

MONOCLE

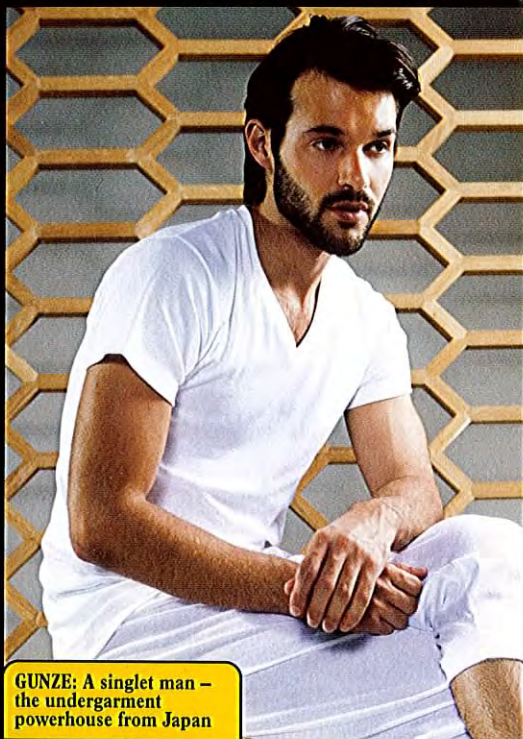
A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

issue 37 . volume 04
OCTOBER 2010

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 - B BUSINESS** Ethical fashion: do you care what you wear?
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Finding your groove: The Monocle global style survey

Why Koreans are the kings of the department store, Brazilians are refashioning the mall and everyone is wooing young Turks



GUNZE: A singlet man – the undergarment powerhouse from Japan

STYLE DIRECTORY

A 44-page guide to the brands, business trends and buyers of 2010

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- 03 EMERGING MARKETS
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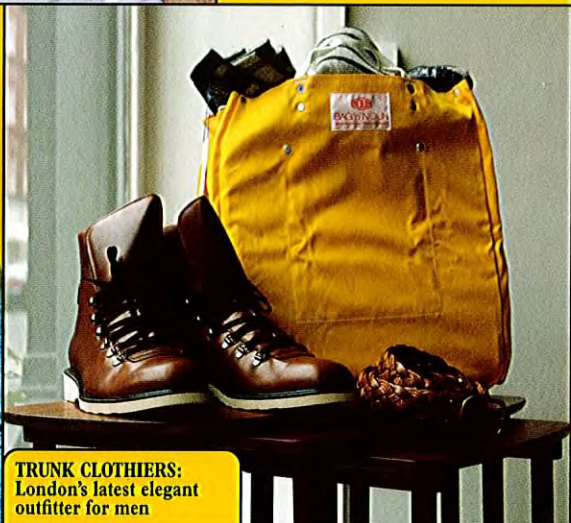
SATURDAYS: Surf's up for the retailers riding fashion's next big wave



SHINSEGAE: How the department store was reinvented in Seoul



TEAMLAB: Creating a media empire with the humble coat hanger



TRUNK CLOTHIERS: London's latest elegant outfitter for men



+ DETAILS: Compliment-catching eyewear and old-school watches

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S/D
**Style
 Directory**
 2010/11

Welcome

Having pulled on a pair of Kapital denims, buttoned down our Sunny Sports shirt, laced up our Common Projects desert boots, we set off in search of a whole new suite of brands on the verge of breakthrough; retailers bucking the trend and defying the downfall; buyers with a bit of bite; and new innovations brightening the retail landscape.

Our travels have taken us from Copenhagen to Tokyo, with stop-offs and refuels in Istanbul, New York, Beirut, Milan, Seoul, São Paulo and many more. We've unpicked the finer points of practical wear with new Melbourne-based menswear brand Three Over One, turned the crown to uncover secrets of German watchmaker Sinn's success and met the masters of the department store, South Korean luxury specialist Shinsegae.

Finally, we popped in on shopkeepers in London, New York and Tokyo who have tried their darndest to raise the bar in tightly edited stock takes and champion the independent in three of the most challenging cities in the world. We hope you enjoy our retail tour. — (M)



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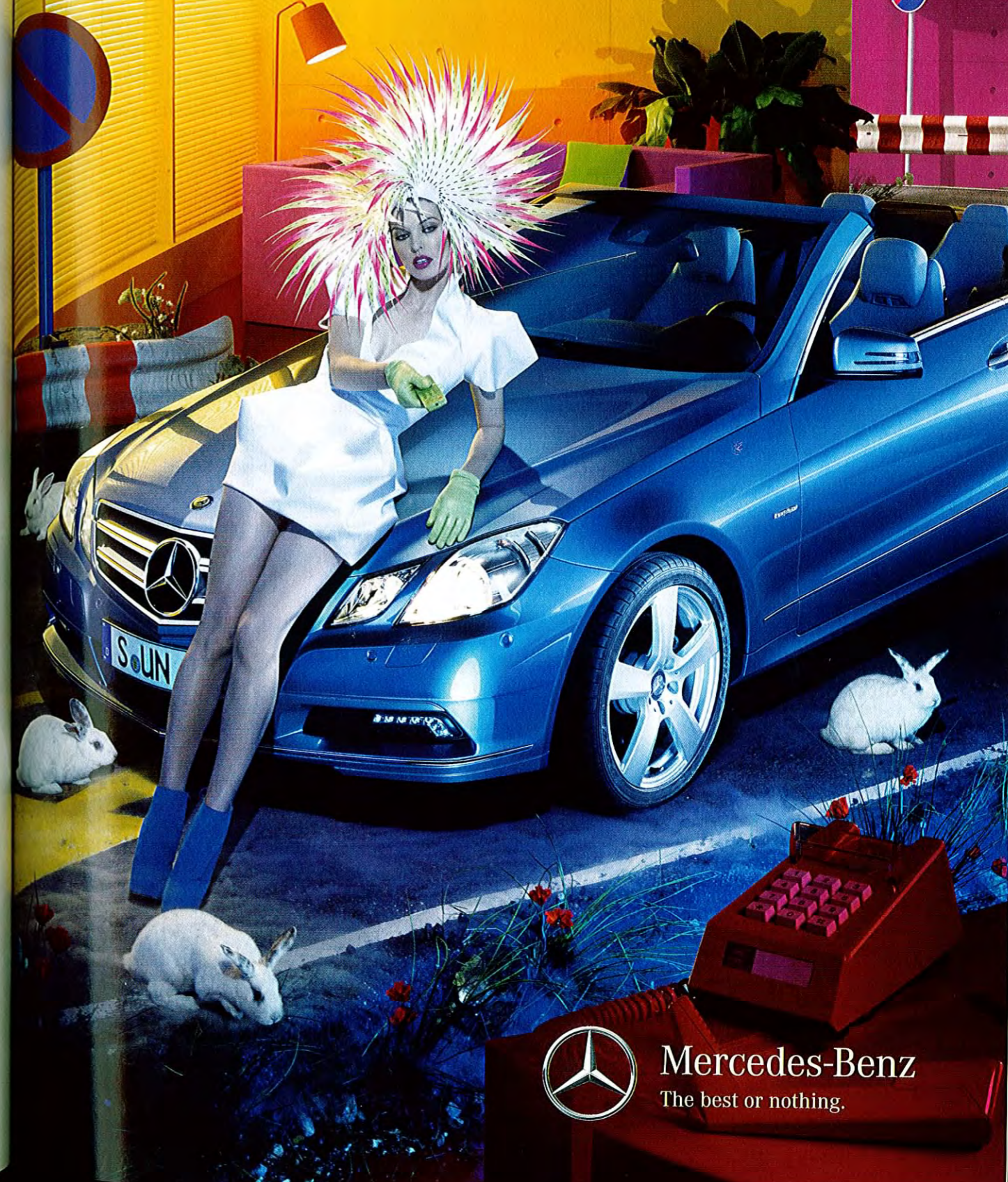
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It's about trendsetters. Not followers.

Leading the way. The new E-Class Cabriolet with Milla Jovovich. Mercedes-Benz – official partner to the international fashion weeks in Paris, Milan, London, New York, Berlin and many other lifestyle capitals.



Mercedes-Benz
 The best or nothing.

Preface

Department stores in the US and Europe have found their tills eerily silent in the past few years, but Monocle visits three markets where innovation is helping players revive the concept.

Writers
Kenji Hall & Sevil Delin

Photographers
Norio Koga, Satu Palander
& Agata Skowronek

Store Report

01 Tempting back fashion followers Mitsukoshi, Tokyo

It's been some time since department stores were the standard bearers for the retail sector. Blame the global financial crisis and the shift in shopping habits to low-priced and speciality stores, but the prospects for department stores hardly seem bright. In recent months, Germany's Arcandor has filed for bankruptcy and offloaded its Karstadt stores.

The pain has been no less acute in Asia. Since 1991, Japan's department store sales have shrunk by a third, hit by a moribund economy and a decade of deflation, and last year's 10 per cent drop in sales to ¥6.58trn (€61.8bn) left the industry at a 24-year nadir.

And yet a rebuilding is also under way. In September, Mitsukoshi reopened one of its largest Tokyo stores, in Ginza, after giving the building its first major facelift in decades. Parent company Isetan Mitsukoshi Holdings, the country's largest department store operator by sales, didn't just spruce it up, it built a new 12-storey wing (pictured). Mitsukoshi hopes the revamp, which includes a chocolate boutique and a park with an indoor lounge on the roof, will bring in €600m in its first year. It is mainly targeting shoppers it had previously neglected: women in their thirties

and forties. In the past, these women might have dropped by the store's basement food stalls but rarely stayed longer than 20 minutes, according to spokeswoman Mari Shigemura. "The main customers were in their twenties or their fifties and sixties," she says.

Change in Japan is long overdue. Before the country's economy hit the skids in the 1990s, its department stores had white-gloved elevator girls and pricey, brand-name clothes. But when consumers turned to speciality shops and fast-fashion retailers, department stores were slow to adapt.

With its refit, Mitsukoshi is betting it can shed its dowdy image. The store still boasts an art gallery, a Harrods tea room and a kimono salon but it's also gone to great lengths to include a mix of contemporary fashion and bespoke suits.

All too often, department stores in Japan depend on brands to attract shoppers rather than working on a store identity, says Roy Larke, editor of Tokyo-based market research firm Japan Consuming. It takes a strong leader who won't let brands put just any product in the store and knowledgeable staff to make a difference. "The right change would make department stores retail powerhouses."

— KH
mitsukoshi.co.jp

Fact box

Year founded: 1673
Total stores: 60 in Japan, seven overseas
Total employees: 4,348
Total sq m: 486,989



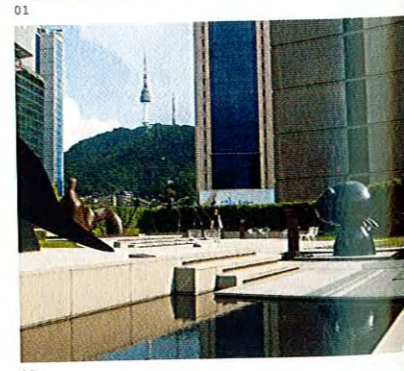
02 More surprises in store Shinsegae, Seoul

When Shinsegae renovated its 80-year-old department store in downtown Seoul in 2007, it didn't just cram in more stuff. It arranged ItalModern chairs and Isamu Noguchi sofas and coffee tables in nearly every corner of every floor. It also transformed its rooftop, once a magnet for intellectuals and socialites, into the Trinity sculpture garden, installing works by Joan Miró, Henry Moore and Louise Bourgeois.

It was a fitting update for the country's oldest department store. Shinsegae, which means "new world", is one of the three largest department store operators. Last year, it built the massive Centum City shop, in Busan, which beat Macy's in New York for the Guinness World Records title of largest department store, and it is now rapidly expanding its chain of E-Mart discount stores.

But the Art Deco six-storey Seoul store, originally built by Japan's Mitsukoshi, is where Korean celebrities and the well-to-do flock. Now Shinsegae is investing in more improvements, which are set to be unveiled in the coming weeks, with builders pounding away on two floors of the building.

Unlike in Japan, where department store sales have slumped for nearly two



Fact box
Year founded: 1930
Total stores: eight
Total employees: 300
Total sq m:
average 5,200 sq m each

Pictures

- 01 Roof garden
- 02 Trinity sculpture garden
- 03 Menswear display
- 04 Accessories department
- 05 Womenswear department
- 06 Café Payard
- 07 Patisseries
- 08 Manolo Blahnik display
- 09 Menswear department
- 10 Shoe collection manager Kim Yoo-jin

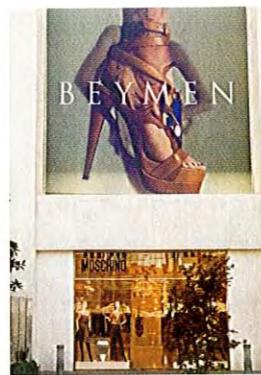


and a half years, South Korean stores are raking it in, thanks to a surging local economy and trend-conscious consumers. Sales at the country's three largest store chains – Shinsegae, Lotte Shopping and Hyundai Department Store – have risen for 17 months in a row, according to government statistics.

Shinsegae's 10,032 sq m emporium is a temple to luxury brands, with two floors devoted to a rotating cast of high-end fashion marques. Hermès and Giorgio Armani have their own boutiques but the store is also chock-full of Martin Margiela shirts, Yohji Yamamoto suits, jewellery by Philip Crangi and Erickson Beamon, Dries Van Noten skirts, Comme des Garçons shirts, Manolo Blahnik shoes and men's cologne by Creed. Down in the basement, though, food is the star. There, Korean food vendors sell *kimchi*, the country's fiery fermented cabbage, and shoppers snap up fish and prepared dishes from the traiteur counter. — KH
shinsegae.com

Pictures

- 01 Outside Beymen store in the Istinye Park shopping centre
- 02 Istinye Park
- 03 Menswear department
- 04 Handbags and shoes
- 05 Shirts on display
- 06 Menswear



03 The importance of curation
Beymen, Istanbul

Beymen was responsible for introducing Turkey to high-end, multi-brand retail. A subsidiary of Boyner Holding – the country’s largest non-food retailer – Beymen was founded in 1971 as a menswear label and has evolved in line with growing consumer demand, opening Turkey’s first multi-brand store in Istanbul in 1994. “That was a milestone that really changed Turkish retail,” says CEO Elif Çapçı. There are now 14 Beymens in Turkey, offering more than 300 brands of menswear, womenswear, accessories and home furnishings. “This speaks to the success of the multi-brand concept in Turkey,” adds Çapçı.

The success is driven by demographics. With a population of 77 million, Turkey is the second largest country in Europe after Germany and swiftly catching up with a 1.31 per cent growth rate. But it is Turkey’s youthfulness that fuels the retail rush: the median age is 28, compared with 44 in Germany. “Given Turkey’s young population, we believe we still have a lot of growth potential,” says Çapçı.

Nevertheless, Beymen was burned by the economic crisis, which came after a period of major expansion. Between 2003 and 2007, Beymen’s growth rate was about 30 per cent. Then, in 2008 and 2009 backlogged Beymen stock was being sold at up to 70 per cent off. However, the Turkish retail market has rebounded and Beymen’s spring-summer 2010 margins are back to pre-crisis levels. Bolstered by this, Beymen is making innovative investments – inaugurating online sales in September; adding a children’s category in 2011; carrying

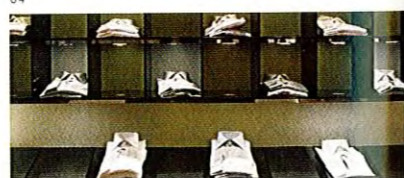
Fact box

Year founded: 1971
Total stores: 14 Beymens (plus two Beymen Blenders)
Total employees: 840
Total sq m: 20,441



an organic Turkish cosmetics line, Rare Blossom; and exploring international expansion in Tehran and Baku. Beymen has been in Cairo since 2005.

The brand stands out from its competitors by offering a luxury retail experience that makes its stores upmarket social hubs. Beymen offers services such as hairdressing and gift consulting, and cafés such as Nisantasi Brasserie and IstinyePark’s Bej are traffic generators. Çapçı also underlines the importance of editing and curation. “I think one of Beymen’s key success factors is that all of the spirits and brand mixes of the stores are different to each other. Ours is not a cookie cutter approach.” — S/D beymen.com.tr



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Men's Fashion

Preface

Our pick of autumn/winter menswear from heritage brands both new and established, as well as handmade accessories and news of the latest product collaborations.

Writer
Aisha Speirs

Photographer
David Goldman



Tough customer [Engineered Garments x Golden Bear]

For this autumn, Engineered Garments has teamed up with San Francisco's Golden Bear. Established in 1922 to create tough leather coats for the men working on the city's waterfront, Golden Bear remains family-owned and produces pieces by hand. This collection features Spanish lamb skins, distressed Italian leather and English wool crafted into a series of blazers, bombers and motorcycle jackets using zippers from Japan and contrasting colour stitching. engineeredgarments.com



Stay in your comfort zone [Gunze]

As part of a company founded in 1896 to promote the silkworm industry, Gunze's underwear division is now one of the biggest in Japan. This set is from the main line, which uses a hi-tech fabric, nextra-cotton. gunze.co.jp



English classic [S.E.H. Kelly]

Inspired by the clothing of factory workers and shopkeepers, S.E.H. Kelly focuses on producing its entire collection within the UK. Sourcing fabrics from English mills, the menswear brand launched last year.

The cotton-drill fabric of this overshirt was sourced from a generations-old, family-run mill in Lancashire. Handcrafted in London, it features corozo buttons, a turn-up collar and welt seams for durability. Other favourites from the collection include a navy moss-stitch, hand-knit jumper and a brushed cotton/wool cutaway shirt. sehkelly.com



Got it zipped [G-Star]

Now in his sixth year of collaborating with G-Star, Marc Newson designed this soft hoody with re-enforced elbows. g-star.com

In our sights [FreudenHaus]

Founded in Munich in 1991 by two friends, Stefan Flatscher and Uwe Pinhammer, FreudenHaus eyewear marries simple shapes and clean lines with high-technology production. It is all made in Germany. freudenhaus.com



Protection from the elements [Penfield]

Established in Hudson, Massachusetts, Penfield has been making high-quality down-filled products and outerwear since 1975. Combining premium goose-down filling, breathable Teflon fabrics and DWR-coated outers with leathers, Hudson wax cloth and the Penfield tweed, the collection can withstand the harshest of weather conditions.

To mark its 35th anniversary, Penfield has released its most extensive collection to date. This Stapleton vest features an 80 per cent down/20 per cent feather fill and a Teflon-coated cotton/nylon shell with leather shoulder yokes. penfieldusa.com



Get closer [Beams]

The vintage feel of this scarf from Beams Plus comes from the loose pitch of the thick cotton yarn. With every wash the grain gets tighter. beams.jp



Well briefed [Steve Mono]

Designer Gonzalo Fonseca's handmade bag line, Steve Mono, was launched in Spain in 2006. He takes inspiration from classic leather accessories from the 1950s and 1960s. The Dennis (left) is made in Palencia from tanned calf leather. His goods are available in London's YMC and New York's Opening Ceremony. stevemono.com



A soft touch [J.Crew]

J.Crew's Secret Wash button-down shirt is precision-tailored in two-ply Italian cotton from England's Thomas Mason mill, established in 1796. Featuring a flap pocket, chambray-lined collar and mother-of-pearl buttons, the "Secret Wash" makes it feel like it's an old favourite. Available in a range of plaids and tartans, we like this large gingham print. jcrew.com



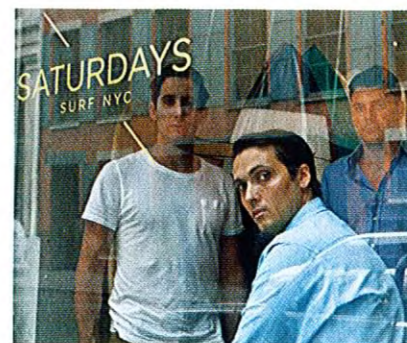
Pink dawn of time [Dunhill]

Launched this year into Dunhill's permanent collection, this 18ct pink gold Classic watch has a Jaeger-LeCoultre Calibre 896 movement. dunhill.com

City surfers Saturdays Surf NYC

"The shop is based on our lifestyle," says Josh Rosen, co-owner of Saturdays. "We love what New York has to offer but never lose sight of the fact that being outdoors, surfing and travelling is just as important. It's easy to forget that in this city."

Last summer, Rosen, Colin Tunstall and Morgan Collett opened the doors to their multi-faceted space on Crosby Street. A bar at the front serves La Colombe coffee and the tree-covered deck in the back offers a peaceful spot to enjoy it – a rarity in busy Soho. Despite being the only surf shop left on Manhattan, Saturdays offers more than boards and wetsuits. In addition to its own line and numerous collaborations, the store stocks clothing from young



labels such as Riviera Club and Warriors of Radness as well as select pieces from Levi's limited XX line, shoes from Spring Court and an assortment of accessories.

"Our concept is to develop a lifestyle that people like to be part of," says Collett. "They can come and hang out and have coffee, and we can see that expanding to different urban settings – maybe a Saturdays in Tokyo." saturdaysnyc.com



Saturdays picks for autumn:

- 01 Saturdays x Porter – Porter's first collaboration with an American retailer features an internal waterproof pouch to keep belongings dry. "It's the perfect surf travel bag."
- 02 Saturdays button-down striped shirt – Made from a Japanese fabric with square pockets. The Saturdays line is made in LA.
- 03 Barkley Sound – Handmade bags constructed out of old sails by a Seattle-based architect and his daughter.
- 04 Salt sunglasses – High-protection glasses from an independent company in southern California.



Q&A Phillip Lim Designer

This month, as part of its 160th anniversary, Hong Kong's Lane Crawford will host a special in-store collaboration with US designer Phillip Lim. He tells us about the project and the changing face of the Chinese fashion industry.

What is the 4 x 3.1 project?

Lane Crawford is a great retail partner for us in Hong Kong and Beijing. We have a very global outlook so we invited four emerging filmmakers from four dynamic cities – Hong Kong, Beijing, New York and Paris – to create pieces that reflect the young and entrepreneurial spirit of our brand.

How do you regard the modern Chinese retail market and the Made in China label?

China is a fertile market. It has an expanding middle class, which means more opportunities for high-end brands, but also more competition. We manufacture in five different countries and are proud of our Chinese manufacturers. Retailers are always surprised at the level of quality and craftsmanship and we hope that will help change perceptions of manufacturing in China.

What about working conditions? China has a poor reputation.

We make sure that all our manufacturers have better working conditions than what came before. Our fifth anniversary show will be held in Beijing this autumn. We hope this will be an opportunity to instill confidence in and support for Chinese talent.

18 2008 29
DELVAUX

AIRESS



PACK WELL, TRAVEL FAR
THE NEW AIRESS RANGE FROM DELVAUX



www.airessbydelvaux.com

IOX New Brands to Watch

Preface

Monocle meets the creatives behind the innovative labels from Italy to Australia; Brazil to Beirut and the UK. They might not be household names but they are the next generation of designers, buyers and retailers who are ensuring good quality and good ideas keep on coming.

Photographers

Jon Tonks, Bryan Denton, Drew Innis, Pietro Paolini, Silvia Morara, Satu Palander, David Tett



02: Camo, Biella, Italy

Menswear inspired by shepherds

A native of Biella, a town famous for its wool, Stefano Ughetti, 36 (above), launched casual clothing line Camo in 2007. "I use 15 bottegas in the local area, one for pants, shirts, sweaters etc to make my pieces," he says. For spring/summer 2011, Ughetti also stayed close to home for inspiration. "The looks come from local shepherds and farmers," he says. — IC camofactory.com

Key stockists: **Superstar in Biella, Motel in Genoa and United Arrows in Tokyo**



03: Grevi, Signa, Italy

Family-run manufacturer of straw hats has branched out into new styles

Based near Florence, the Grevi family has crafted stylish headwear in the same workshop since 1875. Surrounded by a team of milliners working on decades-old Grossmann sewing machines, owner Giuseppe Grevi gives a quick tour.

"We're the fourth generation," he says. "There are my sisters: Roberta, who comes up with the designs, and Silvana, who works in accounts. We also have 30 women working from home — jealous husbands I think — who do specific tasks such as bordering. This is the real 'Made in Italy'."

Famous for its straw hats, Grevi has introduced new models, including a line of cloche hats known as the "campanina" that are made of cotton in summer and tweed in winter. — IC grevi.it

Key stockist: **Grevi has a standalone store on Florence's via della Spada**



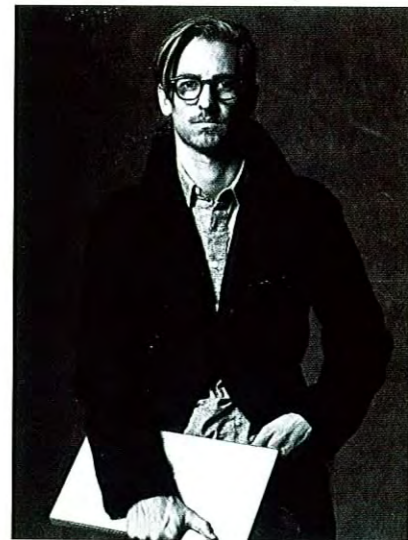
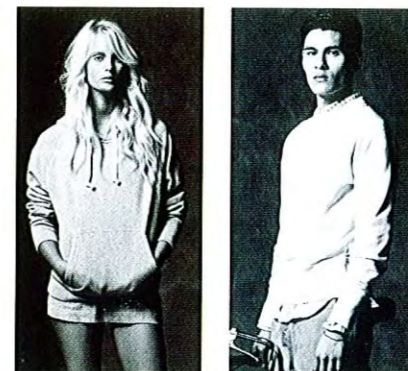
01: Three Over One, Melbourne

Durable Aussie denim and sweatshirts that are about to go global

"Rugged elegance with an underlying functionality," is how London-born, Sydney-based designer Jim Thompson describes his fashion label Three Over One, which he named after the yarn grouping in denim production. "I make clothing that is classic, has a great fit and, most importantly, it lasts," he says. "If a guy buys a sweat then I want him to still be wearing it in five years' time."

Launched two years ago, Three Over One is sold all over Australia and, after signing up with Asos, Thompson is also in talks with stores in London and Europe. — ALT threeoverone.com

Key stockist: **Available on asos.com**



04: Rabih Kayrouz
Beirut

Serene ready-to-wear line inspired by Beirut and Paris

Lebanese fashion is not all sequins and organza. Rabih Kayrouz, 36, (pictured right and bottom) has carefully steered his own course, leaving out the ornaments to focus on the essential, designing expertly cut clothes and highlighting sculptural backs and delicate necklines. Famed for his incredible generosity, his pieces are about subdued luxury paired with a very Lebanese kind of optimism.

Since last year, Kayrouz has been on something of a creative roll, dividing his time between his 1930s Beirut atelier and his Parisian showroom, the beautifully converted Petit Théâtre de Babylone on Boulevard Raspail. In addition to his serene ready-to-wear line, the Kayrouz is an invited member of the official calendar of the Chambre Syndicale de la Haute Couture, joining the ranks of Dior and Givenchy. — [CC maisonrabihkayrouz.com](http://cc.maisonrabihkayrouz.com)

Key stockists: **L'Éclairer in Paris, IF Soho in New York, DNA in Riyadh**



Go to monocle.com to see our film, shot in Paris and Beirut, about the work of Rabih Kayrouz.



05: Tze Goh, London

All-white womenswear indebted to Tadao Ando

This February, Singaporean fashion designer Tze Goh turned industry heads with a debut womenswear collection of nine highly sculptural looks in a single colour – white. "I want to work with white because it's neutral and brings out the structure," says Goh, who creates his signature stiff lines by using a material that fuses foam with jersey.

Goh is a recent Central Saint Martins College MA graduate. He spent a year under designer Jens Laugesen and set up his own label in July. Reactions to Goh's first collection – showcased as part of the CSM's MA fashion show – were positive and former Harrods buyer John Skelton bought key pieces for his new store, LN-CC, which opens in London this month.

Issey Miyake and Rei Kawakubo have heavily influenced Goh, but so too have architects. "I like Tadao Ando and my necklines are taken from the unique windows of Zaha Hadid's Phaeno Science centre in Wolfsburg, Germany," he says. — [AK tzegoh.com](http://AK.tzegoh.com)

Key stockist: **At time of print, LN-CC in London was the sole stockist, with more expected later this year**



The Buyer
Tanya Stevanovic,
Pretty Dog

Pretty Dog is based in Newtown in Sydney's inner west and has sold women's clothing, jewellery and accessories for 13 years.

What dictates your buying process?

I try to see designers as individuals, rather than trends. I also try to be price conscious, but don't sacrifice an item because of the price.

Who do you buy for?

My clientele ranges from 18 to 77. I have customers who follow brands, so I buy full collections. A lot of my customers come to be styled, so it's essential the labels sit well together.

Bestsellers?

Karen Walker, Opening Ceremony footwear, Gary Bigeni, Future Classics and Dion Lee.

New designers?

Alice Barloz, Vanessa da Silva and Karla Spetic.

New in-store?

Benah is a new Australian designer of bags and scarves, and the leather used on Deadly Ponies bags from New Zealand is beautiful.

06: E. Tautz, London

The return of a British institution with a focus on quality

"We want to make simple, beautiful men's clothes that aren't excessively fashionable but have lasting value," says Patrick Grant, the man behind the revival of British menswear label E.Tautz. Founded in 1867 by Edward Tautz – a sporting and military tailor who counted Winston Churchill as a customer – Grant re-launched it last year as a ready-to-wear collection with an emphasis on using small, quality UK manufacturers such as a one-man belt-making atelier. — [AK etautz.com](http://AK.etautz.com)

Key stockists: **Harrods in London, Galleria in Seoul and Barneys in New York**



The Street
Rua Aspicuelta,
São Paulo

Rua Aspicuelta, in the Vila Madalena neighbourhood, is home to antique shops, delicatessens and Brazil's top designers. Here we list the street's Style Directory:

No. 189
Maria Andrade
High-quality casual-style handbags and purses

No. 193
Luxo
Vintage-look salon, contemporary haircuts

No. 258
Brechó Vó Judith
Classic clothes and vintage eyewear

No. 259
Ronaldo Fraga
The São Paulo designer's buzzy boutique

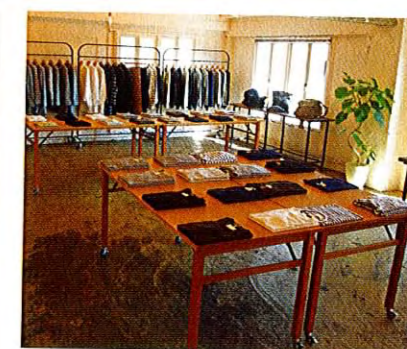
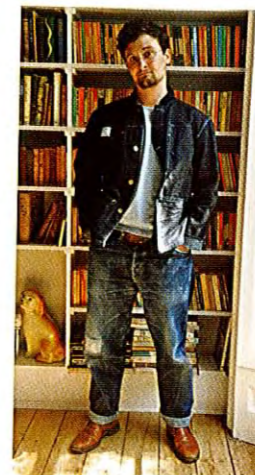
No. 474
Preta Pretinha
Cute, popular doll shop — AD

07: Tender, UK

Japanese denim hand-dyed in Norfolk

Founder William Kroll designs, makes and hand dyes his imported Japanese selvage denim in London, Leicestershire and Norfolk. Kroll is also experimenting with English woad to create his own indigo dyes for other garments he is adding to the line including T-shirts. Kroll recently introduced oak bark leather belts to his collection which are tanned on the banks of the River Coly in Devon. — [ST madebytender.com](http://ST.madebytender.com)

Key stockists: **Few and Far London, superdenim.co.uk**



08: Rinen, Tokyo

Earthy menswear created with a strong sense of philosophy

Akihisa Matsumoto started his label two years ago. The name Rinen means philosophy in Japanese and Matsumoto is clearly a man with principles. "I care very much about my products – from the thread to the fabric to dyeing and sewing," he says.

Three-quarters of the Rinen line is made from fabrics created by Matsumoto, and the manufacture is mostly done in the Kansai region of western Japan. He carefully selects the threads for the fabrics to give the brand its earthy look. There is one Rinen shop in Tokyo and a second opened in Osaka in September.

Rinen started out as a menswear label but now sizes its products for women too and Matsumoto has another complementary womenswear brand called Prit, which is sold from a shop in Tokyo. Matsumoto's design philosophy is simple: "I think of a new idea and something I'd like to wear, and ask our designer to turn it into a garment." — [FW rinen.net](http://FW.rinen.net)

Key stockist: **Find Rinen and Prit on the second and fourth floors of Ebisu's So-en building**





The neighbourhood
Samcheong-dong,
Seoul

Nestled adjacent to the Gyeongbokgung Palace, crowds promenade the tree-lined streets of Samcheong-dong. With a mountainous backdrop and Hanok houses on the ascent to Samcheong Park, the neighbourhood is populated by galleries, restaurants and artisan fashion shops.

Our favourite shops:

Parsons
Smart, own-brand men's and womenswear

Victoria Bay
Finely tailored women's clothes

Coser
Textiles and updates on traditional Korean fashions

Sogno
Small-scale, handmade jewellery

LAMB
Hard-to-source independent labels



10: Wackerhaus, Copenhagen
Simple designs for hot mums

An alumna of Stockholm's Beckmans School of Design, Trine Wackerhausen has a straightforward approach. "Fashion is art but it is also important my designs are wearable," she says. With a focus on high quality materials and tailoring, Wackerhausen's limby silhouettes have a definite yummy-mumminess. — *ST wackerhaus.dk*

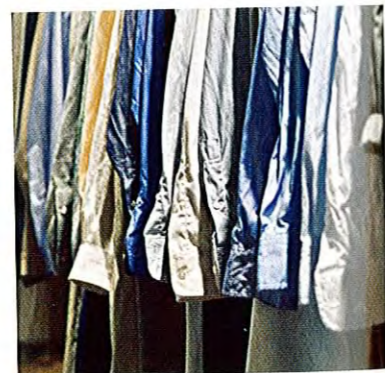
Key stockists: Sabine Poupinel and Normann CPH in Copenhagen and Plagg in Paris

09: Baron Wells, New York
Trunks and threads for grown-up surfers

Dominick Volini and Mads Madsen (below) are old wave-buddies and made the decision to start a menswear label on a surfing trip in Central America. "We design products we enjoy and accommodate our lifestyle," says Volini. "We make our clothes in NYC's Garment District, our cufflinks in the Diamond District and our ties in Como, Italy."

Their tailored trunks are popular with surfers who want a grown-up, shorter short. We fancy next season's twill pants and Italian wool ties. — *ST baron-wells.com*

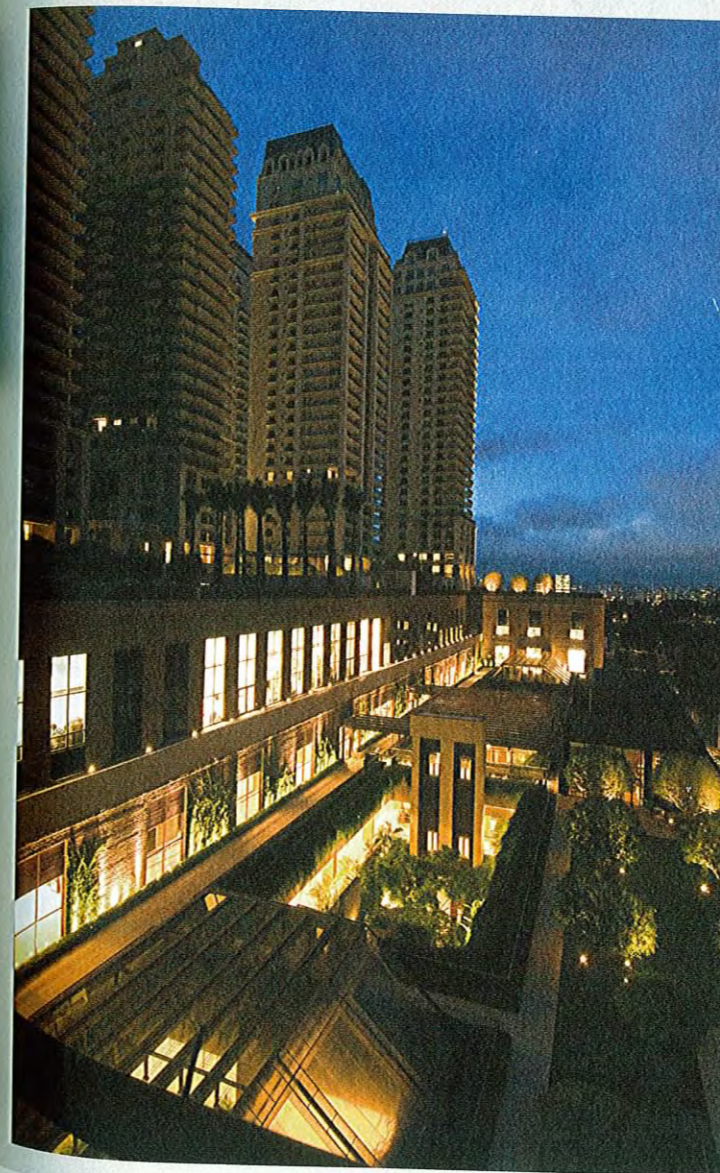
Key stockists: New York's i.d and Buoy in Tokyo



ARRESTING DEVELOPMENT

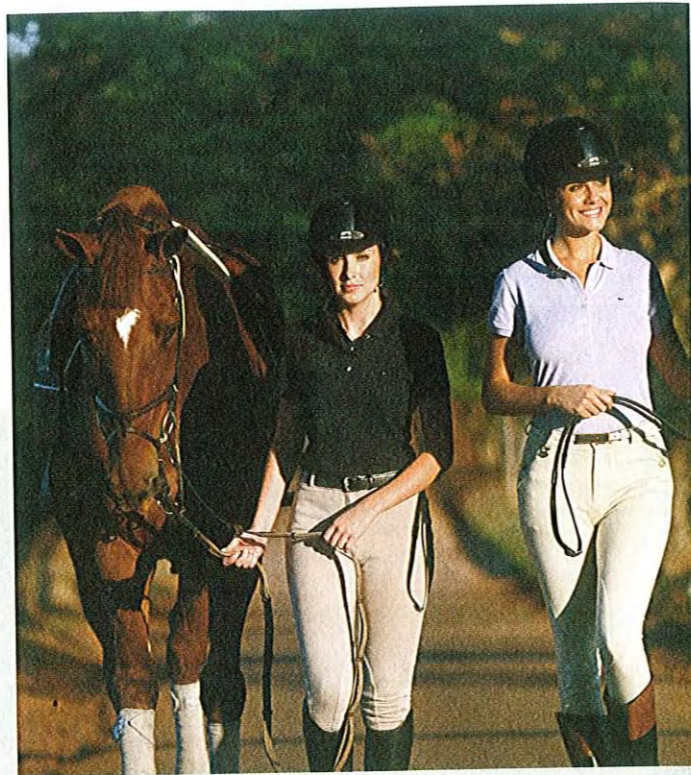
Is there a warmer welcome than Brazil? It is perhaps the most open-minded nation in the world and when the Brazilians put their minds to it the ideas, opportunities, culture and design are without equal. One group that embodies this spirit and is present in the very fabric of the nation is JHSF – one of Brazil's largest and most innovative real estate development corporations dedicated to more than land development. JHSF brings the shopping, residential, office and hotel industries to life.

JHSF is South America's leading light in the housing and commercial development market, excelling in property marketing and management, shopping mall creation and luxury hotel development. This family-owned enterprise is present throughout Brazilian life from downtown São Paulo to the heart of the Amazon.



THE OPPORTUNITY

With its double-digit growth in the luxury goods sector and the rise of a new tier of cities, Brazil is becoming the most important destination in the world for international retailers looking to expand their operations. As a market with a long history of media and consumers to support luxury brands, JHSF is now taking Brazil into the next phase. With a reputation for understanding the merits of inspired design and attention to detail, JHSF is the ideal partner for entering not only the Brazilian market but also other countries in South America. With projects stretching from a luxury resort and residential project under the Fasano banner in Punta del Este in Uruguay to retail deep in the heart of the Amazon in Manaus, JHSF is committed to the singular choice for your office, residential and shopping ambitions.



The Details

Preface

A well-made pair of specs or a luxury watch are items that buyers won't skimp on, even in an economic slump. We look at how the eyewear industry is faring and focus on the firms behind the accessories.

Writers

David Michon, Markus Albers & Tom Morris

Photographers

David Sykes, Jan Søndergaard & Jens Sundheim

Clear view ahead

Eyewear industry report

Ever the signature accessory, eyewear is one of the most accessible entry points into luxury goods and a cornerstone of personal style. And in the wake of a major downswing, specs have come out as a resilient bastion of the luxury industry. "Eyewear is showy," says Milton Pedraza, CEO of the Luxury Institute, a New York-based research group, "and people want to maintain their branding."

Consumers have been investing in classic brands known for quality and cultural cache. It's something that's been reflected in a style trend as well: vintage-inspired shapes and materials are key. Well established brands such as Chanel seem to be keeping a close eye on their archives, and newcomers Illesteva, Herrlicht and Han Kjøbenhavn are opting for timeless shapes and low-tech materials.

Wood, buffalo horn and acetate make frequent appearances, and traditional manufacturing becomes an important selling point. "Handcrafted frames have warmth and naturalness," says Herrlicht's founder and head designer Andreas Licht. "People don't need to buy new stuff every week when they get something really good and lasting."

It's a perfect time for retrospective brands, such as Persol or Ray-Ban, to make a comeback. Pioneer of sunglasses Oliver Goldsmith was relaunched in 2005 by the founder's great granddaughter, Claire Goldsmith, and has seen growing interest in its



- | | |
|----------------------|--------------------|
| 01: Gucci | 06: Illesteva |
| 02: Sire | 07: Chanel |
| 03: Persol | 08: Bottega Veneta |
| 04: Claire Goldsmith | 09: Herrlicht |
| 05: Celine | 10: Han Kjøbenhavn |

bespoke products. As the two major luxury manufacturers, Italian-based firms Luxottica and Safilo, pick up in 2010 (Luxottica saw a 30 per cent increase in profits in the second quarter) focus should be on the customer, says Pedraza. "Developing customer relationships will be critical for growth," he says. — DM

Monocle note: Claire Goldsmith's eponymous brand launched in January, and will expand to 20 styles by March 2011. "OG is a pure, clean look," explains Goldsmith. "I didn't want to muddy the waters."

Light touch Lindberg, Aarhus

"It doesn't keep me sleepless at night, but we need to be a quarter of a step ahead or there's no room for us in the market anymore," says production manager Lars Bøjvad at Danish eyewear brand Lindberg, from its base in Aarhus.

Opened in 1969 in an optical shop in Aarhus by husband and wife Poul-Jørn and Hanne Lindberg, the brand has become synonymous with quintessentially Scandinavian specs: light (some of the range weigh as little as 1.9g), classic, and identifiable by the screwless hinges on the frames. Its rimless "Air" glasses in titanium, created in the 1980s, remain a bestseller. With a 100-strong team in its manufacturing department, Lindberg produces over 300 shapes in titanium and acetate. Newcomers to the team spend six months training for the company, with many of the team having been there for decades. Bøjvad (below, left, with sales and marketing manager Peter Warrer) has been at Lindberg for 18 years. "You never know if you are on the right or wrong side of what's possible, that's the one thing that challenges us," he says. "We want to stay exactly on that edge, and not just walking on the safe side." — TM



Timely elegance
Sinn, Frankfurt

While many luxury watch brands market themselves as the preferred timepiece of divers, pilots or professional explorers, German company Sinn keeps itself quiet. While it is the choice for many seasoned adventurers, the company is uncommonly restrained, making it the insider's accessory.

Sinn watches have long been distributed solely by direct sales – today around 70 German jewellers sell them but still a third of all domestic customers travel to the company's headquarters in Frankfurt am Main to tour of the workshops before deciding on a model. This is one reason why the brand is still not recognised outside Germany – only 40 per cent of sales come from exports.

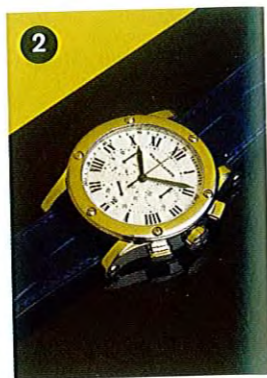
The company was founded in 1961 by pilot and flight instructor Helmut Sinn. His professional connections – as well as the attractive pricing made possible by bypassing traditional retailers – made Sinn watches popular among pilots. In 1994 Sinn sold the company to Lothar Schmidt, an engineer who had worked for IWC and A. Lange & Söhne.

Under Schmidt, Sinn became an engineer's brand with many new innovations inspired by the demands of its professional customers. Some Sinn watches, for example, replace the air inside the mechanism with a gas to keep moisture out and prevent the glass from filming over. Others are filled with silicon-oil to keep them waterproof even at depths of 12,000m and Sinn divers' watches are made from German submarine-steel.

Fortunately, all this technological tinkering doesn't come at the expense of good looks – with minimalist profiles and black faces, a Sinn watch looks refreshingly understated and elegant. "We don't design watches to look

appealing but to be easy to read," says spokesperson Simone Richter. Since Sinn never compromised for the Russian or Asian markets, sales have been steadily growing with expansion in Germany making up for losses overseas.

Today, the company's 70 staff produce 12,000 to 14,000 watches a year with an entry price of €600 and reaching €20,000. "We are bigger than the small brands, but smaller than the big ones," smiles Richter. This is a comfortable position for Sinn to occupy, allowing it to concentrate on their core values – solid German engineering and constant improvement of the product. — *MA sinn.de*



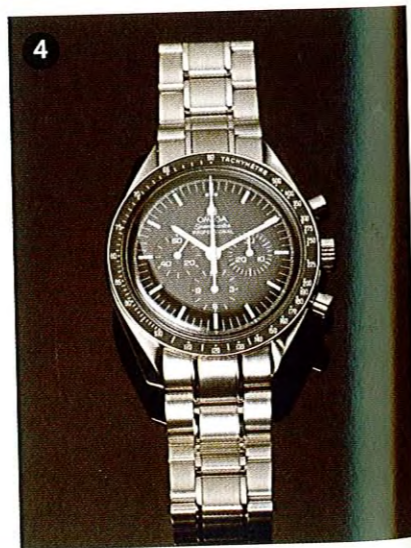
Time Team

Preface

A watch is something that you should only need to buy once. Here's a Monocle round-up of some of our favourite timepieces.

Photographer
David Sykes

- 01 Hublot, Big Bang collection
- 02 Ralph Lauren Sporting Chronograph 39mm
- 03 Maurice Lacroix LC Chronograph Automatique
- 04 Omega Speedmaster Moonwatch Professional Chrono 42mm
- 05 Bell & Ross Vintage BR123 Beige
- 06 Piaget Ladies' Polo
- 07 Rado R5.5 by Jasper Morrison
- 08 Cartier Roadster ladies'
- 09 Chronograph Modern L by Maurice de Mauriac



9

Made in Zürich

A former investment banker turned watchmaker, Daniel Dreifuss is the brains behind Zurich-based Maurice de Mauriac. The boutique manufacturer lets clients mix and match dials, hands and case materials to create personalised timepieces. Pictured is the Chronograph Modern L in titanium with automatic movement, open case back and nylon sportband. — *IC mauricedemauriac.com*

Shop Keepers

Preface

Armed with a passion for good service and high quality plus an eye for simple, understated style, these three new retailers are bringing the best international men's and womenswear brands to the streets of Tokyo, New York and London.

Photographers
Jon Tonks, Aaron Wojack & Norio Koga

01 Mats Klingberg

Trunk Clothiers, London

"I want to sell brands that you can't get in the UK," says Mats Klingberg, founder of new retailer Trunk Clothiers, an offspring of Monocle's parent company. Klingberg opened his two-storey store Trunk at the beginning of September on Chiltern Street in London's Marylebone, and will be the first to import brands such as Beams+, Aspesi, Montedoro, Barena and J.Crew to London.

"I am also building closer relations with my brands with the aim to create pieces that are unique to the shop," he adds. Klingberg has developed an exclusive launch range of Trunk Clothiers collaborations, producing wool socks with subtle details with Japanese manufacturer Tabio and an overnight bag and shopping tote with Porter.

Trunk is a welcome addition to London for those of us who have yearned for a regular dose of independent international brands previously unavailable in the capital. — trunkclothiers.com

Monocle's Trunk picks

01: BAG'n'NOUN totes **02:** Kitsune blazers
03: LA+H scarfs **04:** belts by (k:its) **05:** shoes from Hiroshi Tsubouchi



02 Sachiko Yamamoto

Vekt, Tokyo

Sachiko Yamamoto spent 10 years as a buyer for Flair, a boutique in Aoyama that excelled at finding wearable women's clothes. When it closed earlier this year, Yamamoto decided to open her own shop, Vekt. Yamamoto favours small brands such as Album di Famiglia from Italy, Gallego Desportes from France and Kristensen du Nord from Copenhagen. Her principle is simple — "I like clothes in basic colours with interesting details. They aren't ordinary, but you can't tell until you try them." — fw.vekt.jp



03 Sweetu Patel

C'H'C'M, New York

"Dead normal," is how Sweetu Patel characterises his online clothing store C'H'C'M and the retail space of the same name opening this month on New York's Bond Street. Patel launched his website in March 2009, focusing on well-made items such as Drakes scarves, Sunspel T-shirts and Borsalino hats. Patel's approach is one of quality and service. "It's really all very grass roots," he explains. "I started with personal savings and just wanted to focus on showing the clothes well." — AES.chcmshop.com



Engaging looks

A smartphone to keep you up to date and a step ahead, whether you're working on the hoof or caught in flagrante, with intuitive features to simplify the management of social networking feeds.

BlackBerry
blackberry.com

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Sliding in

Guarantee you work the room whether you're dazzling the board, eyeing up the competition or breaking news with the new text messages application and BlackBerry Messenger (BBM™).



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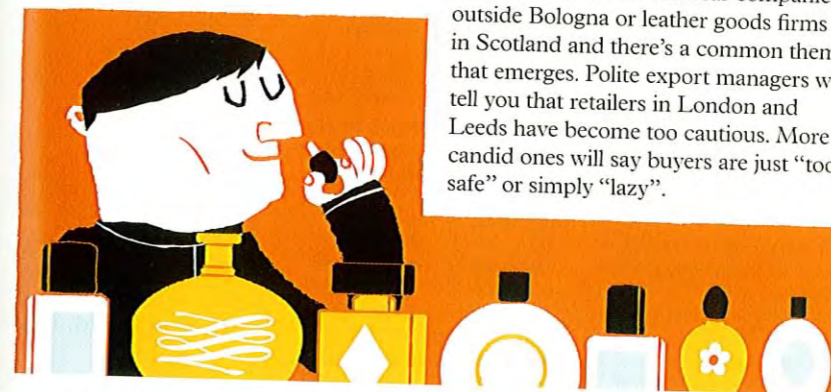
9x Market Forces



1/9 Why is England such a tricky market? Retail

You hear it at trade shows in New York, ateliers in Paris, showrooms outside Milan and even during presentations in the heart of London. "The UK is a really tricky market for menswear." It doesn't matter what the product line up looks like – for many, the UK is everything from a "hard nut to crack" to "hugely unpredictable".

At first glance, you'd think it would be rather the opposite, given the brand equity of British department stores and handsome salaries paid to (handsome) bankers. But talk to knitwear companies outside Bologna or leather goods firms in Scotland and there's a common theme that emerges. Polite export managers will tell you that retailers in London and Leeds have become too cautious. More candid ones will say buyers are just "too safe" or simply "lazy".



2/9 The perfume industry Q&A: Felix Mayr-Harting Head of fine fragrances, Givaudan, Paris

Launched in 1895 but with roots dating back as far as 1796, Swiss fragrance firm Givaudan is the engineer behind some of the world's most popular fragrances, including Robert Piguet's Fracas, Christian Dior's J'adore and Calvin Klein's Obsession. It even produced the world's first designer fragrance, Elsa Schiaparelli's Shocking, in 1937.

What happened to the market during the recession?
The economic crisis exacerbated the already declining fine fragrance market, especially in the US. It created a split in the

market – consumers are still willing to pay for high quality, and we see that in successful higher-end brands like Tom Ford. One needs to make sure what one launches has a real story to tell and isn't just there for its own sake. On the other hand, consumers have looked for value, and we've seen the growth of mass-market fragrances.

How do you see the market developing over the coming years?
For me, what's interesting is the development of emerging markets. Brazil has a tremendous perfume culture, with its own brands like Natura and Boticário. It is now the number one fragrance market in the world.

What are the most important fragrances from the last decade?
Chanel's Coco Mademoiselle was a huge global launch. Marc Jacobs' Lola has got a real opportunity to remain there – all the elements of it have been very well done.

We'd agree it's more the latter that's keeping rails and shelves from looking a bit more dynamic. At the same time, UK fashion retail seems to have forgotten how to mix things up and many retailers (big and small) want to display garments and accessories in complete looks rather than going for a more eclectic, curatorial approach.

At department stores this has created a "shop-in-shop" formula that might be good from a leasing perspective but creates a frustrating shopping experience, with labels demanding you try their clothes on within their floor footprint in environments that are cookie-cutter from Hong Kong to Houston.

On the street, the independent retailer has been priced out of neighbourhoods where he or she should be thriving and has left little room for experimentation with new brands. Thankfully, a few bright sparks have started to shake up the market and hopefully a few more will make London (and a few regional centres) destinations for dapper gentlemen. — TB

MONOCLE: What's also missing is the service: a shop manager who knows your name, an assistant who knows how to wrap – in short, people who care.

Out of the younger fashion houses moving into fragrances, who has the potential to be the next Chanel?

Prada has set a tremendously high standard in its products, and I think that gives a huge amount of creative credibility to it as a fragrance brand. It's retained a faithfulness and a sincerity in its values.

What are the current trends in the marketplace?

Prada's Infusions and Tom Ford's fragrances both focus on key ingredients, and that's been an important trend. This year we've seen a return of interesting, earthy, leaf-like green notes, particularly an ingredient called galbanum. It was reintroduced with Martin Margiela's fragrance. It only takes one or two fragrances to start trends like that. We've also seen a return to some of the beautiful, reassuring floral notes, like Lola or Ricci Ricci. — TM
givaudan.com



3/9 An art director's view of the high street Retail branding (by our very own Richard Spencer Powell)

Good design is about making good decisions – lots of them. Good branding on the other hand is about making memories. Really good branding, particularly in retail, will stay with you – even bad branding will stick – but anything in between is easily forgotten.

Prada still implements one of the most comprehensive retail solutions around. From outside in, the environment and branding have remained untouched since its inauguration – pale pistachio walls, chrome fittings and dapper security guards have been employed with such consistency that they're now its trademarks. Even the use of carpet offers an appealing acoustic sensation overlooked by so many others. It is undoubtedly expensive to roll out but the sheer consistency of their plan has ensured the lustre has never been lost.

At the other end of the market we reach American Apparel. AA might have simple brand values – sexy, universal, young, real and honest – but the in-store interiors are inexpensive, erratic and seemingly without any architectural direction. There's a feel of ordered chaos and a "get in, get out" approach to purchasing – an ironic reflection of the current turbulent times that the brand and its founder Dov Charney are experiencing as he fights to keep the brand afloat.

Yet the actual branding is undeniably smart and, above all, memorable – provocative, almost pornographic photography, Helvetica Bold for clarity – a font employed a thousand times over and once more refreshed in simple monochrome and accented with a



4/9 How America rediscovered itself Trends

Barneys executive VP Tom Kalenderian was at New York's snazziest restaurant, The Lion, "I was one of the few guys wearing a jacket," he recalls. "It's interesting how comfortable both men and women have become being underdressed in high-profile situations. There is no question casual is driving the fashion business and there's a reason why – it's what people want."

The US has always been an inherently casual market but not too long ago there were also more men and women who liked to dress up too. But that's fading (look at what sells in a Milan and a Manhattan shop and you realise how far the two sides of the fashion world have pulled apart). However, this doesn't

mean the US has fallen out of love with luxury retailers. It's just that the US is redefining its luxury market, especially the menswear sector.

Natalie Massenet of Net-a-Porter says, "The US is our best-performing market and they're spending like crazy but in a different way. It's not show-offy but more private and personal!"

Kalenderian adds, "More and more in menswear, the penchant is for heritage, old-school vintage American prep." Luxury casual has become a large part of Barneys New York's business – for example the Ralph Lauren Black Label which was among its top 10 best-selling brands in 2009.

The past decade has also seen US brands such as Woolrich, Pendleton, Carhartt and Schott rejuvenated. J.Crew and L.L. Bean have also found new inspiring grooves. And newer brands such as Simon Spurr, Robert Geller and Thom Browne are having international impact.

colourful palette by the merchandise. In contrast, the middle ground is occupied by the likes of Zara and Uniqlo, which have set up their stall in the forgettable zone (save for their Wonderwall flagships) for both branding and environment. Most opt for the same formula of white walls and strip lighting, the result being ubiquitous anonymity. Typically, stores are decorated with weak graphics and imagery from the current season's advertising. Campaigns aren't cheap, so making the most of them is logical but does that make sense when they all shoot the same Belarusian model

anyway? And wouldn't it be worth holding that shoot budget for a year and spending it on more enticing collateral and window displays?

From a visual standpoint luxury brands dominate the design but American Apparel has proved that while its business practices might not yet cut the muster, it teaches a lesson that branding can work at both the high and low end of the high street. — RSP

MONOCLE: We know how brands look – even smell (A&F) – but sound or feel? Fashion should be a tactile experience.

John Patrick of John Patrick Organic, who will be part of Fashion Institutes 2012 Preppy exhibition, says, "Invisible opulence is what America has defined."

And now there are many different ways of slicing the luxury/casual retail pie perhaps Americans will come to value their own history of making long-lasting work clothes more. With a move back to this retail heritage, hopefully "Made in USA" can mean something again – at home and abroad. — AMG

Monocle: The pleated chino? Need we say more...

Americans are spending like crazy – it's not show-offy but more personal



5/9 What happens after neo-conservatism? Trends

Who saw it coming? Teenagers in brogues, rock stars in three-piece tweed suits, even young artists wearing deck shoes. Bow ties, Chelsea boots, cardigans – everyone's dressing like Dad.

Was it when Junya Watanabe sent his boys down the runway in gingham

blazers and seersucker, or when the late Alexander McQueen dressed models in chambray shirts that we knew even the avant-garde was taking a traditional turn? When Thom Browne, an ex-Ralph Lauren creative, was hailed as the most progressive addition to the New York scene – before being recruited by preppy outfitters Brooks Brothers for its Black Fleece collection in 2007 – it was clear fashion was smartening up its act.

But who drove the style, and was it a sign of the times? With every corner of the job market looking shaky, people wanted to feel more worthy when they hit the office. Similarly, the recession made consumers more discerning; they expected more for their money.

Luxury brands have had to justify their position. Suddenly we saw them

replacing baggy celebrities in ad campaigns with images of craftsmen hand-stitching luggage together in artisanal workshops. "Made in England", "Made in Italy" and "Made in the USA" became honest descriptors, with the consumer seeking the reliability and quality those hallmarks stand for. Fashion went back to basics and with the renaissance of preppy heritage brands came the stiffening of its upper lip.

So what happens next? Dress-down Fridays certainly seem outdated. Known for being ahead of the game, the most contemporary thing Apple could do next is get Steve Jobs to get out of knitwear. — TM

MONOCLE: We went from skinny tie to bow tie. The kipper awaits its return.

Homegrown talents are being celebrated both domestically and by a growing international audience



7/9 Staying small scale and international Q&A Nathan Brown Lodger Footwear

Why made in UK and Italy? Both have a long tradition of fine shoes. You get a very different handwriting from both. We bring out the best from each and pull it together for a more modern customer.

And what are the qualities? All the classic shoe styles came from the British over the last 150 years. What we know about men's footwear has come from this country. As with the British suit, the Italians took out all of the heavy bits and made it much more comfortable – a very similar thing with footwear.

Who are the new players? A lot is happening in Japan, Hungary, southern Norway and the US.

What are the benefits of small production? We design all shoes in the London shop. It allows us to focus on customers' specific needs not just the making of a shoe. — DM



6/9 Is Made in Korea the new Made in Japan? Manufacturing

"Made in Korea". Those three words may not provoke an instant heart-tugging desire to own a product – at least, not yet. But South Korea is quietly emerging from the shadows of its retail giant neighbours such as Japan and acquiring confidence in its own creations.

Blooming under its current status as design capital for 2010, Seoul is at the epicentre of the nation's retail shift as a new generation of South Korean technology, fashion and design products hog the spotlight.

Fashion stores in the capital are starting to sell more homegrown labels rather than stocking themselves to the rafters with high-end foreign imports.

Attention to detail and stitching combined with the use of high-quality materials are emerging as the signature style of Korea's fashion designers – such as Kim Jae Hyun's Jardin De Chouette, popstars' favourite Lee Juyoung, the underground Laundry 202 and Ye Ranji of The Centaur label. South Korean design products are enjoying a similar revival. Bolstered by a design-loving mayor and exhibitions, homegrown talents are being celebrated at home and abroad.

Products with strong echoes of the country's cultural heritage in a modern context are catching the most attention – from the organic curved wooden benches of Sehwa Bae and the origami folds of the steel "bloom chair" by Eerang Park, to the rippling water surface of a tea ceremony table by Jeong Hwa Seo and Hanna Chung. Boosting the nation's "Made in Korea" appeal even further is the technology industry.

South Korea has long been famed for the industrial companies that helped fuel post-war economic growth including Hyundai and Samsung. And they are still top of the game. Samsung has recently unveiled a wafer-thin high definition TV – the world's slimmest. Made in Korea is definitely a label to watch for the future. — DD

Monocle: See our report on retailer Boon The Shop, issue 36.

Five Made in Korea

- 01 Sulwhasoo – Korean beauty products with medicinal herbs
- 02 IMseonoc – a cult, avant-garde fashion label
- 03 Eudon Choi – a London-based Korean designer
- 04 Ko Tae Young – the designer behind Beyond Closet, an up-and-coming menswear label
- 05 Byung hoon Choi – one of Korea's top furniture designers and artists

• • •
There are
thousands of new
millionaires in Brazil
• • •



8/9

Brave new retail world Emerging markets: Brazil

The CEOs of fashion companies have had rather strained smiles since the collapse of Lehman Brothers in 2008. Overnight, the rules of conspicuous consumption changed. Well at least in Europe and the US. But there is another arc of fashion stretching through the BRIC nations that has continued to

flourish – and has saved many a CEO’s career. While China may be the biggest of these new markets, Brazil is growing at a phenomenal pace. Carlos Ferreira, a leading consultant on Brazil’s luxury industry, said in a recent interview that the market for such goods will grow 23 per cent in 2010 (the country’s GDP growth is estimated at 7.3 per cent for this year, meaning that the luxury market is growing three times faster than the wider economy).

The level of knowledge about luxury brands in Brazil often exceeds that in more supposedly established markets. That’s because Brazilians are well-travelled. They are also demanding. “There are thousands of new millionaires in Brazil, from unsuspected sources – soybeans to booming real

estate,” says Raul Juste Lores, economics and business editor of *Folha de S. Paulo*. And, he says, people want the brands to match their new status.

But until recently there was an impediment to the growth of the luxury goods sector; one retailer, Daslu, had a near monopoly on the market. The store represented an exhaustive roster of international labels but after its owner was arrested for tax evasion Daslu lost control of the market and the brands looked afresh at this promising nation.

One company that has flourished in the new Brazilian retail world is JHSF, owner of a portfolio that takes in the country’s best-known hotel brand (Fasano), licences for fashion brands (Hermès, Pucci), commercial and residential property and luxury shopping malls, including São Paulo’s Cidade Jardim, an extraordinary mixed-use development that surpasses anything you can find in Europe (think gym with roof-top running track, shop where you can buy your next helicopter, lush gardens, a benchmarking bookshop).

The director of JHSF is Robert Bruce Harley. He explains that brands have to adapt to thrive in this market. Firstly there is the heavy cost of taxes on luxury products to negotiate. “Brands know that as they begin to work in this market they have to change their prices. They give the Brazilian market some discount.” Even so, look at the tags and you’ll see prices often 50 per cent higher than in Europe – even 100 per cent. But, says Bruce, price is never a problem. There’s a local quirk: stores let you to pay by instalment.

Bruce says that São Paulo accounts for 70 per cent of the Brazilian luxury market, but points out that this is changing. He’s busy building a vast mixed-use development in Salvador as well as planning to erect seven of his smaller malls concept, Cidade Shops, not to mention all the hotels.

With its home-grown fashion industry, Brazil is also nurturing labels with the potential to become global brands. So for once this is unlikely to be a one-way trade. Look out for an Osklen shop, a Fasano and perhaps even a Cidade Shops near you too. — AT

MONOCLE: São Paulo is heating up with other high-end developments on the horizon.



• • •
Customers want
something
fashionable,
of good
quality and at
a good price
• • •

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Italian retail Q&A Stefano Beraldo CEO, Gruppo Coin

Gruppo Coin, a fashion retailer with headquarters in Venice, operates under the Coin, OVS industry, and UPIM brands in Italy. It currently also has 80 stores abroad. Monocle spoke to its CEO about tactile retail and doing business in Italy.

What changes have you noticed in the retail market?

Before, customers were looking either for fashion or a low price; in the past two years, they’ve been more attentive. They want something fashionable, of good quality and at a good price.

What impact has fast fashion had on retail?

It’s been enormous, not only

because it costs less but because the product cycle has been slashed. However, we’ve grown in this market by being more sophisticated. While fast fashion brands do a one-off capsule collection with a designer or celebrity, we do joint ventures with Costume National and others that last more than a season.

Are Italian shopping habits different?

In Italy, it’s complicated. First, it’s hard to find big stores – over 1,000 sq m – in city centres. People are used to multibrand boutiques; it’s a country with lots of piazzas and many shopkeepers. Second, Italians

still love human contact. They might do research online but they like to touch the product. When we opened our Nespresso corner it was a big success: customers like to buy the capsules in person instead of ordering them over the internet.

What plans for the future?

Next year, we’ll open a Milan store off Corso Vittorio Emanuele aimed at the high-end market. We’ve got a team of buyers from Antonia to offer a well-curated mix of clothing. — IC

EXTRA FINE ITALIAN MENSWEAR

The Avon Celli brand

Milanese deluxe knitwear brand Avon Celli was set up by Italian businessman Pasquale Celli in 1922. Having made a name for himself in the world of knitwear by designing woollen swimwear for women, Celli set about establishing a company that uses the finest fibres available. Using 36-gauge looms capable of weaving with one needle per millimetre, Avon Celli’s focus in the 21st century is still on quality fabrics.

Stuff of legend

Despite all production being resolutely Made in Italy, Celli chose the English-sounding name Avon for his knitwear brand, as he identified with the manufacturing excellence and superior tailoring that English brands stood for in the 1920s. Before long, everyone from Frank Sinatra, to Clark Gable, to Sophia Loren was wearing Avon Celli. Legend has it Pablo Picasso would paint in a striped Avon Celli polo shirt.

Looking forward

Avon Celli is re-entering the market by sticking to what it knows best. Its autumn/winter men’s collection of cashmere blazers, polo-necks, and cashmere-silk blend socks and accessories is knitted on the original looms from Avon Celli’s early days. Avon Celli’s global comeback is marked by a new concept of luxury, defined by a modern, intelligent and artisanal approach to classic menswear.

www.avoncelli.com

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