

CELEBRATING 60 YEARS OF DIOR'S NEW LOOK

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A Sixties Influence Among FIG Trends

By Rusty Williamson

DALLAS — Dresses, metallics, skinny denim jeans, bright geometric prints and anything with a Sixties' twist inspired buyers at Fashion Industry Gallery's recent market, as retailers rounded out their spring and summer buys and shopped some early fall collections.

Body-conscious dresses in a range of hemlines were high on buyers' shopping lists at the show, which ended its four-day run Jan. 30, as were styles with a spark of metallic. Sixties' icon Edie Sedgwick's influence was also felt in op-art prints splashed on tops and dresses, and giant cocktail rings that turned up the glam wattage.

It was FIG's first show in a new Saturday-to-Tuesday schedule. Sales representatives and buyers liked the shift, and the weekend saw the most action.

"Our new date pattern of Saturday through Tuesday was an enormous success," said Shelli Mers, FIG director. "Saturday was extremely busy. This was easily our strongest January market yet."

Eden Gorney, co-owner of Blue Roof Denim, a Covington, La., women's and men's denim emporium that opened last summer, focused her budget on summer and early fall denim Bermuda shorts, skirts and skinny jeans that can be dressed up or down, printed cotton dresses, handbags and large-frame sunglasses inspired by the Eighties.

"I especially liked Fortune's low- and mid-rise jeans with skinnier legs and Blue Tattoo's jeans that can fit women with less than perfect bodies," Gorney said. "I also liked the printed dresses from Curtsey, some of which had kimono sleeves and Empire waists. My customers are really going to go crazy over the aviator and bigger-shape sunglasses that I bought from Roberto Cavalli Sunwear and Tom Ford Sunwear."

Annika Sandstrom, co-owner and buyer at Olivia in Sarasota, Fla., shopped for immediate and summer deliveries of novelty T-shirts from several showrooms, and casual sportswear in a range of colors and plaids from Sanctuary Clothing.

"Our resort season ends in April, so I'm buying clothes that will appeal to women who actually live in Sarasota and aren't necessarily here on vacation," Sandstrom said. "The native population tends to be a little younger than the resort crowd, so I'm looking for more lightweight novelty with a little fashion, as well."

Erin Wagoner Keltner, owner of Swank Boutique in Columbia, Mo., increased her budget about 10 percent and bought dresses and accessories for spring and summer.

"I loved the variety of dresses that I found at Twelfth Street by Cynthia Vincent, especially the brights and novelty styles that will set me apart from other retailers," Keltner said. "That's why I also bought unusual gold charm jewelry from several vendors and giant colored-stone cocktail rings from Noir. It's about being different and a destination to succeed at retail these days."

Cindi Browning, owner of Chantal's Boutique in Colleyville, Tex., with a budget that was slightly down from last year's, bought over 25 styles of dresses, including more body-conscious numbers with a bit longer hemlines from Christopher Roca and Bordeaux.

"I think dresses are a wonderful and more feminine alternative for summer than just tops and skirts or pants," Browning said. "You can go casual or dressy, depending on how you style the dress, especially with the right accessories. That's why I also picked up lots of jewelry and handbags from labels such as Wasabi and Moni Moni, among a long list of others."