

WAL-MART'S 'TOUGH SITUATION' /2 WEST COAST CHALLENGE /14

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WWD WEDNESDAY

Sportswear

Down by the Sea

MILAN — The Milan shows got moving on a positive note with Giorgio Armani's collection, which combined a nautical inspiration with a summery ease and charm. He did boldly striped, sporty pieces, including languid pajama pants, great-looking little boxy jackets and fluffy striped and polkadotted looks that would delight any sailor. Here, a cardigan, top and pants with naval elements and a Deauville air. For more on the season, see pages 6 and 7.

Non-Compete Conflict: May Co., Limited Headed To Court Over Executive

NEW YORK — May Co. and Limited Brands are scheduled to duke it out in court on Monday.

The two retail heavyweights are fighting over non-compete contract provisions, which companies feel protect their trade secrets and people assets, but executives believe are notorious for stifling career moves.

The case will be tried in St. Louis County Court, in a suburb of St. Louis called Clayton, according to a May Co. spokeswoman. May is based in St. Louis.

The case will determine the future of former Foley's chairman Mark Weikel

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Maven Sets Expansion Plans

NEW YORK — Indie brand Maven Cosmetics is getting ready for a growth spurt.

The three-year-old brand, which has distribution in 15 doors including Marshall Field's, specialty boutiques and spas, will expand to about 26 doors in 2004 and 50 doors in 2005.

The co-founders of the Chicago-based company, Noreen Abbes and Sandi Hwang Adam, started out all business.

Abbes graduated from ESSEC in Paris with an MBA in luxury brand management and was an independent marketing and branding consultant. Adam was hired at McKinsey Inc., a prestigious management and consulting firm, after earning her MBA in business administration from Duke.

But both still clung to a childhood intrigue with makeup.

Seeking to build first-hand retail and cosmetics industry experience before launching Maven Cosmetics, both women quit their day jobs. Abbes began working for Nordstrom and Adam for Sephora.

The company describes its collection, which has 110 stock-keeping units, as "a luxurious line of multicultural, multifaceted and multi-stunning products that focus on color and

formulation" and are designed to complement every woman's complexion. Items include: liquid foundation, creamy concealer, loose powder, eye shadow, lipstick, lip gloss, lipliner, powder blush, and nail polish.

"Maven products don't sit in a clump on your skin," said Abbes. "They're very movable and are aimed at the smart cosmopolitan woman who knows what she wants from a product."

Many products contain vita-

eye shadow palettes, each featuring four colors for \$45.

— **Andrea Zarczynski**

BEAUTY BEAT

min E, aloe, cornflower and algae. The broad concealer palette comprises green, lavender, taupe and brown shades to cover various skin complexions and problems such as rosacea, dark circles and blemishes. Products range in price from \$15 to \$36 each, except for custom-blended foundation, which costs \$50 for 1 oz. Premixed shades are \$28.50. Most colors come in shimmer and matte finishes to appeal to both young and mature women.

Industry sources estimate the brand will garner retail sales of about \$125,000 for 2003 and should reach about \$480,000 in 2004. Promotion for the brand includes sampling and demonstrations at bridal shows and with special appointments at point of sale.

Maven's fall color collection comprises a peachy-orange eye shadow named "Uranium," peachy blush named "Orchard" and bright red blush called "Apple Picking." Holiday offerings will include three different

