

# FASHION SCOOPS

**LVMH HIRE:** LVMH Moët Hennessy Louis Vuitton has tapped **Pauline Brown** as chairman of its North American arm, LVMH Inc.

Brown, who will start in the New York-based position on Jan. 2, was an independent investor and adviser to emerging luxury brands for the past two years. Before that, she served as a managing director at The Carlyle Group, working on the private equity firm's global consumer and retail team. She had previously held such roles as senior vice president of corporate strategy and global business development at Avon Products Inc., and, prior to that, vice president of strategic planning and new business development at the Estée Lauder Cos. Inc. She started her career as a management consultant at Bain & Co.

As a top executive at LVMH Inc., she is expected to represent the group in North America to both the business community and public authorities in the U.S. Her mandate is to also help bring a coherence to the group and regional affiliates of its brands as well as encouraging shared services and LVMH's overall values and culture. At LVMH, she succeeds **Renaud Dutreil**, who left the company earlier this year to pursue other interests.

— MARC KARIMZADEH

**FULL HOUSE:** Marking the actual day it opened 50 years ago, **Charles Masson's** Le Grenouille in Manhattan was packed Wednesday with stars, executives and politicians. Former New York Gov. **George Pataki** sat in a corner booth, which was taken by **Candice Bergen** and **Mike Nichols** after Pataki departed. Across the way sat former Saks Fifth Avenue chief executive officer **Phil Miller**, while Chanel buddies **Arie Kopelman** and **Barbara Cirkva** sat side by side in a fashion tête-à-tête. — WWD STAFF

**POSH PRESENTS:** There's a leak among the elf colony: WWD was tipped off on at least one thing **David Beckham** has bought for his wife, **Victoria**, for Christmas. David put in a call this week to Harrods to order two pairs of silk pajamas by **Olivia von Halle**.

Newcastle, England-born von



Olivia von Halle  
silk pajamas.

Halle was working in China as a trend forecaster when she was inspired by the lounging pajamas worn by Coco Chanel in the Twenties to create something luxurious and glamorous that she — and her friends — would want to relax in at home. She returned to London in 2010 with a bulging order book and launched her line, which is now stocked retailers including Bra Smyth, Faire Frou Frou and Nancy Meyer in the U.S.; at Harrods and Fenwick in the U.K.; and at Brown Thomas in Ireland. Prices start at 260 pounds, or \$422 at current exchange. — JULIA NEEL

**SHOPPING WITH PURPOSE:** The 26th annual Miracle on Madison Avenue on Saturday will have 60 top brands donating 20 percent of sales on the day to benefit the Memorial Sloan-Kettering Cancer Center Pediatric Family Housing Initiative. Among the brands participating are Gucci, Ralph Lauren, Fred Leighton, Coach, Max Mara, Georg Jensen, Ippolita, Tory Burch, Derek Lam, Etro, Bottega Veneta, Bally and La Perla.

The event supports overnight stays at nearby accommodations for

children and their families who come for treatment at Memorial Sloan-Kettering Cancer Center's pediatric department and are unable to afford the expense. As part of Miracle on Madison Avenue, there will be live performances on 64th Street by Cobu, a Japanese traditional Taiko drumming and rhythmic tap dancing group; Come Together, a classic Sixties cover band, and the Pipes of Christmas, a traditional Celtic dance celebration with holiday music by the Clan Currie Society. Also, the Italian Trade Commission has a VIP hospitality lounge set up at 33 East 67th Street. — DAVID MOIN

**GREEN LIGHT:** On Tuesday LVMH Moët Hennessy Louis Vuitton received a construction permit from the City of Paris to start its renovation of La Samaritaine. The luxury giant had made the request in July 2011.

The new multiuse complex — spearheaded by **Jean-Jacques Guiony**, who is also chief financial officer of LVMH — will include a luxurious Cheval Blanc hotel, restaurants, shops, offices and affordable-housing units.

LVMH is to invest 450 million euros, or \$595.4 million at current exchange, in the Samaritaine site, which will open at the end of 2015.

The Samaritaine department store, a stone's throw from the Louvre museum, was founded in 1870. LVMH acquired a majority stake in it in 2000. — LAURE GUILBAULT



PHOTO BY DOMINIQUE MATRE

La Samaritaine

**CELEBRITY DRESSING 2.0:** For the past few years, Donna Karan took to its Twitter account in the voice of its popular DKNY PR Girl to give followers a glimpse into the ups and downs of dressing celebrities during awards-show season. The brand is going a step further with the launch of its Donna Karan Atelier app, dubbed Celebrity Dressing 2.0, just in time for the 70th annual Golden Globes next month. The app invites users to be a "fly

on the celebrity wall" in the design and production process, following the dress around the world to its final red-carpet destination.

"For years, I would document the trials and tribulations of award show dressing [on Twitter] and really let people know what was going on behind the scenes, without naming names or attaching photos," said **Aliza Licht**, senior vice president of global communications at Donna Karan. "It was just conversational, and there were always so many questions about how it works, so we decided to take celebrity dressing to the next level in the visual sense."

The brand teamed with We Are Social on the app, which launched on Facebook. Users will be able to follow the brand's journey visually and interactively through a series of teasers — from the inspiration behind the dress, to the sketch, to the celebrity fittings and finally, if all goes well, to the red carpet. Users simply need to "like" the brand on Facebook to use it, and can also join the conversation with the hashtag #donnakaranatelier on Twitter. — KRISTI GARCED

**NASTY'S NEW HOME:** Nasty Gal is growing up and out. The hot e-tailer will be moving into 50,000 square feet of office space — five times the size of its current offices — in downtown Los Angeles' Pac Mutual Building the middle of next year. Nasty Gal has been on a tear of late, increasing sales from \$6.5 million in 2010 to \$28 million last year, and as much as \$115 million by the end of this year. The company also unveiled a Web site redesign and an in-house label this year. Nasty Gal currently employs 150 people. — RACHEL BROWN

**DECADES OF STYLE:** The Cosmopolitan of Las Vegas hotel and casino, vintage retailer Decades and style concierge service The Style Contingent have teamed on a fashion installation running from Dec. 27 to Jan. 6 at P3 Studio, an area at The Cosmopolitan that regularly features artists in limited engagements. At the installation, The Cosmopolitan fashion director and TheStyle Contingent creative director **Emma Trask** will style guests, who can walk away with a picture as a memento from the experience.

Guests can also book private styling consultation sessions with Trask and other stylists. As part of the installation, Decades is providing an assortment of dresses, handbags, shoes, skirts and coats from the likes of Chanel, Gucci, Prada, Christian Louboutin and Manolo Blahnik. — R.B.

## Survey Shows Mobile's Momentum

By SHARON EDELSON

HOLIDAY SHOPPERS ARE plugged into their digital devices.

According to GfK Roper/SapientNitro's consumer shopping survey about the in-store versus mobile-tablet shopping experience, smartphone owners are putting smartphones and other devices to greater use this year and across a variety of shopping behaviors.

Consumers who bought something using a digital device rose to 74 percent this year, compared with 55 percent last year.

The 2012 holiday season marked a fundamental shift where retailers not only recognized digital shoppers, but accommodated them with everything from GPS-enabled store maps to updated mobile shopping apps for smartphones and tablets.

According to the GfK Roper/SapientNitro survey, retailers could do more. Seven in 10 consumers agreed with the statement "retailers could do more to enhance the in-store shopping experience." Some upgrades shoppers would like to see include the ability to buy products in-store and have them shipped home at no cost, cited by 79 per-

cent. Free Wi-Fi was cited by 63 percent; interactive displays or kiosks were recommended by 57 percent, and exclusive in-store mobile offers, 56 percent.

According to the GfK Roper/SapientNitro survey, the number of consumers who researched and browsed for products rose to 82 percent this year, from 67 percent in 2011, and 62 percent used an e-mail offer from a retailer, up from 45 percent last year.

SapientNitro also said consumers are using physical stores differently. A majority of digital users, 51 percent, reported that they engage in showrooming, or using stores to browse products while planning to buy products online.

Four in 10 consumers, up from 33 percent last year, said they purchased a product in a store after researching the product online. About 27 percent said they purchased a product online after shopping for a similar item in a physical store.

Twenty-four percent of shoppers had the impression of there being more deals offered this holiday season. An increasing number are using digital devices to help navigate and find the best bargains. Forty-three percent said they are relying more on their smartphone, tablet or computer compared to last year's holiday shopping season.

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