



Rochas

### ROCHAS RELAUNCHING MENSWEAR

At **Paris Fashion Week** in January **Rochas** presented a menswear fashion range again for the first time in 22 years. The collection was designed by Artistic Director for Menswear Béatrice Ferrant, who joined the long-standing French company last September. Using a restrained color palette she presents modern menswear featuring eye-catching details such as large-scale embroidery, 3D structures and glitter effects. Founded in 1925, Rochas's core sales segment is its fragrances and in 2015 it became part of the New York firm Inter Parfums. Italy's Alessandro Dell'Acqua heads up Womenswear.

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

### VERSACE CHINESE SPECIAL

To celebrate the start of the year of the Rooster in the Chinese horoscope, **Versace** launched a special edition of the 'Empire Palace' bag, the luxury accessory featuring a golden lock with the iconic Medusa imprint. The special edition is made from leathers of different colors, including gold, red and black. The bag has a removable detail with 'Versace Chinese New Year Special Edition 2017' inscribed on one side and a rooster-shaped charm decorated with Swarovski crystals on the other.

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



Kuznetsky Most 20

### KUZNETSKY MOST 20 NEW AVANT-GARDE STORE

Olga Karput, the founder of Moscow's cutting-edge multibrand boutique **Kuznetsky Most 20** (also known as **KM20**), which carries labels such as **Vetements**, **Walter van Beirendonck** and **Hood By Air**, is working on a new project. In the near future she will open a three-floor store. The name and brand mix have not yet been made public; however, Kuznetsky Most 20 comments that the concept of the new store will be inspired by London's **Dover Street Market**.

[www.kuznetskymost20.ru](http://www.kuznetskymost20.ru)

### GINZA SIX OPENS LUXURY MEGASTORE

In April 2017, Tokyo's biggest commercial complex yet will open. **Ginza Six**'s concept is "Life At Its Best." It will feature 241 brands over 148,700 square meters of floor space, encompassing 6 floors below ground and 13 above. 122 shops will be flagship stores for brands including **Saint Laurent**, **Dior** and **Valentino**. Celine will have the world's largest sales floor. The complex will also include a beauty floor, restaurants, bookstores and Noh theater. The store was designed by world-famous architect Yoshio Taniguchi, and Yayoi Kusama's artwork will be on display.

[www.ginza6.tokyo](http://www.ginza6.tokyo)



Bonaveri

### BONAVERI THE FIRST ECO-MANNEQUIN

**Bonaveri** presents the first display mannequin manufactured from bio-degradable material. The figures are formed from bioplastics derived from sugarcane and painted with a paint made from renewable raw materials – this was developed in four short years as a result of research carried out jointly by the traditional Italian company and the Polytechnic University of Milan. The resulting mannequins have the same lifespan as those made from synthetics or fiberglass; yet, unlike these versions, the bioplastic version will subsequently degrade without a trace. The famous, elegant 'Schlappi 2200' model costs around 1,800 EUR for the eco-friendly version.

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

### PREMIUM FRIDAY LAUNCHES IN JAPAN

In February this year, **Premium Friday** campaign was launched by the Japanese government. It encourages companies to close for business by 3 pm on the last Friday of the month, thus giving employees time to go shopping, to enhance economic recovery. The campaign is also expected to promote changes in work/life balance and reduce the notorious overtime that Japanese employees routinely put in. The economic effect could reach 1 billion EUR, assuming all workers leave work at this early time. This measure will undoubtedly have a positive effect on retail.

[www.premium-friday.go.jp](http://www.premium-friday.go.jp)