Mixed Message
A mélange of prints and patterns on the Paris runways emerged as a key trend this season, lending a spirited vibe to collections, as in this festival of flowers and spots from Miu Miu. For more on the trend, see pages 5 and 6.

Change in The Air at The WWD Digital Forum
The two-day forum in New York brought fashion industry leaders together to digest the latest digital trends.

NEW YORK – Fashion’s racing into the post-omnichannel world. When executives from the industry’s top firms gathered at the WWD Digital Forum last month, they generally avoided or bristled at the term “omnichannel” as an outmoded buzzword. But they wholeheartedly embraced its central thesis – that the combination of digital savvy and retail know-how can lead to a better customer experience.

Over two days in lower Manhattan, 225 insiders on the digital cutting edge explored how bite-sized storytelling can garner digital attention, how jumping social media trends can lead to big payoffs in stores and much, much more.

SEE PAGE 8

David Lauren Promoted at Ralph Lauren
As vice chairman and chief innovation officer, Lauren will lead company efforts to create initiatives to help drive the brand across all channels.

NEW YORK – As part of its “Way Forward” strategic plan, Ralph Lauren Corp. has promoted David Lauren to the new roles of chief innovation officer and vice chairman of the board.

He was previously executive vice president of global advertising, marketing and communications and has served as a board member since 2013.

In his new post, Lauren, 44, will lead company efforts to create initiatives that help drive the group’s brand across all channels. He will continue to report to Stefan Larsson, president and chief executive officer.

Ralph Lauren, the company’s executive chairman and chief creative officer, said, “I am pleased that David is taking on this critical new position which will formalize the role he was already playing and give
Vuitton is very much in the fashion fray, caving to such folly.

fashion vicissitudes from a house that had fray; there was a certain tony disdain for and appeal were about residing above the house of impeccable quality and stature as a timeless, travel-centric accessories give it a fashion profile, Vuitton's identity Before Marc Jacobs was brought in to sleeping giant, its codes never dormant. Nicolas Ghesquière faces a daunting task at Louis Vuitton. The house was never a

That was a fashion lifetime ago. Now, Vuitton is very much in the fashion fray, with Ghesquière charged with developing for it a distinct fashion identity. That has proven challenging. He started his tenure with a “wardrobe concept.” He has maintained that philosophy while adding increasing intensity to the clothes, some times working a strong Seventies current, and usually, some degree of the audacious futurism on which he made his name. The latter was the case here, with an Eighties attitude. But look four — a pea-green robe were actually shaved mink, their covers were actually shaved mink, their

Miu Miu
What does a day at the beach look like for Miuccia Prada? A bubbly retro romp, Prada’s seaside-inspired spring Miu Miu collection was full of neo-Fifties bathing beauties in printed bikinis, candy-colored flip-flops and zany plastic bathing caps blooming with flowers. Fantastic thick-ple

On the upside, Ghesquière’s new bags Prada packed her take on the motif with — Jessica Iredale

Vendôme in what will become the brand’s new store. He showed there, the space still raw and flooded with glorious second floor light. As illustrative of Parisian chic, Ghesquière drew from the women of the 1984 film “Rive Droite, Rive Gauche,” the music of which opened the show. “It’s a great movie about corpora
tion and lawyers,” he said. “The women are so strong, so sophisticated. I was really curious to try to explore that.” That exploration didn’t relate in any understandable way to the classic iconography that remains key to Vuitton’s identity. It made for a not insignificant disconnect; while Vuitton’s core merch — its core business — continues to telegraph pragmatic chic, these clothes were as complicated as it gets.

Ghesquière started on a strong note — fluid dresses imbued by their incongruous power shoulders with interesting attitude. But look four — a pea-green pantsuit with a peculiar jacket, cut asymmetrically to expose the armpits (which were sheer here, cutout there and beset with multiple lay-
ers, textures and embellishments. It has the feel of futuristic disco, informed by Cardin with an Eighties appreciation. On the upside, Ghesquière’s new bags were great. He continues to do a fabulous job of expanding that repertoire with fashion offerings that hold the promise of future classics. — Bridget Foley
**Fashion Scoops**

**They All Turned Out**

Louis Vuitton’s brand ambassadors Alicia Vikander, Jennifer Connelly, Liv Tyler, Keith Urban, Lisa Elder Stéphane Seyeux and Xavier Dolan sat front row at the show in Paris on Wednesday, held in the gutted shell of its future flagship on Place Vendôme. The show also drew Catherine Deneuve, Sophie Marceau, Ludivine Sagnier, Monica Bellucci and Allie Clancy.

After tooting the Jason Bourne franchise, Vikander is getting ready to play Lara Croft in the “Tomb Raider” reboot, set to start production in the next year. “I played the game when I was a kid growing up and then of course Angelina Jolie stepped in and it did a wonderful thing with that character and embodied it. They’ve rebooted the game, so it’s quite different since a few years ago but that’s what we are talking about,” the Swedish actress said. She played down any potential comparisons with Jolie. “Every one knows that the first game kind of set the bar of what that meant to all gamers and she did absolutely fantastic things with highlighting that one. Now it’s turned into much more of a coming of age story, so it’s got a whole new storyline and a thing new and different,” she said.

Connelly was in the middle of a promotion tour for “American Pastoral,” which is being directed by Sam Mendes. She recently finished shooting “Granite Mountain,” about the crew of firefighters who battled a deadly wildfire in Arizona in 2013. Opposite Jeff Bridges, she Brühl and Melis Täler. “I’ve been a man who are the wildfire fighters who are out on the line and are putting their lives in the country. Any character does work with horses, though, so I got to do some of that — riding,” she said.

Williams, who is portraying Charlie Barnum in “The Greatest Showman,” added that vouched Patrick Demarchelier, who shot the ads. The two were doing the campaign for Vuitton’s recently launched “Granite Mountain” sweatshirt a boy gave me last year,” said Helmut Lang.”

Dolan, meanwhile, recently wrapped shooting on what’s his first English language film, “The Death and Life of John F. Donovan,” in which he directs a cast that includes Natalie Portman, Jessica Chastain, Susan Sarandon, Kit Harrington and Kathryn Bos. “It’s definitely bigger,” he said of the production. “It’s challenging and it’s also inspiring. I’m not afraid of working with huge talents — quite the contrary, I’m very excited,” he added. “It’s a true story. It brings me to a different place.”

YouTube sensations Olivia and Halie Bailey, also Olivia and Halie, were at Paris Fashion Week for the first time. “This has been so much fun,” said Halie. Having opened for Beyoncé on the European leg of her Formation tour, they were getting ready to support Andrea Day.

**Disco Fever**

There was an underground vibe to this season’s three-story museum of revival and sweat at Union Bank, where Kenzo and MAC Cosmetics hosted a Studio 54-themed party Tuesday night just a few hours after the label’s show, which was inspired by New York’s legendary nightclub and the holy grail of disco.

About 800 people flocked to the pop-up venue in Pigalle that was open for just a month in September before it shut down for renovation and turned into a hotel. “They kept it open just for us,” said Humberto Leon, Kenzo creative director alongside Carol Lim. “We wanted to have a fan party for everybody. We’re not going to re-create anything. We love disco灾难.”

This Todd Terry from New York is DJing upstairs,” said Leon. “Every floor has a different ambiance, so depending on your mood, you can go to the different rooms,” added Leon. They included the “chill room” with cushions on the floor and the “tunnel lobby, with lots of metallic tassels.”

Upstairs, there are lights and everything, it’s like a full-on situa- tion,” said Lim with a laugh. Up next, the designers are to show their collection for H&M in New York on Oct. 19. Participants were given some graffiti techniques by MAC makeup artists and danced to disco and dance-to- ses sions by Terry. There were such quicks in the walls as “Turn your melancholy into a weapon.” “It’s super underground and it’s cool,” noted model Jake Davies. Other revivers included chart XCRX, and girls who are murdered by neo-Nazis; yeah, it’s there; she said. “It’s definitely bigger,” he said of the production. “It’s challenging and it’s also inspiring. I’m not afraid of working with huge talents — quite the contrary, I’m very excited,” he added. “It’s a true story. It brings me to a different place.”

YouTube sensations Olivia and Halie Bailey, also Olivia and Halie, were at Paris Fashion Week for the first time. “This has been so much fun,” said Halie. Having opened for Beyoncé on the European leg of her Formation tour, they were getting ready to support Andrea Day.

**Girls On Film**

MiaouilaProved she was holding her own against fashion weight of women and the Mus Mu show on Wednesday with a front row of 2000 guests and the use of Facebook Live. This was the second-floor windows of the Pavillon Etoile, with its chic and fashionable vibe. There was at previous sessions, allowing them to spend more time with buyers and media that comes by. The central location also proved to be a major plus. “Seeing the collection literally in a new light is refreshing,” said Gelinas, who had witnessed strong demand for his Australian designs at the label’s show. “There’s a calmness here, people want to take in more time.”

Dunfee, who used to live in Paris, was also taking some time to see in town to visit his old haunts. “Paris is like my spring break,” he said. But the hire is also part of a larger strategy for the morning show, which is to become more of a fashion driven, whereas in New York, it’s fashion driven, whereas in New York, it’s a way for CBS to connect to other audiences… and I help him out.”

Kadro admitted that it’s hard to adjust to the pace of the show, but a robust social media strategy exists — and I help him out.”

**Cartoon Central**

In an effort to reach new viewers, “CBS This Morning,” the morning show hosted by the trio of Charlie Rose, Gayle King and Norah O’Donnell, has added New York–based illustrator Liss Donnelly as a contributor. It may seem counterintuitive to add a cartoonist to a TV network with multimedia storytelling tools at its disposal, but it’s one of print’s oldest occupations for growth — but according to the show’s executive producer Ryan Kadro, the hire is a way to “differ- entiate” the show’s coverage on TV and via social media, to go beyond the “ferris wheel” at the heart of other networks.

Kadro noted that the show’s coverage on TV and via social media is likely to become its home- initiative, held from Oct. 1 to 3 during Paris Fashion Week, is to be known by its name rather than by its seasons.

Kadro admitted that it’s hard to adjust to the pace of the show, but a robust social media strategy exists — and “I help him out.”

**Memo Pad**

Fashion Scoops

They All Turned Out

Louis Vuitton’s brand ambassadors Alicia Vikander, Jennifer Connelly, Liv Tyler, Keith Urban, Lisa Elders Stéphane Seyeux and Xavier Dolan sat front row at the show in Paris on Wednesday, held in the gutted shell of its future flagship on Place Vendôme. The show also drew Catherine Deneuve, Sophie Marceau, Ludivine Sagnier, Monica Bellucci and Allie Clancy.

After tooting the Jason Bourne franchise, Vikander is getting ready to play Lara Croft in the “Tomb Raider” reboot, set to star production in the next year. “I played the game when I was a kid growing up and then of course Angelina Jolie stepped in and it did a wonderful thing with that character and embodied it. They’ve rebooted the game, so it’s quite different since a few years ago but that’s what we are talking about,” the Swedish actress said. She played down any potential comparisons with Jolie. “Every one knows that the first game kind of set the bar of what that meant to all gamers and she did absolutely fantastic things with highlighting that one. Now it’s turned into much more of a coming of age story, so it’s got a whole new storyline and a thing new and different,” she said.

Connelly was in the middle of a promotion tour for “American Pastoral,” which is being directed by Sam Mendes. She recently finished shooting “Granite Mountain,” about the crew of firefighters who battled a deadly wildfire in Arizona in 2013. Opposite Jeff Bridges, she Brühl and Melis Täler. “I’ve been a man who are the wildfire fighters who are out on the line and are putting their lives in the country. Any character does work with horses, though, so I got to do some of that — riding,” she said.

Williams, who is portraying Charlie Barnum in “The Greatest Showman,” added that...
MIU MIU

Di Jessica Iredale

Come s’immagina una giornata al mare Miuccia Prada? La collezione primavera/estate di Miu Miu, ispirata a una spumeggiante e allegra vacanza al mare in stile retrò, era ricca di bellezze al bagno in stile neo-Anni Cinquanta che indossavano bikini stampati, infradito color pastello e buffe cuffiette da bagno di gomma da cui sbocciavano fiori. I favolosi accappatoi in spesso tessuto a pelo lungo erano in realtà confezionati in visone rasato, caratterizzati da bizzarri motivi grafici e floreali che intensificavano quel senso di allegra indulgenza. Annette Funicello, Gidget ed Esther Williams: prendete e portate a casa! Per la prossima primavera, Thom Browne sarà in ottima compagnia nelle sue acque kitsch e glam. Miuccia Prada ha riempito la sua interpretazione sul tema con bellissimi artigli, perfetti per i servizi editoriali e per il retail: una gonna di spugna a pois rossi e blu; top con scollatura all’americana e HotPants (ahimè, lo swimwear era più indicato per il glamour a bordo piscina che non per farci un vero e proprio tuffo); le infradito avevano suole ultra piatte dalle estremità arrotondate, come quelle usa e getta che danno dall’estetista. Tuttavia, una cosa alla volta. Nel backstage, Miuccia Prada ha fatto allusione a un’inquietante nuvola di stile in agguato nel suo cielo soleggiato: “Il risvolto della medaglia della spiaggia,” ha detto la stilista riferendosi “a la plage” di Miu Miu. “La spiaggia rappresenta qualcosa di bello e un luogo che oggi va surriscaldandosi. Chi può dire fino a quando avremo le spiagge?” Nel frattempo, la ragazza Miu Miu vuole divertirsi, quindi Miuccia si è rifiutata di permettere a quella infausta minaccia di oscurare la sua passerella. La vita però non è solo una giornata al mare, pertanto la stilista ha abilmente integrato la ricchezza del suo delizioso e innocente beachwear con bellissimi abiti per la vita di tutti i giorni. A dare il via alla sfilata è stata una serie di graziosi top e gonne, declinati in nuance rosse, nere e cachi, che mescolavano l’abbigliamento con delicate lavorazioni a plissé. In passerella abbiamo visto tailleur pantalone con stampe anni Sessanta dalle giacche striminzite strette in vita. I lucidi soprabiti di plastica declinati sul bianco, azzurro e nero sembravano in grado di affrontare con eleganza qualsiasi inondazione in agguato all’orizzonte e i vertiginosi sandali con la zeppa, dagli elaborati intarsi, faranno svettare le ragazze Miu Miu a diversi centimetri sopra il livello del mare.

Girls On Film

Di KATYA FOREMAN

dai neonazisti; ah sì, è una commedia,” ha detto con espressione impassibile. “L’allestimento è fantastico, così creativo, si riconosce subito come Miu Miu con tutti quei colori grafici,” ha detto Ella Purnell, con gli occhi spalancati. L’attrice inglese ha rivelato di essere sul punto di girare un film con Gillian Anderson a Cincinnati intitolato “UFO.” “È un film completamente naturalistico e ambientato nell’era moderna. La trama narra di un ragazzo ossessionato dall’idea di dimostrare che gli UFO e la vita extra-terrestre esistono sul serio. E io lo aiuto nella sua ricerca.”
Swim caps on, beach towels at the ready! Miuccia Prada was apparently in a playful summer mood when she put together the Miu Miu collection (though, sadly, her models weren’t smiling about it). At a time when there’s so much trouble and stress in the world, it’s sometimes a treat to take a break from thinking too much. Who, at this juncture, wouldn’t want to buy into the sunny retro-fantasy of Italy at its glamorous postwar peak?

That’s when Prada was a girl, of course. This is a period she knows so well—the optimistic culture of ’60s and early ’70s prints (schematic daisies; abstract art; and hand-smocked baby dresses for little children transformed into cropped blouses). She also grew up with a mother and a grandmother who wore lovely ’40s-print dresses; on the runway were several extremely tempting examples of these, complete with back ties.
Cuffiette da bagno in testa e teli da spiaggia pronti! Miuccia Prada sembrava pervasa da un allegro mood estivo quando ha creato la collezione Miu Miu (anche se è stato un peccato che le sue modelle non sembrassero altrettanto allegre). In un periodo così pieno di problemi e stress nel mondo, talvolta sarebbe un bel regalo concedersi una pausa dal pensare troppo. Chi, in questo frangente, non vorrebbe lasciarsi rapire dalla fantasia di gusto retrò della soleggiata Italia nel suo punto di massimo splendore glamour del dopoguerra? Allora, com’è noto, Miuccia era una ragazza. Questo è un periodo che la stilista conosce molto bene: la cultura ottimistica degli anni Sessanta e primi anni Settanta (margherite schematiche; arte astratta; e abitini baby plissettati a mano e trasformati in corte bluse). Miuccia è anche cresciuta con una mamma e una nonna solite indossare deliziosi abiti con stampa anni Quaranta; sulla passerella abbiamo visto numerosi esempi molto seducenti di questo genere d’abito, completi di lacci sul retro. Tutti questi look sono stati accompagnati o da ciabattine per il mare o da sandali con la zeppa, che, osservati più da vicino, mostravano stampe a rilievo di conchiglie e stelle di mare. In seguito nella sfilata, sono stati indossati da ragazze in stile pin-up anni Cinquanta, deliziosamente sexy, nei loro bikinis con le ruche. Tutto questo, ovviamente, vorrebbe dire trascurare i molteplici esempi di cappotti in stile anni Sessanta, aderenti sopra e svasati sotto, di questa collezione. Un vero tripudio di divertimento, accolto con gratitudine in questo periodo di caos.