

# BUSINESS TALK



Alberto

## ALBERTO TROUSER STORE

**Alberto** began to develop pants for professional athletes at a time when golf trousers did not exist. Fashion and function met in the perfect pant to be worn while golfing, on a bike or hiking. What began as a small project evolved into a prestigious brand. Alberto recently opened a shop dedicated to trousers next to its concept store in Mönchengladbach. Operated by staff from the label's headquarters, it enables the brand to receive direct consumer feedback. Marco Lanowy, Managing Director, explains: "We apply sports metaphors to our vision: talent is [important], but only constant training will take you to the very top."

[www.alberto-pants.com](http://www.alberto-pants.com)

## RAINFOREST-FREE FASHION SUSTAINABLE VISCOSE

Following cotton, it's now viscose's turn to get eco-friendly. Its production can cause huge environmental damage due to the heavy use of wood. That is why **GOTS**, the organic textile standard, now only certifies clothes made of fiber mixes containing no more than 10% viscose or modal (eco-friendlier lyocell can make up 30% of the blend). In a global ranking of leading cellulose fiber producers, the Canopy Planet Society has named the **Lenzing Group** number one in sustainable wood sourcing. Lenzing produces Tencel, a lyocell fiber.



Denham

## DENHAM JASON DENHAM LAUNCH

**Denham**, the cult denim label, has launched a new line, named after its Founder. The **Jason Denham Collection** is a line of timeless styles for men and women. Jeans are at the heart of it: the men's offering features two slim-fit selvedge styles, and the women's line includes two styles that have been washed in Italy. Furthermore, the collection comprises a cashmere-blend wool Crombie overcoat, crewneck cashmere sweaters, a B3-inspired aviator jacket, T-shirts, sweatshirts and a two-piece travel suit in a luxe double knit.

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

## FASHION TECH LAB NEW VENTURE

Publisher, entrepreneur and It-girl Miroslava Duma has founded **Fashion Tech Lab**, the venture capital platform that brings together business, fashion and technological innovations with an environmental focus. It is designed to connect global fashion players with engineers and scientists. The team currently comprises 15 people in five countries: Russia, China, Britain, Italy and the US – and the advisory board boasts star members such as designers Gabriela Hearst and Diane Von Furstenberg, entrepreneur Carmen Busquets (**Couture-Lab**) and Diego Della Valle (**Tod's**). The FTL intends to invest some of its starting budget of 50 million USD into US gem manufacturer **Diamond Foundry** and sustainable textile company **Orange Fiber**.

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



Frankie

## FRANKIE NEW RETAIL LAYOUT

**Frankie**, a US-based ready-to-wear brand for men and women, is rethinking traditional retail layout in its innovative flagship store in Los Angeles' Arts District. Together with the furniture company **Bureau Spectacular**, it has designed a staircase that contains nine individual geometric components, each serving a function vital for a retail environment, such as a fitting room, displays and a checkout area. This modular item can also be taken apart to create a traditional shop floor. The idea is to enable the store to be quickly transformed into a location ready to host art events, film screenings or performances.

[www.frankie-us.com](http://www.frankie-us.com)

## JAPAN GOES FRENCH LAFORET IN PARIS

To celebrate its 40th birthday, **Laforet**, the Tokyo-based department store, will continue its collaboration with the trade fairs Who's Next and Première Classe and present a selection of designers at the shows this autumn. Twenty Japanese ready-to-wear and accessory brands will exhibit in a dedicated area in Hall 3. Laforet, **Who's Next** and **Première Classe** further envision a platform where the general public can buy the current A/W collections by Japanese designers in a 323 sq ft space curated by **L'Exception** during Paris Fashion Week.

[www.premiere-classe.com](http://www.premiere-classe.com)

[www.laforet.ne.jp](http://www.laforet.ne.jp)