



► **BEAUTY:**
Blugirl
launches
first
fragrance,
page 4.



◀ **NEWS:**
Feting the
CFDA awards
nominees and
honorees,
including
Michael Kors,
page 13.



◀ **EYE:**
The
Lalanne
exhibit
in Paris,
page 13.



FASHION:
Derek
Lam's fall
collection
for Tod's,
page 10. ◀

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WWD FRIDAY

Beauty

Shadow Play

Estée Lauder's Pure Color collection is getting a makeover this summer, courtesy of Tom Pecheux, creative makeup director for the brand. The Pure Color Eyeshadow range will feature 48 shades, Pure Color Gloss will offer another 34 shades and there will be a limited edition color collection called Blue Dahlia. Collectively, the products could do as much as \$85 million at retail globally in their first year on counter. For more, see page 5.



Fakes Online: Polo, North Face Sue China-Based Web Sites

By **Matthew Lynch**

POLO AND THE NORTH FACE ARE on the warpath against counterfeiters.

In what legal observers say is the largest case of its kind, Polo Ralph Lauren Corp. and VF Corp.'s The North Face brand have used a federal lawsuit to strike at a large network of more than

130 Chinese Web sites selling counterfeit goods to U.S. customers through up to 6,500 domain names.

According to court documents unsealed this week, the two apparel firms' own investigations recently uncovered a ring of related Web sites that, since January 2008, have moved as much as \$780,000 a

month in fake Polo and North Face goods at domains such as polo4sale.com and outletnorthface.com.

While Polo and The North Face are the only two plaintiffs in the case, the accused counterfeiters also offered goods from a varied list of brands

See **Polo**, Page 9

Mizani's True Textures items.



Textured Hair Gets Range and 'Curl Key'

L'OREAL PROFESSIONALS MULTICURL-tural brand, Mizani, is out to target curly hair in 2010.

"We've seen a growing trend of women wearing their hair natural, no relaxers, no services," said Maria Cerminara, vice president of marketing. "But this market needs specific products to care for their hair. People with different curl patterns need different curl products."

Available in salons now is True Textures, a five-item line developed to enhance natural curls. However, formulas don't merely just do that, said Cerminara. Technology, she said, allows for products to address different curl types in order to meet specific hair needs, such as moisture, frizz control and curl definition — eight curl types, to be exact, according to L'Oréal research.

In turn, True Textures includes Curl Balance Color Safe Sulfate-Free Shampoo, Curl Replenish Intense Moisturizing Masque, Cleansing Cream Conditioning Curl Wash, Curl Defining Cream Gel and Moisture Stretch Curl Extending Cream. Items contain ceramides to help prevent breakage, jojoba oil and vitamin E to moisturize and apricot oil and fruit sugars to seal hair cuticles. True Textures has a top note of sweet orange, middle notes of jasmine, rose, tuberose and cocoa blossom and bottom notes of sandalwood, vanilla and musk. Prices start at \$14 for the Curl Wash and go to \$20 for the Curl Extending Cream.

To help stylists worldwide better understand textured hair, Mizani developed a Natural Curl Key, an educational foldout on how to identify different curl types by curve diameter, curl index, number of twists and number of waves. The key then lets stylists know which Mizani brand — True Textures, Thermasmoother, Renew Strength and Moisturfusion, among others — would be right for a certain hair type.

— Andrea Nagel

SNIPPETS

CLINIQUE MEDICAL ENDS: Botox maker Allergan Inc. and Estée Lauder Cos. Inc.-owned Clinique will discontinue Clinique Medical, a skin care line designed for physicians' offices, as of August this year. Allergan spokeswoman Heather Katt indicated the tough economic environment blunted Clinique Medical's chance of success. "While we recognize that the decline in the medical aesthetic market may be a transient trend, this decision was made to help Allergan and Clinique focus on products that are most meaningful to their customers at this time," she said. Allergan and Clinique announced a strategic collaboration to market Clinique Medical in January 2008, and Clinique Medical products launched in the fall of that year.

UNILEVER APPOINTMENT: Keith Weed has been named chief marketing and communications officer at Unilever. Currently executive vice president of home care, oral care and water, he will take on the role on April 1 and report to Paul Polman, the company's chief executive officer. Weed will also be a member of the Unilever executive board.

L'OREAL SALE: L'Oréal has sold its Sanoflore factory in Gigors-et-Lozeron, France, to Groupe Fareva for an undisclosed sum. The plant, however, continues to produce Sanoflore's organic beauty products as well as organic items for other brands.

WAL-MART WRITER: Carissa Passerella, a veteran makeup artist and editor of HoopedonBeauty.com, has become a beauty expert for Wal-Mart Stores Inc. and began blogging last month about beauty for the retail giant at community.walmart.com. Passerella said her blogging is part of an effort to raise awareness about Wal-Mart's beauty category.

CLEAN ALL AROUND: L'Oréal Paris is launching the "Go Beyond Clean College Campus Tour" this spring to support its new Go 360° Clean facial cleansing collection. The tour will visit 10 campuses from March 17 to April 27 and will invite students to use mobile face washing stations featuring the brand.

DECLÉOR-CARITA CHANGE: Yoshiaki Sato has become president and chief executive officer of Decléor and Carita International, both Shiseido Co. Ltd.-owned businesses. He replaced Toshio Negami in the post on Feb. 1. Sato, a 20-year-plus Shiseido veteran, has held numerous jobs at the company, which have spanned its hair, skin care and spa activities.

REVLON MOVES: Revlon appointed Elise Garofalo to the role of senior vice president, treasurer and investor relations. Garofalo previously served as chief financial officer at Trinum Group.

MEN'S OFFERINGS: Two consumer products titans have upped their presence in the men's market with new hair and body care lines for men. Procter & Gamble Co.'s Head & Shoulders brand launched this month a hair care duo called Hair Endurance for Men, while Unilever's Dove brand has introduced its first product line created specifically for men, called Dove Men + Care. Head & Shoulders Hair Endurance for Men comprises an antidandruff shampoo and a 2-in-1 antidandruff shampoo and conditioner (each \$4.97 for 14.2 oz.) that claim to restore fullness to thinning hair. Dove Men + Care includes body and face wash in three versions: Deep Clean, Extra Fresh and Clean Comfort (each \$4.99 for 13.5 oz.), as well as Deep Clean and Extra Fresh body and face bars (4.25 oz. each).

DIPTYQUE PROMOTION: Diptyque has promoted Sophie Lambert to the post of chief operating officer. Lambert, who joined the Parisian fragrance marketer in November 2006 as deputy

manager, will be based in Paris and her new duties will include overseeing all of the firm's international operations, including teams in London, New York and Tokyo. Lambert began her beauty career at L'Oréal.

LANCÔME, TEMPERLEY TEAM: Lancôme has teamed with Temperley London to create a cosmetics bag, which will be part of a gift-with-purchase promotion in the U.K. and Ireland this summer. Available starting in June, the bag features an animal print inspired by Temperley's cruise collection, as well as a leatherlike trim and studs. A rose, Lancôme's leitmotif, is also part of the design. The bag will be free with the purchase of two Lancôme products — one of which must be from its skin care line — and will come with 125-ml. bottles of Galateis Douceur and Tonique Douceur.

ST. TROPEZ LAUNCH: St. Tropez hopes to make a splash Stateside. The British tanning brand will expand its presence in the U.S., when it bows in Sephora doors in April. St. Tropez products will also be sold on the LVMH Moët Hennessy Louis Vuitton-owned retailer's Web site.

THERE'S AN APP FOR THAT: SpaFinder has created an application for the iPhone and iPod Touch that helps users find nearby spas, deals and reviews. Users can also view treatment details and book appointments in real time using the SpaBooker Network. More than 5,000 spas can be viewed within the application, which is free.

BEAUTY IN BLOOM: L'Occitane will sponsor a garden at the RHS Chelsea Flower Show in London in May. The French beauty brand has tapped garden designer James Towillis to dream up a space filled with flowers and plants found in Provence and the Mediterranean, including lavender, verbena and juniper.

LAVERA IN MASS: The nearly 30-year-old German natural personal care brand Lavera is rolling out to 1,200 Target stores starting this month. Target shoppers will be able to choose from a selection of around 30 Lavera products, including shampoo and conditioner in Mango Milk and Rose Milk, mascara, self-tanner and two sunscreens, ranging from roughly \$13 to \$30. In the stores, Lavera will be promoted using the tag line "Europe's Greenest Beauty Brand."

JUVENA CD: Shoppers looking for a Mother's Day gift in Austria, Germany, Switzerland, Italy and Spain need go no further than the Juvena counter. The Swiss skin care line, relaunched last spring, is offering a specially boxed music mix as a gift with purchase leading up to the May 9 holiday. The CD includes something for every mum to hum to, including Diana Ross' "Ain't No Mountain High Enough," Maria McKee singing "Show Me Heaven," and the poppy Sugababes with "Too Lost In You." Prices for products from the Beiersdorf-owned Juvena line start at 59 euros, or \$80.57 at current exchange, for the Prevent & Optimize Day Cream, to 189 euros, or \$258.10, for the brand's signature Master Cream. The range's latest item, Specialists Delining Serum, launched in January with a suggested price of 89 euros, or \$121.55.

THE BIG EAST: Avon Products Inc. plans to open a regional research and development center in Shanghai late this year. The six-floor, 40,000-square-foot facility — located in Jinqiao Hi-Tech Park — will be Avon's largest R&D center outside the U.S. The center will primarily support China, but also other markets in the Asia-Pacific region, and will report directly to the company's global R&D center in Suffern, N.Y. Avon's current R&D facility in Guangzhou will continue to work on nutritional supplements and will shift its cosmetics research to the upcoming Shanghai center.

JPMS Launches No-Product TV Ads

JOHN PAUL MITCHELL SYSTEMS IS KEEPING IT REAL.

The professional hair care brand has launched a TV advertising campaign for 2010, called "What Inspires You," to promote the brand via inspirational clips of athletes and community do-gooders.

"Instead of typical product ads, we wanted to know how can we communicate the culture of the company that doesn't ask people for money or tell them how they should be good. Instead, the ads show extraordinary people doing extraordinary things," said JPMS' senior vice president of creative, Nanette Bercu.

The ads follow the Beverly Hills-based professional product maker's no-product ad theme, which began in 2007 with a print campaign shot by Annie Leibovitz sans shampoo bottles and styling aids.

The new campaign, which was directed by Steven Lippman, will run throughout this year. The first TV ad, which began airing in January, features B-Boy Junior, for example, a break-dancer who was born with polio. It has been airing on Fox, CW and MTV.

A second ad finished filming this month and will begin airing in June. It features eight people who have been "hands-on" with the charities JPMS supports, such as the American Cancer Society. It is still being decided which networks will air the second ad.

Both look to resonate with consumers because "there are so many product ads and they all do a great job, but...most are looking for what is behind a brand," said Bercu. Last year JPMS "had positive growth," said Bercu, outperforming the profes-

“There are so many product ads, but... most [consumers] are looking for what is behind a brand.”

— Nanette Bercu,
John Paul Mitchell Systems

Jennifer Ross, who works in a local orphanage for underprivileged children, with baby Ryder Lizarraga.



sional industry, which suffered sales declines of about 9 percent in 2009, according to the Professional Beauty Association. Bercu attributed the firm's resonance to its value-oriented positioning. JPMS offers professional-type products for between \$10 and \$12, "keeping us in the game."

The 30-year-old brand generates \$900 million in profit annually, the company said.

— A.N.