

ISSUE #1

*DEPARTMENT OF  
FASHION*

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# WEEKLY NEWSLETTER



TREND WATCH



## 9 Fashion Trends That Will Be Everywhere in 2025: Sailor Chic, Cherry Girl, & More

teenvogue



**FW25 Menswear buyer's guide: baggy denim, duffel coats, collared sweaters and more**

[tefashionunitedxt](https://www.tefashion.com)

# WWD

Fashion, Beauty, Business



## A Growing Kingdom

WWD, in cooperation with the French Fashion Federation, held a Global Fashion Summit in Tokyo examining the kingdom's burgeoning fashion sector. For full coverage, see pages 16 to 21.



## A LEG UP

Silvano De Sarno faces a daunting task — improving the fortunes of Gucci, Kering's cash cow. His men's show on Monday rode a surfing theme, expressed in bold, summery prints, vivid colors and lots of bare legs, as seen in his opening look. For more on the Milan shows, see pages 8 to 13.

PHOTOGRAPH BY ANDREW HOGAN/AGF

### ENCLAVE

## Olivier Bron Shares His Vision for Bloomingdale's

After joining the retailer seven months ago, Bron spells out growth opportunities and applying overseas practices to the business.

BY WENDY WANG

Bloomingdale's is in good shape, but growth may prove difficult, and there's a sign it is willing to face that competition isn't just off-shore but also plenty of home-grown competition.

"The new chapter will be different from the past, the need to be bold and big," said Bron, Bloomingdale's chief executive officer. "I'm absolutely convinced that we have a fantastic platform to build the new chapter right now, because the corporate business is very well managed and because the foundations are very strong."

But there are obstacles. "To do better than the U.S., the players here are much stronger in terms of buying," said Bron last week.

### BEAUTY

## Just How Big Is SheGlam?

The fast-growing color cosmetics line has not only seen a dramatic rise on social media but is vastly ramping up efforts in global brick-and-mortar retail.

SheGlam, the fan-favorite e-lit beauty line on the heels of a potential London IPO, drew more its appeal — and its success for beauty, too.

The Estée Lauder-backed beauty, which was valued at \$1.1 billion during its most recent funding round last spring and, according to CB Insights, is estimated to have raised roughly \$47 billion in revenue in 2023 — up from \$1.2 billion in 2022 — has been aggressively building a globally coordinated retail network in Asia, called SheGlam.

That looks to be the result of a series of heavy IP collaborations and its first Color SheGlam Lip and Blush, which totals the \$1.2 billion, according to Market Research, made its second highest selling launch in Asia last fall. R.I. Consumer Miscellaneous/ Multi-Media, NY, SheGlam

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## 10 winter 2024 fashion trends we're wearing right now

[glamourmagazine](https://www.glamourmagazine.com)



**Last Week's Best Dressed Men Embodied  
Creativity And Exuberance**

**stylerave**



**'Balenciaga of Belarus' unveils viral bubble wrap outfits for a bold New Year's Eve look**

**Balenciaga**

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