

Fashion Scoops

Go For Green

After sneakers and Nickelodeon's Teenage Mutant Ninja Turtles, the Prospect 100 Global Design Competition wants its worldwide pool of talents to think about the next big challenge: making their wardrobe sustainable.

With luxury group Kering as their partner for this edition, cofounders Alexandre Dailliance, Harry Beard and Adam Flanagan hope this edition's impact will match the wide community they have built so far among young creatives. "I really admire and respect Kering for not only being willing to listen to young people [but] also offer a seat at the table. It feels like the winners of [this edition] could be driving a real global impact," said Beard.

"As a leader in the field, one of Kering's priorities is to onboard the future generations in this fight. We are delighted to partner with Prospect 100 to bring the fashion sustainability topic to the young people's table, educate them on the topic and encourage them to help drive change into our industry," said the group's chief sustainability and institutional affairs officer Marie-Claire Daveu in the edition's launch statement.

The jury, led by Daveu, is composed of Margherita Missoni; Amber Valletta; influencer and activist Rawdah Mohamed; Parley for the Oceans founder and chief executive officer Cyrill Gutsch; sustainable production expert Dio Kurozawa, and Gesine Holschuh, who founded sustainable knitwear company Wehve.

As with previous editions, the contest is open to anyone 25 and under, free of charge. All participants will receive access to a PR-focused masterclass led by London-based social change publication Thred. Registrations are open until Sept. 6.

Grouped in teams of four, contestants will then receive a brief to redesign a garment to make it more sustainable across its life cycle. Projects will be judged based on originality, feasibility and efficacy.

On Sept. 24, finalists will have a last opportunity to convince the jury during a livestream session. The overall winning team will take



Kering is the partner of the sixth edition of the Prospect 100 Global Design Competition.

home a \$4,000 cash prize, an invitation to a Kering workshop on sustainability as well as free access to the "Shaping Fashion's Future" program co-created by the luxury group and the Institut Français de la Mode. "We are always looking for exciting new ideas to show our customers, whether it be new brands they've not seen before or something from one of their favorite brands they know and love. In this case, we had the opportunity to show a full wardrobe offering from one of our customer's favorite footwear brands and to really bring the brand story to life in the process."

Golden Era

With in-person shopping back in swing, so are pop-ups, and Nordstrom just debuted a new one: A Golden Goose outpost in the middle of its Manhattan flagship, to celebrate the sneaker and fashion brand's 20th anniversary. As part of its revolving Center Stage platform, Nordstrom is hosting the Italian luxury label from Monday through Sept. 19 in a pop-up shop that features Golden Goose's newly launched Golden Collection as well as its Archive Collection. The Golden Collection includes ready-to-wear and accessories for men and women, including jackets, dresses, sweaters, denim, T-shirts, hats and more.

"In an era of newness, the real challenge we faced with this collection was to create a timeless wardrobe, made up of iconic garments with value lying not only in the past and in the present, but also in the future," said Silvio Campara, chief executive officer of Golden Goose.

The Archive Collection consists of four reissues of the brand's popular sneaker styles: Super-Star, Francy, Mid Star and Slide.

"We selected some of our most cherished styles from our archive and brought them back to life, creating an exclusive capsule collection that celebrates our exceptional sneakers heritage," Campara said. Nordstrom

decided to host the brand since, according to Sam Lobban, the retailer's senior vice president for designer and new concepts, Golden Goose is popular with Nordstrom customers and they have been great partners.

"As soon as we saw their new ready-to-wear collection we knew we wanted to do something special to commemorate the launch – and their 20th anniversary," Lobban said. "We are always looking for exciting new ideas to show our customers, whether it be new brands they've not seen before or something from one of their favorite brands they know and love. In this case, we had the opportunity to show a full wardrobe offering from one of our customer's favorite footwear brands and to really bring the brand story to life in the process."

Beyond the new collections, the Sneakers Maker co-creation experience offered at the pop-up will allow customers the opportunity to personalize their Golden Goose purchases with exclusive treatments and details. Golden Goose artisans will be on hand in-store to help customers create the exact look they want through a selection of charms, studs, crystals and handwritten messages.

Pieces of the pop-up and the Golden Collection will be available in seven Nordstrom locations other than the flagship, including Chicago, Vancouver and Scottsdale, Ariz.

"We've been building on this relationship for years and we are proud of what we achieved and created together, and we are looking forward to many exciting projects in the future," Campara said. —TARA LARSON



Golden Goose x Nordstrom pop-up.



The new DKNY logo that is being auctioned as an NFT.

Jumping In

DKNY is joining the NFT craze.

DKNY will auction its first non-fungible token featuring a new logo to benefit the American Nurses Foundation.

The auction will open Sept. 1 at dknynft.live and the new DKNY logo will appear on DKNY brand creative, ready-to-wear and accessories, beginning Sept. 8. Created in partnership with

Paris-based Obvious, the logo is inspired by the brand's mural that appeared for more than a decade on Houston Street in New York and was intended to capture "The City That Never Sleeps."

The auction will be hosted exclusively on the NFT marketplace Rad and allow prospective bidders and viewers the opportunity to preview the logo NFT before bidding closes. One hundred percent of

the auction's net proceeds will be donated to The American Nurses Foundation Coronavirus Response Fund for Nurses. This program was established in the spring of 2020 and has provided millions of dollars in direct financial relief to front-line nurses and continues to operate in 2021 as it focuses on providing crucial mental health and well-being resources to nurses in need. —LISA LOCKWOOD

Memo Pad

Lines of Communication

When it comes to the ins and outs of New York Fashion Week, clarity is always in demand.

An addition to the battalion of analysis is the Fashion Group International's Communique, a nightly fashion report that will be sent out throughout NYFW.

NYFW will be awash with vaccinated critics, TikTokers, influencers, editors and other fashion authorities, from the time it gets underway Sept. 8 until

the finale on Sept. 12. FGI aims to stake its territory amidst the daily trend reporting with this new digital offering that has paid sponsors.

With the average person encountering an estimated 6,000 to 10,000 ads a day (nearly double the average in 2007), NYFW is another dose of visual stimulation. Designed to keep showgoers and work-from-homeers up to speed about each day's shows and presentations, the dispatch will be crafted by Mint Moda founder and creative director Sharon Graubard and fashion and art forecaster and FGI board member Nicole Fischells. Their analysis will

highlight influences, directional styles, colors and more during the New York collections.

FGI plans to post the report on its site and send it digitally at 11 p.m. each of the five NYFW nights. New talent, always of prime interest, will also be spotlighted. Hillidun Corp.'s chief executive officer Gary Wassner, an advocate for on-the-move designers, will highlight one designer each day. Hillidun is one of the sponsors of FGI Communique. Elyse Walker and Fekkal are the others.

Frédéric Fekkal will also pen a few features, as well as share a tip of the day. The report is the latest example of the bevy of

sponsored and paid content that is being developed to appeal to the fashion crowd.

Fashion forecasting isn't new for FGI. The organization has "a mission of reporting on important industry information and providing education" to its members and global community to support their careers, according to president and CEO Maryanne Grisz. "This type of review and resource is part of our legacy. FGI started in 1936 with curated fashion shows, written style reports and most recently the FGI trend presentation, creatively directed by FGI Legacy member Marylou Luther," she said. —ROSEMARY FEITELBERG



Frédéric Fekkal