



**SHERRI MCMULLEN**  
OWNER/BUYER, MCMULLEN  
PIEDMONT, USA

Shoes with platforms and casual shoes that are great for walking around town and traveling are a key S/S17 category. Dresses are always important, especially in the spring, because customers like the ease of putting on a dress, a great shoe and heading out.

I'm always looking for casual pants with a great fit because, although my customers enjoy denim, they want another alternative.

I came across an amazing Italian designer, **Erika Cavallini**, a few years ago while shopping in Paris and had been watching the collection until finally ordering it last spring. My customers love it, the quality is wonderful and prices are good. I am almost nervous to share this discovery since we are one of only four stores carrying in the US!

[www.shopmcmullen.com](http://www.shopmcmullen.com)



**ELKE-CECILIA RIEHL**  
HEAD OF BUYING DIVISION, LODENFREY MUNICH  
AND OFF&CO, MUNICH, GERMANY

For S/S 2017, once again, we will have a strong focus on dresses and blouses. Straps of all sorts, knotted or showing the 'cold shoulder' are the current highlights. Romantic dresses with mille-fleur prints as well as slip- and shirt-dresses are also key. We also see a clear growth potential with pants, preferably those with numerous details. Denim is strong throughout all product categories. For outdoors, we concentrate on bomber and utility jackets, either with embroidery or prints.

We are always on the lookout for exciting labels that are not widely distributed. Our client travels the world and therefore expects a strong and inspiring brand portfolio from us, complete with unique lifestyle elements. The latest unexpected brand discovery for **Lodenfrey Munich** was **Sminfinity**, a wonderful collection of knits that immediately drew us in. In our concept store **Off&Co** we are now presenting the young designer **Nobi Talai**, who wowed me immediately at the Berliner Modesalon.

[www.lodenfrey.com](http://www.lodenfrey.com)



**CORNELIA WOLLESACK**  
DIVISION HEAD FOR YOUNG AND CONTEMPORARY  
WOMENSWEAR, KONEN, MUNICH, GERMANY

For S/S 2017, I have seen sports influences in all product categories, giving fashion a laid-back feeling. Besides, I still find lots of blousons, denim, dresses and overalls. People these days focus on individual pieces, rather than a whole outfit.

For our young segment, labels such as **The Kooples**, **Zadig & Voltaire**, **Tiger of Sweden**, **Gestuz**, **Just Female**, **Second Female**, **LEE**, **Essentiel Antwerp** and **Mother** are very relevant: they form a cool, modern, rock 'n' roll look – sexy and feminine with a sporty vibe. I would like to see more pieces that are independent from the seasons, more carry-overs. In terms of product categories, I am always on the lookout for easy everyday dresses that you can wear for every occasion. My latest discovery: the Munich-based label **holyGhost**. They create a feminine, relaxed and individual look.

[www.konen.de](http://www.konen.de)



**LAURE HÉRIARD-DUBREUIL**  
FOUNDER AND CEO, THE WEBSTER  
VARIOUS LOCATIONS, USA

In our clientele we have a strong balance of both locals and international travelers, so it's important that we offer strong representation across all key categories, ranging from must-have daywear, eveningwear and swimwear to accessories for men and women.

I don't feel that there is anything missing within the market, but I am always looking for exclusive offerings that can be sold only at **The Webster**. I focus on the selection of timeless pieces, so I feel I am able to find what I am looking for.

The latest discovery? Being a part of the LVMH Fashion Prize jury, which supports young talent, I was incredibly impressed by Antonin Tron's line, **Atlein**, and had to have it in my stores.

[www.thewebster.us](http://www.thewebster.us)