



Lieblingsstück

## LIEBLINGSSTÜCK COME CLOSER

**Lieblingsstück**, the German label with a heart, continues to focus on its retail partners with its 'Come Closer' campaign, providing them with a POS whose materials and colors can be adapted to suit the retail setting due to a modular rear panel system. Over 80 of these shops-in-shops can already be found in upscale stores. This season will also see the launch of the 'Bloggers' Favorite' collection. Here limited-edition outfits featuring field jackets, knits, sweatshirts and T-shirts are posted to coincide with roll-out by bloggers, thus allowing Lieblingsstück's partners to market goods digitally and innovatively. [www.lieblingsstueck.com](http://www.lieblingsstueck.com)

## WELLENSTEYN PRICE RIGGING

German brand **Wellensteyn** and the retailer **Peek & Cloppenburg Düsseldorf** have been fined by the German anti-monopoly office for vertical price fixing, between 2008 and 2013. Wellensteyn imposed minimum retail prices and prohibited stores from discounting their items and selling them online. P&C Düsseldorf accepted these conditions and even asked Wellensteyn to take measures against price reductions by other retailers. The anti-monopoly office is currently investigating similar price fixing practices in the textile industry, as they are a violation of the cartel ban. The independent retail chain **Peek & Cloppenburg Hamburg** is not affected.



Sun68

## SUN68 NEW STORES

The Italian line of iconic wardrobe staples, **Sun68** is extending its already impressive retail network by opening a new store in the centre of Torino, and by further new openings in the north of Italy. This will complement the brand's existing retail spots in Milan, Bergamo, Verona, Padua, Bologna and many other locations. The S/S 18 collection sees the introduction of new figurative elements on polo shirts, the return of the sweatshirt in a vintage color palette, new trench coats and sports jackets, and the widening of the shirts capsule with proposals that range from Oxford basics to fun floral motifs. [www.sun68.com](http://www.sun68.com)

## PLUS-SIZE FASHION AN OVERLOOKED TARGET GROUP

Two thirds of American women wear plus sizes; in Europe, it's one in two. And more and more teenagers are buying plus size fashion: in the US, the number grew to 34 percent (an increase of 15 percent) between 2012 and 2015. "Teens are reinvigorating the plus-size market," said Marshal Cohen, chief industry analyst at The NPD Group, Inc. But pretty plus-size styles are hard to come by. Now online personal styling service **Dia&Co** has launched its #MoveFashionForward campaign, aiming to encourage designers to offer more plus-size creations. In return, the company will help them scale sizing and offer marketing support. [www.dia.com](http://www.dia.com)



Birkenstock

## BIRKENSTOCK NEW RETAIL CONCEPT

From comfy footwear brand to fashion label: **Birkenstock** recently showcased its first S/S 18 ready-to-wear collection in Paris and celebrated the launch of its 'Birkenstock Box' retail experiment in the courtyard of **Andreas Murkudis**, Berlin's much-celebrated high fashion concept store. The architectural duo Gonzalez-Haase transformed a freight container into a mobile showroom. The exterior is chrome plated, one side replaced with a window and plenty of space left inside for creative design. The Box will tour international locations, each stop featuring limited edition models created in partnership with retailers: after Berlin, the container went to the Hamptons store of US brand **Kirna Zabête**. [www.birkenstockbox.com](http://www.birkenstockbox.com)

## LOTTO LEGGENDA 'TOKYO WEDGE W' FOR WOMEN

**Lotto Leggenda** is continuing to revisit the brand's historical styles. In the A/W 2017 collection, the label dusts off sneakers from the '70s and '80s, paying tribute to the allure of the originals while adding a sporty new twist. The season's must-have is 'Tokyo Wedge W', a ladies-only sneaker that stands out due to its high sole and an EVA upper that create a gritty, offbeat look. This style also comes with patent leather uppers with animal motifs, as well as woven textiles, metallic leather and suede. [www.lottoleggenda.it](http://www.lottoleggenda.it)