

# FASHION SCOOPS

**A GLOBAL BOOST:** DHL and IMG Fashion have launched DHL Exported, a program aimed at assisting designers who are already successful locally to gain momentum internationally. Designers apply and choose a fashion event: Mercedes-Benz Fashion Week in New York, London Fashion Week, Milan Fashion Week or Mercedes-Benz Fashion Week Tokyo.

A committee of regional experts in each market will review applicants to decide who demonstrates the most promise. DHL will then sponsor a chosen designer for two consecutive seasons at each of the four fashion weeks. Designers will receive a guaranteed spot on the schedule along with a funded and produced runway show. DHL will underwrite all logistics costs of producing the collection, including international shipping and exporting of fabrics and supplies, as well as exporting

the collection to one of the four cities for the show.

IMG will accept applications from Feb. 17 through April 2 at [dhlexported.com](http://dhlexported.com). Finalists will be chosen in April for committee review, and winners will be revealed in May.

— LISA LOCKWOOD

**HIS FIRST TIME:** Ezra Koenig, the lead singer of the band Vampire Weekend, is known for his preppy style, so it made sense that for he made **Michael Bastian** his first fashion show. "I'm here to learn," he said.

Seated front row among far more experienced editors, the singer, in his trademark white sneakers, looked a little bit lost as he waited for the designer's show to start Tuesday at the Rubin Museum of Art in Manhattan.

He was motivated to come to his first runway show by an inspired Netflix recommendation he caught recently.

"I watched the Diana Vreeland documentary on

Netflix this weekend — made me want to watch some fashion stuff," he said. After the fashion stuff was over, the models walked out to a very un-Vampire Weekend soundtrack, the musical stylings of **Missy Elliott's** "Get Ur Freak On." — ERIK MAZA

**PRINTED MATTER:** Editorialist, the luxury accessories e-commerce Web site and online magazine, is venturing into print with a self-titled biannual title featuring exclusive content. (The site will continue to produce its quarterly digital issues as well.)

"When we launched, we never anticipated publishing a print iteration," said cofounder **Kate Davidson Hudson**. "By the time we launched our second digital issue, the demand and reader engagement with the content far exceeded our highest expectations...Producing a print issue was purely outgrowth of this demand."

The first issue, which launches in New York and Paris on Friday during New York Fashion Week, has advertisers including

Swarovski, Van Cleef & Arpels, Chloé, Gemfields and more. The cover will feature **Nina Agdal** shot by **Derek Kettela**, as well as designer interviews (with **Tabitha Simmons** and **Georgina Chapman**), celebrity and influencer features (with **Olivia Wilde**, **Jessica Alba** and **Hannah Bronfman**), style guides and fashion editorials. The print magazine will include products available to buy on the Web site, but will also encompass a broader range of fashion and accessories brands as driven by trends and news.

As for the cover price: there isn't any. Readers can subscribe to complimentary issues of the magazine's print issues on editorialist.com.

— KRISTI GARCED

**CHUNG'S NEW ROLE:** MyTheresa.com is tapping into **Alexa Chung's** considerable social media clout. As of Saturday, Chung will serve as MyTheresa.com's social media guest editor for the duration of New York Fashion Week. The retailer said Chung will post "the highlights

of her schedule during New York Fashion Week" on MyTheresa.com's Instagram account, [@mytheresapgrl](https://www.instagram.com/mytheresapgrl/), and via the retailer's Twitter and Facebook accounts. There, she'll chronicle the shows she sees and parties and events she attends during the flurry of fashion week.

Chung has more than 700,000 followers on her Instagram account and 1.2 million Twitter followers, and will link her posts for MyTheresa.com during fashion week to her own social media accounts.

The social media project marks Chung's second collaboration with MyTheresa.com, after the model and presenter took part in the retailer's interview and film series called "MyTheresa.com Women" in July. Chung clearly struck a chord with the retailer's audience, as MyTheresa.com noted that its e-mail newsletter publicizing Chung's interviews and editorial shoot had the highest click-through rate of any of its newsletters. — NINA JONES

FOR MORE  
SCOOPS, SEE  
WWD.com.

## Bailey's Bunch

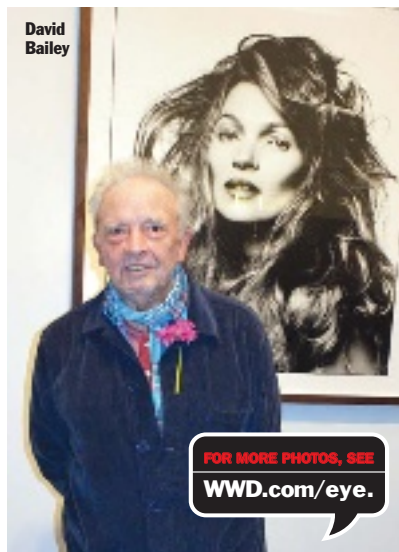
"IT'S HARD TO KNOW where to look," said actress **Gwendoline Christie**, casting her eyes over a host of famous faces photographed by **David Bailey**. "Between all these photos and the incredible people milling about, I can't concentrate — and I have a sticky hand from spilling my drink."

Her date, **Giles Deacon**, was already plotting a return to "Bailey's Stardust," the photographer's retrospective at London's National Portrait Gallery, which will open to the public on Thursday. "It definitely warrants another visit," he said during the private view on Monday night. "Probably two."

Lining the gallery walls is a roll call of some of the biggest names from the 20th and 21st centuries, including Nelson Mandela, **Yoko Ono**, **Marianne Faithfull**, **Bob Dylan**, **Alice Cooper**, **David Bowie**, **Johnny Depp**, **Peter Sellers**, **Karl Lagerfeld**, **Grace Jones**, **Kate Moss**, **John Galliano**, **Alexander McQueen**, **Vivienne Westwood** and **Andy Warhol**. There's even a "selfie" with Salvador Dali, taken at Le Meurice in Paris in 1972, and neatly demonstrating Bailey's fashionable forward thinking.

Under a giant image of **Michael Caine**, the photographer and his wife **Catherine** welcomed old friends and past subjects to the show, which also features a room dedicated to his wife and portraits of his family. "I'm studiously avoiding my mother's room," said Bailey's son **Sascha**. "There's a lot of nudity, and I have seen my mother naked enough times, just around the house." That particular room stands as an ode to Bailey's wife of 30 years, and features portraits of his children — **Paloma**, **Fenton** and **Sascha** — as well as one of the photographer and his Jack Russell, Pig.

Bailey himself selected the 250 images for the Hugo Boss-sponsored exhibition, which spans five decades of his career, and is one of the gallery's largest-scale photographic shows to date. It runs through June 1,



David Bailey

FOR MORE PHOTOS, SEE  
WWD.com/eye.

PHOTO BY TIM JENKINS

and the horizons are broad, to say the least: Alongside the celebrities, pop stars and models, there are documentary images of Ethiopian refugees in Sudan from 1984, and photos of indigenous people in Papua, New Guinea, and Australia.

**Zandra Rhodes**, one of Bailey's recent subjects, said, "He called and wanted to shoot me for this exhibit. He's always great on a shoot. So bossy. He'd shout, 'Pull yourself together!'" The night's other guests included **Jerry Hall**, **Damon Albarn**, **Gavin Turk**, **Georgia May Jagger**, **Grayson Perry**, **Marie Helvin**, **Nick Rhodes**, **Bill Wyman**, **Jenson Button**, **Moss** and the recording artist known as **Mr Hudson**.

"I need a top-up," said Hudson, whose track with **Miley Cyrus** and the rapper **Future** is out this week. "I've only had three drinks, but that's an uneven number, and it doesn't sit well with me." Did Cyrus manage to get her twerking hips on him? "No," he said. "I didn't give her the chance." — JULIA NEEL



## WWD Marketplace

For more career opportunities log on to [WWDcareers.com](http://WWDcareers.com).

BUYERS' MART	BUYERS' MART	BUYERS' MART
Items Offered	Items Offered	Items Offered



**Roses & Maxway Stores**  
Our Buyers are Ready To Make DEALS...  
with **\$10,000,000** of OPEN TO BUY to SPEND!  
MEN'S • LADIES' • KID'S • ACCESSORIES • FOOTWEAR

**NEW VENDOR OPENHOUSE**

Monday, March 3, 2014 • Tuesday, March 4, 2014

RESIDENCE INN

Times Square Room • 1033 Avenue of the Americas, New York, **212.768.0007**  
Call **Anita Thomasson** for appointment • **252.430.2051**

### WWD Spaces

#### COMMERCIAL REAL ESTATE

Showrooms Available

33rd-57th St West-All Sizes  
**Menswear Showrooms**  
D. Levy Adams & Co. 212-679-5500

Showrooms & Lofts  
BWAY 7TH AVE. SIDE STREETS  
Great New Office Space  
ADAMS & CO. 212-679-5500

The showroom has 1,288.00 sq. feet.  
Location:  
1407 Broadway Suite 3605  
New York, NY 10018  
Tel: 212-354-5690 ext#2226  
[connie@couragedclothingusa.com](http://connie@couragedclothingusa.com)

JOBS TAILOR-MADE FOR  
THE FASHION INDUSTRY

**WWD CAREERS.COM**

Where job seekers and employers in the fashion, retail, footwear, and beauty industries can connect 24/7

### BUSINESS OPPORTUNITIES

Business Services

PATTERNS, SAMPLES, PRODUCTIONS  
Full service shop to the trade.  
Fine fast work. 212-869-2699

**SEEKING BRAND NAME LICENSE**  
for Young Men's  
Knit Tops, T-shirts, Sport Shirts,  
Hoodies and Sweaters  
E-mail:  
[response@crystalstfashionhouse.com](mailto:response@crystalstfashionhouse.com)

Business Opportunity

**Excellent Sales Pro.**  
I have Major Box Contacts, Looking  
for Sales Opportunity  
Call: 207 969 0617

**LISA FREED**

Established, profitable, & growing  
exponentially costume jewelry  
brand, looking for strategic  
investor/partner.  
Serious inquiries only.  
**Exceptional Opportunity.**  
713.777.3311 [erika@lisafreede.com](mailto:erika@lisafreede.com)

### HELP WANTED

Help Wanted

**MANUFACTURER REPS WANTED**  
Current reps make \$100k+. Our fashion  
earbuds, iPhone cases sell in 5000+  
stores. If you sell to fashion accessory  
buyers, email: [reps@thankit.com](mailto:reps@thankit.com).

**SALES EXECUTIVE**  
Waverly Grey Contemporary  
Sportswear line seeks aggressive sales  
professional to develop & maintain  
Online, International and domestic  
accounts. Must have strong  
relationship w/Buyers.  
Email resume: [nelly@nelnco.com](mailto:nelly@nelnco.com)

**WWD.COM**

To subscribe, visit our website  
[www.wwd.com/subscribe](http://www.wwd.com/subscribe)  
or call 800.289.0273

**GET RESULTS! PHONE YOUR AD TO WWD TOLL-FREE**

(800) 423-3314, or email [classified@fairchildfashion.com](mailto:classified@fairchildfashion.com)

DEADLINE: NOON (ET) DAY PRIOR TO DATE OF PUBLICATION