

Fashion Scoops

Backstage at the Dior pre-fall 2024 ready-to-wear show.



after the Avenue Montaigne flagship in Paris and another in South Korea. It is a direct expression of the French designer's vision, evoking a feel of his native Provence with a muted palette of natural textures like a claystone facade, travertine and wood, the company said.

Jacquemus punctuated the Dubai boutique with French artwork and decor, including the Croisillon dining chair, a revival from designer Jean Royère, and Anduze pottery handcrafted by family-run workshop Le Chêne Vert.

Ellen van Loon and Giulio Margheri of AMO designed the retail space to create a warm monochromatic background for the brand's latest ready-to-wear, bags, shoes and accessories collections for men and women. The boutique's curvilinear forms, broad arches and asymmetric lines reflect the brand's signature playful style.

The boutique opened in partnership with Chalhoub Group. Jacquemus also launched e-commerce in the region last December with a dedicated platform for the UAE.

— RITU UPADHYAY

Bold Beauty

Call it lip service.

At Dior's pre-fall 2024 show in Brooklyn on Monday, Parfums Christian Dior's creative and image director Peter Philips kept the focus on bold brows and lips he described as "bitten," paired with minimal face makeup and little-to-no eye shadow.

"She was inspired by this femininity and masculinity mixed — very nude makeup, a stronger brow and a lip you could say is 'bitten,'" Philips said backstage before the show. "The idea for the woman was maybe from a nightclub of a different era. Little sleep, strong leftover makeup, but not too perfect and not too glamorous."

Guido Palau contrasted that slept-in nostalgia with Old Hollywood waves, among other hyper-structural hairstyles.

Philips prepped skin with Dior Capture Totale Le Sérüm before layering on two different shades for lips — Rouge Dior Forever in 670 Roses Blues and 111 Forever Night — and a simple veil of foundation.

It's the second season in a row Philips opted for a bolder lip, noting that "last show, we did a really dark lip, almost a witchy lip. We had never done lips for seven or eight years. There wasn't a mood board [for this show], but this is more of an aubergine, and was more about masculinity-meets-femininity."

Philips largely eschewed eye shadow, but he did push nude tones toward the lash line to accentuate the eyelashes. "Depending on the girl, it makes your lashes look fuller without

using mascara. It's not even eyeliner, it's just something in between," he said.

Although the clothes' inspiration came in part from the city of New York, Philips said he didn't have a singular vision for the quintessential New York makeup look. "You can't frame the New York girl into one look," he said. "I lived in New York for 11 years. The city is constantly moving, but it's always a strong girl who's unafraid to show her power through her hair and outfit." — JAMES MANSO

Dubai Opening

Dubai is getting a highly coveted addition to its growing list of the world's most sought-after luxury boutiques this week.

"I am thrilled to announce the opening of our first boutique in the Middle East, in the Dubai Mall," said designer Simon Porte Jacquemus in a statement to WWD. "I am very happy to start this new chapter for the brand and continuing its retail expansion worldwide. This opening is another step into a bigger partnership in the region. We are all looking forward to see what will be next."

The more than 3,000-square-foot boutique is the brand's third permanent store opening



Jacquemus store in Dubai.

ON THIS DAY

Marc Jacobs was known to break the rules during his years at Perry Ellis. Case in point: a clash of animal prints, polka dots, fringe and top hats somehow all made a convincing combo on the catwalk, as seen in WWD on April 17, 1992.

— Jasper Brown



dress. To showcase the collection, plant enthusiast Christopher Griffin, aka Plant Kween, and plant doctor and stylist Maryah Greene were featured in the campaign in the blooming Brooklyn Botanic Garden.

"Florals are integral to the Ted Baker design DNA and we couldn't think of a better way to celebrate the recent launch of our newest store in DUMBO than to partner with Brooklyn Botanic Garden, a venerable Brooklyn cultural institution, that shares with the British a love of gardening and nature," said Fiona Zeman, head of press and marketing for North America. "We were inspired by Maud Purdy's incredibly scientific illustrations of beautiful crabapple blossoms, the fruit themselves being a symbol of joy and endless possibilities across both British and American culture."

Ted Baker has opened a 2,442-square-foot store on Front and Washington Streets in the DUMBO section of Brooklyn. In keeping with the floral theme, the store features a botanic-inspired mural, "I Beg Your Garden!" by DUMBO-based British artist and illustrator Patrick Vale.

The capsule is now available on the Ted Baker e-commerce site as well as in all its U.S. and Canadian stores. Price points range from \$125 to \$295.

Authentic Brands Group purchased the Ted Baker brand in August 2022. The company's U.K. and European businesses are in the process of being shuttered after being placed into administration following a break with a



A look from the Ted Baker capsule with Brooklyn Botanic Gardens.

local operating partner, but the U.S. arm of the business remains unaffected. Authentic is seeking another partner for the businesses in Europe.

— JEAN E. PALMIERI

Crafting Careers

Emilia Wickstead is going into education — sort of.

The London-based designer spoke to a group of students at the Yale Law Society in Connecticut last Friday, about building her brand, designing for women and craftsmanship.

Wickstead delved deep into the foundations that helped establish her label, speaking about starting with a bespoke made-to-measure model that focused on uplifting women through design.

"I worked in my first store for the first five years working and serving every woman that came in the store, so that was a pure education for me," Wickstead told the students.

The designer opened her first shop in London's Belgravia in 2009, a year after starting the brand.

Wickstead's label is known

for its colorful designs across ready-to-wear, accessories and homeware.

During the talk with Yale students, the designer said that craft is a key part of her creations and she mastered it with the guidance of her mother.

"Yes, I learned a lot at university, but she really taught me. The beauty of a garment on the outside, and that it should be just as beautiful and well made on the inside," she said.

Wickstead graduated from Central Saint Martins in 2007.

Born and raised in New Zealand until the age of 14, Wickstead said she is living her "childhood dream" of designing menswear uniforms for pilots and crew members of Air New Zealand.

She also touched on entrepreneurship, explaining that if fashion designers want their clothes to sell, it's key to maintain a business mind alongside their creativity.

"My advice would be to keep your head down, focus on what you're doing and do it extremely well, and everything will come to you. Everything will eventually come," she added.

— MARIA PAKAPLEANTHOUS