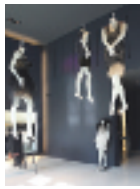




**RETAIL:** Urban Outfitters to enter bridal business, open first Leifsdottir store, page 2.



**FASHION:** Vera Wang joins the mix on Melrose Ave., page 3.

**BEAUTY:** French actress Mélanie Thierry said to be face of next YSL women's fragrance, page 9. ▶



**PARIS FASHION WEEK:** Reviews of Nina Ricci, Rick Owens, Balmain and more, plus Fashion Scoops, pages 4 to 7 and 11.



**PARIS**  
collections/fall '10

Women's Wear Daily • The Retailers' Daily Newspaper • March 5, 2010 • \$3.00

# WWWD FRIDAY

Beauty

## Future Prep

**PARIS** — Nicolas Ghesquière continued to explore the future of Balenciaga while ever mindful of the house's storied past. He delivered a provocative fall collection, full of striking colors, experimental fabrics and highly engineered shapes. Some of it was light years ahead, but there was plenty of exceptional fare, including smart, embroidered sweaters and padded, laser-cut miniskirts, shown here, suited to the immediate future. For more on the season, see pages 4 to 7 and 11.

### A Blossoming of Hope: Comps Seen as Sign The Mood Heading Up

By **Alexandra Steigrad**

WICKED WINTER WEATHER COULDN'T keep consumers from spending in February, propelling retailers to their best month of same-store sales results in more than two years and elevating hopes the upswing is here to stay.

Stores reporting numbers Thursday were aided by extremely weak year-ago comparisons but still managed to beat analysts' projections despite lingering high unemployment, weak consumer confidence and continued deterioration in sales of new cars and homes. Even with these Swords of Damocles hanging over retailers' heads, the surprisingly strong showing by stores in the first month of the first quarter of the new retail year fueled optimism the buying public is starting to get over its reluctance to shop.

See **Renewed**, Page 12

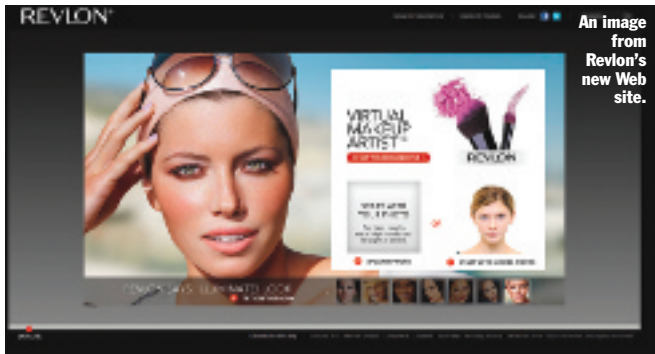


## Revlon Site Offers Virtual Makeover

By Andrea Nagel

IF BEAUTY MAVENS HAVE EVER WONDERED WHAT JESSICA ALBA'S rich, red lipstick, Jessica Biel's smoky eyes or Halle Berry's flawless skin would look like on their face, Revlon has provided them with the tool to find out.

On Wednesday, Revlon Inc. unveiled a new and improved Web site that allows users to upload their photo and "try on" a number of beauty looks created by makeup artist Gucci Westman and worn by Revlon's brand ambassadors. Through a technology provided by San Diego-based Taaz.com, users can "apply" a virtual makeup look — in a more precise way than ever before — from various Revlon ads and images and, within seconds, try on another. Products used to create the look are listed so users can click to purchase them via Revlon's online retail partner, Drugstore.com.



"We have made it a priority to provide engaging content, especially with our beautiful brand ambassadors," said Alan T. Ennis, Revlon's president and chief executive officer.

While beauty Web sites have offered the ability to virtually try on makeup and hair looks for several years, i.e. Procter & Gamble Co.'s Cover Girl Makeup Mirror and Clairol Try It On Studio, Revlon's uses technology that allows users to upload photos taken at any angle while still accurately identifying one's features. On the site, users are asked to highlight their facial features by outlining the shape of one's mouth and smile, including teeth, track the inner shape of the eye and measure the distance of the chin in relation to the rest of the face via a segmentation technology, making for precise makeup "application." Consider it virtual makeover 3.0.

"When Revlon first engaged us and we did discovery, they asked us to analyze the better tools on the marketplace," said Anthony Del Monte, ceo of Squeaky Wheel Media, the New York-based digital communications firm tapped to re-create the site. Squeaky's Eric Berg served as project manager on the relaunch.

The site, said Revlon's Kiki Rees, senior vice president marketing services, "provides a way for our consumers to try before they buy...and provides a reason for consumers to visit — and come back to our site."

While Revlon is not the first Web site to feature Taaz.com's virtual makeover technology — instyle.com and people.com both use it — it is the first mass beauty brand. In October, the Estée Lauder brand unveiled the Virtual Makeup Widget, an endeavor by Taaz.com, one that Lauder said was "the first-ever branded makeup widget of its kind."

Of the lifelike technology, Taaz.com ceo Vipan Patel said, "It enables the user to apply makeup with realism. The makeup should look on the computer screen the same as if you were to apply it at the beauty counter or at home. The tool is very robust and can be highly customized."

Squeaky's Del Monte said what is seen on Revlon's site is only phase one of the beauty firm's Web endeavor, and that users soon will be able to "try on" almost any Revlon product and combine multiple products.

Revlon.com also now features a site map that allows consumers to choose from different headings followed by categories of interest, behind-the-scenes videos from ad shoots and Revlon's backstage presence at fashion week in New York, London and Paris. Access to Revlon's philanthropic efforts, the brand ambassadors' favorite products as well as fashion-inspired make-up looks and tips by global artistic director Westman are also on the site. The site was last relaunched in 2006.

## Maybelline New York Taps Goldstein

MAYBELLINE NEW YORK HAS NAMED ALI GOLDSTEIN AS ITS NEW vice president of color cosmetics for the U.S.

Most recently, Goldstein served as assistant vice president at the L'Oréal USA division. Goldstein reported to Serena Giovi, who left the role Feb. 25.

Goldstein joined L'Oréal in 2001 and spent three-and-a-half years in hair color and three-and-a-half years in skin care at L'Oréal Paris, before joining Maybelline New York in 2008.

Giovi has been named vice president of marketing and sales at curly hair care firm Ouidad, reporting to Hillary Solomon, the firm's chief executive officer. The two worked together at Revlon Inc.'s Almay brand about 10 years ago. In 2007, San Francisco-based private equity firm JH Partners acquired Ouidad.



— A.N.

## HSN Gets Upscale Hersherberger Line

SALLY HERSHBERGER IS LAUNCHING A HAIR CARE LINE BEFITTING HER LUXURY image.

On Monday, Hershberger, who charges \$800 for a haircut, will launch Salon, a five-item styling line she said is so light, formulas won't leave a residue on hands or hair, but are powerful enough to help users create a specific end look.

"I have combined a lot of products over the years to help me get certain looks, and what makes Salon different is the technology that allows you to get the results you want in one product and still have it be very lightweight," said Hershberger from her Meatpacking District salon, where she playfully said she "tortured" her stylists over the past year in getting their feedback for formulations.

Salon gives Hershberger a "tremendous opportunity to reach a new audience," said Lynn Emmolo, chief executive officer of Sally Hershberger Professional Hair Care. Hershberger's mass hair care line, Supreme Head, is sold in Ulta, Duane Reade and Ricky's NYC; it was cut from Walgreens' 2010 planogram about two years after it made its debut.

Hershberger is passionate about Salon, which includes Texture Blast, a sheer mist formulated to create body and fullness; Mineral Spray, which uses hematite, smithsonite and malachite (instead of salt) to create texture and movement; Luxe Layers, a thermal hair protectant that uses polyquaternium-55 to soften and smooth hair; Shape Up, for fine hair, which the firm claims is the first product to use a skin care-inspired cationic plumping system and marine collagen to build body while strengthening hair from root to tip, and Smooth Fix, a weightless finisher.

Salon stylists will sell for \$24 each.

Hershberger admitted that her entry into prestige hair care — which follows her mass line — is opposite from how most approach the hair care category.

"I am doing it backwards. But for me the mass market has changed a bit. Today everyone, with the recession, had to slice their prices. And [Supreme Head] was the most expensive in some of those stores. I can't become that person [who discounts] yet."

Emmolo added that HSN allows Hershberger to show how she uses the products and how she really changes a person's whole look before viewers' eyes.

Hershberger said the experience is much different from creating styles for models, who generally have beautiful, healthy hair.

"On HSN, I'm working with women with bad hair. The woman that watches can relate to that. It's very real. You can't fake it. For sure it's the hardest thing I've ever done."

— A.N.

## Drybar Is Latest in Blow-Dry Bar Trend

LOS ANGELES — Blow is thriving on the East Coast and Vancouver-based Blo is on the move up north, but the West Coast has largely been uncharted territory for blow-out specialists — and that's where Drybar comes in.

The blow-dry salon unveiled its first location last month in the well-heeled Los Angeles neighborhood Brentwood, where it offers \$35 blowouts to Angelenos seeking alternatives to luxury salons and discount chains. A second Drybar is expected to open in the city before the end of the year, and the upstart concept could plant a total of three to five more corporate-owned and franchised units in Southern California — and many elsewhere — in the years ahead.

"We feel that we are on to something that is very special, and we think we have an opportunity for dozens, if not hundreds, of locations, but we want to grow at a pace that will maintain the brand," said Michael Landau, a former vice president of brand marketing at Yahoo Inc., who founded Drybar with his hairstylist sister, Alli Webb.

Designed by the New York firm Lacina Heitler Architects, the mostly white 1,200-square-foot Brentwood salon has eight blowout stations and three wash stations, and cost \$250,000 to complete. Future locations could average from 800

to 1,200 square feet and cost \$150,000, although smaller footprints are planned to put Drybar within other venues, such as gyms.

Outside of California, Landau mentioned New York, Atlanta, Dallas, Houston and Chicago as probable future Drybar destinations. Drybar has also formed Drybar International with Dubai-based investment firm Q8 Capital to spread its salons abroad, possibly in the Middle East and the U.K.

Drybar, a name chosen to be a fun play on "cocktail bar," is an outgrowth of Straight-at-Home, an at-home blow-out venture established by Webb in 2008. The success of that model convinced her that a stand-alone blowout location could prosper. "I had too many clients and not enough me, so I approached my brother about starting a blow-dry bar," said Webb. "For us, volume is the name of the game. At \$35, getting your blowout is an affordable luxury on par with a manicure or pedicure."

Drybar can handle up to 160 blowouts daily, but Landau said it becomes a "great business" at 30 to 45 blowouts a day, a figure that translates into annual revenues of \$327,600 to \$491,400, not including further revenue from add-on services, special events or retail sales.

— Rachel Brown

Salon by Sally Hershberger items.

