTINUED ON PG.10

RETAIL

Inditex Slows Store Growth, Focuses On Omnichannel

- Europe's largest clothing retailer saw its profit for the 2015 fiscal year climb 14.9 percent to 2.88 billion euros.

BY SAMANTHA CONTI

Inditex SA is stepping up its omnichannel efforts.

In reporting sharp rises in profits and sales for fiscal 2015, the company revealed plans to slow down the growth in its physical store network to focus more on omnichannel efforts.

During an analyst call, group chairman Pablo Isla and his team lowered their guidance for retail space growth in 2016 to 6 percent to 8 percent from 8 percent to 10 percent as the company beefs up its omnichannel offer.

Ignacio Fernández, chief financial officer of Inditex, stressed during a call that the growth profile of the company was not changing, but rather Inditex believed in a "fully integrated approach" to sales, and added that its customer is increasingly relying on all shopping channels.

"The business is so fully integrated now that more than one-third of online orders are delivered in-store and two-thirds of online returns happen in-store. Customers can now buy online in our stores if they cannot find their size, for example," he said.

The group ended fiscal 2015 with an online sales presence in 29 markets, including new platforms in Hong Kong, Taiwan, Macau and Australia. Its global network of brick-and-mortar stores was 7,013 across 88 markets at the end of the year.

In 2016, Inditex said the brands' online reach would expand, with platforms already active in Croatia, Slovakia and the Czech Republic and plans to launch next week in Bulgaria, Finland and Hungary.

Over the course of the year, all Inditex brand concepts will be online in all European markets and Turkey.

CONTINUED ON PG.9

Miu Miu

Miuccia Prada was in the mood for “fun,” she said backstage after her fall Miu Miu show. “It’s the end of the season.” From her lips to God’s ears. She closed Paris fashion week and the four-week, four-city grand tour with a house party, inviting a weary crowd into a swanky, old-world living room of a set where the dim lighting masked the fact that perhaps residents weren’t living so large anymore, but, by golly, they were making the best of it. “Nobility and misery,” said Prada. “Dressing is what’s left.”

The collection was delightful, a major dose of fashion that displayed Prada’s mastery of the unorthodox mix in assemblages that felt like a departure for Miu Miu – less ugly/pretty, more pretty/fabulous. She fused the aura of Fifties Hollywood glamour with the teetering opulence of bankrupt aristocrats, proving that desperate times can be good times. Just ask Scarlett O’Hara about her unforgettable green velvet and gold tassel drapery dress, or Carol Burnett spoofing it: “I saw it in the window and I just couldn’t resist it.”

The women of Miu Miu did better than the drapes. They borrowed from the men of the house, wearing their shirts, boxer shorts, argyle cardigans and hunting jackets with extravagant fur coats and utility rain jackets reimagined in opera coat proportions. They went high-low, cutting elegant tailored jackets from the fabric of the plebes – denim. A rarity in a Miu Miu collection, the gentleman’s jean jackets and with elegant utility pockets, cut short, long and with tails, also stood out in an incredibly saturated denim market. Shrunken velvet workwear jackets had opulent fur cuffs, coats cut in Baroque upholstery brocades came with bejeweled trim, and maxiskirts were done in dense tapestry florals. Each look was customized with whatever was lying around: grandma’s pearls, grandpa’s pocket square; a collegiate patch that belonged to someone named “Gene”; bedroom slippers bedecked in the family jewels. It was dressing up as release, home entertainment and surely a new spin on homespun fashion.

– Jessica Iredale



Twinset and pearls are back



MITCHELL SAMS

Twinset and pearls, a fashion combination conspicuously ignored by a generation of designers, returned to the catwalk yesterday. They took centre stage in the blockbuster **Miu Miu** show in Paris that closed fashion month *Lisa Armstrong: Page 17*



Think twinsets are a no-go? Miu Miu just tore up the rulebook

Paris Fashion Week



By **Lisa Armstrong**
 FASHION DIRECTOR

KATE MOSS once famously said “you can think twinsets, but you must never wear them”, thereby killing the double cashmere look for at least one generation of fashionistas.

Miuccia Prada begs to differ. There they were in the blockbuster Miu Miu show that closed fashion month yesterday: slightly thick and sexily cut, in classic Miuccia style.

Did I mention the layers? There are so many in this collection – cultural, sociological and even plain old woollen ones. From taffeta debutante dresses to slutty fluffy sandals, this show managed to summarise the season from a fresh point of view.

You want denim (officially now fashion’s foremost fabric)? She has tailored coats, jackets and ankle length skirts in the stuff: a solution perhaps to every dress code. In the last couple of years this label has become extremely influential. So take note, because next season’s Miu Miu woman has blossomed from the Sixties dollybird of a few seasons ago to an Edwardian country lady.

Over the past decade Louis Vuitton has assiduously cultivated links with numerous artists, from Yayoi Kusama to the Chapman brothers. It sees this as adding cultural resonance to its luxury goods. Emphasis on its craft heritage is also key and the silhouettes at this house are as sharp as the mirrored columns that had been installed in its black tented tome.

This time however, creative director Nicolas Ghesquiere seemed on a mission to make his spiky, urban warrior more approachable. Armpit-length glacé leather gloves, sculpted sheaths with stiff peplums and metallic tractor soled bover boots suggested a house that knows its roots are in an haute bourgeois sensibility yet dreams of teen spirit.





Denim and debutante dresses featured heavily in the Miu Miu collection, left and centre top, while Louis Vuitton displayed bover boots and armpit-length leather gloves, centre and right

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SUZY MENKES

INTERNATIONAL VOGUE EDITOR



Miu Miu: Beauty with irony



9th Mar 2016

by SUZY MENKES | SUZY MENKES

SHARE

Miuccia Prada shows a shapely, romantic silhouette.

The rich, swooning voice of Elvis, the sweeping music of Rachmaninoff, and a womanly calm closed the international season in Paris.

The collection of shapely clothes, rounded at the bosom and with ankle-deep hemlines, came from the most unlikely source: Miuccia Prada in her Miu Miu collection.

“Beauty in different ways – just beauty,” said the Italian designer, whose deliberately “ugly” aesthetic

changed the face of fashion in the 1990s.

But gone were the sour colours, the awkward cutting, and the harsh mixes. The front row of ultra-young movie stars in the making would have recognised the power of denim, although so many jackets and dresses with graceful bust lines were a surprise from Miuccia.



Miu Miu ready-to-wear autumn/winter '16/'17



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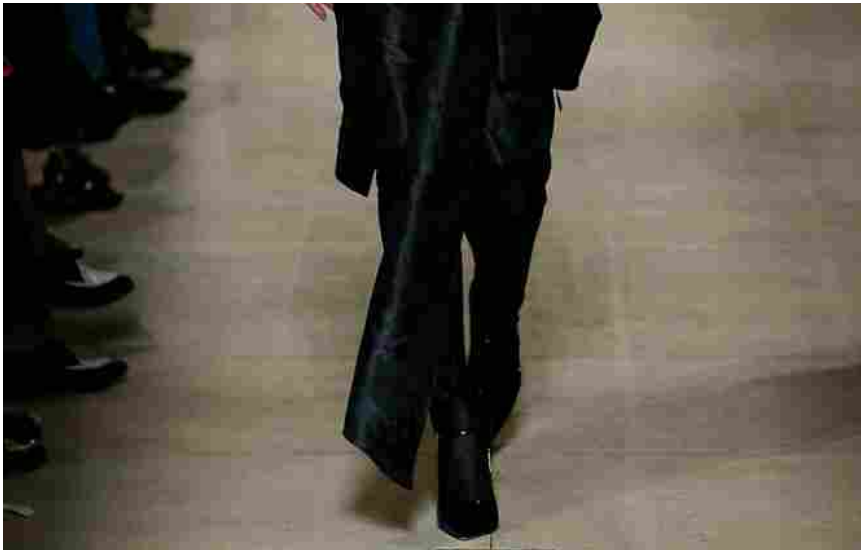
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Not so the shoes, which had a typical Prada perversion in stilettos with a coin-sized disc as spike hit floor. The audience was willing the models, slightly heavier and more rounded than usual, to make it down the runway.

This was “Jolie Madame” country; pearls at the neck and thick upholstery-like fabrics with Art Nouveau-style patterns. The alternative to long skirts was just as retro: jodhpur trousers.

But there was charm and joy in this collection too. Of course those Miu Miu sweater sets, the velvet with denim, and the damask coats and skirts were aching with irony. But this something different from Miu Miu might just light a fire for next season.

The Elvis voice soared through “Surrender”. And why wouldn’t we?

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SUZY MENKES

Vogue International Editor Suzy Menkes is the best-known fashion journalist in the world.

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