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WWD
Fashion. Beauty. Business.

Double-digit Dior
A Dior sales bump helped LVMH's fashion and leather goods unit break a two-year losing streak.
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Salesforce is investing in Brunello Cucinelli's AI platform.
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Super Fast
Shein is moving closer to an IPO in Hong Kong even as new import rules lead to first-quarter losses.
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Full Circle

Estée Lauder is returning to its roots – fragrance – with Glimmer, its first new pillar in decades. The scent also marks the brand's first gourmand in a bid to capture a younger audience, and could reach $60 million in first-year retail sales. *For more, see page 6.*

PHOTOGRAPH BY JANELLE JONES

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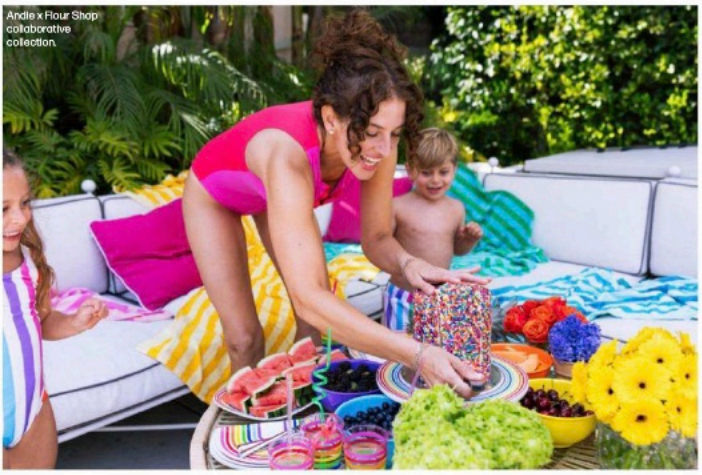
Andie x Flour Shop collaborative collection.

Flour And Water

Let them eat cake. Andie swimwear has teamed with Flour Shop founder Amirah Kassem on a playful collection of women's and children's swimwear inspired by Kassem's signature color-blocked, candy-bursting cakes. The collection launches Tuesday.

"I've been a fan of Flour Shop's exploding cakes for years and have ordered them for my own kids, so partnering with Amirah on a swim collection felt especially fun. Flour Shop brings so much color and joy to everything it does, which is exactly the energy we wanted for summer," Andie founder Melanie Travis told WWD of the rainbow-colored summer assortment.

The Andie x Flour Shop collaborative capsule features 17 limited-edition styles available to purchase exclusively on the swim brand's e-commerce. Styles include bikinis, one-piece swimsuits and mommy-and-me styles with coordinating boys' swim trunks. Women's swimsuits, priced $58 to $134, are made from 80 percent recycled nylon and elastane; children's styles range from $45 to $55.

"Andie shares our love of bringing joy to everyday moments, and together we created a collection that's colorful, fun and made for making memories. As a mom, I especially loved creating matching styles for families. My children are a constant inspiration, so the mommy-and-me pieces are incredibly special to me," Kassem said of the collaboration, which blends both companies' ethos of being joyful and playful.

— EMILY MERCER

Out East

The Hamptons social circuit made room for a new handbag Thursday afternoon as Houston-based accessories brand 11 Juillet celebrated the launch of its Mini Mayfair at The Hedges Inn in East Hampton.

Fashion lawyer and consultant Elizabeth Kurpis hosted the luncheon alongside 11 Juillet cofounders and twin sisters Mary Kay Bowden and Kim Willson. Guests began the afternoon with cocktails and a private preview of the brand's latest handbags and fine jewelry before gathering for a seated lunch.

The luncheon brought together a cross section of founders, designers, creatives and executives, including Rebecca Minkoff; founder and creative director Lisa "Lele" Sadoughi; Amazon Luxury Stores chief brand officer Trisha Gregory; photographer Sophie Elgort; Arias New York founder Nina Arias; Gorgie and Lively founder Michelle Grant; Dria Murphy; Allie Provost, and Goldman Sachs executives Jean Altier Bohm and Joli Altshule.

The Mini Mayfair is a scaled-down interpretation of one of 11 Juillet's signature silhouettes and continues the label's effort to collapse the boundaries between leather goods and fine jewelry. Handcrafted in Italy, the bag features a removable, jewel-like medallion that can be transferred between handbags or worn separately as a necklace pendant or bracelet charm.

Central to the collection is the brand's Éclat de Joie star, a multifaceted motif rendered in diamonds and natural stones including malachite, mother-of-pearl and onyx. Conceived as a symbol of light, optimism and individuality, the emblem has become a recurring signature across the house's accessories.

Bowden and Willson founded 11 Juillet around their shared affinity for Parisian elegance, collectible design and traditional craftsmanship. The brand takes its name from the sisters' July 11 birthday – "11 juillet" in French – adding a personal note to a label focused on accessories designed to be kept, transformed and passed down.

— THOMAS WALLER

L.A. Local

More than 700 people turned out in Los Angeles last Thursday night to help Off-White celebrate the debut of its L/AB c/o Off-White collection – a lower-priced offshoot of the core label and a reimagined version of Off-White for All, a popular accessibly priced version of the luxury label that was offered in 2018.

The launch event was held at The Catwalk in downtown L.A., one of the city's most culturally relevant nightlife destinations, and drew a wide range of people from the creative community. They were treated to an immersive environment featuring campaign imagery, branded installations, custom touchpoints, DJ sets and a step-and-repeat experience. The space was designed to fully immerse guests in the visual identity and energy of the brand.

The evening drew all seven of the people who are starring in the brand's campaign: musicians JT, Glaive and PZ; models Vivian Jenna Wilson, Julez Smith and Mazzy Joya, and content creator Jay Guapo. They were joined by other creatives including Alabama Barker, Atiana De La Hoya, Raul Lopez, Keith Powers, Dylan Martin and Kenyon Martin Jr.

As reported, the key pillars for L/AB c/o Off-White are sports, music and fashion – similar to the ethos of the core Off-White collection – but centered more around community sports, open street tournaments and campus collection drops to appeal to a wide range of young customers.

The collection offers key items including fleece, T-shirts, hoodies, tracksuits, sneakers, underwear and some outerwear. It is designed to be a toolkit for a wardrobe that can be built on over time.

Off-White is now owned by Bluestar Alliance.

— WWD STAFF ■

11 Juillet celebrates Mini Mayfair launch.

L/AB c/o Off-White is a lower-priced version of the core luxury brand.