

CEO'S GET TECHIE

WWD/BERGLASS STUDY FINDS TECHNOLOGY SKILLS WILL BE THE KEY FOR CHIEF EXECUTIVES OF THE FUTURE. PAGE 4



FROM START-UPS TO THE ACE AWARDS, A LOOK AT THE MARKET. SECTION II



PLUS: THE LATEST TRENDS FROM THE RUNWAYS. PAGES 10 AND 11

WWD

MONDAY, OCTOBER 27, 2014 \$3.00 WOMEN'S WEAR DAILY



The Greats sneakers.

NEW ATH-LEISURE BRAND

Beyoncé Gets Active: Forms JV With Topshop

By DAVID MOIN

SHE'S ARGUABLY Topshop's most famous customer. Now Beyoncé is connecting further by partnering with the brand.

Beyoncé Knowles and London-based Topshop have formed a 50-50 joint venture company, Parkwood Topshop Athletic Ltd., to produce an athletic streetwear brand. WWD has learned. It could launch in stores and online in fall 2015 at the earliest.

The deal is expected to be unveiled by Topshop in London today.

"This not a collaboration. This is about building a brand and building a business — a separate, proper business, with separate overhead and a separate office," Topshop owner Sir Philip Green told WWD in an interview Sunday.

Asked how the deal came about, Green recalled: "Basically, when she was in London in February we arranged to get together. We started talking generally, about doing something together. We've been looking at that [athletic] sector for a while. It's something we need to be in. Based on what she does, how she works out, the conversation got into that category. We started getting into proper conversation in May or June, as to how it would work. It took six or eight weeks to put a deal together. On Friday, 'Beyoncé came to our office for the last piece of the jigsaw puzzle.' Beyoncé and her husband Jay Z have been widely photographed in Paris and London over the past week or so.

"I have always loved Topshop for their fashion credentials and forward thinking," Beyoncé said.

An athletic brand with Topshop seems like destiny, given the retailer's edgy, out-there DNA, and Beyoncé's penchant for va-va-voom attention grabbers, on or off the red carpet. Topshop gives the leggy singer another theater to show off her assets and broadcast her fierce message of sexuality and empowering females that she brings to the stage and screen.

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The Arrivals' jacket.



A BaubleBar necklace.



MM. LaFleur's bento box of clothing and accessories.



Warby Parker's sunglasses.

New Category Killers



Glossier's spray mist, skin tint, skin salve and priming moisturizer.

The notion of going direct to consumer online is hardly new — Bonobos and Warby Parker were among the earliest to pioneer the concept — but the two have spawned a major movement in the retail space. Vertical e-commerce companies make up some of the buzziest start-ups in the market today. For more, see pages 12 to 17.



Ayr's jeans.



Thursday Boot Company's boots.



A Negative Underwear bra and briefs.

PHOTOS BY GEORGE CHINSE

ITALY'S HIGHEST COURT RULES

The End of the Trial: Dolce, Gabbana Cleared

By LUISA ZARGANI

ROME — Innocent and acquitted. The Dolce and Gabbana tax trial is over.

After seven years of legal troubles that included an acquittal from charges of fraud from a judge at the preliminary hearing level in 2011, a reversal at a higher court, new charges of tax evasion and two trials at lower courts, Domenico Dolce and Stefano Gabbana were cleared on Friday of charges of tax evasion.

The sentence made headlines that day and over the weekend in newspapers, on the Web and on Italian national television. "D&G. It's victory in Cassazione [Italy's highest court]," titled Il Sole 24 Ore on Saturday. A day earlier, Gabbana, who has rarely commented on the tax issue, tweeted, "We were sure of it!!! We are honest people!!! We Italy" #proudtobeitalian.

A legal source outside the courtroom Friday said the sentence "sets a precedent and will make history."

Italy's highest court on Friday declared Gabbana and Dolce not guilty of tax evasion, overturning two previous sentences in lower courts. After three hours behind closed doors, the five-member jury headed by president Alfredo Teresi also cleared the other defendants, including general director Cristiana Ruella, finance director Giuseppe Minoni and accountant Luciano Patelli, as there were no grounds for a case.

"I am very satisfied," said a visibly pleased Massimo D'Inoia, the designers' lawyer, after the verdict. "We have been saying that they were innocent

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WWDACCESSORIES



LESS IS MORE

For many consumers, a designer-priced bag is simply not a fiscal reality. Fortunately, there are plenty of well-designed, reasonably priced bags at retail this spring.

— ROXANNE ROBINSON



Clockwise from left: Facine's calfskin-leather clutch, \$295; Luccese's palmellato calf-leather clutch, \$695; Ela's leather clutch, \$548, and Etienne Aigner's lizard-embossed vachetta-leather bag, \$445.