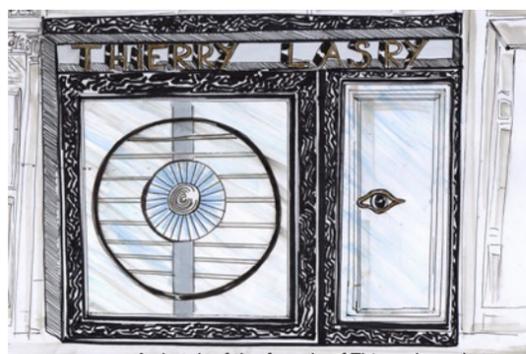




Giorgio Armani presents his autobiography in Moscow.



A sketch of the facade of Thierry Lasry's store.

Fashion Scoops

Ode to Russia

Giorgio Armani just wrapped a trip to Moscow April 12 to 14, which celebrated his group's presence in Russia. The designer was last in the country in 2009. He took the opportunity to present his autobiography "Giorgio Armani," last Wednesday at his signature brand's boutique on Tretyakovskiy Proyezd. The unit, opened in March last year, covers a total 5,400 square feet over three floors. Armani signed copies of his book, published by Rizzoli New York and released in September. An exclusive private dinner followed the book signing. The following day, the designer presented his men's and women's fall 2016 collection at event space Tesla 4000, in front of 480 guests including celebrities, socialites, dignitaries and the press, with an after party.

"I was glad to be back in Moscow after so many years," the designer said. "Russia is a key market, with many special customers who have always embraced my vision of style and lifestyle with great enthusiasm. This is why I wanted to create a special event to present my latest collections, and my book, which sums up my aesthetic through images."

The first Giorgio Armani boutique in Russia opened in 2001. Today, there are 86 stores in the country including: seven Giorgio Armani stores; nine Emporio Armani

units; 18 Armani Collezioni, 30 AJ Armani Jeans, and 20 Armani Junior.

— LUISA ZARGANI

Diamond Guy

Forevermark India has partnered with Bibhu Mohapatra to debut an Artemis collection exclusive to India. The trip is a homecoming for the New York-based designer, who grew up in Rourkela. He has secretly been working on the collaboration for the new Artemis collection for the past two years.

Indirectly, Mohapatra has First Lady Michelle Obama to thank for his new deal with Forevermark. Executives at the company first contacted him after she wore one of his sleeveless printed dresses on "The Tonight Show with Jay Leno" in August 2012. In February 2015, Forevermark became more interested after FLOTUS stepped off Air Force One with President Obama in New Delhi wearing a printed dress with an oversize floral design and matching coat from the designer.

Jewelry is new territory for the designer, and he and the Artemis collection team have spent more than a year translating his sketches to jewelry — to try to merge his designs with precise engineering. For example, the Artemis bracelet has a unique gold scratch finish, with diamonds in an

invisible setting. The core motifs are crafted stars that are meant to shine brilliantly, without losing definition.

The Artemis collection will be exclusively available at C Krishniah Chetty in Bangalore starting Monday. It will also be sold at Mahesh Notandass, TBZ The Original in Mumbai, and Hazooril Legacy and Hazooril by Sanjay Narang, both in Delhi. The jewelry is considerably more luxe than Mohapatra's last category extension, which was customized legwear with Hanes.

— ROSEMARY FEITELBERG

Good Eye

Forget your father's optician. Thierry Lasry — whose celebrity following includes Gigi Hadid, Rihanna and Jennifer Lawrence — is to open his first store. It will be located on the Rue du Four in the Saint-Germain des Près district of Paris. The eyewear designer has tapped interior decoration maven Vincent Darré for the 540-square-foot space, a stone's throw from the Café de Flore.

"It has always been in our retail strategy to open a flagship, to create an experience and further develop our brand's universe," Lasry said. "Our approach is artistic, off the wall," he added, noting he hopes to duplicate the concept in other international capitals starting with New York and London.

Darré worked in collaboration with architect Emmanuel Bénét from Paris-based agency Achille on the shop, inspired by kinetic art. It marks a departure from the Montana hotel, Darré's most recent project, which was inspired by surrealism.

"I did a style exercise," Darré explained. "I

played with perspectives, geometric shapes and trompe-l'œil." Materials include wood, brass and mirrors, with lots of gold hues. The window is modular and features a blue eye, a nod to the color of Lasry's brothers' peepers.

The label counts around 1,000 wholesale doors worldwide including 150 in France. Retailers include Le Bon Marché, Colette, Barneys, Bergdorf Goodman, Dover Street Market and Lane Crawford. The Paris store is to stock the full collection of Thierry Lasry sunglasses, plus Harry Lary's frames, his other optical label, and his eyewear collaborations including with Fendi and tattoo artist Brian Woo, aka Dr. Woo.

The store is set to open in May before being officially inaugurated with a cocktail event during Paris Couture Week in July.

— LAURE GUILBAULT

Roman Affair

Bulgari celebrated the reopening of its redesigned London flagship on New Bond street, with a red-carpet affair inspired by Italian glamour, on Thursday evening.

The Italian jeweler enlisted Peter Marino on the design concept, who took a cue from the house's Via Condotti flagship in Rome and incorporated marble-inspired designs in the store.

According to Marino the original inspiration came from one of Bulgari's most famous clients, Elizabeth Taylor. "She serves as the perfect ideal — a glamorous, feminine muse and inspiration for Bulgari's new look," he told WWD.

A number of famous faces were also present last night to fete the redesigned

store, including brand ambassadors Luke Evans and Carla Bruni.

Bruni and Evans joined Nicola Bulgari, the grandson of founder Sotirios Bulgari and the label's chief executive officer Jean-Christophe Babin for a brief ribbon-cutting ceremony, before inviting guests to join the celebrations inside the store.

Bruni mused about her favorite Bulgari jewels: "I like stacking B.zero1 rings. They really dress up my hands well when I play guitar and sing on stage. I have them in all kind of materials. My favorites are the black and the white ceramic as well as the new 3-gold version," she said.

According to Bulgari's U.K. managing director Vincent Reynes, Bruni is a perfect embodiment of the brand's aesthetic. "We look for women of taste with strong personality," he told WWD. "Whether they are 18 or 65. Wearing the Serpentine necklace is not an easy thing, you have to make sure you are wearing it rather than it wearing you, so you need character," he said.

Aiming to bring the feel of Rome to London, illuminated projections of Roman icons were featured at the storefront and guests were treated to a stage performance by Italian opera soprano Carmen Giannattasio, who sang "O mio bambino carro" accompanied by a live piano performance by Angelo Villano.

A magic show by David Jarre followed Giannattasio's performance and as the evening unfolded, Jarre continued to wander around the store, stunning guests with his magic tricks.

Upstairs, the selling floor was transformed into a dance floor with guests chatting and dancing the night away to DJ Hen Yanni's music.

"We wanted to create an atmosphere similar to that in the Fifties and the Sixties when people used to have fun. This room could easily be a room in a palace in Rome," Reynes told WWD. "We also wanted to evoke Italian-ness with this event and the store. There must be an effortless attitude along with the sophistication, because we are Romans, you know?"

Other guests included Toby Huntington-Whiteley, David Furnish, Sam Rollinson and Princess Lilly Zu Sayn Wittgenstein Berleburg. — NATALIE THEODOSI

Memo Pad

On the Road

Sometimes the most obvious things are the easiest to overlook. This just may be the case for Bon Appétit, which is set to launch a new city guides vertical on its Web site Monday.

"We're at this time now as a brand where we're constantly trying to stream our assets into so many different platforms," said Bon Appétit editor in chief Adam Rapoport. "One thing I realized we hadn't done is take advantage of all our travel and restaurant authority that we've accrued over the last five years... We have a very well-traveled staff, and we're not necessarily sharing that with our readers."

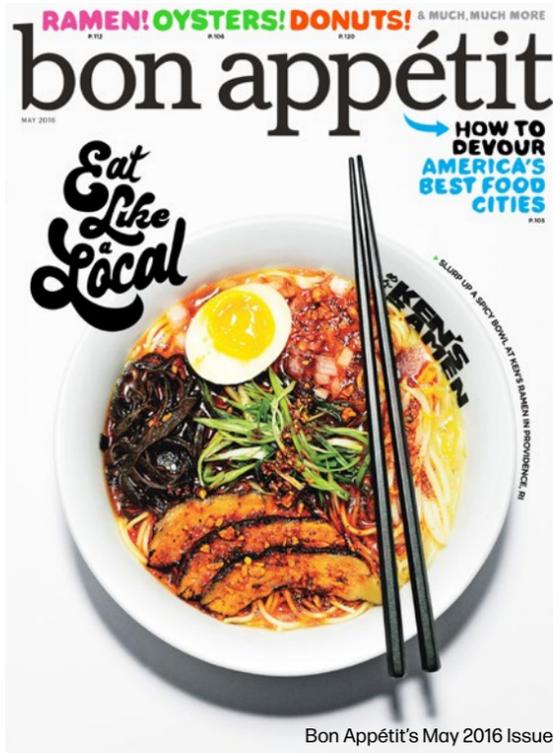
A food site providing tips about where to eat, shop, stay and drink in different cities is hardly a revolutionary concept, acknowledged Rapoport. What makes Bon Appétit's city guides somewhat different is that the list is small and all the locales have been tested by the title's network of editors and sources. The guides, which will offer all new content, will launch with 10 cities to start: Atlanta; Austin, Tex.; Charleston, S.C.; Chicago; Los Angeles; New Orleans; New York; Portland, Ore.; San Francisco and Seattle. Bon Appétit will roll out five more cities — including Philadelphia, Miami, Washington, D.C., Boston and Las Vegas — by July, and may consid-

er international cities down the line. The guides will be updated frequently and comprise "high" and "low" dining destinations. Shopping recommendations won't touch on fashion, but instead target the home, kitchen and design sphere. Above all, the guides allow Bon Appétit to build scale — and hopefully drive traffic — with more content, as the publication can fold in more "best of" stories, videos and images into the guides.

Rapoport noted that his team, which includes executive editor Christine Muhlke, deputy editor Andrew Knowlton and senior editor Julie Kramer, have provided "pro-tips" that go beyond what to order at a certain restaurant and address deeper issues like where else to have a drink in the neighborhood while you're waiting for a table to open up.

Scrolling through the new vertical with Carey Polis, the editor of bonappetit.com, Rapoport noted that each Bon Appétit city guide is optimized for mobile phones and features an integrated Google Maps experience so users can quickly find the best places near them in a single tap.

While an app may be in the works down the line, the editors offered that the guide is the first Bon Appétit product to make use of Condé Nast's in-house designed universal platform called "Co-Pilot." Sister site Epicurious is already on the platform; even-



Bon Appétit's May 2016 Issue.

tually all of Condé Nast's titles will be on the universal platform, which will allow the publisher to compete at scale from a digital advertising and Web traffic perspective.

Chase Sapphire Preferred is a launch sponsor of Bon Appétit city guide. Charleston Convention and Visitor Bureau joins Kia Sportage as sponsors.

Rapoport said the guide launch has been timed to Bon Appétit's May travel issue, which will hit newsstands on Tuesday. The 174-page issue is

Bon Appétit's biggest in terms of ad pages since 2008, the company said. It added that The Food Innovation Group, which includes Bon Appétit, Epicurious and Shoppers Network, will end the month up 15 to 20 percent in revenue. A spokeswoman declined to provide revenue or ad page figures.

The issue highlights America's "best food cities," and includes three separate covers of food — surprise! In typical Bon Appétit style, the covers show tight, colorful shots of a donut,



Ashley Graham

ramen and oysters, paired with bold, graphic cover lines.

"It's that fine line between utilitarian but really beautifully designed utilitarian," Rapoport said, drawing a parallel between the print magazine and the digital guide.

"It should be clean and simple but stylishly — so kinda like my Saint Laurent sneakers," he said, kicking up his white Court Classics. "I wanted the Saint Laurent sneakers of city guides."

— ALEXANDRA STEIGRAD

What Conference?

Fashion Culture Design, an anti-PowerPoint type gathering, aims to start direct, don't-hold-back discussions about a myriad of subjects.

Dubbed the first "unconference," Fashion Culture Design will spell out how those three genres influence each other and our world. Slated for June

9 at the Tishman Auditorium at the The New School's Parsons School of Design, the one-day event will be stacked with 10 panels. Cosmopolitan's editor in chief Joanna Coles, IMG Models' president Ivan Bart, model Ashley Graham, BMW Design's Sandy McGill and Kering's Laurent Claquin will be in the mix. Editorial-director-turned-vegetarian-restauranteur James Truman will also take the stage, as will Phhhot's Garrett Fuselier, Fivestory's Claire Distenfeld, H&M's Catarina Midby, Traub's Morty Singer and Manufacture New York's Amanda Parkes and Outerknown's John Moore among others.

Striving to be not another corporate branded seminar, FCD's topics will range from the state of wearable technology and the fashion system to how brands should navigate the current divisive political landscape. Rather than "scripted PR pitches or product pitches," Collins said he is after "impassioned, smart conversations and true debates." So much so, that the expected 500 creative-minded attendees will be strongly encouraged to jump into the conversations in order to leave with actual answers they can be put to use when they are back at work or off-hours. With 50 speakers on board and 500 attendees expected from tech, architecture, fashion, finance, communications, media, retail, entertainment, product and music, Collins said additions to the roster will be made in the weeks ahead. — ROSEMARY FEITELBERG