

# SPOTTY HOLIDAY FOR OVERSEAS RETAILERS/3

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WWDVisionaries



THE RETAILERS

Section II:  
WWDVisionaries  
The Retailers

# WWD THURSDAY

Sportswear

## A Cut Above

**NEW YORK** — Who says they're too mannish? When cut to perfection, trousers can be absolutely feminine, especially when worked in all-American denim and paired with the newest crop of designer Ts and sweatshirts. Here, for example, Habitual's zippered cotton muscle T with Saddlelites' cotton denim pants. For more, see pages 6 and 7.

## Death of A&F Quarterly: Problem Wasn't the Sex But Brand's Loss of Cool

By Greg Lindsay

**NEW YORK** — In the end, it was more about the bottom line than naked bottoms.

The decision by Abercrombie & Fitch to kill its Quarterly magalogue didn't come as a result of the threat of protesters outside its stores, but resulted from its growing failure to lure teenage customers into them. As a result, the decision was praised by analysts, who hoped the retailer now will focus on its core product problems.

As reported in WWD Tuesday, after six years and more than \$100 million invested, the teen retailer decided that its

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PHOTO BY GEORGE CHAIKIN; MODEL: CASHAUN; DIGITAL IMAGING BY MORTEN; PEREZ: KANGON; BIRD SCULL CAP: DAVID MISHKIN; UNFINISHED: NOKAL; E-AM: HOCH; JERSEY: HUGO BOSS; KELLY: KELLY; H&M: H&M; MANAGEMENT: MAKEUP BY RAJESH; A&F: THE WALL GROUP; STYLING BY KIM FERRARY

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## Reilly to Exit World Duty Free

**LONDON** — Alyson Reilly will leave World Duty Free at yearend, the firm announced Wednesday.

She has been at the company, BAA's retail division, for almost seven years — most recently as its director of product strategy and development.

Reilly plans to pursue other opportunities and interests, World Duty Free said in a statement.

Andrew Bailey will assume Reilly's product strategy and development responsibilities under his post as trading director starting Jan. 1.

Reilly and her team have been credited with driving sales of perfumery and cosmetics to the point that they make up today nearly 50 percent of World Duty Free's turnover of \$645.1 million at current exchange rates, or 370 million pounds, the company said.

"I wish her every success in the future," said Mark Riches, managing director at World Duty Free, in the statement. "We at BAA look forward to continuing our relationship as she supports us in a consultancy capacity in the future."

## Spa Treatment at Hotels

**NEW YORK** — Washing up at some hotels will now feel like a day at the spa, thanks to high-end amenity company Gilchrist & Soames and its luxury spa division, Essentiel Elements.

Gilchrist & Soames bought Essentiel Elements, the 14-year-old San Francisco-established company, into the resort

market in August, which it claims has secured them a position at the forefront of the upscale lodging market with aromatherapy-based and treatment-oriented products. Founded in England in the 18th century and currently based in Indianapolis, Ind., Gilchrist & Soames says it dominates the amenity industry for high-end hotels and resorts. As a result of the takeover, it added Essentiel Element's spa market to its traditional English formulations amenity lines. For Essentiel Elements, the takeover streamlined its spa distribution of hair, body and skin care lines, concentrating them solely in the high-end spa and hotel markets.

In addition to Essentiel Elements by Gilchrist & Soames product lines that will be sold at select high-end spas, hotels and resorts in the U.S. and the U.K., including the Four Seasons, the Spa at Pebble Beach and the Carlyle, Gilchrist & Soames will continue to retail the original Essentiel Elements product lines in about 600 doors across the U.S. "As a result of this takeover, four- and five-star guests will be offered toiletries as pure as those that aestheticians use in top spas, unlike many other amenity products with compromised ingredients," said Tim Kersley, senior vice president of Gilchrist & Soames and Essentiel Elements.

Last month, Gilchrist & Soames rolled out The Essentiel Elements Hotel Collection called Wake Up Rosemary Treatment, which is priced at \$24. Kersley said the company plans to move into the European market and high-end cruise line spas early next year.

— Andrea Zarczynski



The Essentiel Elements line.