

Fashion Scoops

Collar Me Beautiful

They're off the shoulder – but not off the rack: Berlin-based men's brand GmbH is delving into demi-couture by offering made-to-order variations of the collarbone-revealing coats and jackets that capped off its fall 2021 show.

Design duo Benjamin Huseby and Serhat Isik characterized the venture as a way to exalt tailoring tradition and skill, since Isik cuts all GmbH patterns himself.

The shawl constructions were inspired by mid-century haute couture and hover just past the shoulders thanks to built-in, adjustable and traditionally boned corsets that hold the garments in place. The coats and jackets can be ordered plain or with faux-fur stoles that are detachable.

The tailoring is done two hours from GmbH's Berlin studio and then finished in-house. Huseby and Isik decided to sell these items direct to consumers rather

than via wholesale in order to offer more accessible prices. Orders can be placed online at gmbhgmbh.eu from April 23 to May 6, or the old-school way, by requesting a line sheet.

WWD said the daring, shoulder-baring looks "unlocked the sensual potential of the neckline" and the stole-like fabric panels hugging the chest "gave an armor-like quality to their tailored coats and jackets." Couture for men is flourishing, with Valentino introducing high-fashion looks for men in its recent spring collection, and Balenciaga poised to introduce couture for men in July when it is slated to return to the Paris calendar after a 53-year absence.

— MILES SOCHA

Perfume With a Cause

Elie Saab's first fragrance, *Le Parfum*, fetes its 10th anniversary this year. And to help mark the

occasion, the Lebanese designer is supporting a charitable cause close to his heart.

Le Parfum, launched in 2011, gleaned inspiration from one of Saab's memories from childhood: the scent of flowers from his family's Mediterranean garden.

"My childhood home was surrounded by orange blossom, and when the wind blew, even slightly, it carried with it the essence of its notes," said Saab in a statement.

"What I found fascinating working for Elie Saab was the idea of interpreting light. I did not have any specific images in mind, just sensations: the whiteness of the sun at its zenith, radiant femininity, a modern interpretation of voluptuousness," said master perfumer Francis Kurkdjian.

Saab wishes to pay homage to the main inspiration for *Le Parfum*: his hometown of Beirut. So a portion of the proceeds from the sale of the fragrance will be donated this year to a UNICEF program called "Integrated education

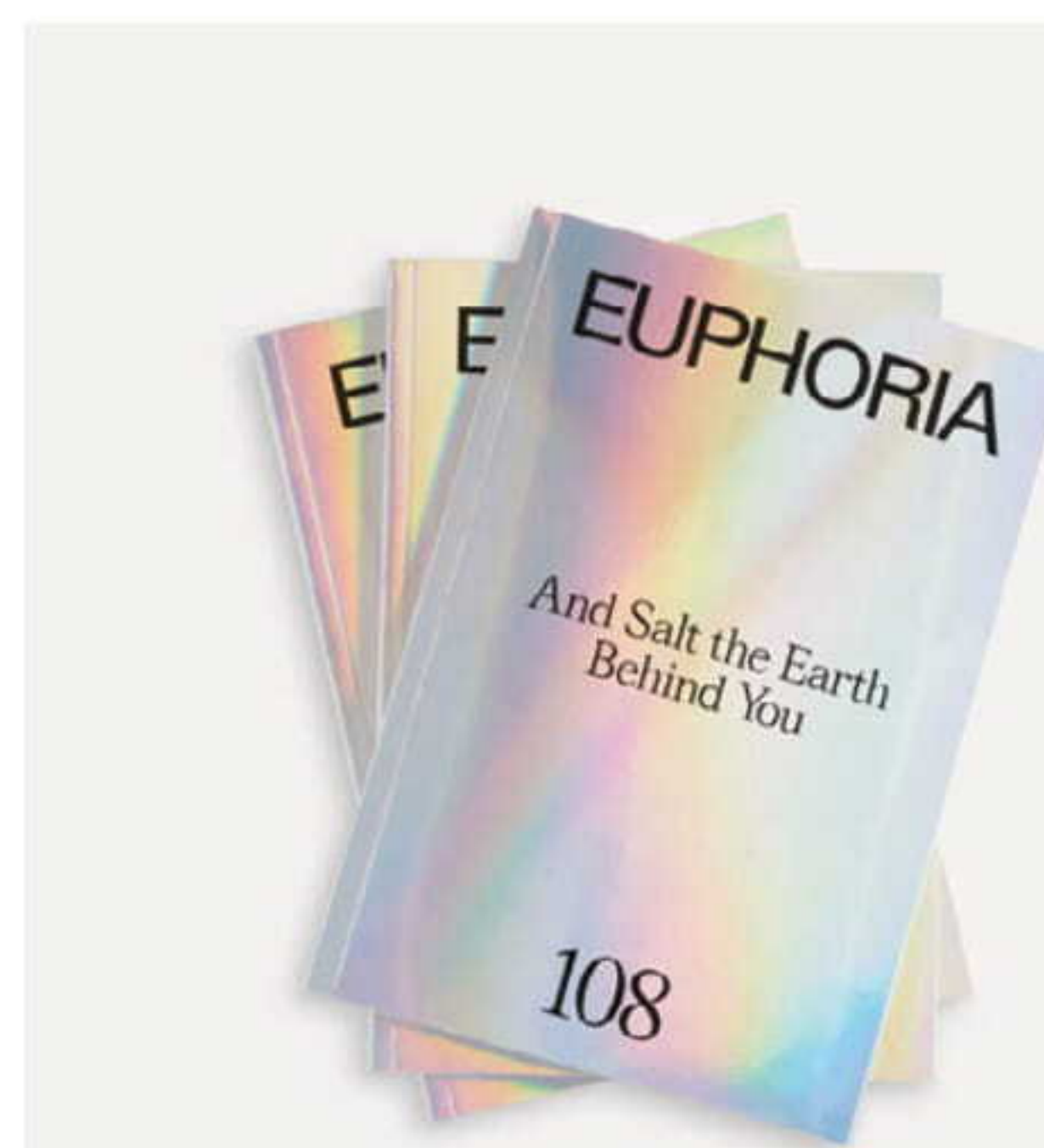
and well-being for vulnerable girls in Lebanon."

Many children in Lebanon are facing a dire situation due to a confluence of factors, including the coronavirus pandemic, the Beirut port explosions and the difficult economic landscape.

"I admire UNICEF's mission in supporting the most vulnerable clusters and providing a solid platform to the youth," said Saab. "During these difficult times and in this competitive world, we should raise resilient children to be prepared for a brighter future."

"By giving them the time and opportunities they need, teaching them the right skills and empowering them, they will cultivate good qualities and secure better lives," he continued. "Sometimes, a rough childhood can mold children into leaders with big inspirational life lessons."

Model Cindy Bruna features in the Elie Saab *Le Parfum* advertisement. The designer's fragrance and cosmetics business is licensed to Brands Beyond Beauty. — JENNIFER WEIL



The "Euphoria" season one book set.

Power Dressing

Famous designers aren't the only ones who get to officially dress Barbie and Ken: Eighty students at French fashion school Esmod were invited to compete for the best outfit.

Twenty winners were recently selected by a jury consisting of fashion journalists, Mattel France employees, Esmod reps and executives from Dior, Celine and Lacoste.

The top prize went to Éloïse Berche for her period-influenced, boyish ensemble of culottes, puffy blouse and suspenders with pagoda shoulder extensions. The look by second-prize winner Camille Despinasse was a little bit country – a frothy, pink linen dress and homespun sweater – while third-place winner Agathe Garnier's look was a little bit rock 'n' roll: a black tailcoat with golden details over slim trousers.

Kim Culmone, vice president of design at Mattel Inc., which created Barbie in 1959, awarded Fanny Bonnet the Barbie Style award for her "goddess warrior" look: a filmy, harness-like coat trailing over a velvet tube dress and thigh boots.



A Barbie look by Esmod student Fanny Bonnet.

Véronique Beaumont, managing director of the school, lauded the diversity of the proposals and the innovative, empowering looks. Esmod offers Fashion Business, Fashion Design and International Luxury Management programs, and its famous alumni include Olivier Rousteing, Simon Porte Jacquemus, Reem Acra, Alexandre Vauthier and Damir Doma.

California-based Mattel began collaborating with fashion designers on limited-edition Barbies in the '80s. Recent projects include a trio of collectible looks by Berluti to mark Ken's 60th birthday, and what was billed as the first CGI Mattel dolls by Rousteing for Balmain, who put both Barbie and Ken in pink pagoda-shouldered suits. — M.S.

Stirring Euphoria

As "Euphoria" fans continue to anticipate the show's second season – production was delayed due to COVID-19 filming restrictions – A24 is bridging the gap with a new release. The company, also behind films like "Minari" and "Uncut Gems," is

releasing a boxed set of eight books that provide a new look at the show's first season.

The holographic-bound books include interviews and Q&As with cast members like Zendaya and Barbie Ferreira, and behind-the-camera talent like show creator Sam Levinson, costume designer Heidi Bivens and makeup artist Doniella Davy, whose neon and jeweled looks for the show inspired beauty trends on the runway for spring 2020.

"Rather than focusing on typical character archetypes, I sunk my teeth into the psychological nuances that Sam wrote into the characters' backstories. None of the 'Euphoria' characters are 'one-note,' so their makeup couldn't be, either," writes Davy in her essay for the book.

The pages also include behind-the-scenes photographs, drawings from actor Hunter Schafer's sketchbook, and the screenplay for each episode. The set is priced at \$98 and will go on sale April 27 at A24's online shop.

The release comes several months after HBO released two "bridge" episodes for the series with leads Zendaya and Schafer, "Trouble Don't Last Always" and "F—k Anyone Who's Not a Sea Blob." — KRISTEN TAUER

Memo Pad

Banned Buzzwords

For Earth Day, Allure magazine is rethinking the terminology it uses around sustainability and is hoping the beauty industry will follow suit.

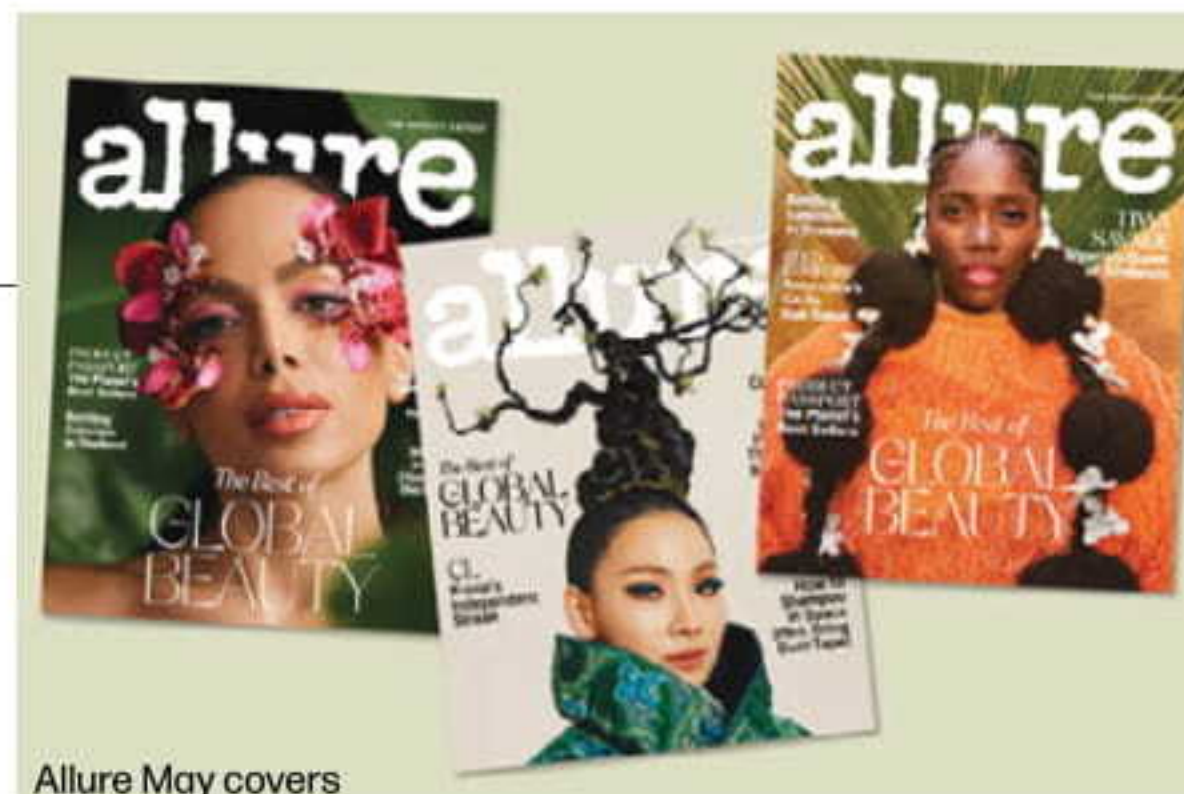
The Condé Nast-owned brand is coming out with a sustainability pledge where it plans to choose its words carefully when reporting on "sustainable" packaging.

That includes never referring to any type of plastic as "recyclable" since – while many plastics are capable of being recycled – only 9 percent of all

plastic waste ever produced has actually been turned into something that was then able to be used again.

Also banned from the pages of the glossy magazine when it comes to describing packaging are the terms "earth-friendly," "eco-friendly," "planet-friendly" and "biodegradable." Allure explained that while the latter defines a substance or object that is capable of being decomposed by bacteria or other living organisms, there is no specific time limit and most landfills don't have enough oxygen to get the job done.

Elsewhere, "compostable" will only be used to describe a



Allure May covers

product that has been shown to break down in a residential composter in about 90 days, creating zero soil toxicity in the process, while "green" will be used only to describe something that is literally verdant in color.

"There's just so many buzzwords that are being thrown

around that in a lot of cases we've seen from the reporting we've done on sustainability in the last couple of years they just don't mean that much, and I think sometimes they make us feel like we're taking more dramatic action than we are," said Jenny Bailly, executive beauty director

of Allure. "So we felt we needed to take a stand on the language we were going to use...I hope everyone will start thinking more about these terms as the consumer becomes more educated and we're all voting with our dollars."

The brand did something similar in 2017 when it removed the term "antiaging" from its lexicon as "it felt like this antiquated notion that aging is something we need to fight and that aging is a problem," according to Bailly.

"I know Michelle [Lee, editor in chief of Allure] said at the time changing the way we think about aging starts with changing the

way we talk about aging. I think we're kind of at that place with sustainability now that changing the way we think about it, part of that is just changing the way we talk about it," she added.

After packaging, Allure editors plan to tackle sustainability buzzwords around ingredients.

As first reported by WWD, Allure is also preparing to open its first physical retail store in New York City's SoHo neighborhood during the fall, through a licensing partnership with Stour Group. The 2,900-square-foot Lafayette Street store will be set over two floors and will feature around 300 makeup, hair care and skin care products. — KATHRYN HOPKINS