

# WWD THURSDAY

Sportswear

## Cape Up

For fall, Karl Lagerfeld took his Fendi furs down a tony sportswear path, while flaunting his savvy way with intricate construction, which included cape details. Case in point: the bold effect that added a sportif touch to this luxed-up, chinchilla-trimmed Persian lamb coat. For more, see pages 6 and 7.

### Red Carpet Meets Mass: Sarah Jessica Rolls Dice With Steve & Barry's Deal

By Sharon Edelson

There's Target and Isaac, H&M and Madonna, Reebok and Scarlett — and now Steve & Barry's and Sarah Jessica Parker.

Steve & Barry's, a 200-unit chain specializing in university logo sweatshirts and licensed clothing mostly priced under \$10 from Marvel Comics and Coors, among others, landed red-carpet icon Parker for her own collection of apparel, footwear and accessories. It is the latest, and possibly most audacious, example of fashion democracy.

The deal epitomizes the celebrity brand with a populist approach. And Parker's

*See Sarah, Page 14*



# The WWD List

## Retail on the Rise

The top U.S. metro areas ranked by the highest retail business growth from 2003 to 2006.

Buxton, a retail research firm based in Fort Worth, Tex., has concluded that the average growth rate in retail businesses for all metropolitan statistical areas in the U.S. during the last three years was 14 percent. But shopping hot spots such as New York and Las Vegas aren't in the exclusive ranking, though Buxton pointed out these two metro areas have witnessed lots of growth (New York: 21.2 percent, and Las Vegas: 21.8 percent — well above average). That's because "it's hard to compare New York to a place like Carson City," noted Rich Hollander, president of the CustomerID division for Buxton. "Both have plenty of retail growth, but a smaller metro area" will feel greater impact from "100 store openings, for example, versus a larger metro area." — Cecily Hall

<p><b>1</b></p>	<p><b>NAPLES-MARCO ISLAND, FLA.</b>  <b>Three-year change in retail business growth: 34.9 percent</b>                  Shopping seems to rank with the sun and surf in this part of southern Florida. The Naples metro area felt the brunt of Hurricane Wilma in 2005, but retailers have continued to seek opportunities, and selections are abundant. Waterside Shops houses designer and specialty stores, such as Gucci and Cartier. An Apple store opened this month, and Nordstrom has plans to break ground here in 2008. The Village on Venetian Bay (see left) hosts a number of apparel specialty shops, including Charivari and All About April. The Coastland Center on Tamiami Trail is anchored by Macy's, Dillard's, J.C. Penney and Sears. And one can't leave out downtown's historic Third Street South, which features unique stores such as Marissa Collections and Abigail Starr.</p>
<p><b>2</b></p>	<p><b>SAN JOSE-SUNNYVALE, CALIF.</b>  <b>32.3 percent</b>                  Stevens Creek Boulevard, one of the most expensive retail streets in the U.S., is in San Jose. WWD reported last fall that among its most popular shopping destinations is Santana Row (left), "which offers a wide selection of over 70 shops, including everything from Gucci to Ann Taylor Loft to Crate &amp; Barrel." Also located on Stevens Creek Boulevard is the Westfield Valley Fair Mall, which houses Ann Taylor, Lacoste and Nine West. New tenants include The Levi's Store and The North Face, and coming soon: jewelers Iridesse and John Atencio. According to The San Jose Redevelopment Agency Retail Recruitment Program's Web site, the city's "retail recruitment efforts are focused on Downtown and 10 neighborhood business districts. New retail stores and restaurants continue to enhance these retail areas."</p>
<p><b>3</b></p>	<p><b>BRIDGEPORT-STAMFORD-NORWALK, CONN.</b>  <b>29.9 percent</b>                  The expansion of Stamford Town Center mall (left) has resulted in the debut of retailers such as Bijou Bijou, Mikasa and Company, FYE — For Your Entertainment, Bakers Footwear and others. According to the Stamford Downtown Special Services District, the \$50 million mall redevelopment project, expected to be completed by late 2007, will also have a 110,000-square-foot retail pavilion, and a new wing "will include a 40,000-square-foot, two-story Barnes &amp; Noble store, a 21,000-square-foot Hennes &amp; Mauritz anchor and seven restaurants surrounding a piazza-style courtyard," the special services district Web site said. Saks Fifth Avenue, Macy's and Target are already in the town center.</p>
<p><b>* 4</b></p>	<p><b>CARSON CITY, NEV.</b>  <b>29.4 percent</b>                  "For Carson City's size, this growth is extremely impressive," said Rich Hollander of Buxton. The capital of Nevada, located at the base of the Sierra Nevada mountains and roughly 20 miles from Lake Tahoe, is undergoing a retail transformation. Retail destinations include Carson Mall and Southgate Mall — anchored by J.C. Penney. Joe McCarthy, economic development/redevelopment manager for Carson City, noted, "Several older shopping centers at the south end of town are currently under redevelopment, and it's ideal for a new retail awakening." Other primary opportunities are within the downtown area (see left is a rendering of a current redevelopment project).</p>
<p><b>* 5</b></p>	<p><b>AUSTIN-ROUND ROCK, TEX.</b>  <b>29.4 percent</b>                  Austin has seen the opening of several retailers in the last six months. Round Rock Premium Outlets (left) bowed last August. Shops include: Izod, Geoffrey Beene and Polo Ralph Lauren Factory Store, and soon to come: Lane Bryant Outlet and Petite Sophisticate Outlet. "Phase One" of The Domain, an upscale shopping destination, opened in this month and features Austin's first Neiman Marcus, Louis Vuitton and Tiffany &amp; Co. The new 2nd Street Retail District, with 225,000 square feet of retail, restaurants and entertainment, features unique specialty stores such as Shiki and Octane.</p>
<p><b>6</b></p>	<p><b>ANN ARBOR, MICH.</b>  <b>29.3 percent</b>                  With the University of Michigan as Ann Arbor's marquee institution, this metro area was ranked by Money magazine as one of the "Top 25 Places to Live in the U.S." in 2006. Retail-heavy streets surround the campus, including South Main Street, State Street and South University Avenue. All contain restaurants, cafes, clubs, apparel and gift shops and book stores. The Kerrytown District (left), an historic area that offers one-of-a-kind shops, restaurants, markets, a concert house and more, is just north of downtown. Arborland Shopping Center houses Old Navy, Marshalls and Bed, Bath &amp; Beyond, among others, while Briarwood Mall — the area's largest shopping destination — includes J.C. Penney and Sears, in addition to several restaurants and more than 130 specialty shops.</p>
<p><b>7</b></p>	<p><b>BOULDER, COLO.</b>  <b>28.1 percent</b>                  Located in the foothills of the Rocky Mountains, this city is an outdoor lover's dream come true. Home to the University of Colorado as well as world-class ski resorts and parks, Boulder caters to ski enthusiasts, hikers, cyclists and college students. A new outdoor retail district, the Twenty Ninth Street Mall opened recently, housing stores such as Sephora, Victoria's Secret and Coldwater Creek, while Eddie Bauer and Anthropologie are to open this year. Located in the heart of town is the Pearl Street Mall (left), an open-air pedestrian mall that offers shops such as Urban Outfitters and Billabong. "Downtown Boulder's strength in the women's apparel sector lies in its ability to attract tourists and sustain a high-end local demographic," said Kim Fain, spokeswoman for the Boulder Convention and Visitors Bureau. "The bulk of stores that have opened in the last five years cater to both these discerning sets of customers."</p>
<p><b>* 8</b></p>	<p><b>SALT LAKE CITY</b>  <b>27.8 percent</b>                  The capital of Utah recently launched its "Downtown Rising" campaign, which centers around the future vitality of downtown Salt Lake City. Shawn Stinson, spokesman for the Salt Lake Convention &amp; Visitors Bureau, said the campaign is "both a short- and long-term approach to keeping Salt Lake healthy and robust in all aspects — not the least of which is retail." Both The Crossroads Mall and ZCMI Center (downtown indoor, multilevel shopping malls) are at the core of a recently started \$1.5 billion renovation project, which is striving to create a more updated, multiuse grouping of retail, residential and business use. Also in the process of a significant expansion is the Gateway District (left), an open-air complex — shops include: Anthropologie, Bebe and The Body Shop.</p>
<p><b>* 9</b></p>	<p><b>SAN FRANCISCO-OAKLAND, CALIF.</b>  <b>27.8 percent</b>                  In addition to Alcatraz, the Golden Gate Bridge and nearby Napa Valley — among the most well-known locales in the country — the Bay Area is booming with retail activity. One of the most talked-about retail endeavors was the upscale shopping destination Westfield San Francisco Centre, which unveiled its \$460 million expansion last September. The center, anchored by Nordstrom and Bloomingdale's, has 1.5 million square feet of mixed-use space and houses specialty retailers such as Juicy Couture, Oilily and Guess. Among other retail-heavy spots is Crocker Galleria, a shopping and dining center within a three-level glass pavilion. Forty specialty shops, including Polo Ralph Lauren and Versace, are here. WWD reported in February that Union Square (left) will soon be home to the area's first Barneys New York.</p>
<p><b>10</b></p>	<p><b>MILWAUKEE-WAUKESHA-W. ALLIS, WIS.</b>  <b>27.2 percent</b>                  "Retail continues to be an important component as we describe Milwaukee to potential visitors," noted David Fantle, spokesman for VISIT Milwaukee. "Our major new retail development, which opened last year and continues to add new stores in the Bayshore Town Center, [is] located 10 minutes from downtown Milwaukee." Housing stores such as Coach, H&amp;M, J. Crew and Banana Republic, this is the city's first, outdoor "town square" concept. And coming soon to the Center: Chico's FAS, Rockport and Everything But Water. Another popular shopping destination is the newly expanded Mayfair Mall (left) — the locale features over 180 stores, including Coldwater Creek, Talbots and L'Occitane.</p>

SAN FRANCISCO PHOTO BY DAVID BUTOW/CORBIS SABA; SAN JOSE BY ALAMY

SOURCE: BUXTON CO. A RETAIL RESEARCH FIRM IN FORT WORTH, TEX. \*INDICATES A TIE. RETAILERS COUNTED WERE THOSE BUILT FROM THE GROUND UP AND THOSE THAT REPLACED EXISTING SPACES WITHIN THIS TIME PERIOD. ALL RETAILERS AND RETAIL SERVICES FIRMS, INCLUDING BANKS, BUT NO RESTAURANTS, WERE COUNTED; STORE GROWTH PERCENTAGES WERE COUNTED BETWEEN FOURTH QUARTER OF 2003 AND FOURTH QUARTER OF 2006 (I.E. TOTAL NUMBER OF RETAIL BUSINESSES IN 2003 VS. THE TOTAL IN 2006); "METROPOLITAN STATISTICAL AREAS" ARE CENTRAL URBANIZED AREAS AS DEFINED BY THE UNITED STATES CENSUS BUREAU