

Fashion. Beauty. Business.

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# WWD

## STILL HIS OWN MAN

Paul Smith defies gravity with his signature mix of art and commerce.  
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## GOING BACKSTAGE

Bedlam and anticipation: behind the curtain at the men's shows.  
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## ANDROGYNY RIGHT NOW

The latest iteration of genderless style is skewing younger.  
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JUST RELAX

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COLLECTIONS  
Special  
Issue

# Just Relax

A dramatic shift in shape is taking place in men's wear with the return of the Eighties oversize and slouchy silhouette.

"If you keep blowing up a balloon, eventually it will burst." SIR PAUL SMITH



US	\$9.99	JAPAN	¥1500
CANADA	\$13	CHINA	¥80
UK	£8	HONG KONG	HK\$100
EUROPE	€11	INDIA	₹800



# BeautyAgenda



Lyn Harris in her new perfumery.

## Return Engagement

British perfumer Lyn Harris is back in the fragrance business, with a new line of bespoke and ready-to-wear scents that follow the fashion seasons.

By SAMANTHA CONTI



Perfumer H's apothecary-style bottles are hand-blown by Michael Ruh. Gift boxes can be customized with gold initials.



Lyn Harris, whose fragrances stir in her memories of her grandparents' house and garden in the Scottish Highlands, has cooked up a new brand, Perfumer H, based on an abiding passion for such pleasing smells as fruits, flowers and baking bread.

The London perfumer pioneered the use of naturals at a time when the market was awash in flashy scents and novelty bottles. She founded Miller Harris, the successful niche fragrance house, in 2000 and left at the end of 2012 after selling her stake to NEO Investment Partners.

Now she's back, with Perfumer H, offering three fragrance collections: a "ready-to-wear" line that follows the fashion seasons; a semibespoke collection offering customers the chance to own the formula, and an entirely bespoke service.

Recently, Harris, a cool bohemian with long brown hair, sat down with WWD to discuss how she's evolved since selling her company. "I've had two years to sit back and ask 'Who am I?' It's an interesting phase of life," she said. "I'm at ease and not trying to prove anything. Perfumer H represents who I am as a perfumer and I feel totally free. I think I'm ready to come out, whereas maybe before I hid behind Miller Harris."

Harris is one of Britain's few master perfumers, having trained at Robertet in Grasse, France. The French firm also manufactures the fragrances Harris creates in her new 460-square-foot shop in London's hip Marylebone neighborhood.

The perfumer's vision for her new brand remains fluid, and she has no plans to wholesale it – or even open another store. "With Miller Harris, we were always going to work with the department stores," Harris said. "With Perfumer H I don't want to follow a mold. I just want to be the rebel I am, do what I feel is right. I want to be very precious about what I'm doing. I'm following my gut instinct."

Harris is probably best known for her natural scents, such as Citron Citron (2000) and L'Air de Rien (2006), which she originally created for Jane Birkin. Over the years, she's also created scents for companies including LVMH Moët Hennessy Louis Vuitton and Marks & Spencer, and for clients including Amanda Harlech and Manolo Blahnik. She worked with jeweler Solange Azagury-Partridge

on her two scents: Stoned, a fragrance spiked with diamond dust, and Cosmic, a chypre with stardust.

Harris said Perfumer H derives in part from her work creating bespoke fragrances. "My private clients have helped me to evolve, in terms of service and uniqueness. You are highly tested by them, and there is an endless quest for perfection," she said, adding that she wanted every fragrance by Perfumer H to be something she would wear herself.

The five seasonal fragrances embrace the basic fragrance families. For fall, there's Cologne, a citrus scent with Haitian vetiver and a kiss of asparagus; Rose, a floral with rose absolute, carrot seed and sweet musk; Velvet, a wood family chypre with oak moss, patchouli and frankincense; Leather, a fern with cardamom seed, oak moss and lavender, and Heliotrope, a scent with orange flower, vanilla absolute and sweet musk.

Prices range from 175 pounds, or \$273 at current exchange, to 1,500 pounds, or \$2,344, for the complete formula, and Harris plans to update that collection, which is for men and women, twice a year.

The semibespoke Laboratory Editions features a series of rose scents that can be bought by the bottle and made up personally for the client or the formula can be purchased outright. Prices start at 250 pounds, or \$390, and rise to 2,000 pounds, or \$3,125, for a complete formula. The bespoke service starts at 15,000 pounds, or \$23,443.

Harris feels strongly about the evolution of the fragrance business since she began working 20 years ago. "When we first started, niche was about creating something small and beautiful – with no compromise," she said. "Today it's exploded, and everybody wants to be part of this arena, build their businesses up fast and sell them. There is a lot of sameness out there. It's much more a marketing thing, and it really makes me sad."

On the flip side, Harris said the big brands have become more "niche" in their thinking. "I absolutely think we've inspired the bigger brands, and that makes me happy," said Harris, pointing to fragrances by Chanel, Dior and Giorgio Armani's Privé collection.

"The big boys are really getting it right, and it's been inspired by the smaller brands. We gave them a bit of a kick up the bottom."

Those who have worked with Harris say she has an unusual gift for distilling parts of the natural world into a bottle. "She's an alchemist. She's got an encyclopedic mind when it comes to smells," said Azagury-Partridge. "I love sitting with Lyn in her lab. She picks things off the shelf and she knows what they smell like on their own – and in combination. It's quite magical."

Kristina Blahnik, chief executive officer of Manolo Blahnik, recalled her own experience, when she and her uncle tapped Harris to create limited-edition candles for the shoe designer's pop-up at Liberty in 2011. The resulting scent was Bourgeon de Rose, based around Manolo's love of roses. "There was a real honesty to Lyn's process," Blahnik said. "Lyn is able to build a fragrance around narratives, concepts and individuals. Her fragrances all have a sense of heritage, an Englishness about them."

Perfumer H's apothecary-style glass bottles are all hand-blown by Michael Ruh, whose gentle, organic designs partly inspired Harris to start the new brand. The brand's handmade gray flannel carrier bags were created by graphic designer Frith Kerr. "I couldn't go to China for a bag, I had to make it myself," said Harris, adding that personalization is so important to her. "Do it properly and beautifully and really give the customer something special." ■

Winfrey photograph by Don MacMedon/WireImage; Lopez by Jerritt Clark/Getty Images

## BeautyBriefs



FRAGRANCE

### The Celeb Continuum

Beauty companies just can't quit the celebrity circus.

Both Coty Inc. and Elizabeth Arden Inc. said they remain committed to the underperforming celebrity fragrance business during their fourth quarter earnings calls this month.

On Aug. 13, Bart Becht, chairman and interim chief executive officer of Coty, whose stable of star licensees includes Beyoncé and Jennifer Lopez, acknowledged that the segment has "seen its heyday," but told analysts, "As a result, we are seeing a gradual erosion of this business. It's a highly profitable business because the investments are not always huge in this area...So, it is better to keep it than to divest it."

Arden, for its part, has worked to whittle down its fragrance portfolio, with celebs including Britney Spears, which now accounts for 5 percent of the company's total sales.

During its earnings call on Aug. 6, Arden reported that its U.S.-based celebrity fragrance business continued to decline. Nevertheless, the firm said it remains committed to the fragrance segment and has adjusted its strategy accordingly by introducing lower pricing for some brands and/or more value-laden body sprays.

Joel Ronkin, Arden's president of global fragrances, told analysts, "Keep in mind that the celebrity fragrance category still represents an important part of the global fragrance market. For example, it's been 20 percent of the U.S. mass fragrance market this past year." — MOLLY PRIOR

### HOT SELLER

At Sephora in Times Square, Make Up For Ever Ultra HD Invisible Cover Foundation, \$43, is a standout performer.

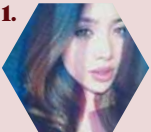


### STATS

## Social Stars

This week, L2 released its latest Video Intelligence Report. Here, its findings on the top four most popular and rising YouTube beauty vloggers. — JENNY B. FINE

### TOP BEAUTY VLOGGERS\*



Michelle Phan  
7.4M SUBSCRIBERS



Bunny Meyer aka Grav3YardGirl  
4.5M SUBSCRIBERS



Ingrid Nilsen aka MissGlamorazzi  
3.2M SUBSCRIBERS



CuteGirl Hairstyles  
3M SUBSCRIBERS

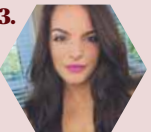
### TOP-RISING BEAUTY VLOGGERS\*\*



Madi Bragg aka MadisenRoseBeauty1  
SUBSCRIBERS: 692K GROWTH: 258%



Kathleen Lights  
SUBSCRIBERS: 553K GROWTH: 169%



Casey Holmes aka itsblondie  
SUBSCRIBERS: 825K GROWTH: 135%



Shaamxo  
SUBSCRIBERS: 1.5M GROWTH: 130%

Sources: L2. \*For Q4 2014. \*\*Highest view growth from Q3 2014-Q4 2014



### HAIR CARE

## The Oprah Effect

Target continues to expand its selection of hair care targeted at consumers with textured and curly hair

— this time with a little help from The Big O. Oprah Winfrey's longtime hairdresser, Andre Walker, will launch his brand, The Andre Walker Hair Gold System, on target.com this week and in stores Sept. 13.

The Chicago-based Walker first met the megastar in 1986, when he sent her a letter noting she could use some "hair help." He included flowers to soften the message and the rest is hair history. Winfrey called him and he remains her personal stylist to this day.

"I created the Gold System with a formulation designed to simplify the hair care process of coarse, kinky, curly and dry hair," said Walker,

adding that the basis of the collection is centered on moisture. "All of the products contain the moisture-enhancing mongongo oil." Prices range from \$9.99 to \$15.99.

— FAYE BROOKMAN

