

## Saks' New Men's Fashion Director

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# NEWSFRONT

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# Men's Headlines L&T Windows

Black Brown 1826 display at the Fifth Avenue store marks a first for New York Fashion Week

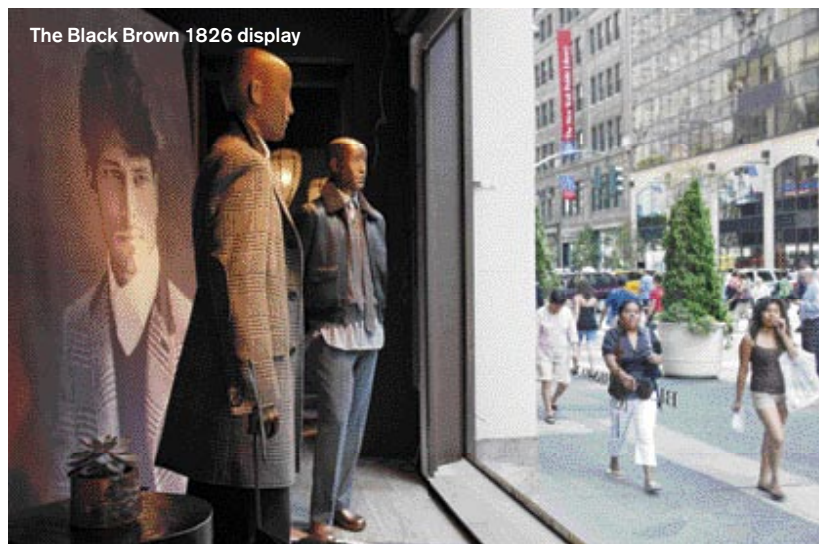
BY AMANDA ERNST

**NEW YORK** — For the first time in the company's history, Lord & Taylor is featuring men's wear in its Fifth Avenue windows during Fashion Week.

The window displays, which debuted Aug. 28, showcase the store's exclusive men's wear collection designed by Joseph Abboud, Black Brown 1826, in lush settings accented by natural wood furniture and abstract artwork by Tucker Robbins. Sportswear, dress shirts and neckwear, tailored clothing, outerwear, personal furnishings and cold-weather accessories from the line are fitted to copper-finished mannequins arranged against a natural wood backdrop with an intricate woven design.

The scenes are dark and masculine, contrasting the rich fabrics and textures of Black Brown 1826's apparel and accessories against bleached cedar flooring and large pieces of linen imprinted with black-and-white photos of the line's advertising campaign.

Featuring men's wear in the flagship store's 14 front windows during the biggest week in fashion was a natural decision, said senior vice-president LaVelle Olexa.



The Black Brown 1826 display

"We are very proud of Black Brown 1826, and Fashion Week is the perfect time for the launch," Olexa said. "Women's wear is always the focus of the week, so this is somewhat unexpected. But it seemed appropriate to showcase the men's wear line during Fashion Week, because there are so many overlaps between men's and women's fashion in terms of fabrications and trends for men, particularly in knitwear."

Beyond the Fifth Avenue windows, Lord & Taylor is prominently featuring products from the Black Brown

1826 line in premier locations in its stores, said MaryBeth Sheridan, general merchandise manager of men's, children and intimate apparel.

The store is also educating its store managers and lead managers in its men's departments about the new brand, recently inviting them to New York to celebrate the launch of the line, learn about the product, and touch and feel merchandise not yet in stores.

"General managers and men's area managers have embraced the line with the enthusiasm and excitement that we think this brand lends to the

entire store," Sheridan said.

The line, which arrived in 44 Lord & Taylor stores in August, includes seasonal pieces, like lightweight merino wool sweaters, and cashmere gloves and mufflers, as well as a selection of wardrobe essentials that will be offered year-round, such as jeans, khaki pants, navy blazers and argyle socks.

Nine top-performing Lord & Taylor stores, all located in the Northeast, will also be carrying higher-end Black Brown 1826 products. Called L.U.X., this premiere line is distinguished by its Italian fabrics, heavier cashmere, precise detailing and unique patterns, in addition to a special black label.

L.U.X. items will include tailored clothing, dress shirts, neckwear, sportswear, outerwear and cold-weather accessories.

The entire line has already been selling well, Sheridan said. Dress shirts, neckwear, pocket squares and sportswear are already on sale, with sweaters, including merino wool and lightweight cashmere, garnering the strongest initial response.

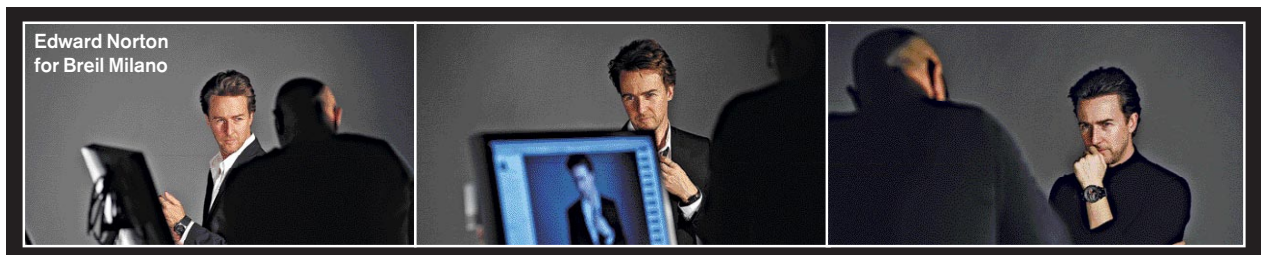
"Every single style has sold," Sheridan said. "We're really pleased that everything is getting a nibble, even sweaters in the middle of August."

PHOTO BY PASHA ANTONOV

# Edward Norton to Star in Breil Milano Ads

**NEW YORK** — Italian watch and jewelry firm Binda Group has tapped Edward Norton for its Breil Milano men's ad campaigns until 2010. The actor was photographed in Los Angeles by Jean-Baptiste Mondino and the ads will debut worldwide this month.

Binda Group, which owns Breil Milano and the Wyler Genève business, is also the licensee for brands including Dolce & Gabbana's D&G watches and costume jewels, Moschino Cheap



& Chic watches and costume jewels, and Ducati watches. Norton joins fellow thespian Charlize Theron, whose contract was reconfirmed earlier this year until 2011, and who was also photographed by Mondino for the brand's

women's campaign.

Over the past year Binda Group has been repositioning Breil Milano in the high-end range of the market through the use of more-precious materials and Swiss precision tech-

niques, and launched its first handbags in June. The company will officially inaugurate its first flagship in New York's Soho district this month during New York Fashion Week. —LUIZA ZARGANI