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Filing date: **03/17/2021**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91241442
Party	Plaintiff Kate Spade LLC
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Submission	Plaintiff's Notice of Reliance
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Signature	/GRE/
Date	03/17/2021
Attachments	Opposition No. 91241442 - Fourth Notice of Reliance.pdf(35047 bytes ) Exhibit 16 - Fourth Notice of Reliance - Part 1 of 2.pdf(4528270 bytes ) Exhibit 16 - Fourth Notice of Reliance - Part 2 of 2.pdf(1809315 bytes ) Exhibit 17 - Fourth Notice of Reliance.pdf(3780704 bytes ) Exhibit 18 - Fourth Notice of Reliance.pdf(1696618 bytes ) Exhibit 19-110 - Fourth Notice of Reliance.pdf(4063129 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Application Serial No. 87672203

Mark:   
WOLV

Kate Spade LLC,

Opposer,

v.

WOLV, INC.,

Applicant.

**Opposition No.: 91241442**

**OPPOSER’S FOURTH NOTICE OF RELIANCE  
PURSUANT TO C.F.R. §2.122(e) and TBMP §704.08**

Kate Spade LLC (“Opposer”), pursuant to C.F.R. §2.122(e) and TBMP §704.08, submits the following printed publications identified below, including excerpts from Opposer’s book, *Kate Spade New York: Things We Love – Twenty Years of Inspiration, Intriguing Bits and Other Curiosities*, and unsolicited media from various widely circulated periodical publications. The materials submitted herewith are relevant to show the fame and commercial strength of Opposer’s trademarks.

<b>EX. NO.</b>	<b>PUB. DATE</b>	<b>SOURCE</b>	<b>TITLE</b>	<b>PAGE NOS).</b>
16	2012	Excerpts from Kate Spade New York: Things We Love – Twenty Years of Inspiration, Intriguing Bits and Other Curiosities		Cover, inside flaps, publishing information, table of contents, foreword, introduction, index and credits, sources, acknowledgments
17	2013-02-04	WWD	Kate Spade at 20	2
18	2015-12-01	The New York Times	Digital Report Singles Out Fashion’s “Gifted” and “Challenged”	N/A
19	2013-12-24	The Pantagraph	Affordable luxury brands rule Michael Kors leads the way	C1
20	2013-12-20	Los Angeles Times	Affordable luxury booms; So-called bridge brands such as Michael Kors, Kate Spade and Tory Burch target younger consumers, who can treat themselves without breaking the bank	1
21	2013-12-15	The Houston Chronicle	Trends: All in the Wrist	6
22	2013-12-13	Charlotte Observer	What to Wear: Holiday Edition	N/A
23	2013-12-05	The Boston Herald	Wow factor; Party wear for holiday presence	30
24	2013-12-01	Seventeen	Save and Look So Amazing	34
25	2013-12-01	Working Mother	GREAT GIFTS FOR EVERY BUDGET	58

<b>EX. NO.</b>	<b>PUB. DATE</b>	<b>SOURCE</b>	<b>TITLE</b>	<b>PAGE NOS).</b>
26	2013-12-01	Cosmopolitan	The You Know You Want it Gift Guide	73
27	2013-11-24	The Baltimore Sun	WELL PRESENTED; Whether you're shopping for Christmas, Hanukkah or any other occasion, these gifts will charm and delight	26
28	2013-11-13	Women's Wear Daily	Social Media Space Grows Ever-Crowded	1
29	2013-11-01	Self	GET-IT GUIDE	137
30	2013-11-01	Marie Claire	Jean Streets	244
31	2013-10-23	The Wall Street Journal	Earnings: Coach Sales Lose Ground to Rivals	B4
32	2013-09-11	The Wall Street Journal	The New Style Influencers – Brands Court Digital Stars With Active Audiences; Turning Followers Into Shoppers	D1
33	2013-09-01	Glamour	The Get-It Guide	383
34	2013-08-10	The News Journal	Outfitting the iPhone	N/A
35	2013-08-01	Teen Vogue	In This Issue	176
36	2013-08-01	Glamour	The Get-It Guide	183
37	2013-06-01	Glamour	The Get-It Guide	195
38	2013-05-30	The New York Times	Having Fun Is Hard Work	4
39	2013-05-09	The Wall Street Journal	Style & Travel – On Style: From Kate Space, How a New Scent Is Born	D6



<b>EX. NO.</b>	<b>PUB. DATE</b>	<b>SOURCE</b>	<b>TITLE</b>	<b>PAGE NOS).</b>
40	2013-05-03	Women's Wear Daily	Kate Spade Shines at F&P	3
41	2013-04-01	Lucky	The Lucky Guide to BAGS	69
42	2013-04-01	Lucky	The New Chic at Work	31
43	2013-01-01	Lucky	"I Never Thought I Could Wear That!"	28
44	2013-01-01	Brides	modern love	438
45	2013-01-01	Glamour	Quick! How's My Outfit?	88
46	2013-01-01	Glamour	The Get-It Guide	119
47	2012-12-23	Chicago Tribune	The little nonblack dress / Resolve to wear color – without throwing too much green around – for holiday parties	12
48	2012-12-13	The New York Times	Fancy Pants	6
49	2012-12-01	Lucky	Find your new party outfit	46
50	2012-12-01	Lucky	HER STYLE/MY STYLE	162
51	2012-12-01	Brides	PRETTY PREPPY	100
52	2012-12-01	Glamour	The Get-It Guide	261
53	2012-12-01	Brides	WINTER WONDERLAND	228
54	2012-11-13	Women's Wear Daily	Party Time	12b
55	2012-11-01	Lucky	PINK! GREEN! RED! YELLOW!	132
56	2012-10-26	Women's Wear Daily	Kate Spade Bright Spot for Fifth & Pacific	2
57	2012-10-01	Lucky	The Lucky Guide to FALL BAGS	95
58	2012-09-10	Women's Wear Daily	FASHION SCOOPS	27

<b>EX. NO.</b>	<b>PUB. DATE</b>	<b>SOURCE</b>	<b>TITLE</b>	<b>PAGE NOS).</b>
59	2012-09-08	Women's Wear Daily	NEW YORK COLLECTIONS Spring 2013	4
60	2012-09-06	The New York Times	Fashion's Night Out and About	2
61	2012-09-01	Marie Claire	Fashion Gives Back; Global Plan	108
62	2012-09-01	Lucky	Four Fall Outfits We Love	59
63	2012-09-01	Lucky	Free Range	204
64	2012-09-01	Glamour	The Get-It Guide	323
65	2012-08-22	Women's Wear Daily	FASHION SCOOPS	11
66	2012-08-10	Women's Wear Daily	FASHION SCOOPS	11
67	2012-07-30	Women's Wear Daily	Fired Up on Retro Styles	6b
68	2012-07-27	Women's Wear Daily	Spade Set for Madison Ave.	3
69	2012-07-01	Good Housekeeping	Good Shopping	170
70	2012-07-01	Lucky	On-the-Job Style	24
71	2012-07-01	Brides	Shopping Guide	196
72	2012-06-03	The Star-Ledger	Make a splash Bathing suits can bring out your best – whatever shape you're in	007
73	2012-06-01	O, The Oprah Magazine	Adventures in Beauty: The Sequel	176
74	2012-06-01	Lucky	Eye Candy	36
75	2012-06-01	Lucky	Eat, drink shop and sleep in Napa Valley—FREE!	133
76	2012-06-01	Glamour	GLAMOUR shopper	213
77	2012-06-01	Self	Suits, take a vacay!	56

<b>EX. NO.</b>	<b>PUB. DATE</b>	<b>SOURCE</b>	<b>TITLE</b>	<b>PAGE NOS).</b>
78	2012-05-25	Women's Wear Daily	FASHION SCOOPS	12
79	2012-05-10	Women's Wear Daily	Nordstrom Outlook Strong for 2012	203
80	2012-05-01	Glamour	And to Go With Your Cute Suit&	122
81	2012-05-01	Allure	Dream Weavers	86
82	2012-05-01	Teen Vogue	In This Issue	138
83	2012-05-01	Allure	Kit Cat	88
84	2012-05-01	Self	Make a splash	77
85	2012-05-01	Lucky	The Lucky Guide to SWIMSUITS	96
86	2012-04-16	Women's Wear Daily	TOP NOTCH	4
87	2012-04-01	Self	Spring flings	61
88	2012-03-15	The Denver Post	Fashion-icon status suits Brad Goreski well	1D
89	2012-03-01	Marie Claire	Feel-Good Fashion: Rwanda By Design	130
90	2012-03-01	Self	get-it guide	153
91	2012-03-01	Lucky	Midcentury Mod	126
92	2012-03-01	Self	Sunny & Bright	126
93	2012-03-01	Lucky	The Lucky Guide to SPRING SHOES	109
94	2012-02-26	Los Angeles Times	PEOPLE; It's a mad new world; Stylist Brad Goreski's career shifts into high gear with a popular Bravo show and star clients	3
95	2012-02-11	Women's Wear Daily	HEATING UP	4

<b>EX. NO.</b>	<b>PUB. DATE</b>	<b>SOURCE</b>	<b>TITLE</b>	<b>PAGE NOS).</b>
96	2012-02-08	Women's Wear Daily	Making the Most of the Digital World	14
97	2012-02-01	Self	classic GETS COOL	112
98	2012-02-01	Self	get-it guide	132
99	2012-02-01	Allure	In the Red	66
100	2012-02-01	Lucky	THE LOOK I WANT NOW! Classic Romance	72
101	2012-02-01	Lucky	Washington, D.C.	48
102	2016-08-22	WWD	Kate Spade Jumps Into the Connected Wearables Category	N/A
103	2016-04-27	WWD	Jourdan Dunn Returns as Face of Kate Spade's Summer 2016	N/A
104	2016-04-13	Los Angeles Times	9 Bags That Can Carry Your Senses of Fun , Whimsy & Practicality	N/A
105	2016-04-11	The Wall Street Journal	Going Gray: 5 Men's Briefcases in a Distinctive Shade	N/A
106	2016-02-16	The Wall Street Journal	Men are Shopping Like Women	N/A
107	2016-02-06	The Wall Street Journal	Stylish Charging Bags and Wallets	N/A
108	2014-12-12	WWD	Kate Spade's New Pillar Keeps It Casual	N/A
109	2013-10-02	Houston Chronicle	Kate Spade Saturday Store Now Open in Rice Village	A101
110	2013-12-18	Women's Wear Daily	Google Puts 2013 in Focus From Versace to Kohl's	A96 A97

Dated: March 17, 2021  
New York, New York

DAVIS WRIGHT TREMAINE LLP

/GRE/

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*Attorneys for Opposer*

## CERTIFICATE OF SERVICE

I hereby certify that on this 17th day of March, 2021, a true and complete copy of the foregoing Kate Spade LLC's First Notice of Reliance, has been served upon Applicant's counsel of record, Amit M. Agarwal via email to the following addresses: [ama7386@gmail.com](mailto:ama7386@gmail.com)

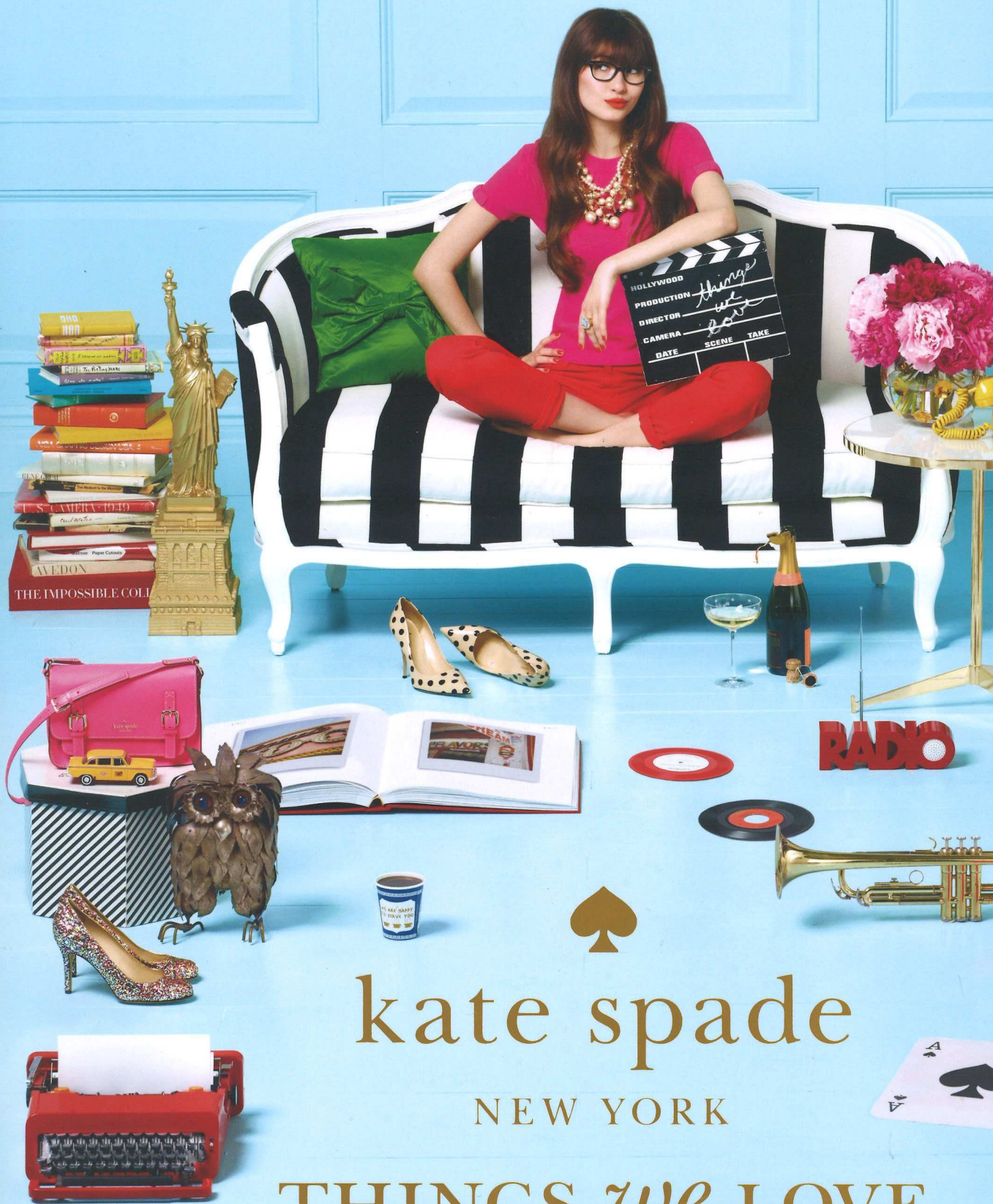
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Chris G. Hagemann

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 16 Part 1 of 2**

THINGS WE LOVE

kate spade ♠ NEW YORK



♠  
kate spade  
NEW YORK  
THINGS *we* LOVE



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Rebecca Kaplan

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PRODUCTION MANAGER

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Jeanette Abbink

Photography and Art Consultant:

Kevin Kwan

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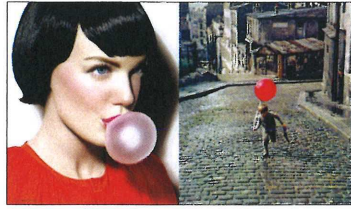
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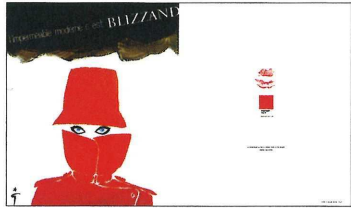
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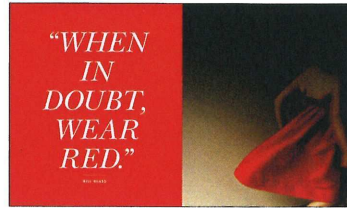
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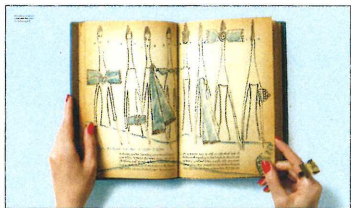
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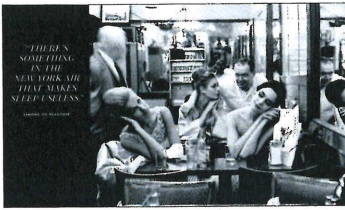
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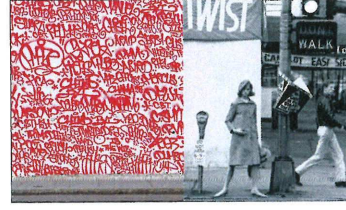




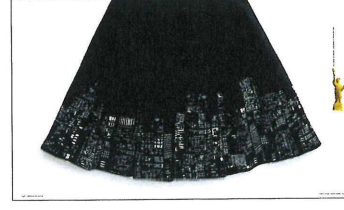
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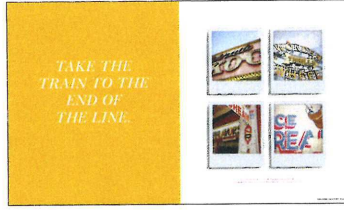
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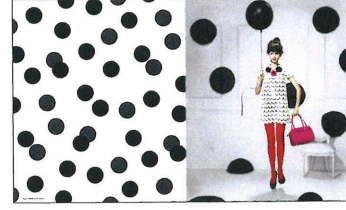
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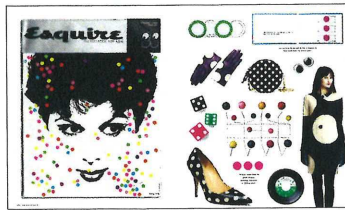
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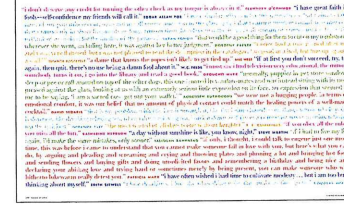
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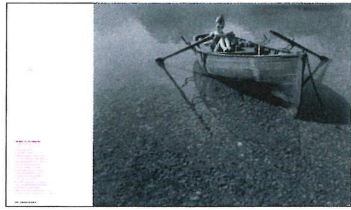
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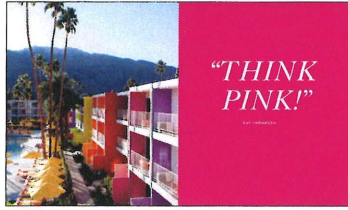
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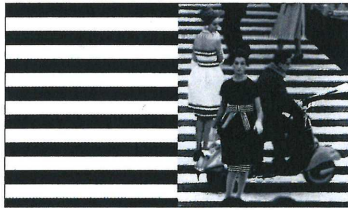
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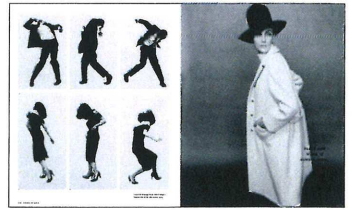
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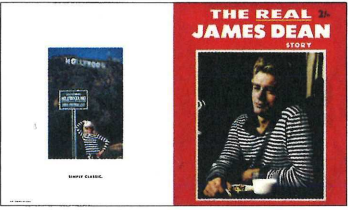
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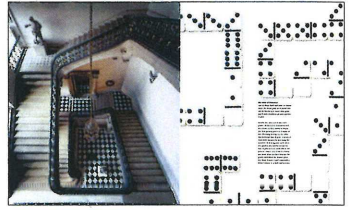
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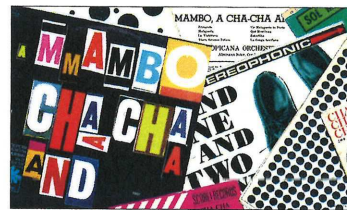




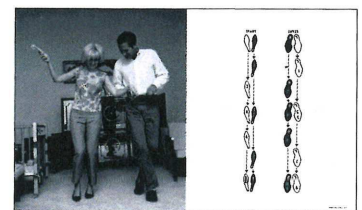
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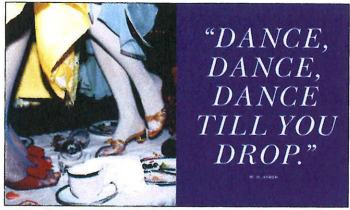
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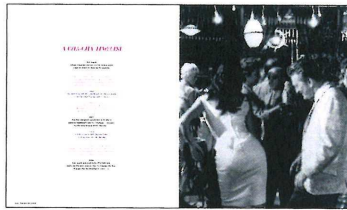
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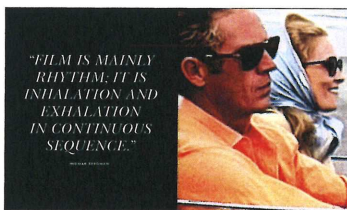
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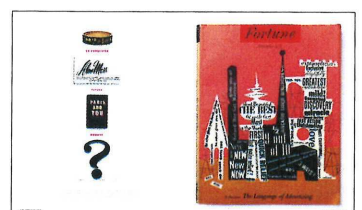
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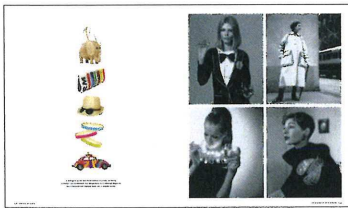
59 (left): Everett Collection  
(right): Vik Muniz, *Cloud Cloud,  
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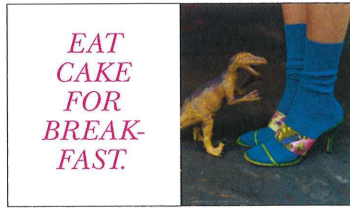
**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 16 Part 2 of 2**





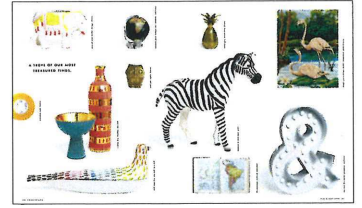
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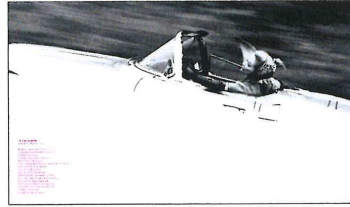
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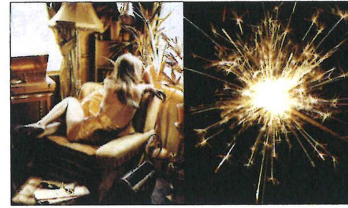
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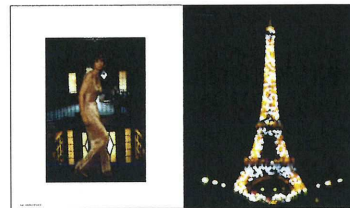
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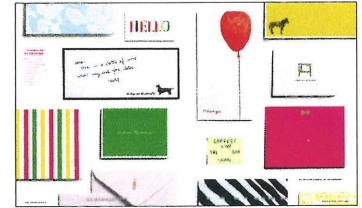
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65 (left): Courtesy of Aaron Dyer  
(right): *Slow* (Karin Mossberg,  
Nairobi/Kenya 1966). Photograph  
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67 (left): Dressed by Schiaparelli, Lisa  
Fonssagrives parachutes in Paris.  
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72 (left, book with gold vinyl letters): Abby  
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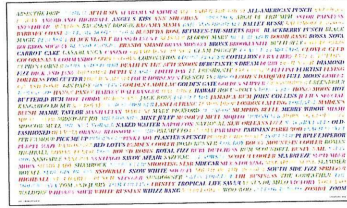
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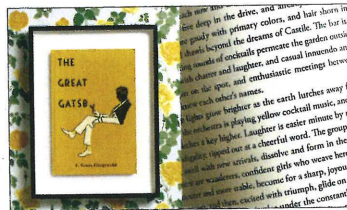
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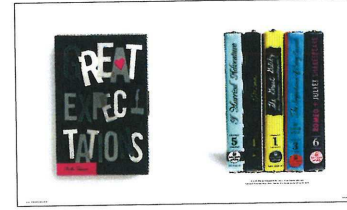
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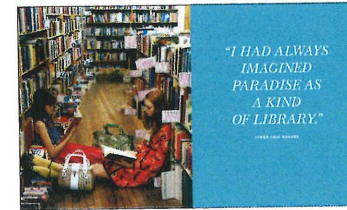
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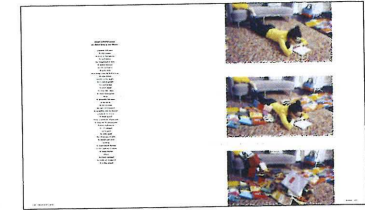
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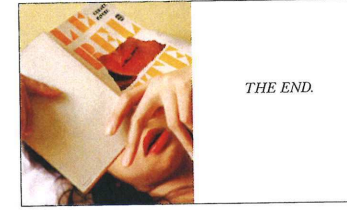
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**EXHIBIT 17**

# WWD Milestones

SECTION II

## Kate Spade at 20

The brand built from a simple nylon bag has been flying its colors for two decades.

### ▶ AGGRESSIVE GROWTH PLANS

■ *Design Extensions*

### ▶ THE DIGITAL PLAY

■ *Kate & Andy: What are they up to?*

Headband, holiday 2011; necklace, spring 2010;  
dress, holiday 2012; ring, fall 2011; Sam bag, 1993.  
Photo by Kyle Ericksen; Styled by Roxanne Robinson



WWD MILESTONES



Craig Leavitt

# Growth Spurt

Ceo Craig Leavitt lays out his expansion plans as Kate Spade continues to blossom. By Lisa Lockwood

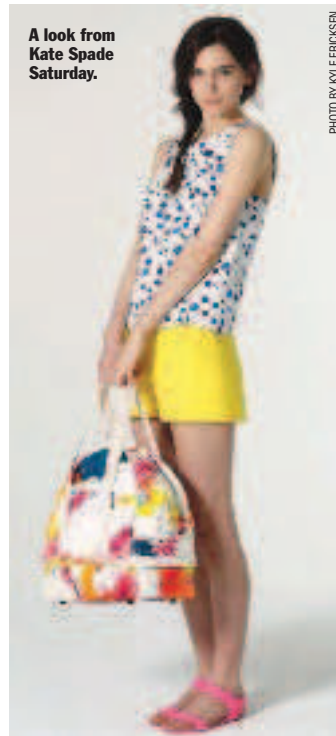
**IT'S GOOD TO BE KATE.** As the crown jewel of Fifth & Pacific Cos. Inc., the Kate Spade brand is percolating on all fronts, from product to geography, opening freestanding

stores, expanding international sales, and broadening its product offerings to tap into a younger customer — and, of course, getting kudos for outfitting First Daughter Sasha Obama at the in-

auguration ceremony last month. But despite the brand's roaring start, things weren't always so bright. Founded in 1993 by Kate and Andy Spade, along with partners Pamela Bell and Elyce Arons, the brand developed a cult following for its coveted boxy handbags and accessories. In 1999, it was sold to the Neiman Marcus Group, which was eventually taken over by private equity firms Texas Pacific Group and Warburg Pincus. Over time, the brand lost its mojo, didn't develop new customers and its growth stalled. In November 2006, Liz Claiborne Inc. (now Fifth & Pacific Cos.) acquired the Kate Spade brand for \$124 million and set out to reclaim its role as a premier accessories resource. The Spades left in 2007. Claiborne installed Craig Leavitt and Deborah Lloyd as copresidents and began updating the handbag designs and expanding the firm's retail and wholesale presence. Leavitt was promoted to ceo in 2010.

When Leavitt joined, there was plenty of work to do. "When I got here, we like to say the brand was asleep," said Leavitt, in an interview at his offices at 2 Park Avenue in New York. "It wasn't to say the brand wasn't strong. It had a great foundation and a great DNA. It had drifted off the radar a little bit and was a bit of niche brand, but with a really strong foundation. We wanted to figure out how we take that strong foundation and build that into something bigger, more relevant in the marketplace and more meaningful."

For the first six months, Leavitt worked on developing a strategic plan and road map on how they were going to accomplish the turnaround. "Just when we were beginning the execution of that, the world came off its wheels with the global recession," said Leavitt. They had some tough decisions to make. They had developed this strategic plan and suddenly they were trapped in this financial situation. "We had to decide whether we stuck to that plan or dramatically modify it to meet the needs of the crisis," he said. Because the company had just started to execute the strategy, the team felt strongly that they needed to forge ahead. Therefore, they didn't do things that some of their competitors did, such as roll back retail prices or "skinny down the line." "We felt we needed to excite the consumer with compelling product and a consistent and cogent brand story," he said. "We pushed through. We probably bottomed out even further than some other companies did at the time. We didn't have this knee-jerk reaction in terms of promotional pricing. I strongly



A look from Kate Spade Saturday.

PHOTO BY KYLE ERICKSON

believe we came out of the recession faster and stronger than some of our competitive set."

Further, he added, it didn't make sense in the long term for the brand to take a step backward just when it was beginning to move forward. "We came out of the other side pretty quickly and it's been a rocket ship since then," he said.

So how did they accomplish their goals?

"It always starts with great product," said Leavitt. During that time period, they decided to launch jewelry and ready-to-wear in-house. "We had decisions to make. Did we want to wait and catch a rising tide as the overall economy improved? Or did we want to push through with our strategic plan? We decided to push through, and it turned out to be the right decision not only for us as a brand, but from a product perspective. We brought color and optimism to the market at the time. It turned out that was just what the consumer was looking for during those dark days."

Consumer reception to the new lines was strong from the outset, said

(Continued on page 4)

**January 1993:** Kate Spade launches with a collection of nylon bags.

**1995:** Sales crack \$1.5 million in annual sales.

**1996:** Kate Spade opens its first shop in New York's SoHo, at 59 Thompson Street.

- Sales hit \$6 million.
- Jack Spade launches.
- The company wins a victory against Gap's Banana Republic unit, which agreed to stop selling copies of the designer's bags, settling out of court.

**1997:** The company settles against Kmart, Dayton/Hudson and mass-market manufacturer Accessory Network.



Stephen Ruzow

PHOTO BY ZACK SEIDLER

**1998:** Kate Spade licenses Libretto LLC for stationery items.

- ▲ Donna Karan alum Stephen L. Ruzow joins the company as chief executive officer with a goal of making it a worldwide brand. He departs after three months.
- It opens its first store in Japan.

■ Revenue is approximately \$27 million.

**1999:** In February, Neiman Marcus pays \$33.6 million to acquire a 56 percent interest in the company. Founding partners Kate and Andy Spade, Pamela Bell and Elyce Cox stay on to run the brand's day-to-day operations.

- Jack Spade's first store opens at 56 Greene Street in SoHo.
- The company teams with the



Neiman Marcus

Estée Lauder Cos. Inc. to develop beauty and related products, which hit stores in 2002.

**2000:** Launch of footwear.

**2001:** Eyewear makes its debut.

**2002:** As it approaches its 10th anniversary, revenues are approximately \$70 million.

▼ The company begins a major expansion in Asia.



The Aoyama flagship in Tokyo.

(Continued on page 4)

PHOTO BY YUIKE INUZAKI



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SECTION II

WWD MILESTONES

{Continued from page 2}

Leavitt. "Those things were critical to us. They helped drive the clarity about what we were moving toward, which was a global lifestyle brand."

Cultivating both the direct-to-consumer (via vertical retail and e-commerce) and wholesale aspect of the business has been a critical component of the Kate Spade strategy. Today, 55 percent of Kate Spade's business is direct-to-consumer, and 45 percent is wholesale. Among key wholesale accounts are Neiman Marcus, Nordstrom, Bloomingdale's and Lord & Taylor. Leavitt said the current ratio is good, and he believes that, over time, direct-to-consumer penetration will grow, but not dramatically so. "We really believe in a multichannel approach to our business. We have a very strong wholesale business and great partners. We see continued expansion in that channel as well," said Leavitt.

Pete Nordstrom, president of merchandising at Nordstrom, praised the Kate Spade operation.

"Kate Spade is a great partner in all classifications and channels — in stores, online and in Nordstrom Rack," he said. "We've been partners for over a decade, and they are one of our most successful brands. Kate Spade is laser-focused on the customer, bringing creative ideas and exciting product that resonate with customers in a powerful way."

Kate Spade's financial results tell a compelling story.

In the fourth quarter ended Dec. 31, Kate Spade's comp business increased 27 percent. The company has experienced between 22 and 38 percent quarterly comps all year. "It's been very strong and we're seeing continued strength. We were very happy with holiday, pushing through Hurricane Sandy's impact in this region and winding up with great results," Leavitt said.

In 2012, Kate Spade was expected to contribute between \$94 million and \$95 million in earnings before interest, taxes, depreciation and amortization. And the contribution for 2013 is expected to be between \$130 million and \$140 million. For the fiscal year ended Dec. 31, 2011, Kate Spade achieved net sales of \$312.9 million, a 69.8 percent increase versus the previous year.

At present, the company operates 93 directly owned stores in the U.S., U.K. and Brazil, and has 91 international points of distribution via joint ventures and distribution partners. In the U.S. alone, the company has 69 Kate Spade stores and seven Jack Spade Stores.

This year, Kate Spade seeks to open an additional 40 stores in the U.S. across all its brands: Kate Spade, Jack Spade and Kate Spade Saturday. The company plans to open more stores in such places as Texas, Ohio, Indiana,



The Fifth Avenue store in Manhattan.

Georgia and Colorado, as well as a new flagship on Madison Avenue, expected to open in late spring.

Looking at the whole picture, Leavitt sees growth across the board. "Really, that is most important to the future opportunity of the brand," he said. "We are seeing very strong growth across every product category of business and every geography as we look at our global business. For us, that's the most exciting thing about our growth — that it's not weighted heavily to one region or one product category."

The company expects to grow the business in the low teens for the balance of the year.

This success has spawned rumors that Fifth & Pacific could potentially spin off a piece of the Kate Spade business, but Leavitt declined comment on any rumors of a spin-off. "There's always speculation. We have a great relationship with our parent company, and we're focused on what we need to do here and are not distracted by the rumor mill." Fifth & Pacific plans a Kate Spade Investor Day on March 15. (For more on

this potential development, see story on William McComb, page 12)

In November, Kate Spade completed its deal to buy out its Japanese joint-venture partner. It acquired the 51 percent interest held by KSJ Co. Ltd., a subsidiary of Sanei International Co. Ltd. The purchase price for the Kate Spade Japan buyout, including debt repayment, related transaction fees and use of Kate Spade Japan's cash on hand, totaled \$47.6 million. Japan is the brand's largest market outside the U.S. (See sidebar, page 6.)

Besides owning its business in Japan, Kate Spade has a direct subsidiary in South America, based in São Paulo, Brazil. Its stores in the U.K. are also directly owned.

In China, the brand has a joint venture operating Kate Spade China. The operation saw significant expansion in 2012, with more coming in 2013. The company has distribution arrangements in the Middle East, Hong Kong, Southeast Asia and Korea, and has said it has plans to buy back its distribution in Hong Kong and Southeast Asia in



A logo for the 20th anniversary.

early 2014. Places like Australia, Brazil, Latin America and India are also being viewed as expansion opportunities.

Leavitt said it has used the U.K. over the past year-and-a-half as a learning tool before attempting a significant entry into continental Europe.

The company has a wholesale business in Germany and is looking for wholesale expansion in France this year, with more to come in Europe as the brand moves forward.

"One thing that's important to us is that we position the brand very similarly in all regions around the world," said Leavitt. He said the brand is not positioned higher or lower than it is in the U.S. "We take a pretty consistent approach and that's been really important. It's a very small world. The consumer's traveling and seeing the product online."

Leavitt believes a consistent approach to assortments, brand messaging and pricing strategies has been a big part of its success.

When Kate Spade decides to add more product categories, it frequently takes the licensing route, but a number of products have also been developed in-house.

"It depends on whether we feel we can provide the expertise to deliver a product with excellence," Leavitt said. The company launched apparel and jewelry internally. Last spring it introduced watches internally with "great results," said Leavitt. (See related story on licensing, page 28)

"We feel that we know our customer so well, so where we either own or can incorporate the appropriate experience to deliver an excellent product, we're going to do that internally."

So who exactly is the Kate Spade customer? Leavitt described her as "quick and curious and playful and strong." "That's what we say internally to help us identify her," he said. He also believes she's an educated woman, who's interested in culture, whether

{Continued on page 6}

{Continued from page 2}

■ The first Kate Spade fragrance makes its debut.

**2004:** Kate Spade launches home; e-commerce is introduced, and a



flagship opens in the Aoyama district of Tokyo.

**2006:** In November, the company is sold to Liz Claiborne Inc., now known as Fifth & Pacific Cos. Inc.

► **2007:** Deborah Lloyd joins the company as creative director.

► **2008:** Craig Leavitt joins as copresident, alongside Lloyd. He is named ceo in 2010.

■ Jewelry launches.

**2009:** Kate Spade launches ready-to-wear and legwear.

PHOTO BY TALARA CENTERO



Deborah Lloyd and Craig Leavitt, 2009.

■ Kate Spade Japan, a joint venture, begins operations.

**2010:** The company opens in the U.K.

■ A fragrance deal is signed with Elizabeth Arden. The first scent under this pact, Twirl, hits stores in September.

**2011:** Bedding and bath products are introduced.

■ Kate Spade opens in Brazil and the Middle East.

■ Brad Goreski is hired as brand stylist.

**2012:** Watches are launched.

**2013:** The brand marks its 20th anniversary with the theme "The year of Things We Love."

■ Kate Spade Saturday launches.

◀ Live Colorfully, a fragrance developed in-house, is set to launch in April.



SOURCES: KATE SPADE; WWD ARCHIVES

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INCREDIBLE YEARS



## SECTION II

## WWD MILESTONES

(Continued from page 4)  
that be literature, adventure, travel or the arts. "She likes to be the most interesting person at a cocktail party. She likes to stand out in a crowd. That's why she embraces color and graphics so well."

According to Leavitt, "She has some discretionary income. She's 25 to 45 years old and she can live anywhere but because of her interest in culture, she either lives in or around a city, or at least gets to travel to cities on a regular basis." Basically, she likes a bit of polish in how she puts herself together. "She's going to be that woman in the great polka dot dress at the cocktail party who everyone's standing around chatting with," he said.

As for a preteen like 11-year-old Sasha Obama wearing the line to the inauguration, he said, "We have such a broad customer base. Our core customer is 30 to 45, but we have customers who are teenagers and those in their 60s and beyond. [Sasha] looked great. She wore the product really well. She looked like a young lady."

And then there's the woman who can't afford Kate Spade, but aspires to be part of the lifestyle. For her, the company is launching Kate Spade Saturday this month. The line, which addresses a woman's casual needs, is geared to a younger consumer.



Watches are produced internally.

"We discovered there's a younger customer who aspires to be part of the Kate Spade New York brand, but maybe isn't ready for it in her life yet. Perhaps she doesn't have the cocktail party to go to after work. Maybe she's going to a bar instead," he said.

He added that the brand captures a lot of the same spirit, color, graphics and optimism of Kate Spade New York. "And while there's a shared DNA, it's a very different aesthetic as well.

"We've been nurturing this idea for quite some time," noted Leavitt. "We wanted to launch it at a time when we were really pushing from strength. You see a lot of brands launching additional lines when there's a weakness in their parent line, and it's a way to bolster their sales and profits. We took

a different approach. We were waiting for Kate Spade to be on really solid ground with a great business trajectory and great improvements in profitability and seize the moment to launch this brand. That's why we chose this time."

The brand will launch in Japan next month. That introduction will be followed quickly with e-commerce in the U.S., as well as American brick-and-mortar stores initially focusing on New York and Los Angeles. "Right now, we're seeing this as a vertical model," said Leavitt. "But there could be some inter-



Sasha Obama, seen here with big sister Malia, wore Kate Spade to the Inauguration last month.

PHOTO BY WIN MCNAMEE/GETTY IMAGES

esting wholesale plays in the future."

Leavitt said he and Lloyd have a great working relationship and that's been a key part of their success. "She's a terrific creative director. We complement each other's skill sets. What's great is that... she also has a real desire to understand the commercial nature of our business."

Leavitt says the company is well-positioned. "We're in that sweet spot," he said, noting that the brand can be aspirational for some, accessible luxury

for others, and also fits well with the customer buying luxury products. "We are able to draw up and down."

And industry observers like what they're seeing from Kate Spade.

"They're on fire," said retail analyst Jennifer Black of Jennifer Black & Associates. "I think Deborah Lloyd is really talented — she's so whimsical and her stuff is so different. It's almost a conversation piece. They have a lot of potential globally. They're just getting started."

The store in Aoyama.



## Japan Continues to Thrive

TOKYO — Japan was one of Kate Spade's first foreign markets, and it's clear that the country still plays an important role in the brand's global strategy.

It is the brand's second-largest market after the U.S.

The company currently has 53 Kate Spade points of sale and one Jack Spade store in Japan, and it plans to roll out more than 10 more doors this spring. One of the more high-profile openings will come in early March, when the company will unveil the first retail store for Kate Spade Saturday, its new, younger, more accessibly priced line. The store will make its home in the Harajuku neighborhood very close to a well-trafficked Marc by Marc Jacobs store.

"This global lifestyle brand is starting in Japan. We are going to be the first," said Ayako Yanagisawa, president of Kate Spade Japan. The new store will feature a café selling Sigmund's

Pretzels — a move that targets young Japanese shoppers who love food and hanging out while shopping.

"We wanted to have something to show the brand's American roots and lifestyle," Yanagisawa said.

Kate Spade is registering significant growth here, in stark contrast with many other luxury goods and fashion players. Sales for the year ended Aug. 31, 2012, rose 20 percent to 7 billion yen, or \$88.90 million at average exchange. Yanagisawa attributed the growth to a series of factors, including an aggressive retail expansion, the launch of new product categories like jewelry and watches and a shift in marketing resources to younger consumers.

The Saturday brand retail launch is just the latest example of how the company embraces local consumers' tastes and uses them to shape its global approach. Unlike many other brands that strive

for uniform product ranges around the world, Kate Spade Japan's merchandising team frequently makes suggestions to the company's head office in New York about styles or modifications that would work well in the Japanese market.

Often, these products designed with a Japanese consumer in mind go on to sell worldwide. Yanagisawa explained how this process resulted in a mini version of a metallic basket-weave tote for spring, in line with Japanese women's preference for smaller handbags.

"The creative director [Deborah Lloyd] knows that we love ribbons, so she introduces ribbons and bows every season," Yanagisawa said. "By doing that, the [individual] market needs start influencing each other."

Similarly, the Japanese market has influenced the way Kate Spade approaches apparel. For spring 2012, the company started rolling out a size range of clothing called "Fashion Fit," featuring smaller sizes, longer torsos and proportions suited to Japanese and smaller Asian body types. This more petite range of clothing, which originated as a request from Kate Spade Japan, sells both in Japan and in international stores targeting Asian customers.

Last year, Kate Spade took its Japanese business in-house by buying out the controlling stake held by its former partner, Sanei International, in their joint venture Kate Spade Japan. Sanei and Kate Spade formed the joint venture in 2009. Kate Spade has a long history with the Japanese company: Sanei, acting as a distributor and a licensee, brought the American brand to Japan in 1996.

Yanagisawa, who became chief executive officer of Kate Spade Japan in 2009, said the Sanei partnership was a fruitful one but ultimately it made sense for Kate Spade to fully own the brand as it plots further international expansion. "We were mature enough to be owned," she said.

In Japan, Kate Spade's target consumer is a working woman, age 25 to 35, who lives in a big city. Yanagisawa has noted a sig-



Ayako Yanagisawa

PHOTOS BY YUIE MIYAZAKI

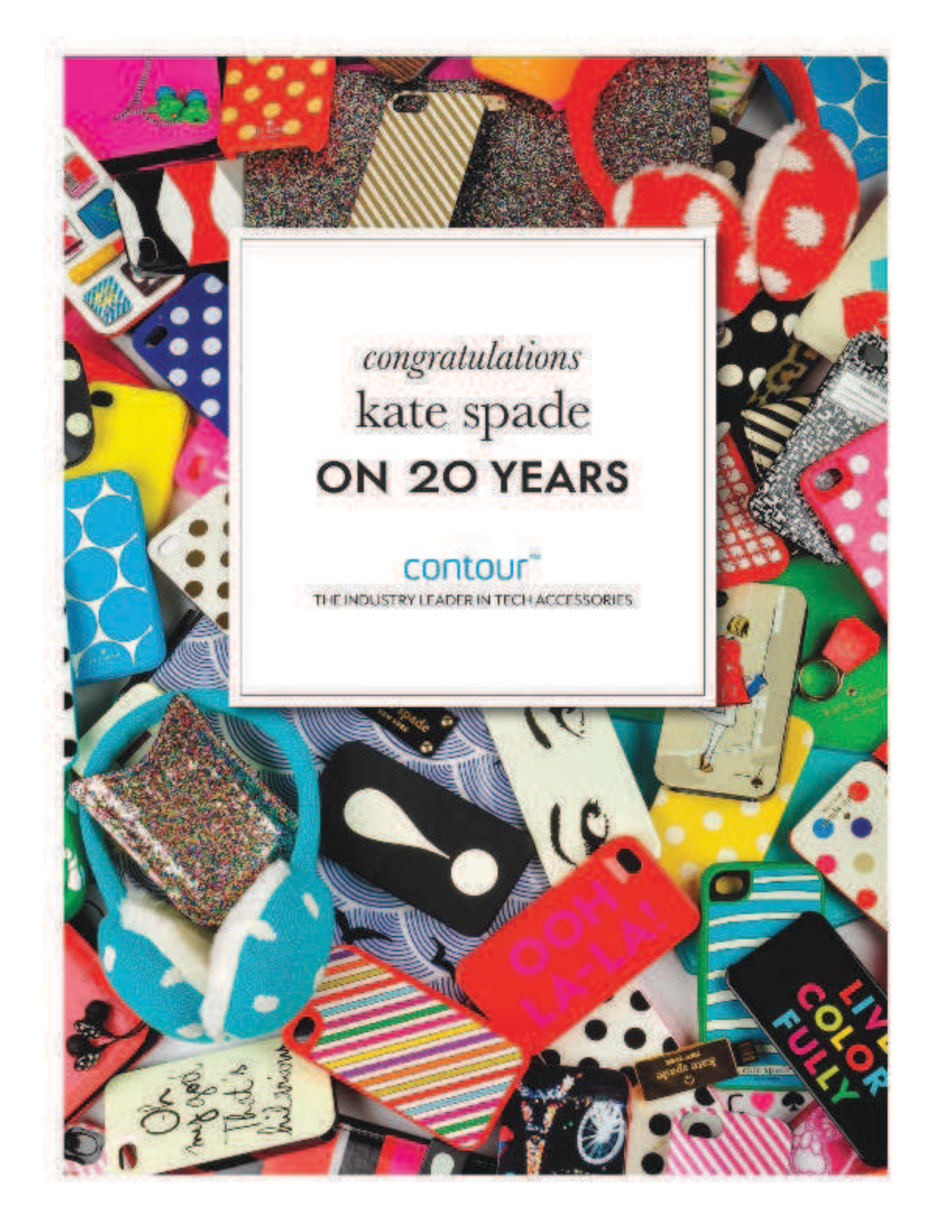
nificant change in the mentality of young Japanese women, who have lived much of their lives in a recessionary environment. They care less about logos and brand names than past generations, she said.

"People are becoming more mature and sophisticated and finding a reason to buy," Yanagisawa explained. "I think they are looking to be inspired by the brand or [identify] with the lifestyle."

Yanagisawa said the March 2011 tsunami that struck northern Japan brought that trend into sharper focus. In line with the experience of many other fashion and luxury goods players, Kate Spade saw a steep drop in sales immediately after the disaster, but business recovered relatively quickly in a few months, the executive noted. She added that shoppers were eager to lift their spirits with bright-colored and patterned merchandise.

"People were really looking for something additional, on top of just buying handbags or just buying clothing," Yanagisawa said. "I think it's going to be a permanent shift." — AMANDA KAISER





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## WWD MILESTONES



Deborah Lloyd

## Colorful Prospects

Deborah Lloyd taps the DNA of the brand.

By Marc Karimzadeh

DEBORAH LLOYD embodies the Kate Spade New York woman in more ways than one.

The brand's president and chief creative officer is a collector of vintage jewels and clothes — i.e., cocktail dresses — as well as fashion illustrations and eclectic art, which she displays in the Brooklyn brownstone she shares with her husband, Simon Arscott, and their two standard schnauzers, Stanley and Lulu. Bright pink is her favorite color and she enjoys making a statement with a flash of the electric hue, like teaming a black-and-white print shift with shocking pink heels. It's that sort of sensibility that makes her the perfect personality for the brand.

Since joining Kate Spade New York from Banana Republic, where she was executive vice president of product design and development, in October 2007, Lloyd has become a brand architect who has, in tandem with chief executive officer Craig Leavitt, conducted a successful overhaul and expansion of the brand. As she put it, she considers her role akin to that of a conductor who can "bring all the different tunes from all the orchestras together and make sure that the symphony makes sense."

Today, Lloyd oversees all touch points of the brand from handbags to the design of the fragrance bottle and she has, since her arrival, made the bow a major feature that nicely aligns the various categories.

"One of the hardest things is to define what the brand tenets and design tool box can be for Kate Spade New York, which came from a little black bag, and then to gain recognition for these [attributes]," Lloyd said.

The Kate Spade New York woman, she noted, is "curious, she is playful and she is strong. I am defining the personal attitude traits, not the age. That's one of the successes of the brand — it captures the imagination of women of age 15 up to the sky-is-the-limit."

Lloyd's own trajectory is ripe for storybooks. The Brit grew up in Plymouth, England, by the sea, the departure point for the Mayflower and the Pilgrims.

"I was destined for America one day," she chuckled.

Lloyd's upbringing was filled with fashion nuances. "I had an aunt who was a fashion designer-cum-model in the Sixties," she recalled. "She was always an inspiration. She traveled around the world and she'd bring me back the most incredible, completely outrageous costumes. I used to customize these to be able to wear them."

There was also her adventurer grandmother who, at 60, emigrated to Australia. "She went around the world and sent me dolls from all these different countries she visited, with the national costumes," Lloyd said. All this instilled a fashion bug in her.

During one "career evening" at school, Lloyd decided she wanted to become a fashion designer and she enrolled at London's Ravensbourne College of Art and Design. Following her Bachelor's degree, she earned a Master's at the Royal College of Art specializing in men's wear. Fresh out of school, she was tapped by Byblos, where she worked with Keith Varty and Alan Cleaver. "I was whisked into this jet-setter world," she remembered. "They sent me on my first trip to America. I stayed with them for about 18 months but Ancona, Italy, can be a very small place."

She relocated to Paris for a job at Daniel Hechter, which was followed by Kenzo Jungle. After a brief stint at Aquascutum, she eventually landed at Burberry in London, where she stayed for six years and spearheaded the Burberry London label just as Rose Marie Bravo was starting a complete brand overhaul. "That's where I got my big break," she said, "I learned so much about what makes the DNA of a brand. When I went in, it hadn't really been touched."

Then Banana Republic came calling. Not just did this mean she would relocate to New York, but Lloyd also oversaw men's, women's and accessories, the latter of which, she noted, "became a new challenge to me and something new to learn."

Her extensive experience laid the foundation for her next big job: creative head of Kate Spade New York.



"I wanted a new challenge," she said. "Something creative, more designer, something I can really build. I had a little check list of what I wanted next. When [re-recruiting executive] Karen Harvey called me, she knew she had a minute to sell me on it. When I started to think about it, I knew this job ticked every single one of those boxes."

"It had a very strong DNA, and there was a huge opportunity to work with that DNA and take it from this beautiful niche jewel to something bigger and extraordinary," she elaborated. "The brand tenets haven't really changed. It's always been colorful. It's always been bold, playful, sophisticated and timeless. It's taking all of those pieces that existed in one bag, and then blowing them out across so many different categories."

The first extension was costume jewelry. Then, two years in came a complete assortment of ready-to-wear, marking a major accomplishment for the brand, which had dabbled in rtw before but never in a significant way. "It suddenly gave people the picture of the Kate Spade woman," Lloyd recalled. "This is what she looks like, this is what she feels like. The launch of ready-to-wear was the big 'aha' moment that changed everything."

Even though the timing of the launch — right around the worldwide financial meltdown — was far from ideal, it proved to be a boon.

"Anybody on paper would have told us it's the worst and craziest thing to do, but actually, in the end, it was the best thing we could have done because it diversified our risk, in a sense," she said, because the company was no longer reliant on just one category. "And we got interest in the brand as well. When everybody's collections were reflecting the gray, terrible financial environment out there, we came out with a collection that was joyous, colorful and playful, and made people smile. It was hard to make people part with money, but they suddenly wanted [our product] because we were doing something that stood out from the crowd, which was very important. I think that's a big aspect — being entrepreneurial and having a passion for what we do."

She added that rtw was crucial to establish the whole brand language.

"I come from a background of rtw and it was really hard in the beginning to work on an ad campaign and borrow other people's clothes or vintage clothes."

The brand, she noted, easily lent itself to expansion. "It was about color," Lloyd said. "We learned that when we launched. We sold far more bright yellow dresses than we did the black dress. The first print we did was a giant black-and-white zebra print. We had amazing sales on things that

(Continued on page 10)



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## SECTION II

## WWD MILESTONES

*(Continued from page 8)*

were playful. We put bows on things. And yet there was always a sophisticated and timeless appeal to them."

As for her inspiration, it comes from "all over the place. It's from travel, it's from people, it's from books. It's just things that I love. I have always been a magpie and eclectic, and it's pulling from everything and everywhere I go. [I don't take] a vacation where I don't bring back one idea."

Besides jewelry and rtw, Lloyd also continued to build shoes with Schwartz & Benjamin, and home with Lenox. The brand also launched watches in-house, as well as developed a fragrance business — first with Twirl, and, in time for the 20th anniversary, Live Colorfully, which will launch over the next two months.

"It's well-rounded and we're trying to do each of these categories well," she said. "Within each there are so many opportunities to grow."

While she wouldn't disclose the single largest category, Lloyd pointed out that, "If we can't get handbags right, we don't have the permission to do anything else."

Regarding handbags, which is how Kate Spade herself started, Lloyd admitted that it was the most challenging area to tackle.

"Kate Spade had this huge hit with the original black tote bag that started the company in 1993 and was, like, the first 'It' bag," she said. "You either have to keep going with that and keep developing it, or you come up against a bit of a wall. It took a while. If I now look back, it was good we did a lot of the work on the other categories. It took off a little bit of the pressure to be able to come back in and work on the handbags and build a strategy there."

As for the future, Lloyd says the possibilities are limitless.

"Already, in the 20th anniversary year, we're launching a new brand called Saturday," she said. "It comes from the same DNA but it's a sister brand, targeted at a younger customer who is not quite ready for the Kate Spade brand. It's channeling Saturday — the best day

of the week — seven days a week. We have these ideas that can be explored as lifestyle brands unto themselves.

"Within the Kate Spade New York brand, there is still so much we can do and we have only scratched the surface. Then there is the lifestyle piece. Who knows, one day there could be Kate Spade hotels. All those different things bring the Kate Spade experience to life in so many different ways beyond what we do today."

And perhaps, one day, she will even zero in on a new 'It' bag for the brand.

"One of my biggest challenges is to recreate that 'It' bag," she admitted.

That said, Lloyd is also fully aware that such a hit can easily spawn endless counterfeits — a notion that plagued Spade herself when she was in charge. Lloyd seems to be taking the prospect with a dose of humor.

"We haven't had something that has captured the imagination of Canal Street," she said with a smile. "I have told my team that once we do that, I will take them all out for dinner. Then we're shutting it down."



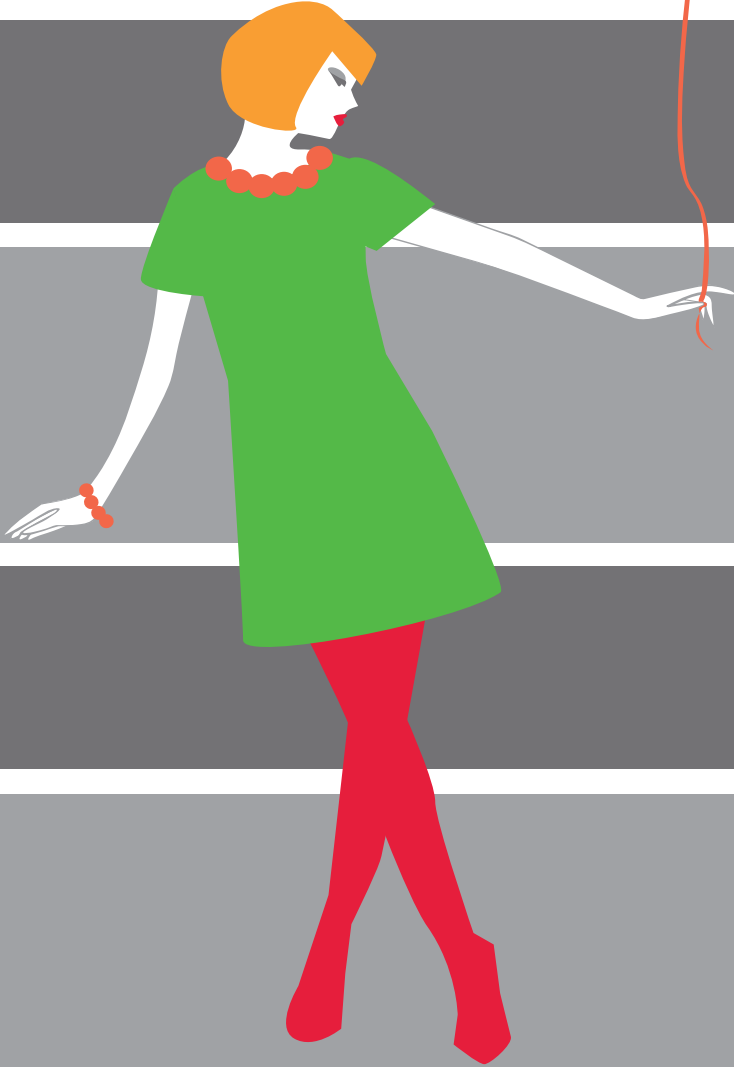
“It had a very strong DNA, and there was a huge opportunity to work with that DNA and take it from this beautiful niche jewel to something bigger and extraordinary.”

— DEBORAH LLOYD



Dress and bag, spring 2011; necklace, fall 2011; shoes and bracelet, spring.

20  
YEARS



FIFTH & PACIFIC

COMPANIES, INC.

kate spade  
NEW YORK

Lucky Brand

Juicy Couture

JACK SPADE



## WWD MILESTONES



PHOTOS BY THOMAS ANNACONE

William L. McComb

## McComb's Bold Move

The Fifth & Pacific ceo bucked the odds by investing heavily in the brand, which at the time was one of a slew in its portfolio.

By Evan Clark

AT THE CENTER of Kate Spade's whirlwind of success is a lightning rod named William L. McComb.

A Johnson & Johnson alum armed with a degree from the Chicago Graduate School of Business, McComb entered fashion at the top, becoming chief executive officer of Liz Claiborne Inc., now known as Fifth & Pacific Cos. Inc., in late 2006.

At the time, Kate Spade had just been bought from Neiman Marcus, and would be the most-recent addition to what had become a sprawling empire of more than 30 brands. At \$124 million, some thought the company paid too dear a price for the brand, which wasn't large enough to move the needle at the multifaceted firm with nearly \$5 billion in revenues.

Fast-forward to today, and Kate Spade is seen as one of fashion's most likely to continue to succeed and is mentioned frequently in the company of other hot brands such as Michael Kors and Tory Burch.

But back in 2006, the brand might easily have been lost in the shuffle.

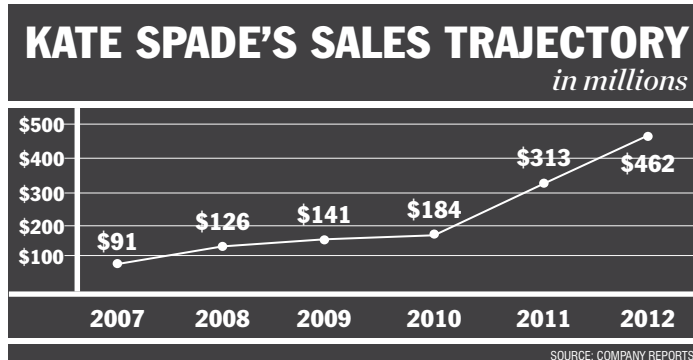
McComb began to put his mark on the company in 2007, and when he did make his move that summer, it was as criticized as it was definitive. He essentially

put 16 of the firm's brands on the auction block — including Ellen Tracy, Sigrid Olsen and Dana Buchman — and reoriented the company around four "power brands," one of which was Kate Spade.

And soon there was not just change within, as the portfolio was scaled back and the Liz Claiborne brand struggled, but also turmoil without, as recession took hold and then the disaster of the financial crisis struck.

That Kate Spade has been able to motor along and go from strength to strength was an obvious point of pride for McComb during a recent interview.

"Our strategy for resource allocation



that we started that fateful summer in July 2007 was the right damned thing to do," McComb said. "On the long list of things of which people were critical was that I was going to put more money into Kate Spade and sell Ellen Tracy."

McComb said the intense pressure to not spend money to incubate Kate Spade was overwhelmed by the potential of the brand.

"I didn't let the overall story of Liz Claiborne suck away the priority to invest in [Kate Spade]," McComb said. "I had a vision that summer and we're in the early chapters of where that vision is going to lay out. We've made mistakes along the way. Everybody makes mistakes."

McComb said Kate Spade "had that twinkle in its eye" in 2007.

"Accessories was a hot category," the ceo said. "[Kate Spade] had potential in footwear and handbags, it wasn't positioned right — [it wasn't] modern enough or young enough — but the bones of it were more solid than any of the businesses that year... There are sunrise businesses and sunset businesses. We were a portfolio of sunset businesses; we knew Kate was a sunrise business."

Kate Spade was positioned as a monobrand company along with its cohorts Lucky Brand, Juicy Couture and the since-disposed-of Mexx. But the ceo said it was easier and simpler to reposition Kate Spade for growth, given its size.

"It was easier for me to clear the whiteboard and start all over," McComb said. "I needed to refound the business. I hired [the brand's president and chief creative officer] Deborah [Lloyd], and together we hired Craig [Leavitt, ceo]. They report to each other, and together they report to me."

Kate Spade lost money for two full years as the company invested in the business.

"It's making so much money now because we did it all right," McComb said. "In the summer of 2008, our [sales] productivity at retail was low, \$320 a square foot. It's at \$1,100 now."

For 2013, Kate Spade's sales are expected to rise by a percentage in the low teens, topping \$522 million. And adjusted earnings before interest, taxes, depreciation and amortization are slated to rise by at least \$35 million to \$130 million to \$140 million. That would make Kate Spade the firm's largest business by revenue. It is already easily its most profitable.

McComb said the brand has been careful in how it grew and for now is "largely staying within our current footprint" to take advantage of the interaction between the brand's stores and its Web presence.

The brand ended the year with about 100 stores and plans to add another 40 stores in North America and 25 doors elsewhere this year.

"It's not about the number of doors, it's about the quality of the business," McComb said. "It's about letting it be special and not be everywhere. We could have gotten to a higher profit margin and moved higher on the sales and the profit curve earlier by letting out all of the string on that kite, but we didn't want to."

Not everyone has that same kind of restraint.

Investors, for one, have been pushing for the company to spin off Kate Spade or somehow separate a portion of the business so it can be valued independently.

The stock market tends to give brands a higher valuation when they're in their own than when they're in a portfolio. And Michael Kors Holdings Ltd., with a market capitalization of more than \$11 billion, has awoken many on Wall Street to the potential of fashion brands.

McComb has long said his plan was to create companies that could stand alone.

A Kate Spade-specific investment conference planned for next month and some recent comments from McComb have caught the attention of investors and analysts. Last month, the ceo said in a press release forecasting fourth-quarter results that the company was "being thoughtful regarding alternatives to our current multibrand portfolio approach that unlock value."

Those words were clearly chosen very carefully, and in the interview McComb declined to be more specific on the future of Kate Spade.

"What I'm silent on in the press release... what we do and when we do it is not something that I'm going to wring my hands about," McComb said. "Job One is to build value, Job Two is to study ways to unlock value."

The company is also planning separate investor conferences on Lucky Brand and Juicy Couture for later this year.

A spin-off of Kate Spade, while maybe the dream of many investors, raises questions for the larger company, including what happens to the other businesses and what happens to McComb himself.

"We aren't going to do something that creates value on the right hand and destroys value on the left hand," McComb said. "We aren't a one-horse town, we've got multiple sources of value in our portfolio."

"The answer on what happens to me is, 'Who cares?'" McComb said. "Honestly, if I'm doing my job, then those aren't the things that matter."



Kate Spade has plans to add about 65 stores this year.

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## WWD MILESTONES



Kate and Andy Spade photographed in their Manhattan apartment last month.



PHOTOS BY LEVIE MORELAND

## The First Couple

Fifteen years after building their brand, Kate and Andy Spade simply folded. By Jessica Iredale

THE DAY AFTER this year's presidential inauguration turned out to be the perfect time to interview Kate and Andy Spade on the 20th anniversary of the company they founded in 1993. For the ceremonial occasion of her dad's incumbency, Sasha Obama had appeared on the mall in a purple coat by Kate Spade, thus handing a reporter an icebreaker on a silver platter — except Kate Spade beat her to the punch.

"So, I read that Sasha was wearing Kate Spade!" she said at the outset of the interview. She cannot take credit for the actual design, as she, her husband, Andy, and their two partners cashed out of the company that bears her name seven years ago to the tune of \$59 million.

It must be pretty weird to hear your own name in such a public yet disassociated way.

"Oddly not," said Kate. "I get asked that all the time. I always felt there was me and there was the company. It was obviously very personal, but I didn't confuse a bill not getting paid by Kate Spade as me not paying it."

Her excitement about the Obama endorsement seemed entirely genuine, without a trace of subtext.

"Oh, I think I want to write Deborah [Lloyd, Kate Spade's president and chief creative officer] a note," she said, turning to her husband. "Because it's kind of a big deal."

Even if the youngest Obama simply loves the color purple, the label stitched inside an 11-year-old's outfit becomes a political statement when she's a member of the first family on Inauguration Day. That she chose Kate Spade — or that it was chosen for her — is testament to the company, its image and values, which remain anchored in the Spades' original point of view: American, wholesome and not too expensive.

Before they were Kate Spade the brand, the Spades were college sweethearts from the Midwest, she from Kansas City and he from Arizona. They came to New York after graduation to pursue fashion and advertising. She worked as an accessories editor at *Mademoiselle* and he was in advertising at TBWA/Chiat/Day.

Neither grew up fantasizing about being fashion designers, but they shared an entrepreneurial itch.

"I thought we'd start our own ad agency," said Andy. "We kind of wanted to do our own thing." One night over dinner at their favorite Mexican restaurant on the Upper West Side, they were talking business ideas and "Andy said, 'Why don't you do handbags? You love handbags, accessories,'" recalled Kate. "And I said, 'It's not like you can just start a handbag company.' And he's like, 'Well, why not?'"

The Spades, who were not yet legally the Spades — Kate Spade had a better ring to it than Kate Brosnahan, her maiden name — did not have a formal business plan, but they did see the proverbial void in the bag market, which had yet to explode for the traditional ready-to-wear designer houses. There was Coach, there were the Europeans and there was a lot of leather and hardware going on. Kate knew what she wanted: simple, straightforward totes and shoppers. Her original samples were done in linen and burlap since the only fabric resource willing to sell to a no-name designer with no track record and no minimums turned out to be a potato sack company.

Eventually the bags evolved into the more durable nylon for which she became famous. Spade had 10 black and 10 navy made up for her first trade show at the Jacob K. Javits Convention Center in New York. They didn't write a ton of orders, but they got the right attention, from Judy Collinson at Barneys, and Candy Pratts Price of *Vogue*, who featured Kate Spade bags in *Vogue's* Last Look.

For the first few years the operation was "scrappy." Kate as designer and Andy as creative director worked out of their apartment, took no salaries, and Andy always had one foot out the door, mostly for financial reasons but also

because they weren't sure. At one point he and Kate moved to Los Angeles for six months when he accepted a job as creative director at Saatchi & Saatchi. They thought about bailing on Kate Spade altogether, but their partners, Kate's best friends Elyce Arons and Pamela Bell, pleaded — if they quit now, everyone loses everything.

Plus, things were on the upswing. In 1995, Kate Spade received the Council of Fashion Designers of America's Perry Ellis Award for Accessories. Within a year, sales had topped \$10 million. They were in Saks, Neiman's, Barneys and Bloomingdale's. In 1997, they opened their second store in New York's SoHo on Broome Street, after outgrowing their first one on Thompson, with more planned for Los Angeles, San Francisco, Chicago and Japan.

They also launched shoes, a leather collection, secured an eyewear license and were dabbling in rtw.

Also, in what is perhaps the biggest measuring stick of a brand's success, they were being knocked off left and right. The company had begun aggressively pursuing operations that infringed on its designs, settling cases against such major retailers as Gap, Dayton/Hudson and Kmart. The men's accessories line, Jack Spade, came in 1996.

(Continued on page 16)

*Congratulations*

KATE SPADE NEW YORK

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SENSATIONAL STYLE

*Kate Spade*



HUDSON'S BAY



## SECTION II

## WWD MILESTONES

*(Continued from page 14)*

"We never thought about starting a company. We just said, 'Let's make some bags and see what happens.' And people ask us now, 'How do I start a company?' It's daunting," said Andy. "You don't start a company; a company is what you become if you are successful, right?"

A big part of what the Spades think made it resonate was their outsider, Midwestern sensibility. "Straightforward," "optimistic," "earnest," "friendly" and "not pretentious" are words they used to describe their vision. Kate is the first to say she was never a trained designer.

"I wasn't always sketching on top of some mountain overlooking the glistening sea in Belize," she said. "The real truth of it is that I was crudely drawing

and taking it to a patternmaker I found in the back of Women's Wear Daily."

At first, she had a bit of a complex. Spade recalled how Linda Wells introduced her for her CFDA award, using the word "sensible" to describe the Spade aesthetic. "I remember at first going, 'It's sensible? So are running shoes.' Now I look at [the original bags] and it's true and I like that."

In 1999, the Neiman Marcus Group acquired 56 percent of the company for \$33.6 million in cash. "That was kind of a sigh of relief," said Kate. "We could get a little bit lifted off our shoulders financially."

They continued on, market upon market, season after season, building the brand until, in 2007, they walked away. Kate and Andy, along with Arons and



Kate Spade in 2000.

Bell, sold the remaining 44 percent of the company to Neiman Marcus, which in turn sold the whole thing to Liz Claiborne Inc. (now Fifth & Pacific Cos. Inc.).

There are no regrets. Judging from their Park Avenue apartment, decorated in an eclectically stylish mix of the modern, classic and earthy, their front door sweetly covered in artwork by their eight-year-old daughter, Bea, things are pretty rosy in the Kate Spade afterlife.

Kate is a full-time mom, one of her primary reasons for letting go of her business. "Having waited to have a baby as long as I did, which was 42, I wanted to be there," she said. "I felt like it was a luxury I couldn't pass up."

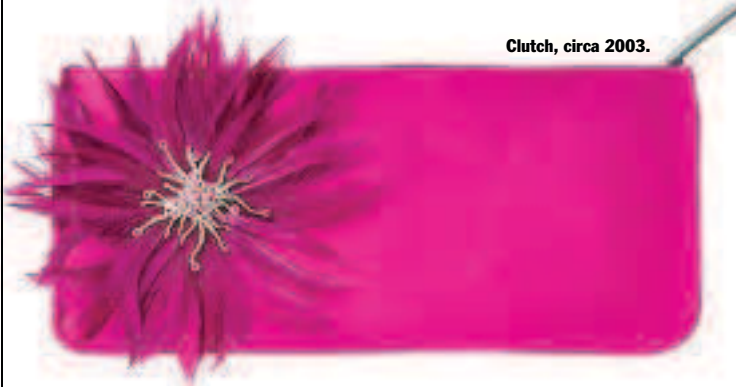
Andy, who had grown restless at the fashion company, walked out of Kate Spade and launched his boutique creative agency Partners & Spade — "what, the day after?" All kidding aside, he had already begun to work on some of the pet

creative projects that make up his business, which he describes as a "gallery and studio," while he was still at Kate Spade. Partners & Spade's client list includes J. Crew, Warby Parker, Roxy and Quiksilver.

Andy has worked on three movies in the past five years and has put out several books.

"I think we both loved inventing things and creating things," said Andy. "We created [Kate Spade], and I felt like 15 years was probably five years longer than we thought we would actually go. We're really lucky that it actually worked.... I felt, like, creatively it was complete."

The couple still pays attention to the company, but with a healthy distance. "It's like watching a stock," said Andy. "Exactly," said Kate. "I think they've done a great job, shepherding the brand. That was something we kind of jokingly said as we left, 'Don't make us afraid of our own name!' And we're not."



Clutch, circa 2003.

## Hit the Road, Jack

A big store expansion and additional categories are on tap for the Jack Spade men's brand.

By Alexandra Steigrad



Melissa Xides and Cuan Hanly.

KATE SPADE'S little brother, Jack Spade, is getting ready to bust out of his sister's shadow.

Since last year, the 17-year-old men's clothing and accessories brand has become a major focal point and potential growth driver for corporate parent Fifth & Pacific Cos. Inc.

Founded in 1996, Jack Spade began selling men's messenger bags made from waxed cotton and heavy canvas. Durability and function were the focus for cofounders Andy and Kate Spade, who opened their first Jack Spade store at 56 Greene Street in New York's SoHo in 1999.

Inspired by a pair of Jacks — writer Jack Kerouac and Jack Welch, General Electric's chief executive officer — Jack Spade sold a quirky mix of stylish travel bags, trenchcoats and general merchandise that blended vintage furnishings and classic products such as Levi's 501 jeans and Timex military watches.

Under Fifth & Pacific, Jack Spade has begun to spread its wings and is now poised for broader expansion.

Although management would not disclose a precise volume breakdown, Fifth & Pacific's ceo William L. McComb said on an earnings call last year that Jack Spade "can be a \$100 million men's business with very high margins."

According to Melissa Xides, Jack Spade's vice president of global sales and retail, the company decided to invest heavily in the brand last year, as it moves closer to attaining lifestyle brand status.

That investment has taken the form of store expansion. In a year, Jack Spade grew from three units to 10 stores. With two doors in New York and a store apiece in Boston, Washington D.C., Chicago, Los Angeles, Portland, London, Tokyo and New Canaan, Conn., Jack



Jack Spade's two-toned tote.

Spade is readying for its next boutique in Atlanta in March. The brand is also sold in 200 specialty boutiques and department stores, including Barneys, Bloomingdale's and Nordstrom.

Those numbers are expected to rise, as the retailer sets its sights on domestic and international markets, notably China, said vice president and brand director Cuan Hanly.

Driving that growth is demand for Jack Spade's classic-yet-hip clothing and colorfully accented bags, which target the "creative class," said Hanly. To elucidate whom that includes, he pointed to professionals ranging from artists and graphic designers to architects and journalists.

Prices range from \$145 to \$600, with a sweet spot that hovers in the \$250-to-\$300 neighborhood.

"We're going for simplicity and function, that's our design philosophy," Hanly offered. "It's classic, American men's wear, but we bring color and humor to it."

With a tongue-in-cheek blog blending pop culture, art, music and films that influence the brand, Jack Spade reaches out to its consumer base on a more personal level. The platform seems to be working, as its sales are spread evenly between e-commerce, its wholesale channel and its retail channel, Xides said.

To further strengthen the digital side of the business, Jack Spade is "re-platforming" the Web site by the end of April, Xides noted, explaining that the site will include a social feed component. This new element will add more cohesion to the brand's Twitter, Facebook and Instagram following.

"It's about engagement," Hanly added. "It's not just about the product."



A stainless steel timepiece inspired by a pilot's watch.

But the product is at the heart of the endeavor, and Jack Spade has managed to come into its own, offering outerwear, apparel and accessories. The brand recently added denim, and it sells footwear through a third party. Currently, 35 percent of its sales comes from bags, another 35 percent comes from outerwear, and the remaining 30 percent is made up of small leather goods and other categories.

Next, the brand is venturing into watches, which will hit the market on March 7. Timepieces will range from \$95 to \$500 and include a variety of case shapes and materials. The lower-priced watches for \$95 incorporate Japanese movements, round cases and color-blocked or patterned rubber straps. Nylon straps are also offered.

The higher-priced timepieces, which start at \$295, employ sapphire crystal and Swiss movements. This collection has a variety of case shapes, from round and pillow to tank and square. It also has a sporty pilot's model that has four hands, allowing timekeeping of two time zones simultaneously. Straps are leather, stainless steel or gold-brushed stainless steel.

"There's a lot of bling in the marketplace at the moment," Hanly said, as he flashed his own Jack Spade watch. "I just feel like that's starting to get a little tired."

Moving forward, Jack Spade aims to cycle in more categories as it rounds out its collection.

"We're very collaborative here," Hanly said. "I firmly believe that no idea is a bad idea, and we try to engender that in our teams."

"There are some bad ideas," Xides piped in, "and I'm not afraid to tell them."

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YEARS !



WELCOME TO  
*KATE'S  
PLACE*

Two decades ago, designer Kate Spade created a boxy satin bag called Sam that became an accessories sensation. It has since grown into a lifestyle brand, encompassing items from jewelry and jackets to teapots and tech covers. Here's a look at some of the best goods over the years.  
— ROXANNE ROBINSON

**ON SARAH:** Headband and sweater, holiday 2011; skirt, holiday 2012; coat, circa 1998; Magazine clutch, spring 2012; Newspaper clutch, spring 2011; Dipped Coal Jack Spade bag on floor.

PHOTOS BY KYLE ERICKSEN; MODELS FROM LEFT: SARAH STEWART/W DIRECT, VIRGINIA SLAGHEKKE/TRUMP, TRISTAN/FUSION; HAIR: ANDREW FITZSIMONS AT ARTISTS BY TIMOTHY PRIANO USING ORIBE HAIR CARE; MAKEUP: MARI SHEN AT ARTISTS BY TIMOTHY PRIANO USING DIOR BEAUTY; SET STYLIST: LUKE ABBY FOR JED ROOT INC.; ASSISTANTS: MERCEDES PSL BASS, LAUREN MONTGOMERY, ALI GAVILLET, CASSANDRA DELVALLE; MEN'S STYLING: ALEX BADIA





**ON VIRGINIA:** Earrings and clutch, holiday 2011; necklace, fall 2011; faux-fur jacket, fall 2010; dress, summer 2011; pumps, spring. Pink bag on floor: spring 2011.

**ON TRISTAN:** Suit: fall; Nickson Oxford shirt, fall 2012; Mallick raw silk tie, fall 2012.



SECTION II

WWD MILESTONES



Ring, fall 2008.

Pearl necklace, holiday 2009.



Sunglasses, summer 2012.



Statement necklace, spring.

Bib necklace, fall 2010.



Kate Spade has steadily added to the family of accessories with eyewear, launched in 2001, jewelry in 2008 and watches in 2012 — all of which stay true to the brand's playful retro spirit.

Watch, fall 2012.



Film-motif cuffs, pre-fall.



Cube necklace, holiday 2012; sunglasses, spring 2012; blouse, spring.



PHOTO BY KYLE ERIKSEN, STYLED BY ROXANNE ROBINSON

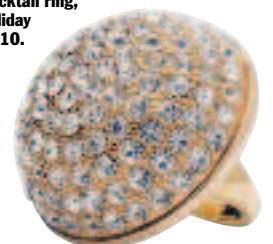
Aviator-style sunglasses, spring 2012.



Watch, fall 2012.



Cocktail ring, holiday 2010.



Enamel necklace, spring 2011.





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SECTION II

WWD MILESTONES

Metallic flat, holiday 2004.



Wedge, spring.



Basket bag, spring 2008.



Patent bag spring 2009.



Lobster bag, spring 2009.



Polka-dot pump, fall 2012.



The Kate Spade signature — a black nylon boxy shape — has grown to include quirky animal themes, cheerful basket bags and exotic pythons. Shoes, which were introduced in 2000, continue the playful motifs with bold prints and signature bows.

Owl evening bag, fall 2011.



Bow flat, holiday 2009.



Python bag, spring 2006.



Glitter sandal, fall 2010.



Woven bag, spring 2008.



License plate clutch, pre-fall.



Basket bag, spring 2007; dress, spring; platform sandal, resort 2012.

PHOTO BY KYLE ERICKSEN; STYLED BY ROANNE ROBINSON





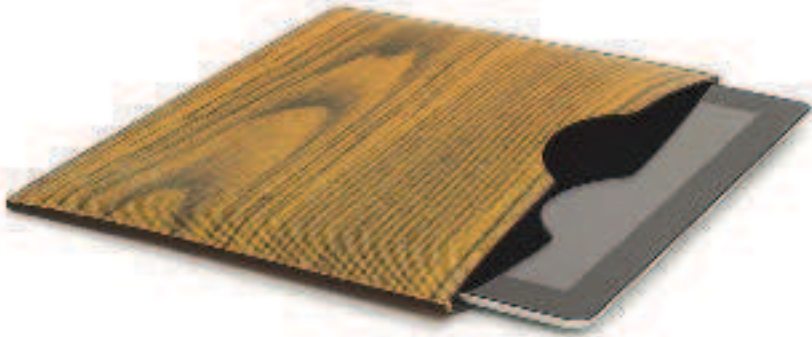
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SECTION II

WWD MILESTONES



Woodgrain iPad slip, holiday 2012.

Swedish M90 Camo bag, holiday 2012.



American preppy sensibility with a twist, brightly colored accessories and conversational furnishings define the young-at-heart spirit of the Jack Spade man. — Alex Badia



Conway 38mm sport watch, spring.

Barbour + Jack Spade's Hopper jacket with sweatshirt and Nickson's oxford shirt, fall 2012. Dolan classic chinos and Waxwear Messenger Bag, spring.



Hot Dog scarf, fall 2012.

Jack Spade key ring, October 2011.



Donaldson belt by Billy Moore, spring.



Waxwear travel kit, spring.





*Wow, kate spade new york, can't believe it's been 20 years already!?*  
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*Here's to the next 20!*

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## WWD MILESTONES

# The Digital Experience

Web sites, e-commerce, social media and mobile commerce are constantly refined to adapt to and exceed consumer expectations. By Rachel Strugatz

KATE SPADE makes it look easy.

But behind the whimsical brand's digital success is a highly choreographed operation. From social media across platforms like Facebook, Twitter, Pinterest and Instagram to a digital flagship that contains elaborate content, paired with a comprehensive e-commerce experience, Kate Spade has invested a lot of time in maximizing the brand experience for consumers.

All of the company's Web sites — Kate Spade New York, Jack Spade and Kate Spade Saturday — will see a complete overhaul come spring, according to Johanna Murphy, vice president of e-commerce. Murphy oversees all the Web sites, direct consumer marketing channels like e-mail and search, mobile and "anything you can track an ROI on," she said. The upcoming redesigns were a collaborative effort with the creative side.

She cites Amazon.com and Nordstrom as entities that have raised the bar for the brand online, especially in terms of what customers expect. This is why, in addition to how the site looks, careful attention is paid to fulfillment at katespade.com. Murphy has witnessed an uptick in an increasingly digital customer with higher expectations, and to cater to this individual, e-commerce sites will also see a relaunch later this year, as well as an enhanced inventory management system.

"We wanted to better understand the usability of the site. It really is an art and a science. Both Web site and e-mails are a great example of this," Murphy said, adding that sometimes it comes down to words versus statistics. "We know what will make people react, and we spend a lot of time evaluating the perfor-

mance of e-mail and creative and just what things work."

An example of when science needs to win: e-mail subject lines.

Murphy explained that subject lines must be creative and compelling, and a lot of time is spent analyzing what creative works best. As for how creative fits into e-mail marketing, her team now knows what resonates best with the audience, whether it's a graphic image or a photograph of a product.

Kyle Andrew, senior vice president of marketing, notes that although she's more on the art side of things, while Murphy is more on the science behind everything, the two teams must work together closely to achieve digital success.

Andrew said that although Kate Spade, one of the earlier fashion brands to become active in the digital space, joined Facebook in 2008, it wasn't until a bit later that the platform really became an important channel for the company. Five years later, Andrew counts Facebook as the brand's biggest channel, with close to 700,000 fans.

"This is our most commercial place.

Kate Spade's Facebook page.



That's the place where we absolutely create original content for the community, but also the place where we talk about our product and sales events," Andrew said.

Murphy noted that Facebook also functions as a customer service channel and an outlet for direct feedback. Customer service representatives check the page regularly to make sure consumer issues are being addressed — whether it's a question about a product or an order.

Twitter is the second-largest social platform for the company in terms of actual size. Andrew said this is where the brand shares a behind-the-scenes view of the KSNY girl's lifestyle. Instagram and Tumblr are also an integral part of Kate Spade's digital presence, as are YouTube and Pinterest.

In 2012, Kate Spade nabbed the third-place ranking in New York University think tank Luxury Lab's, or L2's, fourth annual Digital IQ Index, ranking fashion brands according to their online competence. Kate Spade ranked second in 2011, but 2012's actual digital IQ was higher.

"We inherited a brand that had a voice from Kate and Andy [Spade], so it's very easy, organic and natural to be on social media — and that's why I think we were there before others. Our brand spoke. Most fashion brands don't speak," Andrew said, attributing success in this area largely to the fact that the brand didn't have to make up a persona.

Mobile continues to remain a priority — and mobile and tablet behavior are tracked separately, according to Murphy. She said the company has a good idea of how customers use the devices differently — but driving sales is not really the primary focus with mobile.

"If you think about the way people use devices, it changes the business of retail. Our strategy is about that. It's not neces-



PHOTO BY JOHN AQUINO

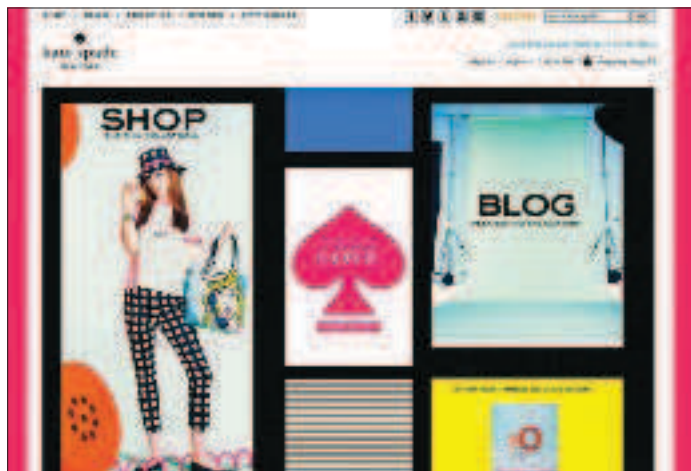
sarily about transactions, it's trying to bring our world into their device in a way that makes sense," Murphy said.

She stressed that the goal is for mobile to mirror the in-store experience. Features such as added product ratings and reviews are available so shoppers can look up such information while they are in the store.

But Murphy and Andrew agree that the biggest digital initiative will be the arrival of Kate Spade Saturday, the company's new multicategory brand. It will launch in Japan this month and in the U.S. via Saturday.com this spring. Aimed at a younger consumer than the main Kate Spade line, a physical Saturday store will come later.

Features like live chat will be implemented to make customer service easily accessible.

"It is a pure play to begin with — [so] we need rich and robust product photography and we've invested heavily in that," Murphy said. "The team has done a good job integrating social content around the product, and then there are a lot of ways for customers to reach out to us and get help about size or fit or any product details."

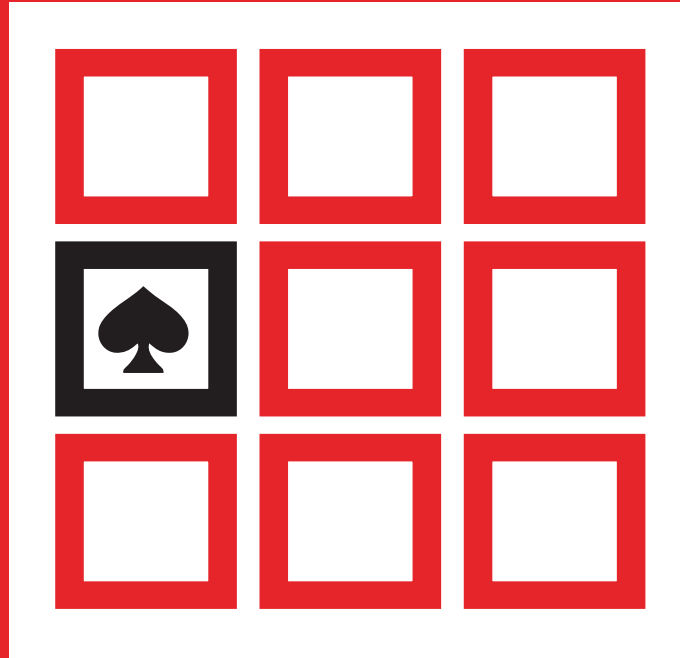


The homepage, katespade.com.



The brand's Pinterest page.





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WWD MILESTONES

# Color My World

Brand-building, one category at a time. By Lisa Lockwood

WITH ITS QUIRKY, colorful and whimsical products, Kate Spade has successfully extended its brand through key licensing partners, such as Safilo for eyewear, Schwartz & Benjamin for footwear and Lenox for tabletop.

The full array of licensed merchandise, which ranges from stationery and comforters to footwear and sunglasses, takes its design cues from Kate Spade New York. Many have become leaders in their respective categories, and each makes significant contributions to expanding the Kate Spade lifestyle.

Schwartz & Benjamin, which has held the Kate Spade footwear license for the past 12 years, has seen the business blossom. Geared to three generations of women — the teenager, the mom and career woman, and the grandmother — Kate Spade footwear focuses on color, novelty and whimsical elements, said Michele Prandi, vice president of sales for Schwartz & Benjamin, who oversees the Kate Spade footwear division. “She [the customer] definitely doesn’t take herself too seriously.”

Defining elements of the collection are the hardware, jewels and bow studs. “We like ornamentation. We like multicolor material. It relates to some of the ready-to-wear, which has more flavor and color to it. We try to bring that into shoes,” said Barbara Schwartz, director of product development at the footwear maker.

“We call it foot jewelry,” added Prandi.

The shoes, which are priced in the “accessible luxury” range, are primarily manufactured in Italy. The company recently began selling to stores in Great Britain and expects to start shortly in Germany and France. It also has a distribution partner in Asia, where it sells its footwear in Japan, Thailand, South Korea, Mainland China, the Philippines, Hong Kong and Indonesia. The executives said the way it usually works is that Kate Spade leads the way into a new country and the footwear follows.

Schwartz noted that the casual side of the business — espadrilles,

sneakers, moccasins and ballet slippers — is growing nicely, and the company will also be making footwear for Kate Spade Saturday — a younger, more casual offering.

“Deborah [Lloyd, president and chief creative director of Kate Spade] is very passionate about the footwear business,” said Schwartz. Lloyd has a shoe designer who works for Kate Spade and collaborates with Schwartz & Benjamin, sharing ideas and inspiration. “We have a great collabora-



An iPhone case from Contour Design.

tion [with Deborah] since she stepped into Kate’s shoes. She really embraced it, probably even in a bigger way than Kate did at the time. Maybe it’s her background and wanting to reach a broad audience and marketplace. She’s able to embrace a lot of the different looks. She’s very open and there’s great communication.”

Kate Spade New York executives come to the Schwartz & Benjamin showroom four times a year to stage the collection for buyers with additional Kate Spade products, adding ambience and music to the showroom, said Schwartz, so people “walk into the world of Kate Spade.”

The company also makes footwear for Diane von Furstenberg, Derek Lam and 10 Crosby by Derek Lam, and has a manufacturing agreement with Rebecca Minkoff. “Our Kate Spade business is our biggest brand today,” said Daniel Schwartz, chief executive officer of Schwartz & Benjamin. “It’s growing very nicely.”

Kate Spade footwear is sold in stores such as Nordstrom, Bloomingdale’s, Saks Fifth Avenue and Neiman Marcus, as well as on Amazon.com, Zappos.com and Piperlime.com.

Expanding beyond products to wear, Kate Spade has an extensive array of home goods. Lenox has been a licensee for tabletop for more than 10 years.

“Kate Spade is a wonderful brand,” said Lou Scala, senior vice president

of marketing at Lenox. “The reason it works so well is it’s a nice complementary brand to what we stand for. We stand for traditional brands, and Kate has a design sense that goes after a traditional design aesthetic, but with a twist that makes it younger and more approachable.”

“Kate Spade by Lenox is the number-one designer license in the entire industry,” said Scala. He said the line is broad and includes every tabletop category, from brightly colored mugs, vases and flatware to silver frames, glass bottle stoppers, china, giftware, Christmas ornaments and key gift items. The merchandise is sold at Macy’s, Bloomingdale’s and Nordstrom, among others.

According to Scala, the Kate Spade by Lenox brand can capture that younger woman who first became familiar with the brand as a teenager and is now attracted to it for her engagement, wedding,

and its unique needs, that has allowed the eyewear collections to flourish,” said Vedovotto. “Most of our customers don’t shop the collection for basics, they look to the brand for something special. As such, we always want to offer them something interesting and unique, be it exclusive acetate colors or playful patterns. This is also one of the few women’s fashion sunglasses brands that offers polarized lenses and products dedicated to smaller face shapes.”

Vedovotto described the customer as a woman from 25 to 55: “She is witty, curious, playful and strong and not afraid to stand out in a crowd. The collection is vibrant and quirky, so it attracts women who have their own unique sense of style.”

He said Lloyd and her team have been great partners.

“The stylistic influence and creative direction they provide to our product development team each season enables us to consistently design and deliver styles with strong consumer appeal,” he said.

What distinguishes Kate Spade’s eyewear and sunglasses from other designer lines is that they’re the “go-to brand in the industry for petite face shapes,” and their playful use of customized colors and interesting patterns on trend-right styles, he said. In addition, he said, the offerings are balanced with a wide range of wearable silhouettes, which makes the line very versatile.

When asked whether the Kate Spade Eyewear has the potential to penetrate the European and Asian markets, he said,

“We launched the optical and sun collections in Brazil and Asia in 2012 with positive results, and we are enthusiastic about continuing to expand the brand internationally in the coming years.”

Kate Spade Eyewear is situated in the top five performing collections within Safilo’s U.S. brand portfolio with excellent growth and prospects, he said, adding that the brand has performed well in all its distribution channels.

As for other categories the brand would consider adding, Craig Leavitt, ceo of Kate Spade, said, “We’ve got a million ideas. There’s nothing in the immediate future. We’re focusing on what we’re doing now.” Still, some categories that are ripe to explore are lingerie, loungewear and children’s apparel — especially after Sasha Obama wore a Kate Spade coat and dress during the inauguration last month.

“We have customers asking about those things,” said Leavitt. “We’ve done collaborations on swimwear, but that’s an opportunity for us to do a complete line. These are all things we’re thinking about for the future to help us round out a lifestyle.”



Eyewear from Safilo.

Tabletop by Lenox.

Shoes by Schwartz & Benjamin.

birth of her child, anniversary or dinner parties. He explained the Kate Spade design team is very open to listening to Lenox about certain design nuances (for example, don’t use color in the middle of a dinner plate — people prefer their food on a white background) and they have “good chemistry together.”

Eyewear is another category that’s become a significant business for Kate Spade.

Roberto Vedovotto, ceo of Safilo Group, said the company has been very successful in terms of sales growth and market share with Kate Spade New York optical and sunwear collections. “Safilo has been working in collaboration with the brand for more than a decade, and it is their deep passion of design, combined with a respect and understanding of our industry



## Kate Spade’s Licensing Lineup

Schwartz & Benjamin	Footwear
Safilo	Eyewear
Lenox	Tabletop
CHF Industries	Bed and bath
Mallory & Church	Legwear
Contour Design	Tech accessories
Lifeguard Press	Stationery and gift
Elizabeth Arden	Fragrance
Buzz	In-flight amenity kits
Paperless Post	Online stationery



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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 18**

FASHION &amp; STYLE

# Digital Report Singles Out Fashion's 'Gifted' and 'Challenged'

Vanessa Friedman

ON THE RUNWAY DEC. 1, 2015

L2, the New York-based think tank that tracks brands' digital competency across platforms and rates their annual performance, just released its 2015 Fashion Index, and it makes for some pretty eye-opening reading. Not just because, as my colleague Mark Scott noted in a piece for our special luxury report, 10 brands drive 65 percent of site traffic (though that is a kind of astonishing fact in itself) but because it contradicts some pretty widely held beliefs about which brands are good at this digital stuff, and which brands are not.

There is an elaborate methodology behind the ranking, taking into account all platforms including social media and e-commerce and site visits and search engine optimization and digital advertising and email and so on, but what it boiled down to this year was that Burberry took the top "genius" spot, which isn't exactly surprising (though it had slipped to No. 6 last year).

It was after that, however, that things got interesting.

Among the digitally "gifted" brands, 23 in total, were such names as Louis Vuitton (No. 4), Hermès (No. 16), Bottega Veneta (No. 20) and Valentino (No. 25) — all labels that in the past had largely been considered laggards when it came to the digital world. Indeed, apparently since starting its Instagram account, Valentino has posted more than almost any other brand.

Chanel, which is famously held up as an e-skeptic because it tiptoed into e-commerce only this year, fell just below the “gifted” ranking into “average” — but it topped that group at No. 26, beating such other “average” names as Alexander Wang (No. 44), Moschino (No. 44) and Saint Laurent (No. 47), all brands run by designers (Mr. Wang, Jeremy Scott and Hedi Slimane) typically lauded as being super-social-media savvy.

Indeed, it's notable that the two brands run by the designers most often viewed as role models for the Instagram age thanks to their gigantic number of followers, Riccardo Tisci of Givenchy and Olivier Rousteing of Balmain, didn't perform as well as you might expect in the L2 ranking. They came in at No. 53 (Balmain) and No. 73 (Givenchy), the second being at the bottom of the “challenged” section, but happily escaping the “feeble” classification of the final 10 brands, which include Céline (No. 82) and four Puig houses: Nina Ricci, Paco Rabanne, Carolina Herrera and Jean Paul Gaultier.

So, besides the fact that everyone loves a ranking, what does this all mean, and why does it contradict expectations? Maureen Mullen, one of the report's authors and the co-founder of L2, offered some translation.

First, she said, “the great myth of the Internet” is that it “levels the playing field.”

“What we saw is that it's the brands with the really deep pockets and the large networks of brick-and-mortar stores that can spend on integration, customer service and omni-channel that were the winners this year,” she said. “Burberry offers click and collect at 200 stores, for example. Smaller brands can get into the frame, but then they are dependent on their e-tail partners to build their brands, and those multibrand partners are actually more interested in moving product.”

That is why, she said, the big global names such as Vuitton, Hermès and Valentino dominated the top sections, while “cooler,” smaller, names such as Proenza Schouler and Rag & Bone appeared further down.

(She also pointed out that there were a lot of American brands such as Ralph Lauren, Coach, Michael Kors and Calvin Klein in the “gifted” section, and Kate



Spade qualified as a “genius,” in part because 70 percent of all online sales come from North America, and of those, 99 percent are from the United States.)

As to why Balmain and Givenchy didn't seem to gain a meaningful halo from the social success of Mr. Rousteing and Mr. Tisci, Ms. Mullen said the brands had not made the leap from raising awareness, at which the designers excelled, to commercializing that awareness.

And her two big predictions for 2016?

First, the gap between big and small will grow, and groups that are able to spend “disproportionately” on integrating digital into their understanding of a vertical business will dominate.

And second, and related, watch out for LVMH Moët Hennessy Louis Vuitton. Though there is now a giant gap among digital competencies at its brands, from Vuitton at No. 4 to Céline, second to last, Ms. Mullen noted its appointment of Ian Rogers as chief digital officer this year and said: “I would not be surprised if you see LVMH double down and finally integrate its digital capabilities. On the media side and the real estate side, they provide scale better than any other group in the business, and they haven't applied the same strategy to their digital investment. I expect that will change.”

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 19**

## *Affordable luxury brands rule Michael Kors leads the way*

The Pantagraph (Bloomington, Illinois)

December 24, 2013 Tuesday

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**Section:** MONEY; Pg. C1

**Length:** 703 words

**Byline:** By Tiffany Hsu;LOS ANGELES TIMES

### **Body**

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Bets on the top-performing retailer this holiday don't favor the storied haute couture companies - not Chanel with its \$4,500 handbags, nor Neiman Marcus and its \$150,000 bespoke falconry set.

Instead, it's Michael Kors Holdings - an American sportswear brand from a sassy former "Project Runway" judge - that's roundly predicted to crush Christmas.

The company is what's known as a bridge brand, operating on the low end of luxury. Its handbags generally cost less than \$500. But the sector's mix of just-high-enough prices and accessible-yet-glamorous design makes brands such as Kors, *Kate Spade* and Tory Burch like catnip for consumers who are sick of curbing their spending but still wary of an uncertain economy.

"American consumers have been sitting on their hands for many years," said Bob Shullman, founder of the luxury-focused Shullman Research Center. "They're frustrated and they want to treat themselves. But they're also trying to survive, so they have to find something to splurge on that's not going to break the bank."

Well before Black Friday, the Kors store at the Citadel Outlets in Los Angeles had a line out the door. The company boasts of trying to "appeal to a younger demographic." The social-media-savvy brand gained nearly 34,000 new followers in the 18 hours after launching the first-ever Instagram ad last month.

Kors' stock is up 64 percent so far this year and almost 250 percent since its debut nearly two years ago. During the quarter ended Sept. 28, revenue soared 38.9 percent and earnings per share rocketed up 44.9 percent.

Morgan Stanley analysts expect the company "to deliver the single best sales growth in retail this holiday." Rick Caruso, a real estate magnate who owns a phalanx of Southern California shopping centers, said Kors' sales on his properties "have just exploded this past year."

"Michael Kors kills it," Caruso gushed. "He is so relevant."

Other upscale brands are taking the hint, targeting young shoppers and venturing into e-commerce and more affordable product lines.

It's not that top-line luxury is suffering. Euromonitor expects luxury spending to rise more than 35 percent globally in the next five years.

Another consulting firm, Bain & Co., says the gauge will reach roughly \$300 billion this year, up from \$293 billion last year. The U.S. is by far the largest luxury market by revenue, drawing more than \$86 billion, followed by Japan and Italy.



## Affordable luxury brands rule Michael Kors leads the way

MasterCard Advisors said that the luxury sector, sans jewelry, enjoyed the biggest revenue spurt last month and was the only category to see a double-digit sales increase year over year.

But it's Kors and other relatively affordable luxury brands that are booming in popularity. The *Kate Spade* label posted a 76 percent increase in net sales in the three months ended Sept. 28.

"The market for these brands doesn't seem subject to the recession - their business is consistently getting better and better," said Ron Friedman, leader of the retail practice at consulting firm Marcum.

Take Coach, a bridge luxury brand where a wallet can be purchased for less than \$200.

The American Affluence Research Center found in a fall study that a third of wealthy respondents had owned Coach products, by far the most out of a group of brands that included Louis Vuitton, Hermes, Gucci, Chanel, Prada and Burberry. A quarter of respondents said they believed that Coach was overrated, less than any of the other brands.

Emboldened by their success, bridge brands are moving into shopping areas normally crowded with couture. Tory Burch and Dsquared2 are heading to Rodeo Drive in Beverly Hills, Calif., next year.

"They want to play in the sandbox with the luxury guys and be in the aspirational business," said Robert Cohen, a real estate broker with RKF.

Meanwhile at South Coast Plaza in Costa Mesa, Calif., one recent evening, Natalie Clayton, 35, was among the shoppers streaming into the Kors store while sales associates in more expensive outlets idled. The British aerospace commodity manager's husband was treating her to a Christmas gift, so she waltzed out with a \$398 black handbag.

"I can't afford to shop there every day, but once a year, it's more in my price range than somewhere else," she said.

**Load-Date:** December 31, 2013

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 20**

*Affordable luxury booms; So-called bridge brands such as Michael Kors, Kate Spade and Tory Burch target younger consumers, who can treat themselves without breaking the bank*

Los Angeles Times

December 20, 2013 Friday, Home Edition

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**Byline:** Tiffany Hsu

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"The market for these brands doesn't seem subject to the recession -- their business is consistently getting better and better," said Ron Friedman, leader of the retail practice at consulting firm Marcum.

Take Coach, a bridge luxury brand where a wallet can be purchased for less than \$200.

The American Affluence Research Center found in a fall study that a third of wealthy respondents had owned Coach products, by far the most out of a group of brands that included Louis Vuitton, Hermes, Gucci, Chanel, Prada and Burberry.

TheDreslyn.com, which launched in Los Angeles in June, focuses on mid-tier designer brands such as Theory, Helmut Lang and Elizabeth and James. More than 48,000 total visitors a month -- 75% of them under age 35 -- spend an average of \$525 per order. Revenue boomed 169% from September to October, with an 89% average monthly subscriber increase, the company said.

Caruso, who professes to love bridge brands, is hoping to bring more to his properties, which include the Grove in Los Angeles and the Americana at Brand in Glendale.

"I'm much more comfortable there than in too much full luxury, because in order to drive the volume we want to drive, you've got to appeal to a broader audience," he said. "There's only so many people who are going to spend the kind of money they'd need to in a Dior store."

Emboldened by their success, bridge brands are moving into shopping areas normally crowded with couture. Dsquared2 and Tory Burch are heading to Rodeo Drive in Beverly Hills next year.

"They want to play in the sandbox with the luxury guys and be in the aspirational business," said Robert Cohen, president, Southern California, for RKF.

High-end retail brands are taking note.

"Whether they like it or not, in order to grow, they need to get some support from mass-market consumers," Shullman said. "They're experimenting now with how to do it without tarnishing their brands."

In New York this fall, Hermes opened a pop-up store -- a retail model popular with easily bored millennials. The so-called Silk Bar was modeled after a retro diner and featured a photo booth, hopscotch and miniature golf.

Also, upscale brands such as Louis Vuitton and Versace will increasingly move into jewelry, cosmetics and fragrance, Euromonitor researchers said. The strategy will enable them to offer smaller but still lust-worthy items to compete with more affordable brands.

Burberry launched its first line of color cosmetics in 2010. Gucci is rumored to be debuting its own makeup collection next year.

Italian label Fendi recently introduced a playful line of accessories called Buggies -- fuzzy, face-like charms that hang from a purse. They each cost \$700, which might seem cheap compared with a Fendi purse priced 10 times higher.

At South Coast Plaza in Costa Mesa one recent evening, Natalie Clayton, 35, was among the shoppers streaming into the Kors store while sales associates in more expensive outlets idled. The British aerospace commodity manager's husband was treating her to a Christmas gift, so she waltzed out with a \$398 black handbag.

Affordable luxury booms; So-called bridge brands such as Michael Kors, Kate Spade and Tory Burch target younger consumers, who can treat themselves without brea...

"I can't afford to shop there every day, but once a year, it's more in my price range than somewhere else," she said.

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Twitter: @tiffhsulatimes

## Graphic

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PHOTO: SHOPPERS CHECK OUT a window display at the Michael Kors store at the Grove shopping center. PHOTOGRAPHER:Mel Melcon Los Angeles Times PHOTO: THE MICHAEL KORS STORE at the Grove shopping center in Los Angeles. The brand operates at the low end of luxury. PHOTOGRAPHER:Mel Melcon Los Angeles Times PHOTO: RICK CARUSO, who owns the Grove and other shopping centers, said Kors' sales on his properties "have just exploded this past year." PHOTOGRAPHER:Mel Melcon Los Angeles Times

**Load-Date:** December 20, 2013

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End of Document

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 21**



## *Trends;All in the Wrist;*

The Houston Chronicle

December 15, 2013 Sunday, 3 STAR EDITION

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**Section:** STYLE; Pg. 6

**Length:** 594 words

**Byline:** By Sarah Rufca

### **Body**

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Wearable technology is nothing new. Before Google Glass there was the not-so-humble wristwatch, invented in 1868 by Patek Philippe for a Hungarian countess (these days the company creates \$50,000 versions), and popularized during World War I. Now, about a century later, watches still are about combining form, function and fashion, whether it's a chic new metallic hues, larger sizes or pops of color. Here's what's trending in timepieces.

#### Rose gold

Casting a warm, soft glow against the skin, rose gold is becoming a modern staple in both men's and women's watches, following its skyrocketing popularity in all types of jewelry. Two-tone watches of gold and stainless steel that were popular in the 1970s have been revitalized by the fresh combination of steely silver and rose gold, which looks almost coppery in contrast. Many watchmakers have expanded their bracelets to offer silver toned, yellow gold and rose gold options, but a few are doubling down and offering rose gold versions exclusively.

"Rose gold is really popular in the fashion lines that we carry," said Bradley Marks, CEO of I W Marks. "In Zenith, for example, if it's gold, it's rose gold."

Other watchmakers favoring the pinkish hue include Michael Kors, Chopard and Burberry, whose watch faces bear the subtle imprint of the brand's iconic tartan pattern.

"Rose gold is very trendy, very hot for a sportier look," said Lin Huber, manager of designer jewelry at Neiman Marcus. "For travel or for the younger generation getting introduced to classics, it's something a little different, not like something their mother has."

#### Americana

In the age of the iPhone (and the Galaxy Gear smartwatch), a traditional timepiece stands out for its classic style. A little sporty and a lot retro, look for simple leather straps with contrast stitching (no alligator patterns), bold numerals on the face and nothing more complicated than a chronograph, maybe two.

Tag Heuer's limited-edition Space X Carrera in rough leather gives off an engineerlike vibe with its squarish numerals and complications, while Nixon's "The Sentry" keys in on sleek, midcentury modernism with oversized indexes. One brand that epitomizes the clean, all-American look is Shinola, which manufactures its watches in Detroit from Swiss parts and American-made leather.

## Trends;All in the Wrist;

"Shinola has been a major new launch this year. It's simple, clean, very 1950s-60s, that classic look. It's a great brand that's very popular and it's completely accessible," said Huber.

## Big faces

This is Texas, so the "more is more" ideology isn't exactly new, but it is taking watch cases to bold new heights - or at least new widths. Case sizes are now common at 44 or even 50 mm. The Bulgari Endurer sets the bar at a mighty 56 mm but even Rolex, which for years made nothing above a sensible 40 mm, now has half its Oyster collection sized above that mark. The Rolex Yacht-Master II, a colorful chronograph, tops out at a commanding 44 mm.

The oversize look isn't just for men, either. Like a boyfriend jean for your jewelry box, ladies' watches also are rocking the large look, just with a few more diamonds added to the bezel.

## Bright color

Whether it's a blue dial, orange details or a patent leather strap, neon colors have migrated from the fashion runways to stylish wrists. Christian Dior's La D de Dior has a simple black face, a ring of diamonds and bands of lacquerlike patent leather in fiery orange and chartreuse. Brands such as Michele and *Kate Spade* feature saturated colors that extend from the strap through the watch face or bezel.

[sarah.rufca@chron.com](mailto:sarah.rufca@chron.com)

## Graphic

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Burberry City watch in rose gold, \$695 at Burberry and Nordstrom Shinola Runwell watch, \$550 at I W Marks Rolex Yacht-Master II in steel and everose gold, \$25,150 at I W Marks Chopard L.U.C 1937 Classic with rose gold bracelet, \$38,500 at Zadok Jewelers Tag Heuer Carrera 1887 Space X, \$6,300 at Tag Heuer Bulgari Endurer chronosprint with stainless steel case and black alligator strap, \$16,000 at Bulgari La D de Dior with orange patent calf leather strap, \$5,800 at Tourneau and Zadok Jewelers *Kate Spade* Skyline watch in pink, \$225 at Macy's

**Load-Date:** December 17, 2013

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End of Document

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 22**



## *What to Wear: Holiday Edition*

Charlotte Observer (North Carolina)

December 13, 2013 Friday

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**The Charlotte Observer**

Found on Charlotte . com

**Length:** 391 words

### **Body**

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We are officially in the middle of the holiday season, which usually means a full social calendar of family gatherings, office parties and festive get-togethers with friends. As if it's not hard enough making small talk and telling yourself to back away from the table of Christmas cookies, you also have to figure out what to wear. And navigating the shimmery, sequin world of holiday attire can be daunting, which is why I'm here to offer a little solace and some outfit inspiration. For the office holiday party Figuring out what to wear to the holiday work party can be tricky. You don't want to be too fancy but you are expected to be festive. Choose a dressier pant and pair it with an embellished sweater. Tailored pants with prints and patterns are very on trend this season and they are the perfect way to dress up your look without over doing it. Show off your mixing skills and pair your outfit with a cute, complimentary printed flat. Leopard loafers are always my go to because they are fierce but neutral. Add a sparkly pair of earrings, keep your make-up light and you're good to go.

For family gathering with your future in-laws Holidays are all about family, which means you'll most likely be spending time with your future in-laws. Keep your look polished but casual. You absolutely cannot go wrong with a great fitting pair of jeans, a comfy sweater and a cute pair of boots. Throw on a wintery vest and keep everything else simple. You want your future family to notice your winning personality but it doesn't hurt that you're stylish too.

New Years Eve New Years Eve is usually a fun night out with friends and the perfect time to go full glam. If there is ever a time to wear a sequin dress, it's New Years Eve. Accessorize with a simple pair of pumps, a big pair of earrings, and a metallic clutch. Wear your hair up in a high, polished ponytail and break out the red lipstick. All you need now is a noisemaker in one hand and glass of champagne in the other.

New Years Eve Look: French Connection Sequin Dress ***Kate Spade*** Star Cut-out Pumps Tory Burch Crossbody Earrings Nars Lipstick

Family Gathering: Uniqlo Cable Sweater Paige Denim Jeans J. Crew Puffer Vest Michael Kors Ankle Boots Michael Kors Rose Gold Watch Essie Nail Polish

Office Party: J. Crew Sweater J. Crew Pants Leopard Loafers Earrings ***Kate Spade*** Crossbody

**Load-Date:** December 16, 2013

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 23**

## *Wow factor; Party wear for holiday presence*

The Boston Herald

December 5, 2013 Thursday, All Editions

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**Section:** FEATURES; Fashion; Pg. 30; Vol. 31; No. 339

**Length:** 615 words

**Byline:** Gretta Monahan

### **Body**

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**It's officially the holiday season** - time to plan your party ensembles. Choosing looks that are refined and elegant is always a good idea, but this year why not up the ante by embracing an all-out festive vibe? It's been said many times that one should not dress like a Christmas tree, but one look at Gwyneth Paltrow's gown at a recent London event proves that breaking the rules can result in over-the-top gorgeousness! Paltrow's Matthew Williamson dress was so bedazzled, you can't quite tell where she ends and the Christmas tree begins. I love it. Go for the outrageous. Understand glamour is eternal but wearing something with a WOW factor will make you stand out in the holiday crowd. Have some fun, lighten up.

#### **Here are my top picks for party pieces with major pizzazz:**

- Add an **oversized accessory** to your coif, like these pretty and girly options from Ban.do. The Twist Scarf in metallic gold, sequin flower combs or the Drinking the Stars headband will add sparkle and shine to your locks.
- Jazz up your LBD with **embellished hosiery**. Glam tights with a burst of rhinestones, a lacy pattern or crystalized nude fishnets are fab options for those with great gams. If you're a DIY kind of girl, you could get creative by sewing on floaty appliques or customizing your own pattern of crystals. If the embellished look isn't for you, try tights in a jewel tone.
- Pack your nighttime essentials into a **look-at-me clutch** purse. This beautiful metallic quilted clutch by Jessica McClintock is available in gold or silver. Think of your clutch as an additional piece of bijoux, not just a utilitarian carry-all.
- As a total shoe lover, I see **footwear** as major statement makers. The Grande Bow pumps by *Kate Spade* are dramatic, sexy and sweet in black satin with a blush satin bow at the ankle (detachable for more options). If your ensemble is lacking serious glimmer, go for the Isabel Marant Etoile Poppy heel in metallic gold, stamped python leather with side bow.
- Channel Paltrow's holiday over-the-top glitz with head-to-toe glimmer and shine. Tadashi Shoji's collection of **party ready gowns**, available at Saks, feature loads of sequins, lace and/or cut-outs in many silhouettes, hemlines and colors. The Burnout Velvet Gown, Sequin Lace Cap Sleeve Gown and Sequin and Lace Cocktail Dress, in a stunning teal hue, are just a few of my favorites for this year's party circuit. Remember, it's always better to be fabulously overdressed than to blend in.
- If you can use the word 'statement' to describe your main piece of **jewelry**, it's worthy of an evening out on the town. Statement necklaces, bracelets, earrings or rings can be had at such varying price points, acquiring the right piece for your ensemble doesn't have to break the bank. Bigger and bolder is better here so look for color and/or lots of flash.
- Your **beauty** look is just as critical as the clothes and accessories you wear. A shimmering or glossy cat eye with a nude or blush pink lip is modern while a blood red lip with a neutral eye is classic. Choose which is best for your ensemble and the event (Will you be doing lots of kissing? Go for the muted lip to avoid staining.) To achieve the new glossy eye, lightly dab

## Wow factor; Party wear for holiday presence

petroleum jelly over your powder or cream shadow then apply copious amounts of mascara for a lush and sexy look. If you're rocking the red lip, preparation is key. Exfoliate your pucker, moisturize with a matte balm and fill in before applying the color. Do *not* leave home without your tube of lipstick as multiple on-the-go applications are always necessary.

For more fashion tips, trends and timeless advice, check out Gretta's posts on BostonHerald.com's Stylize blog, and at GrettaStyle.com.

## Graphic

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**MERRY AND BRIGHT:** Alicia Keys stands out in a bright yellow column dress. Sequined hair combs put some sparkle in your updo, and crystals add a subtle accent to dark stockings, below right.

**GOLDEN TOUCH:** A metallic quilted clutch from Jessica McClintock is a extra bit of bling. Step out in *Kate Spade*'s Grande Bow pump, or pucker up with a bright red lipstick from M.A.C.

**BAUBLES AND BANGLES:** Sparkly statement rings and bracelets, with oversized stones in pretty colors, will add a touch of glamour to your holiday outfit.

**FESTIVE SPIRIT:** Gwyneth Paltrow, above, wears a heavily embellished gown to a dinner in London. A lace-patterned gown from Tadashi Shoji, left, is perfect for the fanciest parties.

wireimage photo

getty images photos

**Load-Date:** December 5, 2013



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 24**

## *Save and Look So Amazing!*

Seventeen

December 1, 2013

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**Section:** FASHION; Pg. 34; Vol. 73

**Length:** 384 words

### **Body**

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Keep your cash for gifts! These big-night-out styles are exclusively discounted or winnable just for you.

#### **GIRLY**

**WIN!**

*WE'RE GIVING AWAY 15 SETS! USE CODE "HAIR"*

**WIN!**

*WE'RE GIVING AWAY 15! USE CODE "HOLIDAY"*

**WIN!**

*WE'RE GIVING AWAY 10 PAIRS! USE CODE "SHOES"*

**WIN!**

*WE'RE GIVING AWAY 5! USE CODE "WRISTLET"*

**WIN!**

*WE'RE GIVING AWAY 10! USE CODE "SHADOW"*

#### **DRESS**

Express, **\$98**, Express stores and <http://www.express.com>

#### **CREAM SHADOW**

Too Faced Glitter Glaze in Goldie Rocks, **\$21**, Sephora stores

#### **HEELS**

Urbanog, **\$30**, <http://www.urbanog.com>

#### **CLUTCH**

Coach, **\$48**, Coach stores and <http://www.coach.com>

Save and Look So Amazing!

**SKIRT**

Lulu's, **\$45**, <http://www.lulus.com>

**EYESHADOW**

Sonia Kashuk Eye On

Palette, **\$30**, Target stores

**NECKLACE**

Zooshoo, **\$11**, <http://www.zooshoo.com>.

**TOP**

Zooshoo, **\$24**, <http://www.zooshoo.com>.

GREAT PRICE! GET BOTH FOR \$35!

SCAN FOR **20%**

**OFF**

OR TEXT EXPRESS

TO 467467

SCAN FOR **20%**

**OFF**

OR TEXT FACED TO 467467

**BARRETTES**

Polka-dot, solid, striped, and pink- glitter clips, **\$20** for set of two, and multicolor glitter clip, **\$15** each,

Ban.do, <http://www.shopbando.com>

**GLAM**

**SNEAKERS**

Keds x **Kate Spade** New York, **\$80**, Nordstrom, **Kate Spade** New York stores, and <http://www.keds.com>

**WIN!**

WE'RE GIVING AWAY 5 PAIRS! USE CODE "SNEAKER"

SCAN FOR **20%**

**OFF**

OR TEXT FLARE

TO 467467

**WIN!**

Save and Look So Amazing!

WE'RE GIVING AWAY 10! USE CODE "BAG"

SCAN FOR \$1

**OFF**

OR TEXT GOODY

TO 467467

*GREAT PRICE!* GET BOTH FOR \$37!

**WIN!**

WE'RE GIVING AWAY 50! USE CODE "EYES"

**WIN!**

WE'RE GIVING AWAY 10 SETS! USE CODE "SCENT"

**WIN!**

WE'RE GIVING AWAY 10! USE CODE "DRESS"

**WIN!**

WE'RE GIVING AWAY 10 PAIRS! USE CODE "EARRINGS"

**TOP**

Ali & Kris, **\$13**, Burlington Coat Factory stores.

**SHORTS**

Foreign Exchange, **\$24**, <http://www.feclotthing.com>.

SCAN THESE PAGES WITH OUR SEVENTEEN SHOPPING INSIDER APP TO GET DISCOUNTS OR FOR YOUR CHANCE TO WIN.

See page 24 for instructions and page 114 for rules.

**NECKLACE**

Fred Flare, **\$34**, <http://www.fredflare.com>

**HAIR TIES**

Goody Ouchless Ribbon Elastics, **\$4** for four, Target stores

**CLUTCH**

Aéropostale, **\$9**, Aéropostale stores and <http://www.aeropostale.com>

**DRESS**

Motel Rocks, **\$80**, <http://www.motelrocks.com>

**EYELINER**



Save and Look So Amazing!

Essence Beauty Beats 2 in 1

Eyeliner Pen, \$4, <http://www.ulta.com>

#### **EARRINGS**

Freedom at Topshop, \$22, <http://www.topshop.com>

#### **PERFUME**

Juicy Viva Noir Eau de Parfum, \$53 for 1.0 oz., <http://www.macys.com>; Juicy Viva Noir Eau de Parfum Rollerball, \$25, <http://www.macys.com>

**Load-Date:** August 11, 2014

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End of Document

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 25**

# **GREAT GIFTS FOR EVERY BUDGET**

Working Mother

December 1, 2013 Sunday

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**Section:** Pg. 58; Vol 37; No. 1; ISSN: 0278193X

**Length:** 964 words

**Byline:** Irene Kwon

**Dateline:** New York

## **Body**

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### ABSTRACT

8 We know a lot of chums and colleagues who would adore serving yummy tidbits on this Cheese/Chalkboard and Knife Set. and for you? the price is delicious! (\$15, [onekinglane.com/giftguide](http://onekinglane.com/giftguide)) 9 Any home chef will love the colorful Food Network 4-Piece Nesting Prep Bowl Set, which features clearly marked measurements and handy pour spouts for making mess-free meals (\$20, [kohls.com](http://kohls.com)). \$75 AND UNDER 1 Give your glam grandma the gift of pretty, toasty feet this winter with a pair of Steven by Steve Madden Kandice Velvet Slippers, with their warm and fuzzy inner lining (\$70, [hsn.com](http://hsn.com)). 2 Even in the off-season, fans can still hit home runs with this nifty handcrafted Baseball Game. batter up! (\$48, [uncommongoods.com](http://uncommongoods.com)) 3 The ***Kate Spade*** New York Composition Notebook Case for Kindle Fire HD protects the device from kid-related accidents and spills. this kind of "home work" we like (\$49, [amazon.com](http://amazon.com)).

### FULL TEXT

Our top picks-\$15 to \$150-will make everyone on your holiday shopping list ho-ho-happy!

#### \$25 AND UNDER

1 Bring a splash of whimsy to your home-and to your kiddo's small fish-with the Zooquarium Whale Shaped Fish Bowl in coastal water blue (\$20, [therefinedfin.com](http://therefinedfin.com)).

2 Whooo can help clear up counter clutter? the cute creatures on the Owl Stacking Mug Set are always ready for an a.m. cup o' joe (\$25, [pier1.com](http://pier1.com)).

3 Grab the eye-catching black and gold Hard Cage Clutch for your bFF to carry to all those holiday soirées (\$25, [target.com](http://target.com)).

4 Your little lamb can stack, count, mix, match and play hide-and-seek with the residents and dwellings of the Nesting & Sorting Barns & Animals set (\$25, [melissaanddoug.com](http://melissaanddoug.com)).

5 Add fire and flair to your neighbor's dining room with the beautifully sculpted Nate Berkus Metal Candleholder (\$18, [target.com](http://target.com)).

## GREAT GIFTS FOR EVERY BUDGET

6 A hand-jeweled Vintage Icon Candle, reminiscent of the romantic streets of Paris, is something Sis will wax poetic about (\$25, hsn.com).

7 For friends who often carry a bottle of vino to dinner parties, the limited edition BUILT Neoprene One-Bottle Tote is so cheery in this Peppermint Forest print (\$15, amazon.com).

8 We know a lot of chums and colleagues who would adore serving yummy tidbits on this Cheese/Chalkboard and Knife Set. and for you? the price is delicious! (\$15, onekinglane.com/giftguide)

9 Any home chef will love the colorful Food Network 4-Piece Nesting Prep Bowl Set, which features clearly marked measurements and handy pour spouts for making mess-free meals (\$20, kohls.com).

## \$75 AND UNDER

1 Give your glam grandma the gift of pretty, toasty feet this winter with a pair of Steven by Steve Madden Kandice Velvet Slippers, with their warm and fuzzy inner lining (\$70, hsn.com).

2 Even in the off-season, fans can still hit home runs with this nifty handcrafted Baseball Game. batter up! (\$48, uncommongoods.com)

3 The Kate Spade New York Composition Notebook Case for Kindle Fire HD protects the device from kid-related accidents and spills. this kind of "home work" we like (\$49, amazon.com).

4 For your pink-loving niece or babysitter, we've found the perfect finishing touch for her holiday party outfit: the bright and bold Isaac Mizrahi Live! Bow CuffWatch (\$34, qvc.com).

5 The Playskool Sesame Street Big Hugs Elmo offers real big squeezes and invites little ones to join in on sweet songs and activities. it's guaranteed to be on every tot's wish list (\$49, walmart.com).

6 What's merrier than roasting hot dogs and marshmallows over logs on a cold winter's night? Doing it with the 20-piece plush S'more the Merrier Campfire Set, so even little campers can enjoy this warm and cozy experience safely (\$69, landofnod.com).

7 Cell phones are notorious for running out of juice before workday's end. So the compact Halo Portable Power Charger is a welcome addition to any working mom's purse. (think: child care calling lastminute.) in eight colors and patterns (\$60, qvc.com).

## \$100 AND UNDER

1 Your mom will want to wear this versatile Curacao Cuffdressed up or down-from season to season (\$99, onekinglane.com/giftguide).

2 The Driftwood iPhone Charging Dock makes a handy statement piece on top of your partner's nightstand, and he'll appreciate the modern, minimalist aesthetic (\$88, uncommongoods.com).

3 Any mini Mozart can practice tickling the ivories on this colorful Grand Piano that's just right for tiny fingers (\$80, giggle.com).

4 Help your brother crank up the tunes-and the fun-at his next bash with the HMDX Jam Party Wireless Boom Box and he'll really get the party started (\$99, amazon.com).

5 Modeled after the early Star Wars universe, the Lego Star Wars Jedi Defense-Class Cruiser lets builders travel to the worlds of the Old Republic in true Jedi form. Also included are four mini figurines to engage in pretend space battles (\$90, shop.lego.com).

6 Let your teen hit the slopes in style wearing The North Face Women's Aconcagua Vest. It's filled with luxe goose down to fend off brisk winter winds (\$99, sportsauthority.com).



## GREAT GIFTS FOR EVERY BUDGET

## \$150 AND UNDER

1 Easy and delicious meals made with the sleek Michael Graves Design 6-Quart Slow Cooker mean this is a gift that will keep on giving (\$115, jcpenny.com).

2 Constructed from 100 percent recyclable aluminum, the modular 6 Bottle WineHive can be expanded to grow with your oenophile father's wine collection (\$149, opensky.com).

3 A surefire way to get your child to stop hogging your iPad: Give him his own LeapFrog LeapPad Ultra Learning Tablet, complete with Wi-Fi and kid-safe Web. You'll never have to hand over your tablet again (\$150, yoyo.com).

4 Wave your hand holding the VuPoint Magic Wand 4 Photo & Document Scanner and voilà!-the papers on your cousin's desk miraculously morphs into organized digital files (\$130, hsn.com).

5 The season's hottest property? The Vintage Edition Monopoly for any family's game night (\$149, restorationhardware.com)

**Load-Date:** May 27, 2016

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End of Document

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 26**

## *The You Know You Want it Gift Guide*

Cosmopolitan(US)

December 1, 2013

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**Section:** COVER STORIES; Pg. 73; Vol. 255

**Length:** 1125 words

**Byline:** Katie L. Connor

Shiona Turini

### **Body**

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#### **From top:**

Ornament, Initial Reaction, \$33, <http://www.initialreaction.net>; bracelets (from left), Sequence, \$38, <http://www.sequencecollection.com>; Miansai, \$60, <http://www.miansai.com>; Miansai, \$85, <http://www.miansai.com>; Sequence, \$53, <http://www.sequencecollection.com>; pocket diary, Smythson, \$120, <http://www.smythson.com>; necklace, David Yurman, **David Yurman, 212-752-4255**; dress, Roberto Cavalli, **similar styles available at Roberto Cavalli boutiques**; pinkie ring, Bijules, \$279, <http://www.bijulesnyc.com>; chain-ring bracelet, \$375, ring, \$435, Jennifer Fisher, **jenniferfisher** <http://www.jewelry.com>; sweater, Autumn Cashmere, \$286, **Wink, 212-433-0161**; cupcake, Georgetown Cupcake, \$2.75, <http://www.georgetowncupcake.com>

*The perfect presents for everyone on your list and for yourself, of course.*

GET YOUR SHOP ON!

#### **BAD SANTA**

*Black, red, and right all over, these tongue-in-cheek gifts are guaranteed to keep you on the naughty (in a good way) list.*

1 **Clutch**, Stella McCartney, **Stella McCartney, 212-255-1556** 2 **Panty**, Victoria's Secret, \$18.50, <http://www.victoriasecret.com> 3 **Clock**, Z Gallerie, \$39.95, <http://www.zgallerie.com> 4 **Canister**, Jonathan Adler, \$138, <http://www.jonathanadler.com> 5 **Chocolate bar**, Bloomsberry, \$6, **Olive and Bette's, 800-396-1236** 6 **Sunglasses**, Chanel, \$430, **Ilori** 7 **Notebooks**, D.L. and Co., \$38 each, <http://www.dlcompany.com> 8 **Shoes**, **Kate Spade Saturday**, \$195, <http://www.saturday.com> 9 **Wallet**, Comme des Garçons, \$350, **Comme des Garçons, 212-604-9200** 10 **Necklace**, Joomi Lim, \$248, <http://www.joomilim.com> 11 **T-shirt**, Rika, \$120, <http://www.rikaint.com> 12 **XBox**, Xbox One, \$499, <http://www.microsoftstore.com> 13 **Flask**, Izola, \$27, <http://www.colehaan.com> 14 **Pillow cover**, Sara Eshak on Society6, \$20, <http://www.society6.com> 15 **Sweater**, ASOS, \$59, <http://www.asos.com> 16 **Cologne**, Polo Red, \$76, <http://www.ralphlauren.com>

#### **PERFECT PARTY**

*Raise the bar on hostess gifts with these tempting treats and fancy-pants favors.*

## The You Know You Want it Gift Guide

1 **Shirt**, \$276, **pant**, \$285, Piamita, **The Webster**, 305-674-7899 2 **Playing cards**, Tiffany & Co., \$30, <http://www.tiffany.com> 3 **Cookies**, One Preppy Cookie, \$24 for set shown, <http://www.onepreppycookieblogspot.com> 4 **Cocktails**, Miami Cocktail Co., \$14.99 each, **select liquor stores nationwide** 5 **Jewelry box**, Swing Design, \$120, <http://www.bloomingdales.com>; **crystal necklace**, \$225, **pearl necklace**, \$175, **earrings**, \$100, Forever 4VR, **Bloomingdale's** 6 **Tray**, Swing Design, \$120, <http://www.bloomingdales.com> 7 **Slippers**, Jacques Levine, \$98, <http://www.jacqueslevine.com> 8 **Book**, The Fashionable Cocktail, \$15.16, <http://www.amazon.com> 9 **Place cards**, Sugar Paper Los Angeles, \$20 for a box of 18, <http://www.sugarpaper.com>; **macarons place-card holders**, Divinesweetness, \$55 each, <http://www.etsy.com> 10 **Scarves**, Aéropostale, \$18 each, <http://www.aeropostale.com> 11 **Coasters**, Dabney Lee for Haute Papier, \$16 for a box of 16, <http://www.hautepapier.com> 12 **Wineglass set**, CB2, \$16.95, <http://www.cb2.com> 13 **Wine stoppers**, **Kate Spade** New York, \$35 each, <http://www.macys.com> 14 **Gift-card coasters**, Drybar, \$40, <http://www.thedrybar.com> 15 **Backgammon**, Wolfum, \$130, <http://www.wolfum.com>

## ALL THAT GLITTERS

*Bling, er, ring in the holiday with decadent touches of silver and gold- but mostly gold- for your gift-list VIPs.*

1 **Shoe**, Cosmopolitan, \$29, <http://www.jcp.com> 2 **Notebook**, Sloane Stationery, \$24.95, <http://www.shopkitson.com>; **pencils**, Haute Papier, \$1.50 each, <http://www.hautepapier.com> 3 **Necklace**, Target, \$19.99, <http://www.target.com> 4 **Dollar sign**, Jonathan Adler, \$248, <http://www.jonathanadler.com> 5 **Vibrator**, Jimmy Jane, \$425, <http://www.jimmyjane.com> 6 **T-shirt**, Hilfiger Denim, \$45, **Tommy Hilfiger**, 212-223-1824 7 **Perfume**, Tom Ford Sahara Noir, \$150, <http://www.nordstrom.com> 8 **Lip gloss**, Bobbi Brown, \$24 each, <http://www.bobbibrown.com> 9 **Ring**, Kenzo by Delfina Delettrez, \$325, **Opening Ceremony** 10 **Shoes**, ASOS, \$75, <http://www.asos.com> 11 **Bra-and-thong set**, Jenna Leigh, \$128, <http://www.anthropologie.com> 12 **iPhone 5s**, Apple, starting at \$199, <http://www.apple.com> 13 **Shot glasses with case**, Alexander Wang, \$115, <http://www.alexanderwang.com> 14 **Candle**, L'Objet, \$125, <http://www.l-objet.com> 15 **Purse**, Bebe, \$59, <http://www.bebe.com> 16 **Galaxy Gear**, Samsung, \$299, **available through carriers** 17 **Sunglasses**, Gucci, \$395, **Gucci stores** 18 **Cuff**, Vince Camuto, \$128, <http://www.vincecamuto.com>

## WANDER LUSTS

*Your favorite free spirit will flip for do-good bohemian glamour and earthy extras that give back. Everybody wins!*

1 **City guides**, Luxe City Guides, \$9.99 each, <http://www.luxecityguides.com> 2 **Sweater**, Loft, \$69.50, <http://www.loft.com> 3 **Necklace**, Liberty United, prices start at \$95, <http://www.libertyunited.com> 4 **Bracelets** (from left), \$45, \$45, \$53, \$45, Sequence, <http://www.sequencecollection.com> 5 **Scarf**, Gap, \$39.95, <http://www.gap.com> 6 **Shoes**, Toms x Tabitha Simmons, \$124, <http://www.toms.com> 7 **Socks**, Hue, \$7, Macy's 8 **Beanie**, (Theory) Red, \$65, **Theory retail stores** 9 **Cameras**, Lomography, \$75 each, <http://www.lomography.com> 10 **Tent**, FieldCandy, \$631, <http://www.fieldcandy.com> 11 **Sunglasses**, Warby Parker, \$95, <http://www.warbyparker.com> 12 **Tea infuser**, Tea Forté, \$12, <http://www.teaforte.com> 13 **Bikini top**, Xirena, \$78, <http://www.justoneeye.com>; **bikini bottom**, \$51, Xirena, <http://www.shopheist.com> 14 **Bag**, FEED, \$50, <http://www.feedprojects.com> 15 **Towels**, Pendleton Woolen Mills, \$48 each, <http://www.pendleton-usa.com> 16 **Candle**, Missoni, \$88, **Saks Fifth Avenue**

## PERSONAL TOUCH

*Get prep-schooled in the art of monogramming with these above- and below-the-belt goodies.*

1 **Pouches**, Rebecca Minkoff, \$95 each, **Nordstrom** 2 **Phone case**, Pretty Smitten, \$144, <http://www.prettysmitten.com> 3 **Robe**, PB Teen, \$69.50, <http://www.pbteen.com> 4 **Perfume set**, The Blend by Fred Segal, \$195, <http://www.theblendfragrance.com> 5 **Stationery cards**, The Lady by the Social Type for Minted, \$35 for 15, <http://www.minted.com> 6 **Necklace**, Bauble Bar, \$100, <http://www.baublebar.com> 7 **Pillow covers**, \$38, **inserts**, \$8, C. Wonder, **C. Wonder stores** 8 **Panty**, Fleur de Mal, \$98, <http://www.fleurdemal.com> 9 **Petits fours**, Duane Park Patisserie, \$45 for a set of 15, [duaneparkpatisserie.com](http://www.duaneparkpatisserie.com) 10 **Top**, Old Navy, \$29.94, **Old Navy** 11 **Luggage tag**, Tumi, \$25, <http://www.tumi.com> 12 **Jewelry pouch**, Clare Vivier, \$120 including monogramming, <http://www.clarevivier.com>; **necklace**, Rebecca Minkoff, \$68, **Rebecca Minkoff**, 212-677-7829 13 **Sneakers**, Nike, \$145 for each pair,



The You Know You Want it Gift Guide

<http://www.nike.com> 14 **Ring**, Sarah Chloe, \$150, <http://www.kennethcole.com> 15 **Tote**, Mark and Graham, \$99,  
<http://www.markandgraham.com>

**Load-Date:** August 13, 2014

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 27**

**WELL PRESENTED; Whether you're shopping for Christmas, Hanukkah or any other occasion, these gifts will charm and delight**

The Baltimore Sun

November 24, 2013 Sunday, FINAL EDITION

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**Section:** SUN. MAG; Pg. 26

**Length:** 230 words

**Byline:** by John-John Williams IV., THE BALTIMORE SUN

## **Body**

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Necklace by Alexis Bittar,

\$245, Panache

Glasses by Chanel

\$399, Paris West Optical

Purse by Diane von Furstenberg

\$350, Handbags in the City

Sweet Anticipation whipped honey

\$12, E.N. Olivier

Deco Breeze crab fan

\$95, Stebbins Anderson

Cuff links by Duncan Walton

\$200, Gian Marco Menswear

Heel by Ted Baker

\$170, Sassanova

Jac Zagoory pewter Atlas penholder

\$120, Paradiso

Antiqued Black Bicycle Clock

\$34.95, Pier 1 Imports

WELL PRESENTED; Whether you're shopping for Christmas, Hanukkah or any other occasion, these gifts will charm and delight

Neo di Roma bag

\$175, The Store Ltd

Vintage diamond flower ring

\$4,150, Bijoux Inspired Jewels

Lavender-lemon simple syrup by Royal Rose

\$12, Trohv

Custo Barcelona sweater

\$148, Panache

Pono necklace

\$275, Jones & Jones

Hobo International "Adelyn" clutch

\$148, Poppy & Stella

Jewelry box

\$22.50, Stebbins Anderson

Christine Kaiser wooden dog

\$80, Paradiso

Cheese knives by Mud Pie

\$28.50, The Pleasure of Your Company

My Walit Union Jack wallet

\$115, In the Details

Picture frame by Kate Spade

\$32.75, The Pleasure of Your Company

Agraria perfumed tassel

\$40, Ruth Shaw

Glass-top cutting board by Picnic Time

\$54, The Pleasure of Your Company

iPhone cover by Trina Turk for M-Edge

\$39.99, medgestore.com

Stitched art by Leah Boelman

\$38, Trohv



WELL PRESENTED; Whether you're shopping for Christmas, Hanukkah or any other occasion, these gifts will charm and delight

AGL

\$335, Matava Shoes

Theory leather accent jacket

\$598, L'Apparenza

Snakeskin flask

\$45, Paradiso

Val Colbert Hermes bracelet

\$368, Trillium

Metalace stainless silver bowl

\$95, Paradiso

Items compiled by John-John Williams IV. Photos by Algerina Perna and Kenneth K. Lam

## Graphic

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### PHOTO(S)

Necklace by Alexis Bittar, Glasses by Chanel Purse by Diane von Furstenberg Sweet Anticipation whipped honey Deco Breeze crab fan Cuff links by Duncan Walton Heel by Ted Baker Jac Zagoory pewter Atlas penholder Antiqued Black Bicycle Clock Neo di Roma bag Vintage diamond flower ring Lavender-lemon simple syrup by Royal Rose Custo Barcelona sweater Pono necklace Hobo International "Adelyn" clutch Jewelry box Christine Kaiser wooden dog Cheese knives by Mud Pie My Walit Union Jack wallet Picture frame by Kate Spade Agraria perfumed tassel Glass-top cutting board by Picnic Time iPhone cover by Trina Turk for M-Edge Stitched art by Leah Boelman AGL Theory leather accent jacket Snakeskin flask Val Colbert Hermes bracelet Metalace stainless silver bowl

Photos by Algerina Perna and Kenneth K. Lam

**Load-Date:** December 21, 2013

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 28**

## *Social Media Space Grows Ever-Crowded*

Women's Wear Daily(WWD)

November 13, 2013

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**Section:** 1; Pg. 1; Vol. 206; No. 101; ISSN: 0149-5380

**Length:** 1793 words

**Byline:** RACHEL STRUGATZ

- with contributions by SHARON BER

### **Body**

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By RACHEL STRUGATZ

The social media party is starting to feel a little cramped.

Brands and retailers are taking to Facebook, Twitter, Instagram, Tumblr, Pinterest and other social media sites this holiday season, promoting their offerings with photos, videos, tweets, posts, pins, contests and more. The overall result is a cacophony of content that can be deafening to the consumer.

As a result, marketers of all stripes are facing a key question: how to be heard above the din?

There are still more questions than answers for brands, but consensus is building around a few key digital truths:

- Users want a more personalized experience than ever.
- Brands need to constantly evaluate and adapt their social strategies.
- A good digital flagship with e-commerce is vital in connecting with consumers.

“We already know how to make money, it’s how do we give people a place to talk that we’ll never have to show sh--ty ads on?” Sophia Amoruso, founder, creative director and chief executive officer of Nasty Gal, told WWD.

The 29-year-old ceo seeks to cut through the clutter by directing consumers to the Nasty Gal online flagship, which is being overhauled. The online store doesn’t have customer reviews — but Amoruso envisions an updated site where users have a type of profile page and the ability to interact with one another, the product and create content that lives on nastygal.com.

The e-tailer has already incorporated some user-generated content into its site. Using Olapic — a technology that secured \$5 million in Series A funding led by Fung Capital USA in July — brands can take pictures or videos shared by fans on Instagram, Facebook or Twitter, collect those images and then post them on their Web sites with links to e-commerce product pages.

Amoruso wants to create a place that also has Nasty Gal’s voice in the mix. The e-tailer’s customer wants to talk directly to the brand — but right now they can engage only via a slew of agnostic platforms — which she said is “great, [and] we’ll be wherever she is, but we want to give her a place that’s home.

## Social Media Space Grows Ever-Crowded

“I want people actually interacting with the Web site instead of importing social interactions,” she said. “I want content, community and commerce to all live together really elegantly. I don't want it to be just a mess of selfies. I want it to be smart and beautiful, and what that means is to be determined.”

With so many options, brands need to make numerous choices.

Quynh Mai, ceo of digital agency Moving Image & Content, said that brands must be strategic about which platforms they want to “win” and those where they wish just to maintain a presence, or ignore. Once priorities are outlined, organizations can properly allocate time and resources.

Then there are smaller, more personalized platforms — such as Path and Vine — that Mai thinks could be interesting for brands looking to develop a deeper relationship with a niche consumer. This should not be mistaken for potential return on investment, as she said these platforms are most effective for one-on-one communication and real time influencer marketing rather than driving e-commerce.

Oliver Walsh, chief marketing officer of Aritzia, believes the space is cluttered because social media is no longer optional for brands.

“We have also moved past the notion that social is the holy grail,” Walsh noted. “It's become part of the standard integrated marketing mix, which means that every brand is participating, some better than others.”

“I want content, community and commerce to all live together really elegantly.”

— SOPHIA AMORUSO, NASTY GAL

As the number of social media posts grow, so do the chances that marketing content gets missed. In order for brands' messages to not get lost, it's more critical than ever to deliver relevant content that cuts through the clutter. Likes, retweets and shares — which Walsh refers to as “advocacy actions” — will help resurface the best content “provided it doesn't get buried too quickly when it first launches,” he said.

His advice on managing clutter differs from that of Amoruso's, who wants to own the platform. Walsh said consumers should curate the best content out there — following only the feeds of “top quality producers” — while the brands themselves focus on creating the best content and positioning it in the right place at the right time with the right frequency.

He cited an example from his own company: Aritzia's organic likes per photo on Instagram have not increased as quickly as its growing number of followers, now at 109,000. He said this is because as users continue to follow more and more brands and companies, the content gets buried more quickly.

TUMBLR

Pinterest

Instagram

Brands are fighting to be heard in the crowded world of social media.

To solve this problem, the brand has begun to post more frequently to achieve the same (or greater) level of visibility on Instagram. A slight increase in frequency has worked for the brand thus far — but Walsh said he remains cautious.

He noted that Facebook's positioning in the social media scene has weakened since incorporating ads in its feed, coupled with an increasingly diverse user base, “diluting its cool factor.” It's the visual social networks — think Instagram and Pinterest — that are dominating with, among other things, the rise of iPhone photography, in his view.

“Pinterest and Instagram will stay strong — Pinterest because it drives sales, and Instagram because it can hold the user's attention for a prolonged period,” Walsh said. “Twitter isn't going anywhere, thanks to its open application programming interface, or API, that makes for easy filtering of messages.” He said Google+ is making strides in this space for several reasons, too, including an ad-free user experience and the fact that nearly everyone has either a Gmail or YouTube (owned by Google) account.



## Social Media Space Grows Ever-Crowded

The evolution of social media harkens back to another digital marketing phenom.

“It is a lot like e-mail — once people realized how impactful e-mail was, they started to send more e-mails,” said Bridget Dolan, vice president of digital marketing at Sephora. “And then the open and click-through rates began to decline over time. E-mail is more important than ever, and the consumer is still very interested, but she may choose to tune in more or less often depending on the demands on her personal time.”

Dolan, who is among those who believe the social media space is crowded, said marketers are refining their social media messages depending on how consumers react.

“Social platform algorithms are less likely to show her something that she rarely responds to,” she said. “We try to learn from the posts and creative that have low responses to avoid having her feel like it is clutter.”

David Hirsch, cofounder and managing partner of venture capital firm Metamorphic Ventures, contends that there is no “one size fits all” strategy when it comes to online socialization. Two things are happening with respect to social media right now: product- and situational-driven socialization. And while consumer packaged goods companies have social stories that resonate best through engagement and video, he said social marketing really shines when it can be agile in real time, based on the situation.

“Remember when the lights went out at the Super Bowl — and basically Oreo in real time changed their marketing message, and as a result the social take was one of the highest social engagements on Twitter ever,” Hirsch said.

But when it comes to fashion weeks and the surrounding hubbub of social activity, does this hold true?

Not for Aritzia's Walsh, at least on Instagram.

“Instagram is quite limiting in the way it allows users to participate with content — users must stay within a single scrolling feed, there are no links out — [so] it is more difficult to weed out that redundant content. And for a brand, it is more difficult to ensure the visibility of brand content as the amount of overall content increases,” Walsh said.

*Kate Spade* chief marketing officer Mary Beech said some times are more cluttered than others for social media — and while the her brand wouldn't necessarily launch a major new initiative online during fashion week, it would show what's happening behind the scenes, food served at events and DIY projects.

The brand, owned by Fifth & Pacific Cos. Inc., has been mapping out strategy by social channel as part of an all-encompassing, years-long plan that contains seasonal strategies by touch point, including social. Beech explained that Facebook is about a customer who wants information on products and to be kept in the know about sales, events and new store openings; Instagram is the visual story of the *Kate Spade* approach to life in New York City, and Twitter is the verbal view of this girl — whether she's tweeting about local goings-on or something great she just saw on the street.

“When we're thinking of our holiday campaign this year, there is a specific strategy for Pinterest within the overall holiday campaign. That helps us manage the clutter,” Beech said.

Even as brands hone their social media strategies, some continue to believe that the concept of “the more the merrier” continues to apply.

Uri Minkoff, ceo of Rebecca Minkoff, doesn't think the space is cluttered — either in terms of saturation of platforms or content within each platform.

“I think it's too much when the consumers say it's too much — and from the indications that I see, I'm not seeing them saying it's too much,” he said. Minkoff's perspective is based on a user's point of view, how they want to control their feed and where they want to be. They have a choice to opt in or opt out of what they desire — and if during fashion week they're following 100 people at the same show and they want to see 100 different views of the same shot, they can have that, Minkoff said.

Valentine Uhovski, Tumblr's fashion evangelist (yes, that's his title), argued the point both ways.

## Social Media Space Grows Ever-Crowded

He acknowledged that there is a lot of content out there — but noted that most of it is recycled and produced by a small group of news breakers and influencers. Since most of the same content is shared on multiple platforms, clutter is inevitable.

“Tumblr helps a lot of folks within the industry,” he said. “A lot of designers, art directors and editors use the dashboards to escape creatively, connect to other creators and avoid every breathless sample sale update.”

Tumblr is not driven by follower counts or popularity, he said.

For most social media platforms, the push seems to be for more followers, more social interactions and more voices for the conversation. What's not clear is whether consumers will get overwhelmed and revolt.

**Load-Date:** November 15, 2013

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 29**

## +GET-IT GUIDE

Self

November 2013

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# SELF

**Section:** +GET IT GUIDE; Pg. 137; Vol. 35; No. 11; ISSN: 0149-0699

**Length:** 907 words

### Body

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**Cover** Top, \$15; Capezio.com. Sports bra, Victoria's Secret Sport, \$45; VictoriasSecret.com. Shorts, Lululemon Athletica, \$48; Lululemon.com. Necklace, Roberto Coin, \$1,840; Neiman Marcus. Bracelet, price upon request; JacobAndCo.com.

**Page 6** Vest, Marc by Marc Jacobs, \$428; Bloomingdale's. Sweater, Marc by Marc Jacobs, \$258; Nordstrom. Pants, Skea, \$374; SkeaLimited.com. Sunglasses, Spy, \$160; SpyOptic.com. Earrings, price upon request; DeBeers.com. Watch, Follie Follie, \$295; 212-780-5555.

**Page 32** Top, Rip Curl, \$40; Shop.RipCurl.com. Shorts, Elisabetta Rogiani, \$50; Rogiani.com. Sunglasses, Tory Burch, \$175; SunglassHut.com.

**Page 34** Jacket, Isabel Marant for H&M, \$399; HM.com for stores.

**Page 56** Shorts, \$60; LornaJane.com. Sneakers, \$100; Saucony.com.

**Page 58** Tummy tucker: Jacket, \$50; HM.com for stores. Hat, Neff, \$16; NeffHeadwear.com. Necklace, *Kate Spade* New York, \$348; KateSpade.com. Bag, \$798; Coach.com. Shoes, Schutz, \$290; Bloomingdale's, 212-705-2000. Pop your booty: Jacket, \$118; Gap.com. Sweater, \$144; PixieMarket.com. Bag, DKNY, \$295; Macys.com. Cuff, \$65; RJGraziano.com. Shoes, Diane von Furstenberg, \$425; 646-486-4800. Lengthen legs: Jacket, BCBGMaxAzria, \$248; BCBG.com. Clutch, \$315; DeepaGurnani.com. Tights, Falke, \$49; Bloomingdale's. Shoes, \$130; Topshop.com. Trim thighs: Shirt, Maison Martin Margiela, \$1,590; 212-989-7612. Necklace, Freedom at Topshop, \$70; Topshop.com. Cuff, \$45; RJGraziano.com. Bag, DKNY, \$325; 800-231-0884 for stores. Shoes, Charlie by Matthew Zink, \$395; CharlieByMZ.com. Slim hips: Jacket, \$178; Express.com. Bag, \$395; RebeccaMinkoff.com. Shoes, \$445; StuartWeitzman.com.

**Page 60** Shirt, Paul Smith Black Label, \$460; PaulSmith.co.uk. Pants, \$295; Tibi.com. Sunglasses, \$165; WestwardLeaning.com. Bag, Alexandra Satine, \$364; NicDylan.com. **Page 62** Necklace, R.J. Graziano, \$70; HSN.com. Bag, Ela, \$338; Shopbop.com. Bracelet; Coach.com for similar styles.

**Page 67** Top, \$76; NeshNYC.com. Pants, Victoria's Secret Sport, \$60; VictoriasSecret.com. Watch, Brera Orologi, \$650; NeimanMarcus.com.

**Page 68** Tank, Michi, \$105; MichiNY.com. Shorts, \$39; BeUp.com. Earrings, CZ by Kenneth Jay Lane, \$40; 646-770-5302. Watch, \$650; Movado.com. Sneakers; Adidas.com for similar styles.

**Page 71** Gray-and-turquoise sneakers; Asics.com for similar colors.

## +GET-IT GUIDE

**Page 73** Tank, Feel The Piece, \$45; RevolveClothing.com. Shorts, \$48; BellissimaActiveWear.com for information. **Page 74** Shirt, \$25, shorts, \$33, and sneakers, \$90, Under Armour; UA.com.

**Page 105** Dress, Opening Ceremony, \$405; Barneys New York. Earrings, price upon request; JacobAndCo.com. Cuff, Jennifer Fisher, \$485; JenniferFisherJewelry.com. **Page 106** Tank, \$29, sports bra, \$30, and sneakers, \$100; Nike.com. Pants, Onzie Active Apparel, \$56; Onzie.com. Watch, Dior Timepieces, price upon request; Dior.com. **Page 107** Dress, DKNY, \$395; 800-231-0884. Ring, H.Stern, \$5,900; 212-655-3910. Bracelet, Tiffany & Co., \$5,800; Tiffany.com.

**Pages 108â€“109** Bikini, TYR Sport, \$50; TYR.com. Cap, \$20, and goggles, \$75, Speedo; SpeedoUSA.com. **Page 110** Top, \$129, and shorts, \$84; ActiveAngelz.com. Sunglasses, RLX Ralph Lauren, \$160; RalphLauren.com. Gloves, \$35; Specialized.com. **Pages 112â€“113** Sports bra, Onzie Active Apparel, \$42; Onzie.com. Shorts, CA by Vitamin A, \$58; JacksSurfboards.com. Bracelet, UP by Jawbone, \$130; Jawbone.com. Watch, Puma, \$90; Shop.Puma.com. Sneakers, \$180; Adidas.com.

**Page 114** Jacket, Skea, \$504; SkeaLimited.com. Top, \$1,340, and leggings, \$3,440, HervÃ© LÃ©ger by Max Azria; HerveLeger.com. Earrings, price upon request; DeBeers.com. Watch, \$100; Timex.com. Boots, Moon Boot by Tecnica, \$150; TecnicaUSA.com. **Page 115** Ski suit, Snow Sugar, \$1,199; SnowSugarShop.com. Swimsuit, Milly Cabana, \$175; Milly, 212-395-9100 (available mid-November). Necklace, Jennifer Fisher, \$1,340; JenniferFisherJewelry.com. Helmet, \$309; OsbeUSA.com. Camera (on helmet), \$400; GoPro.com. Gloves, \$40; Dakine.com. Watch, Swatch, \$90; Store.Swatch.com. Boots, \$625; Head.com. **Page 116** Jacket, \$130, shorts, \$109, socks, \$30, and boots, \$250; Burton.com. Helmet, \$180; SmithOptics.com. Goggles, Scott, \$185; Scott-Sports.com for stores. Belt, \$49; Nooka.com. **Page 117** Snowsuit, \$400, and top, \$95, SweatyBetty.com. Goggles, Electric, \$130; ElectricVisual.com. Watch, Tommy Hilfiger, \$135; Tommy.com. Skis, \$600, and poles, \$59, Volkl.com. **Page 118** Jacket, \$350, pants, \$320, and top, \$140, Adidas by Stella McCartney; Adidas.com. Sweater, *Kate Spade* Saturday, \$130; Saturday.com. Sunglasses, Spy, \$130; SpyOptic.com. Watch, Folli Follie, \$295; 212-780-5555. Keychain, \$475; LouisVuitton.com. Poles, \$59; Volkl.com. **Page 119** Jacket, \$240, and pants, \$250; Obermeyer.com. Top, \$90, HellyHansen.com. Goggles, \$140; Roxy.com. Mittens, Canada Goose, \$125; BackCountry.com. Belt, \$49; Nooka.com. Boots, Moon Boot by Tecnica, \$120; TecnicaUSA.com. Snowboard, \$350; Burton.com. **Page 120** Swimsuit, \$52; DolphinSwimwear.com for stores. Parka, Canada Goose, \$1,195; StBernardSports.com. Fur vest, \$1,095; ScoopNYC.com. Cap, \$290; LouisVuitton.com. Boots, Bogner, \$849; 212-219-2757. **Page 121** Jacket, \$250; Salomon.com. Top, Bogner, \$349; 212-219-2757. Skirt, Rebecca Minkoff, \$398; Shopbop.com. Hat, \$195; AdrienneLandau.com. Bracelet, model's own; Cartier.com for similar styles. Tights, Falke, \$69; The Sock Hop, 212-625-3105. Skates, Bauer Hockey, \$320; Bauer.com.

**Page 128** Dress, OMO Norma Kamali, \$275; NormaKamali.com. **Page 129** Cap, \$215; EugeniaKim.com.

**Load-Date:** December 11, 2013



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 30**

## Jean Streets

Marie Claire

November 1, 2013

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**Section:** FASHION; Pg. 244; Vol. 20

**Length:** 581 words

### **Body**

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DESIGNERS AMP UP DENIM'S CRED BY CUTTING THE OLD-SCHOOL THREADS INTO A NEW-SCHOOL WARDROBE OF PATCHWORK PANTS, PIN-STRIPED SUITS, AND HOUNDSTOOTH JACKETS

#### **IN THE FRAY**

Jumpsuit, price upon request, Alexander McQueen; earrings, \$3,180, Roberto Coin; short necklace, price upon request, David Yurman; long necklace, \$2,345, Lanvin.

ON HAIR: Wella Professionals Elastic Energy Curl Enhancing Mousse.

#### **INDIGO GIRL**

Jacket, \$69.95, Gap; swimsuit top (with bottoms, not shown), \$200, 69; jeans, \$99, Miss Me; earrings, \$175, short gold necklace, \$675, Paula Mendoza Jewelry; braided chain necklace, \$120, cross necklace, \$125, Seville Michelle. On model's right hand and arm: Gold ring, \$265, smooth bracelet with chain detail, \$550, Chloé; rectangular ring, \$355, Louis Vuitton; diamond-and-gold cuff, price upon request, Pomellato; textured gold chain bracelet, \$98, AERIN Erickson Beamon. On model's left hand and arm: Chain ring, \$495, Pomellato; "Punk" ring, \$140, Tom Binns Design; chain bracelet with coin, \$300, Janis by Janis Savitt; gold cuff, \$71, AERIN Erickson Beamon; textured gold ring, editor's own.

*Fashion editor:* LESTER GARCIA

#### **HOME COURT ADVANTAGE**

Top, \$228, Diesel; skirt, \$495, Diesel Black Gold; earrings, \$26, Patricia Field; neck cuff, \$395, clear cuffs, \$275 each, Michael Kors; chain necklace, \$648, vintage Christian Dior at House of Lavande; wide chain bracelet, price upon request, Chanel Fine Jewelry; bracelet with dangling circles, \$390, Chloé; two-finger ring, \$325, Paula Mendoza Jewelry; twist ring, price upon request, Vhernier; sneakers, price upon request, Chanel.

ON NAILS: Maybelline New York Color Show Nail Lacquer Holographics in Bold Gold.

#### **RINSE CYCLE**

Bodysuit, \$220, 69; jeans, \$98, Levi's; hat, \$150, Lola Hats; earrings, \$63, Kenneth Jay Lane; collar necklace, \$105, Charles Albert; rectangular ring, price upon request, thin gold ring, \$4,850, Bottega Veneta; "13" ring, \$1,935, Lanvin; twist ring, price upon request, Pomellato; belt, price upon request, vintage Dolce & Gabbana; shoes, \$1,360, Louis Vuitton; bag, \$395, vintage Fendi; bicycle, \$385, GT.

**BLING IT ON**

Dress, \$2,025, Christopher Kane; hat, \$75, ***Kate Spade*** Saturday; earrings, \$55, Seville Michelle; wide gold necklace, \$69.95, R.J. Graziano; thin gem necklace, price upon request, Bulgari.

ON LIPS: L'Oréal Paris Infallible Le Rouge Lipcolour in Coral Seduction.

**GAME TIME**

Jacket, price upon request, Balmain Homme; swimsuit top, \$75, Lolli Swim; skirt, \$860, Louis Vuitton; earrings, \$68, ***Kate Spade*** New York; necklace, \$50, R.J. Graziano; chain bracelet, \$245, Ben-Amun; watch, \$125, Guess; gold bangle, price upon request, Chrome Hearts; gold coil bracelet, price upon request, Verdura; shoes, \$845, Manolo Blahnik; bag, \$595, vintage Louis Vuitton; silver bracelet, editor's own.

**HAIR:**

Jordan M for Bumble and Bumble at Susan Price Inc.

**MAKEUP:**

Sam Addington for MAKE Cosmetics at Kramer+Kramer

**MANICURE:**

Tracylee at Tim Howard Management

**MODEL:** Daniela Braga at Next Management

**HOOP DREAMS**

**THIS PAGE:** Coat, \$1,795, pants, \$925, Chloé; swimsuit, \$200, 69; earrings, \$24, Patricia Field; necklace, price upon request, Bottega Veneta. On model's right arm: Gold watch, price upon request, Cartier; silver bracelet, price upon request, Loree Rodkin. On model's left arm: Chain bracelet, \$780, gold bracelet, \$940, Céline.

**OPPOSITE PAGE:** Jumpsuit, price upon request, choker, \$760, belt, \$2,150, cuffs, \$380 each, Balmain; earrings, \$875, Alexis Bittar; shoes, \$695, Gucci.

For stores, see Shopping Directory.

**Load-Date:** December 6, 2013

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 31**

## *Earnings: Coach Sales Lose Ground to Rivals*

The Wall Street Journal

October 23, 2013 Wednesday

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**Length:** 585 words

**Byline:** By Andria Cheng and Tess Stynes

### **Body**

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Coach Inc. might want to start circling the wagons.

Hot accessories brands including Michael Kors, *Kate Spade* and Tory Burch are threatening the leather-goods maker's market share, a trend that appeared to accelerate in the latest quarter -- and the Coach stock took a whipping on Tuesday as a result.

The company said fiscal first-quarter earnings fell 1.6% as North American same-store sales sustained their biggest drop in almost five years. Foreign-currency effects, meanwhile, erased international sales growth.

Overall, sales in North America fell 1% to \$778 million, including sales through department stores. But same-store sales at the company's own full-priced and factory outlets fell 6.8% in the quarter. Coach blamed declining traffic to its stores, adding that once shoppers are inside, they are actually buying.

It expects North American sales for the rest of the year to drop in the high-single-digits. The decline came despite Coach's estimate that the overall North America market for premium women's handbag and accessories grew in the high single digits.

In 4 p.m. composite trading Tuesday, Coach shares were down \$4.08., or 7.5%, to \$50.10 on the New York Stock Exchange.

Right now, Coach's biggest challenge is women opting for some rival handbag brands made by Michael Kors Holdings Ltd., Fifth & Pacific Cos.'s *Kate Spade* and closely held Tory Burch. To keep its growth going, Coach has been adding categories and expanding in online sales, men's collections and overseas.

Meanwhile, Coach is also going through a management transition. Unexpected weakness in its North American business prompted the departure in July of two senior executives -- its North American Group president and chief operating officer. And it previously said that Chairman and Chief Executive Lew Frankfort is preparing to cede the CEO role to Victor Luis in



## Earnings: Coach Sales Lose Ground to Rivals

January. Coach also parted ways with its executive creative director, Reed Krakoff, who was leading a group that has agreed to buy his namesake brand from Coach.

Canaccord Genuity analyst Laura Champine said on Tuesday that it will be challenging for Coach "to sustain its current leading market share position of 30% in a deteriorating retail traffic environment with the current product in stores."

Ms. Champine said recently that North American sales growth at Michael Kors has topped 50% in every quarter since its December 2011 IPO, compared with Coach's average growth of 9% during the same time. She said Kors has increased its market share to about 13%. *Kate Spade* has about a 4% share and Tory Burch a 3% share.

Analysts expressed concern that Coach's inventory grew 6.5% at the same time as sales were declining. On a conference call to discuss earnings, Coach executives said inventories were higher to support the expansion to footwear, outerwear and other categories as it evolves beyond just a handbag label. It also said it continues to see growth in emerging markets, in Europe, and in its expanding men's business and categories like footwear.

For the period ended Sept. 28, Coach's profit fell to \$217.9 million from \$221.4 million. Per-share earnings were flat at 77 cents a share. Revenue slipped nearly 1% to \$1.15 billion.

International sales, excluding currency impacts, were up 9%, including strong growth in China. China remains a bright spot with total sales up 35% including a double-digit same-store sales gain. But including foreign-exchange rates international sales decreased 1%.

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## Notes

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**EXHIBIT 32**

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FASHION

# The New Style Influencers Are Digital

Brands Court Stars With Active Audiences to Try Turning Followers Into Shoppers

By ELIZABETH HOLMES

Sept. 10, 2013 7:02 p.m. ET

Jen Hsieh ducked out of the office at lunchtime last Friday and took the crosstown bus to Kate Spade's presentation during New York Fashion Week. Ms. Hsieh, 22, has a full-time job at a social media agency as well as her own personal style blog on the side—and it was the latter that got her the coveted chance to preview the designer's spring collection.

Ms. Hsieh spent about an hour taking pictures from all angles in the space, which was decked out like a garden party. That evening, she posted 27 flattering photos of the preppy clothes and accessories to her blog, which quickly drew praise. "I seriously want THIS ENTIRE COLLECTION," one commenter wrote, to which Ms. Hsieh responded, "I had to keep myself from drooling."

The Kate Spade invitation, Ms. Hsieh's first official fashion week invite, came through Fohr Card, a database that matches fashion brands and bloggers. Brands are using Fohr Card to identify new "digital influencers"—people with a voice and loyal following on blogs, Instagram, Pinterest and other social platforms.



TKTK

Influencers with a smaller reach are a big deal. What they lack in audience size they make up for in engagement, meaning a greater share of their readers comment or otherwise interact with their posts. Many influencers carve out a niche, whether expertise in a product type or a loyal regional following, and are paid with fees or freebies, sometimes without transparent disclosure.

Plus they have the excitement that comes with being new to the game. "There's just that enthusiasm there," says Lindsay Knaak, senior director of marketing strategy at Kate Spade, which found Ms. Hsieh on Fohr Card's list of 111 influencers to watch in the current round of fashion shows.

Several years ago, the fashion industry was slow to embrace fashion bloggers. Now, they fill the seats at runway shows, and brands regularly hire them to launch products and host events.

"It's not a question of if you engage, it's how you engage," says Joshua Thomas, who oversees public relations for fashion at Target Corp., the big-box chain that uses influencers regularly. Outside fashion, brands including Samsung Electronics Co. and Ford Motor Co.'s Lincoln also market through influencers.

There's a better understanding now of what they contribute, says Karen Robinovitz, co-founder of Digital Brand Architects, a firm that among other things manages

influencers. At first influencers were viewed as journalists, providing unpaid editorial coverage. Now, many influencers position themselves as professionals with expertise or a service to offer.

Brands benefit from working with influencers because they each have an audience. "You have the built-in distribution," Ms. Robinovitz says.

Influencers let readers know about their business deals in different ways, ranging from a uniform disclosure on a site's "About" page to transparent mentions in each post, according to Dina Fierro, vice president of social media at HL Group, a New York communications firm. If an influencer sounds like an advertisement, followers can be turned off.



The founders of Fohr Card: James Nord, left, and Rich Tong. OLIVIA LOPEZ

The search for new influencers has heated up in part because of the cost of working with those at the top tier. Deals now range from a few hundred dollars for a sponsored post by a lesser-known name to more than six figures for a long-term partnership with a well-known name, industry insiders say. Newer influencers will sometimes strike deals for free merchandise or an invitation to an event, but fees are increasingly common. "They are going to work really hard—and for a lot less money," says James Nord, a Fohr Card co-founder.

Fohr Card, which launched in January, ranks influencers using statistics such as website traffic or followers on Twitter, Tumblr and Instagram—both of which measure an influencer's reach. Brands pay \$1,000 a month for a login to the database of 3,000 influencers, who can be sorted

by metrics, topic and geographic location. Mr. Nord started the site with Rich Tong, former fashion director at Tumblr and a third co-founder who no longer works at the company.

Recently, Fohr Card added new metrics. To measure engagement, it looks at the number of Facebook or Instagram likes, and to identify who is trending, it keeps track of how fast a person is gaining followers.

Influencers sign over login information to Fohr Card so it can pull numbers in real time. "The quantitative data is invaluable," says Marissa Vitagliano Coleman, operating vice president of public relations at Bloomingdale's, a Macy's Inc. unit and Fohr Card member. Finding verified data in one place means brands don't have to piece it together themselves. Otherwise, Ms. Vitagliano Coleman says, influencers "give you their numbers if they are willing—and you kind of have to take their word for it."

After signing up for Fohr Card, Olivia Lopez, 20, a Los Angeles personal-style blogger with the site Lust for Life, was approached by Samsung, a Fohr Card member brand. The technology company invited her to travel to the South by Southwest music festival in Austin, Texas, earlier this year and post photos for her 90,000 Instagram followers. Last month, Samsung invited her to the Lollapalooza music festival in Chicago.

Samsung paid for both trips, as well as an undisclosed fee for the Chicago trip. It gave her a phone so she could post pictures, using a specific hashtag. "So damn excited to finally be seeing Alt-J," she wrote on an Instagram with a photo of the indie rock band. The only hint that it was sponsored was the Samsung hashtag #thenextbigthing. The photo got more than 1,300 likes.

Fohr Card "is a platform that's helped me legitimize myself as blogger," Ms. Lopez says.

Most brands work with influencers of different sizes. Juicy Couture, owned, like Kate Spade New York, by Fifth & Pacific Cos., regularly works with big influencers when the goal is mass awareness, says Michelle Ryan, Juicy Couture vice president of global digital and social strategy.

While filming its summer marketing campaign in Puerto Rico, Juicy brought along Jennifer Grace, the 26-year-old San Diego influencer known as The Native Fox who has more than 440,000 Instagram followers. She tweeted 16 times during the trip, posted seven times on Facebook and posted 21 images on Instagram. Juicy estimates it got a total 8.2 million "impressions," or potential views.

For its holiday marketing push, Juicy is considering working with Rachel Parcell, who has a blog called Pink Peonies and about a 10th the Instagram followers of Ms. Grace. Juicy contacted Ms. Parcell, who lives in the Salt Lake City area, after its analytics revealed people referred from Juicy Couture posts on her site were more likely to make a purchase than people referred from larger influencers. "It was really eye-opening," Ms. Ryan says. "Her fans are really engaging with what she has to say."

With an influencer campaign, return on investment is easy to measure. Using a trackable link embedded in a blog post, brands can judge referring traffic and in some cases sales, says Amy Rapawy, Jones Group senior vice president of marketing for contemporary brands. With content created for a social site like Instagram, a brand can compare likes and comments with e-commerce traffic for the same period.

When Jones Group launched its QMack brand, sold at Macy's, Ms. Rapawy worked with Samantha Hutchinson, a 30-year-old Santa Barbara, Calif., resident with a blog, Could I Have That? QMack paid her to wear clothes from the line and post pictures on her site. "Macy's has a new collection that I've been having far too much fun with lately," she wrote in a post, which alluded to the business deal.

With her five posts in the first half of August, Ms. Hutchinson became QMack's second biggest source of referred traffic to the brand's marketing site for the month. "It's not the days of 'Here's something pretty, go shoot it,'" Ms. Rapawy says. "You are always looking on the back end: 'What did that get me?'"

**Write to** Elizabeth Holmes at [elizabeth.holmes@wsj.com](mailto:elizabeth.holmes@wsj.com)

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 33**

## The Get-It Guide

Glamour

September 2013

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# GLAMOUR

**Section:** GLAMOUR SHOPPER; Pg. 383; Vol. 111; No. 9; ISSN: 0017-0747

**Length:** 2999 words

**Highlight:** All the info you need to buy the stuff you love in this month's issue

## Body

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All the info you need to buy the stuff you love in this month's issue

### Covers

(1) Narciso Rodriguez dress, \$3,295, Jeffrey, NYC. Jennifer Fisher brass ring, \$225, jenniferfisherjewelry.com. (2) Stella McCartney cardigan, \$1,175, net-a-porter.com. (3) Valentino jumpsuit, \$2,980, Valentino stores. Irene Neuwirth gold necklace, \$6,620, Mitchells stores; mitchellstores.com for more information.

### Mastheads

**Page 62:** ASOS boots, \$67, asos.com. Jill Stuart dress, \$850, Jill Stuart, NYC. **Page 66:** Dannijo earrings, \$595, dannijo.com. Tom Ford heels, \$990, Tom Ford, NYC, Chicago, Beverly Hills.

### From Me to You

**Page 78:** Lulu Guinness umbrella, \$65, luluguinness.com.

### GLAMOUR for All

**Page 100:** French Connection jacket, \$398, Nordstrom. H&M shirt, \$25, hm.com for stores. Mcginn skirt, \$195, amazon.com. Eddie Borgo cuff, \$315, The Webster, Miami. Pour La Victoire booties, \$310, Bloomingdale's.

### GLAMOUR Exclusive

**Pages 130-131:** Rag & Bone shirt, Bloomingdale's. Koral jeans, \$176, shopbop.com. Quay Eyeware Australia sunglasses, \$40, quayeyeware.com.au. Andrew Kayla pumps, \$345, similar styles at Addison Craig, Nantucket, MA. **Page 132:** Opening Ceremony dress, \$369, openingceremony.us. Emerson Ryder earrings, \$2,100, emersonryder.com. Alexis Bittar cuff, \$215, alexisbittar.com. Rachel Zoe pumps, \$295, shopbop.com. **Page 133:** Hugo Boss jacket, Bloomingdale's. Sportmax Code sweater, \$305, Sportmax, NYC. Tibi skirt, Bloomingdale's. Emerson Ryder necklace, \$730, emersonryder.com. Pour La Victoire pumps, \$261, vonmaur.com. **Pages 136-137:** L'Agence dress, \$1,195, Neiman Marcus. Jennifer Zeuner necklace, \$264, Theory, NYC. Paul Andrew pumps, \$695, Barneys New York. **Page 138:** Raoul cardigan, \$325, raoul.com. Fendi skirt, Fendi, NYC. Irene Neuwirth earrings, Hirshleifer's, Manhasset, NY. Sergio Rossi pumps, \$595, Saks Fifth Avenue.

## GLAMOUR Fashion

**Page 141:** DKNY top, \$495, Saks Fifth Avenue; pants, \$255, Bloomingdale's; bag, \$365, shoes, \$245, DKNY stores. Michael Kors, \$3,495, michaelkors.com. Chloë dress, \$2,450, chloe.com; sweater, \$2,495, pants, \$2,595, Neiman Marcus. **Page 142:** Rochas cardigan, \$1,400, Barneys New York; skirt, \$11,265, bag, \$1,000, modaoperandi.com; belt, \$619, mnzstore.com; shoes, \$675, similar styles at Barneys New York. Prada jacket, \$9,300, skirt, \$1,315, belt, \$300, shoes, prada.com. Ports 1961 coat, \$1,595, turtleneck, \$825, shirt tail, \$350, skirt, \$2,395, socks, oxfords, \$895, Ports 1961, NYC. **Page 144:** Saint Laurent by Hedi Slimane dress, \$4,650, tights, \$1,290, boots, \$1,395, Saint Laurent by Hedi Slimane, NYC. **Page 148:** Mulberry jacket, \$2,100, shirt, skirt, \$1,200, pants, bag, \$2,300, loafers, Mulberry, NYC. C&A dress, \$3,600, shrug, \$900, bag, \$1,200, boots, \$1,090, C&A stores. The Row sweater, \$4,490, pants, \$2,990, bag, \$9,500, Saks Fifth Avenue. Proenza Schouler dress, \$2,970, heels, \$945, Proenza Schouler, NYC. **Page 150:** Givenchy by Riccardo Tisci vest, \$3,155, jacket, \$1,295, skirt, \$1,940, shorts, \$1,375, boots, \$1,950, Saks Fifth Avenue. Erdem top, \$6,870, erdem.com. Erdem pants, \$855, net-a-porter.com. Nicholas Kirkwood for Erdem heels. **Page 152:** From left: Sacai cardigan, \$1,495, top, \$615, pants, \$1,140, Kirna Zabate, NYC. Sacai sweater, \$1,355, top, \$615, pants, \$1,140, saks.com. **Page 154:** Marc Jacobs jacket, \$4,900, dress, \$2,100, sandals, \$1,890, marcjacobs.com. Jennifer Meyer necklace, \$4,250, Barneys New York, Beverly Hills. **Page 156:** A.L.C. coat, \$995, pants, \$1,195, Barneys New York. A.L.C. jacket, \$1,595, Neiman Marcus. A.L.C. top, \$295, alcltd.com. Altuzarra jacket, \$2,595, dickey, \$595, shirt, \$695, pants, \$865, Saks Fifth Avenue. Altuzarra trench, altuzarra.com. DKNY jacket, \$795, bag, \$225, booties, \$365, DKNY stores. DKNY blazer, \$795, Lord & Taylor. DKNY shirt, \$175, Bloomingdale's. DKNY Jeans jeans, \$80, DKNY stores. **Page 169:** Burberry Prorsum clutch, \$1,395, burberry.com. **Page 170:** MSGM sweater, \$170, Bergdorf Goodman, NYC. **Page 176:** United Colors of Benetton cardigan, \$90, United Colors of Benetton, NYC. Tibi skirt, \$250, tibi.com. **Page 186:** Nina Ricci jacket, \$2,025, skirt, \$935, Bergdorf Goodman, NYC. Aquilano. Rimondi jacket, \$1,448, skirt, \$988, aquilantorimondi.it for more information. **Pages 188-189:** (1) Lava belt, \$200, Barneys New York. Nine West bag. Vince shoes, \$350, Nordstrom. (2) Rebecca Minkoff skirt, \$298, rebeccaminkoff.com. Lele Sadoughi pearl bracelet, \$250, neimanmarcus.com. Alexis Bittar gold bracelet, alexisbittar.com. L.A.M.B. wedges, \$295, amazon.com. (3) Haute Hippie blazer, \$595, hautehippie.com. JustFab pumps, \$40, justfab.com. (4) Maison Scotch jacket, \$209, scotch-soda.com. Jonathan Simkhai skirt, \$995, jonathansimkhai.com. Quay Eyeware Australia sunglasses, \$40, quayeyeware.com.au. Ben-Amun necklace, \$185, dkny.com. Andrew Kayla shoes. (5) Alexis Bittar cuff, alexisbittar.com. Steven Dann heels, \$695, Steven Dann stores. (6) Reed Krakoff top, \$3,290, shoes, \$796, reedkrakoff.com. Evil Twin skirt. Alexis Bittar cuffs, alexisbittar.com. (7) Tibi sweater, \$295, tibi.com. Maloles shoes. (8) Maison Scotch vest, \$395, scotch-soda.com. Charmed Circle bracelet, \$450, cakewalkstyle.com. Gianvito Rossi booties, \$720, Bergdorf Goodman, NYC. (9) Lover skirt, \$595, Creatures of Comfort, NYC. Kenneth Jay Lane necklace, \$120, 877-953-5264. Tibi heels, \$435, tibi.com. (10) Joe's jeans, \$158, joesjeans.com. Rebecca Minkoff satchel, \$495, 212-677-7829. J.Crew shoes, \$298, jcrew.com. (11) Banana Republic shirt. Tibi skirt, \$265, Tibi, NYC. Gerard Yosca earrings, \$205, yosca.com. Schutz shoes, \$190, cusp.com. (12) Jonathan Simkhai shirt. Corey skirt, \$163, thiscorey.com. Reed Krakoff oxfords, \$750, reedkrakoff.com. (13) **Kate Spade** Saturday jacket. Alice + Olivia by Stacey Bendet bag, \$495, alicelandolivia.com. Rebecca Minkoff booties, \$345, shopbop.com. (14) American Eagle Outfitters jacket, \$80, ae.com. Rachel Comey skirt, \$391, shoplesnouvelles.com. House of Holland hat, \$199, houseofholland.co.uk. Santoni shoes, \$740, santonishoes.com. (15) Karen Walker jacket, \$975, karenwalker.com. Helmut Lang leggings, \$920, helmutlang.com. Quay Eyeware Australia sunglasses, \$40, quayeyeware.com.au. **Kate Spade** Saturday bag, \$160, saturday.com. Andrew Kayla shoes. (16) April, May pants, \$285, shopbop.com. Kelsi Dagger sandals, \$124, amazon.com. (18) Levi's jacket, \$78, levis.com. **Kate Spade** Saturday skirt, \$90, saturday.com. Alexis Bittar earrings, \$295, alexisbittar.com. Kushyfoot tights, \$9, kushyfoot.com. Steven by Steve Madden heels, \$139, stevemadden.com. (19) Gryphon trench. Koral jeans, \$195, Neiman Marcus. Robert Clergerie shoes. (20) Reed Krakoff dress, \$1,490, reedkrakoff.com. Ben-Amun necklace, \$345, thomaslaine.com. Tibi heels, \$395, tibi.com. (21) Mango sweater, \$60, shop.mango.com. Club Monaco pants, \$150, clubmonaco.com. Mykita sunglasses. Vince shoes, \$350, Nordstrom. (22) French Connection dress, \$138, Nordstrom. Holst + Lee necklace, \$535, holstandlee.com. Rebecca Minkoff bag, \$450, rebeccaminkoff.com. Kurt Geiger London sandals, \$300, us.kurtgeiger.com. (23) Design History cardigan, \$128, designhistoryny.com. Courtshop jeans, \$127, courtshop.com. KG Kurt Geiger brogues, \$185, us.kurtgeiger.com. (24) 525 America sweater, \$134, 525america.com. Alexis Bittar rings, alexisbittar.com. Tila March clutch, \$705, tilamarch.com. Mia booties, \$69, miashoes.com. (25) H&M Paris Show Collection vest, \$179, hm.com for stores. Only Hearts by Helena Stuart T-shirt. Twelfth Street by Cynthia Vincent shoes, \$395, piperlime.com. (26) Black Fleece by Brooks Brothers jacket, \$650, brooksbrothers.com. Theory top, \$190, Theory stores. American Apparel belt, \$34, americanapparel.com. Alexis Bittar ring, alexisbittar.com. Santoni booties, \$920, santonishoes.com. (27) M.Patmos jacket, \$995, Barneys New York. Nautica shirt, \$80, nautica.com. JustFab shoes, \$40, justfab.com. (28) Uniqlo shirt. American Eagle Outfitters shirt (worn around waist), \$40, ae.com. Rebecca Minkoff bag, \$195,

## The Get-It Guide

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## All About You

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*All prices are approximate.*

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 34**

## *Outfitting the iPhone*

The News Journal (Wilmington, Delaware)

August 10, 2013 Saturday

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**Section:** SHOPPING

**Length:** 943 words

**Byline:** By, Margie Fishman

### **Body**

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The News Journal

Rena Esposito acknowledges her \$5 leopard-print iPhone case that matches her blouse probably "causes more harm than good."

After all, the flimsy plastic is roughly the equivalent of buying a \$600 work of art and getting it framed at the dollar store.

But this work of art is also a workhorse, rarely leaving the Colonial Heights resident's palm. Luckily, she can swap out the case for one of 14 other patterns she owns.

Like a wildly impractical pair of pumps, her phone jacket makes a fashion statement.

"I like the design," she says, sheepishly.

As the smartphone has replaced the watch, the GPS, the camera and the corded cheeseburger landline, it makes sense that this mind-blowing gadget be immortalized with ostrich leather, sustainable wood, platinum, or an image of a bawling Kim Kardashian.

At least until the face shatters.

Since the iPhone's 2007 launch, customers have spent nearly \$6 billion on insurance, repair and replacement, according to a recent survey by SquareTrade, a consumer electronics warranty company. The No. 1 way an iPhone is damaged: Falling out of a person's hand.

More than 60 percent of Americans own a smartphone, according to recent data from the Pew Research Center. That represents a 74 percent increase since 2011. Customers are pretty evenly split between iPhone and Android users, according to Pew.

Given that smartphones are one of the most visible accessories, why not have them match your purse, wallet and wedges? Or slap on an understated ***Kate Spade*** or Tory Burch logo?

Last year, the demand for aftermarket smartphone accessories, including headsets, replacement batteries and cases, was valued at \$20 billion, according to global technology research firm ABI Research. ABI expects sales to climb to \$38 billion by 2017.

Vivi G., a high-end shoe and accessories boutique with a location in Greenville, sells about one name-brand case a day, according to sales associate Kristina Wilcox.

"I know people who have them for every day of the week," she says.

## Outfitting the iPhone

Wilcox prefers to switch out her case semiannually, alternating between navy poppies for spring/summer and black polka dots for fall/winter.

The boutique carries about eight different case varieties for the iPhone 5 by Kate Spade and Milly, priced from \$35 to \$50. Right now, summer styles are buy one, get two free.

One of the most popular case designs, an unnerving pair of eyes that wink when you move the phone, is sold out.

For several years, designers have released smartphone cases as part of their seasonal collections, allowing customers to coordinate them with apparel, shoes and handbags, Wilcox says. For back to school, even e-readers and iPads are not immune.

"It all goes together but it's not necessarily matchy matchy," Wilcox explains.

A Kate Spade golf ball case motif, for instance, complements a wristlet with a grass trim design.

Competition is stiff, with brands like Juicy Couture, Vera Bradley, Trina Turk and Diane von Furstenberg jockeying to outfit the iPhone while promoting their brand identity.

J.C. Penney sells a case blanketed in a Camille Pissarro landscape for \$40 that can double as your Facebook cover photo.

On crafting website Etsy, a mostly naked image of Maroon 5 frontman Adam Levine can adorn your phone for \$6.99. A crochet owl cozy is only \$2 more. For \$22, inform would-be stalkers that you are engaged.

Michael Kors in Christiana Mall carries neon cases for \$27 and faux snakeskin for \$38. The Apple store offers a wide assortment from Kors, Spade and Marvel Comics.

But not everyone considers the smartphone a showpiece.

Visiting the mall from Liberia last week, Gus Larmin spent about three minutes picking out a plain black-and-white case for his iPhone at the Cellairis kiosk.

"I just love simple," he explained, adding that the other cases appeared "flamboyant."

Cellairis sales associate Shawn Humphrey says he warns customers that swanky rhinestone designs and Justin Bieber-endorsed "Swaggy" cases don't offer the best protection. Instead, he recommends the \$35 version Larmin bought - a thick plastic case with a rubberized interior.

Cellairis carries a smaller selection of cases for the Samsung Galaxy, Droid DNA and Nokia Lumia 920.

Other rugged cases, marketing by companies Otterbox and Griffin, feature shock-absorbing silicone and ribbed grips. Kohl's carries a bulky Insipio Hive Response case marketed to the gaming fanatic for \$30.

Nancy Varner, friend of the fashionista Esposito, doesn't understand the hype surrounding frilly cases. She prefers one that actually serves its purpose.

"Last time I put a pretty (case) on, the phone broke in half," she says.

### How to dress your iPhone

- **BUILT TO LAST:** Griffin Survivor case, tested to meet or exceed U.S. Dept. of Defense Standards. Shatter-resistant polycarbonate frame with shock-absorbing silicone (\$50 at [www.griffintechology.com](http://www.griffintechology.com)).
- **BUILT TO DROOL:** One Direction boy band case (\$35 at [www.jcpenney.com](http://www.jcpenney.com)).
- **BUILT TO IMPRESS:** Brikk pure gold and platinum "Haven" cases. Each purchase will fund one metric ton of rice distributed to a non-governmental organization (\$11,610-\$14,235 at [www.brikk.com](http://www.brikk.com)).

Outfitting the iPhone

Contact Margie Fishman at 324-2882 or [mfishman@delawareonline.com](mailto:mfishman@delawareonline.com)

How to dress your iPhone

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 35**

## *In This Issue*

Teen Vogue

August 2013

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# teenVOGUE

**Section:** IN THIS ISSUE; Pg. 176; Vol. 13; No. 6; ISSN: 1540-2215

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**130:** J. Crew jacket, \$1,200. jcrew.com. MiH Jeans sweater, \$225. mih-jeans.com. BLK DNM skirt, \$495. BLK DNM, NYC. Backpack, \$30. aeropostale.com. AÃ©ropostale necklaces, \$10 to \$13 each. aeropostale.com. On right hand, from top: Catbird ring, \$44. catbirdnyc.com. AÃ©ropostale rings, \$7 per set. aeropostale.com. On left hand, from left: Catbird ring, \$64. catbirdnyc.com. Alexis Bittar knuckleduster, \$195. alexisbittar.com. **132:** Top right: *Kate Spade* Saturday ring, \$40 for set of three. saturday.com. Marc by Marc Jacobs ring, \$58. Marc Jacobs stores. Catbird heart ring, \$96. catbirdnyc.com. Bottom left: Mads NÃ©rgaard Copenhagen top, \$395. Trillium, Chicago. Isabel Marant skirt, \$640. Isabel Marant, NYC. Backpack, \$30. aeropostale.com. Verameat ring, \$48. verameat.com. Catbird heart ring, \$96. catbirdnyc.com.

## VANILLA SKY

**136**â€“**137:** Coat, carven.fr. Tee, shop.markmcnairy.com. Jeans, 7forallmankind.com. Hat, magicapparelgroup.com. Sneakers, newbalance.com. **138:** Jacket, \$890. topshop.com. Sweatshirt, \$548. bcbg.com. Jeans, Neiman Marcus. Hat, kswiss.com. On right wrist: Bandanna, \$6. Espace Kiliwatch, Paris. Kiliwatch belt, \$31. Espace Kiliwatch, Paris. On left hand, from top: Ring, Harpo, Paris. Ring, hm.com. Sneakers, Adidas Originals stores. **139:** Jacket (available in November), guess.com. Hoodie, americanapparel.net. Jeans, revolveclothing.com. Hat, kswiss.com. Necklace, Harpo, Paris. Rings, hm.com. New Balance sneakers, \$75. newbalance.com. **140:** Jacket, Creatures of Comfort, NYC. Shirt, thombrowne.com. Jeans, agjeans.com. Hat, lids.com. Her own rings. Sneakers, nike.com. **141:** Parka, \$695. Select DKNY locations. Sweater, \$895. Similar styles at robertocavalli.com. Jeans, ralphlauren.com. Beanie, echodesign.com. Her own ring. Sneakers, Nike Sportswear, NYC. **142:** Vest, Saks Fifth Avenue, NYC. Shirt, americanapparel.net. Sweatshirt (tied around waist), A.P.C., NYC. Jeans, shop-g-star.com. Cap, suprafootwear.com. Kiliwatch bandanna (worn underneath cap), \$6, and belt, \$31. Espace Killiwatch, Paris. Sneakers, eytys.com. **143:** Overalls, pointerbrand.com. Sweater, \$555. Select Emporio Armani boutiques. Hat, neweracap.com. Necklace, Harpo, Paris.

## GOOD ORA

**144:** Ball gown, \$1,065. unanegozio.com. Tee, Adidas Originals stores. Jennifer Fisher necklace, \$1,500. jenniferfisherjewelry.com. Delfina Delettrez bracelets, \$375 to \$450 each. Opening Ceremony, NYC. Sneakers, \$850. Giuseppe Zanotti Design boutiques. **147:** Sweatshirt, Opening Ceremony, NYC. Sunglasses, westwardleaning.com. Cartier bracelet and ring, cartier.com. On ring finger: Gold ring, Solange Azagury-Partridge, NYC. **148:** Jacket, select Louis Vuitton boutiques. Top, americanapparel.net. Shorts, joesjeans.com. James Long hat, \$489. Opening Ceremony, NYC. On right ear: Carven earring, \$380 per pair. carven.fr. On left ear: Hoop earring, select Cartier boutiques. Bag, select Chanel boutiques. On right wrist, from top: Jennifer Fisher cuff, \$865. jenniferfisherjewelry.com. Iosselliani bracelet, \$289. 30pontev.com. On left wrist: Bracelets, select Cartier boutiques. Bernard Delettrez ring, \$624. Fivestory New York, NYC. Shoes, \$1,200. miumiu.com. **149:** Sweater, matchesfashion.com. Top, americanapparel.net. Shorts, similar styles at joesjeans.com. Hat, castofvices.com. On right ear: Earring, carven.fr. On left ear: Hoop earring, select Cartier boutiques. Solange Azagury-Partridge ring, Solange Azagury-Partridge, NYC. Her own necklace.

## BREAKING BAD

**150**â€“**151:** Jacket, \$1,719. Opening Ceremony, NYC. Tank, Barneys New York. Pants, Isabel Marant, L.A. Earrings (worn throughout), mariafrancescapepe.com. Necklace, bingbangnyc.com. On right wrist: Bracelet, iwonaludygadesign.com. Her own ring. On left wrist, from top: Chain bracelet, ligiadias.com. ID bracelet, gemmaredux.com. Bracelet, (212) 245-7396. **152:** Jacket and dress, Saint Laurent, NYC. Her own ring. **153:** Iwona Ludyga Design bracelet, \$79. iwonaludygadesign.com. Her own ring. Maria La Rosa socks, 71. Barneys New York. **154:** Coat, \$1,095. burberry.com. T-shirt, Melet Mercantile, NYC. Jeans, \$1,150. Alexander Wang, NYC. Bing Bang NYC necklace, \$78. bingbangnyc.com. Boots, \$995. net-a-porter.com. **155:** Jacket, \$1,812. MulÃ©h, NYC. Sweater, \$825. Opening Ceremony, NYC. Jeans, denimandsupply.com. Necklace, bingbangnyc.com. On left hand, from left: Ring, gilesandbrother.com. Ring, ingodwetrustnyc.com. Belt, Barneys New York. On right hand: Her own ring. **157:** Sweater, \$495. Jill Stuart, NYC. Skirt, price upon request. Coltorti, Miami Beach, FL. Necklace, bingbangnyc.com. On right wrist: Bracelet, iwonaludygadesign.com. In God We Trust ring, \$100.

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ingodwetrustnyc.com. On left wrist, from top: Bracelet, gemmaredux.com. Bracelet, (212) 245-7396. Bracelet, ligiadias.com. Rings, ingodwetrustnyc.com.

## MISS AMERICA

**163:** Top, \$740. saks.com. Skirt, \$910. (604) 688-0828. Sarah Chloe necklace, \$295. sarahchloe.com. Safety-pin necklace, dogeared.com. From top: Gold bracelet, \$625, and wishbone bracelet. ylang23.com. Bracelet, Cartier boutiques. Loafers, \$620. Select Gucci stores. **164:** Sweater, Neiman Marcus. Skirt, citizensofhumanity.com. Initial necklace, \$295. sarahchloe.com. Dogeared safety-pin necklace, \$58. dogeared.com. On right hand: Sarah Chloe rings, \$65 each. sarahchloe.com. Bottom right, from left: Cartier bracelet, Cartier boutiques. Sarah Chloe initial rings, \$65 each, and signet ring, \$98. sarahchloe.com. **165:** Dress, \$850. Jill Stuart, NYC. From left: Bracelet, select Cartier boutiques. Wishbone bracelet, ylang23.com. Sneakers, converse.com.

## BACK-TO-SCHOOL SPREE

**166:** Ring, \$1,520. Earrings, \$790. **167:** Bracelet, \$460. **169:** Sneakers, \$550.

## ARCADE FIRE

**170:** Sweater, \$1,345. Bergdorf Goodman, NYC. Tommy Hilfiger blouse (worn underneath), similar styles at Tommy Hilfiger, NYC. Jeans, shopbop.com. American Apparel beanie, \$22. americanapparel.net. Claire's earrings, \$9. claires.com. Lauren Ralph Lauren scarf, \$32. ralphlauren.com. K. Bell socks, \$9. bellsocks.com. Shoes, price upon request. prada.com. Bag, Fendi, NYC. **171:** Jacket, \$1,995. burberry.com. Sweatshirt, Opening Ceremony, NYC. Jeans, Belk. American Apparel beanie, \$22. americanapparel.net. Dogeared earrings, \$40. dogeared.com. Lauren Ralph Lauren scarf, \$32. ralphlauren.com. Bag, \$995. marcjacobs.com. We Love Colors socks, \$13. welovecolors.com. Shoes, price upon request. prada.com. **172:** Jacket, select DKNY locations. Sweatshirt, Saks Fifth Avenue. Shirt (worn underneath), madisonlosangeles.com. Skirt, Neiman Marcus. Claire's earrings, \$9. claires.com. Scarf and stockings, miumiu.com. Bag, prada.com. **173:** Jacket, A.P.C., NYC. Shirt, asos.com. Earrings, claires.com. Scarf, ralphlauren.com. **174:** Denim sweatshirt, \$625. unanegozio.com. Shirt (worn underneath), Saks Fifth Avenue. Skirt, \$585. Saks Fifth Avenue. Jeans, agjeans.com. American Apparel beanie, \$22. americanapparel.net. Dogeared earrings, \$40. dogeared.com. Scarf, and shoes, \$950. miumiu.com. We Love Colors socks, \$13. welovecolors.com. **175:** On Anastasia: Cape, select Nordstrom stores. Sweater, select Michael Kors Lifestyle stores. Overalls, True Religion stores. Calvin Klein Jeans shirt (worn underneath), \$70. dillards.com. Lauren Ralph Lauren scarf, \$32. ralphlauren.com. K. Bell socks, \$9. kbellsocks.com. Shoes, price upon request. prada.com. On Nana: Shirt, Buffalo David Bitton, NYC. Jeans, \$480. Marni boutiques. Sunglasses, asos.com. Cuff, shopbop.com. Harvey and Hudson necktie, \$69. harvieandhudson.com. Bag, \$1,790. Salvatore Ferragamo boutiques. K. Bell socks, \$9. kbellsocks.com. Shoes, \$1,200. miumiu.com.

## SNAPSHOT

**178:** Sweater, \$163, and jeans, \$145. oneteaspoon.com.au. Hat, \$26. stussy.com.

**Correction:** On page 115 of our June/July 2013 issue, the bikini is by Shoshanna Made With Love Charlotte Ronson.

**Load-Date:** September 25, 2013



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 36**

## The Get-It Guide

Glamour  
August 2013

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# GLAMOUR

**Section:** GLAMOUR SHOPPER; Pg. 183; Vol. 111; No. 8; ISSN: 0017-0747

**Length:** 2088 words

**Highlight:** All the info you need to buy the stuff you love in this month's issue

### Body

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All the info you need to buy the stuff you love in this month's issue

#### Covers

**Cover 1:** Anthony Vaccarello dress, \$3,500, Bergdorf Goodman, NYC. Anita Ko diamond earrings, \$9,000, Neiman Marcus, Beverly Hills. Jennifer Fisher wide cutout ring, \$230, jenniferfisherjewelry.com. Sarah Chloe rings, \$79-\$429, sarahchloe.com. Maya Brenner Designs bangles, \$1,156 each, mayabrenner.com. **Cover 2:** Preen by Thornton Bregazzi shirt, \$2,157, modaoperandi.com. Iro cutoffs, \$253, Iro, NYC. Maya Brenner Designs bangles, \$1,156 each, mayabrenner.com. **Cover 3:** Stella McCartney dress, \$5,380, Stella McCartney, NYC. Lana Jewelry ring, \$785, lanajewelry.com.

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**Page 24:** Loeffler Randall bag, \$495, amazon.com. Oscar de la Renta necklace, \$595, oscardearenta.com.

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## The Get-It Guide

Black Gold, NYC. Koral jeans, \$258, shopbop.com. Dita Eyewear by John Juniper and Jeff Solorio sunglasses, \$350, dita.com. Badgley Mischka sandals. (3) Preen by Thornton Bregazzi dress, \$1,418, net-a-porter.com. Chloe + Isabel earrings, \$48, chloeandisabel.com. Heart Soul sandals, \$85, kohls.com. (4) Crippen shirt. Feel the Piece pants, \$88, singer22.com. (5) Rachel Comey top, \$345, lagarconne.com. BCBG Max Azria pants, \$268, bcbg.com. Chloe + Isabel earrings, \$48, chloeandisabel.com. Shiraleah clutch, \$85, shiraleah.com. Nina Footwear pumps, \$89, ninashoes.com. (6) Koral skirt, \$175, shopbop.com. Hive & Honey bracelets, \$34 for two, piperlime.com. Editor's own Coach bag, coach.com. Jessica Simpson Collection sandals, \$89, Dillard's. (7) AG Adriano Goldschmied romper, \$190, agjeans.com. Vans sneakers, \$45, vans.com/classics. (8) Sea dress, \$409, French Garment Cleaners, Brooklyn. Robert Lee Morris bracelet, \$250, Robert Lee Morris, NYC. London Trash heels, \$139, shopflyjane.com. (9) Karen Walker sweater, \$329, karenwalker.com. House of Gemmes necklace, \$48, houseofgemmes.com. Delman Footwear oxfords, \$398, delman shoes.com. (10) Comptoir des Cotonniers jacket, \$210, Comptoir des Cotonniers, NYC. Clu T-shirt. Robert Lee Morris cuff, \$325, Robert Lee Morris, NYC. Kurt Geiger London heels, \$300, us.kurtgeiger.com. (11) ***Kate Spade*** New York dress, \$448, ***kate spade***.com. Courtney Lee Collection earrings, \$375, courtneyleecollection.com. Charles Albert cuff, \$75, shop bop.com. Via Spiga heels, \$198, nordstrom.com. (12) Club Monaco shirt, \$130, clubmonaco.com. Lane Bryant necklace, \$35, lanebryant.com. Ruby and Jenna bag, \$58, rubyandjenna.com. CC Corso Como heels, \$129, zappos.com. (13) Koral vest, \$225, E Street Denim, Highland Park, IL. J Brand T-shirt. Marlyn Schiff bracelet, \$56, marlynschiff.com. Maloles loafers, \$440, Addison Craig, Sarasota, FL. (14) Amour Vert shirt, \$155, amourvert.com. Kanupriya earrings, \$155, shopkanupriya.com. DKM Accessories cuff, \$62, dkmaccessories.com. Delman Footwear pumps, \$398, delmanshoes.com. (15) Edith A. Miller T-shirt, \$134, stevenalan.com. T+J Designs necklace, \$48, tandj designs.com. Heart Soul heels, \$75, dsw.com. (16) Clu sweatshirt, \$110, Fuschia, Glen Ellyn, IL. The 2 Bandits necklace, \$178, the2bandits.com. Massimo Dutti sandals, \$145, Massimo Dutti, NYC. (17) Magaschoni blouse, \$340, magaschoni.com. (18) Edith A. Miller top, \$88, totokaelo.com. (19) Comptoir des Cotonniers blazer, \$300, Comptoir des Cotonniers, NYC. Magaschoni blouse, \$360, magaschoni.com. JJ Winters bag, \$195, Brigade, L.A. Delman Footwear booties, \$498, delmanshoes.com. (20) Comptoir des Cotonniers dress, \$180, Comptoir des Cotonniers, NYC. Straw Studios hat, \$50, 877-812-1521. Gemma Redux cuff, \$148, gemmaredux.com. Two Lips wedges, \$60, twolipsshoes.com. (21) Lacoste shirt dress, \$195, shop.lacoste.com. Courtney Lee Collection necklace, \$590, courtneylee collection.com. Shop4Sparkles bag, \$49, shop4sparkles.com. (22) Sandro top, \$340, sandro-paris.com. Brochu Walker tank. L.A.M.B. clutch, \$299, Balliets, Oklahoma City. Schutz heels, \$190, cusp.com. (23) 3.1 Phillip Lim blouse. Schutz heels, \$210, zappos.com. (24) Gemma Redux collar, \$268, gemmaredux.com. Aesa bracelets, \$185-\$585 each, aesa jewelry.com. Shop4Sparkles tote, \$55, shop4sparkles.com. Via Spiga shoes, \$225, zappos.com. (25) Diesel jacket, \$698, diesel.com. Mary Katrantzou x Current/Elliott skirt, \$288, Barneys New York. Candela booties, \$395, candelanyc.com. (26) A.L.C. pants, \$355, Barneys New York. Aesa necklace, \$545, aesajewelry.com. Boutique 9 pumps, \$130, shopbop.com. (27) Club Monaco skirt, \$140, clubmonaco.com. CC Corso Como sandals, \$139, corsocomoshoes.com. (28) Sandro dress, \$390, sandro-paris.com. T+J Designs necklace, \$78, tandjdesigns.com. 2 Lips Too booties, \$55, twolipsshoes.com. (29)CH Carolina Herrera dress, \$900, CH Carolina Herrera, NYC. (30) Erin Erin Fetherston dress, \$245, erin fetherston.com. Olivia + Joy bag, \$78, olivia andjoy.com. Jessica Simpson Collection sandals, \$89, Dillard's. (31) DKNY top, \$295, DKNY stores. Diesel + Edun jeans, \$228, diesel.com. The2Bandits necklace, \$118, the2bandits.com. **Page 76:** Runway images, from top: Isabel Marant top, \$1,120, tank, \$805, skirt, \$2,190, scarf, \$795. Isabel Marant dress, \$840, belt, \$160, all at Isabel Marant, NYC. **Page 78:** Saint Laurent by Hedi Slimane bracelet, \$2,990, Saint Laurent, NYC. Burberry Prorsum wedges, \$1,095, burberry.com. Rebecca Minkoff clutch, \$395, rebecca minkoff.com; Rebecca Minkoff custom pouch, MON Monogrammed by Logan Real, \$95, similar styles at rebeccaminkoff.com.

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## Welcome to GLAMOUR, One Direction!

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## The Get-It Guide

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It's All About Your Eyes

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## The Get-It Guide

## Your Hair Rocks

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## Shop Our Shoots

**Page 177:** ASOS Curve blazer, sizes 14âœ22, \$133, asos.com.

Have trouble finding something? Email us at [personalshopper@glamour.com](mailto:personalshopper@glamour.com)

*All prices are approximate.*

**Load-Date:** September 25, 2013

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End of Document



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 37**

## *The Get-It Guide*

Glamour

June 2013

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# GLAMOUR

**Section:** GLAMOUR SHOPPER; Pg. 195; Vol. 111; No. 6; ISSN: 0017-0747

**Length:** 1906 words

**Highlight:** All the info you need to buy the stuff you love in this month's issue

## Body

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All the info you need to buy the stuff you love in this month's issue

Cover

Donna Karan New York dress, \$12,000, briefs, \$95, Donna Karan New York stores. Graziela Gems brown diamond and sapphire earrings, \$6,100, grazielagems.com.

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GLAMOUR for All

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GLAMOUR Summer Bonus

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Obsessed!

## The Get-It Guide

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The Get-It Guide

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*All prices are approximate.*

**Load-Date:** July 24, 2013

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 38**



## *Having Fun Is Hard Work*

The New York Times

May 30, 2013 Thursday, Late Edition - Final

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**Length:** 872 words

**Byline:** By ALEXANDRA JACOBS

### **Body**

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As the 1990s waned, every upper middle-class woman in New York City seemed to be carrying a version of the same shoulder bag: a rectangular zippered tote with *Kate Spade* appliquéd in lowercase on the front, as if on a name tag for summer camp.

Ms. Spade's brisk Midwestern aesthetic, which tended toward twin sets and beehives, seemed then a cleansing antidote to grunge. Her fabric-covered purse was reasonably priced and sized: capacious enough to hold since-antiquated items like a Motorola StarTAC phone and a copy of Mademoiselle magazine, for which Ms. Spade had worked as an accessories editor, but small enough to be cute and ladylike (unlike the hardware-laden monstrosities that would follow a decade later).

At some point, though, this crowd dropped their Spades and scooped up sequined Fendi baguettes. The designer and her husband, Andy, expanded their business to mallvilles across the globe, then sold it to Neiman Marcus, which in turn sold it to Liz Claiborne.

Now it's creatively commandeered by a brassy Briton, Deborah Lloyd (she arrived at her own wedding in a helicopter, reports her friend Glenda Bailey, the editor of Harper's Bazaar, in the gilt-edged company monograph, "Things We Love"). As perhaps as only an outsider can, Ms. Lloyd has cranked up the brand's vision of patio Daddy-O Americana to 78 r.p.m.

See the blue gingham-print Keds sneakers for sale on the mezzanine floor, the second of four at *Kate Spade*'s new Madison Avenue flagship. "Those are so fun! Aren't they fun?" said a golden-haired saleswoman named Faith, sitting down companionably with me as I laced up a pair. Yes, they were fun, if your idea of fun is an impromptu picnic Mary Ann has arranged for the Professor. I preferred a more Ginger-like, calf-slimming wedge sandal, the Dabney, also in blue gingham, which Faith conjured for me over a walkie-talkie.

Tottering up a gold-tipped staircase, I found yet more gingham, printed on cigarette pants and darling little cardis. "I love this skirt," said an Italian tourist modeling a stiff A-line to the rapid-fire affirmation of another clerk, who was admirably versed in her native tongue. (Because I rarely hear the words "*Kate Spade*" invoked anymore in the United States, I'm curious whether it's foreign sales that are plumping the bottom line here -- the logical inverse of us going bonkers for burrata or Bensimon sneakers.)

The top floor seems devoted to stocking the trousseau, with Domaine Carneros sparkling rosé, crystal and china around facsimiles of cake, which the company urges us to eat for breakfast, one in a series of paperweight epigrams (\$30) that include "skirt the rules" and "live color fully."

Jewel tones, bad puns and smatterings of adornment on basic sportswear (contrary to the label's origins, Ms. Lloyd finds minimalism "a bore") -- it was all a little J. Crew, but slightly askew.

## Having Fun Is Hard Work

Eagerly clutching to my bosom an out-of-print copy of "The Art of Social Climbing," a post-Gatsby guide by Felix Du Barry, I asked yet another attractive male salesclerk, "Is this for sale?"

"I don't know," he said. "I'm just an outside I.T. guy." At ***Kate Spade***, even the freelance tech support is fetching.

The antiquarian volume was not for sale, though there was a shameless knockoff of Olympia Le-Tan's book clutch (\$325).

But however many gifts you might find on four, the No. 1 prezzie here is emphatically Y-O-U. If a bow or festive polka dot or sprinkling of confetti can be affixed on a garment, from blouse to belt to shoe, it will be. There are also endless iterations of the glittering bib necklace; the rustling sheath dress; the oversize cat-eye sunglasses (in red, \$138); Broadway's version of "Breakfast at Tiffany's" may have flopped like a fried egg, but the flame of Holly Golightly flicked on by Blake Edwards and Audrey Hepburn will burn eternally chez Spade.

Indeed, but that the B-roll Dorothy Parker quotations are printed on iPhone covers ("I've never been a millionaire but I know I'd be just darling at it," \$40), it might as well be 1961 again here: optimistic, prosperous, blithely ignorant of "The Feminine Mystique" grimly bearing down, let alone "The Female Eunuch." Certainly you will not be wearing the clothes stocked here to your Sheryl Sandberg-sanctioned consciousness-raising circle. Maybe the modern equivalent is of a Tupperware party?

For unlike many of her neighbors, the ***Kate Spade*** customer is not one of eternal leisure; she rather works strenuously to convince everyone what a good time she's having, what an eternal summer camp life is.

Some of us hated summer camp, but others will always want to return.

### ***Kate Spade***

789 Madison Avenue, (212) 988-0259;katespade.com

HEART A cheerful, colorful and well-organized four-story boutique with copious sales help, including an eager young male greeter in aqua shorts.

DIAMOND There are items at many price points, from a Prada-like lace duster, the Franny (\$698), to a lacquered bangle (\$38). The brand's recently introduced lower-priced line, Saturday, was not in evidence.

CLUB Once devoted to simple totes, ***Kate Spade*** has become a purveyor of eternally youthful embellishment and white-bread quirk. While inoffensive and seemingly democratic, it is not for everyone.

<http://www.nytimes.com/2013/05/30/fashion/kate-spade-store-on-madison-avenue.html>

## Graphic

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PHOTOS (PHOTOGRAPHS BY DONNA ALBERICO FOR THE NEW YORK TIMES)

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 39**

## *Style & Travel -- On Style: From Kate Spade, How a New Scent Is Born*

The Wall Street Journal

May 9, 2013 Thursday

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## THE WALL STREET JOURNAL.

U.S. EDITION

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### Body

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When *Kate Spade*'s creative team gathered last year to plan a new fragrance, they didn't start with the "juice," as liquid perfume is known in the industry. They began with what would really sell it: name and bottle.

"We had the name before we had anything else," says Deborah Lloyd, president and creative director of the brand, which is primarily known for pert handbags in peppy colors. Hence the fragrance name: Live Colorfully.

A perfume is so much more than a scent. For consumers, it tugs on desires and aspirations, the idea that one spritz could bring them closer to the person they hope to be (or be with). Perhaps that explains the success of Someday by Justin Bieber, which outsold Chanel No. 5 in 2011. And it's part of the appeal of Scent of Wealth -- a new, limited-edition fragrance with an astronomic price, \$2,500 for 3.35 ounces.

For fashion brands, fragrances are revenue sources that evangelize for the rest of the line. At \$94.99 -- on Walgreens.com -- the Jimmy Choo fragrance whets the appetite for the brand's \$1,700 platform heels. "It's about the consumer treating themselves," says Karen Grant, fragrance industry analyst with NPD Group.

Department stores sold \$2.9 billion in fragrances in 2012, up 5% from the year earlier, according to NPD. The growth came from the priciest bottles. Sales of those priced below \$75 actually fell.

Brands seeking to expand through fragrances are flooding the market. In 1977, 11 "prestige" fragrances were launched, compared to more than 200 scents in 2012, says David Horner, a brand consultant and entrepreneur. "Most of these fragrances come to be because the designer needs to expand," says Mr. Horner, who helped launch the best-selling Giorgio of Beverly Hills fragrance and is introducing Scent of Money on June 1.

*Kate Spade* aims to become a full lifestyle brand, with ready-to-wear clothing, watches, jewelry, legwear and more, says Craig Leavitt, the brand's CEO. "That's really important to our ability to grow," he says.

## Style &amp; Travel -- On Style: From Kate Spade, How a New Scent Is Born

Fragrance development generally takes two years. *Kate Spade*, motivated to take advantage of its 20th anniversary, had one year. The creative team first met last spring as Ms. Lloyd grabbed a white tray from her New York office and gathered on it some glass cubes, neon-pink glass crystals, fluorescent pink nail polish, beads on a necklace borrowed from an intern and a *Kate Spade* handbag with a Lucite bow. Assembled in a few minutes, the laden tray became an inspiration board for the fragrance.

The team broadened to include consultants Poppy King, a cosmetics creator known as the Lipstick Queen for her work in the industry, and fragrance designer Fabrice Penot. "Design is my expertise, but I'm not a 'nose', so I needed some help," says Ms. Lloyd.

They began considering the sort of bottle that would appeal to the "*Kate Spade* Girl," whom Mr. Leavitt describes as between ages 25 and 44, college-educated, with a household income of \$100,000 or above, "spirited and optimistic and . . . youthful, but not necessarily very young."

They first considered an opaque bottle with square chunky sides that resembled early *Kate Spade* bags. The handbag on Ms. Lloyd's tray inspired the bottle top: a bow, initially in metal, ultimately in clear Lucite.

They got stumped when it came to choosing among the colors that are important to the *Kate Spade* brand. Pink? Orange? Yellow? Someone floated the idea of a transparent bottle. Another suggested using different colors on the sides, so that yellow and pink would blend in a prism of orange light.

Packaging posed a dilemma. A colorful package might ruin the surprise inside. The team settled on a clean, modern white box, with the name in yellow, orange and pink. They tried to play up the emotional impact by wrapping it in pink cellophane like a gift.

In September, Brian Vander Meydon joined the label as beauty director and began planning production of 250,000 units in 1.7-ounce and 3.4-ounce sizes, as well as a purse-sized roller ball. As he was preparing for a trip to China to scout out factories to mold the bottle, Hurricane Sandy hit New York, leaving the *Kate Spade* offices without electricity. "All of our samples were in the office," he says. A member of his team trekked through the city and climbed 12 flights of stairs to retrieve the prototype bottle, color chips and logo design before his flight.

Bottle production in December took three weeks, with Mr. Vander Meydon shepherding production from China. The fail rate for glass fragrance bottles is high. For every 100,000 bottles that are molded, only 35,000 are deemed clear enough to hand-polish and sell.

Meanwhile, the juice -- a floral fragrance with star anise, mandarin orange, pink water lily, gardenia, amber, and Tahitian vanilla -- was blended by Mr. Penot and made in Paris. The white cartons were produced in Taiwan. All materials were shipped to Los Angeles, where the bottles were assembled, filled and packed (the bottles are labeled "Made in the USA") in January.

The marketing team that month introduced an Instagram campaign asking fans of the brand what it means to "Live Colorfully." The next month, as the marketing team placed ads for April fashion magazines such as Allure, Vanity Fair and Elle, a Facebook promotion offered a free swab dipped in the scent to anyone who sent in their name and address. Industry standards suggested that 100,000 samples would suffice for all the planned marketing campaigns, including an email effort. But the team underestimated Facebook's marketing power: All of the samples were used up by Facebook responders.

Live Colorfully began selling at Nordstrom and *Kate Spade* stores and online in late April. The 3.4-ounce bottle costs \$95 -- landing in the industry's current sweet spot for sales.

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## Notes

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 40**

## *Kate Spade Shines at F&P*

Women's Wear Daily(WWD)

May 3, 2013

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# WWD

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### Body

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*Kate Spade* continued to motor ahead in the first quarter with a 22 percent gain in comparable-store sales, which helped Fifth & Pacific Cos. Inc. narrow its losses more than projected.

The company is said to want to sell off Lucky Brand and Juicy Couture and trim itself down to a portfolio of one, *Kate Spade*, using the money from asset sales to develop that business at home and abroad.

Would-be acquirers appear to be more interested in Lucky Brand, first-round bids for which were due on Tuesday, according to sources. William L. McComb, chief executive officer of Fifth & Pacific, is said to be looking for more than \$400 million for the brand.

That would be a lot of fuel for the *Kate Spade* engine.

*Kate Spade*'s net sales shot up 63.1 percent to \$141 million in the quarter. Excluding \$25 million in sales from the *Kate Spade* Japan business, which was brought in house, the brand's sales jumped 34.1 percent. *Kate Spade* logged adjusted earnings before interest, taxes, depreciation and amortization of \$19 million.

McComb told analysts on a conference call Thursday that the *Kate Spade* Saturday business, which launched in March, was off to a good start.

“Suffice to say that we're excited, we're optimistic and we're reading and reacting to every bit of information and learning that we get every day, just what you do with a new business,” McComb said. “Coming up, we'll be opening up pop-up shops in Manhattan through a partnership with eBay now later this quarter, and of course, the marketing will be scaling all year. We plan to open two to four *Kate Spade* Saturday stores for the U.S. during the rest of the year, and three to six more for Japan; a very exciting plan.”

All together this year, the *Kate Spade* brand, including the Saturday and Jack Spade businesses, will open up to 35 full-price stores in the U.S., up to 25 international points of distribution and as many as 12 outlet doors.

At Juicy, the turnaround effort continues under the guidance of ceo Paul Blum. McComb said Blum has changed the product assortment and is focusing on outlets, the international business and also is launching Juicy Sport and an intimates line next year.

## Kate Spade Shines at F&amp;P

Juicy Couture's sales fell 10.7 percent in the quarter to \$98 million with a 2 percent comp decrease. Lucky's sales rose 16.5 percent to \$117 million with a 2 percent comp gain.

Eric Beder, an analyst at Brean Capital, raised his target price on the stock to \$24 from \$21 and said investors have a chance to win whether or not Fifth & Pacific spins off Lucky Brand and Juicy.

“If Fifth & Pacific shift to a ***Kate Spade*** monobrand vehicle, investors should see a net cash megagrowth concept,” Beder said. “If all the brands are retained, there will remain strong top-line growth and material operating margin upside.”

Fifth & Pacific's net losses decreased to \$52.2 million, or 44 cents a share, from \$60.6 million, or 60 cents, a year earlier. Adjusted losses tallied 16 cents a share, which was 2 cents better than the 18 cents analysts projected.

Sales for the three months ended March 30 gained 17.2 percent to \$371.8 million from \$317.1 million.

The company continues to project adjusted EBITDA of \$120 million to \$150 million for the full year.

Shares of the company gained 0.8 percent to \$20.48 on Wall Street.

**Load-Date:** May 16, 2013

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End of Document

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 41**

## *The Lucky Guide to BAGS!*

Lucky

April 2013

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# Lucky.

**Section:** FASHION & SHOPPING; Pg. 69; Vol. 13; No. 4; ISSN: 1531-4294

**Length:** 578 words

**Byline:** Uncredited

- with contributions by TOM SCHIRMACHER

**Highlight:** The brightest, happiest, most of-the-moment ways to carry your stuff this season.

## **Body**

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### EAST-WEST TOTES

This structured, winged style does the impossible: blend professional with cool.

**NOT SURE** what's more classic: the boxy shape or the perfect kelly green color.

**ON SUMMER** Fridays take this poppy style straight from work to the Hamptons.

**AT LAST!** An end to the hunt for the perfect serious/chic job-interview bag.

**GRAPHIC PROOF** that you can wear the see-through trend to work.

**YOUR PLANE** outfits won't ever look frumpy with this as your carry-on.

**FACT:** Brilliant summery brights aren't just for the weekends.

**SO SMART!** Open front pockets mean no more digging for your cell phone.

**HITS OF SEA FOAM** make a classic white style even springier.

**WEAR IT YEAR-ROUND:** The color trio will transition beautifully into fall.

### FRAME CLUTCHES

So glam and retro, you'll be tempted to slip into a wiggle dress.

**ZOOEY DESCHANEL** would totally carry this quirky style on the red carpet.

## The Lucky Guide to BAGS!

**TRY TO** think of an outfit this neutral animal print won't complement. We can't.

**HOW ALLURING:** this deep navy color against a femme fatale red manicure.

**WOVEN AQUAMARINE** and silver: perfect for beachside dinners.

**GLAM WITH A GOWN**, glam-rock with skinny leather pants.

**JUST LOOKING** at this shiny pink party-girl style makes us want to dance.

**LIKE A ROMANTIC PIECE** of rose gold jewelry you can carry.

**WE KINDA** can't handle the adorableness of this coin-purse shape.

**WITH GOBS OF** black eyeliner and a chignon, it's a total mod moment.

## TRAW TOTES

It's hard to look at these beachy woven carryalls and not hear crashing waves.

**NO ONE** has to know you didn't score this exotic style at a Oaxacan market.

**POLISHED** leather accents mean you can actually use this one on weekdays.

**CARMEN MIRANDA** would so totally trade in her fruit hat for this.

**PERFECT** for a pool party—this plastic version can handle a splash or two.

**WITH GIANT** sunglasses, it's movie-star glamour on an indie budget.

**IT'S BASICALLY** the most sophisticated flea market bag out there.

**A PREPPY-CHIC** style made for picnics on the Cape.

**SO STUNNING.** It's like a Hawaiian sunset in tote form.

**AHOY!** Play up the nautical vibe with some crisp shorts and a pair of boat shoes.

## TWO-STRAP SACHELS

Totally elegant—yet roomy enough to fit your iPad, spare shoes, makeup bag &

**THROWBACK ALERT!** The vinyl-like fabric and pattern have a sweet '50s vibe.

**SO YOU DON'T** live on Park Avenue? Well, now you look like you do.

**SO CUTE** with other primaries, like a pair of lipstick red patent leather pumps.

**YEP, SERIOUSLY.** This luxe-looking textured style costs under \$300.

**THE HOTTEST** pattern of the season—awning stripes—in a vibrant red.

**GOLD STUDS** add edge—but not so much you can't still wear this with a pencil skirt.

**INVEST IN THIS** bag and the colors will make you smile for decades.

**EXTRA SPACIOUS!** This one can double as an overnight bag.

**THE SOFT PEACH** color looks gorgeous against spring's sherbet tones.



## The Lucky Guide toBAGS!

## SADDLEBAGS

Hands-free and free-spirited: exactly what you want for the weekend.

**YOUR GRANDKIDS** will fight over this timeless caramel croc version.

**SO CHEERFUL:** a super-bright flash of magenta at your hip.

**PERFORATED** black leather adds a little bit of cool to any outfit.

**THE BEAUTY** of a leather Longchamp bag? It'll only look better with age.

**THE LONG SHAPE** and bronze-toned details have a boho, vintage camera-bag vibe.

**MAKE THIS** electric pink tribal style your new summer concert buddy.

**A BOYISH, BOOKISH** style to complement your girliest spring dresses.

**WARNING:** The wild design will make whatever you're wearing insanely fun.

**PLAY UP THE PREP** and sling this over a crisp white oxford.

## Graphic

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Picture, Leather "Candice" tote, \$458, coach.com. Top, \$50, Kate Spade Saturday, saturday.com. Skirt, \$215, Timo Weiland, isaay.com. "Havana" wedges, \$69, G by Guess, heels.com

Picture, **The sleekest combo on earth: black and silver.** Leather "Eartha" tote, \$525, Z Spoke Zac Posen, piperlime.com. LEFT: Top, \$295, Diesel Black Gold, 212-966-5593. T-shirt, \$30, Pact, wearpact.com. Pants, \$39, Joe Fresh, 212-366-0960. Heels, \$375, Vince. Select Saks Fifth Avenue, 800-347-9177. RIGHT: Top, \$68, anntaylor.com. Pants, \$290, Paul & Joe Sister, isaay.com. Heels, \$225, Ted Baker London, tedbaker-london.com

Picture, "Selma," \$358, Michael Michael Kors, 866-709-5677 for locations

Picture, Faux-leather and raffia "Hydelade," \$50, Aldo, aldoshoes.com

Picture, Leather "Equestre," \$795, Furla. Select Saks Fifth Avenue, 800-347-9177

Picture, "2jours," \$2,810, Fendi, 212-759-4646

Picture, Faux-snakeskin and canvas "The Switch," \$128, Stella & Dot, stelladot.com

Picture, Faux-leather "Juliana Pamchanko," \$98, BCBGeneration, macys.com

Picture, Leather "Newbury," \$278, Lauren Ralph Lauren, bloomingdales.com

Picture, Vinyl "Savvy Saffiano," \$115, SR Squared by Sondra Roberts, sondraroberts.com

Picture, Leather "Julia," \$248, vincecamuto.com

Picture, **A splash of polka dots equals a way happier outfit.** "Arm Candy" clutch, \$35, Lulu by Lulu Guinness, jcp.com. Top, \$95, Wilfred for Aritzia, aritzia.com. Pants, \$158, marciano.com. Heels, \$325, Alice + Olivia by Stacey Bendet, alicelandolivia.com

Picture, Patent leather "Beverly Terrace Shyla," \$298, Kate Spade New York, katespade.com

## The Lucky Guide toBAGS!

Picture, Sequined, \$59, bebe.com

Picture, Faux-leather “Harley,” \$45, Urban Expressions, baghaus.com

Picture, Woven leather, \$795, Kara Ross, amazon.com

Picture, Embossed leather, \$369, JJ Winters, shophetrendboutique.com

Picture, Water-snake “Cayla,” \$1,550, Jimmy Choo, jimmychoo.com for locations

Picture, Leather “Bullion,” \$270, Ted Baker London, tedbaker-london.com

Picture, Ostrich-print leather, \$135, DKNY, macys.com

Picture, Faux-leather “Sabine,” \$68, meliebianco.com

Picture, **So islandy! Just add some sunscreen and a frozen drink.** Straw tote, \$98, Banago for Tommy Bahama, tommybahama.com. Top, \$248, Whit, trilliumchicago.com. Bikini top, \$15, oldnavy.com. Shorts, \$238, orlakiely.com. “Prime Typhoon” sunglasses, \$20, Stun, stunglasses.com

Picture, Woven, \$225, Sensi Studio, [info@gregmillsshowroom.com](mailto:info@gregmillsshowroom.com)

Picture, Diamond print, \$398 (avail. June), jcrew.com

Picture, “Katrina Palma,” \$95 (avail. May), Rafe, nordstrom.com

Picture, “Jelly Grove Small Coal,” \$248, ***Kate Spade*** New York, katespade.com

Picture, “Layla,” \$78, Danielle Nicole, hsn.com

Picture, Leather-trim “Bellport,” \$325, mzw Wallace.com

Picture, Leather-trim “Quinn Market,” \$195, uggaustralia.com

Picture, Plastic “Louisa,” \$115, Joie, shopbop.com

Picture, Striped, \$250, toryburch.com

Picture, **Black-and-white windowpane print: so chic.** Leather satchel, \$1,850, Marni, marni.com for locations. Crop top, \$165, marahoffman.com. Skirt, \$198, Alice + Olivia by Stacey Bendet, alicelandolivia.com. Sunglasses, \$125, houseofharlow1960.com. Sandals, \$35, H&M, hm.com for locations

Picture, Checked tweed “Priscilla,” \$650, toryburch.com

Picture, Cowhide “Catherine Street Frasier,” \$478, ***Kate Spade*** New York, katespade.com

Picture, Leather, \$348, Bodhi, bodhibags.net

Picture, “Slide Over,” \$298, Kenneth Cole New York, kennethcole.com

Picture, Leather, \$1,795, Marc Jacobs, marcjacobs.com for locations

Picture, Studded faux leather, \$40, forever21.com

Picture, Leather “Celia,” \$1,795, Tiffany & Co., tiffany.com

Picture, Faux-leather “Elara,” \$115, guess.com

Picture, Faux-leather “Florence,” \$58, Street Level, 213-614-7877

## The Lucky Guide toBAGS!

Picture, **Vibrant teal makes any summery print totally pop.**  
Laser-cut leather saddlebag, \$250, Rebecca Minkoff. Select Bloomingdale's, 800-232-1854. Shirt, \$495, Paul & Joe, 310-270-4620. Shorts, \$70, Michael Michael Kors, 866-709-5677 for locations

Picture, Embossed leather, \$425, Dooney & Bourke, dooney.com

Picture, Faux leather, \$62, Nila Anthony, nila-anthony.com  
30% OFF

**Lucky breaks PAGE 133**

Picture, Perforated leather, \$498, furla.com

Picture, Leather "Au Sultan," \$390, longchamp.com

Picture, Leather, \$128, Fossil, piperlime.com

Picture, Embroidered, \$25, American Eagle Outfitters, ae.com

Picture, Perforated leather "Mini Legacy," \$360, J.W. Hulme Co, jwhulmecoco.com

Picture, Embossed leather "Polly," \$245, brahmin.com

Picture, Leather "Lizzie," \$148, Tommy Hilfiger, 212-223-1824

**Load-Date:** May 3, 2013

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End of Document

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 42**

## *The New Chic at Work*

Lucky

April 2013

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# Lucky.

**Section:** STYLIST: IT'S HOW YOU WEAR IT; Pg. 31; Vol. 13; No. 4; ISSN: 1531-4294

**Length:** 586 words

**Byline:** Uncredited

**Highlight:** Bold colors, bright accents and a fresh take on your office basics get the job done with style this spring.

## Body

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### WEAR

LACE

With a structured top-handled bag, a girly shift is professional.

*Give Your Statement Necklace a Rest and Pile On an Opulent Stack of Bangles*

Lucky STAFFERS BY THE NUMBERS

### 10

Navy blazers in fashion director **Anne Keane's** closet. "Anything you wear with one becomes immediately work-appropriate!" she says.

### 54

Lipsticks regularly worn by senior beauty editor **Maura Lynch**. Most are brights, which, she says, "keep a pale blonde like me feeling more fabulous and less washed out."

### 21

Average number of pairs of shoes stashed under a *Lucky* staffer's desk.

### 8

Evening clutches in executive fashion director **Alexis Bryan Morgan's** office, "for easy work-to-evening outfit transformations," she says.

Yes, You Really Can Wear This to Work

Think of it as a blazer (only edgier) and wear it over sleek pencil skirts and button-downs.

Be sure the cut is super-slim, and pair with neutral add-ons—like a gray tote and solid heels.

With a crisp, tucked-in oxford and pair of ladylike pumps, it's less boho, more proper.

## The New Chic at Work

Wear This Pencil Skirt 8 Different Ways

Silk top, \$295, A.P.C., [usonline.apc.fr](http://usonline.apc.fr)

Polyester top, \$168, French Connection. Indigo, Germantown, TN, 901-755-6909

Polyester top, \$50, [thelimited.com](http://thelimited.com)

Ponte blazer, \$130, [bananarepublic.com](http://bananarepublic.com). Sleeveless cotton sweater, \$248, ***Kate Spade*** New York, [katespade.com](http://katespade.com)

Cotton-blend sweater, \$425, Rhié, [barneys.com](http://barneys.com)

Cotton-blend blazer, \$266, Corey, [thiscorey.com](http://thiscorey.com). Silk top, \$265, Brochu Walker. Christopher Fischer, NYC, 212-965-9009

Cotton sweater, \$248, ***Kate Spade*** New York, [katespade.com](http://katespade.com)

Cotton sweater, \$20, [forever21.com](http://forever21.com). Cotton top, \$25, [oldnavy.com](http://oldnavy.com)

Cotton sateen skirt, \$98, White House Black Market, [whbm.com](http://whbm.com)

Forget Black and Beige—These Heels Go With Everything!

**LEOPARD-PRINT****PUMPS**

“Flax” pumps, \$69, [ninewest.com](http://ninewest.com)

**PEEP-TOE****PUMPS**

“Fastazyou” pumps, \$89, Nine West, [zappos.com](http://zappos.com)

**CREAM****PUMPS**

Leather “Rory” pumps, \$60, [solesociety.com](http://solesociety.com)

**SLIM SKIN****SLINGBACKS**

Snakeskin “Faina” pumps, \$189, [charlesdavid.com](http://charlesdavid.com)

**POLKA-DOT****PUMPS**

Faux-leather pumps, \$35, Shoe Republic LA, [lulus.com](http://lulus.com)

Get a Pair of Cute Commuter Sneakers

They're a trillion times cheerier (and more comfortable) than standard flats.

*Pair a Bright Sweater With a Textured Button-Down* because your tangerine cardigans and turquoise pullovers deserve more than weekend-only status.

**“GO CONSERVATIVE WITH YOUR BAG AND CRAZY WITH YOUR IPAD CASE.”**  
—BRANDON HOLLEY, EDITOR-IN-CHIEF

Try **Printed Trousers** Whatever the pattern—stripes, plaid, Van Gogh-esque clouds—you'll never, ever look boring.

*Carry* *a* *Bright* *Briefcasey* *Bag*  
In a rich color, this classic business style is fashion-forward yet still totally appropriate—and it's roomy enough to fit your laptop, gym clothes, iPad, makeup case, newspaper, pedicure sandals &

**Lucky lesson** **Hem your trousers to hit just above your ankles.** The length is completely of-the-moment and pairs equally well with heels and flats.

FOR EXTRA COLOR, TRY A TWO-TONE BANKER SHIRT



## The New Chic at Work

*Try* *a* *Mismatched* *Suit*  
 Pair slim trousers with a blazer in a similar color—it's as sophisticated as the classic but infinitely cooler.

**Lucky lesson**Take your shoes (heels, flats, boots—all of them!) to the cobbler to get a layer of rubber (black or beige) applied to the soles—it will make them way more comfortable, and they'll last so much longer.

**BONUS!**

Mix-and-match 125 more cute work outfits—and get a **secret discount!SCAN HERE \***

\* **IT'S TOTALLY EASY.** First: Download our Lucky Shopper smartphone app at [luckymag.com/go/luckyshopper](http://luckymag.com/go/luckyshopper). Second: Scan the BONUS circle, above. Third: Enjoy exclusive discounts, mix-and-match-ability, sizing help and more!

**Graphic**

Picture, Silver ankle-strap pumps—polished and eye-catching!

Picture, Mix in some jewel tones—so gorgeous!

Acrylic cuff, \$68, Sequin, sequin-nyc.com. Pyramid stud bracelet, \$15, shoplately.com. Stretch bracelet, \$34, Tinley Road, piperlime.com. Gold-plated “Starry Galaxy” bangle, \$370, melindamaria.com. Rhinestone bracelet, \$17, target.com. Geometric bangle, \$350, Kenneth Jay Lane, 877-953-5264

Picture, A LEATHER JACKET!

Picture, A FLORAL SUIT!

Picture, A LONG SKIRT!

Picture, Silk top, \$295, A.P.C., usonline.apc.fr

Picture, Polyester top, \$168, French Connection. Indigo, Germantown, TN, 901-755-6909

Picture, Polyester top, \$50, thelimited.com

Picture, **Stripes** + **bows—cute!**  
 Ponte blazer, \$130, bananarepublic.com. Sleeveless cotton sweater, \$248, **Kate Spade** New York, katespade.com

Picture, Cotton-blend sweater, \$425, Rhié, barneys.com

Picture, Cotton-blend blazer, \$266, Corey, thisiscorey.com. Silk top, \$265, Brochu Walker. Christopher Fischer, NYC, 212-965-9009

Picture, **Great all year round.**  
 Cotton sweater, \$248, **Kate Spade** New York, katespade.com

Picture, Cotton sweater, \$20, forever21.com. Cotton top, \$25, oldnavy.com

Picture, Cotton sateen skirt, \$98, White House Black Market, whbm.com

Picture, **LEOPARD-PRINT** **PUMPS**  
 “Flax” pumps, \$69, ninewest.com

Picture, **PEEP-TOE** **PUMPS**  
 “Fastazyou” pumps, \$89, Nine West, zappos.com

## The New Chic at Work

Picture, **CREAM** **PUMPS**  
Leather “Rory” pumps, \$60, solesociety.com

Picture, **SNAKESKIN** **SLINGBACKS**  
Snakeskin “Faina” pumps, \$189, charlesdavid.com

Picture, **POLKA-DOT** **PUMPS**  
Faux-leather pumps, \$35, Shoe Republic LA, lulus.com

Picture, 1

2

3

4

5

1. Cotton, \$65, bensimon.com. 2. “Cotu Classic,” \$65, Superga, superga-usa.com. 3. Canvas “Authentic,” \$55, vans.com. 4. Canvas, \$85, Keds x Kate Spade New York, keds.com. 5. Canvas, \$55, Sperry Top-Sider. Select Nordstrom, 800-933-3365

Picture, Cardigan, \$27, oldnavy.com. Stretch silk blouse, \$138, marciano.com

Picture, Cashmere sweater, \$268, Equipment, equipmentfr.com. Cotton shirt, \$98, C&C California, candccalifornia.com

Picture, Cotton cardigan, \$45, gap.com. Cotton shirt, \$68, Tommy Hilfiger, tommy.com

Picture, Leather, \$128, Lauren Ralph Lauren, bloomingdales.com

Picture, “Kaivo,” \$75, Marimekko, usstore.marimekko.com

Picture, Coated poplin, \$85, Kate Spade New York, katespade.com

Picture, Leather, \$165, toryburch.com

Picture, REBECCA TAYLOR

Picture, MICHAEL KORS KORS

Picture, ALTUZARRA

Picture, DEREK LAM

Picture, A.L.C.

Picture, Eleonora Carisi's red bag makes her outfit.

Picture, **Deep fuchsia looks gorgeous against navy, black, camel—everything!**  
Leather “Carlisle” attaché, \$445, tumi.com

Picture, **EMBROIDERED** **CUFFS**  
Cotton, \$90, Lauren Ralph Lauren. Select Bloomingdale's, 800-232-1854

Picture, **POCKET** **FRONT**  
Cotton “Reese,” \$178, Equipment, equipmentfr.com

Picture, **CONTRAST** **PLACKET**  
Cotton, \$99, brooksbrothers.com

Picture, Button up and untuck for a look that's crisp but effortless.

The New Chic at Work

Picture, Wear  
Suede "Feren" booties, \$199, dolcevita.com

a

**Statement**

**Bootie**

**Load-Date:** May 3, 2013

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 43**

## *“I Never Thought I Could Wear That!”*

Lucky

January 2013

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# Lucky.

**Section:** STYLIST; Pg. 28; Vol. 13; No. 1; ISSN: 1531-4294

**Length:** 147 words

**Byline:** Uncredited

**Highlight:** How one girl went from “I hate my arms” to “I love my new look!”

### Body

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“My upper arms are such an issue,” says Frankie Gonzalez, an account executive at a digital ad agency. “I constantly cover them up with dark cardigans,” which she layers over tanks and tees (in lieu of bulkier long-sleeved shirts). She also buys all of her tops a little too big. But while the self-anointed “comfort freak” is content in roomy layers, she also knows she's hiding in them. Working with *Lucky* stylist Elle Strauss, Frankie discovered smart new ways to downplay the area she loved least and—more importantly—find cute pieces that flatter her assets.

**“I was so surprised these printed booties look just as chic as dark solid ones!”**

**“The red blazer is so bright, but I love the way it looks with my dark features.”**

**“I originally thought this look was way too risky, but it ended up being my favorite!”**

**“On Elle's advice, I've bought a ton of belts. They've changed my body.”**

### Graphic

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Picture,

*After*

Worn over a blazer, a skinny belt shows off Frankie's shape in a way that's totally professional.

An eye-catching cuff bracelet draws attention to Frankie's lower arms.

In a thick fabric and dark color, a pencil skirt gives a full lower half a smooth silhouette.

For the slimmest-looking legs, choose booties that hug the ankle.

Cotton-blend blazer, \$158, [bananarepublic.com](http://bananarepublic.com). Polyester-blend top, \$68, [anntaylor.com](http://anntaylor.com). Cotton-blend skirt, \$90, [bananarepublic.com](http://bananarepublic.com). Gold-plated “Lewitt Squares” cuffs, \$178 each, [Kate Spade](http://katespade.com) New York, [katespade.com](http://katespade.com). Leather “Heidi” belt, \$66, [braveleather.com](http://braveleather.com). Suede “Dakoda” booties, \$119, DV by Dolce Vita, [dolcevita.com](http://dolcevita.com). Leather “Shirley” tote, \$525, Z Spoke Zac Posen. Select Dillard's, 800-345-5273

## “I Never Thought I Could Wear That!”

Picture, Before

Picture, Elle shows Frankie how to flaunt her little waist.

Picture, A statement necklace creates a glittery focal point.

Drapey wool-blend fabric grazes her curves, instead of clinging to them.

A flared skirt gently skims Frankie's hips, tush and thighs.

Neutral patterned shoes look sharp with solid brights.

Picture, **Elle gets Frankie to try bolder accessories.**

Wool-blend “Daphne” dress, \$450, Milly, shopbop.com. Earrings, \$28, Aqua at Bloomingdale's, 800-777-0000. Glass stone necklace, \$78, bloomingdales.com. Leather belt, \$165, WCM-NY, wcmbelts.com. “Electric Gardens” ring, \$98, [Kate Spade](#) New York, katespade.com. Calf-hair “Dylan” booties, \$260, Rosegold, piperlime.com. Leather tote, \$545, Diane von Furstenberg, dvf.com

Picture, Don't hide bigger arms under a boxy blazer; a narrower cut is more lean-ifying.

A no-bulk silky blouse makes a great layering piece.

A jacket that covers most of your bum—as opposed to a cropped one—is especially flattering for wider hips.

Dark, super-tight jeggings can be as slimming as shapewear.

Picture, **Full liberation from the dark-cardigan rut!**

Stretch cotton blazer, \$495, tibi.com. Silk/cotton blouse, \$68, anntaylor.com. Stretch “Verdugo Ultra Skinny” jeans, \$158, Paige Denim, paigeusa.com. Gold-plated “Jigsaw” bangles, \$120 for set of three, ericaanenber.com. Brass-plated bracelets, \$30 to \$45 each, A.V. Max, avmaxaccessories.com. Wrap bracelet, \$75, lineapelle.com. Embellished bracelets, \$30 to \$72 each, shashi.com. Coated cork “Harty2” pumps, \$98, vincecamuto.com. Leather “Milo Mini” bag, \$295, Diane von Furstenberg, 212-542-5754

Picture, A V-neck tee brings the focus inward, away from her arms.

Voluptuous girls: Show some ankle! (Floor-length skirts can make you look squat.)

Dark contrasting sleeves camouflage Frankie's number-one concern.

Picture, **Frankie opens up to big, statement jewelry.**

Tweed “Zoe Zip” jacket, \$495, Milly, shopbop.com. Jersey T-shirt, \$54, Michael Stars, bloomingdales.com. Silk skirt, \$695, Boss Black, hugoboss.com for locations. “Lyla” earrings, \$50, fantasyjewelrybox.com. Patent “Genevra” belt, \$95, L.K. Bennett, 212-309-7559. Suede booties, \$495, Sigerson Morrison, couture.zappos.com

Picture, A longer cardigan offers a flattering amount of butt and hip coverage.

Belting a thin unbuttoned cardigan creates a V and helps draw attention to Frankie's small waist.

It's all about illusion! Dark side panels make thighs look slimmer.

Lucky

**breaks**

PAGE 100

Picture, **Elle explains it's all about the details.**

Cotton cardigan, \$40, gap.com. Embellished cashmere shell, \$248, magaschoni.com. Knit skirt, \$595, Veronica Beard, shopbop.com. Bracelet, \$75, lineapelle.com. Cuff, \$95, chibijewels.com. Bangles, \$188 for set of three, margaretelizabeth.com. Ring, \$45, A.V. Max, avmaxaccessories.com. Ring, \$120, ericaanenber.com. Belt, \$175, wkleinberg.com. “Sway” pumps, \$195, charlesdavid.com. Leather “Eartha” tote, \$450, Z Spoke Zac Posen, couture.zappos.com

**Load-Date:** February 22, 2013



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 44**

*modern love*

Brides

Winter 2013

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# BRIDES

**Section:** GET THE LOOK; Pg. 438; Vol. 80; No. 1; ISSN: 1084-1628

**Length:** 29 words

**Byline:** Uncredited

- with contributions by AARON DYER

**Highlight:** PLAY UP YOUR PASSION FOR DESIGN WITH POPPY COLORS, SLEEK STATIONERY, AND GRAPHIC ACCENTS

## Body

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**1/NECKLACE** \$198, *Kate Spade* New York; katespade.com. **2/WRAPPING PAPER** \$7 per roll, Ruff House Art; ruffhouseart.com. **3/DRESS** \$478, *Kate Spade* New York; katespade.com.

**4/DINNERWARE**

**Load-Date:** February 22, 2013

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 45**

## Quick! How's My Outfit?

Glamour

January 2013

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# GLAMOUR

**Section:** FASHION; Pg. 88; Vol. 111; No. 1; ISSN: 0017-0747

**Length:** 173 words

**Byline:** Megan Angelo

- with contributions by Pamela Hanson

**Highlight:** Need an opinion? Instagram that look and ask the world. Actress Gabriella Wilde, of the new movie *Carrie*, demonstrates.

## Body

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Who's the girl with the camera?

It's actress Gabriella Wilde, who plays conflicted mean girl Sue Snell in this spring's bloody remake of *Carrie*. In real life the 23-year-old British boarding school alum (and the face of Burberry this season) is quite chic—and not one bit murderous!

**GLAMOUR:** *Carrie* is a cautionary tale about being different. How has your perspective changed since high school?

**GABRIELLA WILDE:** For years you try not to stand out. Then you hit adulthood, and all you *want* is to stand out. You realize you would have been happier doing that all along.

**GLAMOUR:** Have you always used clothes to express yourself?

**GW:** I remember experimenting with fashion when I was eight. I wore this weird silver skirt, white turtleneck, and silver cap!

**GLAMOUR:** How has your style evolved?

**GW:** I like to be quite scruffy now and wear vintage. My style icon is Drew Barrymore in *Poison Ivy*.

**GLAMOUR:** What's the one thing in your closet you'll have forever?

**GW:** My vintage leather jacket. Someone tried to buy it off me the other day, but I said, "Never."

## Graphic

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## Quick! How's My Outfit?

Picture, **Can I wear navy and black together?**

Yes, yes, 100 times yes! We like brown and black together too. The trick: Make the textures distinct, like the soft top and shiny skirt here. Sweater, skirt, The Row; choker, Campbell; iPhone case, Rebecca Minkoff; clutch, Vionnet; heels, Christian Louboutin. See GLAMOUR Shopper for more information.

Picture, **Which shoes go better?**

Dare we say either? Gold accessories are slinky for night, and for day try chunky pieces to dress down all that lace. Dress, Nina Ricci; iPhone case, BCBG Max Azria; bangles, Costis; gold heels, Giuseppe Zanotti Design; pink heels, Cynthia Rowley. See GLAMOUR Shopper for more information.

Picture, **Can I do brights and print?**

Go for it! Bold accessories actually help anchor a wacky pattern. Blouse, pants, Givenchy by Riccardo Tisci; iPhone case, Uncommon; bag, heels, Michael Kors. See GLAMOUR Shopper for more information.

Picture, **Hair up or hair down?**

Up! This dress is the best of both worlds—body-con *and* ladylike—so go an extra step toward demure with a librarian bun. Dress, Etro; iPhone case, *Kate Spade* New York; wedges, Oscar de la Renta. See GLAMOUR Shopper for more information.

Picture, **Jumpsuit? Discuss!**

We are so pro. And if you go the fierce animal-print route, everything else should stay relatively tame: shoes, necklace, that's it! Jumpsuit, Tucker by Gaby Basora; necklaces, Pomellato 67; iPhone case, *Kate Spade* New York; pumps, Lanvin; red bag, Jason Wu. See GLAMOUR Shopper for more information.

Picture, **I can wear white now, right?**

Damn straight. Just another old “rule” worth breaking! As long as you layer, wear dark accessories (or tights), and can't see your underwear, you're totally winterized. Jacket, dress, 3.1 Phillip Lim; iPhone case, Rebecca Minkoff; bag, shoes, Chanel. See GLAMOUR Shopper for more information.

Picture, **Is this blue too& much?**

Nope—just keep accessories to a minimum. Trench, shorts, Reed Krakoff; iPhone case, Rebecca Minkoff; cuff, Chloé; heels, Rachel Comey. See GLAMOUR Shopper for more information.

**Load-Date:** February 22, 2013

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 46**



## *The Get-It Guide*

Glamour

January 2013

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# GLAMOUR

**Section:** GLAMOUR SHOPPER; Pg. 119; Vol. 111; No. 1; ISSN: 0017-0747

**Length:** 1701 words

**Byline:** Uncredited

**Highlight:** All the info you need to buy the stuff you love in this month's issue

## Body

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Cover

Monrow white tank (sold without writing), \$56, shopbop.com. Clover Canyon briefs, \$150, clovercanyon.com. Kismet gold and ruby earrings, \$1,515, fragments.com. Skullcandy headphones, \$150, skullcandy.com. Delfina Delettrez silver, pearl, and enamel ring, \$600, Opening Ceremony, NYC. Bracelets, her own.

Mastheads

**Page 10:** Clé de Peau Beauté Concealer, \$70, saks.com. **Page 12:** Chloé eau de parfum, \$90 for 1.7 oz., saks.com. Sally Hansen Diamond Strength No Chip Nail Color in Heart to Heart, \$5, at drugstores.

GLAMOUR Exclusive

**Page 34:** Lauren Ralph Lauren sweater, \$119, select Bloomingdale's. Lafayette 148 skirt, \$398, select Bloomingdale's. Erickson Beamon earrings. Ben-Amun link bracelet. Joomi Lim stud bracelet.

GLAMOUR Fashion

**Page 42:** Chloé dress, \$2,395, select Neiman Marcus. Givenchy by Riccardo Tisci coat, \$4,510, dress, \$2,090, select Nordstrom. Pages 46–47: (1) H&M sweater. Ivanka Trump Handbags bag, \$150, amazon.com. Loft necklace, \$40, select Loft stores. (2) Banana Republic skirt, \$80, Banana Republic stores. (3) Bebe dress, \$139, bebe.com. Guess shoes. (5) Alpinestars by Denise Focil coat, \$385, Shop Sixty Five, Doylestown, PA. Burning Torch blouse, \$272, Burning Torch, Venice, CA. (6) Urban Outfitters shirt. The Frye Company oxfords, \$198, thefryecompany.com. (7) Ivanka Trump Handbags bag, \$150, Von Maur. (8) Tory Burch raincoat, sweater. Gucci boots. (9) BCBGeneration dress, \$118, select Lord & Taylor. Jami necklace, \$95, bracelet, \$87, shopjami.com. American Apparel belt, \$25, americanapparel.com. (10) Rue De jeans, \$165, rue dejeans.com. (11) ASOS top, \$125, asos.com. Current/Elliott jacket, \$354, nordstrom.com. (12) Maje skirt. Botkier bag, \$295, botkier.com. We Love Colors socks, welovecolors.com. (13) BCBG Max Azria V-neck, \$268, select Bloomingdale's. Z Spoke Zac Posen bag, \$495, couture.zappos.com. Tory Burch heels, \$425, select Bloomingdale's. (14) Funktional dress, \$177,

## The Get-It Guide

amrag.com. Bionda Castana pumps, \$259, nordstrom.com. Rebekah Price bracelet, \$410, Ella Moss, Newport Beach, CA. (15) Chinti and Parker sweater, \$480, Otte, NYC. Rue De skirt, \$156, ruede jeans.com. American Apparel belt, \$8, americanapparel.com. Botkier crossbody bag, \$295, botkier.com. Ana Karolina bracelets, \$40 each, shopanakarolina.com. Emilio Cavallini socks. Banana Republic booties, \$198, bananarepublic.com. (16) Michael Kors jacket. Maison Scotch jeans, \$229, freepeople.com. J.Crew boots. (17) Zimmermann skirt, \$295, Zimmermann, NYC. Loft necklace, \$65, loft.com. (18) Current/Elliott shirt, \$198, shopbop.com. Tila March bag, \$800, select Barneys New York. (19) Calvin Klein sweater, \$90, select Macy's. Maison Scotch vest, \$240, select Nordstrom. Victoria's Secret Catalogue pumps, \$88, victoriasscrot.com. (20) Maison Scotch blouse, \$95, piperlime.com; shorts, \$160, saks.com. H&M coat, \$129, hm.com for stores. Supreme cap, supremenewyork.com. Tod's flats, \$525, Tod's stores, 800-457-8637. (21) American Eagle Outfitters shirt. Chinti and Parker T-shirt, \$140, chintiandparker.com. Banana Republic booties, \$198, banana republic.com. (22) Hudson jeans, \$198, hudsonjeans.com. (23) Alternative Apparel T-shirt, \$38, alternativeapparel.com. Chaps corduroy jeans, \$59, Kohl's. Banana Republic booties, \$198, bananarepublic.com. Comptoir des Cotonniers bag, \$395, Comptoir des Cotonniers, NYC. Loft necklace, \$40, loft.com. (24) H&M sweater, \$50, hm.com for stores. Longchamp tote, \$1,265, longchamp.com. Jean-Michel Cazabat pumps. Raoul belt. (25) Maison Scotch coat, \$265, Scotch & Soda, NYC. Alternative Apparel tank, \$24, alternativeapparel.com. Acne boots. (26) BCBGeneration dress, \$118, select Lord & Taylor. Adrienne Landau fur vest, \$395, select Saks Fifth Avenue. (27) Porter Grey skirt, \$350, American Two Shot, NYC. Alice + Olivia by Stacey Bendet pumps, \$295, alicelandolivia.com. Rebecca Minkoff cuff. Susan Rockefeller bracelets. (28) Alice + Olivia by Stacey Bendet pumps, \$295, alicelandolivia.com. (29) Enza Costa T-shirt, \$96, revolveclothing.com. Vince leather pants, \$1,150, Vince stores. (30) H&M jeans. Gap shoes, \$50, gap.com. (31) Preen by Thornton Bregazzi blazer, \$1,483, net-a-porter.com. Wolford tights, wolford.com. Tory Burch heels, \$425, select Bloomingdale's. **Page 48:** Valentino Garavani Pop Pois Capsule Collection bag, \$1,895, valentino.com. Valentino Garavani heels, \$1,145, valentino.com. **Page 51:** Monique Péan necklace, \$8,845, bangles, \$935–\$4,080 each, twistonline.com.

## GLAMOUR Beauty

**Pages 60–61:** On Rawlinson: Rachel Zoe jacket, \$425, pants, \$295, Bergdorf Goodman, NYC. Rue De blouse, \$140, ruedejeans.com. **Kate Spade** New York bag. Species by the Thousands long ring, \$90, A Thousand Picnics, Brooklyn. On Queathem: Lucca Couture dress, \$69, urbanoutfitters.com. Josh Dotson Studio earrings, \$384, joshdotsonstudio.com. Species by the Thousands bird ring, \$60, A Thousand Picnics, Brooklyn. Melie Bianco bag. On Lomrantz Lester: Banana Republic blazer, \$150, tank, \$25, bananarepublic.com. Lavender Brown skirt, \$80, lavenderbrown.com. Cold Picnic necklace, \$50, A Thousand Picnics, Brooklyn. On Tinnon: Banana Republic cardigan, \$70, banana republic.com. Quiksilver jeans, \$65, quiksilver.com/womens. Josh Dotson Studio earrings, \$256, joshdotsonstudio.com.

## All About You

**Pages 68–69:** Nine West black pumps, \$89, ninewest.com. Giuseppe Zanotti Design Swarovski-crystal heels, \$1,625, Giuseppe Zanotti Design stores, 212-650-0455.

## Be Yourself, Baby. It's Time!

**Page 79:** Dior Addict Ultra-Gloss in Orange Bolero, \$28, dior.com.

## Anne Uncensored

**Pages 80–81:** Monrow white tank (sold without writing), \$56, shopbop.com. Clover Canyon briefs, \$150, clovercanyon.com. Kismet gold and ruby earrings, \$1,515, fragments.com. Delfina Delettrez silver, pearl, and enamel ring, \$600, Opening Ceremony, NYC. Jill Golden silver bangle with beads, \$135, jillgolden.com. Sydney Evan gold and pavé diamond safety pin bracelet, sydneyevan.com. Kismet white gold and black diamond bracelet, \$880, frag ments.com. Skullcandy headphones, \$150, skullcandy.com. **Pages 84–85, 87:** Alexander McQueen dress, \$4,460, Alexander McQueen, NYC, 212-645-1797. Colette gold and diamond earrings, \$2,710, fragments.com. CBD by Charlotte Bjorlin Delia silver cuff, \$150, store.charlottebjorlin delia.com. Delfina Delettrez silver, pearl, and enamel rings, \$480–\$600, Opening Ceremony, NYC.

## Quick! How's My Outfit?

## The Get-It Guide

**Page 89:** Campbell choker, \$1,225, Curve, L.A. Rebecca Minkoff iPhone case, \$48, rebeccaminkoff.com. Vionnet clutch, \$2,538, vionnet.com. Christian Louboutin heels, \$845, us.christianlouboutin.com. **Page 90:** Nina Ricci dress, \$3,650, select Barneys New York stores. BCBG Max Azria iPhone case, \$38, bcbg.com. Giuseppe Zanotti Design gold heels, \$2,300, giuseppezanottidesign.com. Cynthia Rowley pink heels, \$395, cynthiarowley.com. **Page 91:** Givenchy by Riccardo Tisci blouse, \$1,245, pants, \$4,040, Forty Five Ten, Dallas. Uncommon iPhone case, \$40, getuncommon.com. Michael Kors bag, \$795, heels, \$1,245, select Michael Kors stores. **Page 92:** Etro dress, \$1,466, etro.com. *Kate Spade* New York iPhone case, \$40, katespade.com. Oscar de la Renta wedges, \$1,095, saksfifthavenue.com. Marni jacket, blouse. **Page 93:** Tucker by Gaby Basora jumpsuit, \$425, neimanmarcus.com. Pomellato 67 necklace, \$4,640, chain, \$510, pendant, \$540, select Pomellato stores. *Kate Spade* New York iPhone case, \$40, katespade.com. Lanvin pumps, \$1,470, Lanvin, Paris. Jason Wu bag, \$1,795, select Saks Fifth Avenue. Reed Krakoff bag, \$590, select Reed Krakoff stores. Carven heels, \$560, Saks Fifth Avenue. Jenni Kayne flats, \$450, Jenni Kayne, Santa Monica, CA, 424-268-4765. **Page 94:** 3.1 Phillip Lim jacket, \$1,095, dress, \$695, 3.1 Phillip Lim, NYC. Rebecca Minkoff iPhone case, \$58, amazon.com. Chanel bag, \$4,500, shoes, \$1,295, select Chanel stores. **Page 95:** Reed Krakoff trench, \$4,990, shorts, \$660, select Reed Krakoff stores. Rebecca Minkoff iPhone case, \$95, rebecca minkoff.com. Chloé cuff, \$2,265, select Chloé stores. Rachel Comey heels, \$564, rachelcomey.com.

Damn, Kelly, You're Gorgeous

**Pages 96–97:** L'Wren Scott cardigan, \$2,150, lwrenscott.com. Wacoal bra, \$56, wacoal-america.com. Alison Lou earrings, \$470, Five Story, NYC, 212-288-1338. **Page 98:** No. 21 shirt, \$400, shop bop.com. Trunfio earrings, \$838, cuff, \$1,838, trunfiojewels.com. Joomi Lim necklace, \$386, joomilim.com. **Page 99:** Thom Browne New York sweater, Blake, Chicago, 312-202-0047. Wacoal bra, \$56, wacoal-america.com. Marc Jacobs clutch, \$1,095, 212-343-1490. Lydell NYC earrings, \$30, lydellnyc.com. Alison Lou rings, \$2,540 each, Five Story, NYC, 212-288-1338. **Page 100:** REDValentino trench, \$695, shopbop.com. **Page 101:** Dior shirtdress, \$4,600, 800-929-3467. Mercura NYC sunglasses, \$285, Artsee Eyewear, NYC, 212-414-0900. Marni belt, \$350, select Neiman Marcus. Joomi Lim earrings, \$88, spike ring, \$78, joomilim.com. Mizuki star ring, \$1,130, Bergdorf Goodman, NYC.

We Like Your Look!

**Page 102:** Michael Kors jacket, \$1,695, T-shirt, \$395, pants, \$3,495, sandals, \$895, select Michael Kors stores. Kenneth Jay Lane necklace, \$100, 877-953-5264. *Kate Spade* New York clutch, \$298, katespade.com. **Page 103:** Burberry Prorsum trench, \$2,595, burberry.com. **Page 104:** Maje sweatshirt, \$200, pants, \$390, select Maje stores. Elizabeth and James blouse, \$265, revolveclothing.com. Movado Concerto watch, \$2,495, 800-810-2311. **Page 105:** DKNYC dress, \$139, select DKNY stores. INC jacket, \$130, macys.com. Aurélie Bidermann earrings, \$765, necklace, \$875, ring, \$385, select Neiman Marcus. BCBG Max Azria clutch, \$168, bloomingdales.com. Commando tights, \$30, wearcom mando.com. Sonia Rykiel sandals, \$830, Sonia Rykiel, Boston. **Page 106:** Chanel dress, \$3,600, select Chanel stores. **Page 107:** Maje shirt, \$365, select Maje stores. Mr. Kate ear cuff, \$29, mrkate.com.

I Did My Nails for Fashion (and a Cause)

**Page 108:** Bibhu Mohapatra dress, \$2,014, modaoperandi.com. BCBG Max Azria clutch, \$58, amazon.com. Pandora gold ring, \$770, pandora.net. **Page 110:** L'Wren Scott dress, hat, \$550, lwrenscott.com. **Page 111:** Peter Som jacket, \$1,723, blouse, \$826, shorts, \$393, Peter Som, NYC. 10 Crosby Derek Lam dress, \$425, select Saks Fifth Avenue.

Have trouble finding something? Email us at [personalshopper@glamour.com](mailto:personalshopper@glamour.com)

**Load-Date:** February 22, 2013

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 47**

## *The little nonblack dress \ Resolve to wear color -- without throwing too much green around -- for holiday parties*

Chicago Tribune

December 23, 2012 Sunday, Final Edition

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**Section:** SUNDAY ; ZONE C; Pg. 12

**Length:** 353 words

**Byline:** By Wendy Donahue, Tribune Newspapers

### **Body**

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Shopping for holiday parties is among the most fun but seemingly frivolous ways to spend money.

Sequin winter-white minidresses, 5-inch gold platforms and ginormous cocktail rings can't exactly multitask as work attire except in select entertainment professions.

So each year, we're back in black.

Unless we think of Rent the Runway, where a \$495 Badgley Mischka sequin minidress (in two sizes just to be safe) can be rented for four days for \$75, then returned without ever lighting up the door of the dry cleaner's or doing any damage to our credit. The site also rents out coveted designer handbags (Judith Leiber, *Kate Spade*, Lauren Merkin) and jewelry (Erickson Beamon, Kenneth Jay Lane, Tom Binns) capable of electrifying even a black dress, with barely a dent in your debit account.

Lucy Sykes Rellie, fashion director for Rent the Runway, highlighted some of her favorite other-than-black pieces on the site to ring in the new year. \

Badgley Mischka long-sleeve sequin dress

Retail: \$495

Rental: \$75

"What I'm loving is the long sleeve. It offsets the super-sexiness of the short hemline" -- and negates the need for a wrap indoors.

Styling tips: Nude patent platform heels for chic; a black bootie for downtown. Cocktail ring for jewelry. \

Tahari red lace dress

Retail: \$495

Rental: \$85

"Lace and embroidery are huge," she said. "It has a lovely tangerine shift underneath."

The little nonblack dress \ Resolve to wear color -- without throwing too much green around -- for holiday parties

Styling tips: A kitten heel shoe and black faux fur chubby for chic and sweet. Or a shoe-bootie with a leather jacket for edgy. Kate Spade draping jet necklace for jewelry. \

Kate Spade orange and pink dress with black waist panel

Retail: \$495

Rental: \$85

"It's a little Audrey Hepburn, '60s and preppy."

Styling tips: Satin black stiletto heels and black faux fur chubby, rhinestone cuffs on both wrists, Judith Leiber clutch. Black evening gloves if you'd like. \

Camilla and Marc jewel-print dress with exposed-zipper back

Retail: \$720

Rental: \$100

"I love this oversize lavish print," she said. "It feels very regal."

Styling tips: Black pointy-toe or red velvet pumps. Chunky necklace or big red and gold cuffs. ct12 0007 121223 R S 0000000000 00004625

## Graphic

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Photo: "It's a little Audrey Hepburn, '60s and preppy." --Lucy Sikes Rellie on Kate Spade's colorful party dress

Photo: Oscar de la Renta's colorful drop earrings add a touch of glam to your holiday look.

Photo(s)

**Load-Date:** December 26, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 48**



## *Fancy Pants*

The New York Times

December 13, 2012 Thursday, Late Edition - Final

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**Section:** Section E; Column 0; Style Desk; Pg. 6; FINE POINTS

**Length:** 237 words

**Byline:** By SUSAN JOY

### **Body**

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"IT'S feminine without being obvious," said Phillip Lim, explaining why he is attracted to the notion of a woman in evening pants. Frocks may still be the go-to choice for holiday celebrations, but this season's chic new party pants can hold their own, sleek eye-catchers in a room otherwise crowded with conventional cocktail dresses and trailing gowns. Irreverent but considered, these scene-stealers -- cigarette-slim and shown in extravagant brocades, cool jacquards and slippery jewel-tone silk blends -- seem destined to be the life of the party.

Mr. Lim has often dressed his muses/dates in pants for fancy evenings: Alexa Chung in a custom tuxedo at the Met Costume Institute ball; the model Fei Fei Sun in ivory and gold trousers and a white tuxedo jacket at the CFDA/Vogue Fashion Fund gala. "There's something intriguing about wearing pants to an event where everyone else will be wearing gowns," he said. "It exudes confidence, a 'this is me' attitude."

Their masculine-feminine appeal is underscored by adding something sparkly, and high heels. The season's predominant shape, slim and cropped above the ankle, can (depending on where they hit your leg) make wearing ankle boots tricky. A better option is a pair of sexy party pumps. Hardier souls might brave the winter chill with sandals. On top, it's best to keep it tonal. And textured. Leather, lace and chunky knits all look great with shimmery pants.

<http://www.nytimes.com/2012/12/13/fashion/formal-pants-for-holiday-parties.html>

### **Graphic**

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PHOTOS: Top row: 3.1 Phillip Lim leather coat with rabbit trim, \$3,250, and embroidered jeweled top, \$550, at Phillip Lim, 31philliplim.com

*Kate Spade* cotton jacquard-silk pants, \$328 at *Kate Spade*

Maison Martin Margiela gold bangle, \$405 at stylebop.com

Nicholas Kirkwood velvet pumps with hammered metal heels, \$995 at Nicholas Kirkwood.

Burberry lace field jacket with detachable rabbit fur collar, \$4,495 at burberry.com

L'Agence nailhead silk tank, \$325 at Barneys New York

## Fancy Pants

Zara jacquard capri pants, \$79.90 at zara.com

Diane von Furstenberg lamb and cotton lace clutch, \$300 at stylebop.com

A Peace Treaty engraved bead necklace with lapis and enameled cubes and hanging spikes, \$220, and enameled crescent collar, \$240, at apeacetreaty.com

Brian Atwood suede pumps with gold metal detail, \$1,475 at Brian Atwood.

Bottom row: Carven satin peplum bodice, \$745 to order at [ErinH@cdnetworkny.com](mailto:ErinH@cdnetworkny.com)

T by Alexander Wang racer-back bodysuit, \$325 at Alexander Wang

Tibi houndstooth jacquard pants, \$485 at Tibi

Capwell + Co vintage-inspired crystal necklace, \$52 at capwellandcompany.com

Ivanka Trump suede kitten heels, \$130 at zappos.com

3.1 Phillip Lim clutch, \$825 at Phillip Lim and Saks Fifth Avenue.

Burberry Brit cable-knit sweater, \$495 at burberry.com

Chloé silk lace blouse, \$2,495 at Saks Fifth Avenue

J. Crew silk-wool pants, \$398 (similar styles at jcrew.com)

Zara studded leopard-print sandals, \$89.90 at zara.com

Fallon choker, \$375 at barneys.com

Natalie Frigo recycled brass cuff, \$350 at bynataliefrigo.com and Albertine

Shourouk tortoiseshell PVC bag with Swarovski elements and enameled stones, \$1,165 at shourouk.fr/eshop.

Creatures of Comfort slim silk-wool blazer, \$515, and pants, \$449, at creaturesofcomfort.us

Fleur du Mal cotton canvas peplum bustier, \$495 at fleurdumal.com

Marchesa embroidered shoulder bag with crystal closure, \$3,295 at Bergdorf Goodman

See by Chloé metallic pumps, \$320 at Iris New York and Neiman Marcus. (PHOTOGRAPHS BY LOUIS CHRISTOPHER FOR THE NEW YORK TIMES)

**Load-Date:** December 13, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 49**

## *Find your new party outfit*

Lucky

December 2012

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# Lucky.

**Section:** STYLIST; Pg. 46; Vol. 12; No. 12; ISSN: 1531-4294

**Length:** 17 words

**Byline:** Uncredited

- with contributions by ANDREW STINSON

**Highlight:** (19 reasons to step away from black)

## **Body**

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*More parties mean more dresses! Shop 50 we love, all under \$50. For real! [LUCKYMAG.COM/GO/PARTY-UNDER-50](http://LUCKYMAG.COM/GO/PARTY-UNDER-50)*

## **Graphic**

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Picture, "Sequined Raechel Honeycomb" top, \$385, Diane von Furstenberg, [dvf.com](http://dvf.com). Crepe pants, \$54, Narciso Rodriguez by Designation, [kohls.com](http://kohls.com). Belt, \$11, [amiclubwear.com](http://amiclubwear.com). "Viveca" pumps, \$33, Mossimo for Target, [target.com](http://target.com). Patent "Carlisle Street Bryce" bag, \$198, *Kate Spade* New York, [katespade.com](http://katespade.com)

Picture, Silk blouse, \$215, DKNY, [dkny.com](http://dkny.com) for locations. Leather shorts, \$695, DKNY. Select Bloomingdale's, 800-232-1854. Belt, \$58, BCBG Max Azria, [bcbg.com](http://bcbg.com). Bracelets, \$250 each, Frieda & Nellie by Stacy Herzog and Sarah Reid, [friedaandnellie.com](http://friedaandnellie.com). Leather "Sway" pumps, \$185, [charlesdavid.com](http://charlesdavid.com)

Picture, Stretch polyester dress, \$148, [anntaylor.com](http://anntaylor.com). Lucite earrings, \$175, [alexisbittar.com](http://alexisbittar.com). "Vamp" heels, \$395, Stuart Weitzman, 212-750-2555. Leather "Balthasar" clutch, \$635, [anyahindmarch.com](http://anyahindmarch.com)

Picture, Cotton top, \$15, [stylemint.com](http://stylemint.com). Wool "Laurel" skirt, \$225, Milly. Bergdorf Goodman, NYC, 800-558-1855. Swarovski crystal necklace, \$190, Rebekah Price. Paradise Island Boutique, Tampa, FL, 813-805-2060. Glass stone necklace, \$155, [ben-amun.com](http://ben-amun.com). Satin "Loann" pumps, \$120, Aldo, [aldoshoes.com](http://aldoshoes.com). Woven satin minaudière, \$130, [sondraroberts.com](http://sondraroberts.com)

Picture, Metallic cotton "Palladium" blazer, \$258, [juicycouture.com](http://juicycouture.com). Cotton "Perfect" shirt, \$50, [gap.com](http://gap.com). Viscose-blend "Nantia" skirt, \$180, Comptoir des Cottonniers, 212-352-3069. Silk "Hot Dots" bow tie, \$15, [thetiebar.com](http://thetiebar.com). Suede and satin "Bridget" heels, \$445, L.K. Bennett, 212-309-7559. Leather wallet, \$270, [luluguinness.com](http://luluguinness.com)

## Find your new party outfit

Picture, Knit dress, \$355, Cut25 by Yigal Azrouël. Select Saks Fifth Avenue, 800-347-9177. Crystal-encrusted cuff, \$42, Capwell & Co., capwell.co. Nubuck “Faline” heels, \$170, Schutz, bhldn.com. Resin “Lizelle” minaudière, \$495, Rafe, couture.zappos.com

Picture, Cotton-blend “Botanical Dot” blazer, \$525, cynthiarowley.com. Polyester blouse, \$78, A/X Armani Exchange, armaniexchange.com. Silk skirt, \$264, Wren, wrenstudio.com. Suede “Sloane” boots, \$297, mattbernson.com

Picture, Suede top, \$36, H&M, hm.com for locations. Triacetate “Naples Soft Canvas” pants, \$298, Diane von Furstenberg, 646-486-4800. Brass, leather and Swarovski crystal “Olivier” necklace, \$868, Auden, shopbop.com. Patent “Sway” pumps, \$185, charlesdavid.com. Hair-calf “Lana” clutch, \$228, vincecamuto.com

Picture, Cardigan, \$238, jcrew.com. Top, \$325, Ammara. Select Saks Fifth Avenue, 800-347-9177. Skirt, \$54, Bar III, macys.com. “Adrianna” cuff, \$125, karenegren.com. “Baroque” cuff, \$325, alexisbittar.com. “Siyabona” cuff, \$395, alexisbittar.com. Belt, \$60, braveleather.com. “Larimore” pumps, \$295, Alice + Olivia by Stacey Bendet, alicelandolivia.com. “Marano” Music clutch, \$950, anyahindmarch.com

Picture, Silk top, \$245, Blk Dnm, 212-966-6258. Feather “Raven” skirt, \$895, pinktartan.com. “Crystal Petal” necklace, \$185, Lulu Frost for J.Crew, jcrew.com. Suede “Gillian” booties, \$425, rachelroy.com. Beaded “Cry” clutch, \$106, Adia Kibur. J Banks Design, Hilton Head Island, SC, 843-682-1745

Picture, Cotton-blend “Abi” blazer, \$495, Elizabeth and James, shopbop.com. Shirt, \$258, Equipment, equipmentfr.com. Cotton-blend “Bonnie” pants, \$345, Elizabeth and James, piperlime.com. Leather “Sway” pumps, \$185, charlesdavid.com

Picture, Cotton-blend “Bonaparte” top, \$420, Camilla and Marc, shopbop.com. Polyester “Divinyl” skirt, \$630, Lover, loverthelabel.com. Suede “Evan” pumps, \$119, Kelsi Dagger, macys.com. Leather bag, \$100, Cousin & Co. The Fickle Bag, San Francisco, 650-821-0153

Picture, Sequined silk-blend sweater, \$248, Marc by Marc Jacobs. Select Saks Fifth Avenue, 800-347-9177. Silk “Natalia” skirt, \$475, tibi.com. Crystal earrings, \$48, Aqua, bloomingdales.com. Embossed snake “Jewel” sandals, \$155, Charles by Charles David, charlesdavid.com. “Twinkle” clutch, \$795, anyahindmarch.com

Picture, Lace and cotton top, \$322, Sea New York. The Webster, Miami, 305-674-7899. Jacquard skirt, \$70, asos.com. Glitter heels, \$240, Luiza Barcelos, bhldn.com. Leather “Gold Coast Meadow” bag, \$398, *Kate Spade* New York, katespade.com

Picture, Silk “Sophie” shirt, \$238, Equipment, equipmentfr.com. Beaded “Mariana” skirt, \$199, clubmonaco.com. Leather “Stingray” belt, \$95, Elie Tahari, 212-334-4441. Patent “BB Ballerina” flats, \$270, Repetto, net-a-porter.com. “Marano Dancer” minaudière, \$950, anyahindmarch.com

Picture, Sequined cotton top, \$128, jcrew.com. Faux-leather skirt, \$475, Moschino Cheap and Chic, bloomingdales.com. Cuff, \$15, Sofia by Sofia Vergara, kmart.com. “Eryn” ankle-strap pumps, \$145, Kelsi Dagger, belk.com

Picture, Sequined “Ginger” dress, \$257, Corey Lynn Calter, amazon.com. “Notary” heels, \$150, Boutique 9. Select Nordstrom, 800-933-3365. Beaded satin clutch, \$148, bananarepublic.com

Picture, Silk dress, \$1,095, Boss. Select Bloomingdale's, 800-232-1854. Belt, \$148, White by Vera Wang, davidsbridal.com. “Melody” sandals, \$89, Carlos by Carlos Santana, macys.com

Picture, Top, \$135, Diane von Furstenberg, 646-486-4800. Skirt, \$335, DKNY, dkny.com for locations. “Violetta” earrings, \$45, karenegren.com. “Deco Azur” cuff, \$70, karenegren.com. Belt, \$45, vincecamuto.com. “Delma” flats, \$149, CC Corso Como, corsocomoshoes.com. Velvet and beaded silk bag, \$95, La Sera by Franchi. S+T Famous Bags, Brooklyn, 718-375-2000

**Load-Date:** January 4, 2013

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 50**

## HER STYLE / MY STYLE

Lucky

December 2012

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# Lucky.

**Section:** FASHION & SHOPPING; Pg. 162; Vol. 12; No. 12; ISSN: 1531-4294

**Length:** 645 words

**Byline:** Uncredited

- with contributions by BEN WATTS

**Highlight:** Four super-chic TV stars share their secrets for looking great—in and out of character.

### Body

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**MY**

**CHARACTER**

“Emma's jackets are very meaningful to her—they're her armor in the world.”

—Jennifer Morrison, who plays Emma Swan on ABC's *Once Upon a Time*

**THE**

**REAL**

**ME**

“I'm trying to incorporate color into my life. Until recently, everything in my closet was black, white, gray, navy or olive.”

As the daughter of Snow White and Prince Charming on ABC's fairy-tale-inspired drama **ONCE UPON A TIME**, **Jennifer Morrison's** character, Emma Swan, might be expected to wear long gowns with satin bodices. But the ex-bondswoman-turned-sheriff of Storybrooke is all business: red leather jacket, knee-high boots and dark jeans (given a bit of a twist here by *Lucky's* stylist). “Emma doesn't have a lot of clothes,” says Morrison, who has no problem indulging her (modern tailored classic) style cravings. “I have a closet full of blazers,” she says. “And more striped shirts than any human being could possibly wear.”

**MY**

**CHARACTER**

“This Audrey Hepburn look is very much in the vein of Spencer: classic and sexy at the same time.”

—Troian Bellisario, who plays Spencer Hastings on ABC Family's *Pretty Little Liars*

**PRETTY LITTLE LIARS** has all the fashion appeal of *Sex and the City*—but the characters still get allowances. The addictive ABC Family series features four well-dressed leads, each with her own crazy relationship drama and distinctive look, but **Troian Bellisario's** preppy Spencer Hastings gets our vote for most stylish. “She's very classic, sort of perfect young Ralph Lauren and old money,” says Bellisario. “Her go-to pieces are riding boots, kneesocks and a classic blazer.” Not so for Bellisario, who's much more cool-Coachella-girl in person, someone who scours L.A.'s vintage boutiques and flea markets for bargains. “I'm partial to slouchier, more free clothing. My icon is Patti Smith, so the more rips, the more punk, the more comfortable I feel.”



## HER STYLE / MY STYLE

**THE REAL ME**  
 “This outfit was inspired by Sloane from *Ferris Bueller's Day Off*, which, hello, is so me.”

**MY CHARACTER**  
 “I think of Cece's style as ‘model, off-duty,’ with a bit of rock and roll.”

—Hannah Simone, who plays Cece on Fox's *New Girl*

There is nothing “adorkable” about **Hannah Simone's NEW GIRL** character, Cece. “Cece is proud of her body. She's empowered,” says Simone. Unlike her BFF, Jess (Zooey Deschanel), with her twee dresses and playful prints, Cece favors body-con looks and killer heels. “Being Cece has been a big education for me in the world of separates,” says Simone, a huge devotee of dresses who recently has been hitting red carpets in an array of eye-popping printed designs by Peter Pilotto, Mary Katrantzou and Bibhu Mohapatra. “I like to push my boundaries,” she says.

**THE REAL ME**  
 “Easy, beautiful dresses are my thing, but I'm learning to take them in a bolder direction.”

**MY CHARACTER**  
 “Jessica is doing the Michelle Obama J.Crew thing—she's budget-conscious, but she knows how to shop so she looks great.”

—Morena Baccarin, who plays Jessica Brody on Showtime's *Homeland*

In the second season of Showtime's Emmy-winning suspense drama **HOMELAND**, **Morena Baccarin's** character, Jessica Brody, morphed from simple rural Virginia mom to D.C. political wife. “She's got a little bit of a Jackie Kennedy thing going on now with dresses and power suits,” says Baccarin. So, does her on-screen husband, terrorist-in-waiting Nick Brody, appreciate the fashion upgrade? “He has other things on his mind, like blowing up the country,” says the actress, whose personal style is edgier (she considers leather a basic) and far less studied than Jessica's (on an off day, she's likely in worn-in jeans and vintage kitten heels).

**THE REAL ME**  
 “On the weekend, I like to mix metaphors—the color injects some personality, and the leather adds an edge I like.”

## MORE OF MY STYLE PICKS

Celebrity-approved ways to work color, pattern and personality into your wardrobe.

Shop these stars' favorite fall looks at [LUCKYMAG.COM/GO/FALL-TV](http://LUCKYMAG.COM/GO/FALL-TV)

## Graphic

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Picture, **JACKET:** Leather, \$758, Diesel. Impulse, Brighton, MI, 810-225-7992. **T-SHIRT:** Cotton/rayon, \$595, marcjacobs.com. **JEANS:** Stretch, \$198, Current/Elliott, shopbop.com. **BOOTS:** Suede “Lamar,” \$325, Belle by Sigerson Morrison, bellency.com

Picture, **JACKET:** Cotton/silk, \$248, BCBG Max Azria, bcbg.com. **T-SHIRT:** Cotton “Beaded Birds,” \$80, jcrew.com. **SKIRT:** Silk crepe de chine, \$325, Jenni Kayne, shopbop.com. **KITTEN HEELS:** Crystal-detail “Rockstud” cage, \$1,295, Valentino Garavani. Bergdorf Goodman, NYC, 212-753-7300. **BAG:** Embossed leather “Cadeau,” \$395, Foley + Corinna, foleyandcorinna.com

Picture, **BLAZER:** Wool blend, \$328, juicycouture.com. **SHIRT:** Chambray, \$80, luckybrand.com. **SHORTS:** Tweed “Prodigé,” \$235, Sandro, sandro-paris.com. **NECKLACE:** “Viktor,” \$395, dannijo.com. **TIGHTS:** Polyamide/elastane, \$44, falke.com. **LOAFER PUMPS:** Leather “Kiku,” \$695, Robert Clergerie, nordstrom.com. **BAG:** Leather “Brighton Park Carlyle,” \$348, **Kate Spade** New York, katespade.com

## HER STYLE / MY STYLE

Picture, **JACKET:** Metallic leather, \$450, Kenneth Cole New York, kennethcole.com for locations. **DRESS:** Silk, \$231, rorybeca.com. **NECKLACE:** "Pyrite Cone," \$110, Ali's Collection, aliscollection.com. **FANG NECKLACE:** Gold plate, \$310, hannahwarner.com. **SPIKE NECKLACE:** Gold-plated brass "Aker," \$180, apeacetreaty.com. **ANTIQU SILVER CUFF:** "Double Mini Arrowhead," \$265, Pamela Love. Select Barneys New York, 888-8-Barneys. **RING:** "Crystal Cave Rock," \$20, fredflare.com. **RING:** "Eagle Rock," \$16, threadsence.com. **BOOTS:** "Mae," \$325, Michael Michael Kors, michaelkors.com for locations. **BAG:** Snakeskin "Momo," \$730, Jerome Dreyfuss, shopbop.com

Picture, **JACKET:** Nylon blend, \$495, Alice + Olivia by Stacey Bendet, aliceandolivia.com. **TANK:** Silk, \$98, 7forallmankind.com. **JEANS:** Leatherette, \$198, AG Adriano Goldschmied, agjeans.com. **RING:** "Villa," \$50, ericaanenberg.com. **RING:** Silver plate, \$50, ericaanenberg.com. **STACKING RINGS:** Hammered silver "Pod," \$30 each, melindamaria.com. **CUFF:** "Sparo," \$645, dannijo.com. **PUMPS:** Leather, \$770, casadei.com

Picture, **DRESS:** Knit, \$2,990, Fendi, 212-759-4646. **CUFF:** Embellished gold plate, \$98, A.V. Max, avmaxaccessories.com

Picture, **JACKET:** Jacquard "Annie," \$440, shoshanna.com. **DRESS:** Wool, \$660, CH Carolina Herrera, 212-744-2076. **BRACELET:** "Bel Air," \$275, alexisbittar.com. **BRACELET:** Crystal-detail gold tone, \$58, fossil.com. **PUMPS:** Suede and patent "Denna," \$365, L.K. Bennett, 248-602-3409. **CLUTCH:** Quilted patent leather, \$390, luluguinness.com

Picture, **JACKET:** Polyester "Illene," \$445, Diane von Furstenberg, 212-542-5754. **TOP:** Leather-trim silk, \$285, Robert Rodriguez Collection. Select Bloomingdale's, 800-232-1854. **SKIRT:** Pleated leather, \$2,065, Cushnie et Ochs. Bergdorf Goodman, NYC, 800-558-1855. **EARRINGS:** Sterling silver, \$175, sarahswell.com. **CUFF:** Crystal-encrusted "Orbiting", \$225, alexisbittar.com. **PUMPS:** Snakeskin "Danielle," \$150, Sam Edelman, zappos.com

Picture, Jennifer Morrison

Picture, Polyester, \$275, rebeccataylor.com	<b>Color-Block</b>	<b>Sweater</b>
Picture, Polyester, \$258, Marc by Marc Jacobs, marcjacobs.com	<b>Striped</b>	<b>Miniskirt</b>
Picture, Suede "Mali," \$215, charlesdavid.com	<b>Cap-Toe</b>	<b>Pumps</b>
Picture, Cotton, \$88, gap.com	<b>Tipped</b>	<b>Blazer</b>
Picture, Leather "Post Street Madison," \$368, <u>Kate Spade</u> New York, katespade.com	<b>Envelope</b>	<b>Shoulder</b>
Picture, Rayon blend, \$110, White House/Black Market, whbm.com	<b>Ruched</b>	<b>Bag</b>
Picture, Swarovski crystal "Hilde," \$745, dannijo.com	<b>Collar</b>	<b>Dress</b>
Picture, Troian Bellisario		<b>Necklace</b>
Picture, Leather, \$348, A/X Armani Exchange, armaniexchange.com	<b>Moto</b>	<b>Jacket</b>
Picture, Leather Heath Wren, \$140, Clarks, clarksusa.com	<b>Lace-up</b>	<b>Boots</b>
Picture, Silk, \$265, Myne. Satine, Los Angeles, 323-655-2142	<b>Garden-Print</b>	<b>Dress</b>

## HER STYLE / MY STYLE

Picture, Leather and hair-calf "Polly," \$195, VC Signature, vincecamuto.com	<b>Chain-Strap</b>	<b>Barrel</b>	<b>Bag</b>
Picture, Leather "Nick," \$798, rebeccaminkoff.com	<b>Animal-Print</b>		<b>Pants</b>
Picture, "Soleil 5-Station," \$678, Auden, audendesign.com	<b>Braided</b>	<b>Leather</b>	<b>Necklace</b>
Picture, Woven knit, \$148, True Religion, truereligionbrandjeans.com	<b>Plaid</b>		<b>Shirt</b>
Picture, Hannah Simone			
Picture, Nubuck "Gil," \$200, Schutz, isaay.com	<b>Graphic-Print</b>		<b>Wedges</b>
Picture, Faux-leather-trim polyester "Fight Club," \$129, stylestalker.com	<b>Floral</b>		<b>Skirt</b>
Picture, Leather "Milo," \$295, Diane von Furstenberg, bloomingdales.com	<b>Woven</b>		<b>Minibag</b>
Picture, Polyester, \$298, BCBG Max Azria, nordstrom.com	<b>Contrast-Trim</b>		<b>Sheath</b>
Picture, Cotton/polyester, \$60, H&M, hm.com for locations	<b>Embroidered</b>	<b>Peplum</b>	<b>Blouse</b>
Picture, Faux-leather trim, \$158, White House/Black Market, whbm.com	<b>Pencil</b>		<b>Skirt</b>
Picture, Pavé-detail "Ginny," \$460, paigenovick.com	<b>Lapis</b>		<b>Cuff</b>
Picture, Morena Baccarin			
Picture, Stretch silk, \$275, vince.com	<b>Tunic</b>		<b>Blouse</b>
Picture, Swarovski crystal "Marta," \$378, Camilla James, camilla-james.com	<b>Zigzag</b>		<b>Necklace</b>
Picture, Polyester, \$298, BCBG Max Azria. Select Bloomingdale's, 800-232-1854	<b>Pleated</b>		<b>Dress</b>
Picture, Polyester, \$59, Baby Phat. Select Macy's, 800-289-6229	<b>Trapeze</b>		<b>Shirt</b>
Picture, Patent leather "Sway," \$185, charlesdavid.com	<b>Metallic</b>		<b>Pumps</b>
Picture, Polyester blend, \$123, Greylin, piperlime.com	<b>Cutaway</b>		<b>Jacket</b>
Picture, Patent leather "Colette," \$175, Milly. The Met, Sarasota, FL, 941-388-3991	<b>Top-Handle</b>		<b>Clutch</b>

HER STYLE / MY STYLE

**Load-Date:** January 4, 2013

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 51**

## PRETTY PREPPY

Brides

December 2012

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# BRIDES

**Section:** STYLIST; Pg. 100; Vol. 79; No. 12; ISSN: 1084-1628

**Length:** 160 words

**Byline:** Uncredited

**Highlight:** Fun, colorful, and a little retro, these finds are classic with a twist—think a monogrammed box for Mom, silk ruffles for your girls, and zigzag playing cards for his boys.

## Body

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- **BOXES** “Limoges Macaron,” \$10 each, Two's Company; twoscompany.com.
- **PLAYING CARDS** \$10, Jonathan Adler; jonathanadler.com.
- **BOX** \$78, C. Wonder; cwonder.com.
- **NECKLACE** \$148, *Kate Spade* New York; katespade.com.
- **FLATS** \$45, Loft; loft.com.
- **POKER CHIPS** \$135 for the set, Jonathan Adler; jonathanadler.com.
- **IPHONE SPEAKER** “Bullhorn,” \$10, C. Wonder; cwonder.com.
- **TRAY** “Geometric Brick,” \$55, Two's Company; twoscompany.com.
- **HAND CREAM** Madewell Compagnie de Provence in Fresh Verbena and Summer Grapefruit, each\$5.
- **VOTIVE HOLDERS** \$9.50 each, Colonial Candle; colonialcandle.com.
- **NOTE CARDS** \$90 for 12, Mrs. John L. Strong; mrsstrong.com.
- **SCARF** Silk, \$95, Ruffian for eBay; fashionvault.ebay.com.
- **CLUTCH** \$158, J.Crew; jcrew.com.
- **PEN** \$24, Toss Designs; tossdesigns.com.
- **EARRINGS** \$95, Lulu Frost; lulufrost.com.
- **NOTEBOOKS** \$7 each, Orange Art; orangeart.com.
- **COIN PURSE** \$32, Toss Designs; tossdesigns.com.
- **TEAPOT** \$38, C. Wonder; cwonder.com.

**FOR MORE HOLIDAY GIFT IDEAS, GO TO BRIDES.COM/GIFTS.**

## Graphic

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Picture, **1234567891011121314151617181/BOXES** “Limoges Macaron,” \$10 each, Two's Company; twoscompany.com.

**2/PLAYING CARDS** \$10, Jonathan Adler; jonathanadler.com.

**3/BOX** \$78, C. Wonder; cwonder.com.

**4/NECKLACE** \$148, *Kate Spade* New York; katespade.com.

**5/FLATS** \$45, Loft; loft.com.

**6/POKER CHIPS** \$135 for the set, Jonathan Adler; jonathanadler.com.

**7/IPHONE SPEAKER** “Bullhorn,” \$10, C. Wonder; cwonder.com.

**8/TRAY** “Geometric Brick,” \$55, Two's Company; twoscompany.com.

**9/HAND CREAM** Madewell Compagnie de Provence in Fresh Verbena and Summer Grapefruit, each\$5.

**10/VOTIVE HOLDERS** \$9.50 each, Colonial Candle; colonialcandle.com.

**11/NOTE CARDS** \$90 for 12, Mrs. John L. Strong; mrsstrong.com.

**12/SCARF** Silk, \$95, Ruffian for eBay; fashionvault.ebay.com.

**13/CLUTCH** \$158, J.Crew; jcrew.com.

**14/PEN** \$24, Toss Designs; tossdesigns.com.

**15/EARRINGS** \$95, Lulu Frost; lulufrost.com.

**16/NOTEBOOKS** \$7 each, Orange Art; orangeart.com.

**17/COIN PURSE** \$32, Toss Designs; tossdesigns.com.

**18/TEAPOT** \$38, C. Wonder; cwonder.com.

**Load-Date:** January 4, 2013



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 52**

## *The Get-It Guide*

Glamour

December 2012

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# GLAMOUR

**Section:** GLAMOUR SHOPPER; Pg. 261; Vol. 110; No. 12; ISSN: 0017-0747

**Length:** 1832 words

**Byline:** Uncredited

**Highlight:** All the info you need to buy the stuff you love in this month's issue

## **Body**

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### Covers

(1) Zac Posen dress, \$8,990, 212-925-1263. Earrings, martinkatz.com. (2) Dress, \$1,800, billblass.com. Necklace, martinkatz.com. Dior wedges, \$1,150, 800-929-3467. (3) Balmain dress, \$6,000, Barneys New York. Earrings, \$18,000, Neil Lane Jewelry, L.A.

### Table of Contents

**Page 25:** Jumpsuit, \$1,790, Fendi, NYC. Sunglasses, \$390, oliverpeoples.com. Cuff, \$1,095, Reed Krakoff stores. Heels, \$540, Alexander Wang, NYC.

### GLAMOUR Dos & Don'ts

**Page 72:** Bag, \$270, Jil Sander stores.

### GLAMOUR Fashion

**Page 107:** Jacket, \$2,710, sweater, \$815, shirt, \$500, Stella McCartney, NYC. **Page 108:** Watch, \$8,200, tagheuer.com. On model: coat, \$9,000, top, \$4,550, trousers, \$1,200, Barneys New York. **Page 110:** On model: shirt, \$690, skirt, \$2,200, valentino.com. Valentino Garavani heels, \$995, Valentino stores. **Pages 118–119:** (1) Shorts, \$360, store.gabbyapplegateclothing.com. Necklace, \$110, alisamichelle.com. Calvin Klein tights, \$20, Macy's. Z Spoke Zac Posen clutch, \$425, Bloomingdale's. (2) Tank, \$128, juicycouture.com. Skirt, \$295, Kenneth Cole stores. Ivanka Trump Handbags clutch, \$125, zappos.com. Guess booties. (3) Turtleneck, \$90, Uniqlo, NYC. Belt, \$34, anntaylor.com. (4) Top, \$50, hm.com for stores. Carolina Amato New York gloves, \$198, Gorsuch, Denver. Satchel, \$65, imoshionstore.com. G by Guess booties. Calvin Klein tights, \$20, Macy's. (5) L.L. Bean belt. Elizabeth and James heels, \$350, saks.com. (6) French Connection dress, \$298, bloomingdales.com. G-Lish clutch, similar styles at Anthropologie stores. L'Wren Scott shoes. (7) Balmain jeans, \$1,800, Barneys New York. Hat, \$80, jcrew.com. (8) Tights, \$34, wearcommando.com. Heels, \$118, vincecamuto.com. (9) Elizabeth and James jacket, \$595, nordstrom.com. Forrest & Bob tank. Sigerson Morrison heels. (10) Diesel shirt. Jeans, \$188,

## The Get-It Guide

agjeans.com. Robert Clergerie oxfords, \$595, totokaelo.com. (11) Jeans, similar styles at rag-bone.com. Beanie, \$20, americanapparel.com. Scarf, \$50, eddiebauer.com. Boots, \$198, jcrew.com. (12) Coat, \$99, hm.com for stores. Skirt, \$40, americanapparel.com. Ivanka Trump Handbags satchel, \$195, amazon.com. **Kate Spade** heels, \$298, amazon.com. (13) American Eagle Outfitters shirt. Belt, \$30, gap.com. Booties, \$248, thefryecompany.com. Shiraleah bag, \$78, shopbossa.com. (14) Tank, \$575, Gryphon New York, NYC. Guess jacket. Earrings, \$53, bettycarrestore.com. Bangle, \$42, robynrhodes.com. Burak Uyan sandals, \$900, Saks Fifth Avenue. (15) Jeans, \$169, 7forallmankind.com. Scarf, \$40, llbean.com. Booties, \$268, coach.com. (16) Blazer, \$378, rebeccaminkoff.com. Siwy pants, \$154, piperlime.com. Street Levelbag. Pumps, \$268, jcrew.com. (17) Sanctuary jacket. Enza Costa T-shirt, \$97, shopbop.com. James Jeans jeans, Great Stuff, Scarsdale, NY. Sneakers, \$50, converse.com. (18) Pants, \$88, A|X Armani Exchange stores. Necklace, \$198, beckdutchcaribbean.com. Heels, \$525, Jimmy Choo stores. (19) Gap shirt. DL 1961 jeans. Bag, \$150, bananarepublic.com. Matt Bernson flats, \$169, Nordstrom. (20) Turtleneck, \$90, Uniqlo, NYC. Suno skirt, \$595, Creatures of Comfort, L.A. American Apparel belt. Rafe clutch, \$225, couture.zappos.com. Heels, \$295, loefflerandall.com. (21) Bar III sweater, \$74, Macy's. Tights, \$14, hue.com. Beanie, \$20, americanapparel.com. Church's oxfords, \$515, 212-758-5200. Bag, \$60, bananarepublic.com. (22) H&M pants. Z Spoke Zac Posen satchel, \$525, couture.zappos.com. (23) Sweater, \$60, hm.com for stores. Cuff, \$90, alisamichelle.com. Ivanka Trump Handbags bag, \$150, Dillard's. Pumps, \$525, Jimmy Choo stores. (24) Sweater, \$78, anntaylor.com. H&M pants. Cuff, \$110, alisamichelle.com. DKNY pumps, \$245, Macy's. Z Spoke Zac Posen satchel, \$495, bloomingdales.com. (25) Pajamas shirt, \$128, bottoms, \$118, jcrew.com. (26) Pullover, \$390, Gryphon New York, NYC. Diane von Furstenberg heels. (27) Talbots shirt. Tights, \$14, hue.com. Sigerson Morrison heels. (28) Cardigan, \$148, bodenusa.com. Jeans, \$174, joesjeans.com. Street Level bag. Stuart Weitzman heels, \$375, 212-750-2555. (29) Turtleneck, \$168, juicycouture.com. Skirt, \$275, toryburch.com. Urban Expressions clutch, \$50, handbags.com. Pumps, \$250, rachelroy.com. (30) Skirt, \$174, coreyllyncalter.com. L.L. Bean belt. **Kate Spade** heels, \$298, amazon.com. (31) Top, \$118, anntaylor.com. Bangles, \$50–\$145 for assorted sets, bettycarrestore.com. DKNY pumps, \$245, Macy's. **Page 126:** Jackets, from top: Customized Lee and Levi's jackets, similar styles at denimrefinery.com. **Page 133:** Enamel ring, \$1,500, white gold and diamond ring, 212-879-9100.

## GLAMOUR Beauty

**Pages 142–143:** (1) Smashbox Be Legendary Lipstick in Nylon Nude, \$19, smashbox.com. (2) Tarte Glamazon Pure Performance 12-Hour Lipstick in Pure, \$26, sephora.com. (3) E.l.f. Essential Lipstickin Nostalgic, \$1, Target. (4) Urban Decay Super-Saturated High Gloss Lip Color in Naked, \$19, Sephora. (5) Giorgio Armani Rouge d'Armani Lipstick in 105, \$30, giorgioarmanibeauty.com. (6) Sephora Rouge Shine Lipstick in No. 02 Golden Girl, \$12, sephora.com. (7) Bobbi Brown Rich Lip Color in Old Hollywood, \$24, bobbibrown.com. (8) Clarins Joli Rouge Lipstick in Clarins Red #716, \$24, clarins.com. (9) L'Oréal Paris Infallible Le Rouge in Ravishing Red, \$10, at drugstores. (10) Milani Color Perfect Lipstick in Red Label, \$5, CVS. (11) Essence Lipstick in Red Carpet, \$3, ulta.com. (12) Nars Semi-Matte Lipstick in Jungle Red, \$24, narscosmetics.com. (13) Yves Saint Laurent Rouge Volupté in No. 15 Extreme Coral, \$34, yslbeautyus.com. (14) Stila Stay All Day Liquid Lipstick in Fiore, \$22, sephora.com. (15) Chanel Rouge Allure Luminous Intense Lip Colour in Gracile, \$34, chanel.com. (16) Laura Mercier Crème Smooth Lip Colour in Pink Dusk, \$26, nordstrom.com. (17) Nyx Cosmetics Glam Lipstick Aqua Luxe in Pink Jewel, \$6, nyxcosmetics.com. (18) Make Up For Ever Rouge Artist Intense Lipstick in #36, \$19, sephora.com. (19) Maybelline New York Color Sensational Lipstick in Fuchsia Fever, \$7.50, at drugstores. (20) CoverGirl Queen Collection Lip Color in Powderpuff Pink, \$6.50, at drugstores. (21) Dolce & Gabbana Animalier Lipstick in Iconic, \$34, saks.com. (22) Chanel Rouge Allure Velvet Luminous Matte Lip Colour in L'Impatiente, \$33, chanel.com. (23) MAC Lipstick in Outrageously Fun, \$17, maccosmetics.com. (24) Estée Lauder Pure Color Vivid Shine Lipstick Magnetic Magenta, \$25, esteelauder.com. (25) Guerlain Shine Automatique Lipstick in #700 Altoum, \$35, saks.com. (26) Lancôme L'Absolu Rouge Lipcolor in Bordeaux, \$30, lancome.com. (27) Sonia Kashuk Satin Luxe Lip Color With SPF 16 in Sunkissed, \$10, Target. (28) Topshop Make Up Louise Gray Lips in Legend, \$20, topshop.com. (29) Wet n Wild Silk Finish Lipstick in Black Orchard, \$1, at drugstores. (30) NYC New York Color City Duet 2-in-1 Split Lipstick in the Penthouse Plums, \$3, at drugstores. (31) Illamasqua Intense Lipgloss in Boost, \$22, sephora.com. **Page 162:** Manon von Gerkan Jewelry body chain, Love Adorned, NYC. Elsa Peretti for Tiffany & Co. necklace, \$10,500, tiffany.com. **Page 164:** Max Kibardin shoes, \$1,850. **Page 166:** Christian Louboutin messenger bag, \$1,895.

## All About You

**Page 193:** I Rub My Duckie Santa Vibe, \$33, goodvibes.com. **Page 194:** Jacket, \$495, toryburch.com. Sweater, \$198, katespade.com. Glasses, \$225, moscot.com.

## The Get-It Guide

## 2012 Women of the Year

**Page 219:** Dress, \$6,000, Barneys New York. Diamond and onyx earrings, \$18,000, Neil Lane Jewelry, L.A. Black diamond ring, martinkatz.com. **Page 220:** Dress, \$6,550, Bottega Veneta stores. **Page 221:** Dress, \$2,400, net-a-porter.com. Bolero, \$375, glamourpussnyc.com. Earrings, bracelet, martinkatz.com. **Page 225:** Dress, \$325, Alexander Wang, NYC. Pumps, \$715, Marni stores. **Pages 228–229:** On Franklin: Vionnet dress, similar styles at Saks Fifth Avenue. Kenneth Jay Lane bangles, \$100 each, 877-953-5264. On Douglas: Erin by Erin Fetherston dress, \$375, neimanmarcus.com. Wedges, \$650, jimmychoo.com. On Harrison: Raoul dress, \$265, Bloomingdale's. Nine West hoops. BCBGeneration bracelet, \$38, Lord & Taylor. Sandals, \$298, dvf.com. On Felix: Yigal Azrouël dress, \$895, shopbop.com. 18-karat gold ring, \$4,200, H.Stern, NYC, Coral Gables, FL, Las Vegas. Heels, \$298, dvf.com. Running shoes, \$120, nike.com. On Lloyd: Lauren Ralph Lauren gown, \$194, similar styles at Lord & Taylor. BCBGeneration pumps, \$118, Macy's. Gold and black diamond earrings, \$1,625, meandro.com. Bracelet, \$280, lizziefortunatojewels.com.

## Where's the Party?

**Page 234:** Jacket, \$2,855, pants, \$1,440, Roberto Cavalli stores. Gold, diamond, and pearl necklace, Chanel Fine Jewelry stores. Jacket, \$1,845, net-a-porter.com. Pants, \$1,080, Stella McCartney, NYC. On men, from left: Dsquared2 shirt, \$295, Saks Fifth Avenue. Pants, \$250, acnestudios.com. Suspenders, \$23, suspenderstore.com. Alberto Moretti Arfango loafers, \$556, Barneys New York. Jacket, \$1,100, pants, \$450, blackfleece.com. Shirt, \$158, jcrew.com. Tie, \$15, thetiebar.com. Shirt, \$380, Salvatore Ferragamo stores. Burberry pants. Shoes, \$110, topman.com. **Page 235:** Romper, \$248, juicycouture.com. Necklace, Roberto Cavalli stores. Belt, \$165, alicelandolivia.com. **Page 236:** Dress, \$2,428, top, \$755, rochas.com. **Page 237:** Shirt, \$650, Saks Fifth Avenue. Shorts, \$795, jasonwustudio.com. Wedges, \$760, Stella McCartney, NYC. Top, \$870, pants, \$855, Prada stores. Stole, 212-695-8362. Bracelet, \$128, katespade.com. Heels, giulietta-newyork.com. **Page 238:** Dress, \$1,391, richardnicoll.com. Hair band, \$82, tattydevine.com. Heels, \$1,025, Chanel stores. **Page 239:** Blouse, \$6,465, Neiman Marcus. **Page 240:** Dress, \$3,900, sandals, \$1,295, marcjacobs.com. Gold and diamond earrings, jacobandco.com. **Page 241:** Top, \$1,450, pants, \$1,750, Ikram, Chicago. Clutch, \$1,600, cartier.com. Top, \$2,150, dress, \$2,950 (similar styles), Balenciaga, NYC. Gold and diamond bracelet, \$53,000, jacobandco.com. Clutch, \$650, 3.1 Phillip Lim, NYC.

## Get It in Color

**Pages 242–243:** Dress, \$2,585, Barneys New York. Sunglasses, sunglasshut.com. Oxfords, \$595, Alexander Wang, NYC. **Page 244:** Top, \$675, skirt, \$980, marcjacobs.com. Silver bracelet, \$2,535, Barneys New York. Heels, \$475, tibi.com. **Page 245:** Sweater, \$895, pants, \$995, Michael Kors stores. Sunglasses, \$390, oliverpeoples.com. Pumps, \$650, jimmychoo.com. **Page 246:** Jacket, \$695, Sportmax, NYC. Dress, \$2,390, moniquelhuillier.com. Heels, \$540, Alexander Wang, NYC. **Page 247:** Coat, \$2,472, Neapolitan, Winnetka, IL. Booties, \$525, Stuart Weitzman, NYC.

## Beauty After Dark

**Pages 248–249:** Dress, \$8,795, Alberta Ferretti, L.A. M.C.L by Matthew Campbell Laurenza ring, mcldesign.net. Early Halloween NYC vintage mask. **Page 250:** Dress, \$3,890, neimanmarcus.com. Bolero, \$3,780, J.Mendel, NYC. Gold and diamond earrings, \$9,000, H.Stern, NYC. M.C.L by Matthew Campbell Laurenza ring, mcldesign.net. **Page 251:** Dress, marchesa.com. H.Stern diamond earrings. Gold and diamond ring, \$11,330, hellmuthusa.com. Clutch, \$7,000, jimmychoo.com.

## Shop Our Shoots!

**Page 252:** Michael Kors clutch, \$1,495.

Have trouble finding something? Email us at [personalshopper@glamour.com](mailto:personalshopper@glamour.com)

**Load-Date:** January 4, 2013

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 53**

## WINTER WONDERLAND

Brides

December 2012

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# BRIDES

**Section:** FEATURES; Pg. 228; Vol. 79; No. 12; ISSN: 1084-1628

**Length:** 18 words

**Byline:** Livia Cetti

- with contributions by BARBARA DONNINELLI

**Highlight:** 'Tis the season to celebrate! From frozen florals and icy pastels to sparkling fairy-tale cakes, we've got tons of ideas for a fabulously frosty wedding reception

## Body

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SOFT SERVE

COLD PLAY

ICE BREAKERS

SNOW CASTLES

FOR MORE WINTER WEDDING INSPIRATION, GO TO [BRIDES.COM/WEDDINGSTYLE](http://BRIDES.COM/WEDDINGSTYLE).

## Graphic

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Picture, **1/ DINNERWARE** "Castle Peak," \$70, *Kate Spade* New York; [lenox.com](http://lenox.com). **2/ FLATWARE** "Facet Mirror," \$50 for a 20-piece set, Cambridge Silversmiths; [bedbathandbeyond.com](http://bedbathandbeyond.com). **3/ GLASSWARE** "Ginette" tumblers, \$34.50 each, and double old-fashioned, \$33 each, Sugahara Glass; [dandelionsf.com](http://dandelionsf.com). **4/ GLASS PYRAMIDS** Large, \$100 each, The HomePort Collections; [hausinterior.com](http://hausinterior.com). **5/ MILK-GLASS GLOBES** From \$15 each, ABC Carpet & Home; [abchome.com](http://abchome.com). **6/ MENU CARDS** "Larissa and Jonathan Couture," \$478 for 100, Ceci New York; [cecinewyork.com](http://cecinewyork.com). **7/ ALMOND DRAGÉES** \$40 for a box of 360, Pecou; [crossingsfrenchfood.com](http://crossingsfrenchfood.com). **8/ SNOWFLAKE ORNAMENTS** \$30 each, Jane D'Arensbourg; [janedarensbourg.com](http://janedarensbourg.com). **9/ PILLOW FAVOR BOXES** \$4.50 for five, Paper Source; [paper-source.com](http://paper-source.com). **10/ TABLE NUMBER** "Larissa and Jonathan Couture," \$15, Ceci New York; [cecinewyork.com](http://cecinewyork.com). **11/ GLITTERED SHAPE ORNAMENTS** \$42 for 12, and **QUARTZ-CRYSTAL ORNAMENTS** \$7.38 each, Cody Foster & Co.; [codyfosterandco.com](http://codyfosterandco.com). **12/ TRAYS** "Kaleido," from \$17 each, Hay; [aplusrstore.com](http://aplusrstore.com).

## WINTER WONDERLAND

Picture, **1/ CRYSTAL MINI CAKES**, \$16 each, Mark Joseph Cakes; markjosephcakes.com. **2/ INVITATION** “Chandelier” letterpress, from \$9 each (includes reply card and envelope), Hello! Lucky; hellolucky.com. **3/ STAR POPS** \$23 for 30, Candied Cakes; candiedcakes.etsy.com. **4/ BOTTLE STOPPER** “Jules Point,” \$35, *Kate Spade* New York; lenox.com. **5/ CALISSONS CANDIES** \$18 per box, Pecou; crossingsfrench food.com. **6/ BOWL** “Pate de Verre,” from \$140, Verre, cursive newyork.com. **7/ GLITTER TEASPOON** \$38 for a set of four, Sabre; leifshop.com. **8/ ROCK-CANDY RING** \$20, Papabubble; papabubble ny.com. **9/ TRAY** “Kaleido,” \$84, Hay; aplusrstore.com. **10/ INVITATION** “Rockefeller,” \$6 each (includes reply card and envelope) Baumbirdy; baumbirdy.com. **11/ SNOWFLAKE ORNAMENTS** \$30 each, Jane D'Arensborg; jane darensborg.com. **12/ CAKE POPS** \$39 per dozen, Stick & Pop; stickandpop.com. **13/ CARD** “Engagement Ruby,” \$4 each, Snow & Graham; snowandgraham.com. **14/ CARD** “Jewelgraphy” foldable, \$20, Upon a Fold; uponafold.com.au. **15/ HARD-CANDY JEWELS** \$10 for 100, Candied Cakes; candiedcakes.etsy.com.

Picture, **1/ CHAMPAGNE COUPE** \$150, Orrefors by Karl Lagerfeld; orrefors.us. Silicone ice-ball maker, \$12, Muji; muji.us. **2/ WATER GLASS** “Excess,” \$440, Saint-Louis; saint-louis.com. **3/ ALL-PURPOSE GLASS** \$150, Orrefors by Karl Lagerfeld; orrefors.us. **4/ CHAMPAGNE FLUTE** \$150, Orrefors by Karl Lagerfeld; orrefors.us. **5/ WHITE-WINE GLASS** \$250, Orrefors by Karl Lagerfeld; orrefors.us. Ice straws, \$14 per tray, Fred Flare; fredflare.com. **6/ COCKTAIL GLASS**, \$60, Orrefors; orrefors.us.

Picture, **1/ GLITTERED SHAPE ORNAMENTS** \$42 for 12, Cody Foster & Co.; codyfosterandco.com. **2/ GLASS GLOBES** 100-millimeter, \$36 for six, Mystic Dreams Shoppe; mysticdreams shoppe.com. **3/ CRYSTAL MINI CAKES** \$16 each, Mark Joseph Cakes; markjoseph cakes.com. **4/ TRAY** “Kaleido,” \$84, Hay; aplusrstore.com. **5/ CANDY STICKS** \$4 each, Papabubble; papa bubbly.com. Round bowl (used as a cake stand), \$1,250, Orrefors by Karl Lagerfeld; orrefors.us. **6/ GLASS ICICLE ORNAMENTS** \$2 each, Enesco; theweedpatchstore.com. **7/ BOWL** “Fishcape,” \$170, Aruliden; aplusr store.com. **8/ CAKE POPS** \$39 per dozen, Stick & Pop; stickand pop.com. **9/ CAKE** “Feathers,” \$17 per slice (serves 65), A White Cake; awhitecake.com. Cake stand, \$18, Allen Klein Nuage; replacements.com. **10/ CAKE** “Crystal Snowflake,” \$9 per slice (serves 80), Erica OBrien Cake Design; ericaobrien.com.

**Load-Date:** January 4, 2013



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 54**

## Party Time

Women's Wear Daily(WWD)

November 13, 2012

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# WWD

**Section:** 2; Pg. 12b; Vol. 204; No. 101; ISSN: 0149-5380

**Length:** 278 words

**Byline:** David Moin

**Highlight:** An array of products and events marked the 175th.

## Body

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For its 175th anniversary celebration in September, Holt Renfrew went all out with a wave of appearances by designers and celebrities, including Sir Elton John at the Bloor Street flagship, a street party in Toronto, a 12-minute film tribute to the store (in 3-D) on the flagship facade, a stepped-up awards program for employees and a slew of commemorative products from designers, in Holt's signature magenta.

"We approached our key vendors to share in the celebration and create unique and exclusive products. They became keepsakes," said Pat Di Bratto, Holt's senior vice president of buying and merchandising.

To attract an audience across a spectrum of demographics, the range of exclusives was wide, from a \$16,800 David Yurman mixed colored stone necklace and Max Mara \$3,840 ostrich handbag, to Kate Spade iPhone cases, priced at \$40, and Diet Coke at \$7 for a six-pack. Christian Louboutin went on the edge, creating a "trash" shoe adorned with pencil shavings, tickets to runway shows, business cards, metro cards and other things likely to be otherwise discarded. "He did 50 pairs. Every one was different," Di Bratto said.

There were also suede pumps from Manolo Blahnik, dresses from Alice + Olivia and Roberto Cavalli, canvas totes from Michael Kors, and a Giorgio Armani lipstick. Holt dispatched a pop-up truck to travel across Canada from Quebec to Vancouver. "Most of the product development took six months, but we talked to vendors a year in advance," Di Bratto said. "We were selective in our approach. We didn't want to overquantify." Basically, the commemorative product was a sellout, though officials said some Diet Cokes can still be purchased.

## Graphic

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Picture, A bag from Michael Michael Kors.

Picture, iPhone cases by Kate Spade.

Picture, An anniversary Coke six-pack.

Party Time

Picture, Christian Louboutin shoes.

Picture, A crowd waited for Michael Kors at the Bloor Street flagship.

**Load-Date:** November 30, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 55**

## **PINK! GREEN! RED! YELLOW!**

Lucky

November 2012

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# Lucky.

**Section:** FASHION AND SHOPPING; Pg. 132; Vol. 12; No. 11; ISSN: 1531-4294

**Length:** 91 words

**Byline:** Uncredited

- with contributions by FRANCES TULK-HART

**Highlight:** Put away your tweeds, and wear these colors now!

### **Body**

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**Wild pants for work? Do it! Just keep it businessy up top.**

**Genius winterizing idea: Layer a slim-fit turtleneck under your sleeveless, warm-weather dresses.**

**The easiest way to mix prints? A common color.**

**Neutral shoes (yes, metallics are neutrals!) are the easiest match for a dramatic color combo.**

**Give your nude pumps the day off. A fuchsia pair packs way more personality.**

**Shocking pink and leopard are a forever-cool punk rock/Debbie Harry pairing.**

PINK! GREEN! RED! YELLOW!

Even more ways to mix brights into your wardrobe—and the pieces are amazing.

### **Graphic**

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Picture, **SHIRT:** Cotton, \$88, Tommy Hilfiger, 212-223-1824

Picture, Silk/wool tuxedo jacket, \$850, 3.1 Phillip Lim, 31philliplim.com

Picture, **Shop** **the** **look!**  
Toile de Jouy trousers, \$935, stellamccartney.com

Picture, Leather “Post Street Madison” bag, \$358, *Kate Spade* New York, katespade.com

## PINK! GREEN! RED! YELLOW!

Picture, Speckled goatskin “Ava” pumps, \$495, 3.1 Phillip Lim, 31philliplim.com

Picture, **COAT:** Stretch micro ottoman, \$1,225, Kenzo. Opening Ceremony, NYC, 212-219-2688

**NECKLACE:** Gold plate and sterling silver, \$40 for set of two, Technibond, hsn.com

**MEDALLION NECKLACE:** Gold vermeil, pyrite and spinel, \$195, Rock Love Jewelry, rocklove.com

Picture, Crinkled leather “Caspar Shopper” bag, \$315, anyahindmarch.com

Picture, Calf-hair and leather “Kileylee” ankle-strap pumps, \$89, Marc Fisher, macys.com

Picture, Turtleneck, \$225, Ralph Lauren Blue Label, ralphlauren.com

Picture, Stretch micro ottoman dress, \$1,599, Kenzo. Select Barneys New York, 888-8-BARNEYS

Picture, **BLAZER:** Wool-blend “Keeler,” \$646, Twenty8Twelve. Market, Brentwood, CA, 310-471-3408

**SHIRT:** Swiss dot cotton, \$495, Nahm. Poole Shop, Charlotte, NC, 704-553-8868

**PLATFORM PUMPS:** Pony-hair “India,” \$1,088, brianatwood.com

Picture,  
PAGE 148

**Lucky**

**breaks**

Gold-plated monogram pendant necklaces, \$95 each, Julie Vos for juliecollection.com

Picture, Silk jacquard pants, \$198, jcrew.com

Picture, Beaded iridescent clutch, \$60, asos.com

Picture, Cotton/rayon tee, \$850, marcjacobs.com

Picture, Leather, snakeskin and cotton Mary Janes, \$920, Marni, marni.com for locations

Picture, Silk shirt, \$495, 3.1 Phillip Lim, ssense.com

Picture, Silk-blend dress, \$483, Rachel Comey, shop.mythandsymbol.com

Picture, Wool-blend blazer, \$365, Theory, piperlime.com

Picture, **BAG:** METALLIC “ICEBOX JEWELS PAVIA,” \$248, KATE SPADE NEW YORK, KATESPADE.COM

Picture, Cotton coat, \$830 (avail. Dec.), Carven. Select Barneys New York, 888-8-BARNEYS

Picture, Silk blouse, \$1,490, Fendi, 212-759-4646

Picture, Silk skirt, \$1,015, Fendi, 212-759-4646

Picture, Pony-hair “Starlet” pumps, \$644, brianatwood.com

Picture, **TROUSERS:** Rayon blend, \$80, Calvin Klein, macys.com

Picture, Shearling-lined gabardine cape, \$445, A.P.C., usonline.apc.fr

Picture, Tie-neck top, \$350, Annelore, 212-255-5574

Picture, Hologram calico canvas wedges, \$810, Stella McCartney, 212-255-1556

Picture, PVC and wool felt “Flora” pochette, \$695, toryburch.com

## PINK! GREEN! RED! YELLOW!

Picture, Gold-plated brass, \$158 each, Brandy Pham, <a href="http://cameonouveau.com">cameonouveau.com</a>	<b>Scalloped</b>		<b>Bangles</b>
Picture, Stretch cotton blend, \$47, <a href="http://thelimited.com">thelimited.com</a>	<b>Contrast-Collar</b>		<b>Shirt</b>
Picture, "Croisette," \$325, Dior, <a href="http://solsticesunglasses.com">solsticesunglasses.com</a>	<b>Striped</b>		<b>Sunglasses</b>
Picture, Polyester, \$60, <a href="http://loft.com">loft.com</a>	<b>Pintucked</b>	<b>Floral</b>	<b>Blouse</b>
Picture, Silk, \$418, Pencey, <a href="http://shopbop.com">shopbop.com</a>	<b>Tuxedo</b>		<b>Jacket</b>
Picture, Mirrored leather "Posy," \$495, L.K. Bennett, <a href="http://lkbennett.com">lkbennett.com</a>	<b>Shoulder</b>		<b>Bag</b>
Picture, Satin, \$98, White House/Black Market, <a href="http://whbm.com">whbm.com</a>	<b>Leopard</b>		<b>Skirt</b>
Picture, Rose gold tone, \$130, Caravelle by Bulova, <a href="http://macys.com">macys.com</a>	<b>Metal-Link</b>		<b>Watch</b>
Picture, Polyester, \$118, <a href="http://bcbgeneration.com">bcbgeneration.com</a>	<b>Sleeveless</b>		<b>Dress</b>
Picture, Wool/cashmere, \$328, Graham & Spencer, <a href="http://grahamandspencer.com">grahamandspencer.com</a>	<b>Raglan-Sleeved</b>		<b>Sweater</b>
Picture, Leather "Carmen," \$575, 3.1 Phillip Lim, 212-334-1160	<b>Ankle-Strap</b>		<b>Heels</b>
Picture, Stretch, \$65 (sizes 14 to 24), Eloquii by The Limited, <a href="http://eloquii.com">eloquii.com</a>	<b>Tuxedo-Striped</b>		<b>Pants</b>
Picture, Wool, \$325, <a href="http://jcrew.com">jcrew.com</a>	<b>Knee-Length</b>		<b>Coat</b>
Picture, Leather-trim hair-calf, \$395, Belle by Sigerson Morrison, <a href="http://bellency.com">bellency.com</a>	<b>Pointy</b>	<b>Loafer</b>	<b>Pumps</b>
Picture, Silk, \$595, Tanya Taylor. American Two Shot, NYC, 212-925-3403	<b>Cropped</b>		<b>Trousers</b>
Picture, Chiffon, \$69, DKNY Jeans. Select Macy's, 800-289-6229	<b>Tipped-Trim</b>		<b>Blouse</b>
Picture, Leather-trim cotton, \$930, Carven, <a href="http://carven.fr">carven.fr</a> for stores	<b>Patchwork</b>	<b>Hobo</b>	<b>Bag</b>
Picture, Matelassé, \$795, Dsquared2. Select Saks Fifth Avenue, 800-347-9177	<b>Brocade</b>	<b>Pencil</b>	<b>Skirt</b>
Picture, Sheer-back "Alverdine," \$620, Camilla and Marc, <a href="mailto:info@camillaandmarc.com">info@camillaandmarc.com</a>	<b>Jacquard</b>		<b>Top</b>



## PINK! GREEN! RED! YELLOW!

Picture, Glitter "Glameron," \$89, ninewest.com	<b>Slingback</b>		<b>Peep-Toes</b>
Picture, Polyester, \$68, A/X Armani Exchange, armaniexchange.com	<b>Printed</b>		<b>Blouse</b>
Picture, Gold-plated and acrylic "Pink Mars Ghetto," \$69, vanessamooney.com	<b>Beaded</b>		<b>Necklace</b>
Picture, Polyester blend, \$119, bebe.com	<b>Cutaway</b>		<b>Jacket</b>
Picture, Silk, \$775, Paul & Joe, 310-270-4620	<b>Floral</b>		<b>Dress</b>
Picture, Patent leather "King," \$110, vincecamuto.com	<b>Animal-Print</b>		<b>Pumps</b>
Picture, Silk, \$185, Corey Lynn Calter. Elsa Ross, Albuquerque, 505-265-2070	<b>Pleated</b>	<b>Midi</b>	<b>Skirt</b>
<b>Lucky</b> PAGE 148			<b>breaks</b>
Picture, Polyester blend, \$225, Laundry by Shelli Segal, laundryco.com for stores	<b>Zippered</b>	<b>Shift</b>	<b>Dress</b>
Picture, Leather "Brighton Park Carlyle," \$348, <u><i>Kate Spade</i></u> New York, katespade.com	<b>Top-Handle</b>		<b>Bag</b>
Picture, Color blocked, \$695, J.Crew Collection, jcrew.com	<b>Sequined</b>		<b>Top</b>
Picture, Polyester, \$68, asos.com	<b>Patterned</b>		<b>Pants</b>
Picture, Gold filled, \$258, Jane Basch Designs, janebasch.com	<b>Monogram</b>		<b>Ring</b>
Picture, Silk, \$260, Gerard Darel. Bloomingdale's, NYC, 212-705-3611	<b>Color-Blocked</b>		<b>Blouse</b>

**Load-Date:** December 13, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 56**

## *Kate Spade Bright Spot for Fifth & Pacific*

Women's Wear Daily(WWD)

October 26, 2012

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# WWD

**Section:** 1; Pg. 2; Vol. 204; No. 88; ISSN: 0149-5380

**Length:** 587 words

**Byline:** Evan Clark

**Dateline:** NEW YORK

### **Body**

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— Enthusiasm for *Kate Spade* is trumping troubles at Juicy Couture for Fifth & Pacific Cos. Inc.

Shares of Fifth & Pacific shot up 11.2 percent to \$11.40 Thursday even as the company said it cut 20 percent of the Juicy corporate workforce and that another year of merchandise tweaks was in the offing.

*Kate Spade* is clearly the standout performer at the company.

The division's adjusted operating profits rose to \$9 million from \$5 million in the third quarter as sales jumped 35.1 percent to \$102 million. The brand also continues to open stores, and is buying back its Japanese business and branching out with *Kate Spade* Saturday, a less expensive, more causal line with global prospects.

Investors and analysts have pushed Fifth & Pacific to spin off the *Kate Spade* business before, but William L. McComb, chief executive officer, held his ground. Now the ceo seems ready to at least let Wall Street take a closer look at the business and is contemplating an investor day for the brand in the first half of next year.

Corinna Freedman, an analyst at Wedbush Securities Inc., said *Kate Spade* is quirky, digitally savvy and simply clicking with a certain shopper.

“[The *Kate Spade* customer] is not as trendy as the Michael Kors customer, but maybe she's not as bohemian as the Anthropologie customer,” Freedman said, noting the product was “refined.”

The comparison with Kors is made frequently. And some are looking bigger still.

“We think *Kate Spade* is the next Coach,” said Mary Ross Gilbert, managing director at Imperial Capital. “*Kate Spade* we think is relevant across more categories than Coach. They have a small, but fast-growing apparel presence. We think it could be in the multibillion-dollar range.”

Gilbert said it was possible that the company would spin off part of *Kate Spade* next year, creating a tracking stock that would “properly value the business.”

## Kate Spade Bright Spot for Fifth &amp; Pacific

Overall, Fifth & Pacific Cos. Inc. showed improvement in the third quarter. Net losses narrowed to \$18.8 million, or 17 cents a share, from \$214.6 million, or \$2.27, a year ago.

Adjusted losses of 5 cents a share were 2 cents better than the 7 cent loss analysts projected. The company warned last month that Juicy wasn't performing as strongly as expected.

Sales for the three months ended Sept. 29 fell 4.2 percent to \$364.6 million from \$380.7 million. The company, which used to be known as Liz Claiborne Inc., is at the tail end of a period which saw it sell off its namesake brand and numerous other assets to pay down debt and focus on Juicy, *Kate Spade* and the Lucky Brand.

Juicy posted an adjusted operating loss of \$5 million in the third quarter as sales fell 5.5 percent to \$130 million. Comparable-store sales were flat.

“We think *Kate Spade* is the next Coach. We think it could be in the multibillion-dollar range.

— MARY ROSS GILBERT, IMPERIAL CAPITAL”

George Carrara, who was named executive vice president, chief financial officer and chief operating officer in May, has been spending much of his time working on rejiggering the brand's business.

Juicy stores were reset in August, but full-price sell-throughs fell. The first two fall deliveries were too heavy for the warmer weather and the company was unwilling to let inventory build. The brand is now working to lower its pricing and, beginning for next fall, refocusing on dresses, knit tops and denim as the key fashion categories.

“The brand has real chops with consumers and has an enviable international position,” said McComb. “We're moving forward there and I'm confident about the path ahead.”

**Load-Date:** November 6, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 57**

## *the Lucky Guide to FALL BAGS*

Lucky

October 2012

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# Lucky.

**Section:** FASHION AND SHOPPING; Pg. 95; Vol. 12; No. 10; ISSN: 1531-4294

**Length:** 173 words

**Byline:** Uncredited

- with contributions by FRANCISCO GARCIA

**Highlight:** From polished totes to glitzy clutches and glam iPad cases, here are the bags that are going to make you happiest this season.

### **Body**

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#### DAYTIME TOTES

Spacious and structured, they're the luxury liners of the handbag fleet.

#### PORTFOLIO CLUTCHES

With artful details and rich fabrics, businessy bags are officially un-stuffy.

#### TOP-HANDLE SATCHELS

With the strap: laid-back. Without it: ladylike.

#### SHORT-STRAP HANDBAGS

Feminine but not froufrou, these are too much fun to save for special occasions.

#### CIRCLE BAGS

The latest cross-body bags come in an unexpected (and adorable) new shape.

#### GEOMETRIC EVENING CLUTCHES

Just holding one of these bags makes us feel more glamorous.

*More bags! We've put together yet another round of cross-body satchels, sleek envelopes and shimmery box clutches. The best part? Every style in the batch is under \$50! [LUCKYMAG.COM/GO/UNDER-50-FALL-BAGS](http://LUCKYMAG.COM/GO/UNDER-50-FALL-BAGS)*

\*YOUR CARRIER'S STANDARD MESSAGING RATES APPLY TO ALL SMS CORRESPONDENCE. OTHER CHARGES MAY APPLY. AVAILABLE ON PARTICIPATING CARRIERS AND IN THE U.S. ONLY. FOR COMPLETE MOBILE TERMS AND CONDITIONS, PLEASE GO TO LUCKYMAG.COM/GO/TEXT.

To buy stuff on this page instantly with your mobile\* see **TEXT-TO-BUY** info in credits.

## Graphic

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Picture, **On a top-handle satchel, studs seem almost sensible.** Studded leather satchel, \$445, DKNY, [dkny.com](http://dkny.com) for locations. Sweater, \$315, Maje, [us.maje.com](http://us.maje.com). Trousers, \$69, Joe Fresh, 212-764-1730. Fingerless gloves, \$98, [carolinaamato.com](http://carolinaamato.com) **TEXT TO BUY: AMATO AT 58259**

Picture, **Fact: A bright bag always looks sharp against soft, sophisticated neutrals.** “Leather Legacy” Candace tote, \$398, [coach.com](http://coach.com). Blazer, \$495, [stevanalana.com](http://stevanalana.com). Turtleneck, \$310, Inhabit. Otte, NYC, 212-229-9424. Skirt, \$128, [diesel.com](http://diesel.com). Belt, \$121, Motif 56, [zappos.com](http://zappos.com). Gloves, \$50, [mango.com](http://mango.com)

Picture, **THE GIRLY RANGE OF BLUSH TONES totally feminizes a handsome bag.** Python-detail leather “Brighton,” \$1,695, Marc Jacobs, [marcjacobs.com](http://marcjacobs.com) for locations

Picture, **GOLD ZIPPERS and grainy, textured leather give this an especially luxe feel.** Leather, \$295, DKNY, [dkny.com](http://dkny.com) for locations

Picture, **THROW IT IN! This expands so much, you could fit heels, a laptop and more.** Suede “Manon,” \$946, [tilamarch.com](http://tilamarch.com)

Picture, **EGGPLANT PURPLE is as businessy as black, but far more interesting.** Leather, \$2,050, Prada, [prada.com](http://prada.com) for locations

Picture, **PULL THE TRIGGER. This is a you-only-live-once kind of bag.** Crystal-embellished napa leather, \$2,595, Valentino Garavani, [valentino.com](http://valentino.com) for locations

Picture, **WE'RE DOWN WITH LOGOS when they're as subtle as the ones here.** Embossed leather “Lumineuse PM,” \$2,730, Louis Vuitton, 866-884-8866

Picture, **COLOR BLOCKING feels fresh again when it's in such rich materials.** Leather and suede “Tribe,” \$398, [furla.com](http://furla.com)

Picture, **THE EPITOME OF UNDERSTATEMENT, in the most fantastically buttery leather.** Cowhide “Madison,” \$1,850, Mark Cross, [markcross1845.com](http://markcross1845.com)

Picture, **ENERGIZE your workday looks with this cherry red stunner.** Leather “Shopper,” \$495, Dooney & Bourke, [dooney.com](http://dooney.com)

Picture, **Black velvet detailing makes this look as if it were lifted from the Royal Archives.** Embossed velvet clutch, \$1,145, Stella McCartney, 212-255-1556. Coat, \$1,695, Tanya Taylor. Dagny + Barstow, NYC, 212-675-2346. Blouse, \$154, [lavenderbrown.com](http://lavenderbrown.com). Gloves, \$80, [mango.com](http://mango.com)

Picture, **THE QUILTED LEATHER makes this look way more expensive than it is.** Quilted faux leather, \$98, French Connection, 212-219-1197

Picture, **IT WAS PANDEMONIUM in the office when this modernist case came in.** Goat leather, \$595, 3.1 Phillip Lim, [31philliplim.com](http://31philliplim.com)



## the Lucky Guide to FALL BAGS

Picture, **THE ULTIMATE city-girl clutch. Its pared-down design looks built for speed.** “Julia,” \$78, BCBGeneration, zappos.com **TEXT TO BUY: JULIA AT 58259**

Picture, **DESTINED TO BE passed down to the next generation (or your Lucky protégé).** Leather, \$1,165, Tod's, tods.com for locations

Picture, **LIKE A WHITE MOTO JACKET, it's futuristic—in that '80s way.** Leather, \$198, Kenneth Cole Collection, kennethcole.com

Picture, **NICE TOUCH! Its asymmetrical closure adds an avant-garde edge.** Leather “Lee,” \$568, tilamarch.com

Picture, **IT'S EASY to imagine this smart case filled with grand business plans.** Leather, \$1,125, Calvin Klein Collection, 212-292-9000

Picture, **HUGE FOR FALL: texture on texture. Wear this with something woolly!** Quilted, \$495, Sportmax, 212-674-1817

Picture, **LEOPARD ROCKS. You could wear sweats with this and still look polished.** Calf hair and faux leather, \$60, express.com

Picture, **Carry this and people will start hitting you up for charity events.** Leather “Astrid” satchel, \$348, Michael Michael Kors, 866-709-5677 for locations. Jacket, \$248, Pendleton, pendleton-usa.com. Top, \$78, jcrew.com. Pants, \$90, bananarepublic.com. Gloves, \$55, Lauren Ralph Lauren, ralphlauren.com

Picture, **A WILD PATTERN on a conservative shape is always subversively sexy.** Leather-trim hair calf, \$425, Milly, 212-395-9100

Picture, **HAVE A MOD MOMENT: Flaunt this graphic print with an A-line shift.** Coated-canvas “Little Nadine,” \$358, *Kate Spade* New York, katespade.com

Picture, **THROW ON a distressed Stones tee or leather shorts—this bag's so rock chick.** Hair-calf and ostrich “Marina,” \$495, Rafe, lordandtaylor.com

Picture, **WITH THIS ON YOUR ARM, every occasion seems more glamorous.** Leather “Vanitas,” \$2,750, Versace, 888-721-7219 for locations

Picture, **THE MOONSTONE CLASP fancies up a classic '50s shape.** Faux-leather “Lady,” \$170, deulux.com

Picture, **SWEET DEAL: A chichi work option that won't eat up your paycheck.** Embossed faux-leather “Mariolina,” \$125, Guess, zappos.com **TEXT TO BUY: MARIOLINA AT 58259**

Picture, **HERE IT IS! That perfect little bag we're always searching for at vintage stores.** Faux-leather “Compass,” \$48, Street Level, francescascollections.com

Picture, **MORE LIKE A BRIEFCASE than a handbag, this brilliant buy is all business.** Faux-leather “Harper,” \$98, Danielle Nicole, danielle-nicole.com

Picture, **REDHEADS! (Strawberry blondes—you too.) This one looks incredible on you.** Leather “Too Hot to Handle,” \$428, Marc by Marc Jacobs, piperlime.com

Picture, **A low-key bow and a punky little stud make this an uptown bag for downtown girls.** Goat leather “The Large Single” bag, \$895, Marc Jacobs, marcjacobs.com for locations. Cardigan, \$50, loft.com. Dress, \$528, Jill Stuart, 212-343-2300

Picture, **ALL THE DRAMA of a cubist painting, in a wearable neutral palette.** Patchwork suede “Prismick Small Degradé,” \$2,925, Roger Vivier, 212-861-5371

Picture, **WHY WAIT for Saturday nights? This elevates casual looks, too.** Leather, \$2,180, Fendi, 212-759-4646

## the Lucky Guide to FALL BAGS

Picture, **A SUBTLE TAKE on fall's ubiquitous equestrian trend.** Leather, \$2,900, [gucci.com](http://gucci.com)

Picture, **PLAY UP ITS '60S VIBE—pair it with Jackie O shades or a sheath dress.** Printed faille and resin, \$465, [toryburch.com](http://toryburch.com)

Picture, **SNAKE PRINT looks killer against sleek pieces, like a slim blazer or trench.** Snake-embossed leather “South Kensington Marlee,” \$328, [Kate Spade](http://katespade.com) New York, [katespade.com](http://katespade.com)

Picture, **A CLASSIC CHANEL BAG, in a slightly worn-in, sophisticated color.** Grained calfskin, \$3,300, Chanel, 800-550-0005 for locations

Picture, **THE REGAL YET RUGGED combo of fur and chains is so very Game of Thrones.** Fur “More Is More,” \$760, [longchamp.com](http://longchamp.com)

Picture, **GILDED AND GLAM ENOUGH FOR modern-day Rita Hayworths.** Patent-trim leather, \$880, Marni, [marni.com](http://marni.com) for locations

Picture, **THE SLINKY CHAIN is so sexy; the graphite color, insanely practical.** Leather “Sloan,” \$198, Michael Michael Kors, 866-709-5677 for locations

Picture, **It's like a glittering vase from the Met superimposed on a sweet going-out bag.** Paillette bag, \$660, Carven, [elizabeth-charles.com](http://elizabeth-charles.com) TEXT TO BUY: CIRCLE1 AT 58259 Sweater, \$250, Boss Black, 800-484-6267 for locations. Skirt, \$295, Robert Rodriguez Collection. Select Neiman Marcus, 800-365-7989

Picture, **GLITZY YET CHILLED OUT, two qualities rarely found in a single accessory.** Metallic leather, \$225, Milly, [millyny.com](http://millyny.com)

Picture, **THE ANTIDOTE to rainy November days: playful polka dots on your hip.** Patent “Normandy Park,” \$298, [Kate Spade](http://katespade.com) New York, [amazon.com](http://amazon.com)

Picture, **TASSELS UP THE FLIRT FACTOR by about a thousand.** Faux leather, \$55, Urban Expressions, [karmaloop.com](http://karmaloop.com)

Picture, **TOTALLY MAD MAX! Balance out the grittiness with a shrunken blazer.** Studed “Brooke,” \$218, [thefryecompany.com](http://thefryecompany.com) TEXT TO BUY: CIRCLE2 AT 58259

Picture, **WITH MESSY HAIR and an army jacket, the look's very off-duty model.** Studed leather, \$130, J.J. Winters, [boutiquetoyou.com](http://boutiquetoyou.com) TEXT TO BUY: CIRCLE3 AT 58259

Picture, **EIGHTIES LONDON PUNK PERFECTED.** Rebellious, youthful and cheap as chips. Faux leather, \$57, Vieta, [vietafashion.com](http://vietafashion.com)

Picture, **A SARTORIAL TRIBUTE to the days of vinyl—wear it with a beat-up jean jacket.** Leather and canvas “Elia,” \$295, [collinastrada.com](http://collinastrada.com)

Picture, **TAKE THIS SANTA FE-STYLE BAG with you on your next trip to Coachella.** “Pacheco,” \$150, Bryna, [shopbryna.com](http://shopbryna.com)

Picture, **WE LOVE THE QUIET MIX of leather and suede and its clean, utilitarian design.** Leather and suede “No. 3,” \$645, Reece Hudson. Dagny + Barstow, NYC, 212-675-2346

Picture, **To fully show off this dramatic bag's nuanced colors, wear it with a solid-colored outfit.** Stainless steel “Maryanne” clutch, \$495, Rafe, [couture.zappos.com](http://couture.zappos.com) TEXT TO BUY: GEO1 AT 58259 Blazer, \$600, BLK DNМ, 212-966-6258. Top, \$264, A.L.C., [madisonlosangeles.com](http://madisonlosangeles.com) TEXT TO BUY: GEO2 AT 58259

Picture, **A LASER-SHARP clutch deserves a skintight bandage dress.** Silk-blend “Matrix,” \$495, SW1, [neimanmarcus.com](http://neimanmarcus.com)

## the Lucky Guide to FALL BAGS

Picture, **LIKE A PIECE OF THE FUTURE that fell to earth, it's perfect in its simplicity.** Stainless steel “Galactica,” \$430, ccskye.com **TEXT TO BUY: GEO3 AT 58259**

Picture, **YOU'D ALMOST EXPECT IT to be filled with \$400-per-ounce perfume.** “Pearce,” \$650, Kotur, shirise.com

Picture, **WITH THIS in your palm, you could wear a Hefty bag and still own the joint.** Malachite-detail “Serpenti,” \$5,550, Bulgari, 800-285-4274

Picture, **ART DECO BRILLIANCE! Show off its graphic lines with a column dress.** Mirrored leather “Maryann,” \$345, Badgley Mischka. Select Henri Bendel, 800-H-BENDEL

Picture, **IF TIM BURTON designed an evening bag, it might look like this.** Mother-of-pearl, \$620, Serpui Marie, 212-966-5110

Picture, **BLACK-TIE MAGIC: Imagine yourself clutching this in opera gloves.** Vintage gold plated, \$425, Foley + Corinna, foleyandcorinna.com

Picture, **THE BRILLIANT COLOR and multiple facets make this look like a giant gem.** Metallic patchwork leather “Prismick Pochette Small,” \$1,145, Roger Vivier, 212-861-5371

Picture, **MISSONI'S SIGNATURE zigzag looks so fresh (and chic!) on this sculptural piece.** Enamel detail, \$1,652, Missoni, missoni.com for locations

**Load-Date:** November 6, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 58**

## FASHION SCOOPS

Women's Wear Daily(WWD)

September 10, 2012

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# WWD

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**Byline:** Uncredited

- with contributions by ROSEMARY FEITELBERG

### Body

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**WORKING CLASS:** So much for a day of rest Sunday for **Victoria** and **David Beckham**. She presented her collection first thing in the morning and he wrapped up the day at **Yohji Yamamoto's** Y-3 show. Their toddler, **Harper**, is known to make the rounds in her mother's arms and their three sons are accustomed to their parents' workaholic ways. David Beckham said, "They understand. They know we're hardworking parents."

— ROSEMARY FEITELBERG

**EDUN'S APPLE A DAY:** **Alicia Keys'** upcoming album is "Girl on Fire" but she looked cool as can be dressed all in white with black sunglasses at Saturday's Edun show. Last month the musician hosted the Women Vote 2012 summit for the **Obama** campaign and she will soon be stumping again. As for whether musicians should be more involved with politics, she said, "Anyone should speak out when you believe in something but it has to be what you believe in. I do believe with musicians, actors and artists, it is kind of a natural transition because they connect with a lot of people," Keys said.

A self-described "big supporter" of President Obama, Keys said he really understands women's issues and is doing everything he can to make sure women have a place in government and society. "We can't be taken back to the dark ages. I support him for what he does and what he plans to do," Keys said.

In a crowd that included **Michael Stipe**, **Tom Freston** and The Strokes, **Gina Gershon** said she planned to also catch the Skaist-Taylor, Charlotte Ronson and Zac Posen shows. "I just go to my friend's shows," said Gershon, wearing a black Edun dress. Her book, "How I Found My Pussy and Lost My Mind," will be out in two weeks. "It's sort of a memoir. It's about finding love," the actress said.

**Ali Hewson** lived up to her Edun label's self-sustaining ways by setting up a farm stand for Breezy Hill Orchard outside her West 33rd Street venue Saturday. As guests grabbed any of an abundance of apples, cider and donuts, they were asked to help save the Stone Ridge, N.Y., orchard.

— SHARON EDELSON AND R.F.

## FASHION SCOOPS

**TALK OF 'GIRLS':** Despite a significantly shorter do, "Girls" star **Lena Dunham** was instantly recognizable at Saturday's Rachel Antonoff presentation. "It's crazy, I just did it," explained Dunham. "I was up until one in the morning last night thinking about it. **Miley Cyrus** and **Robyn** might have had something to do with this." Busy filming the second season of her hit HBO show, Antonoff's vintage-goes-preppy collection marks Dunham's sole outing this week. "This is the only show I've been able to come to," she said. "It's been busy, but Rachel is such a good friend. I am a big fan of her clothes." Of course, rumors that Dunham is currently dating Antonoff's younger brother, fun. guitarist **Jack Antonoff**, probably might have something to do with her surprise appearance.

— **MAYTE ALLENDE**

**NANETTE'S BRAZILIAN BEAT:** Once again, **Nanette Lepore** will have a live band performing at her fashion show Wednesday. This time around she's hired Brazilian Girls, which despite its name only has one woman and no one's from Brazil. Their music incorporates reggae, electronica, jazz and bossa nova. The band is made up of three men — **Didi Gutman** on keyboards and computers, **Jesse Murphy** on bass and **Aaron Johnston** on drums — and one woman, **Sabina Sciubba**, the vocalist, who will be dressed in Nanette Lepore, of course.

— **LISA LOCKWOOD**

**GIRLS GIRL:** While most showgoers at **Prabal Gurung's** Saturday afternoon runway show were searching out their seats at the dimly lit Pier 57, **Allison Williams** was considering her character on HBO's "Girls." Williams' Marnie is the most fashion conscious of the show's twentysomethings. It's fair to say the actress has developed a method-acting level of understanding with her character. "I don't think Marnie has hit the Prabal price point just yet& she's on a budget," the actress laughed before taking her seat alongside **Elettra Wiedemann** and **Kate Bosworth**. "The tone that's set this week every year is what she wears the imitations of."

— **MATTHEW LYNCH**

**SAC RACE:** Word has it **Nicola Formichetti** is readying a handbag collection for Mugler, and may show certain styles on the runway during Paris Fashion Week. He is slated to show his fourth collection for the French label on Sept. 26.

— **MILES SOCHA**

**BRAD'S RAD:** Guest entering the *Kate Spade* breakfast on Friday were greeted with a huge placard telling them they would be photographed. It was all part of filming for "It's a Brad Brad World," which is filming it's second season. **Brad Goreski** is the official exclusive house stylist for *Kate Spade* and works closely with creative director **Deborah Lloyd** on the collections. While it may have made for some fun for some thrill seeking fashionistas, it put the kibosh on photographers trying to capture the collection.

— **ROXANNE ROBINSON-ESCRIOUT**

**ELIE IN THE HOUSE:** **Elie Tahari** dropped by **Catherine Malandrino's** presentation Sunday and, as an investor, he liked what he saw. While he said the business is doing well, there are tweaks to be done. "She is so creative. She puts so much into her designs. We had to dilute it a little bit," Tahari said. "In another year or two, it will be fantastic."

— **R.F.**

**ROSE'S WEEK:** **Rose Byrne**, who was seated in the front row of the Jill Stuart show, just came back from the Democratic National Convention. "This is a little different," she said. The actress, who stars in "Damages," said she's been filming "The Internship" with **Owen Wilson** this summer in Atlanta.

— **L.L.**

**GREENE SCENE:** **Ashley Greene** says she's pleased to be spending a month in New York promoting "Butter," her new film that comes out next month. She and **Kelsey Chow** of "Teen Wolf" were among the front row at DKNY. The "Twilight" star and face of DKNY has just finished filming "CBGB." **Stephen I. Sadove**, **Michael Gould**, **Frank Doroff** and **Ron Frasca**

## FASHION SCOOPS

were among the retail heavyweights making the scene. “Business is very good,” said Donna Karan International chief executive officer **Mark Weber** greeting guests, along with **Donna Karan** herself, before the show.

**HAND PICKED:** Chinese model **Sui He** has been named the newest face of the Shiseido Makeup line globally, and for Shiseido skin care and sun care in Asia. The 22-year-old was hand selected by Shiseido artistic director **Dick Page**, along with company executives. “Sui He is a beautiful woman, of course, but she is also graceful and intelligent with a sweet sense of humor,” said Page, who discovered He backstage during fashion week.

Hailing from Wenzhou, China, He was the first Asian model to open for Ralph Lauren during the fall 2011 season. She has since walked for designers including Chanel, Tom Ford, Oscar de la Renta, Alexander McQueen and Christian Dior.

“Sui He embodies Shiseido's holistic sense of beauty,” said **Hiroshi Maruyama**, general manager of Shiseido's international marketing department. “She seems to radiate a glow from within.” Shiseido's global advertising campaign featuring He is scheduled to break in January 2013.

—**BELISA SILVA**

## Graphic

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Picture, Yohji Yamamoto and David Beckham

Picture, Alicia Keys

Picture, Allison Williams and Kate Bosworth

**Load-Date:** October 5, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 59**



## NEW YORK COLLECTIONS Spring 2013

Women's Wear Daily(WWD)

September 8, 2012

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# WWD

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**Byline:** Uncredited

- with contributions by GIOVANNI GIANNONI

**Highlight:** FRIDAY HIGHLIGHTS? MOTOCROSS MIXED WITH BREEZY AT RAG & BONE, INNOCENCE WAS LOST AT JASON WU AND COURTNEY MET BROOKE AT PETER SOM.

### **Body**

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**Rag & Bone:** When he was a kid growing up in England, Marcus Wainwright used to watch the Paris-Dakar Rally, the annual off-road auto race between Paris and Dakar, Senegal, in which “These crazy guys are flying through the dunes on massive trucks and race cars,” he said during a preview the day before his show. Pinned on an inspiration board nearby was a photo of a die-hard motocrosser in head-to-toe leather standing in the sand next to a Bedouin. The contrast between the two men became the starting point of the collection, in which Wainwright and design partner David Neville savvily synthesized those two disparate worlds into a potent cocktail for the contemporary market.

Neville and Wainwright know how to pack a lot of look into a single outfit, so the models took their exits in strategically styled layers: Robust leather biker gear was countered with light, breezy silks and cottons meant to combat the desert heat. (Or was it the sweltering temps of the show venue? Might air-conditioning be put in the budget next year?) The juxtaposition was anchored in the traditional English tailoring/military motif that is the backbone of the Rag & Bone aesthetic. A black shirtdress was layered over a ticking-stripe bra top and black leather oversize shorts, the whole ensemble topped off by an engineer-stripe jacket. Some of the striped pieces sported lace trim, adding a nice dose of femininity to the very sporty collection.

Wainwright said they had gone to town on the proportions, with one of the strongest statements emerging in the oversize shorts, cribbed from “a British army-North Africa thing,” as he put it. There was an emphasis on white in the quilted shirtdresses and skirts and gauzy tops, but major color — electric green leather moto jackets, and cobalt blue tailored pieces — cycled through as well. Between the cleverly calculated, piled-on styling (replete with the pair's burgeoning Pilot handbag series) Neville and Wainwright had all their bases covered — and well-merchandised.

**Jason Wu:** Carolyn Murphy opened Jason Wu's spring show, all piercing blue eyes, slicked-back blonde hair and buff, bronzed limbs. Dressed in a croc-embossed leather sheath — short and tight with a sheer panel that revealed a corset construction — and a pair of pumps, she could have walked out of a Helmut Newton photograph. Seldom cryptic in his references, Wu did indeed invoke Newton as his primary inspiration, cross-pollinated with nods to Lillian Bassman.

Anytime a show starts with a vintage model, there's a statement; in this case, the designer flagged his deliberate move in a more womanly direction. With the launch of his contemporary collection Miss Wu, he now has a separate outlet for his young, playful side. Still, riffing on the hyper-specific, sexually charged stylings of Newton was risky. The S&M aesthetic is way outside Wu's comfort zone, which skewed decidedly ladylike and romantic. In fact, until now, the squeaky-clean, baby-faced Wu had offered scant indication that he has a naughty side. Consider this his season of innocence lost, in a way that wouldn't embarrass his mother.

That said, it wouldn't make the point without leather and lace, and Wu worked those quintessentials of sexy clothes with deft audacity. A point d'esprit bra — he collaborated with La Perla on the innerwear pieces — topped a short flounced leather skirt with laser-cut embroidery; a sleeveless white blouse with black lace inserts went with leather shorts. Yet rather than pursue raw sexuality, Wu wisely softened the look to a point that usually worked within his domain. The results ranged from suggestive polish, as in lace blouses with cigarette trousers, to overt provocation as in sheer and severe sheaths. Yet the lineup was not without its awkward moments. The Newton fashion waters are well-tested, and at times, the motif wore thin, especially when add-on harnesses looked more gimmicky than essential. For evening, the drama crescendoed in new-looking ballgowns: lavishly embroidered tulle beauties suspended from strappy, bondage yokes.

The display of Wu's increasingly adult attitude didn't end with his clothes. His business is growing up, too, as indicated by his ramped-up focus on accessories. Round hatbox bags and travel cases were chic and sophisticated in leather and lace treatments. And the pumps — some with thick, pearl-studded ankle straps and crystal heels — will thrill proper ladies with a subversive streak.

**Tommy Hilfiger:** “Fresh, clean and crisp” was the overarching feel Tommy Hilfiger said he was aiming for with his men's collection, and the designer delivered in spades. Stripes in multiform permutations were the dominant decorative motif, giving the show (held, aptly, at the Maritime Hotel) a brisk, nautical feel. Apart from traditional Breton-stripe jerseys, there were racing stripes on jackets, bold, colorful pencil stripes on seersucker suits and bands on the arms of blazers. “When I started my collection over 25 years ago, I did nautical and safari, so I wanted to redo it — in a brand new way — under the heading of ‘Prep Club,’” Hilfiger said.

Much of the updating came courtesy of creative consultant Simon Spurr, who brought an Englishman's sharp eye for polished elegance to Hilfiger's classic American sportswear — and whom Hilfiger was quick to credit. The preppy look can easily become hackneyed on a runway, but the two came up with an enticing, modern version with multihued cable-knit sweaters, button-down shirts with colorfully patterned plackets and cool, espadrille-style leather sneakers. Motorcycle jackets in pieced leather gave the collection a whiff of the designer's signature rock 'n' roll attitude, while patchwork denim went way back, recalling the hippie roots of his original People's Place shop in Elmira, N.Y.

**Peter Som:** A reliable source for girly-girls with a taste for quirk, Peter Som delivered on the frou factor for which he's known with soft pastels, lace, lightweight tweed and lingerie effects in bustiers and bra tops. “It's Courtney Love meets Brooke Astor with a surreal, through-the-looking glass touch,” said Som backstage. Packaged in a perky veneer of pretty, the collection had its wittily subversive moments, mainly in a pill print that appeared on silk blouses. The mishmash of influences amounted to some of Som's best work: a chevron patchwork snakeskin coat done in a kaleidoscope of Seventies color, an oversize T-shirt tucked into a maxiskirt for bohemian evening and a blue poplin shirtdress with a large white collar and billowing, draped bubble skirt. The standout was the printed denim collaboration with Earnest Sewn, specifically, the low-slung, baggy shorts, that Som called, “My ‘Fresh Prince’ moment.” They were cute and cool, and street in an unexpected way.

**Nicole Miller:** Nicole Miller called her collection Batteries Not Included — a well-picked title, since there was hardly a need for extra wattage in this high-strung outing. The designer played with a series of contrasts: good girl versus bad (there's always that biker chick she can't suppress), high-tech digital versus nature, and op art and surrealism with a touch of Eighties — a decade she often favors. That led to a variety of clashing patterns, textures and shapes. Miller teamed a brocadelike metallic lace jacket with a peplum shirt and floral-print jeans, and a dress was done in a botanical pattern and pixelated bar-code combo. Often, the mix provided sensory overload, though it did give the audience a jolt after a long day of shows.

**St. John:** For his first season at St. John's design helm, Greg Myler returned to some of the codes for which the label is known: clean, wearable silhouettes and a variety of signature stitches like the one that mimicked the ribbed texture of Shantung.

“We had walked away from color for a while,” said Myler. “So we loved the idea of brights.” That, in fact, is what saved this lineup from bland land. Hot pink, red, green and yellow were key; highlights included the bright pink knit flare top and a matching pencil skirt, and the red dress featuring an inverted pleat at the waist, cinched with a wide black patent belt. There was also a selection of all-navy looks that, while not exactly showstopping, were elegant.

**Rebecca Minkoff:** Inspired by Slim Aarons, Rebecca Minkoff opted for an array of photo prints, often ombré, worked to a California-cool effect on everything from white jeans to an oversize motorcycle vest. A laid-back poolside vibe took form in a fadeaway tropical printed jumpsuit and denim printed poncho paired with lace shorts. Minkoff exercised her sporty side (also recently seen in her “Fashion Week Boot Camp” spoof on YouTube) with sexy jogging shorts and tracksuit-esque bombers with matching pants.

As for accessories, must-haves included a pale aqua studded shoulder bag, a top-handle structured bag and python and leather open-toe gladiator booties.

**Kate Spade New York:** It seems as though *Kate Spade* is in for another banner year as the house celebrates 20 years in business in 2013. In January, the firm will release a coffee table book entitled “Things We Love,” thus for spring, creative director Deborah Lloyd focused on the things *she* loves. A Mondrian-esque print in sherbet colors (already proving to be a favorite palette this season) and bold floral patterns, adorned pedal pushers and skirts, while the “well-placed bow,” now a house staple, appeared on everything from feminine prints on a twin set to appliques on a studded clutch. The collection was styled to a tee by the company's exclusive brand stylist Brad Goreski of “It's a Brad, Brad World.”

The cutesy retro overload may not be everyone's cup of tea, but it's clearly worked for Spade for the last two decades.

**See by Chloé:** Points for consistency. Not only was the See by Chloé collection shown once again on [digitalfashionshows.com](http://digitalfashionshows.com), but the design team's spring lineup was a subtle, warmer-weather evolution of the fall collection with echoes of the airy, draped fabrics and languid lines of last season. Relaxed polish was the attitude, channeled at the outset with overcoat dresses and monochromatic jackets and pants done in technical nylons and coated polyester. Silhouettes were cut on the easy side — gathered dresses and pleated trousers that caught the breeze and captured a casual, Parisian street attitude, particularly in the voluminous jackets and leather shorts. What began as slick ended on a flirty, feminine note with a series of colorful georgette styles done in pastels and saturated pinks and reds.

**Tess Giberson:** Tess Giberson referred to this season's effort as part two of the explorations she began for resort: breaking apart and reassembling clothes in new and unexpected ways. She focused on four key pieces: blazer, T-shirt, button-down shirt and sweater, adeptly reworking the basics into a lineup of draped, sliced, asymmetric, layered and wrapped jackets, dresses, tops and knits.

As usual, Giberson favored neutrals, working this time in an all-white canvas to emphasize the complex constructions — some that could require an instruction pamphlet to wear, and a certain figure to pull off. The monochromatics were occasionally broken up with embroidery, mesh insets and a wolf illustration (by her husband, artist Jon Widman) on a chiffon T-shirt.

**Nautica:** The outside temperature soared at Nautica's presentation on the sun-soaked rooftop of the Empire Hotel, but the creativity level of the collection was tepid. The array of tailored clothing, sportswear and swim was nicely styled on a phalanx of recognizable male models, yet the overall impact was on par with a showroom lineup. There were items to like here and there: linen and cotton blend chambray blazers pepped up with patch pockets, garment-dyed jeans in pale yellow that looked suitably skinny and cheery and tailored shorts in “sea floral” prints that will likely pop on retailers' racks next spring. But the color-blocking, trimmer silhouettes and nautical references from creative director Chris Cox were more an exercise in merchandising than a compelling proposal to move the brand forward into a new season.

**Yigal Azrouël:** He may have just relocated his boutique from the Meatpacking District to tony Madison Avenue, but Yigal Azrouël showed little interest in uptown chic. Inspired by the “architecture of nature,” he played with linear silhouettes and exaggerated proportions — such as a swing coat or a boxy hooded jacket with a wide skirt — that, for the most part, fell flat. The overall effect felt modest and near-clinical, hardly leavened by the nun-like hoods worn by most of the models. To his credit, Azrouël had some great waffle knits, including a gray dress with contrasting sleeves and a cozy sweater atop an eyelet skirt. They might even get an Upper East Sider to stop and take notice.

**Cushnie et Ochs:** Carly Cushnie and Michelle Ochs stuck to their signature sensuality for spring, showing second-skin dresses, long and short, in white silk crepe or rayon jersey with cut-out torsos, triangular details and butterfly sleeves. From there, the duo moved into aqua, purple and black, adding some terrific mixes of hard and soft, such as the sheath and pencil skirt that combined stretch leather and sheer organza. While the looks were true to the designers' racy model, it would be interesting to see them step outside their comfort zone.

**Lorry Newhouse:** All of the charm and delicacy of Lorry Newhouse's evening looks were here, the best being knee- or tea-length flowy dresses in beautiful printed floral silk chiffons and French lace. But some of the longer pastel confetti looks and ruffled tulle ballgowns seemed a bit overwrought, which made her addition of daywear all the more appealing. She showed pieces like shorts, albeit satin, with a lace blouse and a long printed pleated skirt with a nude chiffon shell. However, it was the Gatsby-ish white linen suit with its midcalf-length skirt, shaped jacket and printed tie shirt that was the strongest. Less understandable for any time of day or night were the baby-doll dresses with huge glitzy sunglasses delivering a decidedly Lolita message.

**FOR MORE COVERAGE, SEE [WWD.com/runway](http://WWD.com/runway).**

## Graphic

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Picture, Rag & Bone

Picture, Jason Wu

Picture, Tommy Hilfiger

Picture, Peter Som

Picture, Nicole Miller

Picture, St. John

Picture, Rebecca Minkoff

Picture, ***Kate Spade*** New York

Picture, See by Chloé

Picture, Tess Giberson

Picture, Nautica

Picture, Yigal Azrouël

Picture, Cushnie et Ochs

Picture, Lorry Newhouse

**Load-Date:** September 11, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 60**

## *Fashion's Night Out and About*

The New York Times

September 6, 2012 Thursday, Late Edition - Final

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**Section:** Section E; Column 0; Style Desk; Pg. 2; NEW YORK FASHION WEEK

**Length:** 1059 words

**Byline:** By BEE-SHYUAN CHANG

### **Body**

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WHAT do Justin Bieber, Taylor Swift and Kendall Jenner have in common?

Aside from the obvious (idols of the OMG-generation), they're campaigners for the fourth annual Fashion's Night Out. The shopping extravaganza, which chaotically collides with New York Fashion Week, is taking over the city again on Thursday.

Over 500 cities in 19 countries will participate this year. In New York, major brands like Ralph Lauren and Gucci have scaled back their participation. Even so, more than 700 stores will stay open late. As before, there will be limited-edition merchandise, musical performances, free drinks, special deals, celebrity sightings and, oh, a few fashion designers.

Go by neighborhood or, if you're more discerning, hop by theme. (Karaoke, anyone?) Taxi tip: don't expect to hail any, especially near retail areas. For more information, go to the hyperorganized event Web site, [fashionsnightout.com](http://fashionsnightout.com). Or see our top picks for the rollicking evening:

A is for Azealia

The Harlem rapper and lyricist Azealia Banks has parlayed her indie buzz into a T by Alexander Wang campaign. If that hasn't anointed her into fashion's front row, then her performance at MAC's SoHo store just might. The cosmetics brand is also selling a limited-edition semi-matte lipstick in a dark plum called Yung Rapunxel (\$15), named after Ms. Banks's alter ego.

MAC SoHo, 506 Broadway, 7 to 10 p.m.

B is for Babies

In contrast to the general circus mood, Carolina Herrera has planned a child-friendly carnival at her Madison Avenue shop. The designer teamed with Jessica Seinfeld's charity Baby Buggy for an evening of magic shows, face painting and balloon animals. Tots and moms can walk away with limited edition, matching leather wrap bracelets for \$50 each.

Carolina Herrera, 802 Madison Avenue, 5 to 7 p.m.

C is for Comeback

Cyndi Lauper, who has a memoir out this fall, along with new tunes and lyrics for the coming Broadway musical "Kinky Boots," will perform at Manolo Blahnik.

Manolo Blahnik, 31 West 54th Street, 7:30 to 11 p.m.

## Fashion's Night Out and About

## Draw Something

Enough with the ABC's. It's time for adult games: ***Kate Spade*** is holding a game night at its SoHo store, with the brand's president, Deborah Lloyd, facing off against Brad Goreski in a heated contest of Pictionary. Customers can play, watch or refuel on milkshakes and grilled cheese from the Milk Truck parked curbside.

***Kate Spade***, 454 Broome Street, 7 to 10 p.m.

## Puss in Balenciaga Boots

Cat fight! Karl Lagerfeld may wax about Choupette, his white Siamese cat, but for Fashion's Night Out, Pumpkin, the calico kitty that belongs to the Vogue creative director Grace Coddington, is the reigning feline. Balenciaga introduces an accessories collection that includes an orange printed canvas and calfskin tote featuring Ms. Coddington's illustrations of Pumpkin (\$1,000).

Balenciaga, 542 West 22nd Street, 6 to 9 p.m.

## Free Makeovers?

If you're prepared to brave the crowds, several stores are offering makeup services, some free. Bergdorf Goodman, celebrating its 111th anniversary this year, kicks things off on the beauty level with brow, lash and nail specialists. Aerin Lauder is also dispensing advice. At Saks Fifth Avenue, Minx nails and Suno offer splashy manicures, the designer Erin Fetherston and the hair stylist Edward Tricomi lead a bang-trimming session, and the designer Rebecca Minkoff runs a ponytail bar and smoky-eye station. At Industria Studios in the West Village, Revlon is offering \$50 makeovers with Gucci Westman, its global artistic director, and nail art by Jin Soon.

Bergdorf Goodman, 754 Fifth Avenue, 3 to 6 p.m.; Saks Fifth Avenue, 611 Fifth Avenue, 6 to 10 p.m.; Industria Studio, 40 Bethune Street, 6 to 9 p.m.

## British Invasion

On the heels of the London Olympics and the queen's jubilee, several fashion brands are channeling Brit style. L. K. Bennett, Ted Baker and Smythson of Bond Street, all based in London, are offering an assortment of British-themed cocktails and tunes. L. K. Bennett even wrangled a double-decker bus to shuttle guests between the Time Warner Center and the London NYC hotel. Expect a guest appearance by the English chef Gordon Ramsay.

L. K. Bennett, 10 Columbus Circle; 6 to 11 p.m.; Ted Baker, 34 Little West 12th and 107 Grand Street; 6 to 10 p.m.; Smythson of Bond Street, 4 West 57th Street; 6 to 9 p.m.

## Calling Kanye?

Perhaps the best way to spot Kanye West, the rap star and part-time designer, is to follow Kim Kardashian, the reality-show star and part-time designer. She holds court on the third floor of Lord & Taylor, hawking her new fragrance, True Reflection. Can't deal with the Kardashian fans? Go up a flight: "Project Runway" alums will be on the fourth floor, celebrating the show's 10th year.

Lord & Taylor, 424 Fifth Avenue, 6 to 11 p.m.

## Hoop Dreams

Basketball stars are the new mannequins. Dwyane Wade of the Miami Heat will be stationed at Calvin Klein's Madison Avenue store to sign copies of his book, "A Father First: How My Life Became Bigger Than Basketball." The New York Knicks player Amar'e Stoudemire will be at Saks Fifth Avenue. And the Knicks City Dancers, the team's cheerleaders, will be at the NBA Store.

Calvin Klein, 654 Madison Avenue, 6 to 8 p.m.; Saks Fifth Avenue, 611 Fifth Avenue, 6 to 10 p.m.; NBA Store, 590 Fifth Avenue, 6 to 11 p.m.

## Fashion's Night Out and About

## Fortunetellers

Are six-inch stilettos in your future? Find out in the West Village, where Christian Louboutin is featuring tarot card readings at his boutique. A few blocks up, fortunetellers will be stationed at Diane Von Furstenberg, and joined by the "Girls" star Allison Williams, Vogue's Meredith Melling Burke and the D.J. Solange Knowles.

Christian Louboutin, 808 Washington Street, 6 to 9 p.m.; Diane Von Furstenberg, 874 Washington, 6 to 11 p.m.

## Kings of Karaoke

Opening Ceremony, celebrating its 10th year, is installing a noraebang, or private Korean karaoke room, in the Ace Hotel. Proceeds (\$1 a song) benefit the Broome Street Academy. At Michael Kors, the designers Kate Upton and Nikki Reed will judge karaoke contestants sourced from YouTube and nominated by public vote. Who needs Simon Cowell?

Opening Ceremony at the Ace Hotel, 1190-1192 Broadway, 6 to 11 p.m.; Michael Kors, 667 Madison Avenue, 6 to 11 p.m.

PHOTO: TURNED OUT: SoHo on Fashion's Night Out last year. More than 700 stores will stay open late in New York tonight. (PHOTOGRAPH BY CASEY KELBAUGH FOR THE NEW YORK TIMES)

<http://www.nytimes.com/2012/09/06/fashion/fashions-night-out-a-selective-guide.html>

**Load-Date:** September 6, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 61**

## *Fashion Gives Back: Global Plan*

Marie Claire

September 1, 2012

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**Section:** STYLE FILES; Pg. 108; Vol. 19

**Length:** 171 words

### **Body**

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Snag this exclusive *Kate Spade* New York phone case, change a woman's life

They're quite the power couple. For the past five years, *Kate Spade* New York and Women for Women International have teamed up to provide women in war-torn areas (such as Kosovo, Rwanda, and Afghanistan) with sustainable employment. Through Hand in Hand Partnership, skilled female artisans create one-of-a-kind accessories based on designs by *Kate Spade* New York President and Creative Director Deborah Lloyd and earn fair wages in return. The latest collection features limited-edition smartphone, tablet, and cold-weather accessories knitted by disenfranchised Bosnian women. With the money they make from producing the line, the women are able to help rebuild their communities and make a living for their families. Forget the crystal-encrusted and Hello Kitty covers-mix your high-tech with something hand-knit for a true world connection. (Available exclusively at <http://www.marieclaire.com/fashiongivesback> through August 21.) -*Lauren N. Williams*

**Load-Date:** October 1, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 62**

## Four Fall Outfits We Love

Lucky

September 2012

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# Lucky.

**Section:** STYLIST: IT'S HOW YOU WEAR IT; Pg. 59; Vol. 12; No. 9; ISSN: 1531-4294

**Length:** 9 words

**Byline:** Uncredited

- with contributions by TOM SCHIRMACHER

**Highlight:** How to wear the season's chicest pieces

### Body

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Fall Outfit #1

Fall Outfit #2

Fall Outfit #3

Fall Outfit #4

### Graphic

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Picture, **Nubby** **knit**  
Give a dressy outfit a nonchalant twist: Pair it with a casual sweater.

**Ladylike** **bag**  
A structured top-handle bag is right in line with the look's polished vibe.

**Jewel-Collared** **top**  
A glitzed-out collar is one of this season's biggest runway trends.

**Tailored** **pants**  
The high-waisted fit balances out the cropped sweater.

**White** **pumps**  
They go with the same exact pieces your black ones do (but look so much fresher).

## Four Fall Outfits We Love

Wool sweater, \$50, H&M, hm.com for locations. Embellished waffle silk top, \$820, Mother of Pearl, motherofpearl.co.uk for stores. Silk/wool “Helena” trousers, \$455, creaturesofcomfort.us. Sunglasses, \$340, DSquared2, dsquared2.com. Ring, \$85, CBD, charlottebjorlindelia.com. Goatskin “Miho” pumps, \$525, 3.1 Phillip Lim, 31philliplim.com. Embossed leather “Chambers Street Carlyle” bag, \$358, ***Kate Spade*** New York, katespade.com

Picture, **Cocoon** **coat**  
Fitted at the shoulders but roomy everywhere else: perfect for chunky layers.

**Skinny** **slit-front** **pants**  
The skinny fit balances out the voluminous coat; that flash of ankle offsets a bundled-up look.

**Fur** **bag**  
Give your look even more dimension with a richly textured accessory.

**Turtleneck**  
A white turtleneck—huge for fall—is just as polished as a white oxford.

**Short,** **quilted** **vest**  
Stagger your layers with a shorter, equestrian-style coat.

**Pointy-toed** **pumps**  
So sleek: Their pointy shape echoes the sharp angle of those slit-front pants.  
Wool “Celine” coat, \$1,050, Jill Stuart, 212-343-2300. Nylon vest with faux-suede trim, \$169, Lauren Ralph Lauren, macys.com. Cotton-blend turtleneck, \$20, mango.com. Coated “Vera” jeans, \$216, J Brand, bloomingdales.com. Bracelet, \$155, swarovski.com. Leather “Kenny” pumps, \$140, Luxury Rebel, amazon.com. Fox fur and leather “Barrington” satchel, \$1,495, Michael Kors, 866-709-5677 for locations

Picture, **Peter** **pan-collared** **top**  
The curvy collar sweetens up the masculine jacket, and the untucked tails establish the look's undone vibe.

**Bright** **sweater**  
Set off neutral layers with one striking primary-colored piece.

**Knee-length** **full** **skirt**  
We like the girly bookishness of the modest cut and length.

**Boxy** **blazer**  
A loose-fitting blazer is professional but not uptight.

**Animal** **print** **cross-body** **bag**  
A wild printed accessory breaks up solid-hued pieces.

**Neutral** **shoes**  
Oxblood—fall's It Color—is so much richer than basic black but just as practical.

Wool-blend blazer, \$298, French Connection, cusp.com. Cashmere “Jenny” sweater, \$295, christopherfisher.com. Silk blouse, \$278, ***Kate Spade*** New York, katespade.com. Wool skirt, \$695, Nahm, asos.com. Ribbed tights, \$28, spanx.com. Patent leather “Lolita” pumps, \$375, toryburch.com. Embossed patent leather cross-body bag, \$338, ***Kate Spade*** New York, katespade.com

Picture, **Boxy** **top**  
The roomy cut downplays the outright sexiness of the mini.

**Opera** **gloves**  
Don't wait for an invite to a black-tie affair: Wear elbow-length gloves with your flirtiest outfits.

## Four Fall Outfits We Love

**Boxy****mini**

When you're so covered up on top, you can afford to flash a lot of leg.

**Animal****print****top**

A big print—like leopard—looks amazing in small doses. Use it to interrupt two solid pieces.

**Hinged****cuff**

Bracelets over gloves: over-the-top, opulent and totally fun.

**Ankle****booties**

These allow you to show your legs without looking too girly-girl.

Cashmere top, \$895, Marc Jacobs, 212-343-1490. Cashmere tank top, \$222, [magaschoni.com](http://magaschoni.com). Cotton-blend skirt, \$60, [express.com](http://express.com). Gold-plated “Scarab” cuff, \$250, “Baby Shirt” cuff, \$235, Kara by Kara Ross, [kararossny.com](http://kararossny.com). Leather gloves, \$375, [carolinaamato.com](http://carolinaamato.com). Suede “Anais” booties, \$695, [chelseaparis.com](http://chelseaparis.com). Hair-calf-trim leather “Bamboo” clutch, \$450, Laura Vela, [peterkate.com](http://peterkate.com)

**Load-Date:** October 4, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 63**

## Free Range

Lucky

September 2012

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# Lucky.

**Section:** FASHION AND SHOPPING; Pg. 204; Vol. 12; No. 9; ISSN: 1531-4294

**Length:** 139 words

**Byline:** Uncredited

- with contributions by TIERNEY GEARON

**Highlight:** In bold shades and wild patterns, tailored pieces feel newly adventurous.

## Body

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*Burgundy is huge this fall—and we love it with primary colors.*

*Balance an oversize boxy jacket with slim cropped trousers.*

*Use one solid eye-catching piece to unify a mix of mini prints.*

*Turn it up! A colorful dress is a thousand times more fun with bright accessories.*

*A short-sleeved jacket is the perfect piece to bridge the gap between summer and fall.*

*So energetic and yet so classic, black, white and red are a no-fail combination.*

*Ground a floaty dress with a pair of tough high-heeled boots.*

FREE RANGE | get the look

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## Graphic

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Picture, **DRESS:** Silk, \$3,630, Salvatore Ferragamo, 800-628-8916 for locations. **TURTLENECK:** Ribbed wool, \$485, Sportmax, 212-674-1817. **BRACELET:** Embossed leather, \$125, ccskye.com. **ELBOW-LENGTH GLOVES:** Leather, \$90,



## Free Range

Carolina Amato, softsurroundings.com. **PUMPS:** Studded suede “Astor,” \$445, tilamarch.com. **BAG:** Calfskin, \$1,995, Mark Cross, markcross1845.com

Picture, **COAT:** Wool, \$2,395, Chloé, chloe.com for locations. **BLOUSE:** Silk “lisa,” \$90, Kenneth Cole New York, kennethcole.com. **PANTS:** Viscose blend, \$1,150, Chloé. Select Barneys New York, 888-8-BARNEYS. **EARRINGS:** Knotted bow, \$6, Girly, nectarclothing.com. **CHARM NECKLACE:** Gold tone, \$370, Salvatore Ferragamo, 800-628-8916 for locations. **LOAFER PUMPS:** Leather “Chelsea,” \$99, G.H. Bass & Co., bassshoes.com. **BAG:** Leather “Bayswater,” \$1,350, Mulberry, 212-835-4700, ext. 2

Picture, **COAT:** Wool, \$2,750, Max Mara, 212-879-6100. **BLOUSE:** Cotton, \$680, Marni, marni.com for locations. **SKIRT:** Pleated silk satin, \$305, Raoul. Select Bloomingdale's, 800-232-1854. **SCARAB NECKLACE:** Hematite, onyx and gold plate, \$395, Kara by Kara Ross, kararossny.com. **BOOTIES:** Suede “Harper,” \$350, Cynthia Vincent, piperlime.com

Picture, **DRESS:** Cotton/silk with leather belt detailing, \$1,730, Marni, marni.com for locations. **COAT:** Wool melton and leather, \$834, The Eternal. Elyse Walker, Pacific Palisades, CA, 310-230-8882. **SUNGLASSES:** “Orgasmy,” \$385, Thierry Lasry. Susan, San Francisco, 415-922-3685. **BANGLES:** Resin, \$85 each, dinosaurdesigns.com. **PUMPS:** Glazed leather “Charlotte,” \$940, Louis Vuitton, 866-884-8866. **BAG:** Embossed leather “Vivian,” \$335, brahmin.com

Picture, **JACKET:** Monogram-embroidered wool, \$2,535, Stella McCartney, 212-255-1556. **TURTLENECK:** Jersey, \$225, Ralph Lauren Blue Label, ralphlauren.com. **SKIRT:** Viscose and double-face silk satin, \$795, Karolina Zmarlak. Owen, NYC, 212-524-9770. **WEDGES:** Suede “where to,” \$100, stevemadden.com

Picture, **JACKET:** Crepe, \$130, Calvin Klein, macys.com. **SHIRT:** Silk, \$79, bebe.com. **PANTS:** Viscose, \$298, rachelroy.com. **PUMPS:** Suede “area,” \$80, chineselaundry.com

Picture, **DRESS:** Polyester “Gwenna,” \$468, BCBG Max Azria, shopbop.com. **TURTLENECK:** Cotton, \$58, C&C California, candccalifornia.com. **CHOKER:** Gold-tone “Alchemia,” \$150, Charles Albert, charlesalbert.com. **BELT:** Leather “Hayley,” \$352, Jill Stuart, 212-343-2300. **BOOTS:** Leather, \$1,495, Michael Kors, 866-709-5677 for locations

Picture, **Pencil** Skirt  
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Picture, **Beaded** Necklace  
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Picture, **Swing** Top  
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Picture, **Oxford** Pumps  
Patent-trim leather “Roland,” \$485, repetto.com

Picture, **Mini** Satchel  
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Picture, **Bouclé** Dress  
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Picture, Polyester blend, \$90, thelimited.com	<b>Houndstooth</b>	<b>Shirtdress</b>
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**Load-Date:** October 4, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 64**

## *The Get-It Guide*

Glamour

September 2012

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# GLAMOUR

**Section:** GLAMOUR SHOPPER; Pg. 323; Vol. 110; No. 9; ISSN: 0017-0747

**Length:** 2802 words

**Byline:** Uncredited

**Highlight:** All the info you need to buy the stuff you love in this month's issue

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blouse, \$1,295, belstaff.com. Rag & Bone pants, \$395, ssense.com. 19th-century diamond necklace, Fred Leighton, NYC, 212-288-1872. Cartier ring, \$2,175, Cartier stores. Valentino Garavani bag, \$1,895, Valentino stores. Christian Louboutin pumps, \$625, similar styles at Christian Louboutin, NYC.

## GLAMOUR Living

Page 319: 10 Crosby Derek Lam romper, \$625, revolve clothing.com; cardigan, \$495, shopbop.com; shirtdress, \$395, Lane Crawford, NYC, 212-221-3601; skirt, \$595, shopbop.com. Maiyet ring, \$400, barneys.com. Alexis Bittar rings, \$125 each, alexis bittar.com. Robert Lee Morris cuff, \$425, 212-431-9405. Clarabella champagne flutes, \$80 each, faceted cordial glasses, \$85 each, abchome.com. Seagate black salad plates, \$15 each, dining table \$2,850, shop.canvashome store.com. Page 320: 10 Crosby Derek Lam jacket, \$595, select Neiman Marcus. Alpha water tumblers, \$398 for set of six, shop.thefuture perfect.com. Page 322: 10 Crosby Derek Lam T-shirt, \$145, shopbop.com.

Have trouble finding something? Email us at **personalshopper @glamour.com**.

**Load-Date:** October 4, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 65**

## **FASHION SCOOPS**

Women's Wear Daily(WWD)

August 22, 2012

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# WWD

**Section:** 1; Pg. 11; Vol. 204; No. 39; ISSN: 0149-5380

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**Byline:** Uncredited

- with contributions by MARCY MEDINA

### **Body**

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A fall 2010 look from Louise Goldin.

**MAGIC SIGHTINGS:** The Las Vegas trade shows never fail to draw camera crews to the show floor with celebrity-turned-designers such as **Avril Lavigne**, **Audrina Patridge** and **Whitney Port** making appearances. Also walking the show on Tuesday were **Kendall** and **Kylie Jenner**, Seventeen's September cover girls who accompanied publisher **Jayne Jamison**. No one would be surprised if next season, a Kendall + Kylie Kollektion debuts at the show.

— **MARCY MEDINA**

**MORE SCOTCH & SODA:** Scotch & Soda is planning to roll out eight new retail stores in the U.S. by year's end, said sources. The Dutch brand, which was acquired by Sun Capital Partners Inc. last year, will open locations in New York, Los Angeles, Miami, Boston, San Francisco and Las Vegas. The units will be the first company-owned stores in the U.S., joining existing franchised locations in New York and Miami.

Sun Capital originally planned to operate Scotch & Soda under its Kellwood Co. portfolio, which is headed by chief executive officer **Jill Granoff**, but later decided to keep it as a stand-alone brand operated directly from its headquarters in Amsterdam.

— **DAVID LIPKE**

**EASTWARD HO:** American Rag owner **Mark Werts** is scouting locations for a New York flagship. "We've probably looked at 50 places in the last week," said Werts, who was in Las Vegas at the Project trade show. "We're looking for a big space in the Meatpacking District or Williamsburg."

Werts, who operates American Rag stores in Los Angeles and Newport Beach, Calif., said he's considering spaces from 3,000 square feet to 17,000 square feet and is aiming to open in New York by the spring, if he finds the right location.

Last fall, Werts opened new multibrand stores called Industrie Denim in Scottsdale, Ariz., and San Francisco, with Levi Strauss & Co. as a minority partner. American Rag also licenses its name to Macy's Inc., which carries the American Rag brand in

## FASHION SCOOPS

more than 700 doors, in addition to a Japan deal that has 19 American Rag stores in that market. Asked for his strategy in expanding American Rag to New York, Werts responded, “Restlessness.”

— **D.L.**

**LOOKING TO PARIS?:** DFS Group, the luxury and duty-free retailer majority-owned by LVMH Moët Hennessy Louis Vuitton, is making moves to reenter Europe, an industry source said. The Hong Kong-based retailer is planning to open at least one store in Paris. The source added that an intended effect of DFS' return to Europe would be to ease the crowds of tourists who clog up LVMH-owned boutiques along the Champs-Élysées by diverting them to a DFS store. DFS has several boutiques outside airports, but it has historically catered to travelers looking to make tax-free purchases.

It could not be learned what brands would be carried in the planned Paris boutique. Although DFS operates as an LVMH subsidiary, its stores also sell products from non-LVMH brands. DFS has no retail presence in Europe but has more than 200 stores in airports and 15 “downtown gallerias” across the world, mostly in the Asia-Pacific. A DFS spokeswoman confirmed the company was considering Paris as a possible location for expansion, but said there were no definite plans at the moment.

— **KRISTIANO ANG**

**HEADING SOUTH:** After hitting up the Park Avenue Armory last season, **Tommy Hilfiger** is returning downtown — and to some airier settings — for his two shows during New York Fashion Week. The designer will show his spring men's collection at The Maritime Hotel's North Cabana on Sept. 7, followed by the women's show at the High Line's Chelsea Market Passage on Sept. 9. The move was deliberate. As he put it, “This season is all about dramatic, open-air settings.”

— **MARC KARIMZADEH**

**NEW TO NEW YORK:** Among the new (yet familiar) faces on the New York Fashion Week schedule are **Louise Goldin**, the knitwear designer who made a splash on the London scene when she showed there from 2006 to 2010. Goldin recently married a New Yorker and is now based here. Her show is scheduled for Sept. 12. Then there's Marimekko — which has staged fashion shows in cities like Berlin, Hong Kong and its native Helsinki — is presenting its spring lineup on Sept. 10 at Highline Stages.

— **JESSICA IREDALE**

**BIGGER AT SAKS:** Vince, the “number-one” contemporary brand at Saks Fifth Avenue, has been rewarded with a “hard shop” on the fifth floor of the Manhattan flagship. It's a prototype that could be replicated at other Saks locations, according to Saks' group senior vice president and general merchandise manager **Joseph Boitano**. “We've had Vince for quite awhile, but we really wanted a true shop-in-shop. It's a much more upscale presentation,” Boitano said.

There's also more space — 1,280 square feet versus 924 before — and merchandise that “focuses very clearly on key item opportunities in multiple colors,” Boitano said, citing sweaters, leather, trousers, leggings and shirtings. Saks will christen the shop with a private event Sept. 13 hosted by Christie's and **Brooke Lampley**, head of Impressionist and Modern Art at the auction house. Boitano declined to comment on the costs to build the shop and if they were split between Saks and Vince.

— **DAVID MOIN**

**ILLUSTRATED FASHION:** French style blogger and illustrator **Garance Doré** turned up at the *Kate Spade* boutique in London's Covent Garden Thursday evening to fete the launch of the capsule collection she's created with the label. The lineup includes Fifties-style cocktail dresses, purses, sweaters and accessories, many of which are printed with Doré's charming illustrations and quintessentially French sayings.

“The idea was to do something that pops, that is easy and fun,” said Doré of the collection, which hit *Kate Spade* stores last week. And she noted that working with the brand's design team provided something of a fast-track education in fashion. “Making clothes is totally different. For me as an artist, I learned so much,” said Doré.

While she's in London, Doré said she plans to catch up with friends and meet some of her readers. She's also busy working on the next season of her “Pardon My French” series of film vignettes, which are featured on her Web site garancedore.fr. “It's a new adventure,” said Doré of her film work. Her most recent films spotlight Doré at locales such as the Cannes Film Festival

FASHION SCOOPS

and on a trip to Tokyo with Dior. The “Pardon My French” slogan also makes an appearance in Doré's *Kate Spade* collection, emblazoned on a simple white T-shirt.

— LORELEI MARFIL

## Graphic

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Picture, A Scotch & Soda location in Amsterdam.

Picture, Inside American Rag's World Denim Bar.

Picture, Tommy Hilfiger

Picture, A fall 2010 look from Louise Goldin.

**Load-Date:** August 28, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 66**

## FASHION SCOOPS

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August 10, 2012

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# WWD

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- with contributions by SAMANTHA CONTI

### Body

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**CHEERLEADER KATE:** The **Duchess of Cambridge** attended Olympic events throughout the day on Thursday, decked in her Team GB white polo shirt and skinny jeans. She was spotted giving a welcome smooch to **Prince Albert** of Monaco, as she sat down to watch the synchronized swimming team at the Aquatics Center at the Olympic Park. The eight-strong squad competed at an Olympic Games for the first time in front of an audience, ending the day in sixth place. Team GB has never before qualified for a team synchronized swimming competition at an Olympic Games. The duchess also joined a crowd of 10,000 — including U.K. Deputy Prime Minister **Nick Clegg** — at the ExCeL Centre to watch women's boxing. She watched the British boxer **Nicola Adams** make history by becoming the first-ever Olympic woman boxing champion.

— SAMANTHA CONTI

**LONDON UNDERCOVER:** Agent Provocateur will stage a fashion show and gala dinner in London on Oct. 24, as part of as part of the charity project Lingerie London, WWD has learned. The evening has been organized by the Seven Bar Foundation, which aims to empower impoverished women worldwide by offering them loans to launch or grow their businesses. Agent will cohost the event with **Atsuko Kudo**, the latex designer, at Old Billingsgate in East London. The event follows Lingerie Miami in 2009 and Lingerie New York in 2010.

“We believe in giving underprivileged women a break,” said **Renata Mutis Black**, the founder of Seven Bar. “In micro-finance, women are accountable for the loan and repayment; they feel empowered and often are, for the first time, part of a credit rating — validating them in business.”

— S.C.

**SUMMER PLANS:** What started over a decade ago as a way to commiserate for all those who were stuck in Los Angeles for the summer has ballooned into an annual event for up-and-coming actors. InStyle's Summer Soiree, held Wednesday night on the rooftop of The London West Hollywood, drew an armful of young talent “stuck” in L.A. due to their movie and television filming schedules.

“I just singled a deal today for a movie with **Sam Worthington** and **Arnold Schwarzenegger**,” said **Malin Akerman**. “It's going to be very guy-action heavy.” **Nikki Reed** is about to start promoting the last “Twilight” film, but she's also been

## FASHION SCOOPS

moonlighting as a singer with her musician husband **Paul McDonald**. “We’re going to put out an EP, and we’ve been playing shows at the Hotel Caf),” she said.

Elsewhere, the young cast of “Revenge” was dodging questions about the show’s second season. “Well I filmed today, so my character is still alive,” said **Christa B. Allen**, whose character, Charlotte Grayson, was last seen in a pill-induced coma. “And I can tell you we get some new characters and I get a love interest,” revealed **Ashley Madekwe**. “I’d like to take a vacation in the Hamptons,” said Allen. “I’d be curious to see if there are really people there like on ‘Revenge.’”

## — MARCY MEDINA

**FISCAL CLIFF NOTES:** They may have a hard time rising above the din of recent attack ads, but the leaders of the Retail Industry Leaders Association Wednesday urged **President Obama** and presumptive Republican presidential nominee **Mitt Romney** to pursue “pro-retail policies” and warned them against promoting “harmful regulations” and “overly burdensome taxes.”

In letters to the two candidates, **Sandra L. Kennedy**, president of RILA, and **Gregg Steinhafel**, chairman, president and chief executive officer of Target Corp. and chairman of RILA, said: “As this year’s political debate unfolds, we welcome the attention that has been paid to three issues of critical importance to Americans: how to create jobs, speed our economic recovery and avert the certain disaster that would befall America if the fiscal cliff is not properly addressed. With that focus in mind, we write to underscore the importance of the retail industry in our economy and the critical role the industry will play in its revitalization.”

## — KRISTI ELLIS

**COZY TOUCHES:** **Vivienne Tam** has designed a pair of slippers featuring a “Water Dragon” motif for Hilton Hotels & Resorts’ Chinese hospitality program, Huanying. Hilton’s Huanying program (*Huanying* means welcome in Mandarin Chinese) launched a year ago in 30 hotels across 13 countries to cater to Chinese travelers. It’s now in 70 hotels in 23 countries. Hilton said it’s seen a 129 percent jump in the number of Chinese guests since launching the program, which features Chinese-speaking hotel staff members, Chinese breakfast items and amenities such as tea kettles, Chinese teas, Chinese TV programming and complementary slippers in the guest rooms.

Tam’s slippers will be complementary to guests in the Huanying program and also available for sale separately for \$28.

## — ELLEN SHENG

**GROWING AGAIN:** NorthPark Center in Dallas is turning up the volume on Fashion’s Night Out on Sept. 6 with runway shows in addition to customary entertainment including DJs and a string quartet. “Each year FNO gets bigger and bigger and customers are asking in advance, ‘What are you going to do to celebrate?’” said **Kristen Gibbins**, the center’s spokeswoman. “We are getting feedback that they want to get out and shop and are planning to make a night of it with their friends.”

NorthPark has planned two shows for the spacious lobby punctuated by the lofty orange steel di Suvero sculpture, and it may add a third due to retailer demand. Neiman Marcus is set to do a show at 6 p.m., with retailers including Ted Baker, H&M, Macy’s, Dillard’s, Lacoste, Bebe and Pinto Ranch scheduled at 7 p.m.

In addition, NorthPark will present a mannequin exhibit of 16 red-carpet dresses by Roberto Cavalli worn during the past 12 years by celebrities including **Christina Aguilera**, **Victoria Beckham**, **Beyoncé**, **Heidi Klum** and **Charlize Theron**. The dresses were previously displayed at Crystals at CityCenter in Las Vegas.

## — HOLLY HABER

**ON SHOW:** On Sept. 6, photographer **Peter Lindbergh** will attend the inauguration cocktail party of “Known and ‘The Unknown,’” a retrospective of his work that runs from Sept. 7 to Nov. 4 at Galleria Carla Sozzani, at Milan’s Corso Como 10. The exhibition is divided into two: “Known — Images of Women” showcases 40 famous shots that appeared in the likes of *Vogue*, *Interview*, *Allure*, *Harper’s Bazaar* and *Marie Claire*, while “The Unknown,” first shown at the Ullens Center for Contemporary Art in Beijing last year, presents a series of images — many starring model **Milla Jovovich** — that mix glamour with science fiction. This is the first time Galleria Carla Sozzani hosts an exhibition especially for Lindbergh’s photography.



## — CYNTHIA MARTENS

**RINASCENTE'S NEW LOCALE:** La Rinascente owner Central Retail Corp. has acquired a building covering 189,000 square feet of commercial space in Rome's central Via del Tritone, which will house a new flagship. Talks about the new venue had been circulating for years, but the project never materialized. The acquisition “confirms CRC's will, announced a year ago [when the giant Thai group took control of the chain], to expand, reposition and develop the Italian banner. This is a unique opportunity for La Rinascente and for Rome,” said the company. Opening in Italy's capital was a fundamental objective for CRC, concluded the company.

Last month, the Milan flagship unveiled the revamped fourth story, displaying top designer brands at the venue's women's wear floor for the first time, which marked the last step in La Rinascente's overhaul, a project initiated and spearheaded by former chief executive officer **Vittorio Radice**, newly minted vice chairman under the store's new owner.

## — LUISA ZARGANI

**KATE SPADE GOES WEST:** *Kate Spade* is expanding its British footprint, with a new store at the Westfield London mall in west London. The 594-square-foot boutique is the brand's third London location, following its store openings in Covent Garden and Sloane Square. The Westfield store will carry all *Kate Spade* product lines, including ready-to-wear, accessories, home, stationery and fragrance. **Craig Leavitt**, chief executive officer of *Kate Spade*, noted that with the opening of the third store, the label is looking to “solidify our presence in the U.K. before expanding our footprint into continental Europe in 2012. Westfield is the key luxury mall in the UK, and one of the top in Europe so we are in great company.”

## — LORELEI MARFIL

## Graphic

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Picture, The Duchess of Cambridge

**Load-Date:** September 10, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 67**

## *Fired Up on Retro Styles*

Women's Wear Daily(WWD)

July 30, 2012

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# WWD

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**Length:** 1357 words

**Byline:** Rachel Strugatz

**Highlight:** Current hot retail trends and shapes heading into holiday are sending a bold vintage message.

### **Body**

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Consumers are getting feisty.

It's a vintage moment in eyewear, with anything cat-eye, retro-inspired or oversize ranking among the most popular styles at department stores, eyewear chains and e-tailers from Bergdorf Goodman and Neiman Marcus to Sunglass Hut, Solstice Sunglass Boutique and Net-a-porter.

Prada was arguably the catalyst for ushering in the movement toward re-adopting retro eyewear two years ago during its fall 2010 runway show that February. The optical frames worn by the models, clad in Fifties-style flared skirts with cinched waists, might have been too extreme for retail, but more consumer-friendly versions were produced for the season and continue to perform well in stores.

The trend is expected to remain in demand as the holiday shopping season approaches, including styles from Miu Miu, Gucci, Dior, *Kate Spade*, YSL and more boutique labels like Cutler & Gross, Illesteva, Prism and Thierry Lasry.

That shape is the best-selling eyewear silhouette at Bergdorf Goodman right now — but Ana Maria Pimentel, fashion director of women's accessories, has seen the shape evolve and “explode throughout all the collections.” While cat-eyes were a bit more exaggerated a few seasons ago, Pimentel points to Miu Miu's Catwalk frames as embracing the trend in a more wearable way.

Eyewear business at the retailer is dominated by Miu Miu, Celine, Prada and Chanel — and Pimentel said the Bergdorf's consumer wants novelty shades from these brands in addition to the basic blacks, browns and nudes.

At Sunglass Hut, vintage-inspired shapes — including the wayfarer, aviator and feminine plastic “upsweep” styles — are the leading styles at its 2,000-plus doors, according to vice president of product Kristen McCabe.

“Cat-eye can be very traditional but upsweep can be a casual, modern interpretation — not quite as defined but still taking its cue from cat-eye,” McCabe said of the “upsweep” styles, highlighting Prada, Vogue and Burberry as top sellers within this silhouette. She said top-selling brands storewide are Ray-Ban, Burberry and Coach.

## Fired Up on Retro Styles

Mirrored lenses, especially from Ray-Ban, are continuing to gain momentum at the retailer, and for holiday, Ray-Ban will introduce its classic aviator with mirrored lens colors such as red, green and blue. The brand launched its folding aviator exclusively at Sunglass Hut last month, and will show expanded polarized options in new colors and gradients come holiday.

Ken Downing, Neiman Marcus' fashion director and senior vice president, contends that Prada's cat-eye frames are still one of the best-selling for the store — along with Tom Ford's Nikita and Oliver Peoples Olivia frames.

Another key theme Downing cited is that eyewear is lightening up this summer, from color to material.

Plastic, blush-colored frames — especially from Celine and Valentino — as well as any style that falls within this season's nude or neutral color story, are among the most well-received by consumers, said Downing. He's also seeing a surge for plastic frames, replacing metal as the most popular material of the season.

Similar to Neiman's, Net-a-porter's cat-eye and round retro frames are “flying off the site,” according to Sasha Sarokin, buying manager at Net-a-porter.com.

“They are the perfect vintage-inspired update for summer. Round-frame glasses are also very popular because they exude a laid-back vibe that really appeals to the downtown girl,” Sarokin said, listing Cutler & Gross, Prism, Thierry Lasry and Illesteva, a relatively new-to-the-scene New York-based line, as current strong-selling eyewear collections at the e-tailer.

In addition to Illesteva designers Daniel Silberman and Jus Ske's on-trend retro-inspired frames that customers are responding to, Sarokin also attributes the handmade eyewear line's quick success to a more accessible price point. The mostly round frames — comprised of acetate, matte steel, bamboo and titanium with classic dark gray, rosy pink or lavender-hued lenses — retail from about \$165 to \$285. The Claire, a subtle black pair of cat-eye sunglasses with tonal lenses, retails for \$220. She calls Cutler & Gross “another strong brand that is known for its quality and originality,” citing the brand's \$540 rounded cat-eye acetate sunglasses. “Women are increasingly in the market for investment pieces from specialist brands, and Cutler & Gross has both heritage and unique design,” Sarokin added. She said there's also a shopper who wants the “ultimate standout shade” — and the e-tailer has seen the emergence of a market for ultra high-end frames. They offer embellishments such as a python-trimmed pair of Linda Farrow Luxe frames and 14-karat rolled gold and acetate air from Finest Seven, selling for \$760 and \$955, respectively.

Retailers can expect similar trends as the holiday season approaches, according to Ross Brownlee, chief operating officer of Safilo Americas, also parent company of the more than 100-door sunglass specialty store Solstice Sunglass Boutique.

Consumers are still responding to cat-eye shapes, which will continue to roll out over the next several months from Safilo brands including Dior, YSL, Jimmy Choo, Alexander McQueen, Gucci and *Kate Spade* New York, according to Brownlee. He expects current best-selling styles in this silhouette to continue on the same trajectory into the fourth quarter. Aviators — in all sizes and materials — will continue to play a significant role in eyewear, but Brownlee highlights the return of a “glamorous” silhouette. During the recession, consumers wanted more toned-down styles, colors and less logos and embellishments, but with the economy getting better — especially the luxury market — shoppers are starting to get bold again and seek more prominent logos. The mid- to large-size plastic frames dominating at retail will still play a significant role, said Brownlee, but details such as pearls, leather, studs and stars will “make the difference for holiday styles.”

With this in mind, Safilo has produced several limited-edition styles, such as an aviator from Gucci with a crystal-encrusted chain effect on the temples, two Dior frames with crystal stones and a red translucent Marc Jacobs frame with polka dots and an acetate white butterfly with a pearl in the center. Jimmy Choo and Alexander McQueen will unveil oversize plastic frames with silver stars and studs, respectively, and YSL will introduce silver chain temples.

At Bloomingdale's, though, fashion accessories director Brooke Jaffe said customers are seeking newness and novelty — with style preference coming second. The shopper is attracted to elements like signature branded temple treatments on frames from Chanel, Gucci and Dior, and at *Kate Spade* for sunglasses retailing for less than \$200.

“Right now, our shopper is gravitating toward novelty details rather than selecting solely based on a silhouette,” Jaffe said, adding that color is also key right now and in this way, very much mirrors ready-to-wear trends. “It's a great way to update your sunglass wardrobe with such fashion novelty. Designer frames with [signature] detailing are really working.”

## Fired Up on Retro Styles

But what happens to sunglass sales once summer unofficially ends after Labor Day? Spring-summer is the obvious hot selling season for the eyewear category, but holiday — which hits stores in late November — is a close second.

For Sunglass Hut, this quarter is second in terms of sales after the summer season. For holiday, the chain will unveil its first ad campaign with Georgia May Jagger in magazines and online.

Safilo's Brownlee also revealed that December trends closely resemble those from May through July — as increased traffic during the holiday period drives impulse purchases, gift-giving and even eye protection for winter conditions.

This comes as no surprise to Neiman's Downing, who believes eyewear's presence on the runway has elevated the category, making it a product that's hardly limited to the warmer months.

“Sunglasses [sell] year-round,” he said. “With many designers continuing to feature sunglasses on the runway, it heightens the importance of eyewear as a seasonless trend.”

**FOR MORE PHOTOS, SEE [WWW.SEWWWD.COM/ACCESSORIES-NEWS](http://WWW.SEWWWD.COM/ACCESSORIES-NEWS).**

## Graphic

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Picture, Cat-eye frames from Alexander McQueen's holiday collection.

Picture, Sunglasses from Celine's spring 2012 collection.

Picture, Cat-eye frames from Miu Miu's holiday collection.

**Load-Date:** September 10, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 68**



## READY, SET...

NADIA COMANECI AND THE YOUNG ROYALS WERE AMONG THOSE JOINING IN THE RUN-UP TO THE LONDON SUMMER GAMES, WHICH KICK OFF TODAY. PAGES 10 AND 11



**FOOT FORWARD:** VIA SPIGA IS IN THE FINAL STAGES OF A BRAND REVAMP PAGE 4

# WWD

FRIDAY, JULY 27, 2012 ■ \$3.00 ■ WOMEN'S WEAR DAILY

## Fine Living

**PARIS —** Lancôme is aiming for iconic fragrance status with *La vie est belle*, a women's scent fronted by Julia Roberts. The company did not break out projections, but industry sources estimate the fragrance, which begins its global launch mid-August, could generate \$90 million in retail sales through the end of 2012. For more, see page 6.



PHOTO BY JOHN AQUINO; STYLED BY AMY LOMACCHIO

### LUXURY ROLLS ON

## LVMH, PPR Buck Weak Economies

By MILES SOCHA and SAMANTHA CONTI

PARIS — It looks like the luxury bubble has yet to burst. Defying gloomy economic prognostications, France's high-flying luxury conglomerates LVMH — Moët Hennessy Louis Vuitton and PPR on Thursday reported strong first-half results, and issued bullish statements for the balance of 2012.

The news put wind behind the share prices of both companies on the Paris Bourse, with PPR closing up 4.3 percent and LVMH improving 3.6 percent.

"We approach the second half of the year with confidence," commented Bernard Arnault, chairman and chief executive officer of LVMH.

While there was a slight slowdown in organic revenues in the second quarter — notably at PPR's Gucci brand and across many divisions at LVMH — most businesses continued to track at double-digit rates.

In a conference call, LVMH chief financial officer Jean-Jacques Guiony said its marketing and product pipeline would be stronger in the second half, with polka-dot Vuitton leather goods, Berluti fashions and lady Link watches from Tag Heuer coming on stream.

And he cited "no change at all in the global trend" in China, where the raw growth number stood at about 15 percent across the first and second quarters.

Dramatic price differentials between Asia and Europe continue to drive luxury sales on the continent. Guiony noted that up to 55 percent of luxury goods bought by Chinese nationals are purchased while abroad.

François-Henri Pinault, chairman and ceo of PPR, called the group's first-half performance "highly satisfactory" and was bullish looking ahead.

"We are confident that we will be able to continue growing our revenues in the second half of 2012 and that our full-year financial performance will outstrip that of 2011," he said.

However, PPR flagged Europe as problematic, both for the luxury and the sport and lifestyle divisions,

SEE PAGE 12

## L'Oréal Sees Strong 2012

By JENNIFER WEIL

PARIS — On the back of strong second-quarter revenues, L'Oréal reiterated its intent to outperform the overall cosmetics market in 2012 and achieve another year of sales and profit growth.

The French beauty giant said Thursday that its revenues in the three months ended June 30 increased 11.6 percent to 5.57 billion euros, or \$7.16 billion at average exchange, spurred by its business in North America and new markets. Sales in those regions were up 22.7 percent and 14.4 percent, respectively.

On a like-for-like basis, company revenues rose 5.7 percent in the period.

During the first half, L'Oréal posted sales of 11.21 billion euros, or \$14.55 billion, a 10.5 percent gain. In comparable terms, they climbed 6 percent.

"We really think that this year is off to a solid start," said Jean-Paul Agon, L'Oréal chairman and chief executive officer, during a conference call with financial analysts Thursday night. "All divisions are contributing to this overall satisfactory performance."

The company's Luxe Division's strength was highlighted, despite its deceleration between the first and second quarters (when organic growth was 12.2 percent versus 8.7 percent). On a reported basis, the division's sales increased 17.9 percent to 2.65 billion euros, or \$3.44 billion, during the six months.

Agon cited among the division's business drivers Lancôme, with revenues up in the double digits; Kiehl's, with a 27 percent sales gain, and Ralph Lauren, which posted a 29 percent revenue uptick.

"We estimate that the growth of the luxury beauty

SEE PAGE 7



# Fifth & Pacific Trims Q2 Loss

By EVAN CLARK

NEW YORK — Shares of Fifth & Pacific Cos. Inc. shot up 22 percent Thursday after the company narrowed its second-quarter loss and stood by its full-year guidance, saying strength at Kate Spade would offset a stumble at Juicy Couture.

Fifth & Pacific's stock gained \$2.03 to \$11.28 — the biggest percentage gain since the company said in October that it would sell the Liz Claiborne brand to J.C. Penney Co. Inc. and pay down debt.

Fifth & Pacific reiterated that it would post adjusted earnings before interest, taxes, depreciation and amortization of \$125 million to \$140 million this year.

Corinna Freedman, an analyst at Wedbush Securities Inc., said some investors were betting the firm would back away from its guidance because of weakness at Juicy.

"They remain on track, and they originally said Juicy could be a little bit worse but that it could be offset by better results at Kate," Freedman said.

The analyst also noted that Kate Spade has gone on the offensive in reaction to competition from Michael Kors and Tory Burch. The brand currently has 83 doors and plans to open an additional 40 to 45 by the end of next year.

Overall, Fifth & Pacific's net losses tallied \$52.1 million, or 48 cents a share, which compared with red ink of \$89.9 million, or 95 cents, a year earlier. Adjusted losses from continuing operations were 9 cents a share, better than the 12 cents analysts expected.

Sales for the three months ended June 30 fell 6.5 percent to \$335.9 million from \$360.3 million.

Kate Spade saw operating profits of \$2.1 million for the quarter as sales grew 48.1 percent to \$100.9 million. The brand is now almost as large as its corporate cousins Lucky Brand and Juicy.

Lucky's operating losses totaled \$11.5 million as sales gained 15.3 percent to \$112 million. Juicy turned in operating losses of \$23.6 million on a 10.4 percent decline in sales to \$104.9 million.

Chief executive officer William L. McComb told analysts on a conference call that the new Juicy product launched earlier this year has been well received but that the brand has "many operational challenges to fix."

McComb said Juicy cut back too much on inventory. "For each of the deliveries from January through June, we initially allocated anywhere from 20 to 30 percent fewer units," McComb said. "This was the result of being overly conservative, but equally, just plain poor planning." To help fix the operational issues the brand named Tom Linko chief financial officer last month.

Juicy's outlet business is also lagging as the stores try to clear merchandise that was made before the brand's recasting this year. McComb also acknowledged that the brand's handbags "lacked the relevance, newness and punch we needed."

Even so, McComb said he remained "quite optimistic" since the brand has made progress reestablishing its image.

## Spade Set for Madison Ave.

By SHARON EDELSON

NEW YORK — Kate Spade will open a flagship at 789 Madison Avenue, a prime block of the shopping thoroughfare between 66th and 67th Streets, in a retail townhouse with 7,500 square feet of space.

"New York City is such an important part of our heritage," said Craig Leavitt, Kate Spade's chief executive officer. "We were founded here almost 20 years ago. I see the new location as a testament to the incredible growth of our company over the last few years. This store is a part of the significant expansion of our retail fleet, both domestically and internationally, in the coming months."

The multilevel store has 1,500 square feet of ground floor space, as well as a mezzanine, third floor and full basement. There's a two-level glass storefront with 20 feet of frontage just off the corner of 67th Street. Chanel opened a temporary store in the space in February. Retailers in close proximity include Michael Kors, Buccellati and Lana Marks.

"This flagship will give us the opportunity to showcase all product categories," Leavitt said. "It will allow our customers to be able to immerse themselves in Kate Spade New York as a lifestyle." The brand's offerings have grown to include clothing, footwear and jewelry collections, home furnishings, bedding, legwear, fragrance, eyewear and baby items.

Kate Spade, a division of Fifth & Pacific Cos. Inc. operates more than 45 company-owned stores, including two units in Manhattan — on Fifth Avenue and 20th Street and Broome Street in SoHo.

Jennifer Black, a retail analyst, said in a research note Thursday that Kate Spade has the opportunity to introduce a subbrand. "The company will begin evaluating increasing store square footage in order to capture additional sales," Black said. "Management said today that it will offer lower price points and we believe this should further fuel Kate Spade's momentum as it should attract a younger customer who is not quite able to make higher priced investments."

A look from Kate Spade.



PHOTO BY STEPHEN SULLIVAN

## Lucky in Deal for Kids

LUCKY BRAND, THE Southern California lifestyle denim label, has forged a licensing deal with Parigi Group to manufacture and market Lucky Kid to department and specialty stores, beginning in January. The line will also be available on luckybrand.com.

"We're excited for the launch of this line, and believe that our unique Southern California sensibility will translate well to the children's market," said Dave DeMattei, chief executive officer of Lucky Brand, a division of Fifth & Pacific Cos. Inc.

Lucky Brand has done children's wear internally for the last few years, but now aims to make it a bigger business.

The Lucky Kid aesthetic will mirror that of the women's and men's collections and will incorporate the brand's signature novelty details, prints and patterns. The line is comprised of T-shirts, dresses, jackets and denim, reaching children 18 months to 12 years. Sizes will go from 2 to 16 for girls and 2 to 20 for boys.

Retail prices will range from \$22 to \$36 for T-shirts; \$49 to \$69 for dresses; \$59 to \$110 for jackets, and \$30 to \$69 for denim.

Lucky Kid will initially launch on luckybrand.com, and will be aimed at top doors of Bloomingdale's, Lord & Taylor, Dillard's, Von Maur and Macy's. For fall 2013, the brand will expand to infant apparel. Lucky Brand officials declined to reveal first-year projections.

Parigi, founded in 1981, has an array of licensed brands, such as Puma, DKNY, Timberland, Nicole Miller, LRG and Baby Phat. Parigi, which is based in New York, also owns and operates the Hartstrings children's brand, retail operation and e-commerce businesses.

— LISA LOCKWOOD

## Juicy Couture's Latest London Adventure

By SAMANTHA CONTI

LONDON — Juicy Couture is looking at Regent Street in a new light — a pink one — as it opens the bronze doors of its new unit near Oxford Circus.

Earlier this week, the brand opened a new London unit with a shop fit that's all about gloriously clashing cultures coming together in a Grade II listed, or historically significant, building.

The walls are decorated with made-in-California palm tree moldings, floors are covered in black-and-white Italian marble arranged like a checkerboard, while the Twenties storefront, with its delicate bronze details, is British.

At night, the transparent glass pavement tiles outside the store light up, bathing the facade in the brand's signature hot pink.

"It feels like a little jewel box," said LeAnn Nealz, the brand's president and chief creative officer, of the 2,375-square-foot store located at 198 Regent Street. "It's an intimate store, and we wanted the feel to be a bit more residential than in the past."

The shop fit and store design, Nealz added, are meant to play up the different merchandise categories, with the fashion collection, accessories, fragrances and jewelry on the ground floor; tracksuits and children's wear on the lower ground level, and Bird by Juicy Couture on the mezzanine.

"We wanted this to feel like the world of Juicy Couture, and to highlight the brand's different stories and collections," she said. In homage to its host country, the brand has come up with London-themed charms, totes and T-shirts that scream "Choose Juicy" in hot pink.

The shop windows pay tribute to the 2012 Olympics, which kick off tonight. Nealz and her team have stacked them with mannequins made to look like synchronized swimmers decked in white floral bathing caps, Union Jack bikini bottoms and "Choose Juicy" gold foil T-shirts.

Inside the store, Art Deco-inspired shiny glass cases showcase the jewelry, while a bespoke crystal chandelier — surrounded by original molding — lights up the ground floor. In the back of the store, there's an original, wrought-iron elevator surrounded by a gently curving marble staircase.

Downstairs, a rainbow of velour tracksuits has been stacked on shelves surrounding the staircase. The lower ground floor also showcases the intimates, children's and technical accessories

collections, while the dressing rooms are decorated with striped or floral print wallpapers inspired by Nealz's personal collection of vintage fabrics. Bird by Juicy Couture — a darker, more sophisticated collection of mainly knits and tailored clothing — sits on the tiny mezzanine, overlooking the ground floor.

Many of the elements from the London store



Inside the Regent Street store, the facade and Tali Lennox in Juicy Couture.

PHOTOS BY TIM JENNINS

will be woven into Juicy's "re-Coutured" retail units in the U.S.

"There's not going to be a lot of mass construction involved in the re-Coutured stores, but there will be a lighter color palette on the walls, and the stores will be merchandised to show that we're about more than a tracksuit," said Nealz.

To mark the London opening earlier this week, the brand sent 20 pink Vespa down Regent Street — with male models wearing Juicy T-shirts. They parked in front of the store to greet Tali Lennox, a brand ambassador decked in a floral print suit from the fall collection, and posing on a matching flower-print Vespa.

The brand, owned by Fifth & Pacific Cos. Inc. declined to give first-year sales projections for the store. Real estate sources said the brand would be paying a minimum of 500 pounds, or \$775, per square foot for the store's prime floor space, which is nearest the street entrance.



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 69**

## Good Shopping

Good Housekeeping

July 1, 2012

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**Section:** IN EVERY ISSUE; Pg. 170; Vol. 255

**Length:** 3188 words

### **Body**

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#### **IDEA FILE**

**PAGE 33** Porcelain lidded jar and cast iron towel ring, Hobby Lobby; <http://www.hobbylobby.com>. Chesapeake Steamer Chaise frame with cushion set, Pottery Barn; <http://www.potterybarn.com>. Toulouse hardwood foldable lounge chair, Overstock; <http://www.overstock.com>. All Weather Adirondack Chair and Footstool, L.L.Bean; <http://www.llbean.com>. Smith & Hawken Brooks Island wood patio chaise lounge, Target; <http://www.target.com>.

**PAGE 34** Whisper DE8887 wallpaper, The Candice Olson Collection for York Wallcoverings; <http://www.yorkwall.com> for stores. Cleo lamp in butter, Candice Olson for AF Lighting; <http://www.aflighting.com> for stores. Natura interior paint in (from top) Smoke, Sea Haze, and Gray Mirage, Benjamin Moore; <http://www.benjaminmoore.com> for stores.

#### **GOOD (ENOUGH) ENTERTAINING**

**PAGE 37** Woodblock print tablecloth, 70" by 108", Wisteria; <http://www.wisteria.com>. Button Bloom tablecloth in spa, 60" by 84", Waverly; <http://www.onekingslane.com>. Summer Stripe tablecloth, 60" by 84", Bardwil Linens; <http://www.bardwilhome.com>. Floral tablecloth, 60" by 84", HomeGoods; <http://www.homegoods.com> for stores. Izmar Ikat tablecloth, 60" by 84", Waverly; see above.

#### **TRENDS FOR GROWN-UPS**

**PAGE 69** Tunic, \$48, Benson New York; <http://www.searlenyc.com>. Pants, \$55, Lands' End; <http://www.landsend.com>. Sally bag, \$108, French Connection; <http://www.frenchconnection.com>. Amelia sandals, \$67, Heart Soul; <http://www.endless.com>. Shirt, \$29.50, Old Navy; <http://www.oldnavy.com>. Tank, \$15, Almost Famous; <http://www.stitchesonline.com>. Cinder jeans, \$172, Red Engine; <http://www.redenginejeans.com>. Belt, \$5, Forever 21; <http://www.forever21.com>. Flats, \$25; available at Marshalls. Toggle cardigan, \$60, L.L.Bean; <http://www.llbean.com>. Tank, \$30, Tommy Hilfiger; <http://www.macys.com>. Pants, \$55, Mango; <http://www.mango.com>. Sunglasses, \$148, **Kate Spade**; Solstice Sunglass Boutique stores. Sandals, \$39, Ciao Bella; <http://www.macys.com>.

#### **SLEEKER SNEAKERS**

**PAGE 104** Reinvent, Easy Spirit; <http://www.easyspirit.com>. TruWalkZero Welded Lace Up, Rockport; <http://www.rockport.com>. 895 Superlight Superfresh, New Balance; <http://www.newbalance.com>.

#### **ELECTRIC TOOTHBRUSHES**

## Good Shopping

**PAGE 107** Sonicare DiamondClean, Philips; <http://www sonicare.com>. Oral B ProfessionalCare SmartSeries 5000 with SmartGuide Electric Toothbrush, Procter & Gamble; <http://www.oralb.com>. Oscillating Clean Power, BrushPoint; <http://www.amazon.com>.

**ECO MADE EASY**

**PAGE 111** Hidden Recycler, Rubbermaid; <http://www.rubbermaid.com>. Antibac Wipes, Method Products, Inc.; <http://www.methodhome.com>. Disinfecting Wipes, Seventh Generation, Inc.; <http://www.seventhgeneration.com>. Scotch-Brite Botanical Disinfecting Wipes, 3M Home Care Division; <http://www.scotch-brite.com>.

**"I CAN'T LIVE WITHOUT IT!"**

**PAGE 111** Genesis Home Soda Maker, Sodastream; <http://www.sodastream.com>.

**THE UNITED STATES OF STYLE**

**PAGES 130-131** Hood Classic chandelier with wire net, Rejuvenation; <http://www.rejuvenation.com>. Two-tone ceramic planters in clean white, Canvas Home; <http://www.canvashomestore.com>. Teco four-buttress vase, Room & Board; <http://www.roomandboard.com>. Odell dining chairs in driftwood with Sweden fabric in sky, Best Home Furnishings; <http://www.besthf.com>. Benjamin Moore interior paint in Gray Shower; <http://www.benjaminmoore.com> for stores. Bahama Titmouse 20" by 26" printed canvas from the New York Botanical Garden Series, Artaissance; <http://www.artthatfits.com>. Greenhouse side table, Greenhouse Design Studio; <http://www.greenhousedesignstudio.com>. Juliette dining table in 62-inch (opens to 82 inches with leaf) in Rustique finish, Ethan Allen; <http://www.ethanallen.com>. Burlap table runner, North Country Comforts; <http://www.etsy.com>. Belmont side plate in celadon, Simon Pearce; <http://www.simonpearce.com>. Shabby Chic Estate slipcovered dining chair in washed gran stripe spa, Shabby Chic; <http://www.shabbychic.com> for stores. Hampton 350 gray stripe, 7' by 9', Capel Rugs; <http://www.capelrugs.com> for stores.

**PAGES 132-133** Alpaca throw in stripe, Pendleton; <http://www.pendleton-usa.com>. Linen pintuck pillow in tangerine, Room & Board; <http://www.roomandboard.com>. Baldwin swivel chair in 125128-19 fabric, Rowe Furniture; <http://www.rowefurniture.com> for stores. Zeisel Upright vases in small and medium by KleinReid and Aubrey Orchard vase by KleinReid, Room & Board; see above. Classico cocktail table in black cherry, Joe Ruggiero Collection by Gat Creek; <http://www.gatcreek.com> for stores. Lamp Works white gloss urn table lamp, Bellacor; <http://www.bellacor.com>. 16-inch colorful burlap drum shade in taupe and cream, Shades of Light; <http://www.shadesoflight.com>. Owl sculpture, Fresh Kills; 718-388-8081. Jax table in walnut, Room & Board; see above. Blossom round reversible pillow, Erin Flett; <http://www.etsy.com>. Mohair 18-inch pillow in berry, Room & Board; see above. Bird's Feet pattern pillow in pewter, 22-inch, Balanced Design; <http://www.balanced-design.com> for stores. Orange creamsicle pillow cover, Chloe & Olive; <http://www.etsy.com>. 20-inch ostrich feathers on mandarin velvet pillow, Aviva Stanoff; <http://www.avivastanoff.com> for stores. Hobie stripe pillow in ivory, 18-inch, Rennie & Rose; <http://www.rennieandrosedesigngroup.com>. Tagine pillow in plum and Loring 89-inch sofa in wheat, Room & Board; see above. Pigeon and Squirrel wall plaques, BrooklynRehab; <http://www.aandgmerch.com>. State bird prints, Kelzuki; <http://www.etsy.com>. Profile frames (various sizes), Room & Board; see above. *Sea Change I* by Jenny Nelson, 34" by 45.5" print, Artaissance; <http://www.artthatfits.com>. Ombré rug in sky, 8' by 11', Capel Rugs; see above. Roadside Attraction carpet tiles in Haze, Flor, Inc.; <http://www.flor.com>.

**PAGE 134** Fleur de Lis lamp in eggshell, Thumbprints; 501-225-1542. Carpe Diem mug, Greenhouse Design Studio; see above. Itty-Bitty's Larger Cousin Distressed Abstract artwork, Paintsquare; <http://www.etsy.com>. Homecoming vintage pine nightstand, Kincaid; <http://www.kincaidfurniture.com> for stores. Striped semi-sheer tab top panels, Country Curtains; <http://www.countrycurtains.com>. Peony #3 from the New York Botanical Garden Series, 20" by 25 1/16", Artaissance; see above. Ellipse in Dresden wallpaper sample, Palacepapers Inc.; <http://www.palacepapers.com>. Profile frames, Room & Board; see above. Skyline Furniture full/queen nail-button notched headboard in white velvet, Bellacor; <http://www.bellacor.com>. Tide Pebble Euro shams from Breeze Collection and Adelaide Euro sham, both Eastern Accents; <http://www.belmonthomedecor.com>. Hobie stripe pillow in blue 18-inch, Rennie & Rose; see above. Mohair pillow in sky, 20" by 13", Room & Board; see above. 400-thread-count Supima cotton percale sheeting in cocoon, The Company Store; <http://www.thecompanystore.com>. Adelaide duvet cover in queen and Rustique burlap ruffled skirt, Eastern Accents; see above. Everybody's Favorite Throw, Greenhouse Design Studio; see above. Sailor Boy 100 in parrot, 5' by 8', Capel Rugs; see above.

## Good Shopping

**SOLVE MY STYLE PROBLEM!**

**PAGE 136** Dress, \$60, Eshakti; <http://www.eshakti.com>. Julie tote, \$69, Apt. 9; <http://www.kohls.com>. Wrap bracelets, \$64 each, Raven + Lily; <http://www.ravenandlily.com>.

**PAGE 137** Blazer, \$130, Tommy Hilfiger; <http://www.macys.com>. Top, \$25; available at T.J. Maxx. Pants, \$54, Tribal; 888-584-4225. Mary Jane espadrilles, \$40, Lane Bryant; <http://www.lanebryant.com>.

**PAGE 138** Top, \$18, Forever 21+; <http://www.forever21.com>. Shorts, \$37, Lane Bryant; see above. Sunglasses, \$150, Ray-Ban; <http://www.n3loptics.com>. Sandals, \$20, Payless; <http://www.payless.com>. Bracelets, \$85 each, Miracle Icons by Mary Jo Pane; <http://www.miracleicons.com>. Tote, \$60, Mountain Khakis; <http://www.mountainkhakis.com>.

**PAGE 139** Denim shirt, \$39.50, American Eagle Outfitters; <http://www.ae.com>. Skirt, \$58, Freeway Apparel; <http://www.lulus.com>. Flats, \$110, Adidas by Stella McCartney; <http://www.adidas.com>. Santa Barbara bag, \$115, TLC&you; <http://www.tlcandyou.com>. Bangle, \$27, Fantasy Jewelry Box; <http://www.fantasyjewelrybox.com>. Navy cardigan, \$50, Eloquii; <http://www.eloquii.com>. White shirt, \$64, Lauren Ralph Lauren; <http://www.madisonplus.com>. Pants, \$74, Bespoke; <http://www.madisonplus.com>. Sandals, \$25, Lane Bryant; see above. Necklace, \$36, Mark; <http://www.meetmark.com>.

**PAGE 140** Blouse, \$52, Collective Concepts; <http://www.lulus.com>. Cardigan, \$71, Isaac Mizrahi Live; <http://www.qvc.com>. Pants, \$30, Mossimo; <http://www.target.com>. Earrings, \$36, Wimberly Inc; <http://www.wimberlyinc.com>.

**PAGE 141** Orange top, \$24, Ann Taylor; <http://www.anntaylor.com>. Skirt, \$49.50, O'Neill; <http://www.shoponeillusa.com>. Bag, \$98, Tommy Hilfiger; see above. Belt, \$8, Forever 21; <http://www.forever21.com>. Wedges, \$98, White House Black Market; <http://www.whbm.com>. Blue tank, \$20, Lane Bryant; see above. Cardigan, \$78, Splendid; <http://www.nordstrom.com>. Jeans, \$25, Forever 21+; see above. Scarf, \$20, Merona; <http://www.target.com>. Necklace, \$50, Wildlife by Heidi Klum; <http://www.qvc.com>. Canvas bag, \$175, Cornelia Guest; <http://www.bloomingdales.com>. Bronze woven flats, \$77, G.H. Bass & Co.; <http://www.bassshoes.com>. Sunglasses, \$128, **Kate Spade**; **Kate Spade** boutiques nationwide.

**July Sweepstakes**

No purchase necessary to enter or win. Sponsored by Hearst Communications, Inc. The following promotions are in no way sponsored, endorsed, or administered by, or associated with, Facebook.

**Cleo Glass Table Lamps Sweepstakes**

**PAGE 34** Beginning June 5, 2012, at 12:01 A.M. (ET) through July 31, 2012, at 11:59 P.M. (ET), go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions. Entrant must be a current fan of the Good Housekeeping Facebook page through having clicked the Like button at <http://www.facebook.com/goodhousekeeping>. One (1) winner will receive two (2) Cleo Glass Table Lamps from AF Lighting (ARV: \$359 each). Total Approximate Retail Value of All Prizes: \$718. Must be a legal resident of the 50 United States, the District of Columbia, or Puerto Rico who has reached the age of majority in his or her state or territory of residence at time of entry. Void where prohibited by law. Contest is subject to complete official rules available at <http://www.goodhousekeeping.com/sweeps>.

**One Month of Dinner Genius Sweepstakes**

**PAGE 85** Odds of winning will depend upon total number of eligible entries received. Beginning June 5, 2012, at 12:01 A.M. (ET) through July 31, 2012, at 11:59 P.M. (ET), go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions, including an essay (250 words or less) answering the following question: "What is your biggest dinner challenge, and why do you need one month of Dinner Genius help from author Jenny Rosenstrach?" Entrant must be a current fan of the Good Housekeeping Facebook page through having clicked the Like button at <http://www.facebook.com/goodhousekeeping>. One (1) winner from among all eligible entries will be selected by Good Housekeeping based on the following criteria: inspiration (50%) and originality (50%). In the event of a tie, the entrant with the highest score in "inspiration" will be declared the winner. One (1) grand-prize winner will receive a month's worth of

## Good Shopping

customized recipes and shopping lists and a one-hour phone consultation after September 30, 2012 with author Jenny Rosenstrach. Ten (10) second-place winners will receive an autographed copy of Jenny Rosenstrach's book *Dinner: A Love Story* (ARV: \$27.99). Total Approximate Retail Value of All Prizes: \$279.90. Must be a legal resident of the 50 United States, DC, or Puerto Rico who has reached the age of majority in his or her state or territory of residence at time of entry. Void where prohibited by law. Contest is subject to complete official rules available at <http://www.goodhousekeeping.com/sweeps>.

Be a GHRI Product Tester for a Day Contest

**PAGE 111** Beginning June 5, 2012, at 12:01 A.M. (ET) through September 1, 2012, at 11:59 P.M. (EST), go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions, which will require each participant to: (i) e-mail a video no longer than three (3) minutes in length detailing why he or she is the best candidate to win the Be a GHRI Product Tester for a Day Contest; and (ii) submit a recent photograph of himself or herself. One (1) winner will be selected from among all eligible entries on or about September 10, 2012. All entries will be judged by Good Housekeeping based on the following criteria: 50% rigor with which products are evaluated, 50% creativity with which products are evaluated. In the event of a tie, the person among the tied entrants with the highest score in the creativity category will be declared the winner. One (1) winner will receive an all-expenses-paid trip for one (1) to New York City up to a \$2,000 value (ARV: \$2,000) and a chance to be featured in an upcoming issue of *Good Housekeeping* magazine. Expenses include round-trip coach airfare for one (1) to New York City, two (2) nights' hotel accommodations, and two (2) meals per day. Daily meal allowance may not exceed \$100. Hotel accommodations are provided at Sponsor's discretion and subject to availability. Blackout dates may apply. Open to legal residents of the 48 contiguous United States and the District of Columbia who have reached the age of majority in their state or territory of residence at time of entry. Void in Alaska, Hawaii, and Puerto Rico, and where prohibited by law. Contest is subject to complete official rules available at <http://www.goodhousekeeping.com/sweeps>.

### July Giveaways

No purchase necessary to enter or win. Sponsored by Hearst Communications, Inc. This promotion is in no way sponsored, endorsed, or administered by, or associated with, Facebook. For all promotions below, entrant must also be a current fan of the Good Housekeeping Facebook page through having clicked the Like button at <http://www.facebook.com/goodhousekeeping>. Must be 18 years or older and a resident of the 50 United States, the District of Columbia, or Canada. Void in Puerto Rico, Quebec Province, and where prohibited by law. One per household, while supplies last. For all giveaways, once all products have been distributed, there will be no substitute product given away. Each giveaway continues until July 31, 2012, or while supplies last.

York Wallcoverings Candice Olson Wallpaper Giveaway

**PAGE 34** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive \$280 worth of York Wallpaper in a Candice Olson Collection pattern of your choice (ERV: \$70 each; TRV: \$280). Ten (10) sets of four (4) single rolls will be given away to the first ten (10) entrants.

Candice Olson "Ask a Designer" Benjamin Moore Paint Giveaway

**PAGE 34** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) gallon of Benjamin Moore Natura Paint in a Candice Olson Designer Picks paint color of your choice (ERV: \$56.99 each). Fifty (50) will be given away to the first fifty (50) entrants.

Rimmel London Lasting Finish Lipstick by Kate Moss Giveaway

**PAGE 64** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) Rimmel London Lasting Finish Lipstick by Kate Moss in 09 (ERV: \$5.49 each). One hundred (100) will be given away to the first one hundred (100) entrants.

## Good Shopping

## Maybelline New York Color Sensational High Shine Lipcolor Giveaway

**PAGE 64** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) Maybelline New York Color Sensational High Shine Lipcolor in Coral Lustre (ERV: \$7.49 each). One hundred (100) will be given away to the first one hundred (100) entrants.

## CoverGirl Blast Flipstick Giveaway

**PAGE 64** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) CoverGirl Blast Flipstick in Whisper (ERV: \$8.49 each). One hundred (100) will be given away to the first one hundred (100) entrants.

## L'Oréal Paris Colour Riche Lipcolour Giveaway

**PAGE 64** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) L'Oréal Paris Colour Riche Lipcolour in British Red (ERV: \$8.95 each). One hundred (100) will be given away to the first one hundred (100) entrants.

## Revlon Just Bitten Kissable Balm Stain Giveaway

**PAGE 64** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) Revlon Just Bitten Kissable Balm Stain in Precious (ERV: \$8.99 each). One hundred (100) will be given away to the first one hundred (100) entrants.

## Jcpenney Gift Card Giveaway

**PAGE 71** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) \$25 Jcpenney gift card (ERV: \$25 each). One hundred (100) will be given away to the first one hundred (100) entrants.

## Cinda B USA, Flat Iron/Curling Iron Cover Giveaway

**PAGE 71** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) Cinda B Flat Iron/Curling Iron Cover (ERV: \$25 each). One hundred (100) will be given away to the first one hundred (100) entrants.

## NYDJ Premium Denim Giveaway

**PAGE 71** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions. The first seventy-five (75) entrants will receive a promotional code via e-mail good for any one (1) pair of jeans at <http://www.nydj.com>. Offer includes free ground shipping (ERV: \$88 to \$130).

## Champion Athleticwear Sports Bra Giveaway

**PAGE 71** Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) Sweetheart Compression Sports Bra, style 6619 (ERV: \$32 each). Two hundred (200) will be given away to the first two hundred (200) entrants.

## Forever 21 Heart Locket Giveaway

*(Not featured)* Starting June 12, 2012, at 12:01 A.M. ET, go to <http://www.goodhousekeeping.com/sweeps> and complete and submit the entry form pursuant to the on-screen instructions to receive one (1) Forever 21 Heart Locket (ERV: \$5.80 each). Two hundred and fifty (250) will be given away to the first two hundred and fifty (250) entrants.

**Load-Date:** August 28, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 70**



## On-the-Job Style

Lucky

July 2012

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# Lucky.

**Section:** STYLIST; Pg. 24; Vol. 12; No. 7; ISSN: 1531-4294

**Length:** 430 words

**Byline:** Uncredited

- with contributions by REBECCA GREENFIELD

**Highlight:** Four women—with four very different careers—share their secrets for looking the part (while still looking like themselves)

### Body

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“A wild outfit needs a classic bag. I'm a Virgo—I can't take too much chaos.”

“A moto vest pulls an outfit together just like a blazer—but it's so much cooler.”

“Ideally, I'd dress like it's Coachella all summer. A stretchy printed dress is the next best thing.”

“I hope the wedge-sneaker trend never ends! I've gotten used to wearing high-tops to work.”

The Buyer

**ALEXANDRA WILLINGER, associate buyer at Intermix,** *is essentially paid to be on-trend. It's her job to know what the high-end boutique's customers want before they do, which means test-driving the latest—often edgiest—pieces. “I'm always taking risks,” she says*

The Entrepreneur

**MELISSA THOMPSON, cofounder of TalkSession,** *a tech start-up, is all business. Meeting with venture capitalists and programmers requires chic, minimalist outfits that look totally profesh (but make her feel pretty)*

“The fastest way to get amped up for a big industry event: Put on a red dress. You can't help but feel optimistic, and you'll definitely get noticed.”

“A tailored dress is my canvas. Then I just swap out my shoes and bag—and add smoky eyeliner!—to take it from day to night.”

“Don't spend a ton on black dresses. Even cheap ones can look expensive with the right accessories.”

## On-the-Job Style

“A well-tailored blazer exudes authority. Working in a male-dominated field, that's essential.”

## The Financier

**CORIN MINIER, financial analyst at Apollo Global Management,** *may work with a bunch of suits, but she wouldn't be caught dead in an oxford shirt. (“They're too boxy!” she says.) Softly tailored feminine pieces define her pretty—but polished—style.*

“You don't need a zillion pairs of heels. Nude ones match everything.”

“If I can cinch it, I will—a belt makes any outfit look more put-together.”

“Fellow petites: Make your life easier by buying mostly skirts. You don't have to get them hemmed as much as pants.”

“So many of my clothes are ‘handwash only.’ To save time, I put them in lingerie bags and throw them in the delicate cycle.”

## The Reporter

**LIZZIE CROCKER, reporter at thedailybeast.com,** *is free to express her own breezy, colorful style—such are the perks of covering arts and lifestyle for a buzzy news site. But to keep things from looking too laid-back, she sticks to classic silhouettes*

“A knotted button-down is just a little sexy and not too over the top for work.”

“My rule: If you can't walk in heels without wobbling, don't wear them.”

“Equipment blouses are my number one splurge! But they wrinkle easily, so I hang them in the bathroom while I take a hot shower.”

“Carry a structured bag and a playful outfit looks legit enough for the office.”

## Graphic

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Picture, Dress, \$790, Thakoon, shopbop.com. Bracelet, \$145, Jennifer Zeuner Jewelry, intermixonline.com. Bangles, \$98 each, Gerard Yosca, intermixonline.com. Mala bead bracelets, \$48 to \$138 each, Lisa Freede Jewelry, lisafreede.com. Ring, \$275, alexisbittar.com. Belt, \$52, Lauren Ralph Lauren, zappos.com. Bag, \$450, See by Chloé. Select Nordstrom, 800-933-3365

Picture, Leather vest, \$1,295, Iro. Madison, 855-745-9900 for locations. Top, \$425, Theory, theory.com for locations. Pants, \$395, See by Chloé, saks.com. Sandals, \$595, Rag & Bone, intermixonline.com. Tote, \$565, Diane von Furstenberg, dvf.com

Picture, Ikat dress, \$390, thakoon.com. “Endless Summer” necklace, \$480, “Lighthouse” ring, \$155, lulufrost.com. Leather “Brookton” heels, \$295, Kors Michael Kors, 866-709-5677 for locations. “Mini Harper” bag, \$395, Diane von Furstenberg, 212-542-5754.

Picture, “Victor” blazer, \$398, Diane von Furstenberg, dvf.com. Tank, \$76, Clu. Sweet William, Hinsdale, IL, 630-920-8444. Jeans, \$196, Mother, barneys.com. Necklaces, \$120 to \$310 each, Jennifer Zeuner Jewelry, intermixonline.com. Sneakers, \$395, See by Chloé. Solestruck, Portland, OR, 503-224-3591. Bag, \$1,500, Mulberry, intermixonline.com

Picture, Cotton “Play the Wild Card Selita” dress, \$578, **Kate Spade** New York, katespade.com. “Lawford” eyeglasses (shown throughout), \$350, Barton Perreira. Silver Lining Opticians, NYC, 212-274-9191. Suede “Ally” pumps, \$86, Steve Madden, amazon.com. “Wicker Park Little Sherri” bag, \$278, **Kate Spade** New York, katespade.com.

Picture, Lace dress, \$128, A/X Armani Exchange, armaniexchange.com. Pumps, \$85, mango.com. Leather bag, \$80, Melie Bianco, amazon.com.

## On-the-Job Style

Picture, Cotton-blend dress, \$325, Rebecca Taylor, rebeccataylor.com for locations. Suede “Corinne” pumps, \$177, Schutz, madisonlosangeles.com. Leather “Astrid” satchel, \$348, Michael Michael Kors, 866-709-5677 for locations

Picture, Viscose “Vicky” blazer, \$460, Sandro, sandro-paris.com. Leather clutch, \$520, Marni. Select Barneys New York, 888-8-BARNEYS

Picture, “Karl” blazer, \$465, Diane von Furstenberg, dvf.com. Silk shirtdress, \$295, Elizabeth and James, shopbop.com. Snake-print pumps, \$328, **Kate Spade** New York, katespade.com. Leather tote, \$348, Michael Michael Kors, 866-709-5677 for locations.

Picture, Polyamide coat, \$685, Sandro, sandro-paris.com. Blouse, \$198, Tommy Hilfiger, 212-223-1824. Skirt, \$165, lacoste.com. Earrings, \$20, Absolute, hsn.com. Gold-plated necklace, \$70, vanessamooney.com. Cuff, \$20, lydellnyc.com. Belt, \$250, 3.1 Phillip Lim, 31philliplim.com. Pumps, \$175, Joan & David. Select Nordstrom, 800-933-3365. Tote, \$525, Z Spoke Zac Posen, bloomingdales.com.

Picture, Jacket, \$60, H&M, hm.com for locations. Top, \$180, Theory, theory.com for locations. Faux-leather skirt, \$39, lulus.com. Earrings, \$35, gorjana.com. Cuff, \$175, ccskye.com. Patent pumps, \$295, L.K. Bennett, 201-996-1800. Tablet case, \$275, Diane von Furstenberg, dvf.com

Picture, Dress, \$750, 3.1 Phillip Lim, 31philliplim.com. Sunglasses, \$510, Barton Perreira. Select Neiman Marcus, 800-365-7989. Necklace, \$120, gorjana.com. Clutch, \$395, DKNY, dkny.com for locations

Picture, Cotton “Annie” shirt, \$58, Levi's, levi.com. “Selita” skirt, \$178, BCBG Max Azria, bcbg.com. “Dreamcatcher” necklace, \$138, Catherine Weitzman Jewelry, catherineweitzman.com. Ring, \$48, shopdesignspark.com. Suede brogues, \$178, colehaan.com. Bag, \$110, madewell.com

Picture, Blazer, \$495, Rag & Bone, nordstrom.com. Skirt, \$325, Rag & Bone. Mercantile, Portland, OR, 503-23-6649. Bracelet, \$38, R.J. Graziano, 212-685-3737. Bracelet, \$58, gorjana.com. Watch, \$150, Bulova, bulova.com for locations. Ring, \$925, livhaley.com. Sandals, \$150, Michael Michael Kors, 866-709-5677 for locations. Clutch, \$298, Sedgwick. Bird, Brooklyn, 718-388-1655

Picture, Blouse, \$248, Equipment, revolveclothing.com. Pants, \$245, theory.com. Sunglasses, \$24, giantvintage.com. Belt, \$97, Alice + Olivia by Stacey Bendet, alicelandolivia.com. Oxfords, \$79, DV by Dolce Vita, dolcevita.com. Tablet bag, \$378, Marc by Marc Jacobs, marcjacobs.com

Picture, Cotton-blend dress, \$1,159, Peter Som. Bergdorf Goodman, NYC, 800-558-1855. “Kylie” necklaces, \$132 each, Alisa Rottenberg, doublehappinessjewelry.com. Vermeil ring, \$30, wendyminkjewelry.com. Gold-plated rings, \$90 for set of two, ericaanenberg.com. Corded bracelets, \$45 each, bhatibeads.com. Satchel, \$375, Zink Brand. Skiffingtons Boutique, Portsmouth, RI, 561-670-7186

**Load-Date:** July 25, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 71**

## Shopping Guide

Brides

July 2012

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# BRIDES

**Section:** SHOPPING GUIDE; Pg. 196; Vol. 79; No. 7; ISSN: 1084-1628

**Length:** 444 words

**Byline:** Uncredited

## Body

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### COVER

**GOWN** Diamond white taffeta-and-organza asymmetrically draped ball gown with a ruffle skirt and chapel train, \$899, Alfred Angelo; [alfredangelo.com](http://alfredangelo.com). **HEADBAND** Swarovski crystals with satin ribbon, \$180, Elizabeth Bower; [elizabethbower.com](http://elizabethbower.com). **STUDS** Eighteen-karat white gold, \$7,000, Paul Morelli; [paulmorelli.com](http://paulmorelli.com). **RING** Eighteen-karat white gold with a yellow sapphire and diamond baguettes, \$18,100, K. Brunini Jewels; [kbrunini.com](http://kbrunini.com). **BOUQUET** "Coral Charm" peonies, "Juliet" garden roses, poppies, ranunculus, celosia, maidenhair fern, and chamomile, \$325, Amy Merrick; [amymerrick.com](http://amymerrick.com).

**MAKEUP** All makeup by Laura Mercier. Tinted moisturizer in Nude, Invisible loose setting powder, Eye Colour Duet in Suspense, Long Lash mascara in Burgundy and Gel Lip Colour in Clementine.

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Front row, from left to right: **GLASSES** "Distinct Patterned," \$125 for a set of six, MoMA Design Store; [momastore.org](http://momastore.org). **SMALL GOBLET** Gold "Emerson," \$84, Juliska; Bergdorf Goodman, 212-872-2844. **VASE** "Rose" 12-inch, \$400, Orrefors; [orrefors.us](http://orrefors.us).

Second row, from left to right: **GLASS PLATES** Fog gray "Twilight," \$23 each, Roost; [info@roostco.com](mailto:info@roostco.com) **TEAPOT** "Tibet" hand-blown glass, \$290, Mariage Frères; [mariagefreres.com](http://mariagefreres.com). **MARTINI GLASS** "Lismore," \$185 for a set of two, Waterford; [waterford.com](http://waterford.com).

Third row, from left to right: **BUD VASE** "Chelsea Plaza," \$60, *Kate Spade* New York; [lenox.com](http://lenox.com). **MARTINI PITCHER** "Lismore Diamond" (comes with stirrer), \$250, Waterford; [waterford.com](http://waterford.com).

Back row, from left to right: **CAKE PLATE** "Organics" large footed, \$115, Lenox; [lenox.com](http://lenox.com). **VASE** "Love Knots" 10-inch, \$75, Vera Wang Wedgwood; [wedgwood.com](http://wedgwood.com). **LARGE BOWL** "Corinth," \$295, Simon Pearce; [simonpearce.com](http://simonpearce.com). **TREAT PEDESTAL** "Bent Light," \$148, and **PITCHER** "Tackety" round, \$78, BHLDN; [bhldn.com](http://bhldn.com). **ROSE BOWL** "Larabee Dot," \$150, *Kate Spade* New York; [lenox.com](http://lenox.com). **FLUTE GLASS** "Paloma," \$11, Crate & Barrel; [crateandbarrel.com](http://crateandbarrel.com).

**ENTER FOR A CHANCE TO WIN MORE THAN \$5,000 IN BEAUTY PRIZES!**

## Shopping Guide

BEAUTY BONANZA/MALLY RONCAL SWEEPSTAKES \*NO PURCHASE NECESSARY. Winner will receive Mally Beauty Mega Bridal Kit; \$5,000; Skype makeup tutorial with Mally Roncal; and video showcasing bridal-makeup look, which may be promoted via Mally Roncal's Facebook page and Twitter. To enter and see full rules, log on to [brides.com/win](http://brides.com/win). Open only to legal residents of the 50 United States/D.C., 18 years of age and older, except employees of Sponsor, their immediate family members, and persons residing in the same household. Entries will be accepted starting at 12:01 a.m. ET on June 12, 2012, and ending at 11:59 p.m. ET on July 16, 2012, when all entries must be received. One (1) grand prize winner; ARV \$5,175. Sponsored by Condé Nast.

**Load-Date:** July 25, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 72**

## *Make a splash Bathing suits can bring out your best -- whatever shape you're in*

The Star-Ledger (Newark, New Jersey)

June 3, 2012 Sunday, STATE/ROP EDITION

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**Section:** ARTS AND ESCAPES; Pg. 007

**Length:** 232 words

**Byline:** Holley Simmons, WASHINGTON POST

### **Body**

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As if you needed another reason to dive head-first into warm weather, sandy beaches and rooftop pool decks will be dotted with form-flattering bathing suits with a decidedly femme feel this summer.

It's a good thing the season's most womanly trends -- florals, ruffles, vibrant stripes -- also play up your shape (or make it look like you have one).

Think frilly necklines that accentuate bosoms and colorblocking that gives the illusion of curves.

"Everybody has assets," says Cyla Weiner, owner of the Sylene lingerie and bathing suit boutique in Washington. "You want a suit you feel good in, because that'll radiate."

1. Red-and-blue-striped underwire bandeau bikini (\$104, at J. Crew stores and jcrew.com), with a dual-color chain necklace.
2. Lisa Curran bikini (\$176, Amazon.com), worn under a Natori robe (\$170, Natori.com), with Jasper glasses (\$95, Warbyparker.com) and *Kate Spade* wedges (\$328, NeimanMarcus.com) .
3. Marc Jacobs' Havana floral one-piece (\$160, Piperlime.gap.com), with a neon pink bag (\$228, NeimanMarcus.com) and silver Michael Kors slingback wedges (\$195, NeimanMarcus.com).
4. Plunging ruffle V-neck one-piece by KushCush (\$158, Kushcush.com), with Bettye Muehler ikat wedges (\$195, Bloomingdales.com, on sale now for \$137).
5. Colorblock Lisa Curran one-piece (\$208, Anthropologie.com), with *Kate Spade* pool party clutch (\$278, Bloomingdales.com) and Rowen T-strap sandals.

**Load-Date:** June 4, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 73**

## *Adventures in Beauty: The Sequel*

O, The Oprah Magazine

June 1, 2012

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**Section:** FEATURES; Pg. 176; Vol. 13

**Length:** 2502 words

### **Body**

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Ready to go for a wild ride? Tag along with *Val*, *Jenny*, and *Alessandra*, our intrepid beauty editors, as they test products, treatments, and trends in a trailblazing effort to discover what really works.

Filler Up

#### *HYALURONIC ACID INJECTIONS*

*Temporary wrinkle smoother.*

I was scared. Why had I agreed to have filler injected into my face? Okay, full disclosure: I hadn't just *agreed*. I'd actually suggested it. I disliked the fine lines around my lips (medical term: perioral wrinkles) and decided it was time to get rid of them, knowing that injections of a hyaluronic acid filler such as Restylane or Juvéderm can plump up fine lines with a risk only of minimal bruising.

So one day when I was especially unfond of my perioral wrinkles (and feeling braver than usual), I phoned New York City plastic surgeon Haideh Hirmand, MD, for an appointment. Whip-smart, perfectionistic, and beautiful, the doctor parked me in a treatment room and began educating me on the mechanics of the procedure. She would use the filler Restylane because it has a high concentration of hyaluronic acid (which also helps the skin generate collagen) and because it's the right consistency for the superfine needle she uses. (Average cost: \$560.) The filler would work only on the deeper lines. Did I want her to fill them all? Yes, I said. But could she do that without making me look like a mallard? "We'll start very conservatively," she told me kindly. After numbing my upper lip with lidocaine cream and injecting the gums under my lip with novocaine (the lips, filled with nerve endings, are highly sensitive), Hirmand made the first injection. "See this?" she said encouragingly, pointing to the newly plumped-up line. "Almost no bruising and about a 70 percent improvement." She filled in the other lines, showing me the results after each injection. Then she iced my lip and instructed me to keep icing it every half hour for several hours.

A week later, my upper lip-like a bumper that's had the dings banged out of it-looks a lot smoother. The wrinkles will eventually deepen again, unless I stop kissing and slurping and pursing. Since there's as much chance of that as there is the price of gasoline dropping to ten cents a gallon, I'll probably be back for more filler in a year or so. -VALERIE MONROE

Thin Blue Lines

#### *SCLEROTHERAPY*

*A solution for leg veins.*

All in all, I made out okay in the legs department. They're long and slender (okay, more like skinny), and they get me where I need to go. But there are the veins. Fine reddish tangles around my ankles. A purple squiggle behind my knee. And among

## Adventures in Beauty: The Sequel

several unpleasant mementos of pregnancy (not including my son, of course), blue bruise-like clusters on my thighs. Which finally brought me to dermatologist Anne Chapas, MD. Her solution: a series of injections called sclerotherapy. Chapas painlessly threaded a hair-thin needle into each tiny offending vein. As she injected a glycerin solution, the vein would disappear-instantly. After 15 minutes, we were finished. I pulled on a pair of thick compression stockings and was told to keep them on for two weeks-except when exercising, showering, or sleeping. "The glycerin irritated the walls of your veins and closed them down; wearing the tights helps keep them from reopening," said Chapas. I obeyed for four days, until an unseasonable warm spell made the tights unbearable. Three months later, I had a second treatment (most patients need at least two to three, at about \$300 each). This time I stuck with the tights for almost a week, and the majority of those bothersome lines are gone. The once-dense clusters look like faint smudges, easily concealed with self-tanner. Based on my profile-a pale-skinned estrogen producer with veiny forebears-I'll have new blue lines to contend with in a few years. But until then, I'll be showing some pretty okay leg. -JENNY BAILLY

## A Flash of Lightning

*GLO BRILLIANT PERSONAL TEETH WHITENING DEVICE*

*A smile-brightening gadget.*

When I noticed, one overcast Saturday morning, that the luster of my teeth had likewise dimmed, it seemed the right moment to try the Glo Brilliant Personal Teeth Whitening Device (\$275; <http://www.sephora.com>). Along with a hydrogen peroxide gel, it uses a mouthpiece (which is hooked up to a control you can wear around your neck) that combines heat and light to hasten the whitening process. Warning: After you charge the device but before you paint your teeth with the gel and chomp on the plastic mouthpiece, clear the room of animals and small children, who might be permanently scarred by the sight of your contorted, eerily glowing mouth. I almost scared myself. But it was worth it. I did four applications of the gel followed by eight minutes of the heat and light (total 32 minutes) three days in a row. And if my smile wasn't quite as dazzling as a summer sunrise, it was bright enough to light up the room when my son and daughter-in-law dropped by for an unexpected visit. -V.M.

## Lasting Impression

*CRYBABY*

*Mascara that stays put for two weeks.*

Always glad to add a shortcut to my makeup routine, I was intrigued by CryBaby-a waterproof, semipermanent mascara that's supposed to last at least 14 days. Roni Mallis-Forgione, a technician at Pipino 57 salon in New York City, curled my lashes with a heated curler before painting on a thick gel solution that builds volume, followed by a black paste (an adhesive base and tiny synthetic fibers). Then a small humidifier blew a cool mist over my lashes to set the mascara. Done! Perfectly separated, ultrablack fringe. What a *humongous* difference tinted lashes make! (\$35 to \$75; <http://www.crybabymascara.com> for salons)  
-ALESSANDRA FORESTO

## Getting It Straight

*BUMBLE AND BUMBLE CONCEN-STRAIGHT SMOOTHING TREATMENT*

*An at-home de-frizzing system.*

After tranquilizing my toddler one recent evening with seven readings of *Good Night, Gorilla*, I retired to my bathroom with Bumble and Bumble's Concen-straight Smoothing Treatment (\$45; <http://www.bumbleandbumble.com>), which claims to "smooth hair for manageability and frizz reduction for up to 30 shampoos." Here's how the night progressed:

**7:30** > Wash my hair. As directed, don't condition.

**7:40** > Comb through my very tangled, unconditioned hair.

## Adventures in Beauty: The Sequel

**7:46** > Saturate my wet hair with the straightening solution, from roots to ends. The smell-kind of sulfuric-isn't pleasant, but it's not totally noxious.

**7:58** > Start a 30-minute timer. I'm not supposed to touch my hair, pull it back, or tuck it behind my ears. (The straightener contains sodium metabisulfite, a chemical that breaks the bonds in the hair so it can be re-formed in a new shape-straight, if you keep it flat, or with weird kinks, if you pull it back.)

**7:59** > Try to ignore the nearly irresistible urge to tuck my hair behind my ears.

**8:05** > Inform my husband he'll have to do the dishes because I can't tuck my hair behind my ears.

**8:20** > Realize I was supposed to be combing my hair (to keep it straight) every five minutes. Comb my hair.

**8:28** > Get back in the shower to rinse out the solution.

**8:45** > Blow-dry my hair.

**9:05** > Start flatironing my hair, as directed, in one-inch sections.

**9:25** > Still flatironing. My hair is fine-ish, so the directions say I should go over each section two to three times (as opposed to seven to ten times for thicker, coarser hair).

**9:45** > Finally finished. Now I must wait at least 24 hours before shampooing and must not "pin, crimp, bind, or put behind ears until after first shampoo."

*Four weeks later:* After that first shampoo, my hair was easier to style. It dried more quickly and smoothly. On rainy days, I didn't have a halo of frizz. After the fifth wash, though, the results were wearing off. And after the tenth-about three weeks in-my hair was back to its old self. Would I do it again? In the hair-pooing dog days of summer-probably. The rest of the year? I'm not that patient. -J.B.

Hair-Free

*THREADING AND COMFORT WAX*two ways to get smooth.

The beauty adventure I eagerly suggested for this story? Bravely testing out various types of massage. The beauty adventure I was assigned? Having my body hair ripped out by the roots. My first stop: Shobha, a threading salon near our Manhattan offices. Shashi, my designated threader, learned the ancient South Asian technique in her native India and assured me that removing the hair from my upper lip wouldn't hurt much. Then she applied a benzocaine numbing cream on the area. (Just in case you're sensitive, she said. *Uh, okay.*) After five minutes, she wiped off the cream and got to work. Holding one end of a long cotton thread in her teeth, she used her hands to loop and twist the string into a sort of lasso-rolling it over my skin so the twisted part caught each tiny hair. It felt simultaneously like a tickle, a scrape, and a sharp tug. Not an altogether pleasant sensation, but less painful (at least with the numbing cream) than my usual wax. Unlike waxing, however, the process wasn't over in one fell *riiiiip*; Shashi zipped the taut thread across my lip many times before achieving total smoothness. Still, I'm a convert. Here's why: My skin was pink only for about five minutes afterward (compared with at least 30 when I wax), and is still hairless weeks later. (\$10; <http://www.myshobha.com> for salons)

Next I headed to European Wax Center, a nationwide chain that removes hair with what they call Comfort Wax-which sounded about as plausible to me as "Jolly Dirge." So imagine my delight when the aesthetician pulled the first piece of wax from my shin and the sensation was comfortable. She didn't use muslin or paper strips-just spread the wax on with a spatula and peeled it off with her fingers. Unlike other stripless waxes I've tried, this one stayed pliable. When I left, my legs weren't red or sticky. Just smooth. Not exactly a massage-but not the fist-clenching experience I'd anticipated, either. I'll be back more than once before summer's over. (\$60 for full leg; <http://www.waxcenter.com> for locations) -J.B.

Design Within Reach

*NAIL STICKERS*

## Adventures in Beauty: The Sequel

*Do-it-yourself manicure art.*

New nail stickers made with fine layers of real polish and a film of flexible adhesive let you doll up your fingertips in minutes-with no dry time. (I did this manicure at my desk without attracting undue attention. Which is to say it's an easy process.) My three favorites: Sally Hansen Salon Effects Nail Polish Strips (*shown here*, \$10; drugstores), Sephora Collection Nail Patch Art (\$12; <http://www.sephora.com>), and Kiss Nail Dress Fashion Strips (\$8; drugstores). Each kit includes either 16 or 28 nail polish strips-the Sally Hansen and Kiss sets also contain a mini nail file-and all work the same way.

- 1 Choose the strip that best matches your nail size and shape; peel off the backing.
- 2 Carefully place the sticker on your nail, lining up the edge with the cuticle.
- 3 Press down the sticker to avoid bubbles-I used an orange stick to do this.
- 4 Fold over the excess and tear or file it. Repeat on the rest of your nails.
- 5 All three brands have a shiny finish and lasted five days with no chips. -A.F.

## Dramatic Twist

*THE JOHN BARRETT SALON BRAID BAR**A menu of intricate hairstyles.*

Actual conversation that recently occurred in the *O* magazine beauty department:

*Jenny*: "For the adventures story, why don't we try the Braid Bar at the John Barrett Salon? You can choose from a menu of braided styles, and they'll do it right on the spot!"

*Alessandra* (tossing her long, lustrous black hair): "I'll try it!"

*Val* (tugging on a particularly short strand of her medium-length layered cut): "Ale's no challenge; let's see what they can do for me. Mwahahaha!"

I took my sinister self over to the salon, where Kayley Pak, my stylist, seemed completely undaunted by my hair's length and layers. After trying a few cornrows at my suggestion (and then-at my more urgent suggestion-removing them), Kayley teased the hair at the crown of my head, pulled it back, along with the hair on the sides, and began weaving a loose French braid, layers and all. She worked so quickly and expertly that she fashioned the complicated-looking confection you see (in the photo below) in ten minutes (using about 30 bobby pins). Admiring her creation in a hand mirror, I felt very *Downton Abbey*: I assumed my most regal posture, accompanied (I thought) by an aristocratic grace born entirely of my high-class hairdo.

Sadly, I soon discovered the *Downton Abbey* effect worked only from behind. The moment I caught a glimpse of myself from the side, the braid magic stopped. My complexion had not assumed the milky glow of a woman whose face had profited from a lifetime of parasols, nor had my expression the cool authority of wealth. But wearing the braid did inspire an abundance of lovely compliments-enriching enough, in its way. (\$45; <http://www.johnbarrett.com>) -V.M.

## Glow for It

*ST. TROPEZ DARK TAN BRONZING MIST**A sunless tint for deeper skin tones.*

The worst that could happen? I'd wind up looking orange, or splotchy, or both. The best? I'd get glowy and flawless skin-exactly what Sophie Evans, a tanning specialist with St. Tropez, promised to give me with just a few sprays of her tanning gun. Sophie used the brand's new dark formula, a liquid sunless tanner especially designed to give olive-to-dark skin tones like mine a vibrant richness that looks neither orange nor fake. After she sprayed me with two light coats, my skin looked just a little bit

## Adventures in Beauty: The Sequel

darker, but a lot more even and smooth. Hyperpigmentation spots left by mosquito bites, a couple of small childhood scars on my legs, and the tan lines I got on my last vacation-all invisible. Is it worth the \$65 to \$95 price tag? If I were going to a summer wedding in a short, strapless dress and wanted my skin to look absolutely flawless, you bet. (<http://www.sttropeztan.com> for salons) -A.F.

Ben Goldstein/Studio D. Hair and makeup: Elena P using MACPRO. Dog: Daymion Mardel. Opening pages, fashion editor: Jenny Capitain. Hair: Alberto Guzman for Tresemmé at <http://www.raybrownpro.com>. Makeup: Leanne Hirsh for Diorshow at Kramer + Kramer. Prop stylist: John Robinson. Manicure: Roseann Singleton for Chanel at Art Department. *On Val*: Top and skirt, **Kate Spade** New York. Shoes, Nine West. *On Jenny*: Top, Ann Taylor. Pants, Vince Camuto. Shoes, Forever 21. *On Alessandra*: Dress and shoes, **Kate Spade** New York. Airbrush tanning: Natalie Cupid of Sundara Airbrush in NYC. Clouds: <http://www.iplan/a.collectionRF/Getty> Images. *For details see Shop Guide.*

*FROM NEEDLES TO NAIL ART, NINE INNOVATIONS WORTH A TEST RUN.*

Hyperpigmentation spots, a couple of small childhood scars on my legs, and the tan lines I got on my last vacation-all invisible.

*"Most of the time I'm in a bikini, so when I do dress up, I have fun with it. I love fedoras, fringe, and crochet." - TALIA GANGINI*

*"I love how free surfing is-there are no rules in the water. It's just you and nature and an expression of yourself." - Kassia Meador*

*"I think the sporty trend in fashion makes women feel strong, cool, and empowered." -JASMINE JONES*

**Load-Date:** July 3, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 74**

## *Eye Candy*

Lucky

June 2012

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# Lucky.

**Section:** STYLIST; Pg. 36; Vol. 12; No. 6; ISSN: 1531-4294

**Length:** 197 words

**Byline:** Uncredited

- with contributions by LEVI BROWN

**Highlight:** From retro chic to futuristic cool, each of these new frames is a total head-turner.

## **Body**

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- **Gold rims play up even the slightest summer tan.**  
Metal rim, \$325, Gucci, [solsticesunglasses.com](http://solsticesunglasses.com)
- **Total hiding-from-the-paparazzi-style drama.**  
Oversize, \$245, Prada. Select Sunglass Hut, [sunglasshut.com](http://sunglasshut.com) for locations
- **With this squared, toned-down take on the cat-eye, you can sample the cartoonish trend sans fear.**  
Faux tortoiseshell, \$480, Tiffany & Co. Select Sunglass Hut, [sunglasshut.com](http://sunglasshut.com) for locations
- **Everything you'd want out of a '70s throwback—from the peach enamel to the script on the lens.**  
“Anthea,” \$640, Louis Vuitton, 866-884-8866 for locations
- **Adds polish to even the grungiest morning-coffee-run ensembles.**  
Oversize, \$220, Burberry. Select Sunglass Hut, [sunglasshut.com](http://sunglasshut.com) for locations
- **A traditional, preppy shape—with a bright tangeriney makeover.**  
Plastic, \$38, Nine West. Select Bon Ton, [bonton.com](http://bonton.com) for locations
- **We love the look of edgy Lucite with a girly little summer dress.**  
“Gibson,” \$99, Michael Kors, 866-709-5677 for locations
- **Sweet pink adds a feminine note to absolutely anything.**  
Acetate, \$80, Vogue. Select Sunglass Hut, [sunglasshut.com](http://sunglasshut.com) for locations
- **So Two for the Road with a head scarf and convertible.**  
“Franca/S” cat-eye, \$128, *Kate Spade* New York, [solsticesunglasses.com](http://solsticesunglasses.com)



## Graphic

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Picture, 1

2  
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**1. Gold rims play up even the slightest summer tan.**  
Metal rim, \$325, Gucci, [solsticesunglasses.com](http://solsticesunglasses.com)

**Total hiding-from-the-paparazzi-style drama.**  
Oversize, \$245, Prada. Select Sunglass Hut, [sunglasshut.com](http://sunglasshut.com) for locations

**3. With this squared, toned-down take on the cat-eye, you can sample the cartoonish trend sans fear.**  
Faux tortoiseshell, \$480, Tiffany & Co. Select Sunglass Hut, [sunglasshut.com](http://sunglasshut.com) for locations

**4. Everything you'd want out of a '70s throwback—from the peach enamel to the script on the lens.**  
“Anthea,” \$640, Louis Vuitton, 866-884-8866 for locations

**5. Adds polish to even the grungiest morning-coffee-run ensembles.**  
Oversize, \$220, Burberry. Select Sunglass Hut, [sunglasshut.com](http://sunglasshut.com) for locations

**6. A traditional, preppy shape—with a bright tangerine makeover.**  
Plastic, \$38, Nine West. Select Bon Ton, [bonton.com](http://bonton.com) for locations

**7. We love the look of edgy Lucite with a girly little summer dress.**  
“Gibson,” \$99, Michael Kors, 866-709-5677 for locations

**8. Sweet pink adds a feminine note to absolutely anything.**  
Acetate, \$80, Vogue. Select Sunglass Hut, [sunglasshut.com](http://sunglasshut.com) for locations

**9. So Two for the Road with a head scarf and convertible.**  
“Franca/S” cat-eye, \$128, *Kate Spade* New York, [solsticesunglasses.com](http://solsticesunglasses.com)

**Load-Date:** July 24, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 75**

## *Eat, drink, shop and sleep in Napa Valley—FREE!*

Lucky

June 2012

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# Lucky.

**Section:** LUCKY BREAKS; Pg. 133; Vol. 12; No. 6; ISSN: 1531-4294

**Length:** 130 words

**Byline:** Jane Sung

**Highlight:** Just for you! A super-plush wine country getaway (worth \$5,000) complete with amazing shopping sprees and accessories.

### Body

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We're putting you and a friend up for four nights in a sunny, airy room at **VINTAGE INN**, which has a relaxed-yet-luxe French country vibe. It gets better: Daily breakfast for two and a spa package (worth \$825) are included. You also get:

- Dinner for two at local farm-to-table hot spot **FARMSTEAD RESTAURANT**, known for its fresh, seasonal ingredients and rustic setting
- \$500 **LOEFFLERRANDALL.COM** shopping spree (may we suggest some flat sandals?)
- \$400 **29COSMETICS.COM** shopping spree (this local line is named for Napa's famous Highway 29)
- Resort-chic **KATE SPADE** sunglasses
- \$200 **WOODHOUSE CHOCOLATE** shopping spree
- Round-trip airfare for two from **HOTWIRE.COM**

TO ENTER GO TO **LUCKYMAG.COM/BREAKS** OR USE YOUR SMARTPHONE TO SCAN THE TOP LEFT PHOTO (ROOM INTERIOR).\*

**ENTER TO WIN AT LUCKYMAG.COM/BREAKS**

### Graphic

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Picture, Relax: Your room comes with a fireplace and whirlpool tub.

Picture, Acre after acre of green: The vineyard vistas are incredible.

Picture, Site of the spa's "Suite for Two" soak/scrub/massage package.

Picture, 29 Cosmetics Preserves Exfoliating Crush **\$40**

Eat, drink, shop and sleep in Napa Valley—FREE!

Picture, From a local chocolate shop—delish!

Woodhouse Chocolate assorted chocolate box **\$24**

Picture, *Kate Spade* “Graceann” sunglasses **Retail value \$128 4.**

Picture, Loeffler Randall “Selima” plank sandals **\$175**

**Load-Date:** July 24, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 76**

## GLAMOUR shopper

Glamour

June 2012

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# GLAMOUR

**Section:** GLAMOUR SHOPPER; Pg. 213; Vol. 110; No. 6; ISSN: 0017-0747

**Length:** 1786 words

**Byline:** Uncredited

## Body

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### Cover

Dress, \$4,428, by special order through rochas.com. Bustier, \$138, shop.cosabella.com. Heart charm, \$750, pendant, \$750, Camilla Dietz Bergeron, NYC.

“My Dos & Don'ts of Wedding Season”

Page 50: Dress, \$5,980, Valentino, NYC.

### GLAMOUR Fashion

Page 65: Jacket, \$725, top, \$375, trousers, \$450, shoes, \$595, bag, \$875, 3.1 Phillip Lim, NYC.

### The Month in Outfits

Pages 86–87: Kain Label dress in navy and cumin at dearfieldbinder.com. On models, top row from left: (1) Blouse, A.P.C., NYC. Emm Kuo clutch, \$2,750, Dagny & Barstow, NYC. Loeffler Randall wedges. (2) Paul & Joe Sister dress, \$420, Paul & Joe, L.A. Belt, \$90, ada collection.com. Tote, \$84, strawstudios.net. Wedges, \$110, bebe.com. (3) Cardigan, \$240, whiteandwarren.com. Pants, \$350, tibi.com. Necklace, \$228, Marc by Marc Jacobs stores. Mulberry bag, \$1,250, Holt Renfrew, Toronto. Mark + James by Badgley Mischka heels, \$225, similar styles at zappos.com. (4) Blazer, \$495, Hugo stores. Mesh top, \$22, americanapparel.com. Nation LTD T-shirt, \$69, njcboston.com. Tote, \$425, botkier.com. Eric Rutberg Transparent wedges, \$245, ericrutberg.com. (5) Bracelet, \$130, dannijo.com. Marc by Marc Jacobs clutch, \$298, marcjacobs.com. L.A.M.B. wedges, \$325, similar styles at zappos.com. (6) 10 Crosby Derek Lam tank, \$165, barneys.com. Reece Hudson clutch, \$995, fivestoryny.com. Heels, \$1,360, brianatwood.com. (7) Blazer, select Forever 21 stores. Elizabeth and James shorts, \$265, Neiman Marcus. Bag, \$225, rebeccaminkoff.com. Sandals, \$105, kelsidagger.com. (8) Sweater, \$150, clubmonaco.com. Jeans, \$189, jbrandjeans.com. Mulberry bag, \$1,950, Holt Renfrew, Toronto. Fossil watch. Ralph Lauren Blue Label wedges, \$595, select Ralph Lauren stores. (9) Calvin Klein tunic, \$80, select Macy's. Tibi tank. Cocobelle sandals, \$88, endless.com. (10) Sweater, \$60, asos.com. Mulberry bag, \$1,100, ssense.com. Maiyet wedges, \$995, Barneys New York. (11) Blouse, \$50, landsendcanvas.com. Belt, lodis.com. Z Spoke Zac Posen satchel, \$650, lordandtaylor.com. Rebecca Minkoff wedges, \$350, saks.com. (12) Maje pants. Alexis Bittar necklace. Pumps, \$550, theofficeofangelascott.com. (13) Diane von Furstenberg dress, \$645, DVF, NYC. Cuff with spikes, \$155, tomtomjewelry.com. Bracelet, \$220, dannijo.com. Hematite and

## GLAMOUR shopper

pavé cuff, \$115, gilesandbrother.com. B Brian Atwood pumps, \$375, Saks Fifth Avenue. (14) Whetherly T-shirt, \$99, Alys Grace, Burlingame, CA. Kate Spade sunglasses, \$128, Solstice stores. Rebecca Minkoff tote, \$195, shopbop.com. Flats, \$825, select Chanel stores. (15) Top, \$65, bbdakota.com. Bag, \$1,460, Salvatore Ferragamo stores. Cocobelle boots, \$165, endless.com. Bottom row, from left: (1) Talula Babaton for Aritzia jacket, \$225, pants, \$145, Aritzia, NYC. Bracelets, \$370 each, Salvatore Ferragamo stores. Cuff, \$245, dannijo.com. Jasper & Jeera clutch, \$168, Anthropologie stores. Heels, \$228, Coach stores. (2) Bracelets, \$130 each, dannijo.com. Juicy Couture neon heart bracelet. Nike sneakers, \$85, nike.com. (3) Kenneth Cole New York vest, \$100, Lord & Taylor. Belt, \$350, Michael Kors stores. L.A.M.B. sandals, \$325, similar styles at zappos.com. (4) Blazer, \$398, tibi.com. Pants, \$215, vince.com. Necklace, \$195, gilesandbrother.com. Pumps, \$795, charlotteolympia.com. (5) Dress, Forever 21 stores. Bill Blass tank. Marc by Marc Jacobs bag, \$268, marcjacobs.com. Burberry Prorsum sandals, \$1,495, burberry.com. (6) Elizabeth and James skirt, \$325, Intermix, NYC. Cosabella bra. Belt, \$44, anntaylor.com. Z Spoke Zac Posen clutch, \$325, zapposcouture.com. Metal stud bracelet, \$98, Diesel stores. Bracelet with circles, \$195, dannijo.com. Cuff with spikes, \$265, square cuff, \$110, spike ring, \$152, tomtomjewelry.com. Rebecca Minkoff booties, \$325, saks.com. (7) Cardigan, \$25, oldnavy.com. Yves Saint Laurent sunglasses. Esquivel sandals, \$605, net-a-porter.com. (8) T-shirt, \$45, landsendcanvas.com. Cuff, \$245, dannijo.com. Pumps, \$595, Sportmax, NYC. (9) Bra top, \$120, summerbummer.com. Clutch, \$175, jmclaughlin.com. LD Tuttle heels, \$688, adelaide-addition.com/home. (10) Siwy jeans, \$174, siwydenim.com. Booties, \$325, rebeccaminkoff.com. (11) Wilfred for Aritzia dress, \$135, Aritzia, NYC. Bag, \$595, rebeccaminkoff.com. Rachel by Rachel Roy booties, \$169, macys.com. (12) Sonia by Sonia Rykiel skirt, \$385, saks.com. Clutch, \$175, jmclaughlin.com. L.A.M.B. pumps, \$285, endless.com. (13) Oscar de la Renta dress. Raoul belt, \$90, Kimberly Boutique, West Hartford, CT. Thakoon sandals. (14) Marc by Marc Jacobs blouse, \$198, Bloomingdale's. J Brand shorts, \$154, nordstrom.com. Belt, \$50, jcrew.com. Bracelets, \$95 each, miansai.com. Sandals, \$495, Robert Clergerie, NYC, L.A. (15) Tank, \$40, hm.com for stores. Clutch, \$ 1,790, Salvatore Ferragamo stores. Loeffler Randall wedges, \$375, The Shoe Box, NYC.

## GLAMOUR Health

Page 121: Thomas by Rosenthal Loft tray, \$33, gracioushome.com. Page 124: Färgrik bowl, \$6.98, ikea.com.

## Working Girl

Page 143: From left: dress, \$395, Milly, NYC; millynyc.com. Heels, \$625, christianlouboutin.com. Milly dress, \$495, Milly, NYC. Heels, \$228, jcrew.com.

## So Very Carrie

Pages 174–175: Dress, \$4,428, by special order through rochas.com. Bracelets from top: bracelet, \$4,250, by special order through deannalittellscharmschool.com. Bracelet, \$595, select Dolce & Gabbana stores. Page 177: Clockwise from top right: T-shirt, \$280, Isabel Marant, NYC. Shorts, \$60, select Michael Kors stores. Heart charm, \$750, pendant, \$750, Camilla Dietz Bergeron, NYC. Slip dress, \$525, pumps, \$695, Marc Jacobs, NYC. Dress, \$595, toryburch.com. Araks bra, \$72, Erica Tanov, NYC. Boots, \$1,200, select Miu Miu stores. Bag (on car), \$1,895, Marc Jacobs, NYC. Center: shirt, \$850, slip, \$695, Marc Jacobs, NYC. Oval locket and gold chain, \$2,800, Doyle & Doyle, NYC. Round pendant, \$750, Camilla Dietz Bergeron, NYC. Page 179: Sweater, \$1,150, Jeffrey New York, NYC. Skirt, \$995, Marc Jacobs, NYC. Bracelet, \$13,950, Cartier stores. Boots, \$1,200, select Miu Miu stores.

## Here Come the Sons!

Pages 180–181: Giles blazer, \$3,000, Susan of Burlingame, Burlingame, CA. Top, \$1,550, jasonwustudio.com. Shorts, \$460, sandro-paris.com. Sunglasses, \$525, cutlerandgross.com. Heels, \$325, hugoboss.com. T-shirt, \$65, Trash and Vaudeville, NYC. Pants, Prada stores. Page 182: T-shirt, \$34, jeans, \$58, levis.com. Sneakers, \$55, converse.com. Vest, Diesel Black Gold, NYC. Dress, \$398, nanettelepore.com. Bracelets from left: Bracelet, \$13, Trash and Vaudeville, NYC. Bracelet, \$82, joomilim.com. Bracelet, \$98, Diesel, NYC. Bracelet, \$15, Trash and Vaudeville, NYC. Heels, \$795, Christian Louboutin, NYC. Jacket, Rag & Bone stores. T-shirt, \$48, earnestsewn.com. Pants, \$290, select Barneys New York. Sneakers, \$55, converse.com. Page 183: Top, \$950, skirt, \$10,600, proenzaschouler.com. Sunglasses, \$450, Shades at Wynn, Las Vegas. Ring, \$335, openingceremony.us. Necklace, \$20, Trash and Vaudeville, NYC. Bag, \$78, armaniexchange.com. Bracelets from top: bracelet, \$16, Trash and Vaudeville, NYC. Bracelet, \$68, shopbop.com. Jacket, What Goes Around Comes Around, NYC. T-

## GLAMOUR shopper

shirt, \$95, burberry.com. Jeans, \$535, gucci.com. Page 184: Top, \$2,350, skirt, \$1,895, Balenciaga, NYC. Necklace, \$20, Trash and Vaudeville, NYC. Yellow necklace, \$68, rebeccaminkoff.com. Shirt, \$295, armani.com. Tie, \$12, trashandvaudeville.com. Page 185: Jacket, \$495, similar styles at Rag & Bone stores. Top, \$4,900, Marc Jacobs, NYC. Pants, \$66, trashandvaudeville.com. Hat, \$196, likastudio.com. Earrings, \$1,090, openingceremony.us. Clutch, \$325, Searle, NYC. Cuff, \$15,900, H.Stern, NYC. Ring, select Hermès stores. Underground shoes, \$149, Trash and Vaudeville, NYC. T-shirt, \$18, americanapparel.com. Pants, \$64, trashandvaudeville.com. Necklace, \$90, pendants, \$45-\$55 each, fawnbyjenniferfisherjewelry.com. Shoes, \$146, Trash and Vaudeville, NYC. Page 187: Jacket, \$4,640, Giorgio Armani, NYC. T-shirt, What Goes Around Comes Around, L.A. Pants, \$199, hm.com for stores. Earrings, \$239, madeherthink.com. Brass bracelets, \$500 each, jenniferfisherjewelry.com. Ring, \$450, openingceremony.us. Heels, \$595, neimanmarcus.com. T-shirt, \$48, earnestsewn.com. Pants, \$250, burberry.com.

Nicole Richie, You Look Awesome!

Pages 188–189: Top, \$1,046, select Barneys New York. Bikini top, \$85, Agnès B., NYC. Sunglasses, \$245, mosleytribes.com. Page 190: Blouse, \$350, select Barneys New York. Bikini top, \$85, Agnès B., NYC. Earrings, \$95, National Jean Company, Boston. Hat, \$380, yestadtmillinery.com. Page 191: Swimsuit, \$1,066, Etro, NYC. Earrings, \$70, Bloomingdale's, NYC. Page 192: Dress, \$440, acnestudios.com. Page 193: Dress, \$295, shophthetrendboutique.com. Choker, \$175, bangles, \$185 for three, boutiqueyou.com. Rings, \$210-\$650 each, pamelalovenyc.com.

We're So Into These Shorts

Pages 194–195: From left: (1) Shorts, \$82, asos.com. Sweater, \$350, shopbop.com. Shoes, \$295, select Barneys New York. Orly Genger by Jaclyn Mayer necklace, \$172, shopbop.com. Bag, \$675, 3.1 Phillip Lim, NYC. (2) Shorts, \$145, select DKNY stores. Jacket, \$49, Joe Fresh, NYC. Shirt, \$630, carven.fr. Bustier, \$120, summerbummer.com. Shoes, similar styles at rag-bone.com. Plain Hats hat, \$5, amazon.com. Bracelets, \$5 each, Insight, Venice, CA. Belt, \$30, anntaylor.com. Penny Skateboards skateboard, \$120, unclenfunkysboards.com. (3) Shorts, \$258, select Marc Jacobs stores. Top, \$1,400, dvf.com. Shirt, \$295, select Hugo Boss stores. Shoes, \$125, rebeccaminkoff.com. Clutch, \$228, *Kate Spade* New York stores. Belt, \$30, anntaylor.com. (4) A.L.C. shorts, \$396, select Barneys New York. Corset, Vera Wang, NYC. Top, \$145, lacoste.com. Shoes, \$155, aldoshoes.com. Eugenia Kim hat, \$170, Pumpz & Company, Edina, MN. Necklace, \$495, Lela Rose, Dallas. Bracelets, \$5, Insight, L.A. Clutch, \$945, neimanmarcus.com. (5) Shorts, \$1,590, Sportmax, NYC. Jacket, \$425, dvf.com. Blouse, \$198, equipmentfr.com. Head wrap (worn as necklace), \$188, jenniferbehr.com.

A Star Is Reborn

Pages 200–201: Jacket, \$2,990, Reed Krakoff stores. Tank, \$30, hm.com for stores. Jeans, \$325, Theory stores. Belt, \$250, select Michael Kors stores. Page 202: Dress, \$2,800, net-a-porter.com. Harness, \$675, net-a-porter.com. Sandals, \$955, barneys.com. Page 203: Tank, \$68, shopbop.com. Skirt, \$398, dvf.com. Harness, \$150-\$200, shop.zanabayne.com. Shoes, \$305, similar style at saks.com. Page 204: Jacket, \$740, Sandro, NYC. Tank, \$150, Satine, L.A. Earrings, \$495, 212-764-3332 to special order. Page 205: Dress, \$795, forwardforward.com. Bra, \$110, shop.araks.com.

Correction

In *GLAMOUR*'s May issue the yellow dress on page 131 was credited incorrectly; the dress is actually by Pippa and retails for \$218 at select Bloomingdale's stores. *GLAMOUR* regrets the error.

*All prices are approximate.*

**Load-Date:** July 24, 2012



**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 77**

## *Suits, take a vacay!*

Self

June 2012

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# SELF

**Section:** YOUR WORK STYLE; Pg. 56; Vol. 34; No. 6; ISSN: 0149-0699

**Length:** 94 words

**Byline:** Uncredited

**Highlight:** Summer chic means one wardrobe, not two. Look promotable, whatever the dress code.

### **Body**

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Creative

Casual

Conservative

“It” skirts that flatter your shape

Pear-shaped

A flared skirt is forgiving—no clinging! Skinny stripes below and thick ones above streamline your silhouette.

Curvy

Flaunt your bod with an A-line skirt that cinches the waist and glides over hips. A vivid print at the base helps balance a full bustline.

Boy-shaped

Pleats are your BFF (body friend forever): They create contours. Go with a super femme color, like fuchsia.

Long & lean

A pencil skirt (retro alert!) shows off your lithe frame; a ruffled top in navy and white amps up that '60s vibe.

### **Graphic**

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## Suits, take a vacay!

Picture, **SWEATER** For fields such as PR and design, bring on the whimsy with a bright, patterned cardi—handy for AC chill. \$395; ToryBurch.com

**TOP** A vivid solid plays off a color in the cardigan (and pops on its own, too). Calvin Klein, \$60; select Macy's, 800-289-6229

**SKIRT** Pleats say ready for business; pastel blue says free spirit. \$50; HM.com for stores

Picture, **BAG** For polish, choose a structured, neutral purse. Ivanka Trump Handbags, \$150; Endless.com

Picture, **EARRINGS** Got the memo? Petals are hot! Kenneth Jay Lane, \$113; 877-953-5264

Picture, **SHOES** Peep-toe Mary Janes are fashion-forward and fun. \$89; NineWest.com

Picture, **TOP** Even in relaxed job settings (classrooms, tech gigs), you want to dress sharply. Silk makes a sleeveless top fit for work. \$70; BananaRepublic.com

**PANTS** Fancier than jeans, blue trousers also go easily from deadlines to date night. Diane von Furstenberg, \$325; NeimanMarcus.com

**NECKLACE** Neon beads light up your look. \$88; AnnTaylor.com

Picture, **BAG** The cross-body strap is laid-back. Kate Spade New York, \$348; KateSpade.com

Picture, **SHOES** Piping dresses up sunny flats. \$220; CynthiaVincent.net

Picture, **DRESS** In a buttoned-up field such as finance? Try pink and mauve stripes—feminine *and* classy. \$80; Loft.com

**SWEATER** Cover up elegantly with a lightweight cashmere cardi. \$178; JCrew.com

**BELT** A skinny one pulls your outfit together. \$110; B-LowTheBelt.com

Picture, **BAG** Give your tote a style bonus in a fab shade. L.K. Bennett, \$445; 312-374-0958

Picture, **BANGLE** A flower-powered cuff adds flair. Kate Spade New York, \$148; KateSpade.com

Picture, **SHOES** Woven-fabric kitten heels are demure and striking—win-win! Bettye Muller, \$350; Skirt, 610-520-0222

Picture, **Shoes** Sam Edelman, \$140; Piperlime.com

Picture, **Skirt** French Connection, \$118; Ambiance San Francisco, 888-600-8486

**Blazer** \$198; JCrew.com

**Top** \$295; MPatmos.com

**Necklace** \$295

Picture, **bag** \$495; ToryBurch.com

Picture, **Shoes** \$298; ColeHaan.com

Picture, **Watch** \$45; Timex.com

Picture, **Skirt** \$368, and **cardigan** \$298, Kate Spade New York; KateSpade.com

Picture, **Bag** \$425; Botkier.com

Picture, **Bag** Rebecca Minkoff, \$330; Shopbop.com

Suits, take a vacay!

Picture, **Shoes** \$69; VinceCamuto.com

Picture, **Skirt** \$245; DKNY.com for stores

**Top** Nanette Lepore, \$228; 212-452-3056

Picture, **Shoes** Kate Spade New York, \$328; KateSpade.com

Picture, **Bag** Z Spoke Zac Posen, \$275; Scoop NYC, 212-925-3539

Picture, **Skirt** \$70; BananaRepublic.com

**Top** \$350; ToryBurch.com

**Necklace** Kenneth Jay Lane, \$225; 877-953-5264

**Load-Date:** July 24, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 78**

## FASHION SCOOPS

Women's Wear Daily(WWD)

May 25, 2012

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# WWD

**Section:** 1; Pg. 12; Vol. 203; No. 109; ISSN: 0149-5380

**Length:** 1005 words

**Byline:** Uncredited

### Body

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**NEW GIG:** WWD has learned **Bryan Grey Yambao** — aka Bryanboy — will join the cast of the CBS reality television show “America's Next Top Model” for the 19th season, which is about to commence filming in Los Angeles. Following weeks of speculation that the Filipino blogging star may be a replacement for one of host **Tyra Banks'** three recently dumped longtime co-stars **J. Alexander**, **Jay Manuel** and **Nigel Barker**, sources close to Grey Yambao confirmed he has signed a contract and at press time was en route to L.A. with a one-way air ticket. Grey Yambao will join new cast members model **Rob Evans** and celebrity stylist **Johnny Wujek**, who have already been announced as permanent third judge and creative consultant, respectively, and publicist **Kelly Cutrone**, who is rejoining the show as a judge for a second season. Although neither CBS nor Grey Yambao are yet to confirm his involvement, Grey Yambao has been Tweeting mini updates on the progress of his mystery plans to decamp to L.A., including a photograph published on Thursday of his new apartment.

— **PATTY HUNTINGTON**

**MERK OUT AT AUDEMARS:** Audemars Piguet said that “due to differences in company strategy,” chief executive officer **Philippe Merk** is leaving the company. The high-end Swiss watchmaker appointed Merk ceo in 2009.

Until Merk's successor is found, AP's board has nominated **Fran+ois-Henry Bennaahmias** as general manager. Bennaahmias, 48, began his career at Audemars Piguet in 1996 and, from 1997, he was assistant marketing and sales manager for Asia-Pacific and Europe. In 1999, he was promoted to president and ceo of Audemars Piguet's North America business, working out of its New York office.

— **ALEXANDRA STEIGRAD**

**JOLIE'S JEWELS ON SHOW:** Jeweler **Robert Procop** is heading to the South of France this summer to showcase Style of Jolie, the designs he creates in collaboration with **Angelina Jolie**, along with a number of pieces from his own Exceptional Jewels collection. From July 15, the jeweler will hold two pop-up showcases, at the Grand Hotel in Cap Ferrat and at the Hotel de Paris in Monaco, which will concurrently run through to Aug. 15. “It's the one place where everyone loves to spend their summer,” said Procop. Jolie, whose engagement ring Procop created with **Brad Pitt**, is expected to visit the showcase with Pitt during the summer.

All proceeds from the Style of Jolie line go towards the Education Partnership for Children of Conflict, Jolie's charitable foundation. With the proceeds of the pieces that have been sold since the line's launch in late 2010, the foundation has just

## FASHION SCOOPS

finished building a school in Afghanistan. Procop plans for the limited-edition Style of Jolie collection, which had previously been sold only by private appointment, to launch at select boutiques from September in countries including Russia, China, the U.S. and Turkey. “We're looking for quality jewelers who have a heart for the charity as well,” said Procop.

— NINA JONES

**SUPERGA IN SOHO:** Superga, the Italian sneaker company now helmed by creative directors **Ashley** and **Mary-Kate Olsen** and **Steve Madden**, is opening its first U.S. store at 78 Crosby Street in New York City's SoHo neighborhood. Conveniently, the unit is the back end of Madden's own store on Broadway.

— JESSICA IREDALE

**BUILDING BROADHURST:** Thirty-five years after her death, Florence Broadhurst could become a global brand. A new Australian company called the Signature Design Archive has just been launched to commercialize the complete, 530-strong library of the late Sydney-based interior designer — whose iconic midcentury floral and geometric prints have found their way into the interiors of Trump Towers New York, Paul & Joe in London and the collections of designers such as Australia's Zimmermann and Akira Isogawa and **Kate Spade**, which has 12 Broadhurst prints in its 2012 collections.

Signature Prints owners **David Lennie** and wife **Helen** own the rights to Broadhurst's archive. The **Kate Spade** collaboration, which has deployed the prints across 14 different categories, opened the duo's eyes to the potential of the brand. “To date, we've been invitation-only and it's probably going to be even more stringent moving forward,” said Helen Lennie. “We want to make sure that Florence shines again and outlives us all. It's not simply turning the key to opening up all the designs.”

— P.H.

**TOTALLY RAD: Rad Hourani** certainly has his work cut out for him in the next few months. Today, the limited-edition Rad by Rad Hourani collection will be unveiled at Joyce Hong Kong. Offered primarily in red, gray and black, the 10-piece unisex line actually makes 15 different styles due to a convertible jacket, as well as a convertible vest. Having carried the designer's signature collection since he broke out on the scene five years ago, Joyce has introduced the new capsule collection to celebrate five years of unisex, which is the recurring theme in all of his summer projects. In early July, the 29-year-old designer will present his first unisex haute couture show in Paris. Intent that his mostly black minimalist, complicated clothes be seen, Hourani will invite only 50 people to his first couture show in a very bourgeois-looking salon in the 7th arrondissement. As of this fall, the designer will have his new couture label and the Rad by Rad Hourani ready-to-wear label.

During a phone interview Thursday, Hourani said his next stop is Hong Kong where the “5 Years of Unisex” exhibition of his photography and video work will debut at the I.T. Gallery on June 9 and will run through June 26. Once that is squared away, Hourani will be back in Paris gearing up for couture and the opening of his own gallery in the 3rd arrondissement. And even though he has never printed a catalogue or look book, he is working on a “5 Years of Unisex” book, as well as a documentary by the same name that should be out by the end of the year. “Cameras have been following me for the past five years through all my fittings, castings, photography projects and a lot of other activities,” he said.

— ROSEMARY FEITELBERG

## Graphic

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Picture, A look from the new Rad by Rad Hourani line.

**Load-Date:** June 4, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 79**



## *Nordstrom Outlook Strong for 2012*

Women's Wear Daily(WWD)

May 10, 2012

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# WWD

**Section:** 1; Pg. 2; Vol. 203; No. 97; ISSN: 0149-5380

**Length:** 558 words

**Byline:** David Moin

### **Body**

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Nordstrom Inc. is poised for another strong year.

“We think it’s going to be a great 2012,” Blake Nordstrom, president of Nordstrom Inc., said at the retailer’s annual meeting on Wednesday in Seattle, which was upbeat, devoid of any controversy, and marked by executives noting sustained investments in technology and its number-one competitive edge — customer service.

Nordstrom further lifted the mood when he said the company will today report a 13.7 percent total sales increase for the first quarter, and a comparable-store increase of 8.5 percent. In 2011, Nordstrom posted a 12.7 percent sales rise, and a 7.2 percent comparable-store increase. He also cited a strong rate of inventory turn, 5.6 percent and areas where the company is investing, including personal stylists. The company has 1,300 stylists, or three times as many as two years ago. He also said the company is expanding its mobile point of sale introduced with last year’s summer anniversary sale.

“E-commerce represents a tremendous growth opportunity for us,” Nordstrom said. “We are investing a lot of energy, time and resources. Last September, we went to free shipping and returns. It’s very expensive,” but necessary, “if we want to be the customers’ choice online. They were really demanding it.” He also said the online merchandising is expanding since customers expect “the full choice” online.

Nordstrom said he couldn’t be more pleased with last year’s purchase of HauteLook, the flash-sale site, which is having some “pretty good gains” and gathering members, with more than eight million subscribers. Nordstrom this year bought a stake in Bonobos.

Nordstrom also recently started locating Rack outlets near its full-line Nordstrom stores in Dallas and Seattle, among other locations. Rather than the stores cannibalizing sales from each other, Nordstrom said, “We think there’s a healthy synergy having Rack next to our full-line store.” Rack surpassed \$2 billion in sales last year.

At the meeting, Nordstrom’s 20-year-old tradition of recognizing top vendors was continued. Pete Nordstrom, president of merchandising, gave the store’s “partners in excellence” award to *Kate Spade* New York and Vince. He said *Kate Spade* ranks as Nordstrom’s 22nd largest vendor, with nearly \$60 million in sales at Nordstrom stores last year, and was being recognized for successfully expanding beyond handbags to home, eyewear, fragrance, hosiery and women’s apparel. “We sold 43,000 *Kate Spade* iPhone cases,” he said. He also said his company was among the first to pick up *Kate Spade* ready-to-wear in 2009.

## Nordstrom Outlook Strong for 2012

Pete Nordstrom characterized Vince as “a pretty coveted brand not superbroadly distributed,” ranking as Nordstrom's 51st largest vendor, generating \$39 million in sales at the store last year.

Erik Nordstrom, president of stores, discussed how the company's service culture pervades the organization by citing one member of the housekeeping crew who discovered some Nordstrom packages in the parking lot of a Connecticut store, and tracked down the customer all the way to John F. Kennedy Airport in New York, where he returned the packages. The worker wouldn't accept car fare from the customer. “That type of motivated accountability, we work on it a lot,” Erik Nordstrom said. “We don't nail it all the time, but fortunately we have people who care a lot about customers.”

**Load-Date:** May 15, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 80**

## *And to Go With Your Cute Suit&*

Glamour

May 2012

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# GLAMOUR

**Section:** FASHION; Pg. 122; Vol. 110; No. 5; ISSN: 0017-0747

**Length:** 60 words

**Byline:** Uncredited

**Highlight:** & a cute bag! Specifically a beachy straw or raffia one. Carry it nonstop till Labor Day.

### **Body**

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Loft (\$25, loft.com)

Marc by Marc Jacobs (\$258, marcjacobs.com)

Madewell (\$95, madewell.com)

Mar Y Sol (\$95, shopmarysol.com)

Milly (\$350, Milly, NYC, 212-395-9100)

***Kate Spade*** New York (\$298, katespade.com)

Rebecca Minkoff (\$195, shopbop.com)

Old Navy (\$23, oldnavy.com)

Straw Studios (\$79, select Dillard's stores, 800-345-5273)

See GLAMOUR Shopper for more information.

### **Graphic**

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Picture, Loft (\$25, loft.com)

Picture, Marc by Marc Jacobs (\$258, marcjacobs.com)

Picture, Madewell (\$95, madewell.com)

A leather accent means you can wear this on and off the beach.

And to Go With Your Cute Suit&

Picture, Mar Y Sol (\$95, shopmarysol.com)

Picture, Milly (\$350, Milly, NYC, 212-395-9100)

Picture, Kate Moss carries a vacation-sized tote in Saint-Tropez.

Picture, *Kate Spade* New York (\$298, katespade.com)

Picture, Rebecca Minkoff (\$195, shopbop.com)

The smaller the bag, the bolder the manicure.

Picture, Old Navy (\$23, oldnavy.com)

Picture, Straw Studios (\$79, select Dillard's stores, 800-345-5273)

**Load-Date:** August 3, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 81**

## Dream Weavers

Allure

May 2012

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**allure**

**Section:** FASHION; Pg. 86; Vol. 22; No. 5; ISSN: 1054-7711

**Length:** 71 words

**Byline:** Uncredited

**Highlight:** Leather touches and top handles smarten up new woven bags.

### Body

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**DOLCE** & **GABBANA**  
*plastic bag, \$2,695, at select Dolce & Gabbana stores.*

**EMILIO** **PUCCI**  
*raffia-and-leather bag, \$2,490, at Emilio Pucci, N.Y.C. (212-230-1135).*

**FENDI**  
*straw-suede-and-leather bag, \$4,420, at Fendi, N.Y.C. (212-759-4646).*

**KATE SPADE** **NEW** **YORK**  
*wicker-and-leather bag, \$398 (katespade.com).*

**RALPH LAUREN** **COLLECTION**  
*straw-and-leather bag, \$3,500 (ralphlaurencollection.com).*

**MARK** **CROSS**  
*rattan-and-crocodile bag, \$3,750 (barneys.com).*

### Graphic

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Picture, **DOLCE** & **GABBANA**  
*plastic bag, \$2,695, at select Dolce & Gabbana stores.*

Picture, **EMILIO** **PUCCI**  
*raffia-and-leather bag, \$2,490, at Emilio Pucci, N.Y.C. (212-230-1135).*

## Dream Weavers

Picture, **FENDI**  
*straw-suede-and-leather bag, \$4,420, at Fendi, N.Y.C. (212-759-4646).*

Picture, **NEW YORK**  
*wicker-and-leather bag, \$398 ([KATE SPADE](http://katespade.com)).*

Picture, **LAUREN COLLECTION**  
*straw-and-leather bag, \$3,500 ([RALPH LAUREN](http://ralphlaurencollection.com)).*

Picture, **CROSS**  
*rattan-and-crocodile bag, \$3,750 ([MARK](http://barneys.com)).*

**Load-Date:** June 20, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 82**

## *In This Issue*

Teen Vogue

May 2012

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# teenVOGUE

**Section:** IN THIS ISSUE; Pg. 138; Vol. 12; No. 4; ISSN: 1540-2215

**Length:** 1922 words

**Byline:** Uncredited

## **Body**

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### ON THE COVER

Zac Posen gown, Bergdorf Goodman, NYC. CC Skye earrings, \$95. [ccskye.com](http://ccskye.com). Atelier Swarovski by Zaldy bracelets, \$599 each. [atelierswarovski.com](http://atelierswarovski.com). Sermoneta Gloves gloves, \$90. Sermoneta Gloves, NYC.

### COVER LOOK

**26:** Gown, Bergdorf Goodman, NYC. Earrings, [ccskye.com](http://ccskye.com). Bracelets, \$599 each. [atelierswarovski.com](http://atelierswarovski.com). Gloves, Sermoneta Gloves, NYC.

### PALE FIRE

**28:** Oceanic vest, \$344. [oceanicworldwide.com](http://oceanicworldwide.com). Billabong swimsuit, \$64. [billabong.com](http://billabong.com). Movado watch, \$350. [movado.com](http://movado.com).

### CONTRIBUTORS

**30:** On Ryanne: Mary Katrantzou top, \$1,364. Opening Ceremony. Burberry Prorsum hat, \$450. [burberry.com](http://burberry.com). Gilda Grey necklace, \$215. [gildagrey.com](http://gildagrey.com). Mulberry bag, \$1,400. Intermix. Her own earrings, ring, and jeans. **32:** On Suzanne: Peter Som jacket, \$1,341. Peter Som, NYC. Marc Jacobs top, \$895. Marc Jacobs, NYC. Talbots skirt, \$119. [talbots.com](http://talbots.com). Gerard Yosca necklace, \$800. Greenwich Jewelers, NYC. Sportmax pumps, \$595. Sportmax, NYC. On Lauren: Jason Wu shirt, \$1,995. Jeffrey, NYC. Porter Grey pants, \$360. The Tannery, Cambridge, MA. Costume National shoes, \$630. Costume National, NYC.

### MY WORLD

**48:** Jacket, \$498. True Religion stores. T-shirt, \$38. [americanapparel.net](http://americanapparel.net). Sneakers, \$90. [suprafootwear.com](http://suprafootwear.com).

### DOUBLE TROUBLE

**52:** On Caroline: Fiffi Wilton top, price upon request. [fiffi.wilton@beckmans.se](mailto:fiffi.wilton@beckmans.se) Guess white shirt, \$79. Guess stores. Daniel Vosovic shorts, \$400. [danielvosovicny.com](http://danielvosovicny.com). Her own rings. Nixon watch, \$125. [nixonnow.com](http://nixonnow.com). Circa Sixty Three yellow

## In This Issue

bangles, \$20 for set of two, and orange bangle, \$20. [circasixtythree.com](http://circasixtythree.com). Simply Vera Vera Wang necklace, \$48. Kohl's. On Aino: Fiffi Wilton top and skirt, price upon request. [fiffi.wilton@beckmans.se](mailto:fiffi.wilton@beckmans.se) Molami headphones, \$450. [shopbop.com](http://shopbop.com). **54:** On Aino: Hexa by Kuho sleeveless top, \$450. Opening Ceremony, NYC. Daniel Vosovic pants, \$505. [danielvosovicny.com](http://danielvosovicny.com). Lina Michal jacket, price upon request. Lina Michal, Sweden. Ranjana Khan necklace, \$540. Angela's, Rye, NY. Antik Batik cuff, \$100. [shopbop.com](http://shopbop.com). Circa Sixty Three yellow bangle, \$20 for set of two. [circasixtythree.com](http://circasixtythree.com). On Caroline: Daniel Vosovic dress, \$1,055. [danielvosovicny.com](http://danielvosovicny.com). House of Dagmar blazer, \$499. [urbanoutfitters.com](http://urbanoutfitters.com). Lina Michal collar, price upon request. Lina Michal, Sweden. Marni orange, navy, and white bracelet, \$280. Jeffrey, NYC. Marni navy and white bracelet, \$280. Marni boutiques.

## DESIGNING WOMEN

**57:** On Chiara: Mango top, \$40, and skirt, \$60. [mango.com](http://mango.com). WERELSE for Mango Touch bag, \$110, and shoes, \$120. Mango Touch stores. Her own watch and bracelet. On Andy: Mango blazer, \$50, sweater, \$50, and pants, \$60. [mango.com](http://mango.com). WERELSE for Mango Touch bracelet, \$30, and shoes, \$130. Mango Touch stores. Her own watch and necklace. On Carolina: Mango sweater, \$50, pants, \$65, and necklace, \$35. [mango.com](http://mango.com). WERELSE for Mango Touch bag, \$100, and shoes, \$120. Mango Touch stores. **59:** On Andy: Mango sweater, \$65, and skirt, \$60. [mango.com](http://mango.com). WERELSE for Mango Touch bracelet, \$30, and shoes, \$130. Mango Touch stores. On Carolina: Mango denim shirt, \$55, belt, \$50, and skirt, \$100. [mango.com](http://mango.com). WERELSE for Mango Touch bag, \$110, and shoes, \$120. Mango Touch stores. On Chiara: Mango trench coat, \$140. [mango.com](http://mango.com). WERELSE for Mango Touch bag, \$160, and shoes, \$130. Mango Touch stores.

## AMERICAN IDOL

**62:** Sweater, \$498. Bag, \$798.

## ROCK THE BOAT

**68:** Sonia Rykiel shoes, \$480. Ikram, Chicago. Timberland shoes, [timberland.com](http://timberland.com). Sebago shoes, [sebago.com](http://sebago.com). Sperry Top-Sider for J. Crew shoes, [jcrew.com](http://jcrew.com). Vans shoes, [vans.com/classics](http://vans.com/classics).

## SHORT STUFF

**70:** Isabel Marant skirt, \$820.

## PRECIOUS METAL

**72:** Earring, [jewelgallery.net](http://jewelgallery.net). Claire's stud earrings, \$15 for set of three. Claire's stores. Necklace, price upon request. [derekklam.com](http://derekklam.com). Duffy Jewellery skull necklace, [duffyjewellery.com](http://duffyjewellery.com). Rings, on right hand, from top: Duffy Jewellery, \$345. Browns Focus, London. Dior Fine Jewelry white gold, \$1,200, pink gold, \$1,150, and gold chain, \$570. Dior boutiques. Cuff, \$1,082. Fontainebleau, Miami Beach, FL. Rings, on left hand, from right: Tom Binns skull, \$115. Tom Binns, NYC. Noir Jewelry dagger, \$60. [noirjewelry.com](http://noirjewelry.com). David Yurman peace sign, \$1,200. [davidyurman.com](http://davidyurman.com). Dominic Jones white gold, \$275. [dominicjonesjewellery.com](http://dominicjonesjewellery.com). Lace shirt, \$699. Opening Ceremony. Shirt, [kohls.com](http://kohls.com). Gucci bracelet, \$690. Cartier signet ring, \$1,550. Tiffany & Co. bangle, \$975.

## HOT TROPIC

**102:** Top, \$1,145. [proenzaschouler.com](http://proenzaschouler.com). Skirt, and wedges, \$1,095. [burberry.com](http://burberry.com). Earrings (worn throughout), [koradesigns.com](http://koradesigns.com). Bracelet, Isabel Marant, NYC. Bag, \$945. Stella McCartney, Las Vegas. **103:** Dress, \$495. [davidpeckcollection.com](http://davidpeckcollection.com). Hat, \$453. Opening Ceremony. Collar, Marni boutiques. Harness, price upon request. Carven, Paris. Cuff, Maryam Nassir Zadeh, NYC. **104:** Top, \$1,180. Esti's, Brooklyn, NY. Skirt, [kenzo.fr](http://kenzo.fr). Hat, [burberry.com](http://burberry.com). Multicolored bracelet, [venessaarizaga.com](http://venessaarizaga.com). String beaded bracelet, Twist, Portland, OR. Ring, [net-a-porter.com](http://net-a-porter.com). **105:** Dress, \$1,890. [net-a-porter.com](http://net-a-porter.com). Necklace, \$550. Carven, Paris. Shoes, \$560. [lagarconne.com](http://lagarconne.com). Bracelets, Kitson, L.A. Bag, \$989. Vanessa Bruno, L.A. **106:** Dress, [net-a-porter.com](http://net-a-porter.com). Shoes, \$696. Jeffrey, NYC. Bag, [uggaustralia.com](http://uggaustralia.com). Yellow bracelet and bells bracelet, Carven, Paris. **107:** Dress, \$1,320. Fivestory, NYC. Hat, price upon request. [thakoon.com](http://thakoon.com). Belt, Mulberry, NYC. String beaded and string sapphire bracelets, Twist, Portland, OR. Red and blue cuff, Maryam Nassir Zadeh, NYC. Blue and white bracelets, Isabel Marant, NYC. **108:** Jacket, \$1,442. Bergdorf Goodman, NYC. Pants, \$862. [shopbop.com](http://shopbop.com). Shirt, \$859. Opening

## In This Issue

Ceremony. Bracelets, kenzo.fr. Ring, lisafreede.com. Clutch, \$1,300. Marni boutiques. Heels, \$1,266. Bergdorf Goodman, NYC. **109:** Shirt, and pants, \$580. Opening Ceremony. Bag, \$890. Nida, NYC. Key ring, Carven, Paris. Shoes, \$865. Mulberry, NYC.

## HELLO, KATY

**110–111:** Dress, Saks Fifth Avenue. Heels, \$895. net-a-porter.com. Headpiece, \$750. victoriagrants.co.uk. Bracelet, \$456. joomilim.com. AMI Clubwear ring, \$12. amiclubwear.com. Judith Leiber bird clutch, Neiman Marcus. **112:** Dress, \$1,800. Barneys New York. Earrings, Swarovski boutiques. **115:** Gown, Oscar de la Renta boutiques. Earrings, Swarovski boutiques. Gloves, gaspargloves.com. Bracelet, \$633. toga.jp.

## WATCH THE THRONE

**116–117:** On James: Dior Homme suit, Dior Homme, NYC. Band of Outsiders shirt, \$220. South Willard, L.A. Topman tie, \$24. Topman, NYC. On Sam: Dior Homme suit, and shirt, \$490. Dior Homme, NYC. D&G tie, \$195. Select D&G boutiques. On Andy: Dior Homme suit. Dior Homme, NYC. J. Crew shirt, \$135. jcrew.com. Diesel tie, \$70. diesel.com. On Tony: Topman blazer, \$280, shirt, \$40, and pants, \$120. Topman, NYC. Diesel tie, \$60. diesel.com. **118:** On Ray Ray: Gap hoodie, \$50, and shirt, \$20. gap.com. Coach hat, \$98. Coach stores. American Apparel pants, \$74. americanapparel.net. Supra sneakers, \$110. suprafootwear.com. On Princeton: Dsquared2 leather jacket, \$1,785. Bergdorf Goodman, NYC. Gap shirt, \$50. gap.com. Plectrum by Ben Sherman pants, \$150. Ben Sherman stores. Dr. Martens shoes, \$115. dmusastore.com. On Roc Royal: J. Crew shirt, \$80. jcrew.com. American Apparel shirt, \$18. americanapparel.net. Dsquared2 pants, \$530. forwardforward.com. Vans belt, \$12. vans.com. Creative Recreation sneakers, \$90. zappos.com. On Prodigy: Gap jacket, \$70. gap.com. Denim & Supply Ralph Lauren shirt, \$65. Macy's. Diesel jeans, \$195. Diesel stores. Keds shoes, \$85. keds.com. **119:** Zadig & Voltaire jacket, \$895. Zadig & Voltaire, L.A. Band of Outsiders shirt, \$280. Opening Ceremony. BCBG headband, \$20. bcbg.com. Forever 21 necklace, \$5. Select Forever 21 stores. **120:** Blumarine jacket, Theodore, Sun Valley, ID. Rebecca Taylor shirt, \$325. Rebecca Taylor stores. Carven skirt, \$1,230. Carven, Paris. Ann Taylor earrings, \$38. anntaylor.com. **121:** Diesel jacket, \$295. Diesel stores. Shipley & Halmos plaid shirt, \$165. Nordstrom. American Apparel shirt, \$18. americanapparel.net. Band of Outsiders jeans, \$198. Steven Alan stores.

## THE SUITE LIFE

**122–123:** On Hannah: Jacket, \$495. Effie's, Tuscaloosa, AL. Top, \$198. Nordstrom. Skirt, \$280. us.maje.com. Watch, \$228. Coach stores. Sandals, \$340. tibi.com. In room: Sonia's Place wallpaper. Art Production Fund reproduction of Richard Phillips's *Spectrum*, \$250. worksonwhatever.com. Jill Parisi yellow flower artwork, \$900. Kenise Barnes Fine Art, Larchmont, NY. Bridge Furniture & Props headboard. *teen VOGUE* Flora & Fauna bedding, \$80 (twin), \$90 (full/queen). Macy's. *teen VOGUE* Flower Girl Daisies pillow, \$25. jcp.com. The Conran Shop lamp, \$550. ABC Carpet & Home, NYC. Vintage Lucite table. **124:** Sonia's Place wallpaper. The Home Depot white shelves, \$23 each, track, \$19, and brackets, \$30 for six. The Home Depot stores. *Kate Spade* New York boxed note-card set, \$30. katespade.com. West Elm white ceramic owl, \$9. westelm.com. Anthropologie perfume bottle, \$48. anthropologie.com. PBteen pinboard, \$99. pbteen.com. West Elm desk, \$349, and chair, \$79. westelm.com. *teen VOGUE* Eva backpack, \$88. Select Macy's and macys.com. Bungalow 5 lamp, \$494. bungalow5.com. Pacific Connections boxes, \$90 to \$140 each. plantationdesign.com. *Kate Spade* New York boxed greeting-card set, \$35. katespade.com. Market Street Candles candle, \$30. Nest Inspired Home, Rye, NY. **Kühn Keramik** pencil cup, \$70. calyposstbarth.com. Anthropologie pencils, \$12 for set of twelve. anthropologie.com. Christian Lacroix notebook, \$16. Lillian August, Norwalk, CT. "Love" print from *Tim Walker Pictures* (Te Neues). **125:** Roman shades, custom made from Rogers & Goffigon fabric. *teen VOGUE* butterfly chair, \$50. Select Bed Bath & Beyond stores. *teen VOGUE* Flower Girl Daisies pillow (on chair), \$25. jcp.com. ABC Carpet & Home rug, ABC Carpet & Home, NYC. A.I. Friedman frames, \$20 to \$63 each. aifriedman.com. Vintage mirror. Crate & Barrel dresser, \$899. crateandbarrel.com. LSA International vase, \$54. conranusa.com. Benjamin Moore yellow paint and white paint, \$7 per pint. benjaminmoore.com. Mary Judge purple flower artwork, \$1,500. Kenise Barnes Fine Art, Larchmont, NY. *teen VOGUE* Lemon Drop bedding, \$80 (twin), \$90 (full/queen). Macy's. The Conran Shop lamp, \$550. ABC Carpet & Home, NYC. Jonathan Adler phone dock, \$48. jonathanadler.com. *teen VOGUE* Amanda satchel, \$68. Select Macy's and macys.com. Ballard Designs bench, similar styles at ballarddesigns.com.

## THE LIFE AQUATIC

## In This Issue

**130–131:** Jacket, billabong.com. Bikini top and bottoms, select Bloomingdale's. Goggles, scubapro.com. Watch, baby-g.com. **132:** Bikini top, roxy.com. Skirt, Opening Ceremony. Hat, Y-3 stores. Face mask, oceanicworldwide.com. Watch, kohls.com. **133:** Dress, similar styles at net-a-porter.com. Hat, Agnès B., NYC. Sunglasses, Intermix. Watch, nixonnow.com. **134:** Bikini top, and leggings, Cynthia Rowley stores. Goggles and flippers, scubapro.com. Watch, gshock.com. Bag, oceanicworldwide.com. Camera, pentaxwebstore.com. **135:** Vest, \$700. Ikram, Chicago. Swimsuit, \$495. net-a-porter.com. Watch, baby-g.com. Goggles, mares.com. Camera and waterproof case, shop.usa.canon.com. Belt bag, lesportsac.com. **136:** Jacket, \$845. Alexander Wang, NYC. Goggles and flippers, mares.com. Scubapro fishing knife, \$99. scubapro.com. Watch, nixonnow.com. **137:** Sweatshirt, \$745. Isabel Marant, NYC. Swimsuit, zappos.com. Goggles and flippers, scubapro.com. Backpack, speedousa.com. Camera, Lomography Gallery stores. Watch, gshock.com.

## A ROOM OF MY OWN

**140:** Parka, \$1,357. Ikram, Chicago. Dress, Alexander Wang, NYC. Skirt, and loafers, \$600. acnestudios.com. Bracelet, select Miu Miu boutiques.

Correction: On page 72 of our April 2012 issue, the dress is by Shimmer, \$360. shimmerdresses.com.

ALL PRICES APPROXIMATE.

**Load-Date:** June 20, 2012

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End of Document

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 83**

## Kit Cat

Allure

May 2012

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# allure

**Section:** FASHION; Pg. 88; Vol. 22; No. 5; ISSN: 1054-7711

**Length:** 52 words

**Byline:** Uncredited

**Highlight:** The favorite look of flirty, fresh coquettes returns with streamlined cat-eye sunglasses.

## Body

---

### PRADA

*sunglasses, \$390 (prada.com).*

### C.

*sunglasses, \$68 (cwonder.com).*

WONDER

### KATE

### SPADE

NEW

YORK

*sunglasses, \$128 (solsticesunglasses.com).*

### TOM

*sunglasses, \$360, at Tom Ford, N.Y.C. (212-359-0300).*

FORD

### YVES

*sunglasses, \$325 (solsticesunglasses.com).*

SAINT

LAURENT

### MISSONI

*sunglasses, \$370, at Missoni, N.Y.C. (212-517-9339).*

## Graphic

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Picture,

*sunglasses,*

\$390

**PRADA**  
(prada.com).

C.

*sunglasses,*

\$68

**WONDER**  
(cwonder.com).

KATE

SPADE

NEW

**YORK**

*sunglasses,*

\$128

(solsticesunglasses.com).

TOM

**FORD**

Kit Cat

*sunglasses, \$360, at Tom Ford, N.Y.C. (212-359-0300).*  
**YVES SAINT LAURENT**  
*sunglasses, \$325 (solsticesunglasses.com).*  
**MISSONI**  
*sunglasses, \$370, at Missoni, N.Y.C. (212-517-9339).*

**Load-Date:** June 20, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 84**

## Make a splash

Self

May 2012

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# SELF

**Section:** YOUR STYLE; Pg. 77; Vol. 34; No. 5; ISSN: 0149-0699

**Length:** 107 words

**Byline:** Uncredited

**Highlight:** Put the all in carryall with big, pretty totes in ocean shades. They're too adorable to save just for a day at the beach!

## Body

---

### STATEMENT

**BAG**

Announce your summer mantra in style. Waterproof poplin keeps stuff dry. Kate Spade New York, \$198; KateSpade.com

### SHORE

**IT**

**UP**

A soft, cabana-stripped bag has plenty of give for day-trip essentials. French Connection, \$118; Bloomingdale's, 212-705-2000

### SEE-WORTHY

Be a spectacle—in a good way! Stash can't-lose items in two inner pockets. Marc by Marc Jacobs, \$248; Saks.com

### TOTE-ALLY

**VERSATILE**

Travel easily from city to surf: Leather handles say chic; raffia reads as relaxing. \$750; AnyaHindmarch.com

### HAVE

**A**

**BALL**

Sack work worries, and head to the pool or bar with a bubbly canvas holdall. Donna Gorman for See Design, \$78; SeeDesignShop.com

## Graphic

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Picture,

**STATEMENT**

**BAG**

Announce your summer mantra in style. Waterproof poplin keeps stuff dry. Kate Spade New York, \$198; KateSpade.com

Picture,

**SHORE**

**IT**

**UP**

A soft, cabana-stripped bag has plenty of give for day-trip essentials. French Connection, \$118; Bloomingdale's, 212-705-2000

Picture,

**SEE-WORTHY**

Be a spectacle—in a good way! Stash can't-lose items in two inner pockets. Marc by Marc Jacobs, \$248; Saks.com

Make a splash

Picture,

**TOTE-ALLY**

**VERSATILE**

Travel easily from city to surf: Leather handles say chic; raffia reads as relaxing. \$750; AnyaHindmarch.com

Picture,

**HAVE**

**A**

**BALL**

Sack work worries, and head to the pool or bar with a bubbly canvas holdall. Donna Gorman for See Design, \$78; SeeDesignShop.com

**Load-Date:** June 20, 2012

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End of Document

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 85**

## *the Lucky Guide to SWIMSUITS*

Lucky

May 2012

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# Lucky.

**Section:** FEATURES; Pg. 96; ISSN: 1531-4294

**Length:** 140 words

**Byline:** Uncredited

- with contributions by WILLIAMS + HIRAKAWA

**Highlight:** In splashy prints and insanely flattering cuts, the season's best suits have us wishing for beach weather.

## **Body**

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### TROPICAL

All of these suits inspire that giddy, just-landed, "I'm on vacation!" feeling.

### OLD HOLLYWOOD

Wonderfully curve-enhancing, these will have you ready for your close-up.

### STRIPES

Carefree and completely chic, they're summer's signature pattern.

### DIGI-PRINTS

Colorful techie designs are thoroughly hypnotic (and so very right now).

### COLOR-BLOCKED

Here's proof you can do the sporty thing and still look totally sophisticated.

\*YOUR CARRIER'S STANDARD MESSAGING RATES APPLY TO ALL SMS CORRESPONDENCE. OTHER CHARGES MAY APPLY. AVAILABLE ON PARTICIPATING CARRIERS AND IN THE U.S. ONLY. FOR COMPLETE MOBILE TERMS AND CONDITIONS, PLEASE GO TO [LUCKYMAG.COM/GO/TEXT](http://LUCKYMAG.COM/GO/TEXT).

To buy stuff on this page instantly with your mobile\* see **TEXT-TO-BUY** info in credits.

*On a budget? We've found 50 fantastic swimwear options—all under \$50. Go to [LUCKYMAG.COM/GO/50-SWIMSUITS](http://LUCKYMAG.COM/GO/50-SWIMSUITS)*

## Graphic

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Picture, **FOR THE CLASSICIST: This elegant black-and-white maillot looks as fresh this summer as it will next.** Striped stretch nylon bathing suit, \$90, volcom.com/swim. Mother-of-pearl “Fairfax” sunglasses, \$185, Elizabeth and James, saks.com

Picture, **RETRO CUT + ELEGANT PRINT = easy seaside glamour.** Stretch nylon “Cockatoo” swimsuit, \$358, Malia Mills for Kate Spade New York, katespade.com. “Bunny” sunglasses, \$180, karenwalker.com

Picture, **SO RETRO-SEXY, you'll want to play beach-blanket bingo.** Stretch nylon bandeau top, \$72, bottom, \$56, Tommy Hilfiger. Select Macy's, 800-289-6229

Picture, **YOU CAN PRACTICALLY taste the piña colodas from here.** Stretch nylon “Vintage Wildflower” bikini, \$115, Ralph Lauren Blue Label, ralphlauren.com

Picture, **JUST THROW ON a wrap skirt and you're set for the beach bar.** Stretch nylon “Alessa” underwire bathing suit, \$64, billabong.com

Picture, **SO SPECIAL: You never see art deco-ish hardware on a swimsuit.** Polyamide bikini top, \$15, bottom, \$13, H&M, hm.com for locations

Picture, **BEACH VOLLEYBALL? Not a problem, thanks to the thick ties.** Stretch nylon “Sunset Palms” halter top, \$63, bottom, \$49, Nautica Swimwear. Select Swimspot, 877-684-7946 for locations

Picture, **VA-VA-VOOM! A ruffled bikini top makes anyone's chest look fuller.** Stretch nylon underwire top, \$34, bottom, \$34, Raisins, macys.com

Picture, **Halter necklines and flouncy details epitomize '50s screen-siren style.** LEFT: Stretch nylon halter top, \$92, ruffled bottom, \$89, Vitamin A, southbeachswimsuits.com **TEXT TO BUY: CURVES1 AT 58259** “Iris” sunglasses, \$280, karenwalker.com. **RIGHT:** Stretch nylon peplum maillot, \$182, Marc by Marc Jacobs Swimwear, couture.zappos.com. Canvas-trim raffia “Felipa” cap, \$130, helenkaminski.com **TEXT TO BUY: CURVES2 AT 58259** Sterling silver “Liquid” bangles, \$175 to \$345 each, Pandora, pandora.net for stores

Picture, **YOU'LL LOVE the rear view: That cute ruffle wraps around the back.** Stretch nylon tie-front halter top, \$89, peplum bottom, \$89, Marc by Marc Jacobs Swimwear, couture.zappos.com

Picture, **BLACK-AND-WHITE polka dots always look a little Parisian.** Stretch nylon bandeau maillot, \$92, White House Black Market, whbm.com

Picture, **FEEL JUST LIKE Brigitte Bardot (even if you're at the Jersey shore).** Stretch nylon “Sophia” bustier top, \$117, ruffled hipster bottom, \$64, Seafolly Australia, amazon.com/swim

Picture, **THE BEAUTY OF A MOLDED TOP: It gives all busts a smooth, sculpted look.** Stretch nylon “Rapture Red” push-up bikini, \$93, Orchid Label, theorchidboutique.com

Picture, **BRING ON the boardwalk fries—the ruching is fantastically forgiving.** Stretch polyamide shirred “Catalina” maillot, \$234, koreswim.com

Picture, **VOLUPTUOUS BODIES look extra amazing in a '40s-style suit.** Stretch polyamide “Dotty Dalmation” bikini, \$60, topshop.com

Picture, **Diagonal stripes are magical: They define a bust and make hips look slimmer.** LEFT: Stretch nylon swimsuit, \$90, volcom.com/swim. Mother-of-pearl “Fairfax” sunglasses, \$185, Elizabeth and James,

## the Lucky Guide to SWIMSUITS

saks.com. **RIGHT:** Nylon tricot triangle top, \$20, americanapparel.com **TEXT TO BUY:** STRIPES1 AT 58259 High-waisted briefs, \$26, americanapparel.com **TEXT TO BUY:** STRIPES2 AT 58259 “Henry” sunglasses, \$400, Lotho. Selima Optique SoHo, NYC, 212-343-9490

Picture, **RAINBOW TIES** look so cute peeking out from under a tank. Stretch nylon Shirred string bikini top, \$37, side-tie hipster bottom, \$37, gap.com

Picture, **A LOW-KEY,** completely cool take on the mix-and-match look. Stretch viscose butterfly bandeau top, \$96, Giejo, shopgiejo.com **TEXT TO BUY:** STRIPES3 AT 58259 Stretch polyester bottom, \$76, Giejo. Dagny + Barstow, NYC, 212-675-2346

Picture, **VERY CLEVER:** Narrowing stripes visually nip in your waist. Stretch nylon low-back maillot, \$96, DKNY Swimwear. Select Lord & Taylor, 800-348-6940

Picture, **great find! FOUND IT!** A one-piece that's just as flirty as a teeny yellow bikini. Stretch nylon keyhole swimsuit, \$30, oldnavy.com

Picture, **SHOW A LITTLE (or a lot of) leg:** Just tug on the neon tabs. Nylon underwire top, \$89, boy-shorts, \$85, Juicy Couture, 212-796-3360

Picture, **SPF ADDICTS, TAKE NOTE:** Cobalt blue looks stunning against pale skin. Stretch nylon bandeau top, \$56, bottom, \$44, jcrew.com

Picture, **Black mesh and neoprene give these suits a futuristic feel.** **LEFT:** Lycra “Corvette” corset bikini, \$259, mutherofallthings.com **TEXT TO BUY:** DIG11 AT 58259 “Remixxy” sunglasses, \$400, Thierry Lasry, monocle order.com. “Wrapped Up Tube Jellies” bracelets, \$29 for set of five, Jules Smith, julesmithdesigns.com. **RIGHT:** Neoprene “Natalie” bikini, \$355, Lisa Marie Fernandez for Peter Pilotto, saks.com **TEXT TO BUY:** DIG12 AT 58259 “Alda” sunglasses, \$128, Kate Spade New York, katespade.com **TEXT TO BUY:** DIG13 AT 58259 “Salli” rope bracelets, \$55 each, nissajewelry.com **TEXT TO BUY:** DIG14 AT 58259

Picture, **AWESOMELY '80S,** the pattern is straight out of an 8-bit Atari game. Stretch nylon “Bondi” bandeau top, \$40, side-tie bottom, \$30, O'Neill, shoponeillusa.com

Picture, **TWO SUITS IN ONE!** The bottom is reversible. Stretch nylon “Balance” bikini, \$152, Saha Swimwear, swimwearboutique.com

Picture, **IT'S RARE** to see cutouts as modest (and cool!) as these. Stretch nylon “Double Twist” swimsuit, \$238, Mara Hoffman, asos.com

Picture, **IF YOU THINK** the front's sexy, check out the back—it's crazy-low. Stretch nylon deep-V swimsuit, \$150, toripraverswimwear.com

Picture, **BRIGHTEN YOUR DAY:** Wear this with some neon bangles. Stretch polyamide string bikini top, \$11, bottom, \$10, forever21.com

Picture, **GOOD NEWS FOR SHY TYPES:** This reveals only a flash of midriff. Stretch polyamide “Stained Glass” long-line bikini, \$64, topshop.com

Picture, **That cutout is ridiculously—and unexpectedly—hot.** Neoprene “Convergence” asymmetrical top, \$175, cutout bottom, \$145, VPL, 646-912-6141. Organic chambray “Rafiki” cap, \$110, helenkaminski.com. Rubber “Beach” watch, \$50, TKO Orlogi, tkowatches.com. Leather “Portico” wrap bracelet, \$137, CC Skye, shopbop.com **TEXT TO BUY:** BLOCK1 AT 58259

Picture, **Lucky breaks**  
PAGE 152

## the Lucky Guide to SWIMSUITS

**LIKE A BODY-CON bandage dress you can wear on the beach.**  
 Lycra “Nosara” bathing suit, \$180, Basta, bastasurf.com

Picture, **IT HAD US at those brilliant turquoise straps.**  
 Stretch polyamide triangle top, \$215, bottom, \$135, Eres, 888-656-3737

Picture, **VERY HIGH-FASHION, with the sharp cut and contrast edging.**  
 Stretch polyamide “Sao Paulo” triangle top, \$130, bottom, \$130, Undrest by the Sea, undrest.com

Picture, **AS A RULE, bold hues always look elegant against navy.**  
 Stretch nylon triangle top, \$80, bottom, \$65, Zimmermann, shopbop.com

Picture, **SO CHILL: This one feels totally Rasta-inspired.**  
 Stretch polyamide strapless maillot, \$125, Lacoste, shop.lacoste.com

Picture, **great find!KEEP THE RHYTHM going: Add a structured tote in a solid hue.**  
 Nylon tricot “Malibu” swimsuit, \$42, americanapparel.com **TEXT TO BUY: BLOCK2 AT 58259**

**Load-Date:** June 20, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 86**

## TOP NOTCH

Women's Wear Daily(WWD)

April 16, 2012

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# WWD

**Section:** 1; Pg. 4; Vol. 203; No. 79; ISSN: 0149-5380

**Length:** 663 words

**Byline:** Marc Karimzadeh

- with contributions by JOHN AQUINO

## **Body**

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It started in New York with Marc Jacobs, who accessorized each of his 54 fall exits with an exaggerated fur hat, and ended in Paris with the designer's parade of extra-large toppers at Louis Vuitton. In between, hats made a significant statement on many runways, from Donna Karan, who drove home her men's wear theme with small fedoras, to Giorgio Armani, whose models turned their heads mid-runway to draw attention to their trilbies.

Fashion is clearly having a hat moment, but can the trend make the leap from runway to reality? For Jacobs, it's a no-brainer. "As we've done hats many seasons before with Stephen Jones, we've seen that the more exaggerated and statement hats we do, the more women want to own them and wear them," he says. "As with all our accessories, it's the statement pieces that our customers want."

His fall hat lineup will be sold at all Marc Jacobs collection stores, including other retailers such as Saks Fifth Avenue, which picked up a selection for its fur departments. Saks' senior fashion director Colleen Sherin believes that fashion's newfound love for the category will help drive the business. "They will be editorialized in fall fashion magazines, which will bring more awareness to the category as a whole," she says. "And it may make people think twice about hats being not just knit caps but also these amazing fur options."

Or red-fringed bowlers, for that matter. Jason Wu tapped Paris-based Maison Michel to make said hats for his fall collection, which was inspired by the Chinese Qing dynasty. "I think there is a particularly dressed-up moment happening in fashion right now, and hats seem like the perfect accessory for the look," Wu says. "It is about being put together from head to toe."

Milliner Eugenia Kim, meanwhile, looked to the Art Deco movement and film noir for her latest lineup, which includes wide-brimmed fedoras and cloches as well as a mini fedora. "There is a huge shift happening from the casual luxe styles that have been so prevalent recently to a more intentional, feminine way of dressing, and hats really help encourage the total look," says Kim.

Long ago a mandatory accessory for women, hats as a category has been on the decline at least since the Second Vatican Council (1962 to 1965), when hats became no longer mandatory in Catholic churches. With society's continued casualization, they have since been largely sequestered to special occasions, but if there was ever a moment that seemed right for the old staple, it could be now.

## TOP NOTCH

Brooke Jaffe, Bloomingdale's fashion director of shoes, handbags and fashion accessories, says last year's royal nuptials and its full display of hats, "was the beginning of a cultural movement, with the eyes adjusting to it looking right again." She points to "Downton Abbey" and this summer's Queen's Jubilee as other "outlets of fantasy dressing" that might make hats work. That said, Bloomingdale's did not increase its fall buy compared to last year, but Jaffe notes that this season features a greater fashion-driven assortment of hats from designers such as Eric Javitz, Helen Kaminski, Genie by Eugenia Kim, ***Kate Spade*** and Helene Berman.

Neiman Marcus senior vice president and fashion director Ken Downing also is noting a renewed interest in hats due in part to fashion's current "dressed-up and polished way of dressing," but, like Jaffe, he isn't fully buying into the trend just yet. "Are we ordering more hats at Neiman Marcus? Not necessarily. It's very specific to a woman who enjoys wearing a hat."

On that note, Downing added one important point: "The hairdresser is the modern-day milliner for women. Putting a hat on is not something we see many women changing to."

"Are we ordering more hats at Neiman Marcus? Not necessarily. It's very specific to a woman who enjoys wearing a hat."

— KEN DOWNING, NEIMAN MARCUS

"I think there is a particularly dressed-up moment happening in fashion right now, and hats seem like the perfect accessory for the look."

— JASON WU

## Graphic

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Picture, DONNA KARAN'S FELT FEDORA.

Picture, JASON WU'S WOOL FLANNEL BOWLER.

Picture, BADGLEY MISCHKA'S FELT AND POLYESTER HAT.

Picture, DIOR'S CASHMERE BONNET.

Picture, EUGENIA KIM'S FELT, LEATHER AND ROOSTER FEATHER HAT.

Picture, ALBERTUS SWANEPOEL'S FELT, LEATHER AND GROSGRAIN FEDORA.

Picture, ***KATE SPADE***'S FELT HAT.

Picture, GIGI BURRIS' BEAVER FELT AND ALLIGATOR HAT.

Picture, PHILIP TREACY FOR GIORGIO ARMANI'S WOOL FELT TRILBY.

Picture, YESTADT'S FELT AND GROSGRAIN CLOCHE.

**Load-Date:** April 20, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 87**

## Spring flings

Self

April 2012

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# SELF

**Section:** YOUR STYLE; Pg. 61; Vol. 34; No. 4; ISSN: 0149-0699

**Length:** 152 words

**Byline:** Uncredited

**Highlight:** We're crushing on the season's florals, brights and graphics. Mix 'em with pieces you own for a fresh, swoonworthy look.

## Body

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Structured florals

“Tailoring makes bold blooms chic.”

—Lindsay T. Huggins, senior fashion market editor

Powerful petals show you're no wallflower. Big, colorful blossoms are as cheery as a bouquet; substantial fabrics and sharp lines keep the look finished—not garden-party dowdy.

Electric brights

“A shot of a hot hue will propel your outfit into the now. It's a total refresher!”

—Evyann Metzner, fashion director

Like caffeine for your closet, brights wake up a sleepy wardrobe. This year's shades are übervivid—supersaturated and unapologetically attention-grabbing. Wear them on days when you need some extra oomph. Brilliant!

Polished graphics

“Sleek styles in strong patterns are sophisticated *and* edgy.”

—Kristen Saladino, senior fashion editor

Classic silhouettes balance the unbridled confidence of gutsy graphics. But know that a little goes a long way: You need only one piece—a coat, a skirt, a bag—to stand out.

## Graphic

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## Spring flings

Picture, Peter Som

Picture, Prada

Picture, Three-quarter sleeves give this jacket vintage charm. Ted Baker London, \$235; TedBaker.com

Picture, *Great* *deal!*  
A wedge heel, peep toe and ankle strap make for a sexy floral arrangement. \$89; NineWest.com

Picture, Stand tall in a retro V-neck dress with a gauzy placket that elongates the torso. McGinn, \$295; Nordstrom.com

Picture, Large petals can widen, but not on a slenderizing A-line skirt. Alice + Olivia by Stacey Bendet, \$198; AliceAndOlivia.com

Picture, String on tangerine blooms to pluck a basic top out of obscurity. *Kate Spade* New York, \$298; KateSpade.com

Picture, Slim-fit trousers read hip, not hippie chick or senior. (No offense, Nana!) Cartonnier, \$118; Anthropologie.com

Picture, *Great* *deal!*  
A groovy leather tassel ensures this ladylike bag is a perennial fave. Imoshion, \$89; ImoshionStore.com

Picture, Peter Som

Picture, Jill Stuart

Picture, A classic cut in a wow color simplifies weekday dressing: Slip on a neutral shoe and you're done! Nanette Lepore, \$398; 212-219-8265

Picture, *Great* *deal!*  
The best of both worlds: refined shape, cheeky shade. Street Level, \$48; NastyGal.com

Picture, Energize every step—and last year's white jeans—with neon heels. L'Autre Chose, \$338; Shop.Boccaccini.it

Picture, *Great* *deal!*  
The hot-pink necklace makes a statement—while sparing your bank statement. Hallelu, \$18; ShopHallelu.com

Picture, A neon pencil skirt is suddenly office-friendly with a crisp white button-down. \$148; TrinaTurk.com

Picture, Ease into the trend with jeans that are a bit more blue than basic denim. Rich & Skinny, \$121; NeimanMarcus.com

Picture, The time-honored blazer gets a new lease in fuchsia. *Kate Spade* New York, \$498; KateSpade.com

Picture, A flash of pink shifts pumps out of neutral and into go mode. \$89; NineWest.com

Picture, DKNY

Picture, Milly by Michelle Smith

Picture, Short enough to flaunt athletic legs, long enough for meetings. \$275; Shoshanna.com

Picture, For those who want to tread lightly in this trend: timeless heels with a graffiti-like pattern. DKNY, \$215; 800-231-0884

Picture, Off-center gold buttons on this deco-inspired dress double as jewelry. \$495; ToryBurch.com

Picture, Wear this coat to transform laid-back jeans and a tee into a fashion moment. Milly, \$550; Neiman Marcus

Picture, *Great* *deal!*  
A cocktail of chevron stripes and sporty vertical lines gives you uptown style, downtown cool. Street Level, \$50; LuLus.com

Spring flings

Picture, Kicky center pleats allow you room to move. Kenneth Cole New York, \$90; Lord & Taylor

Picture,

*Great*

*deal!*

There's nothing square about these sassy earrings. Anne Klein, \$24; 800-848-8668

**Load-Date:** May 11, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 88**



## *Fashion-icon status suits Brad Goreski well*

The Denver Post

March 15, 2012 Thursday, THU SCENE Edition

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**Section:** FEATURES; Pg. 1D

**Length:** 692 words

**Byline:** Los Angeles Times

### **Body**

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NEW YORK The bespectacled star of Bravo's "It's a Brad, Brad World," Brad Goreski can't be in a fashion gathering without being followed by reporters, photographers and fans.

He attended the recent round of runway shows for fall-winter and happily obliged all comers, shaking hands, posing for pictures and answering questions for video crews. If there were babies to kiss and autographs to sign, he gave the impression he'd cheerfully do that as well.

Anyone not part of the fashion cognoscenti may have a few questions at this point -- like who, exactly, is Brad Goreski, what is he doing on television and why did just shy of a million people tune in each week since to watch this 34-year-old Canadian from Port Perry, Ontario, jet around to fashion shows, rifle through rolling racks of garments and style celebrity clients while wearing a closet full of cartoon-colored clothes?

The answer has its roots three years ago with the debut in September 2008 of another Bravo show, "The Rachel Zoe Project," which parachuted Goreski into American popular culture as an assistant to celebrity stylist Rachel Zoe. Goreski, who had graduated from the University of Southern California that year with a degree in art history and worked for three months as an assistant to Vogue magazine's West Coast editor, Lisa Love, emerged as one of the docu-series' central secondary characters and appeared throughout the first three seasons.

Today, Zoe and Goreski have gone their separate ways. Asked about his relationship with Zoe and the whispered speculation that the two are either feuding or fake-feuding for publicity's sake, Goreski shrugged. "She doesn't speak to me -- I have no idea why," he said. "It happened before my show ever got picked up. I work with one of her former clients, but I didn't solicit her."

Now, as second-generation reality royalty, the former assistant invites cameras along as he tries to build his own roster of A-list clientele. The result is pretty much the sum of its interchangeable reality TV-parts: photo shoots, foreign travel, domestic banter (the other key player in the series is Goreski's longtime boyfriend, "Family Guy" writer Gary Janetti), workplace stress and tears -- lots and lots of tears. Goreski is an inveterate weeper, and the waterworks flow with such regularity on the show one ends up wondering if all those bow ties and velvet blazers have been given a proper coating of Scotchgard.

The first seven episodes averaged 984,000 viewers, according to Nielsen, and, while that may be less than half the number who tune into the lead-in reality soap "The Real Housewives of Beverly Hills," it's a decent number of eyeballs for the sort of program it is, and reviewers have been generally positive about the show. Bravo has yet to announce whether "It's a Brad Brad World" will be back for a second season, but it has already helped catapult Goreski's career into high gear. His client list has swollen from a single name -- Jessica Alba -- to include Demi Moore, Christina Ricci, Rashida Jones, Shay Mitchell and Noomi Rapace. His book ("Born to Be Brad: My Life and Style So Far," with Elle columnist Mickey Rapkin) hit store shelves

## Fashion-icon status suits Brad Goreski well

recently. And the *Kate Spade* clothing and accessories label announced that Goreski had inked a two-year deal to serve as its first -- and exclusive -- brand stylist, a gig that will have him working on advertising campaigns, e-commerce shoots and fashion presentations through 2013.

Deborah Lloyd, *Kate Spade's* president and creative director, said that although Goreski was tapped for the task based on his talents and insight into the brand (they'd worked together as far back as the label's fall-winter 2011 presentation last year), his rapidly rising pop-culture profile certainly hasn't hurt.

"He's very enthusiastic," said Arthur Wayne, vice president of global public relations for Brooks Brothers, who first met Goreski while the latter was still in Zoe's employ. "He learned from the best in the business, and I think he's genuinely enjoying coming into his own. He seems grateful and appreciative that he's been so embraced both within the fashion world and by the consumer."

## Graphic

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Brad Goreski went from assisting a celebrity stylist to being one himself, with his own TV show. Dimitrios Kambouris, Getty Images for Levi's

**Load-Date:** March 18, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 89**

## *Feel-Good Fashion: Rwanda By Design*

Marie Claire

March 1, 2012

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**Section:** STYLE FILES; 101 IDEAS; Pg. 130; Vol. 19

**Length:** 906 words

**Byline:** Geraldine Sealey

### **Body**

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Marie Claire goes to Africa with Deborah Lloyd, creative mastermind of *Kate Spade* New York, as she hunts inspiration for new handmade products that will help women rebuild their lives

It's a humid December afternoon at the Caplaki craft market in Kigali, Rwanda, and Deborah Lloyd is power-shopping her way through its 40 stalls. The market is a tad touristy for the president and chief creative officer of *Kate Spade* New York—she didn't come all this way for gorilla key chains and T-shirts that read "muzungu," slang for "white person." But Lloyd is determined. "I have laser-like vision," she says. "If there's something to find, I'll find it."

Sure enough, Lloyd zeros in on patterned fabric ball necklaces; delicate, ropy jewelry made of painted dried beans; cow-horn bangles, each dyed a lush (and very *Kate Spade*) jewel-tone like fuchsia and orange. "Such good colors!" she says. "These will look so stylish when they're layered on an arm."

Lloyd isn't shopping for the sake of it—she's doing research on a new product line that could create a road out of poverty for hundreds of Rwandan women and their families. Since 2006, *Kate Spade* has teamed up with the nonprofit Women for Women International (WFWI) to work with artisans in former war zones such as Rwanda, a country still grappling with the aftermath of the 1994 genocide that killed 800,000 people in just 100 days.

It's a business partnership with a philanthropic twist: As part of a holistic program including health and life-skills education, WFWI trains local women to make one-of-a-kind handicrafts that are designed and sold by *Kate Spade*, providing the artisans with much-needed income. Last spring, the company's first Rwandan product, a raffia handbag, sold out online days after being featured in *Marie Claire*. On March 8, International Women's Day, the latest items will hit shelves, including hand-beaded jewelry and woven clutches.

What's next? That's the question that propels Lloyd's weeklong Rwandan expedition scouring markets and meeting with female artisans. She's investigating local techniques and materials that can be used to create more products American women will crave, and not only because they're for a good cause.

For Lloyd, the challenge is a creative as well as a moral one. Making *Kate Spade* goods can more than double a Rwandan woman's earning power and help feed and send her kids to school; it's not a stretch to say that the work can save lives. But if it stops, so do the life-changing ripple effects. "You can't just say, 'It's beaded necklaces this season, and then I'm going to do something totally different,'" Lloyd says. "You feel a responsibility to keep these women working."

Although Rwanda has come a long way since the genocide, quality of life for many is still relatively dismal, with 60 percent of the population getting by on the equivalent of 40 cents a day. Still, the women Lloyd meets through WFWI are strikingly resilient. In Fumbwe, a village outside Kigali, Lloyd attends a ceremony for about 500 WFWI graduates. Several approach the

## Feel-Good Fashion: Rwanda By Design

microphone to give testimony about how the program has changed their lives. Cecilia, a lanky woman in the traditional ceremonial dress known as *mushanana*, says that before she joined WFWI, her husband used to ration her meat. "Now I buy my own meat!" she says in her native Kinyarwanda. Her husband doesn't beat her anymore, either, since she told him it's against the law, something else she learned through WFWI. "I know my rights now," she tells the cheering crowd. "The transformation in these women is amazing," Lloyd says.

The following afternoon, at Gahaya Links, a factory cooperative in Kigali, Lloyd watches about 100 WFWI artisans work on the spring 2012 collection. In one room, weavers sit on floor mats making colorful clutches. Nearby, rows of women sit hunched over piles of the multicolored "seed beads" they're using to make vibrant, chunky link necklaces. It takes about two days to complete one necklace, a meticulous process that requires adding beads one by one. When Lloyd asks the women what they want most from her, one replies, "Please keep sending us more orders."

Toward the end of her trip, Lloyd gets to visit the real-not the *muzungu*-market. Kimironko is a bustling shopping center in Kigali where locals buy and sell everything from housewares and live chickens to what Lloyd has been after all along: colorful local textiles.

Her eyes scan the bolts that reach practically to the ceiling. "Fabric heaven!" Lloyd exclaims. She zooms in on those of the best quality, discarding those that aren't ("That one's polyester, I can just tell," she says, from about 10 feet), and holds up fabric to her body. "That is so ***Kate Spade***!" she says, admiring a zebra pattern.

Victorious, Lloyd leaves with an armful of material and maybe that next big idea for her Rwandan team: sundresses. "They'd be fun, fresh, made with traditional fabrics, and we'll have Women for Women artisans tailor them," Lloyd says. "You just don't want the income to stop for these women."

*Help a woman in Rwanda join WFWI for \$30 a month at <http://www.womenforwomen.org>.*

**BUY ONE NOW!**

Find Women for Women International beaded link necklaces (\$148) and circle totes (\$198) at

<http://www.katespade.com>.

You feel a responsibility to keep these women working." -DEBORAH LLOYD

Making ***Kate Spade*** goods can more than double a woman's earning power. It's not a stretch to say that the work can save lives.

**Load-Date:** April 27, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 90**

## get-it guide

Self

March 2012

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# SELF

**Section:** GET-IT GUIDE; Pg. 153; Vol. 34; No. 3; ISSN: 0149-0699

**Length:** 712 words

**Byline:** Uncredited

## Body

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### Fashion

**Cover** Pleasure Doing Business dress, \$325; Saks Fifth Avenue. Earrings, \$440; MauriPioppo.com. Phillips Frankel necklace, \$1,835; BrokenEnglishJewelry.com. Salvatore Ferragamo cuff, \$1,320; 800-628-8916. Kate Spade New York shoes, \$328; KateSpade.com. **Page 22** Top, \$45; JCrew.com. J Brand shorts, \$154; Bloomingdale's. Earrings, \$144; VivAndIngrid.com. Helen Ficalora necklace chain, \$260, and charm, \$1,200; 877-754-2676. Coach watch, \$358; Macy's. KiraKira pinkie ring, \$631; KiraKiraJewelry.com. Gold ring, \$153; JadeJagger.com for information.

**Page 27** PureDKNY sweater, \$195; 800-231-0884. J Brand shorts, \$152; Nordstrom. **Page 30** Bra, \$48, and shorts, \$54; BodyLanguageSportswear.com. Sneakers, \$95; Nike.com. **Page 32** From top: blue top, \$363; AutumnCashmere.com. Turquoise sweater, \$125, and yellow shirt, \$85; Lacoste.com. Orange shirt, \$110; 525America.com. Helen Ficalora necklace chain, \$110, and charm, \$165; 877-754-2676. **Page 46** On Wu (after): tank, \$198; SonJungWan.com. **Page 58** On Huggins: tank, \$195; ToryBurch.com. J Brand jeans, \$180; JBrandJeans.com. Belt, \$10; AmiClubwear.com. **Page 61** Tank, \$39; MichaelStars.com. Cult Candy belt, \$22; PeppermintPark.com. **Page 88** On Moon Frye: Joe Fresh pullover, \$29; 212-366-0960. Hard Tail pants, \$61; BareNecessities.com. Sneakers, \$135; Nike.com. On Bass: tank, \$25, shorts, \$32, and sneakers, \$85; Nike.com. **Page 89** Tank, \$55; Reebok.com. Sneakers, \$85; Asics.com. **Page 102** RedValentino dress, \$695; 212-772-6969 for information. Helen Ficalora earrings, \$495, and ring, \$250; 877-754-2676. **Page 104** Sweater, \$253; MinnieRose.com. Nanette Lepore shorts, \$198; 305-861-8212. **Page 106** Sonia by Sonia Rykiel tank, \$145; SoniaRykiel.com. Hudson Jeans jeans, \$198; Saks Fifth Avenue. **Page 108** Champion tank, \$26; ChampionUSA.com. Shorts, \$25; Nike.com. **Page 110** Stella McCartney playsuit, \$195; Net-A-Porter.com. **Page 121** Sports bra, \$52; BodyLanguageSportswear.com. Shorts, \$39; BodyUp.com. Sneakers, \$70; KSwiss.com. **Page 126** Marc by Marc Jacobs jacket, \$298, swimsuit, \$151, shorts, \$128, and sneakers, \$320; MarcJacobs.com for stores. Visor, \$3, and socks, \$10; AmericanApparel.com. Watch, \$158; Coach.com. **Page 127** Nanette Lepore top, \$228, skirt, \$298, and belt, \$98; 305-861-8212. R.J. Graziano necklaces, \$65 each; 212-685-1248. Charles David shoes, \$195; 310-659-7110. **Page 128** Jill Stuart dress, \$850; 212-343-2300. Dauphines of New York headband, \$80; Shopbop.com. Mulberry bag, \$1,500; 212-835-4700 for similar colors. R.J. Graziano bracelet, \$38; 212-685-1248. **Page 129** Top, \$1,800; MarcJacobs.com. Skirt, \$695, and belt, \$40; JCrew.com. Chilli Beans sunglasses, \$58; 310-395-1737. Marc by Marc Jacobs necklace, \$78; MarcJacobs.com for stores. Shoes, \$150; Canfora.com. Bag, \$795; JimmyChoo.com. **Page 130** Tory Burch top, \$295, skirt, \$375, and large bead necklace, \$695; 866-480-8679. Gerard Yosca white bead necklace, \$70; CharmAndChain.com. Marc Jacobs bag, \$1,595; 212-343-1490. Tissot watch, \$450; TissotShop.com. **Page 131** DKNY dress, \$345; select Macy's, 800-343-0121. Paige Novick cuff, \$460; Endless.com. Bag, \$2,100; Prada.com. **Page 132** Blumarine

## get-it guide

dress, \$1,530; select Bloomingdale's, 800-777-0000. Kenneth Jay Lane earrings, \$120; 877-953-5264. Sequin bangles, \$25 to \$42 each; Sequin-NYC.com. **Kate Spade** New York bag, \$298; KateSpade.com. Shoes, \$198; Coach.com. **Page 133** BCBGMaxAzria dress, \$478; BCBG.com. Cuff, \$225; AssadMounser.com. **Page 137** Hard Tail tank, \$65; 310-393-8787. Elisabetta Rogiani shorts, \$65; Rogiani.com. Bracelets, \$65 each; Ettika.com.

## Beauty

**Unless otherwise noted, all products are available at select department stores or mass retailers.**

**Page 39** RazorPit.com. Lisa Hoffman, LisaHoffmanBeauty.com. **Page 40** OPI, Ulta.com. Buxom, Sephora.com. **Page 52** Benefit, Sephora.com. BobbiBrownCosmetics.com. Fresh.com. **Page 54** MiracleSkinTransformer.com. Simple, Boots.com. Sephora.com. Jane Iredale, Shop.JaneIredale.com. **Page 127** MACCosmetics.com. **Page 133** ButterLondon.com. Orly, OrlyBeauty.com. Zoya.com. CND.com. Duri.com. Flirt!, Kohls.com. Nars, NarsCosmetics.com. Black Opal, BlackOpalBeauty.com. **Page 134** Shiseido.com. Rimmel, Walmart.com. Benefit, Sephora.com. Tarte, Sephora.com. Stila, StilaCosmetics.com. E.L.F., EyesLipsFace.com. TigiHairCare.com for locations.

**Load-Date:** April 20, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 91**

## Midcentury Mod

Lucky

March 2012

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# Lucky.

**Section:** FASHION & SHOPPING; Pg. 126; Vol. 12; No. 3; ISSN: 1531-4294

**Length:** 184 words

**Byline:** Uncredited

**Highlight:** Bold colors, intriguing textures, distinctive shapes—these retro pieces are ladylike and striking but not at all prim.

### Body

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**Eco-hipster nerd glasses!** “Soul Club” sunglasses, \$220, Karen Walker, gargyle.com

**The only accessory you'll need with a simple scoopneck top.** Beaded necklace, \$95, lenoradame.com **TEXT TO BUY: MIDMOD1 AT 58259**

**Beautifully dramatic—we're crazy about the gold heels.** Silk, cotton and leather pumps, \$760, Marni, marni.com for locations

**Like a Monet watercolor for your feet.** Silk “Gemma” sandals, \$325, Kate Spade New York, katespade.com

**Classic Mrs. Robinson.** Fur felt fascinator, \$250, barbara feinmanmillinery.com **TEXT TO BUY: MIDMOD2 AT 58259**

**Use the detachable strap or just carry it like Jackie O.** Leather handbag, \$215, DKNY, 800-231-0884 for locations

**Graphic, oversize links are fun yet entirely elegant.** Resin chain-link bracelet, \$45, Kenneth Cole New York, kennethcole.com for locations

To buy stuff on this page instantly with your mobile\* see **TEXT-TO-BUY** info in credits.

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### Graphic

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Picture, **Eco-hipster nerd glasses!** “Soul Club” sunglasses, \$220, Karen Walker, gargyle.com

Picture, ROCHAS

Midcentury Mod

Picture, **The only accessory you'll need with a simple scoopneck top.** Beaded necklace, \$95, lenoradame.com **TEXT TO BUY: MIDMOD1 AT 58259**

Picture, **Beautifully dramatic—we're crazy about the gold heels.** Silk, cotton and leather pumps, \$760, Marni, marni.com for locations

Picture, PRADA

Picture, MARNI

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Picture, **Use the detachable strap or just carry it like Jackie O.** Leather handbag, \$215, DKNY, 800-231-0884 for locations

Picture, **Graphic, oversize links are fun yet entirely elegant.** Resin chain-link bracelet, \$45, Kenneth Cole New York, kennethcole.com for locations

Picture, DOLCE & GABBANA

**Load-Date:** April 20, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 92**

## Sunny & Bright&

Self

March 2012

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# SELF

**Section:** STYLE & BEAUTY FORECAST; Pg. 126; Vol. 34; No. 3; ISSN: 0149-0699

**Length:** 988 words

**Byline:** Beth Janes

- with contributions by Chris Craymer

**Highlight:** And energetic, playful and sexy, too! The clothes and makeup trends on these pages will make you look and feel amazing. Here, eight gorgeous ways to wear your heart on your sleeve—and legs, lips, eyes, everywhere!

## Body

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### 1Be Energetic

You're ready for action no matter the venue, thanks to spring's sports-inspired clothing. Easy, chic pieces keep pace with your active life *and* up your style game. Score!

**PULL IT OFF** Shorts, track pants, varsity jackets—you'll find tons of options borrowed from gym life but adapted for city life: Feminine lines and comfy fabrics, like silk and fine cotton, have go-anywhere appeal. The season's must-have item? An anorak (such as the one seen here) made over in bold colors and slinky, soft fabrics that will take you from errand running to barhopping. Wedge sneaks lend a cool-girl vibe to jeans and lengthen legs.

### 2Be Playful

Full, flirty skirts practically insist that you twirl, swish and sway. And in citrus hues and whimsical florals? What fun!

**PULL IT OFF** Whatever length you choose—minis, knee skimmers—you can't go wrong! The season's fit-and-flare cut cinches your waist, slimming your silhouette. Pleats (another trend in full bloom) keep your look modern, not retro-'50s. We're fans of inverted pleats along the top—as on the skirt here—which lend just a bit of fullness below the waist, as opposed to accordion pleats, which often start at the waist, adding bulk where you don't need it. For tops, pick a hue from the skirt and turn up the volume—but be sure to tuck in your blouse to show off your itty-bitty middle.

**BEAUTY NOTE** Reveal legs with confidence. Use a wash-off bronzer such as MAC Skinsheen Leg Spray, \$28, for stocking-free tint.

### 3Be Girly

Lined eyes and mega mascara give you battable lashes. It's the grown-up version of doll-like fringe!

## Sunny &amp; Bright&amp;

**PULL IT OFF** Start with a sheer peach shadow all over lids—it's like a dainty camisole, a base that complements what you layer on top. Line eyes' inner rims (top and bottom) with black liner so no skin peeks through, says Jenna Menard, Clinique Global Colour Artist in New York City, who created the looks here. Follow with liner along your top lash line—slightly winging the tip at the corner. Finish with three coats of mascara for extra volume; wait two seconds between swipes to prevent clumps.

**FASHION NOTE** Pastels read sweet 'n' chic (not childish) when tones are mixed, as on this color-blocked dress.

## 4Be Happy

Supersaturated, sunny brights radiate joy as brilliantly as a wide grin.

**PULL IT OFF** Just about every fabric—knits, sparkly sequins, shiny silks—is awash in cheery colors. Beaming is in, big time, so now is the moment to leap out of your color comfort zone. Limit your outfit to one or two bold shades. If you're daring, accent with a third. Warm tones (pink, orange, yellow) look best with other warm, cools with cools. If you'd rather take baby steps, don a neon accessory; shocking-orange flats or a hot-pink belt delights like a single gerbera daisy.

**BEAUTY NOTE** Turn to page 135 for get-happy makeup. (Hint: You'll be pretty in pink!)

## 5Be Polished

Tailored, feminine clothing is so much prettier—and a lot less boring—than that overworked black skirt suit.

**PULL IT OFF** The ladylike trend doesn't seem old maid when you combine a modern cut with a traditional fabric: This tweed skirt suit feels fresh in a tunic shape, rather than an expected jacket—more Duchess Kate than Queen Elizabeth. To go casual, pair a blouse or blazer with white denim, which looks especially crisp and current set off by the season's confectionery colors. To dial down the demure, wear a statement necklace; keep the effect refined with jewelry in the same tones as your outfit.

**BEAUTY NOTE** Brows are the finishing touch to a sophisticated look. Define their shape with the Diorshow Brow Styler Pencil, \$28.

## 6Be Sexy

Luminous bronze makeup elicits the same sensual vibe as sexy silk; plus, it balances vibrant, eye-catching sequins.

**PULL IT OFF** Mix a golden liquid highlighter with a drop of foundation for a subtle shimmer effect, then tap it along cheekbones with your fingertip. Brush powder bronzer right underneath to give cheeks extra definition, Menard suggests. Apply a copper cream shadow along lash lines, lightly smudge a brown liner on top, and dab highlighter in inner corners.

**FASHION NOTE** A dropped waist dress is party-perfect—the style flatters most shapes, and it's roomy enough to throw it down on the dance floor.

## 7Be A Free Spirit

Explore the exotic without looking costume-y. The tribal trend is all about intricate beading and worldly patterns but in hues muted enough that you don't appear over-the-top.

**PULL IT OFF** Look for simple, easy silhouettes. A flowy trapeze-style dress, for example, that has beading on the bodice lends welcome weight and shape without sacrificing the comfort of the forgiving cut. But beware beads that aren't sewn flat against the fabric or are too large; they can add bulk. Make sure your dress shows some skin: Cutouts, a short hemline or a bare back keeps you well out of muumuu territory. Wear jewelry that's simple and graphic—or skip it altogether!

## 8Be Creative

Use nails to express your (semi) wild side. From ombré to rhinestones or a reverse French, party girls and nine-to-fivers can nail their fave.

## Sunny &amp; Bright&amp;

**PULL IT OFF** To get the ombré effect seen here at home: Pour a small amount of pale polish into tin foil (create a bowl shape), and mix in a few drops of a bright color, says Ke'Na Marcell, creative nail consultant for the Lali Lali Salon in NYC. Do one coat of the light shade; next, using a makeup sponge, stipple the mix three fourths up the nail starting at the edge. Add in one more drop of the bright shade and dab it *only* at tips.

**FASHION NOTE** Yes, you can go big with punchy florals, as long as the style is sedate. The pleats on this frock keep the look fresh, not frenzied.

Be Creative

Break out of your polish rut and experiment with a multicolored mani.

Be Girly

Channel your inner Holly Golightly with sweet peach lips and dark, sultry eyes.

Be Sexy

Barely there bronze on eyes and skin naturally enhances your prettiest assets.

Be Happy

Liven up your makeup with vibrant, look-at-me pink on lips and cheeks.

## Graphic

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Picture, Jacket, \$298, swimsuit, \$151, shorts, \$128, and sneakers, \$320, Marc by Marc Jacobs. Visor, \$3, and socks, \$10, American Apparel. Watch, Coach, \$158

Picture, Top, \$228, skirt, \$298, and belt, \$98, Nanette Lepore. Necklaces, R.J. Graziano, \$65 each. Shoes, Charles David, \$195  
Photographed at Surf N Sea, Haleiwa, Hawaii

Picture, Dress, Jill Stuart, \$850. Headband, Dauphines of New York, \$80. Bracelet, R.J. Graziano, \$38. Bag, Mulberry.  
Photographed at The Wax Revolution, Haleiwa, Hawaii

Picture, Dress, Jill Stuart, \$850. Headband, Dauphines of New York, \$80. Bracelet, R.J. Graziano, \$38. Bag, Mulberry.  
Photographed at The Wax Revolution, Haleiwa, Hawaii

Picture, Top, Marc Jacobs, \$1,800. Skirt, \$695, and belt, \$40, J.Crew. Sunglasses, Chilli Beans, \$58. Necklace, Marc by Marc Jacobs, \$78. Bag, Jimmy Choo, \$795. Sandals, Canfora, \$150

Picture, Top, \$295, skirt, \$375, and geometric bead necklace, \$695, Tory Burch. White bead necklace, Gerard Yosca, \$70. Watch, Tissot, \$450. Bag, Marc Jacobs, \$1,595

Picture, Dress, DKNY, \$345. Cuff, Paige Novick, \$460. Bag, Prada, \$2,100

Picture, Dress, DKNY, \$345. Cuff, Paige Novick, \$460. Bag, Prada, \$2,100

Picture, Dress, BCBGMaxAzria, \$478. Cuff, Assad Mounser, \$225

Picture, Dress, Blumarine, \$1,530. Earrings, Kenneth Jay Lane, \$120. Bangles, Sequin, \$25 to \$42 each. Bag, *Kate Spade* New York, \$298. Shoes, Coach, \$198  
Photographed at Da Shack, Paumalu, Oahu

## Sunny &amp; Bright&amp;

Picture, Dress, Blumarine, \$1,530. Earrings, Kenneth Jay Lane, \$120. Bangles, Sequin, \$25 to \$42 each. Bag, *Kate Spade* New York, \$298. Shoes, Coach, \$198

Photographed at Da Shack, Paumalu, Oahu

Picture, More bubble gum than neon, Duri Cosmetics Nail Polish in Forget Me Never, \$5, is for those who crave a slightly paler version of the vibrant shade.

Picture, Think of Zoya Nail Polish in Kennedy, \$8, as the lined version of your favorite nude lace bra—you get the perks of coverage without the downside of full-blown see-through.

Picture, Not into glitz on nails? Try electric pink CND Nail Colour in Raspberry Parfait, \$9, a high-shine glitter-free color.

Picture, Various sized sparkles in Deborah Lippmann 3D Holographic Nail Lacquer in Sweet Dreams, \$18, give the exact light-reflecting effect its name implies.

Picture, Lilly Pulitzer-like hot pink but with a mega dose of shimmer, Butter London 3 Free Nail Lacquer in Disco Biscuit, \$14, is the mature way to rock sparkly polish.

Picture, Slightly peachy Orly Nail Lacquer in Prelude to a Kiss, \$9, looks good on all skin tones. It's a neutral complement to a bold counterpart.

Picture, Sugar molecules in Chantecaille Brilliant Gloss in Lucky, \$32, create a temporary plumping effect; elasticlike molecules and luxe oils provide shine without stickiness.

Picture, The tiny brush of Black Opal Liquid Eyeliner in Black, \$5, makes the cat-eye thing effortless. We promise.

Picture, A notch above nude, Sally Hansen Moisture Twist 2-in-1 Primer & Color in Mixed Up Mauve, \$5, is like ChapStick 2.0 with hydrating skin sensation Moroccan argan oil plus color.

Picture, Subtly iridescent pink Nars Lip Gloss in Greek Holiday, \$24. Need we say more? *J'adore!*

Picture, Love the look of liner; hate the thought of smudges? We hear you. Clinique Quickliner for Eyes Intense in Intense Black, \$15, boasts 12 hours of perfect payoff.

Picture, Choose your fringe weapon! Keep lashes naturally defined or all-out with the half-skinny, half-full wand of Flirt! Agent Lash Mascara in Agent Black, \$16.

Picture, Super creamy Shiseido Makeup Shimmering Cream Eye Color in Sunshower, \$25, makes it simple to swipe shadow over eyes with your fingertip, and the intense finish stays put all day.

Picture, With its blend of gold and bronze, Estée Lauder Pure Color Illuminating Powder Gelée in Topaz Chameleon, \$40, creates natural-looking luminosity.

Picture, Stila Smudge Crayon Waterproof Primer + Shadow + Liner in Antique, \$22, lets you smooth a little shimmery copper right along lash lines. Add extra on lids before happy hour.

Picture, If you're so pale you can't bare the thought of bronzer, use a pink and tan combo à la Rimmel London Match Perfection 3 Tone Blush Light/Medium, \$5.

Picture, Like liquid gold for your skin, Benefit Sun Beam highlighter, \$26, gives skin sun-kissed radiance.

Picture, Never second-guess your color matching again! Tarte Maracuja Blush & Glow in Candlelight, \$32, has a cream cheek tint and a highlighter so you can customize your glow.

Picture, Inspired by the spring fashion shows, CoverGirl BlastFlipstick in Vixen, \$9, has two totally wearable options—cool burgundy plus pearly pink.



## Sunny &amp; Bright&amp;

Picture, Get the benefits of a balm (moisturizing hyaluronic acid) and all the perks of classic pigment-rich lipstick with Wet n Wild MegaLast Lip Color in Cherry Picking, \$2.

Picture, Dual-sided NYC New York Color City Duet 2-in-1 Split Lipstick in The Cherry Blossoms, \$3, lets you play mix master with your lipcolor—put shimmer on top or underneath, or skip altogether and just go for straight-up pink.

Picture, Shiny, see-through E.L.F. Studio Glossy Gloss in Merry Cherry, \$3, was made for those who love the idea of full-on color but need a little hand-holding to dive in.

Picture, Sweep a large blush brush over every sunset-inspired shade in Blush Horizon de Chanel Glowing Blush Harmony, \$58, or single out the deeper color to contour cheekbones.

Picture, Mineral-based and saturated with color, Tigi Glow Blush in Brilliance, \$20, easily fakes a feel-good flush.

**Load-Date:** April 20, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 93**

## *the Lucky Guide to SPRING SHOES*

Lucky

March 2012

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# Lucky.

**Section:** FEATURES; Pg. 109; Vol. 12; No. 3; ISSN: 1531-4294

**Length:** 203 words

**Byline:** Julia Kalachnikoff

- with contributions by SHARON WILLIAMS

**Highlight:** From towering rainbow platforms to sprightly little flats, every pair here has us daydreaming about those first warm days.

### **Body**

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#### COLORFUL WEDGES

So playful, they're the feel-good shoes of the season.

#### LOW-HEELED SANDALS

Totally dressy, but you could still run for the bus in these.

#### CAP-TOE BALLET FLATS

The ingenue's unofficial shoe, now brighter—and cuter—than ever.

#### WOODEN WEDGES

A warm-weather staple, they're comfy, cute and wonderfully chunky.

#### TWO-STRAP HEELS

Overtly flirty, but somehow completely daytime-appropriate.

#### FLAT ANKLE-STRAP SANDALS

Just like the ones you wore as a kid, only way chicer.

#### ANKLE-STRAP PLATFORMS

## the Lucky Guide to SPRING SHOES

A comfortable shoe that gives you major height? We call that a win.

## T-STRAP SANDALS

Their sexy design makes them your first choice for fancy nights out.

## BOAT SHOES

The quintessentially preppy style cuts loose in fun Crayola colors.

**To buy shoes from this guide plus more cool editors' picks**, go to the *Lucky* boutique at [SHOEBUY.COM/LUCKY](http://SHOEBUY.COM/LUCKY)

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## Graphic

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Picture, **The fastest way to lighten your mood: Slip on a pair of striped wedges.** “Encore” espadrille wedges, \$385, Stuart Weitzman, 312-661-1560. Sweater, \$298, christopherfischer.com. Shorts, \$60, Motel, motelrocks.com

Picture, **The socks-with-sandals thing looks chic when you keep both in the same color family.** Near right: Canvas and jute wedges, \$89, Lauren by Ralph Lauren. Select Bloomingdale's, 800-232-1854. Shirt, \$23, Love 21 by Forever 21, forever21.com. Skirt, \$70, express.com **TEXT TO BUY: CWEDGE1 AT 58259** Socks, \$4, welovecolors.com **TEXT TO BUY: CWEDGE2 AT 58259** Far right: “Encore” wedges, \$385, Stuart Weitzman, 312-661-1560. Blouse, \$49, Joe Fresh, 212-366-0960. Pants, \$195, Charlotte Ronson. Sells & Co., Winchester, MA, 781-721-6700

Picture, **OMIGOD: The grown-up version of the amazing shoes we dreamed of as kids.** Patent “Lindsay,” \$275, *Kate Spade* New York, katespade.com

Picture, **DON'T STRESS if mixing prints seems daunting—these do the work for you.** Leather-trim ikat “Gravitational Pull,” \$198, Bettye Muller, anthropologie.com

Picture, **WOVEN WITH GOLD THREAD, this pair has a semiprecious feel.** Canvas “Ebba,” \$118, vincecamuto.com

Picture, **NEUTRAL HUES make in-your-face gladiators office-friendly.** Canvas and raffia “Keira,” \$150, ivankatrump.com

Picture, **TRIBAL-PRINT PLATFORMS don't have to be over the top—witness exhibit A.** Slingback, \$210, Belle by Sigerson Morrison, sigersonmorrison.com

Picture, **WITH COKE BOTTLE CURVES and cherry stripes, these are so pinup girl.** Leather “Evelina,” \$175, Via Spiga. Select Bloomingdale's, 800-232-1854

Picture, **THE CANDY CANE PATTERN wakes up even the most slackery summer outfit.** Leather “Sonia Rocio,” \$575, Edmundo Castillo, shopbop.com **TEXT TO BUY: CWEDGE3 AT 58259**

Picture, **GRAB YOUR CROQUET Mallet: These are fantastically Palm Beach preppy.** “Bardough,” \$89, ninewest.com

## the Lucky Guide to SPRING SHOES

Picture, **POOL BLUE PLATFORMS** look cool poking out beneath wide-leg flares. Faux-leather “Lasino,” \$69, gbyguess.com

Picture, **Small hits of gold** add a surprisingly huge amount of glamour. “Trina” sandals, \$100, Sam Edelman, bloomingdales.com. Cardigan, \$60, express.com **TEXT TO BUY: CARDI AT 58259** Top, \$255, Beatrixe. The Gallerie, Aspen, CO, 970-544-4893. Shorts, \$275, Kaelen. Dagny + Barstow, NYC, 212-675-2346

Picture, **HELLO, TUXEDO PANTS:** We've found some killer shoes for you. Satin, crystal and plexi, \$696, Gianvito Rossi. Select Barneys New York, 888-8-BARNEYS

Picture, **IT'S ALL ABOUT** the moment you cross your legs to show off the gilded heels. Leather, \$455, Moschino Cheap & Chic. Emly Benham, Atlanta, 678-213-2595

Picture, **CHOCOLATE AND CARAMEL** leather looks so rich with navy pants and skirts. PVC-detail leather “Bandeau,” \$195, charlesdavid.com

Picture, **JUST AS CHIC** with classic outfits as they are with edgier ones. “Ilissa,” \$215, pourlavictoire.com

Picture, **PEDI UP:** The shoe's super-slim straps put almost your entire foot on display. Napa leather, \$240, raoul.com

Picture, **WRAPPED IN GOLDEN LEATHER** straps, all feet appear goddess-like. “Athena,” \$925, Oscar de la Renta, 212-288-5810

Picture, **LIKE A MONDRIAN** you can walk in—show them off with a simple shift dress. Patent-trim python, \$995, Roger Vivier, 212-861-5371

Picture, **YOU'LL LIVE IN THESE!** The color's practical and the sole's crazy-comfy. Leather, \$290, Strenesse Blue. Anik, NYC, 212-861-9840

Picture, **SET OFF** their clunky, bohemian vibe with a swishy, ankle-grazing skirt. Leather, \$198, Couple Of, anthropologie.com

Picture, **A sunny exclamation point** to skinny jeans. Napa leather ballet flats, \$220, Paul Mayer Attitudes, 212-570-5900. Blouse, \$86, Siam, pixiemarket.com **TEXT TO BUY: BALLET1 AT 58259** Leggings, \$196, J Brand, jbrandjeans.com **TEXT TO BUY: BALLET2 AT 58259**

Picture, **YOU'LL SOON FORGET THE PRICE:** These'll never leave your feet. Metallic lambskin, \$625, Chanel, 800-550-0005 for locations

Picture, **SUMPTUOUS PURPLE SUEDE** looks even more luxe dipped in bronze. Suede and mirrored leather “Whirl,” \$375, jimmychoo.com

Picture, **SLIGHTLY MOD,** these look sharp with a shift dress or cigarette pants. Patent “Ernest,” \$89, vincecamuto.com

Picture, **IT WORKED** for Louboutin: A flash of red is always a stylish surprise. “Karlief2,” \$89, Me Too, zappos.com **TEXT TO BUY: BALLET3 AT 58259**

Picture, **AMP UP** their youthful vibe—wear them with shredded jean shorts. Leather “Madisen,” \$69, Jessica Simpson, endless.com **TEXT TO BUY: BALLET4 AT 58259**

Picture, **GUARANTEED:** These refined colors will make you feel fancy. Leather “Scotty,” \$98, bananarepublic.com

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Picture, **PATENT LEATHER MAGENTA** gives this featherlight pair major kick. "NeonTC," \$25, Charles Albert, alloy.com

Picture, **TRIMMED WITH GOLD CHAIN link**, for just the right amount of toughness. Metallic-trim leather, \$89, Libby Edelman. Select Lord & Taylor, 800-348-6940

Picture, **BREAK OUT your whitest whites:** These are the very essence of nautical. "Blair," \$59, Tommy Hilfiger, piperlime.com

Picture, **Give pale sandals a shot of energy—team them with brightly colored bottoms.** Far left: Leather "Isadora" wedges, \$140, uggaustralia.com. Dress, \$98, A/X Armani Exchange, armaniexchange.com. Near left: Leather "Corrina Whipstitch" wedges, \$228, thefryecompany.com. "Marais" pants, \$125, Wilfred for Aritzia, 212-965-2188

Picture, **WOOD THIS LUSTROUS** is usually reserved for furniture—not platforms. Leather, \$248, coach.com

Picture, **WE'D TOTALLY BELIEVE** these were lovingly whittled by some local artisan. Leather, \$695, Ralph Lauren Collection, ralphlaurencollection.com

Picture, **WHO WOULD'VE THOUGHT** hot pink leather would look so right with wood? Patent "Multiplex," \$365, Stuart Weitzman, 212-750-2555

Picture, **ATTENTION, SHORTIES:** These will bump you up nearly half a foot. Leather "Field Me Out," \$198, Kenneth Cole New York, kennethcole.com for locations

Picture, **IT'S NOT OBVIOUS, but emerald green shoes look gorgeous with a blue skirt.** Suede "Maiden," \$190, J. Litvak. Select Bloomingdale's, 800-232-1854

Picture, **THE COMFIEST of the bunch**, thanks to their soft insoles and modest height. Leather "Woodward Willow," \$130, Clarks, clarkusa.com

Picture, **PEACHY, curvilinear straps and a high arch** make every step graceful. Suede, leather and canvas "Strata," \$205, Charles David, 310-659-7119

Picture, **SHOES THIS SCULPTURAL** shine when worn with body-conscious clothes. Suede "Banndo," \$189, Steven by Steve Madden, hsn.com

Picture, **THE COMBINATION OF** midnight blue suede and slender heels is so elegant. Suede, \$160, maraisusa.com

Picture, **The thing about this green:** It looks coolest when treated as a neutral. Patent "Cross It Out" sandals, \$275, Milk & Honey, milkandhoneyshoes.com. Shirt, \$175, Levi's Made & Crafted. Sharon Segal, Santa Monica, CA, 310-395-5699. Skirt, \$41, Alice Moon by Moon Collection, lulus.com **TEXT TO BUY: MOON AT 58259** Belt, \$10, flirtcatalog.com

Picture, **THERE ARE SO MANY** cool design moments happening here, it's nuts. Satin, \$635, Cesare Paciotti, 212-452-1222

Picture, **RUBBER SOLES? Yes, please!** They push this style into sporty-mod terrain. Patent, \$350, Marc by Marc Jacobs. Select Lord & Taylor, 800-348-6940

Picture, **GROSGRAIN straps add a demure touch to red patent leather.** Patent and grosgrain "Robin," \$328, *Kate Spade* New York, katespade.com

Picture, **YOU'LL FEEL LIKE** Jane Russell in Gentlemen Prefer Blondes wearing these. "Patia," \$98, jessicasimpsoncollection.com

## the Lucky Guide to SPRING SHOES

Picture, **A NOD TO DISCO** that still feels completely modern.  
Leather “Gaglia,” \$110, Aldo, aldoshoes.com

Picture, **A HYBRID MODEL** of your going-out heels and summery espadrilles.  
Patent, \$30, Mossimo, target.com

Picture, **METALLIC IS HUGE** for spring, and these have the perfect amount of flash.  
Cork-bottom patent “Jupiter,” \$30 (avail. April), Brash by Payless, payless.com

Picture, **PUT THEM ON** and you can practically hear the bongos in the background.  
“Mabel,” \$160, Sam Edelman, hsn.com

Picture, **NOTE TO MATTEL:** Should there ever be a Hoedown Barbie, put her in these.  
Leather and jute “Vanessa Air,” \$328, colehaan.com

Picture, **So lightweight,** you'll feel almost like you're barefoot.  
Leather “Swagger” flat ankle-strap sandals, \$55, BC Footwear, amrag.com. Blazer, \$89, RD Style, piperlime.com. Shorts, \$350, Moncler, 646-350-3620

Picture, **LIKE A HIGH-FASHION** take on the classic wooden exercise sandal.  
Leather, \$685, Sonia Rykiel, 617-426-2033

Picture, **SHOCKING PINK** accents look so fresh worn with a tropical print.  
Patent-trim leather “Nealey,” \$60, Aldo, aldoshoes.com

Picture, **A CRISP, CLEAN** counterpoint to your wildest summer dresses.  
Leather, \$36, asos.com

Picture, **SOFT CORAL** functions as a warm-weather neutral.  
Faux-leather “Riviera,” \$25 (avail. late March), payless.com

Picture, **LACY EDGING** and chains balance tough and sweet.  
Leather “Cristina,” \$69, G.H. Bass & Co., bassshoes.com

Picture, **DOWNPLAY** their fabulousness with slouchy army green pants.  
Patent, \$298, Stuart Weitzman, 212-750-2555

Picture, **BEACH TIME!** These are made to withstand salt water.  
Leather, \$35, Salt Water Sandal, mysaltwatersandals.com **TEXT TO BUY: SWATER AT 58259**

Picture, **PAINTED PYTHON:** seriously exotic but totally unstuffy.  
Leather “Bella,” \$148, Alice + Olivia by Stacey Bendet, alicelandolivia.com

Picture, **SOFT AND SUMPTUOUS,** this leather feels like a dream.  
Leather, \$315, See by Chloé, amazon.com

Picture, **Give blocky sandals some breathing room: Pair with skirts and ankle-grazing pants.**  
Far left: Suede “Robin” platforms, \$185, Via Spiga. Select Bloomingdale's, 800-232-1854. Sweater, \$80, bananarepublic.com  
**TEXT TO BUY: PLATFORM1 AT 58259** Shirt, \$328, rachelroy.com. Pants, \$365, karajanx.com. Near left: Platforms, \$89, fossil.com. Shirt, \$220, Alice Ritter, aliceritter.com for stores. “Sayana” skirt, \$225, Le Fou by Wilfred. Aritzia, NYC, 212-965-2188

Picture, **THE LILAC STRAPS** look almost like ribbons—so pretty.  
Suede, \$645, Emporio Armani, armani.com

Picture, **A COMPELLING ARGUMENT** for minimalist design.  
Leather “Bax,” \$265, Elizabeth and James, shopbop.com **TEXT TO BUY: PLATFORM2 AT 58259**

## the Lucky Guide to SPRING SHOES

Picture, **STRAIGHT OUT OF The Virgin Suicides'** washed-out, ethereal '70s wardrobe. Leather "Ophelia," \$79, G.H. Bass & Co., [bassshoes.com](http://bassshoes.com)

Picture, **WE LIKE THE WAY** the ropy heels make our feet feel all tucked in. Leather and jute "Teo," \$365, Coclico, [shopcoclico.com](http://shopcoclico.com)

Picture, **BABY BLUE** and blond wood give these a wonderful sense of lightness. Suede "Ciara," \$240, [pourelavictoire.com](http://pourelavictoire.com)

Picture, **SCARLET PATENT LEATHER** and braided black soles are so seductive. Patent leather and PVC, \$650, Pollini, 212-632-9300

Picture, **WHAT TO WEAR WITH** all your safari-style dresses this season. Leather "Jalita," \$135, Michael Michael Kors, 866-709-5677 for locations

Picture, **WITH BLACK LEATHER,** these wicker shoes are sleek enough for city slickers. "Mira," \$250, Juicy Couture, 212-796-3360

Picture, **GO TRIBAL:** Let these peek out from under a neutral-colored maxi dress. Faux snakeskin, \$49, Jellypop Shoes, [piperlime.com](http://piperlime.com)

Picture, **Well, that's clever:** The adornment is on the heels, not the straps. Leather T-strap sandals, \$795, Alberta Ferretti, 310-652-9000. Shorts, \$119, Bebe Black, [bebe.com](http://bebe.com)

Picture, **WE'RE FIXATED** on the juxtaposition of bright satin and weathered gold. Leather, \$895, Salvatore Ferragamo, 800-628-8916 for locations

Picture, **THE PEACOCKY PATTERN** is enough to make anyone feel like a better dancer. Embroidered suede "Scarlet," \$1,689, [brianatwood.com](http://brianatwood.com)

Picture, **PRETEND YOU'RE A '90S SUPERMODEL,** and wear these with a black biker jacket. Embellished suede, \$880, [reneaovilla.com](http://reneaovilla.com)

Picture, **LEAVE IT TO IVANKA TRUMP** to turn out something so awesomely ritzy. Rhinestoned satin "Alluvia," \$160, Ivanka Trump, [bloomingdales.com](http://bloomingdales.com)

Picture, **MEET YOUR NEW** swanky-affair heels. You'll wear them to almost every big event. "Lisa," \$795, [oscardelarenta.com](http://oscardelarenta.com)

Picture, **STRAPS THIS DELICATE** leave feet nearly nude, thus elongating your legs. Bonus. Metallic leather "Ira," \$198, Via Spiga. Select Lord & Taylor, 800-348-6940

Picture, **THAT TWO-INCH BOW** will add tons of charm to your most businessy sheath. Satin "Camisol," \$280, Something Bleu Shoes, [bhldn.com](http://bhldn.com) **TEXT TO BUY: CAMISOL AT 58259**

Picture, **BLACK RHINESTONES** give an elegant nighttime style a vampy edge. "Vivien," \$132, Pelle Moda, [endless.com](http://endless.com)

Picture, **BOWS! GEMS! GROSGRAIN!** They're not shoes—they're a triumph of girliness. Leather "Nia," \$740, [arunaseth.com](http://arunaseth.com)

Picture, **Say hello to the season** in screaming tangerine and gold. Leather-trim canvas boat shoes, \$125, Milly for Sperry Topsider, [millyny.com](http://millyny.com). Sweater, \$110, [525america.com](http://525america.com). Skirt, \$268, Dallin Chase, [dallinchase.com](http://dallinchase.com) for stores

Picture, **A DASH OF MINT GREEN** is so refreshing on a humid July day. Washed twill, \$98, Sperry Topsider for J.Crew, [jcrew.com](http://jcrew.com) **TEXT TO BUY: BOAT AT 58259**



## the Lucky Guide to SPRING SHOES

Picture, **YOU'LL BE THE STAR** of every backyard BBQ in these. Shiny leather "Donna Wisdom," \$190 (avail. mid-March), Geox, 646-213-9020

Picture, **A PINK PAIR** even a tomboy could love. Leather-trim canvas, \$80, timberland.com

Picture, **SWAP OUT YOUR HEELS** without sacrificing an ounce of glitz. Metallic leather "Pippa," \$79, Tommy Hilfiger, tommy.com for locations

Picture, **SO YOU DON'T** summer in Nantucket. Well, now you'll look like you do. Leather-trim "Docksides," \$95, seabago.com

Picture, **IN OLIVE SUEDE,** they'll transition beautifully into September. "Bonnie," \$100, rockport.com

Picture, **WE CAN SO PICTURE** a '60s-era Kennedy wearing these. Canvas "Gally," \$28, Dexter for Payless, payless.com

Picture, **BRASH BUT CUTE:** Wear them with boyfriend jeans. Coated canvas "Bristol," \$50, Lauren by Ralph Lauren, dillards.com

Picture, **HIS FAVORITE** plaid oxford, reimagined as your new favorite shoes. "Bahama 2-Eye," \$60, sperrytopsider.com

**Load-Date:** April 20, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 94**

## *PEOPLE; It's a mad new world; Stylist Brad Goreski's career shifts into high gear with a popular Bravo show and star clients.*

Los Angeles Times

February 26, 2012 Sunday, Home Edition

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### **Body**

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At 10:15 a.m. on a Tuesday during New York Fashion Week, Brad Goreski steps out of the tents at Lincoln Center kitted out in a pair of distressed Dsquared2 jeans, a chambray Michael Kors shirt and a pair of Christian Louboutin high-top sneakers finished off with a color-blocked leather motorcycle jacket in black and a shade of cobalt blue so vivid it catches the eye from across the street.

An unabashed peacock of the fashion flock, the bespectacled star of Bravo's "It's a Brad, Brad World" is having a hard time making it a couple of hundred feet to Columbus Avenue thanks to a scrum of reporters, photographers and fans.

Despite a day crammed full of runway shows, meetings, appearances and events, Goreski happily obliges all comers, shaking hands, posing for pictures and answering questions for video crews. If there were babies to kiss and autographs to sign, he gives the impression he'd cheerfully do that as well.

It happens again an hour and a half later, shortly after Goreski takes his seat in the front row at the Rodarte runway show. Flashes pop, hands are shaken and a woman clutching a reporter's notebook and pen sidles up to him and asks: "If Rodarte had a perfume, what would it smell like?"

Goreski hesitates for a split second before answering: "Sunflowers and outer space."

"People come up to me and ask me questions like that all the time," he says afterward. "It makes me feel like I'm on a quiz show."

Anyone not part of the fashion cognoscenti may have a few questions at this point -- like who, exactly, is Brad Goreski, what is he doing on television and why have just shy of a million people tuned in each week since the start of the year to watch this 34-year-old Canada native from Port Perry, Ontario, jet around to runway shows, rifle through rolling racks of garments and style celebrity clients while wearing a closet full of cartoon-colored clothes?

The answer has its roots 31/2 years ago with the debut in September 2008 of another Bravo show, "The Rachel Zoe Project," which parachuted Goreski into American popular culture as an assistant to celebrity stylist Rachel Zoe. Goreski, who had graduated from USC that year with a degree in art history and worked for three months as an assistant to Vogue magazine's West Coast editor Lisa Love, emerged as one of the docu-series' central secondary characters and appeared throughout the first three seasons.

PEOPLE; It's a mad new world; Stylist Brad Goreski's career shifts into high gear with a popular Bravo show and star clients.

Today, Zoe and Goreski have gone their separate ways. Asked about his relationship with Zoe and the whispered speculation that the two are either feuding or fake-feuding for publicity's sake, Goreski shrugs. "She doesn't speak to me -- I have no idea why," he says. "It happened before my show ever got picked up. I work with one of her former clients, but I didn't solicit her."

Now, as second-generation reality royalty, the former assistant has invited cameras along as he tries to build his own roster of A-list clientele. The result is pretty much the sum of its interchangeable reality TV parts: photo shoots, foreign travel, domestic banter (the other key player in the series is Goreski's longtime boyfriend, "Family Guy" writer Gary Janetti), workplace stress and tears -- lots and lots of tears. Goreski is an inveterate weeper, and the waterworks flow with such regularity on the show one ends up wondering if all those bow ties and velvet blazers have been given a proper coating of Scotchgard.

The first seven episodes have averaged 984,000 viewers according to Nielsen, and, while that may be less than half the number that tune into the lead-in reality soap "The Real Housewives of Beverly Hills," it's a decent number of eyeballs for the sort of program it is, and reviewers have been generally positive about the show. The season finale is scheduled to air at 10 p.m. Monday, and while Bravo has yet to announce whether "It's a Brad Brad World" will be back for a second season, it's already helped catapult Goreski's career into high gear. His client list has swollen from a single name -- Jessica Alba -- to include Demi Moore, Christina Ricci, Rashida Jones, Shay Mitchell and Noomi Rapace. His first book ("Born to Be Brad: My Life and Style So Far" with Elle columnist Mickey Rapkin) is due to hit store shelves March 6. And on the day in early January when the show debuted, the *Kate Spade* clothing and accessories label announced that Goreski had inked a two-year deal to serve as its first -- and exclusive -- brand stylist, a gig that will have him working on advertising campaigns, e-commerce shoots and fashion presentations through 2013.

Deborah Lloyd, *Kate Spade's* president and creative director, says that although Goreski was tapped for the task based on his talents and insight into the brand (they'd worked together as far back as the label's fall-winter 2011 presentation last year), his rapidly rising pop culture profile certainly hasn't hurt.

At this year's Spade presentation during New York Fashion Week, "it was amazing the amount of coverage we had, the hits we had and the people that picked up something about us or were talking about us," Lloyd says. "I don't know for certain, but it seemed like the fact that Brad and I were working together helped that. His notoriety is out there, his show is out there and it was kind of the perfect storm."

Lloyd calls Goreski a true gentleman. "He's just a really, really nice guy. He's generous and warm to everybody. Whether it's the models, the makeup artists, the girls doing the nails or serving the food, he's extremely respectful."

It's a trait others point out as well. "He's very enthusiastic," says Arthur Wayne, vice president of global public relations for Brooks Brothers, who first met Goreski while the latter was still in Zoe's employ. "He learned from the best in the business, and I think he's genuinely enjoying coming into his own. He seems grateful and appreciative that he's been so embraced both within the fashion world and by the consumer."

Which is why, now that he's getting stopped for photographs, introductions and silly questions four times as much as he was during the last New York Fashion Week, Goreski has made it a point to adjust his schedule to account for his current celebrity status.

"It's stop and start, and I kind of have to build in a little extra time," he says after successfully navigating from the Lincoln Center tents to Columbus Avenue. "But it's better to have them stop you than to let you walk by."

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**Graphic**

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PEOPLE; It's a mad new world; Stylist Brad Goreski's career shifts into high gear with a popular Bravo show and star clients.

PHOTO: BRAD GORESKI'S clientele includes Rashida Jones and Noomi Rapace. PHOTOGRAPHER:Stephen Lovekin  
Getty Images for Mercedes-Benz Fashion Week

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 95**

## HEATING UP

Women's Wear Daily(WWD)

February 11, 2012

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# WWD

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**Length:** 2351 words

**Byline:** Uncredited

- with contributions by JOHN AQUINO

**Highlight:** From trim peacoats and puffy jackets to luscious furs, New York designers have it covered.

### **Body**

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**Jason Wu:** There was no gong, but between the drums on the sound track and the Forbidden City doors that opened the runway, no one was left guessing at Jason Wu's fall theme. "An Asian person doing an Asian collection. It's a revolution," cracked Wu at a preview the day before his show, noting that he did not decide to go there thematically because — news flash — China is booming. "It's been booming for a long time," said the designer, who lived in Taiwan until age nine and went back a year ago for the first time since starting his business.

In all seriousness, tackling Asia was a risk. Wu broke his heritage into three parts — Mao military, Qing dynasty and the Forties Hollywood glamour of "Shanghai Express" — shown in consecutive order with a through-line of sleekly tailored strength. If not handled carefully such archetypes can quickly morph into their down-market relative, otherwise known as a cliché. Wu handled all with calculated polish and savvy commerciality. Any costume-y flourishes were intentional, i.e. the fringed hat topped with a pearl ornament. Other than that, this was Wu's most severe and sophisticated work yet. A belted, army green puffy jacket was quilted at the shoulders with a black lace overlay everywhere else except the big military pockets. Opulent embroideries, fur sleeves and collars infused the sharp tailoring with a regal air. Variations on the cheongsam dress, which is particularly prime for parody, were beautiful precision-cut sheaths, some with alluring keyhole necklines, others with lavish embellishments. For evening, Wu recharged a Golden Age glamour silhouette with a strong shoulder, high neck and lean skirt that draped around the body with a dramatic slit. It looked great in silk devoré velvet.

Asked if this was his most elaborate collection to date, Wu replied, "It's my most luxurious." Working on his Target collection, in stores now, gave him a new respect for what he considers true luxury. So he pushed himself with the fit, the tailoring and the little things. Details, like the sheared mink worked into embroideries, the technical, thermal lining in the jackets and the brocade detail under the toe of a peep-toe pump, were impossible to appreciate as models flew by.

**Tommy Hilfiger:** Look elsewhere than Tommy Hilfiger for that tired maxim, "preppie with a twist," which for fall was banished in favor of a sleek, urbane take on military motifs. Trim peacoats and melton double-breasted officer's coats set the tone at his men's show, as did shimmering epaulettes on shirts, glimmering bullion trim on the sleeves of sportcoats and braided stripes on trousers. Martial references have been rampant this season, but Hilfiger's aim was dead-on, with a grand setting in a

## HEATING UP

sylvan military academy constructed within the cavernous Park Avenue Armory. “Cadet Academy” was the official theme, but Hilfiger's plebes were apparently granted some time off to indulge in glam rock, equestrian activities and sports. Varsity jackets were luxed up with quilted leather sleeves while laser-cut motorcycle jackets and shearling great coats with metallic trim injected a note of rebellion into the polished and disciplined mood of the proceedings. Macy's chief executive officer Terry J. Lundgren sat front-and-center at the show — along with Bradley Cooper and the New York Giant's Victor Cruz.

**Nicole Miller:** “New surfaces I can print on” is how Nicole Miller described a key design impetus in her show notes. That, and the Seventies, judging by the clothes. Miller revisited the decade and nearly all the trends it had to offer — with appealing results. She used a digital motif on a tweed military jacket and skirt, a silk handkerchief dress and several other looks, then moved into all-black, rock-chick territory with suede T-shirts, velvet skinny trousers and a black Mongolian lamb jacket — think Anita Pallenberg on the arm of Keith Richards. Like that “It” couple of the decade, Miller's women will have plenty of alluring looks to choose from, including a black velvet tuxedo jacket with a lace top and skinny satin trousers.

**Rag & Bone:** On a drafty pier on the Hudson, heat lamps dangling from the rafters for warmth as much as set decoration, David Neville and Marcus Wainwright sent out their latest Rag & Bone collection that was a worthy romp in the English countryside by way of India.

“Think about a country house and all the things you might find in it,” said Wainwright backstage. There were the floral tapestries from the library cut into collared jackets and jodhpurs, and striped blankets and riding gear nicked from the stables that were transformed into a lust-worthy trenchcoat with sharp leather shoulders. Rich metallic fabrics were made into sharp pantsuits, or threaded into a knockout ikat sweater dress, then belted — as almost everything was — and paired with their covetable ankle boots or heeled loafers. “The real challenge was how many different elements we had,” noted Neville, “and combining them all in a way that looked great but also made sense for the brand.” Referring, of course, to the pile-it-on mentality that's become almost as much a Rag & Bone signature as the precise and detailed tailoring on which the duo built their label. The layering, it must be noted, has evolved into a controlled, ubersophisticated process, and worked especially well, thanks to the multitude of draping and wrapping that softened the harder edges of the dark palette and leather accents throughout, and also presented an off-kilter hemline that felt as fresh as the cold breezes seeping through the cracks of the warehouse.

Earlier in the day, the designers sent out an authoritative men's collection heavy on military themes — sweeping tweed officer's coats with shearling collars and herringbone cavalry pants tucked into leather boots. An elegant riff on an ikat paisley pattern looked like camouflage on sport coats and trousers, while *dégradé* fabrics added sophistication to herringbone blazers and wool chinos. Outerwear was particularly strong, especially lush overcoats in broad blanket stripes. Wainwright and Neville took a less rugged path this season, with plentiful waistcoats and pocket-watch chains, giving the show an almost Edwardian elegance.

**Peter Som:** In seasons past, Peter Som's collection was typically a wild jumble of print and texture cooked up for a quirky uptown look. But for fall he downplayed the eclectic styling while turning his keen eye on color, which was a beautiful progression of white, camel, bottle green, rich burgundy and shocks of magenta, the latter on great patchwork furs.

Backstage before the show, Som cited inspirations such as Marlene Dietrich in her tuxedo with a little Brancusi and John Chamberlain mixed in, thus the silhouettes were sophisticated with architectural lines — dresses and jackets with peplums, and sleeves with angular drop shoulders that tapered to the wrist. That effect was strongest on short jackets but at times veered into over-exaggeration. Conversely, there were sheer nylon organza layering effects — Som's ode to lingerie — to add a softness and shine to the lineup.

**Cynthia Rowley:** Always one to happily work a contemporary art theme, Cynthia Rowley's cues ranged from Rachel Feinstein's carriages to Josephine Meckseper's oil rig installation, but the inspiration she cited in her show notes of “tough stuff vs. jewels” probably best described the season. Rowley started out with variations on a tortoise print, some of which were almost literal while others were magnified and abstracted, including a skirt teamed with a leather top and a dress that featured a kaleidoscope-like combination of different shell motifs. Her silhouettes had a strictness to them, but she managed to counter that with clusters of semiprecious stones and large iridescent sequins on several looks, which added to the collection's overall polished feel.

**Yigal Azrouël:** Many years ago, dresses were the mainstay of an Yigal Azrouël collection, before he moved into a strong sportswear niche. For fall, he returned to those chic, beautifully cut simple dresses. Lean, long-sleeved and calf-length, they came in ivory cable-knit, soft black leather, neutral printed silks and wine or evergreen silk faille trimmed with leather. There



## HEATING UP

were sweaters too, most notably a long, chunky camel-and-black Fair Isle cardigan, worn over one of his printed dresses. A few leather looks, furs and some men's wear-inspired jackets were fun, but those huge fur trapper hats and long gloves undercut Azrouël's best efforts.

**Rebecca Taylor:** Known for her Seventies-inspired charming girlie looks, Rebecca Taylor crossed over to the dark side this season — but only when it came to color. With a nod to grunge, the designer showed rich layers saturated in deep colors like charcoal, black, navy and bordeaux, as in a herringbone coat over a quilted leather jacket paired with a python-print shirtdress and pierced leather leggings. There were great intarsia sweaters, shearling outerwear, a kaleidoscope-print sweatshirt and a quilted leather skirt — all showcasing another side of Taylor. But she also offered plenty for her core audience in the form of abstract prints that were digitally manipulated on sweet tops and dresses.

**NAHM:** Nary Manivong and Alexandria Hilfiger displayed a confident hand in their third NAHM outing, evolving their shirtdress concept nicely with fresh variations and adding more separates to the mix. They started with a silk drop-waist shirtdress in a whimsical Egyptian print of pharaohs and queens, the pattern inspired by one Hilfiger found in a thrift shop. They also added new textures by way of a diamond motif on velvet looks and offered dashes of color on a silk floral-print skirt paired with a mint-green lace top. Details such as clear zippers and double collars added to the more elevated, polished feel.

**Rebecca Minkoff:** Rapper Theophilus London kicked off the show at Rebecca Minkoff, where the designer dubbed her collection “fearless and unfettered.” And so it was, thanks to a mix of elements like sequined pants paired with a glittering green biker jacket or a tweed peacoat with a plaid vest and cropped, embossed lamb ankle pants. There were also some great fitted dresses with geometric cuts and plenty of mixed media oversize outerwear to keep her party girls warm.

**Cushnie et Ochs:** Carly Cushnie and Michelle Ochs didn't stray far from their usual alluring body-con numbers, which are often punctuated with provocative cutouts on the bustline, back or waist. For fall, they updated the look with metallics and zipper detailing — both functional and decorative — and in electric colors like blues and greens. Structured coats and jackets with fur accents were also in the mix, in sync with their brand of vamp. But it takes a sharp eye to work leather and zippers into compelling combos, and the pair fired a misstep with a couple of dresses — merely a blip in an otherwise solid lineup.

**Nautica:** Chris Cox delivered a much cleaner, more upgraded version of traditional Nautica without neglecting the brand's heritage. He utilized a broad range of fabrics, from soft flannel and vintage corduroy to seam-sealed nylon and performance cotton. Highlights included a hooded wool stadium coat lined in faux shearling worn over a light green tweed blazer and gray corduroy pants. The look's pop of color, mixed with its sleek silhouette, brought a new allure to the well-established prepster brand.

**Doo.Ri:** Even without the mention of Butoh in Doo-Ri Chung's show notes, it was obvious from the get-go that there was a modern-dance influence in motion at Doo.Ri. The models emerged with washed-out faces, their hair pulled into slicked-back buns with a headband and their bodies completely covered up for the most part in jersey draping, Chung's speciality, here spun in an ultramodest, intellectual direction. It was a very specific look — perhaps too forced — with a lot of turtlenecks, some on tight tops with a twist at the bust; others in languid dresses that swamped the girls' bodies.

**Todd Snyder:** With an American in Paris sensibility, Todd Snyder injected a European aesthetic into military classics such as oiled moleskin peacoats, shearling marsh coats and vintage aviator jackets. The softly constructed Donegal tweed suits, lush cardigans and double-faced topcoats added the necessary urban touch to complete the wardrobe of any Hemingway fan.

**M.Patmos:** While she's known for her knitwear, Marcia Patmos' fall collection was so much more. The smartly edited lineup of sweaters and skirts was bursting with vibrant color and textural weaves worked in clean lines with a dose of leather for a sporty softness.

**Erickson Beamon:** The Citizens Band helped set the “late night in a Thirties cabaret bar” scene for Karen Erickson and Vicki Beamon's first presentation of clothes. There were vintage-style slips and bias-cut dresses in mostly black and deep purple, as well as lingerie-inspired rompers and a few cropped jackets in marabou feathers.

**Kate Spade:** *Kate Spade* got a jolt of French style thanks to the graphic sculptures and flower gardens of the Palais Royale and the blogger Garance Doré, who collaborated with creative director Deborah Lloyd. Two custom prints featuring her whimsical

## HEATING UP

illustrations adorned flirty dresses, full skirts and tops. The result? A more modern, fresher take on the *Kate Spade* vintage aesthetic.

**Rubin & Chapelle:** Sonja Rubin and Kip Chapelle showed a terrific collection that eschewed volume for a fresh focus on the body with second-skin, lingerie-inspired dresses shaped by corset boning, belting and girdle cinching. It was out and out sexy.

**Tess Giberson:** Tess Giberson sent out a knockout collection full of lush knitted fur vests and well-cut blazers worn with yards of viscose jersey fashioned into sweeping skirts or bits of crochet pieced together over a tulle dress. The palette was mostly black and gray but had a few pops of color “my way,” as the designer noted backstage, motioning toward the nubby cream sweaters, mustard silk dress and lone blue puffer.

**FOR MORE PHOTOS AND REVIEWS, SEE [WWD.com/runway](http://WWD.com/runway).**

## Graphic

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Picture, Jason Wu

Picture, Tommy Hilfiger

Picture, Nicole Miller

Picture, Rag & Bone

Picture, Rag & Bone

Picture, Peter Som

Picture, Cynthia Rowley

Picture, Yigal Azrouël

Picture, Rebecca Taylor

Picture, NAHM

Picture, Rebecca Minkoff

Picture, Cushnie et Ochs

Picture, Nautica

Picture, Doo.Ri

Picture, Todd Snyder

Picture, M.Patmos

Picture, Erickson Beamon

Picture, *Kate Spade*

Picture, Rubin & Chapelle

Picture, Tess Giberson

**Load-Date:** February 16, 2012

HEATING UP

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 96**

## *Making the Most of the Digital World*

Women's Wear Daily(WWD)

February 8, 2012

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# WWD

**Section:** 1; Pg. 14; Vol. 203; No. 26; ISSN: 0149-5380

**Length:** 3163 words

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- with contributions by ROSEMARY FEITELBERG

### **Body**

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Focus on Innovation

The video said it all.

Oscar de la Renta chief executive officer Alex Bolen and Erika Bearman only needed to show the “Sh\*t @OscarPRGirl Says” video to show just how willing the designer is to take a chance.

Senior vice president of communications Bearman, who doubles as @OscarPRGirl, made the 90-second spoof with Lucky style editor John Jannuzzi and a few other fashion friends, all of whom met via Twitter. Filmed one Sunday in New York and filled with fashion speak (i.e., “Oscar does the best greens,”) the video went viral, gaining 10,000 hits in the 12 hours after it was posted. Aside from giving viewers a few laughs, it also proved how the company doesn't take itself so seriously and is willing to experiment.

“In my experience, it has been incredibly helpful to really inhabit these platforms we talk about every day — to be a member of the tribe I'm studying. We know our social media audience better because we're part of it,” Bearman said. “If you're really going to innovate, you can't be afraid to fail.”

Earlier, Bolen mapped out a five-point strategy — be innovative, develop evangelists, eliminate middlemen, move first and sell more stuff. “When we think about our brand, if there is one word, it would be ‘innovative,’” he said.

Through the years, the company has made a habit of building brand awareness through word-of-mouth, whether that be through runway shows or talking to customers one-on-one at the fragrance counter. Not wanting to diminish how stores have a hand in all this, Bolen added, “I should protect my assets and say we love all of our retail-wholesale partners.”

As part of its plan to become more of a global brand, the company aims to ship about \$10 million this year in online orders, and “to hopefully tack on another zero” to that figure in the next three to five years, Bolen said. But maintaining perspective is an essential part of everything they do, he said. “Oscar likes to remind me that we sell dresses and we try to make people happy,” he said.

— ROSEMARY FEITELBERG

## Making the Most of the Digital World

## Melding Mobile With Retail

The mobile digital evolution is driving sales offline as well as online.

That was the surprise disclosed by Erik Lautier, senior vice president for e-commerce and digital strategy at Lacoste USA.

He noted that in the mobile world, users are often searching for the nearest store location. That's helped by having dedicated tabs for Twitter, Facebook and Foursquare on every mobile page, something not needed on an online Web page, Lautier noted.

"Nearly half of all visits to our store locator now come from mobile," he said.

Lautier explained that digital is an "evolving and changing organism."

And as the concept of digital has changed, so too has its focus.

"The question is no longer what we're doing to make money online. Now the question is what we're doing to make money everywhere," Lautier said.

Even though those with access to mobile technology can be online as they walk down the street, Lautier noted that not every company needs an app.

Many firms rushed to put out an app because Apple did such an incredible job selling the iPhone, he said. For companies debating whether one is needed, Lautier offered some criteria to consider:

- **Immediacy:** Flash sales, for example, could use one since an app can push the notification process to get the word out.
- **Complexity:** The more complex the product, the more likely an app is needed.
- **Relevancy:** There are some things you do with an app that you would never do online.

Lautier also emphasized to attendees that they need to "own your own digital locations. Thirty-six percent of brands still can't claim [their] business listing on Google." These firms are missing out as the current listing could be wrong on address, phone number or the URL. Lautier did note that firms such as Yelp and Foursquare should help improve how a company shows up in a search.

He also said he had mixed feelings about QR codes: "You have to unlock the phone, scan the app, focus, take the picture and wait for it to be processed. It takes too long."

The one area where the QR codes can be useful is the ability to shorten the URL address via the use of a URL shortener.

If the shortener is used correctly, you can change the destination that the shortener goes to without changing the code, he said.

— **VICKI M. YOUNG**

## Maximizing Data Customization

Get ready to invest, future digital players. Technology that was considered cutting edge or experimental is now mainstream. So said Denise Incandela, chief marketing officer and president of Saks Direct.

"Yesterday's emerging features have become a cost of doing business," she said. "Dynamic product recommendations and dynamic product videos are emerging technologies we've been watching for 10 years. Fit technology, virtual technology, global and more and more."

The ability to become an omni-channel and multichannel retailer "has become critically important, to share information across channels and be everywhere on the Web." Incandela said. "Personalization, which Amazon.com spearheaded many years ago" will be big. "There's a data explosion that's allowing us to think about one-to-one marketing. I see homepages unique to each customer. Life-cycle marketing will become critical," Incandela said, explaining that Saks would analyze a consumer's spend for categories that haven't been purchased in a while, say cosmetics, then appeal to the shopper with a special offer in that category.

## Making the Most of the Digital World

Incandela said that Saks is grappling with how to “meld all the amazing qualities of the store with the rich content of the Web. Digital disruption is completely changing the way we do business.” Multichannel shoppers are four to six times more valuable than single-channel customers,” Incandela said, adding that the lines between channels are blurring.

“There will soon be more mobile phones out there than computers,” she said. Consumers will want the flexibility of shopping on their phones or tablets, buying online and returning to stores. “The onus is on us to take the disparate channels and make an omni-channel experience,” Incandela said. “You can whip out your iPod in stores and read product reviews.”

Social media has implications for the store experience since it has shifted more control to the customer. Incandela said Saks is working on ways to engage this customer. “We are very active with Facebook and Twitter,” she said. “There's an opportunity on the marketing and loyalty side. We could offer targeted opportunities to customers. There's crowdsourcing. We haven't begun to leverage the Web site.”

Incandela said she's not dismissing established marketing tools such as direct mail and print advertising, but there's been a shift in terms of budget allocation. “Ten years ago, marketing meant magazines, newspapers, CRM [customer relationship management],” she said. “We're building digital marketing capabilities. Digital is more efficient and effective.”

**— SHARON EDELSON**

## Instant Gratification

Remodelista, an online home design publication, has a following that's borderline obsessive. Readers visit the site several times a day for new posts on how to redecorate their bathrooms, bedrooms and kitchens, and just about every product that is featured on the site is sold out in record time. It probably doesn't hurt that Gwyneth Paltrow was not only an early fan of the site but has also become a contributor.

A few years ago, co-founder Julie Carlson started the blog with a few friends that were going through various stages of remodelling their homes. They scoured the Web for a blog that could provide inspiration but didn't find it, so they decided to create one of their own.

After years of working for print publications, Carlson said it's gratifying to write something and post it immediately. “My first job was at The New Yorker,” she recalled. “It seemed like it took 20 or 30 years there to be allowed to write a sentence and get it published. There's something so liberating about creating your own online magazine.”

Last year, Remodelista was acquired by Say Media, the company behind Jane Pratt's xojane.com. In January, Remodelista introduced a redesign.

Troy Young, president of Say Media, said the challenge these days on the Web is to be “interesting.” “It's hard when there are so many options for people's attention,” Young said. “Being interesting is very different than promoting a product. We have to think like a publisher and use language that defines who we are.”

Carlson wants Remodelista to become a lifestyle for its readers, similar to how Jenna Lyons has created a lifestyle for J. Crew. “We've built this trust with our readers,” she said. “On Remodelista, you're surrounded by beautiful imagery, stuff you'd like to have. It's all part of creating this vision: I can live this way.”

**— AMY WICKS**

## Eyeing a 20 Percent Share

E-commerce is marching relentlessly toward a 20 percent share of specialty apparel sales, and the trend only appears to be accelerating.

Michael McNamara, vice president of MasterCard Advisors SpendingPulse, told attendees that the online share of specialty apparel sales last year stretched to 18.1 percent from 16.4 percent in 2010. The figure, according to MasterCard's monitoring of all U.S. sales activity by cash, check or credit card, stood at 10.9 percent as recently as 2007.

## Making the Most of the Digital World

“Shifting 2 percent [a year] in a mature industry like this, actually jumping channels — that’s a huge number and it’s happening every year.”

He expects that online’s share of specialty apparel revenue will top 20 percent for January and is likely to go higher during 2012, when online sales could top \$200 billion, \$45 billion alone for the November-December holiday period. In 2011, e-commerce was up 14.9 percent to \$37.17 billion during the holiday season, according to ComScore.

McNamara described the online channel as “where the sales growth is, where the margin growth is” and encouraged attendees to emphasize the digital domain in planning their businesses. “Take these numbers with you when you’re making your business cases,” he suggested.

He said retail sales generally topped fairly conservative expectations last year but that brisk headwinds would be confronted in 2012. The strength of luxury sales held up in 2011. He said luxury’s strength could be jeopardized by the European debt crisis, which might limit tourism in the eastern U.S., as well as the flat performance of the U.S. stock market in 2011.

Andy Mantis, MasterCard Advisors’ senior vice president of merchant information services, shared pointers on how to use his firm’s diagnostic tools to optimize sales results following McNamara’s presentation.

— **ARNOLD J. KARR**

Rules of Engagement

The fashion industry as a whole is certainly active in social networking, but it’s not a one-size-fits-all model.

A roundtable discussion on “Social Commerce Insights” was led by Jon Kubo, chief product officer at 8thBridge, which, in November, released a study called “Social Commerce IQ: Fashion” that analyzed and ranked the top 200 fashion brands based on their use of social media Web sites such as Facebook and Twitter. Participants on the panel included representatives from two brands that placed in the genius level for social engagement: Aleesha Smalls, senior director for interactive at Iconix Brand Group Inc., and Mirna Bard, director of social media at Guess Inc.

Smalls spoke about the firm’s strategy for Rocawear, which includes a YouTube presence as well as Twitter. The brand has a social networking site at Roc4Life.com that engages users via news, music and fashion content.

She emphasized that the point of the social networking platform is to “have a conversation outside of e-commerce,” although an e-commerce link to rocawear.com is always present on the site.

Smalls also told the audience that content on Facebook doesn’t have to be the same as what is on Twitter, and probably shouldn’t be. The goal is to optimize Rocawear’s social media presence and give users the ability to engage with the brand via click-throughs for whatever they can get at the moment. She also told attendees that it helps to determine a framework before one begins, such as how conversations are tailored to the brand and the timing of posts.

At Guess, the social media strategy is different. Bard explained it’s primarily Facebook-based.

“The majority of our audience is international, and Facebook allows us to target them faster. And we can geo-target in France and the U.K. The posts there are not visible [in the U.S.] necessarily,” Bard explained.

As for posts, Bard noted that her firm “stay[s] away from” certain topics such as politics and religion because they’re too controversial.

Instead, the firm has a strategy of “playing with the audience and letting them lead. We ask them what they want. A lot of the comments were on products,” Bard said.

Product categories that elicit the most commentary are shoes and handbags, she said. Bard also explained that the questions posed aren’t about showing a shoe and asking one to buy, but asking Facebook fans, “How would you wear this?” That has led to many users sending pictures of what they are wearing, she noted.

— **VICKI M. YOUNG**



## Making the Most of the Digital World

## Recruiting for Digital

Where do online and brick-and-mortar retailers look to hire tech-savvy, merchant-friendly, self-starting, collaborative job candidates? That was the question before an industry panel that included Paul Blum, chief executive officer of Kenneth Cole Productions Inc.; Les Berglass, chairman and ceo of Berglass+Associates, and Melissa Payner, then-ceo of Bluefly Inc., moderated by WWD news director Lisa Lockwood.

“Bricks-and-mortar versus Internet is not in our vocabulary,” said Blum. “We’re a lifestyle brand. All technologies and touch points are coming together. It’s changing the language and thinking around the company. We’re looking for people who have adapted to new technologies and changed things where they worked. We don’t want someone who just picked up individual skills.”

Berglass said hiring for e-commerce or digital commerce is counterintuitive. “You have to look at this with a different set of filters,” he said. “It’s like inventing a whole new sport. The knee-jerk reaction is, ‘Get me someone from Amazon.’ A great person embraces change. They don’t come from a pure play.” The importance of an applicant’s college degree depends on the job opening. “You want to see good schools for a chief financial officer,” Berglass said. “For the head of marketing, you want their accomplishments, not their degree.”

Payner, who resigned from Bluefly last week, said hiring has become much more competitive. “The Internet is very challenging if you have a traditional background,” she said. “Things are changing constantly. Coming from a store environment, it’s not an easy shift. People coming out of school who grew up with the Internet are a different type of person that you’re combining into your mix. Technology has been the greatest recruitment challenge.”

Blum has tried to make Kenneth Cole Productions less hierarchical. “Vertical layers slow you down,” he said. “You need teams. Look for people who have are adaptable, collaborative, communicative and have the courage to take risks.”

For Blum, one of the key assets for a potential staffer is flexibility. “Data is becoming less and less dependable,” he said. “People who are too data- and metric-oriented are a bit of a liability. You have to be capable of ignoring data and trying something different.”

— SHARON EDELSON

## A Campaign Crunch

***Kate Spade*** New York made sure to have the holiday season all wrapped up, and in doing so that helped hike last year’s e-commerce sales by 11 percent.

That was one of the many upsides spelled out by senior vice president of marketing Kyle Andrew and Web art director Marissa Kraxberger. With commercials, blogs, photos of window displays, animated gifts and other colorful visuals, the duo illustrated how the brand brought their “Wrap! Unwrap!” holiday ad campaign to life. The aim was to be innovative, drive traffic to the company’s Web site and do so on a limited budget. The all-out marketing effort not only spiked online traffic in the fourth quarter but helped boost its database by 17 percent, they said.

To bring the campaign to life, ***Kate Spade*** offered shoppers in its New York stores free rides in multicolored “wrapped” New York City taxis. Visitors to the Web site could read about staffers’ picks for a hot cocoa crawl, download holiday wrapping paper or try to win a daily gift card, among other things. Tie-ins via social media furthered the company’s connection to shoppers, resulting in 27,000 Facebook fans in one day and bolstering its Tumblr followers.

For the most part, ***Kate Spade***’s creative is consistent around the world, although the occasional tweak is needed depending on the audience. As the company works closely with global partners, executives have learned that sometimes the brand’s “witty little sayings aren’t so witty internationally,” Kraxberger said.

As is the case with all of its digital efforts, ***Kate Spade*** uses its blog, Facebook page and e-mail alerts as a way to bring its consumer community closer together “while still keeping shopping in mind,” Andrew said.

— ROSEMARY FEITELBERG

## A Single Approach

Just short of nine years old, Keen — which global head of online and retail Christa Depoe calls “that crazy little bunker-toed shoe” — has become a global brand due to a cohesive, single-platform e-commerce strategy.

Keen operates via a digital global platform that now ships its “shoe with a solution” to 12 countries.

“We look at our consumer base as a fan base. We are new and don't have the history of brick-and-mortar [retailers],” Depoe said. “[And] in 2008, a directorial thought and lightbulb went off, and we realized we had to go digital.”

According to Depoe, everything starts with knowing your brand's DNA, and from here, Keen opened online access to its fans in a way that was inclusive — of fans, retailers and employees — and incremental (“We want people wearing Keen. We don't care where they get them from — as long as it's from an authorized dealer.”)

Perhaps most importantly, Keen has managed to keep its Web site approach cohesive worldwide, sticking with one platform that Depoe maintains is “one effort, one master database and one team.” (There is one global team at headquarters in Portland, Ore., responsible for the master data for the online platform, although localized teams exist in the countries where Keen e-commerce sites operate).

For Keen, the global expansion process started out with a “complexity meter,” which involved in-depth research about the region it planned to enter, followed by building a team and learning the “fun stuff” about the local community. (For example, German consumers like to wear socks with their sandals so a “see [shoe] with sock” option was incorporated on to the site.) Depoe said that “hot coals” — such as cultural differences, taxes, return laws, regulations, logistics and payment methods — also must be addressed.

— RACHEL STRUGATZ

## Graphic

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Picture, Alex Bolen

Picture, Denise Incandela

Picture, Aleesha Smalls, Mirna Bard and Jon Kubo

**Load-Date:** February 10, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 97**

## classic GETS COOL

Self

February 2012

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# SELF

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**Length:** 173 words

**Byline:** S. Jhoanna Robledo

- with contributions by Coliena Rentmeester

**Highlight:** Looking refined and hip has never been easier, thanks to timeless shapes updated with hot-now graphics and kicky colors. Actress Emmy Rossum shows how to make it all work.

### Body

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Until last year, no one would have described Emmy Rossum as shameless. An archetypal beauty, yes. Rossum bounded into the spotlight in 2004 as the sweet-voiced Christine in the big-screen version of *The Phantom of the Opera*. Last winter, the actress, 25, shucked her refined reputation to play Fiona in *Shameless*, the nervy Showtime drama. It's no delicate role: She swears, she seduces, she scores. (Her sex scenes are racy, even for the fearless cable network.) In short, the girl's got spunk, making her a natural to model this season's classic-with-a-twist fashions. "I had so much fun in these clothes—they're feminine with an edge." As for taking fashion risks, Rossum's all for it. "It's liberating to mix it up, pairing stripes with florals or wearing two brights together. It makes your style unique. And it's not like cutting your hair; you can always take the sweater off!" With these fun styles, though, who would want to?

Pleats are back but with pumped-up PERSONALITY. Hot colors and tricked-out tucks let you be sweet and sexy.

### Graphic

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Picture,

**BREAK**

**A**

**PATTERN**

A striped (or dotted or plaid) sweater has an everlasting appeal, but in surprising color combos—such as salmon pink and black—it's instantly contemporary. Trade dainty pearls for a hefty bauble necklace, which lends whimsy to a pretty outfit. Sweater, \$295, and dress, \$350, Rebecca Taylor. Necklace, Kenneth Jay Lane, \$75. Belt, Skinny by Jessica Elliot, \$60

Picture,

**CHIC**

**IN**

**A**

**SNAP**

Want to look office-friendly but not ho-hum? Invest in a shift dress emboldened by a vivid design, which signals you're on trend. (This dress looks like two pieces—it does the matching for you. When on your own, wear a darker shade on bottom; it's kind to your curves.) With a cut this classic and colors this traditional, you can feel free to choose a strong print. That's got our vote! Dress, Milly, \$375. Earrings, Sandy Hyun, \$70. Three-in-one bangle, *Kate Spade* New York, \$248

## classic GETS COOL

Picture, **GET** **IN** **LINES**  
 Generous bands in primary colors aren't for the faint of heart, but, boy, do they add oomph to a suit! Just what you need for statement-making moments, such as toasting a new job. And don't worry that horizontal stripes widen: A study from York University in England debunks this claim—they may create the illusion that you're taller! Coat, \$590, and skirt, \$325, Sonia by Sonia Rykiel. Shirt, Carven, \$470. Ring, Kenneth Jay Lane, \$88

Picture, **GO** **WILD**  
 Worn separately, a lush botanical T-shirt and a bold striped skirt each play up your vibrant personality. Couple them up and you're a visionary! Note to risk takers: Make sure two striking pieces share similar tones (green and blue unify the pieces here) so the pairing doesn't look accidental. Top, \$985, and skirt, \$1,125, Stella McCartney. Necklace, Iosselliani, \$755. Cuffs (from left), \$1,745 and \$935, Aurélie Bidermann. Shoes, Roger Vivier, \$475

Picture, **SHORT** **OF** **IT**  
 Bright idea: shorts that show off the season's neon trend and still keep you looking like a lady with vintagy details like a scalloped hemline and a flattering flared cut. And, yes, you can wear shorts after sunset—a menswear-inspired shirt with a tuxedo ruffle gives your outfit an evening-wear air. Dainty touches such as jewellike buttons and puffy sleeves rescue a shirt from guyville—it's all yours! Shorts, J.Crew, \$98. Top, *Kate Spade* New York, \$295. Necklace, \$118, and enamel bangles, \$28 and \$38, Sequin. Geometric bangles, Kenneth Jay Lane, \$100. Belt, Lodi, \$48

**BEAUTY** **NOTE**  
 Take a break from vampy lips: Smooth on Maybelline New York SuperStay 14 HR Lipstick in Ravishing Rouge, \$9, for sweeter, flirty kisses.

Picture, **KNOW** **WHEN** **TO** **FOLD** **'EM**  
 It's the little black dress, refreshed for today! The contempo makeover: interesting fabric and modern colors—check out the psychedelic teal peeking out from the folds. To ensure your LBD's long shelf life, look for cuts that are simple (like the flowy shape here) and retro touches like pleats that have staying power. With all these elements, your dress is glam enough for nights out, comfy enough for weekend fun. (OK, so you wouldn't wear this to wash your car, but it makes for a fun photo). Dress, \$4,008, and cardigan, \$2,245, Louis Vuitton. Glasses, Dior, \$295. Earrings, SonyaRenée Jewelry, \$60. Watch, Swatch, \$60. Bracelet, Anton Heunis, \$290. Shoes, Manolo Blahnik, \$755

Picture, **ALL** **DOILY'D** **UP**  
 Every girl should have a tunic in her fashion arsenal: It's roomy enough to hide trouble spots but not so loose that it reads potato sack. Done in lace—this season's favorite material—the classic cut is totally now. Today's embroidery is intricate, so beware of teaming it with patterns or graphics, either underneath or below. Better: Match it with bright or dark solids, which best show off the design. Top, \$425, and pants, \$295, Tory Burch. Glasses, Norma Kamali, \$250. Bracelet, LK Jewelry, \$200. Bag, Marc Jacobs, \$1,495. Phone, Native Union, \$30

**BEAUTY** **NOTE**  
 It's teal time! Flash fashion-forward nails with Nails Inc. Nail Polish, \$10, in Warwick Way.

Picture, **ROOM** **TO** **BLOOM**  
 Let yourself blossom by embracing the season's floral trend. But how to do it skillfully without looking like a bouquet? Mix small and large prints—a double dose of bitty or big is overkill. Gingham avoids looking old-fashioned or *Wizard of Oz* corny when strewn with delicate petals. Shirt, Antik Batik, \$262. Skirt, Marc Jacobs, \$550

**Load-Date:** March 19, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 98**

## get-it guide

Self

February 2012

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# SELF

**Section:** GET-IT GUIDE; Pg. 132; Vol. 34; No. 2; ISSN: 0149-0699

**Length:** 1099 words

**Byline:** Uncredited

## Body

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### Fashion

**Cover** Sonia by Sonia Rykiel tank, \$195; JoanShepp.com. J Brand jeans, \$205; Neiman Marcus. Earrings, \$1,000; JenniferFisherJewelry.com. Sydney Evan necklace, \$2,005; Neiman Marcus. Blue-medallion bracelet, \$145; ReinaSwimwear.com. White-diamond medallion bracelet, \$3,960; DanaRebeccaDesigns.com.

**Page 4** OmGirl sports bra, \$30; BarefootYoga.com. Tonic Lifestyle Apparel shorts, \$52; MyTonic.ca for stores. Watch, \$20; NeffHeadwear.com. Sneakers, \$75; NewBalance.com. **Page 6** Cardigan, \$158; JCrew.com. Dress, \$2,250; Prada.com for stores. August Accessories hat, \$32; Nordstrom. **Kate Spade** New York necklace, \$158; KateSpade.com. Erickson Beamon bracelet, \$480; Beyond 7, 646-619-6857. **Page 8** So De Mel Swim red bikini, \$185; SoDeMel.com. Black bikini top, \$44, and bottom, \$38; JCrew.com. L\*Space purple bikini top, \$58, and bottom, \$60; DianasBeachwear.com.

**Page 20** Kut From the Kloth shirt, \$38; Amazon.com. Elisabetta Rogiani shorts, \$69; Rogiani.com. Earrings, \$88; JenniferZeuner.com. Watch, \$2,675; Longines.com.

**Page 45** On her: Marc by Marc Jacobs shoes, \$350; MarcJacobs.com for stores. Zero + Maria Cornejo dress, \$695; 323-782-4915. Paige Novick earrings, \$310; Elements, 312-642-6574. Bangles, \$24 to \$26 each; BrandyPham.com. Helen Ficalora rings, \$250 to \$650 each; 877-754-2676.

**Page 46** On her: Rebecca Minkoff bag, \$795; Saks.com. Marc by Marc Jacobs dress, \$498; NeimanMarcus.com. **Page 48** On her: **Kate Spade** New York bag, \$368; KateSpade.com. Franco Sarto shoes, \$79; Lord & Taylor. Jacket, \$448; ElieTahari.com. Shirt, \$15; OldNavy.com. Trousers, \$80; Gap.com. Sequin necklace, \$98; Sequin-NYC.com.

**Page 54** On Keefe: Nux tank, \$40; NuxUSA.com. Adidas by Stella McCartney tights, \$100; ShopAdidas.com. Asics sneakers, \$85; AsicsAmerica.com for stores. On Maltby: Tonic Lifestyle Apparel sports bra, \$50; MyTonic.ca for stores. Alo leggings, \$52; AloSport.com. Asics sneakers, \$70; AsicsAmerica.com for stores. On Cabacungan-Jarvis: Lululemon Athletica tank, \$52; Lululemon.com. Pants, \$70; Nike.com. Asics sneakers, \$85; AsicsAmerica.com for stores. On Lieberman: tank, \$30; Gap.com. Pants, \$78; ViaPrive.com. Under Armour sneakers, \$90; UA.com. On Barton: tank, \$62, and pants, \$118; Spanx.com. Sneakers, \$95; Nike.com. **Page 56** On Derrow: tank, \$68; Spanx.com. Pants, \$75; Reebok.com. Sneakers, \$100; NewBalance.com. On Palmer: Alo top, \$42; AloSport.com. Lululemon Athletica pants, \$68; Lululemon.com. Sneakers, \$80; NewBalance.com. On Fennell: Alo shirt, \$50; AloSport.com. Pants, \$55; Reebok.com. Sneakers, \$85; NewBalance.com. On

Schmidt: Lululemon Athletica sports bra, \$42; Lululemon.com. O'Neill pants, \$84; ShopONeillUSA.com. Asics sneakers, \$85; AsicsAmerica.com for stores.

**Page 58** James Perse sweater, \$110; Bloomingdale's. Watch, \$24,600; Rolex.com for stores.

**Page 60** Champion sports bra, \$26; ChampionUSA.com. Shorts, \$30, and sneakers, \$100; Nike.com. On him: Puma tank, \$35; Shop.Puma.com. Adidas shorts, \$40, and socks, \$14; ShopAdidas.com. Adidas Originals sneakers, \$85; ShopAdidas.com.

**Page 96** Adidas tank, \$28; ShopAdidas.com. Tonic Lifestyle Apparel shorts, \$52; MyTonic.ca for stores. Sneakers, \$95; Nike.com. Neff watch, \$20; NeffHeadwear.com. **Page 97** Sports bra, \$29; VictoriasSecret.com. Elisabetta Rogiani shorts, \$62; Rogiani.com. Watch, \$25; RumbaTime.com. Asics sneakers, \$70; AsicsAmerica.com for stores. **Pages 98–99** OmGirl sports bra, \$30; BarefootYoga.com. Sneakers, \$75; NewBalance.com.

**Page 102** Brooke Gregson for Accessory Artists, \$2,005; AccessoryArtists.com. **Page 105** Valentino dress, \$3,690; 212-772-6969.

**Page 109** So De Mel Swim red bikini, \$185; SoDeMel.com. Black bikini top, \$44, and bottom, \$38; JCrew.com. L\*Space red bikini top, \$74, and bottom, \$58; DianesBeachwear.com. **Page 110** Raisins multicolor bikini top, \$34, and bottom, \$34; Macy's.

**Page 112** Rebecca Taylor sweater, \$295, and dress, \$350; 212-243-2600. Kenneth Jay Lane necklace, \$75; 877-953-5264. Skinny by Jessica Elliot belt, \$60; SkinnyStyle.com. **Page 113** Milly dress, \$375; Nordstrom. Sandy Hyun earrings, \$70; MaxAndChloe.com. **Kate Spade** New York bangle, \$248; KateSpade.com. **Page 114** Sonia by Sonia Rykiel coat, \$590, and skirt, \$325; SoniaRykiel.com. Shirt, \$470; Carven.fr for stores. Kenneth Jay Lane ring, \$88; 877-953-5264. **Page 115** Stella McCartney top, \$985, and skirt, \$1,125; 212-255-1556. Iosselliani necklace, \$755; Halls.com. Aurélie Bidermann cuff (left), \$1,745; Bergdorf Goodman, 212-872-2700. Aurélie Bidermann cuff (right), \$935; Saks Fifth Avenue. Roger Vivier shoes, \$475; 212-861-5371. **Page 116** **Kate Spade** New York top, \$295; KateSpade.com. Shorts, \$98; JCrew.com. Sequin necklace, \$118, pink enamel bangles, \$28 and \$38; Henri Bendel. Kenneth Jay Lane geometric bangles, \$100 each; 877-953-5264. Belt, \$48; Lodis.com. **Page 117** Cardigan, \$2,245, and dress, \$4,008, LouisVuitton.com for stores. Glasses, \$295; Dior.com. SonyaRenée Jewelry earrings, \$60; SonyaRenee.com. Swatch watch, \$60; Store.Swatch.com. Anton Heunis bracelet, \$290; Henri Bendel. Manolo Blahnik shoes, \$755; Saks Fifth Avenue. **Page 118** Top, \$425, and pants, \$295; ToryBurch.com. Norma Kamali glasses, \$250; NormaKamaliCollection.com. LK Jewelry bracelet, \$200; Fragments, 212-334-9588. Bag, \$1,495; MarcJacobs.com. Phone, \$30; NativeUnion.com. **Page 119** Antik Batik shirt, \$262; Net-A-Porter.com. Skirt, \$550; MarcJacobs.com.

**Page 124** Shirt, \$75; Madewell.com. DL1961 Premium Denim jeans, \$158; Bloomingdale's. Belt, \$60; BananaRepublic.com. Michael Kors bracelet, \$75; 866-709-5677. Shoes, \$625; ChristianLouboutin.com. **Page 128** From left: Calvin Klein Performance hoodie, \$59; Lord & Taylor. Tonic Lifestyle Apparel tank, \$60; MyTonic.ca for stores. Nux pants, \$64; NuxUSA.com. Sneakers, \$75; KSwiss.com. Alo jacket, \$80; AloSport.com. Tank, \$26; Zobha.com. Nux pants, \$53; NuxUSA.com.

## Beauty

Unless otherwise noted, all products are available at select department stores or mass retailers.

**Page 35** BumbleAndBumble.com.

**Page 36** Nails Inc., Sephora.com. NFL Team, NFLShop.com. **Page 38** Boscia, Sephora.com. Dr. Jart+, Sephora.com.

**Page 40** RickyCare.com. **Page 42** L. Erickson, FranceLuxe.com. Davines.com for locations. L. Erickson, FranceLuxe.com. Phyto, Phyto-USA.com for locations.

**Page 103** Lorac, Ulta.com. Urban Decay, Sephora.com. Tarte, TarteCosmetics.com. **Page 104** Philips Sonicare, Drugstore.com. VitacareWorld.com. PerioSciences.com. Ruby Kisses, BeautyOnlineSupply.com. Essence, Ulta.com. VictoriasSecret.com. NYX, NYXCosmetics.com. Smashbox, Sephora.com. **Page 105** Exude, ExudeLipstick.com. Korres, Sephora.com. MACCosmetics.com. Benefit, BenefitCosmetics.com. Nars, Sephora.com.



**Load-Date:** March 19, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 99**

## *In the Red*

Allure

February 2012

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# allure

**Section:** FASHION; Pg. 66; Vol. 22; No. 2; ISSN: 1054-7711

**Length:** 58 words

**Byline:** Uncredited

**Highlight:** Zing! Bang! Boom! Bags in a range of red-hot shades are spring's liveliest neutrals.

### **Body**

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**KATE** **SPADE** **NEW** **YORK**  
leather bag, \$378 (katespade.com).

**HERMÈS**  
leather bag, \$7,800, at select Hermès stores.

**MAX** **MARA**  
patent-leather bag, \$565, at Max Mara, N.Y.C. (212-879-6100).

**DKNY**  
leather bag, \$195, at Bloomingdale's, N.Y.C. (212-705-2000).

**MARC** **BY** **MARC** **JACOBS**  
leather bag, \$328 (bloomingdales.com).

**FENDI**  
leather bag, \$1,390, at Fendi, N.Y.C. (212-759-4646).

### **Graphic**

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Picture, **KATE** **SPADE** **NEW** **YORK**  
leather bag, \$378 (katespade.com).

**HERMÈS**  
leather bag, \$7,800, at select Hermès stores.

In the Red

**MAX**

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**MARA**

**DKNY**

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**MARC**

**BY**

**MARC**

**JACOBS**

leather bag, \$328 (bloomingdales.com).

**FENDI**

leather bag, \$1,390, at Fendi, N.Y.C. (212-759-4646).

**Load-Date:** March 19, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 100**

## THE LOOK I WANT NOW! Classic Romance

Lucky

February 2012

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# Lucky.

**Section:** FASHION & SHOPPING; Pg. 72; Vol. 12; No. 2; ISSN: 1531-4294

**Length:** 224 words

**Byline:** Uncredited

**Highlight:** “I’ve always had a thing for traditional style, but this season I’m adding a softer focus to the staples I love.”

### Body

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GET MY LOOK!

**Switch out your pearls for a pendant.**  
18k gold mother-of-pearl rock candy necklace, \$995, [ippolita.com](http://ippolita.com) **TEXT TO BUY: ROMANCE AT 58259**

**Flowy but fitted—it's a pencil skirt's perfect match.**  
Chiffon ruffle top, \$69, [bebe.com](http://bebe.com) **Lucky SHOPPER**

**A classic '40s shape with a very right-now flap.**  
Leather-trim canvas bag, \$425, Z Spoke Zac Posen, [zapposcouture.com](http://zapposcouture.com) **Lucky SHOPPER**

**I'm updating my sweater collection with pastels.**  
Cashmere “Jenny” sweater, \$298, [christopherfischer.com](http://christopherfischer.com) **Lucky SHOPPER**

**Ankle straps are making a major comeback.**  
Patent “Farrel” wedges, \$250, [Kate Spade](http://katespade.com) New York, [katespade.com](http://katespade.com)

**Balance out its boxiness with slim trousers.**  
Cotton “Matilda” jacket, \$698, Jill Stuart, 212-343-2300 **Lucky SHOPPER**

**A flawless, unobtrusive, everyday stackable set.**  
Gold-plated chalcedony “Corsica” rings, \$48 each, [juliecollection.com](http://juliecollection.com)

**Throw in a textured piece to break up your solids.**  
Silk and cotton “Farran” skirt, \$425, [toryburch.com](http://toryburch.com) **Lucky SHOPPER**

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## THE LOOK I WANT NOW! Classic Romance

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## Graphic

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Picture, **ALEXIS BRYAN MORGAN** Executive Fashion Director  
Viscose sweater, \$555, Ralph Lauren Black Label, ralphlauren.com. Georgette “Gabriella” skirt, \$548, Jill Stuart, 212-343-2300. Leather and suede “Anastasia” sandals, \$395, pebbled leather “Bond” satchel, \$550, toryburch.com

Picture, **Switch out your pearls for a pendant.**  
18k gold mother-of-pearl rock candy necklace, \$995, ippolita.com **TEXT TO BUY: ROMANCE AT 58259**

Picture, **Flowy but fitted—it's a pencil skirt's perfect match.**  
Chiffon ruffle top, \$69, bebe.com **Lucky SHOPPER**

Picture, **A classic '40s shape with a very right-now flap.**  
Leather-trim canvas bag, \$425, Z Spoke Zac Posen, zapposcouture.com **Lucky SHOPPER**

Picture, **I'm updating my sweater collection with pastels.**  
Cashmere “Jenny” sweater, \$298, christopherfischer.com **Lucky SHOPPER**

Picture, **Ankle straps are making a major comeback.**  
Patent “Farrel” wedges, \$250, *Kate Spade* New York, katespade.com

Picture, **Balance out its boxiness with slim trousers.**  
Cotton “Matilda” jacket, \$698, Jill Stuart, 212-343-2300 **Lucky SHOPPER**

Picture, **Lucky breaks** PAGE 108

**A flawless, unobtrusive, everyday stackable set.**  
Gold-plated chalcedony “Corsica” rings, \$48 each, juliecollection.com

Picture, **Throw in a textured piece to break up your solids.**  
Silk and cotton “Farran” skirt, \$425, toryburch.com **Lucky SHOPPER**

**Load-Date:** March 19, 2012

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 101**



## Washington, D.C.

Lucky

February 2012

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# Lucky.

**Section:** FASHION & SHOPPING; Pg. 48; Vol. 12; No. 2; ISSN: 1531-4294

**Length:** 933 words

**Byline:** Jenna Gottlieb

**Highlight:** It's a short metro or cab ride from the capital's stately monuments and museums to neighborhoods brimming with gorgeous designer boutiques, eco-minded concept shops and tons of vintage.

## Body

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### CARAMEL

At this boutique/gallery, cartoony prints from beloved D.C. artist Dave Peterson line the walls, the Crayola-hued jersey dresses and military-inspired coats hail from eco-friendly lines, and owner Sarah Watkins hosts regular fundraisers for local nonprofits. *1603 U St. NW, 202-265-1930, caramelfashion.com*

### CHARM GEORGETOWN

Georgetown's latest jewelry destination has a really well-balanced mix of black-tie and everyday pieces—and the twinkling array of colorful crystal statement earrings and delicate stone pendants include many under-\$100 options. *2910 M St. NW, 202-298-0420, charmgeorgetown.com*

### FOUNDRY

At this new addition to the vintage promenade that is U Street, Yvette Freeman sells lovingly refurbished, reasonably priced 20th-century estate-sale furniture and industrial signage. Recently spotted: a pair of cowhide-covered director's chairs for \$525. *1522 U St. NW, 571-277-5245, foundrybyfreeman.com*

### GINGER ROOT DESIGN

Recycling-minded seamstresses Kristen Swensen and Erin Derge transform secondhand ties and fabrics into profoundly cute ascot-esque accents and bloomer shorts. They'll also redesign your most unflattering garments (yes, heinous bridesmaid dresses, this means you). *1530 U St. NW, basement, 202-567-7668, gingerrootdesign.com*

### GOOD WOOD

## Washington, D.C.

Clever vignettes—'50s tables piled with books, antique vanities strewn with distressed mirrored trays—at this vintage furniture mainstay make you feel like you've scored an invitation to somebody's very cool loft. *1428 U St. NW, 202-986-3640, goodwooddc.com*

## HU'S WEAR

Marlene Hu Aldaba, who also owns designer footwear spot Hu's Shoes across the street, has created here a gorgeously spare spot filled with the designer pieces to match: Proenza Schouler striped peplum jackets, hot pink Alexander McQueen minis—it's the perfect mix of youthful and classic. *2906 M St. NW, 202-342-2020, hushoes.com*

## LEGENDARY BEAST

It's only open on weekends, so plan accordingly; this vintage jewelry trove is worth it. What looks like chaos—jumbles of necklaces, piles of rings—is actually an amazing gallery carefully organized by style and era. Find everything from '20s emerald earrings to ornate Renaissance-revival cuffs to '70s disco bling. *1520 U St. NW, 202-797-1234, legendarybeast.com*

## LETTIE GOOCH

Hip non-profiteers and budget-minded GW students stock up on printed Primrose dresses, Karisma toggle cardigans and 49 Square Miles leather satchels at this cozy shop, where owner Theresa Watts provides both thoughtful fashion counsel and cookies. *1517 U St. NW, 202-332-4242, lettiegooch.com*

## M29 LIFESTYLE

Yes, it's a hotel gift shop (owned by the neighboring Four Seasons), but M29 offers way more than postcards: ethnic-print duffels, colorful wrap bracelets and punchy coffee-table books. *2800 Pennsylvania Ave. NW, 202-295-2829*

## MULÉH

A weird hybrid that's worked for years, this showroom-esque space offers both sleek South Asian furniture and high-end contemporary wear from 3.1 Phillip Lim and Vivienne Westwood. *1831 14th St. NW, 202-667-3440, muleh.com*

## NANA

Recently relocated to Mount Pleasant, this shop's design—repurposed picket fence dressing rooms, composite plywood floor—perfectly complements its eco-conscious offerings, like slouchy totes made from vintage sweaters and organic denim shifts. *3068 Mount Pleasant St. NW, 202-667-6955, nanadc.com*

## REDEEM

All rocker, all the time: With racks of sleeveless tunics, slinky slit-knee cigarette trousers and a soundtrack blaring the latest from bands like Bombay Bicycle Club and Gauntlet Hair, ex-DJ/owner Lori Parkerson will have you updating your wardrobe and iPod simultaneously. *1734 14th St. NW, 202-332-7447, redeemus.com*

## RELISH

Whether or not you can afford Nancy Pearlstein's assemblage of cutting-edge European fashion, her gorgeously uncluttered Cady's Alley store is a must-hit—the suspended bamboo racks dangling with Marni and Balenciaga are just that stunning. *3312 Cady's Alley NW, 202-333-5343, relishdc.com*

## RUE 14

Our favorite D.C. denim outpost stocks Kasil and J Brand jeans and the Eryn Brinié tops and Sol Angeles blazers we like to wear with them. Faded American flags and antique sewing machines enhance the laid-back Americana-ness of it all. *1803 14th St. NW, 202-462-6200, rue14.com*

## Washington, D.C.

## SASSANOVA

If Elle Woods were a store she would be Sassanova, an all-pink shoe boutique where cheery crystal chandeliers illuminate shelves of Kate Spade bow pumps and jeweled Oscar de la Renta sandals. 1641 Wisconsin Ave. NW, 202-471-4400, [sassanova.com](http://sassanova.com)

## TARI

There are '70s Chanel jackets for the luxury collector, funky button-downs for the vintage-savvy twentysomething and a wall of gently worn YSL boots and Tory Burch flats that appeals to all. 1525 Wisconsin Ave. NW, 202-621-7500, [taridc.com](http://taridc.com)

## TREASURY

This brick-walled shop pulls off the “vintage fused with new stuff” concept with a mix of thrifted sweater coats, R.P. Miller striped T-shirts and art deco rings from Lithics—and the fastidiously organized lineup offers a pleasant reprieve from the cluttered feel of neighboring vintage shops. 1843 14th St. NW, Second Fl., 202-506-6908, [shoptreasury.com](http://shoptreasury.com)

## VIOLET

A trip to this purple-walled Adams Morgan newcomer yields a complete night-out ensemble—on a Capitol Hill intern's budget. Party attire like paneled miniskirts, slick envelope clutches and drapey tops rolls in at well under \$100. 2439 18th St. NW, 202-621-9225, [violetdc.com](http://violetdc.com)

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## Graphic

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Picture, “Europa” dress, \$328, Eva Franco. Lettie Gooch, 202-332-4242

Picture, CHARM GEORGETOWN

Picture, Stone drop earrings, \$108, Margaret Elizabeth. Charm Georgetown, 202-298-0420

Picture, “Lark” duffel bag, \$875, 3.1 Phillip Lim. Muléh, 202-667-3440

Picture, GINGER ROOT DESIGN

Picture, MULÉH

Picture, Asymmetrical cotton blazer, \$575, Girl by Band of Outsiders. Hu's Wear, 202-342-2020

Picture, TARI

Picture, Quilted iPad case, \$55, Urban Expressions. Violet, 202-621-9225

Picture, Quartz “Nicole” necklace, \$85, ADMK Jewelry. Caramel, 202-265-1930

Picture, “Babette” patent leather flats, \$298, Kate Spade. Sassanova, 202-471-4400

Picture, “Alter Ego” denim shorts, \$132, Kasil Workshop. Rue 14, 202-462-6200

Picture, RELISH

Washington, D.C.

Picture, GOOD WOOD

**Load-Date:** March 19, 2012

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 102**

ACCESSORIES / JEWELRY

## Kate Spade Jumps Into the Connected Wearables Category

The collection is comprised of a metro grand smartwatch, a jewelry-inspired bangle tracker and a silicone tracker.

By [Lisa Lockwood](#) on August 22, 2016



 [VIEW GALLERY – 12 PHOTOS](#)



[Kate Spade New York](#) is marrying fashion with function with its first collection of connected wearables.

The line is comprised of a metro grand hybrid smartwatch, retailing for \$250; a jewelry-inspired bangle tracker retailing for \$150, and a silicone tracker, retailing for \$125.

### ESSENTIALIST

— TODAY'S MUST READ —



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[Jill Kargman Speaks at Playground Partners Luncheon](#)

The silicone tracker will be available next month, and the bangle tracker and smartwatch will be available in November. They will be sold on [katespade.com](http://katespade.com) and [Kate Spade New York](#) specialty stores, and then select retail partners.

The products are designed specifically for women and are led by design, with technology built in.

The smartwatch and two trackers have the functionality to track one's activities and sleep with the Kate Spade New York connected app, the ability to count down the days, hours and minutes until an event, as well as such features as music control, self-snapping, time-zone updates and notification technology. The battery-operated trackers never require charging. The smartwatch and trackers are iPhone- and Android-compatible.

The smartwatch is available in black and rose gold, gray and silver tone, vachetta and gold tone, as well as a gift set with a two-tone bracelet with a black quilted leather strap. The bangle scallop tracker will be offered in gold-tone and white mother of pearl, stainless steel and white mother of pearl and rose gold-tone and pink cat's eye. The silicone scallop tracker is available in solid, glitter, stripe, dot and cat-ear variations.

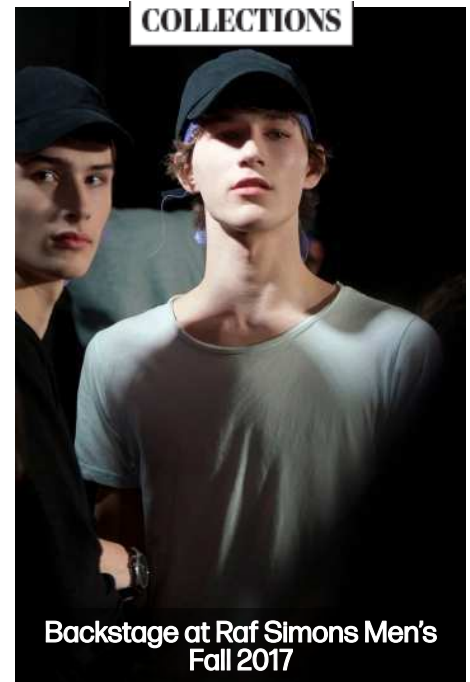
Last year, Fossil Group Inc. and Kate Spade & Co. signed a global licensing agreement for the design, development and distribution of Kate Spade New York watches through 2025.

In May 2015, Kate Spade teamed up with Everpurse to create a line of totes, clutches, wristlets and backpacks that have charging capabilities.

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 [Kate Spade New York](#)

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a Justice and Keke Palmer backstage at  
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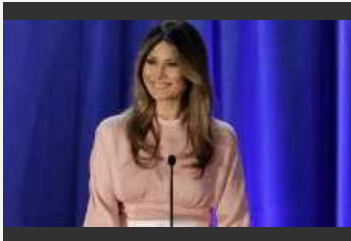
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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 103**

# Jourdan Dunn Returns as Face of Kate Spade's Summer 2016 Campaign

She is photographed with a group of women on a New York fire escape.

By [Lisa Lockwood](#) on April 27, 2016



 [VIEW GALLERY – 5 PHOTOS](#)



Kate Spade is all set for summer. The company has tapped British model Jourdan Dunn for the second season, making her the face of its summer ad campaign.

The digital campaign, which features merchandise from the [Kate Spade New York](#) collection, as well as the brand's Madison Avenue, Broome Street and Home lines, features key New York moments. It will launch across digital outlets, beginning Tuesday.

The campaign, entitled "Vacation is a state of mind," was

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photographed by Emma Summerton. Ads feature the women hanging out on a New York fire escape with their summer essentials, aka tech gadgets, and cocktails in hand.

In addition to Dunn, the campaign features writer Karley

### **Mr Porter Unveils Spring Campaign**

Sciortino; model and stylist Alexis Baez; writer, student and waitress Paloma Elsesser, and filmmaker, musician and downtown café hostess Tracy Antonopoulos.

Deborah Lloyd, president and chief creative officer of [Kate Spade New York](#), said of the ads: “Summertime in New York invokes a spirit of imaginative adventure — a spirit that also embodies the Kate Spade New York girl when a step outside onto the fire escape or a walk in Central Park can take you miles outside of the city. The Kate Spade New York summer 2016 collection invites our customers to embrace this mindset and celebrate the summer season.”

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 [Kate Spade New York](#)

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Jill Kargman Speaks at Playground Partners Luncheon

### **COLLECTIONS**



Backstage at Raf Simons Men's Fall 2017



They Are Wearing: New York Men's Week Fall 2017

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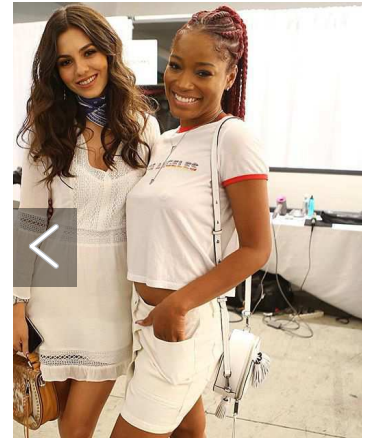
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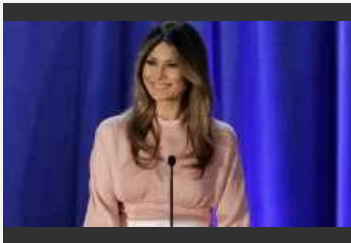


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a Justice and Keke Palmer backstage at  
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FASHION

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# 9 handbags for spring that can carry your senses of fun, whimsy and practicality



By **Kavita Daswani**

APRIL 13, 2016, 6:00 AM

**DON'T MISS**  
BUSINESS

Californians are paying billions for power they don't need

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**P**ut away the reptile-skin totes, fur-trimmed clutches and those serious, structured bags. That's because spring handbags are all about floral appliqués, fresh pastel shades and whimsical sensibilities. And in a nod to the golden age of the 1970s, some of these new bags for the season are bedecked with lush leather fringe.

On recent fashion runways, Kate Spade showed a wicker purse shaped like a small Dalmatian, while Moschino sent out a model toting an orange bag with a chain-link strap resembling an inverted traffic cone.

ADVERTISING

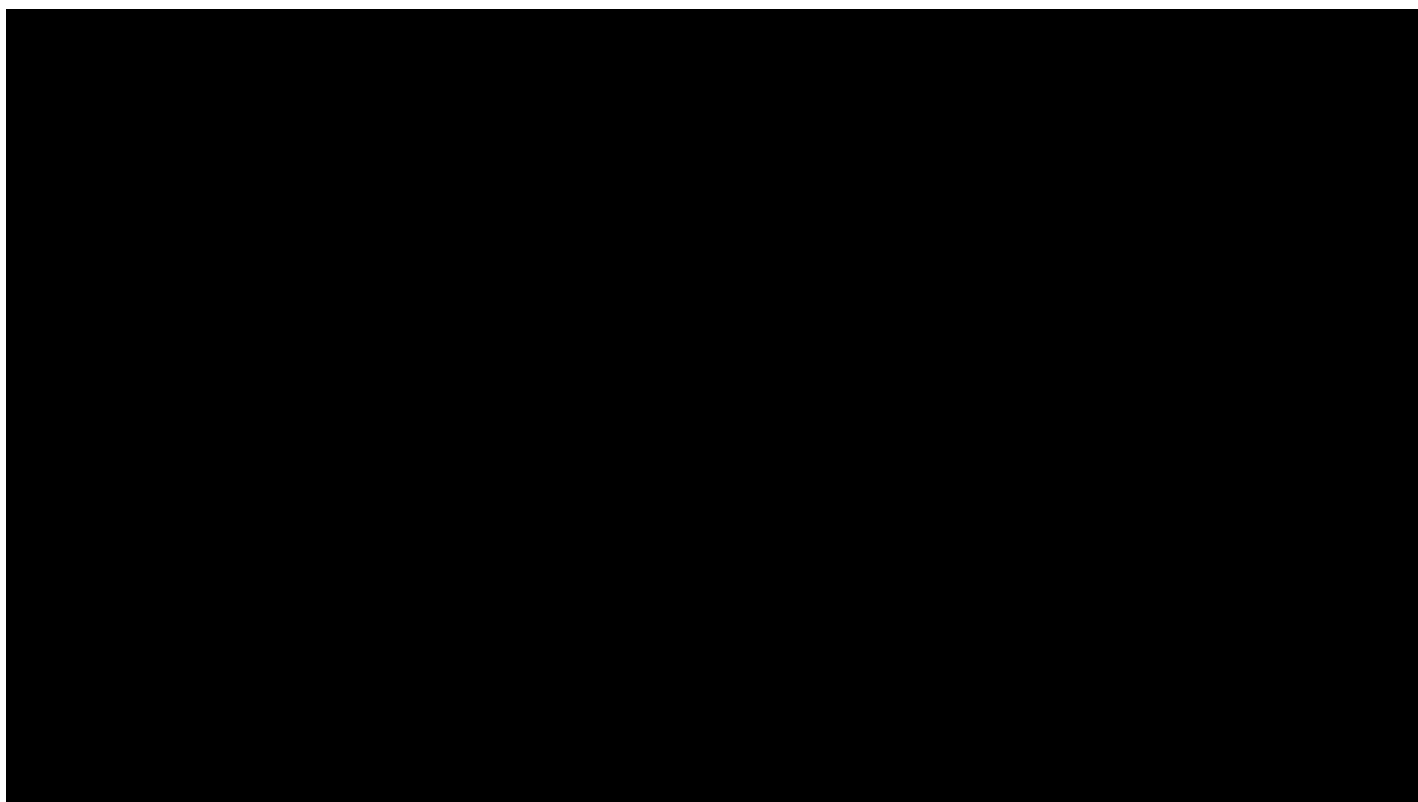


Then there's Gucci, which opted to celebrate the birds and the bees —literally —with embroidered motifs from nature stitched onto the brand's classic monogrammed bags. Similarly, a smattering of multicolored floral leather appliqués adorn the fronts of leather Fendi bags, giving them a crafty and decidedly unserious tone.

It's not only the purveyors of the bags with luxe price tags that get to play and have all of the sartorial fun. This new levity in handbags of the moment is equally being featured with bags at lesser price points including the Pisticci bag from the Patricia Nash label, inspired by the leather belt loop chain-link bags of the '70s; and Rebecca Minkoff's saddle bag, which embodies a breezy, bohemian charm.

What the season's handbag styles teach us is that even the most practical and functional of bags should convey a laidback, almost capricious sensibility. Look for that, and almost any one of them could be your new it-bag. However, with anything related to fashion, it's all about striking a healthy balance. So an eclectic bag is a great choice. An overly wacky one? Not so much.

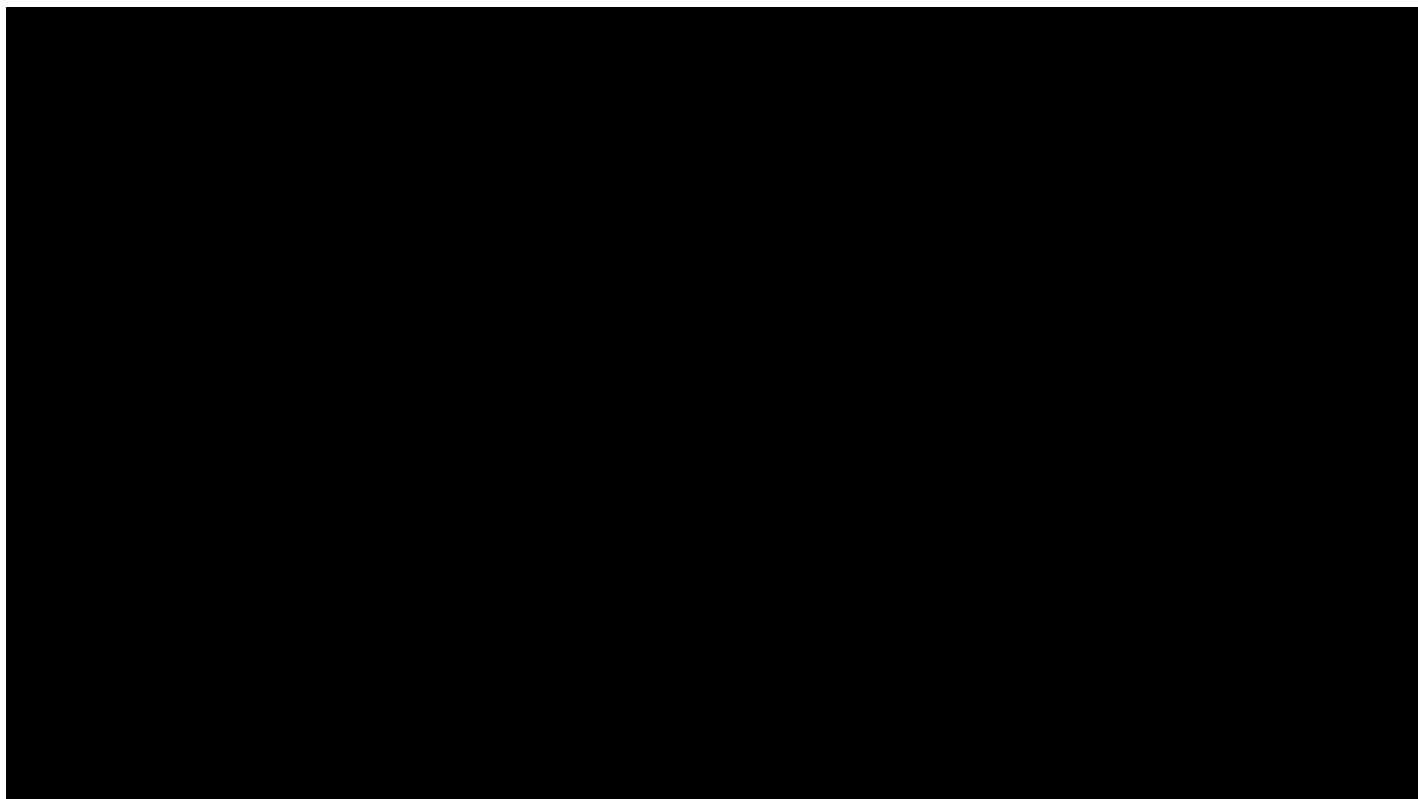
The Wave bag by Tod's, \$4,575, (855) 303-3253, [tods.com](http://tods.com)



Tod's

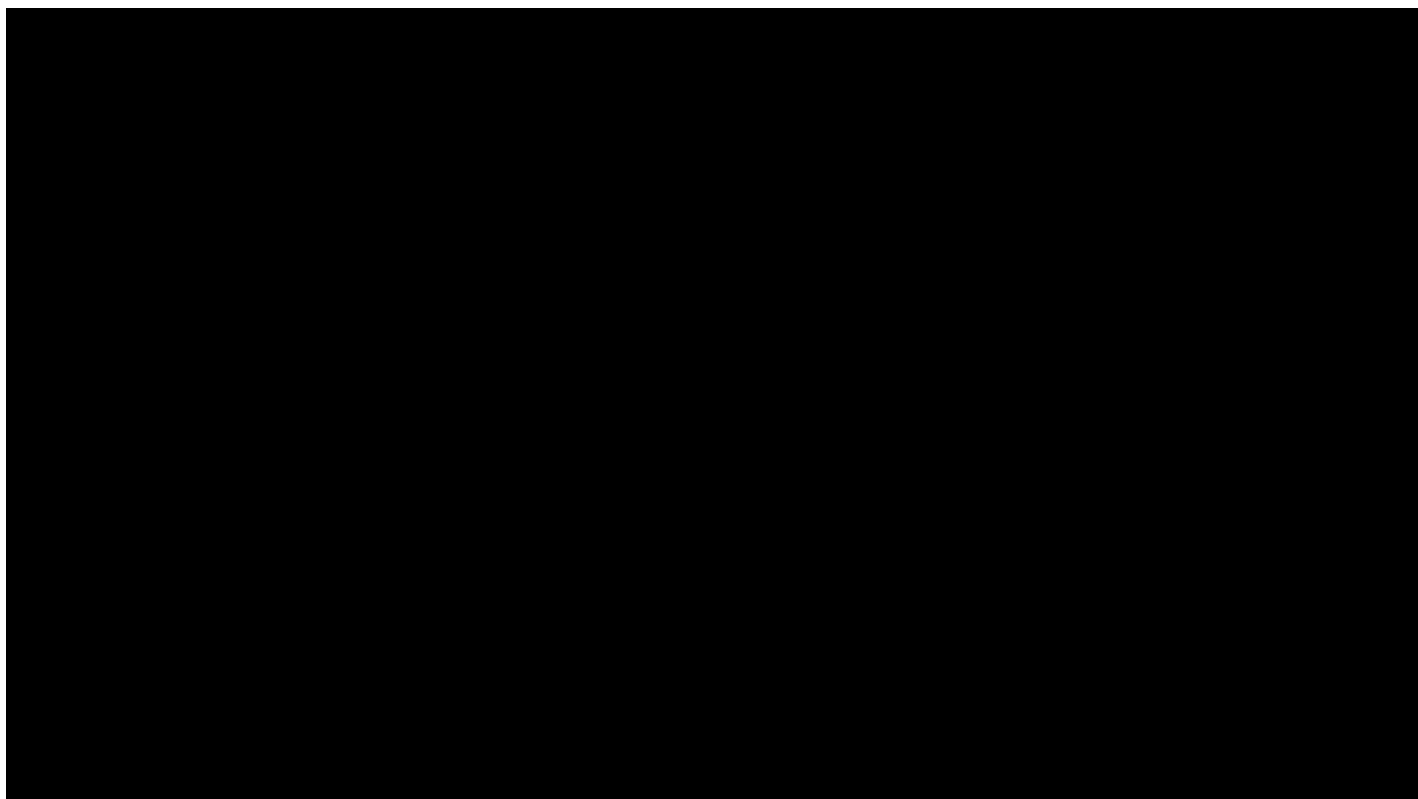
Dionysus GG Supreme shoulder bag by Gucci, \$3,800, (877) 482-2430, [gucci.com](http://gucci.com)





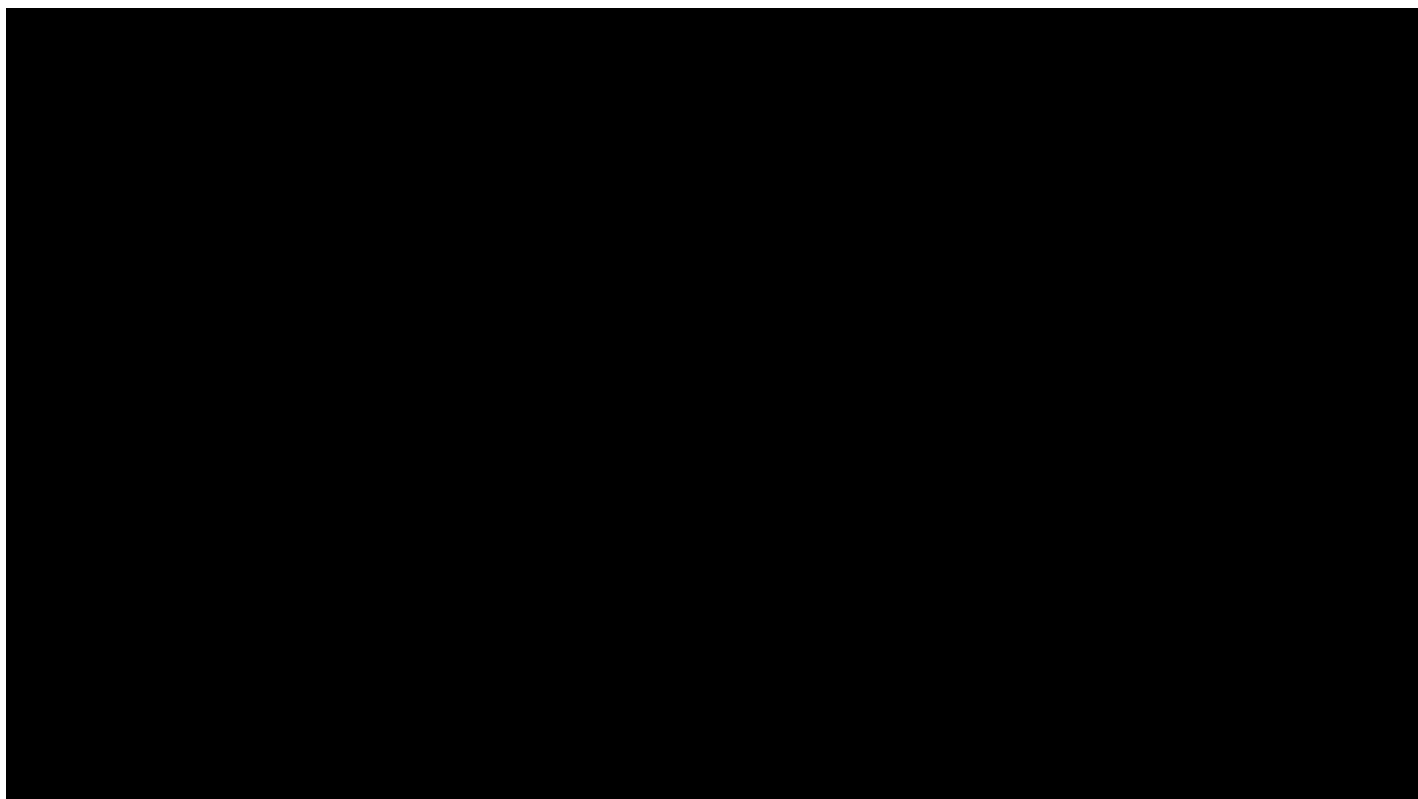
Gucci

Flowerland Dotcom bag by Fendi, \$3,300, (646) 952-8399, [www.fendi.com/us](http://www.fendi.com/us)



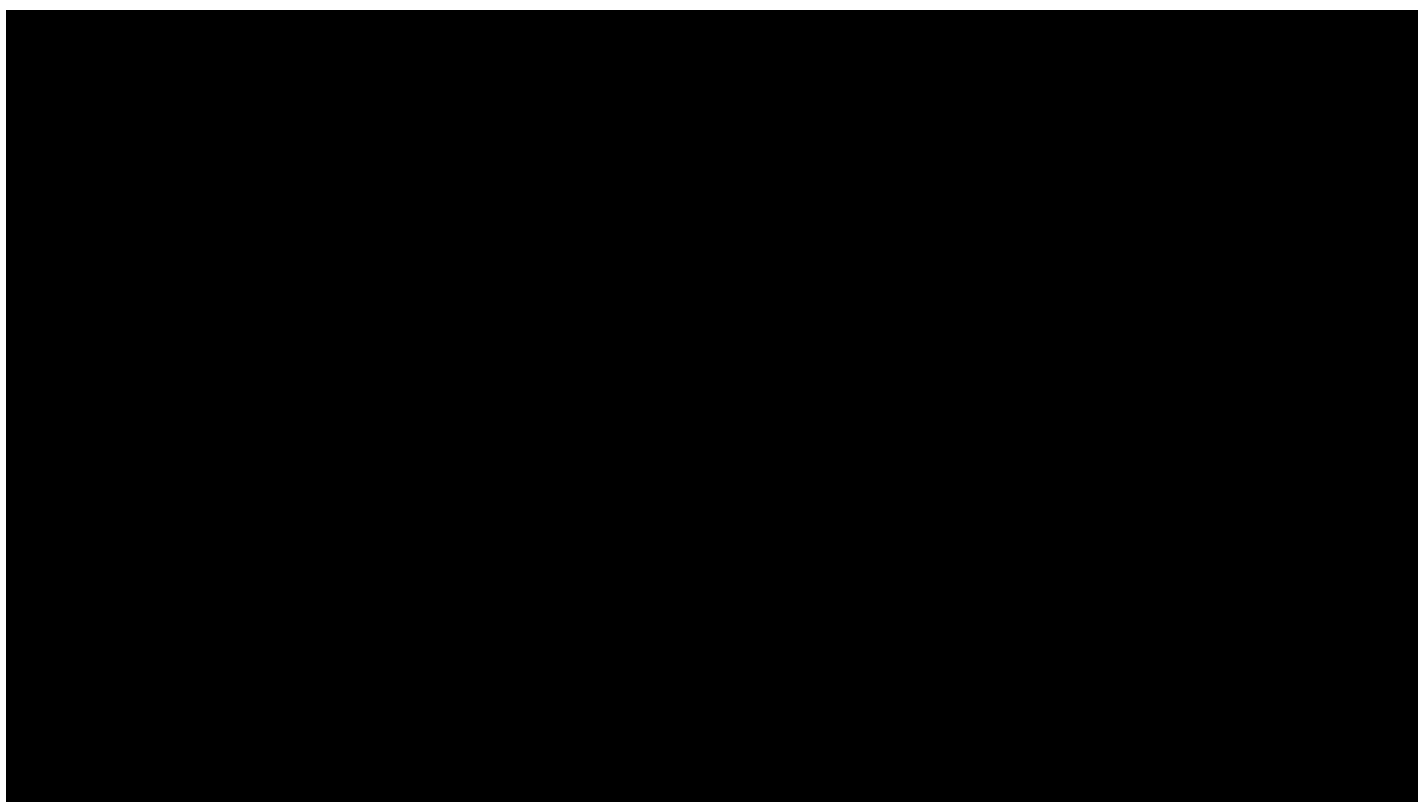
Fendi

The Pisticci bag by Patricia Nash, \$399, (865) 524-2626, [patricianashdesigns.com](http://patricianashdesigns.com)



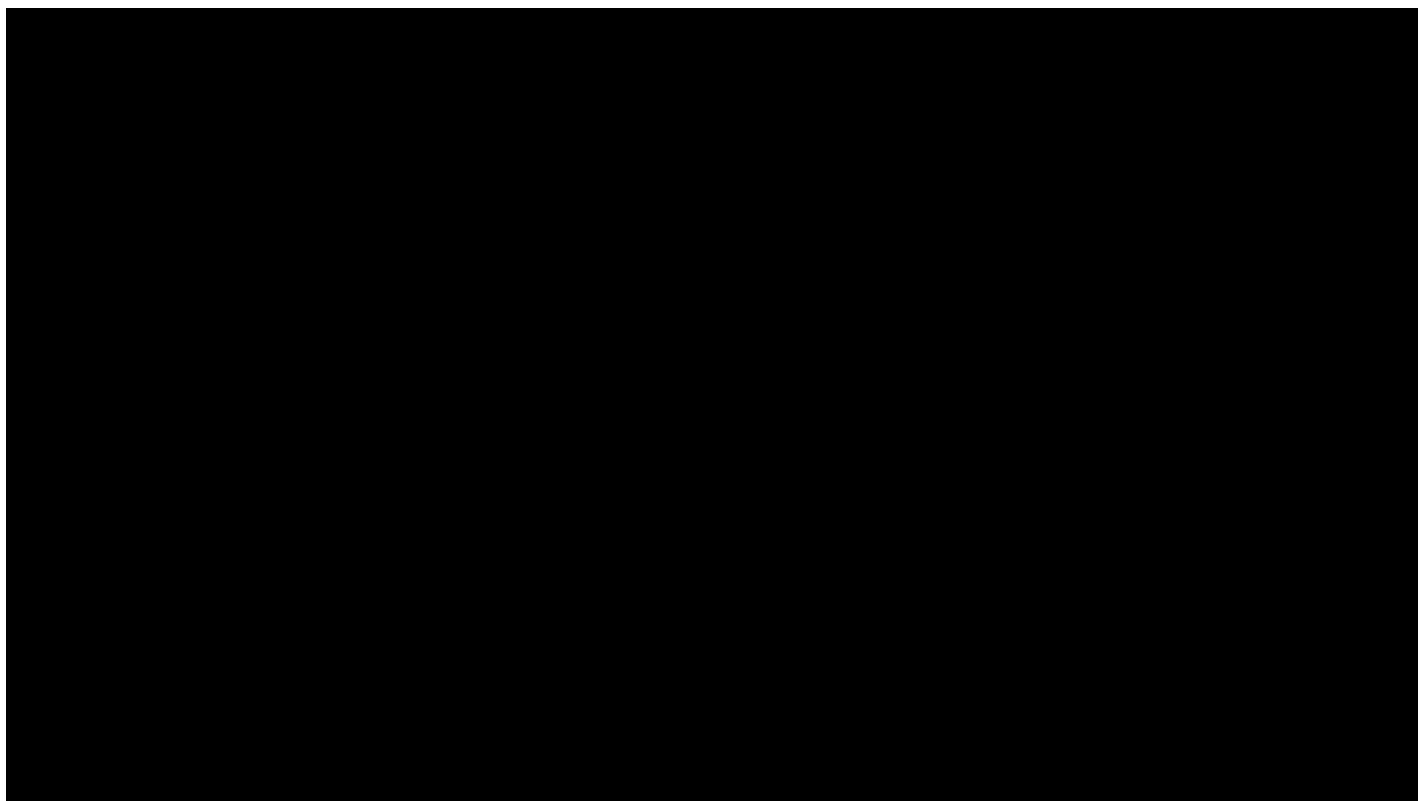
Patricia Nash

Vanity shoulder bag by Rebecca Minkoff, \$395, (888) 282-6060, [nordstrom.com](http://nordstrom.com)



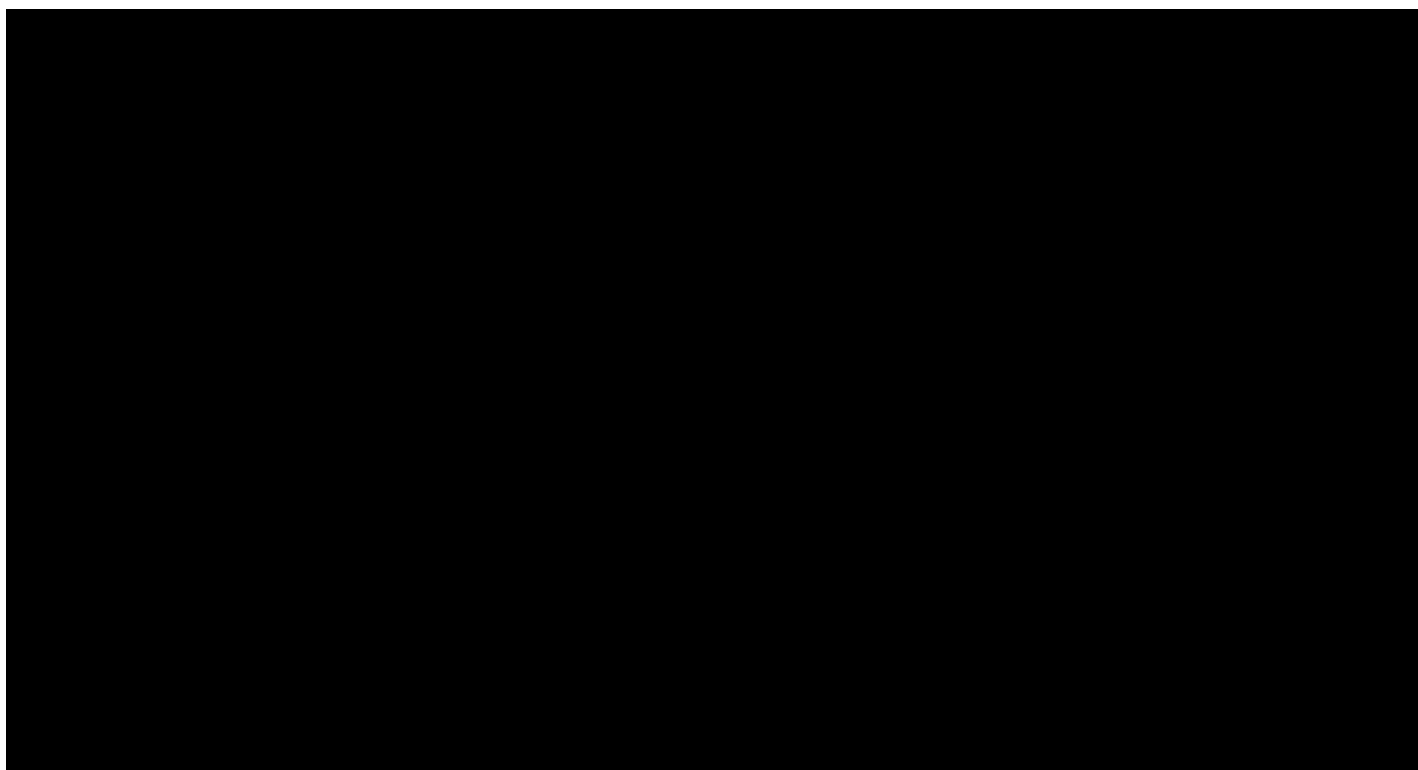
Nagi Sakai

The Runthrough cross body bag in blush by Joanna Maxham, \$450, (855) 295-6266, [joannamaxham.com](http://joannamaxham.com)



Douglas Holt / Joanna Maxham

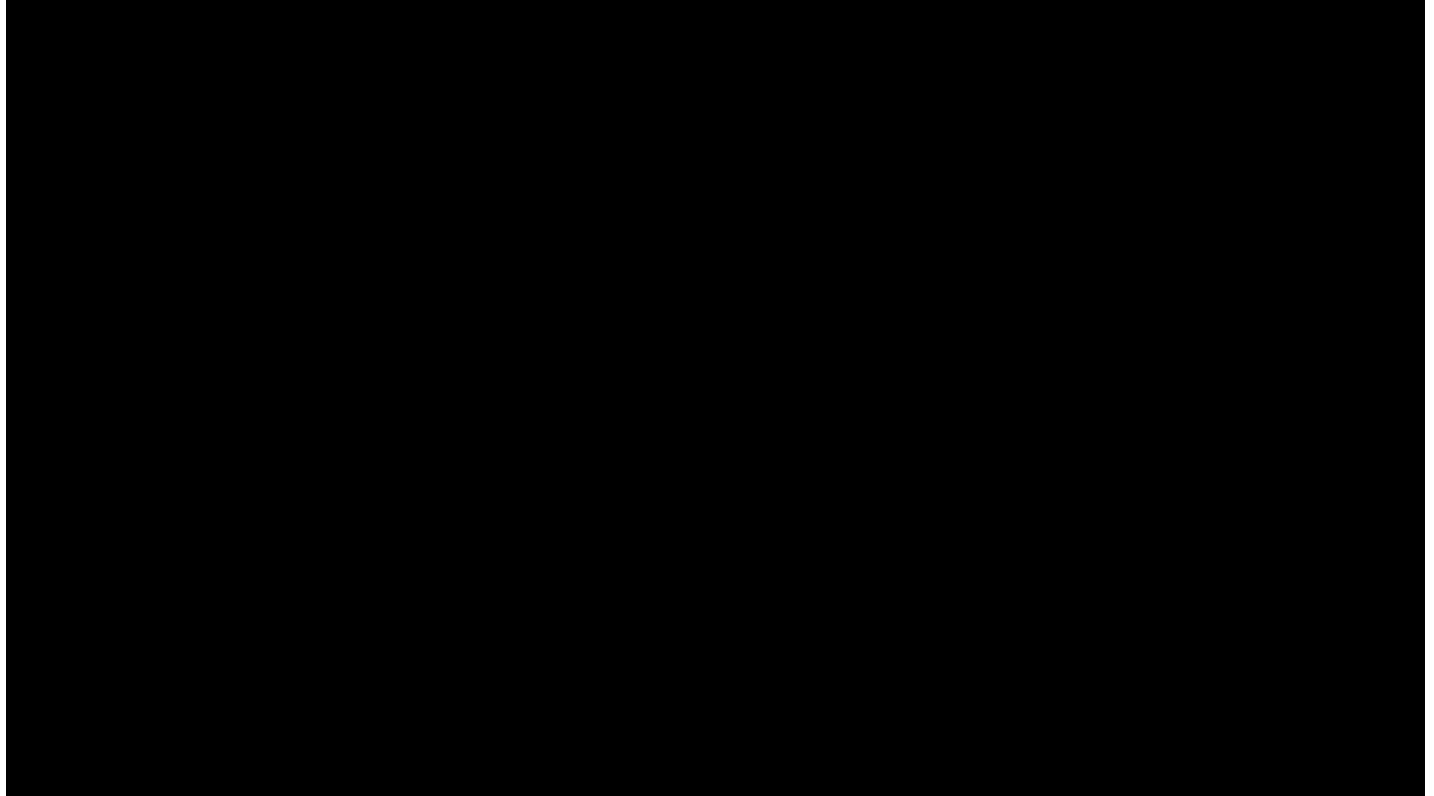
The Fets Fringe shoulder bag by Hammitt, \$675, (310) 292-5200, [hammitt.com](http://hammitt.com)





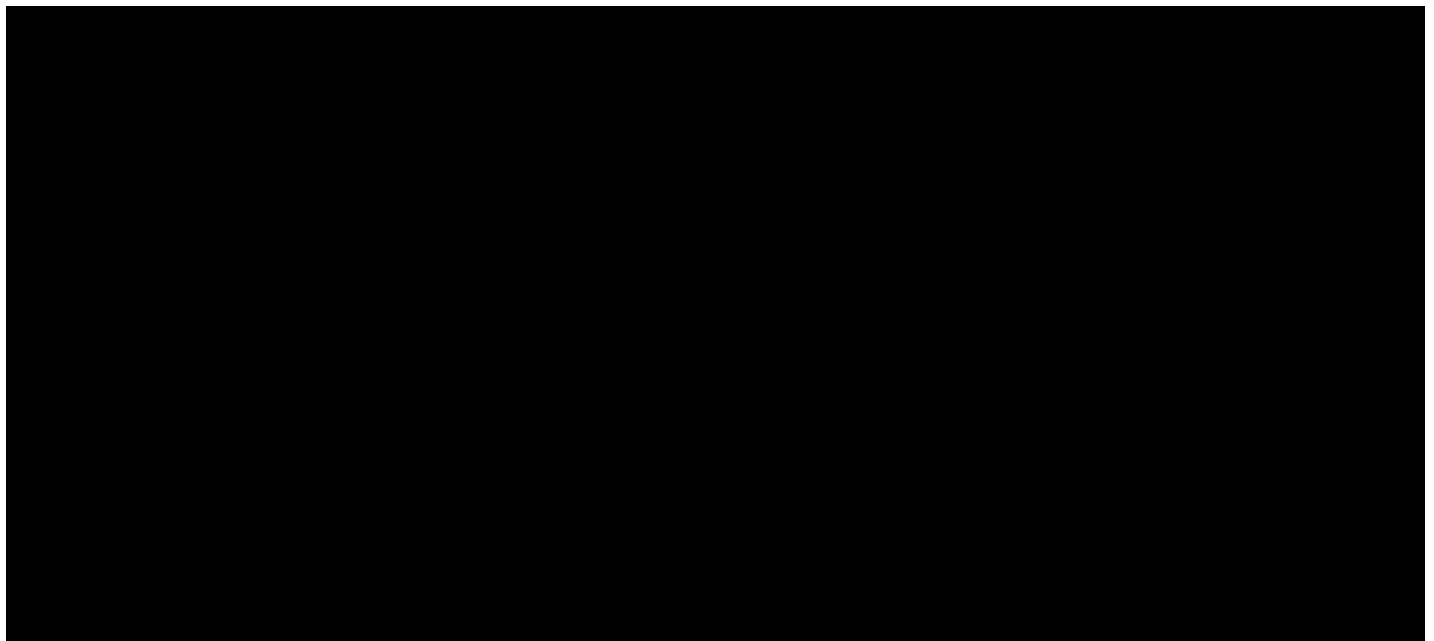
Craig Blank / Hammitt

The Adele tote bag by Tess, \$220, (201) 616-0163, [tesshandbags.com](http://tesshandbags.com)



Tess

The Sarangi tote bag by Jinammi, \$799, (310) 598-1575, [jinammi.com](http://jinammi.com)





Jinammi

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A version of this article appeared in print on April 17, 2016, in the Features section of the Los Angeles Times with the headline "Spring's in the bag" — Today's paper | [Subscribe](#)

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# THE WALL STREET JOURNAL.

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<http://www.wsj.com/articles/going-gray-5-mens-briefcases-in-a-distinctive-shade-1460399501>

FAST FIVE

## Going Gray: 5 Men's Briefcases in a Distinctive Shade

Pewter, charcoal, gunmetal or smoke: If your black or brown briefcase is looking blah, try a sharp, leather holdall in spring's newer neutral from Dunhill, Balenciaga or Jack Spade

April 11, 2016 2:31 p.m. ET

**From top:** E Milo Briefcase, \$3,350, *Berluti*, 212-439-6400; Briefcase, \$2,980, *Bottega Veneta*, 212-371-5511; Boston Document Case, \$1,750, *dunhill.com*; Mini Folder Strap Bag, \$1,335, *Balenciaga*, 212-226-2052; Barrow Slim Brief, \$398, *jackspade.com*



PHOTO: F. MARTIN RAMIN/THE WALL STREET JOURNAL, STYLING BY ANNE CARDENAS

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<http://www.wsj.com/articles/men-are-shopping-like-women-1455657516>

LIFE

# Men Are Shopping Like Women

In a big shift, men are seeking out style trends, making impulse purchases and taking time to browse

By **RAY A. SMITH**

Updated Feb. 16, 2016 4:48 p.m. ET

Men these days buy clothes on impulse. They scan websites for style ideas. They try new brands and fall for trends. In short, they are shopping more like women do.

This new behavior marks a big change in how men shop, retailers say, and is making this an important moment in men's fashion.

Increasingly, men shop for clothes on their phones and frequently check retailer websites for new products or brands. Traffic at Mr Porter, Net-a-Porter's luxury online men's store, which carries brands such as Givenchy, Brunello Cucinelli and Burberry, picks up noticeably on Tuesdays and Fridays. Those are the days when new products and brand launches arrive on the site—and a sign that men can get just as excited about the latest looks as women. Mr Porter says 25% of its traffic comes from men shopping on their mobile devices, up from 12% in 2014.

Men have long preferred shopping trips to be quick and targeted. Now more men who go out to buy a jacket can be enticed to consider other items. Club Monaco has noticed more men browsing and taking an interest in items beyond clothing, such as headphones, grooming products, books and other objects. Some of its men's stores now feature bars, coffee shops, bookstores or a barbershop, which encourage lingering and browsing. "We feel guys can have an environment that's exciting and enticing for them, instead of coming in and out and buying an item," said John Mehas, chief executive officer.

Some of the changes in men's shopping habits reflect a shift in their conception of style. Men are increasingly up to speed on the latest trends and designers, taking cues from style blogs and social media, including Pinterest, where men are a fast-growing group.

A recent report from the Boutique @ Ogilvy, the retail and fashion division of marketing agency Ogilvy, says men are increasingly opinionated about what's in their closet, with 94% of American men saying they have a "defined" sense of personal style.

With this confidence comes a willingness to go beyond a wardrobe of basics and take more fashion risks. For instance, more men are interested in pairing sporty items, such as hoodies or puffer vests, with tailored clothing, or injecting personality to a suit by adding sneakers or a nylon windbreaker.



More men make unplanned purchases on the way to the checkout. Shown, products to browse at Club Monaco. PHOTO: CLUB MONACO

Barneys New York has witnessed men taking an “eclectic approach of mixing high with low, new with vintage or even street with formal,” said Tom Kalenderian, executive vice president and general merchandise manager of men’s. Barneys has seen more men shopping beyond updating wardrobes twice a year, for spring and fall. “Trends play a large part in what influences the shopping patterns of men,” he said. While Mr. Kalenderian doesn’t see men shopping just like women, he believes the Web and social media have “transformed the average guy who once shopped for replacement items into an aficionado and maybe even an expert.”

At Trunk Club, an online service that ships clothes chosen by personal stylists to men, there are as many men who need little to no hand-holding as there are guys who ask for style help, said John Tucker, co-founder and vice president of member experience at Trunk Club, which Nordstrom bought in 2014.

Men’s newfound expertise can complicate the shopping process. A section of a new report on the global male consumer released by Euromonitor International is entitled “Decision making begins to imitate women’s.”



Men are open to daring fashions and less dependent on traditions. Shown, Barneys New York new downtown store. PHOTO: SCOTT FRANCES/BARNEYS NEW YORK

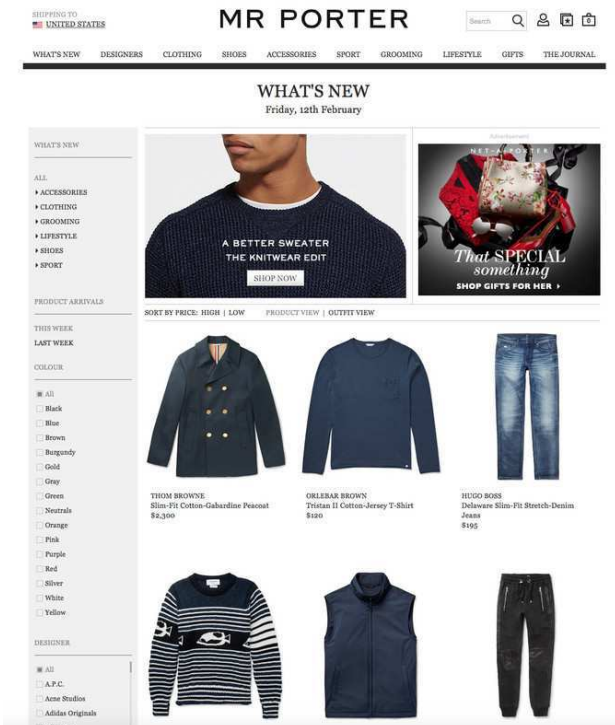
“Traditionally men’s path to purchase has been more linear than women’s, adopting a more utilitarian approach, considering all options rationally and weighing up alternatives based on price and quality,” wrote Ildiko Szalai, senior analyst of Beauty and Personal Care at Euromonitor. “As men become more concerned about how they look, what they wear and products they use, their decision-making is beginning to imitate women’s.” The report looked at men’s spending habits on skin-care products and fashion.

Sales of premium men's grooming products are expected to grow almost as fast as women's in the next few years, according to Euromonitor. According to a beauty survey the firm conducted, 11% of 8,354 men said they started using facial cleansers in the last three years, and 6.1% of the men said they buy facial cleansers two to three times a month, not far from the 7.4% of women who said so.

Global sales of men's designer apparel continue to grow at a healthy clip. Retailers and designer labels have been expanding their men's areas. Saks Fifth Avenue plans to open a men's-only store in New York City next year. New York added a men's fashion week last year. The men's floor in the new Barneys New York, located in Manhattan's Chelsea neighborhood, carries high-fashion brands like Gucci, Vetements and Haider Ackermann, and no traditional suit-and-tie labels. Much of the footwear is designer sneakers or sporty styles.

Meanwhile, Mr Porter celebrates its fifth anniversary with a big bash in London on Saturday and an unusual item on its site: a limited-edition, \$56,000 electric car from BMW. When it made its debut in 2011, the site started out with conservative high-end brands and picked the less daring looks from high-fashion labels, according to Toby Bateman, Mr Porter's managing director.

"We spent a lot of time over the years debating how far do we push the fashion envelope, because we don't want to lose touch with the core of Mr Porter, but at the same time we understand we have a lot of customers who want something more daring," he said. Over time, its customers sought bolder styles.



More men frequently check retailers' websites for new products. At Mr Porter, new products are posted on Tuesday and Friday, and the retailer has seen a rise in traffic on those days. PHOTO: MR PORTER

Brand and content director Jeremy Langmead said when buying executives started ordering print shirts to sell, he remembered thinking: "Whoa, [those shirts] are going to be hanging around for a long time." Customers bought them up. "I'm amazed at how much color and print we sell," he said. The retailer now carries more than 400 brands, compared with 80 or so when it launched. Footwear is the site's fastest-growing

category. Mr Porter, which is part of Yoox Net-a-Porter Group, has expanded in other ways, adding grooming products, fine watches and sporting gear and apparel.

The retailer says its most active customers, ones who shop the site several times in a season, are more inclined to buy a variety of products. The typical customer spends four to five minutes reading articles and other content on the site before heading to the store, where he spends 8 to 10 minutes selecting purchases. A customer spends an average of 40 more seconds on the site than he did two years ago, the retailer said.



The Journal, Mr Porter's online magazine, encourages men to linger at the site. PHOTO: SERGE LEBLON/MR PORTER

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ng videos and a weekly online magazine called The Journal, was intended to give men additional reasons to visit and linger on the site. “We knew we had to create a men’s world that didn’t seem too fashiony,” Mr. Langmead said. Among the most popular articles are how-tos such as “How To Look After Your Jeans.”

Men are also increasingly shopping at trendy fast-fashion chains. H&M has seen more male shoppers in its stores. The retailer will also launch an H&M Studio collection for men for the first time. Studio is a fashion collection shown during women’s Paris Fashion Week.

The online men’s retailer Jack Spade, which started with bags, now carries 30 types of items, including clothing and accessories, watches, pocket squares and tech cases, because male shoppers have become more open to trying out other products. Its website also has a section with curated clothes and accessories meant to represent a lifestyle. “Whether men buy one of the items or all of the items, they are buying into something that is more than just the product,” said Mary Beech, executive vice president and chief marketing officer, of Kate Spade & Co., which owns Jack Spade.

Julie Rath, a men’s style consultant and founder of NextLevelStyle.com, an online style course for men, said she’s noticed her clients, who lean on the classic conservative side, becoming more open to new styles. “I do find more men who in the past might have been satisfied with basics to be more interested in and willing to try things they may have never considered before,” she said.

**Write to** Ray A. Smith at [ray.smith@wsj.com](mailto:ray.smith@wsj.com)



More men shop at trendy retailers like Zara and H&M. *PHOTO: CHRIS GOODNEY/BLOOMBERG*

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## GEAR & GADGETS

# Stylish Charging Bags and Wallets

Top off your smartphone's battery while toting your belongings with a fashion-forward charging purse, wallet or tote bag from Kate Spade, Tyler Alexandra and HButler



1. Kate Spade New York x Everpurse Quentin Stripe Wristlet Pouch; 2. Tyler Alexandra x EmPOWERED2 Caroline Tote Bag; 3. Mighty Purse Zipper Wallet by HButler PHOTO: F. MARTIN RAMIN/THE WALL STREET JOURNAL, STYLING BY ANNE CARDENAS

By **KELSEY MULVEY**

Feb. 10, 2016 12:17 p.m. ET

### 1. The Clutch | Kate Spade New York x Everpurse Quentin Stripe Wristlet Pouch

You'll find an imperative inscribed on the edge of this clutch: "Just Charge It." The breeziness of this dictate is apt. Using this bag to refuel an iPhone (5 through 6s) is especially easy. Simply slide the device into the bag's hard-plastic charging dock. Even neater, refueling the clutch's hidden battery doesn't require fiddling with cables. Just place the bag on the included induction-charging plate, whose light changes from blue to green when the battery is fully topped off. This clutch's preppy stripes will jolt your look with ladylike energy, too. *\$198, [katespade.com](http://katespade.com)*

### 2. THE TOTE | Tyler Alexandra x EmPOWERED2 Caroline Tote Bag

This carry-all—created by the daughter of famed designer Perry Ellis—is roomy enough to store all your high- and low-tech essentials, from wafer-thin tablets to fluffy cashmere mittens. Its suede-lined interior includes a laptop pocket, credit-card slots and a spot for a 3,000-mAh battery, into which you can plug all makes of smartphone. Packing minimalists need not fear the massive 16-by-12-inch model shown here; this model is also available in two smaller sizes. *\$2,695, Tyler Alexandra, 212-956-7287*

### 3. THE WALLET | Mighty Purse Zipper Wallet by HButler

At first glance, this looks like any other Saffiano-leather wallet. It has the requisite credit-card slots (eight in total), two billfold sections and a spot for loose change. But it also houses a detachable compartment with a 4,000-mAh battery for replenishing depleted smartphones. Bonus: a detachable wrist strap lets you charge and carry on the

run. Choose from six colors, ranging from a demure gray or tan to this peppy cherry.  
*\$100, hbutler.co*

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**KIMORA  
RETURNS**

KIMORA LEE SIMMONS  
STEPS BACK INTO  
HIGH FASHION  
WITH HER MORE  
TONED-DOWN LINE  
KLS. PAGE 4



**WHITE NIGHT**

VALENTINO DESIGNERS  
MARIA GRAZIA CHIURI AND  
PIERPAOLO PICCIOLI SHOW A  
SPECIAL ALL-WHITE COUTURE  
COLLECTION IN NEW YORK.  
PAGES 8 AND 9



# WWD

FRIDAY, DECEMBER 12, 2014 ■ \$3.00 ■ WOMEN'S WEAR DAILY

## Future Chic

By AMANDA KAISER

TOKYO — Dior took over this city's famed sumo stadium on Thursday night to showcase creative director Raf Simons' vision for pre-fall: a futuristic, outdoorsy take on daywear rife with both function and sequined shimmer.

"I think it's a little bit more edgy, this one. So I'm very excited," Simons said during an interview at the Grand Hyatt two nights before his show, which took place on a massive set beneath an enormous pipe grid structure — an attempt to create what the designer termed an "urban landscape abstraction." Faux snowflakes made of a dissolving foamy substance fluttered down from the rafters for the entire show, creating a dreamy, fantasy-like atmosphere for an audience that included Audrey Tautou, Hailee Steinfeld and LVMH Moët Hennessy Louis Vuitton chairman and chief executive Bernard Arnault.

The Belgian designer said he drew inspiration from disparate influences — the movie "Blade Runner," Tokyo's street fashion and urban sprawl, the Sixties-era experimentalism of Paco Rabanne, an old photo of Serge Gainsbourg and Jane Birkin in paillette-embellished underwear — and distilled them into new wardrobe pieces for the Dior woman trekking into the city in the dead of winter or taking a mini break with her kids at the Welsh seaside.

"I was very interested to do something which relates very much to the idea of outdoor, which is the opposite of cocktail or red carpet or whatever,"

SEE PAGE 6





# beauty



The 2014 WWD Beauty Inc Awards winners

PHOTO BY JOHN ADUINO

## WWD Spotlights Stars

By ANNA DYSINGER

WHEN LESLIE BLODGETT, executive chairman of Bare Escentuals, was seven years old and watching her house burn, she did what any tot would do: She raced back inside to save her favorite stuffed animal. Later, her family talked about her heroic — albeit crazy — act over milk and cookies.

“It’s a lot like our industry,” Blodgett explained from a podium in the swanky Rainbow Room Thursday morning during the 13th annual WWD Beauty Inc Awards, where she received the Visionary Award. “One minute you’re safe and warm, the next you’re in flames, then you save your bunny and talk about it over a nice meal.”

So how has Blodgett kept her “proverbial house” from burning down? “If I knew a formula for success, I would have used it,” she said. “All I know is, I worked hard.”

Though modest about her achievements, Blodgett is decidedly not shy about how often she’s made people angry. Her best piece of advice she gives to young people is, “If you want to change the world, get ready to piss a few people off,” she said, as most people in the room chuckled in agreement. “As you’ve probably heard before, don’t bother asking for permission because they’re not going to give it to you. Better to ask for forgiveness and hope for the best.”

Connecting with these young people and her consumers has been a driving force behind Blodgett’s career. On a recent trip to Haiti with Christy Turlington’s organization Every Mother Counts, Blodgett was miffed by a group of snarky teens

who refused to participate in the activities. Being the self-proclaimed amazing dancer that she is, Blodgett used her moves to bypass the language barrier between them and, hopefully, make them laugh.

“The only thing I could think of was to dance my ass off,” she said. “All of a sudden, they started clapping and giving me a beat. Then, the leader of the pack who was giving the most attitude came over and, in so many words, asked me to show her how to twerk.”

Dancing skills aside, Blodgett shared the story as proof of the importance of caring about people. “It just reinforces for me the core belief that wherever we are, we have to find the time to connect on a deep, emotional level,” she said. “That’s what’s so rewarding about this business.”

Beauty’s key players braved the frigid temperatures for the event, including Fabrizio Freda, president and chief executive officer of the Estée Lauder Cos. Inc.; William Lauder, Lauder’s executive chairman; Jane Lauder, global brand president of Clinique; John Demsey, group president of the Estée Lauder Cos. Inc.; Frédéric Rozé, president and chief executive officer of L’Oréal USA; Karen Fondu, president of L’Oréal Paris; Vianney Derville, president, consumer products division, L’Oréal USA; Carol Hamilton, president of L’Oréal Luxe USA; Deb Henretta, group president of global beauty at P&G; Claudia Lucas, director of beauty merchandising for QVC; Ingrid Jackel, chief executive officer of Physicians Formula; Wende Zomnir, chief creative officer and founding partner of Urban Decay; Heidi Manheimer, chief executive officer of Shiseido Cosmetics America; and Josie Maran, founder of Josie Maran Cosmetics.

### HERE, THE FULL LIST OF WINNERS:

- Product of the Year, Prestige:** Shiseido Ultimune Power Infusing Concentrate (skin care), Benefit Cosmetics They’re Real Push-Up Liner (color cosmetics), Giorgio Armani Si (fragrance)
- Product of the Year, Mass:** Sally Hansen Miracle Gel (color cosmetics), Olay Regenerist Luminous Collection (skin care), TRESemmé 7 Day Keratin Smooth (hair)
- Retailer of the Year:** Rituals Home and Body Cosmetics (specialty), Rite Aid (mass), QVC (prestige)
- Digital Innovator of the Year:** L’Oréal Paris Makeup Genius App (mass), Sephora’s The Beauty Board (prestige)
- Ad Campaign of the Year:** Chanel No. 5
- Newcomer of the Year:** So Cozy Professional Hair
- Care for Children (mass),** Christian Louboutin Beauté (prestige)
- Launch of the Year: & Other Stories (mass/specialty),** Clinique Smart Custom-Repair Serum (prestige)
- Creative Influencers of the Year:** Jennifer Balbier and James Gager of MAC
- Brand of the Year:** E.l.f. Cosmetics (mass), Urban Decay (prestige)
- Corporate Social Responsibility:** Cover Girl Girls Can Campaign
- Indie of the Year:** Josie Maran Cosmetics
- Marketer of the Year:** Sandra Main, global brand president, La Mer (prestige); Ingrid Jackel, chief executive officer, Physicians Formula (mass)
- Company of the Year:** L’Oréal USA

## Kate Spade’s New Pillar Keeps It Casual

By JAYME CYK

KNOWN FOR ITS day-to-night accessories and ready-to-wear, Kate Spade is leaning toward a more casual vibe and the company is bringing its latest fragrance, Walk on Air, along for the ride.

“There’s definitely a casualization going on with the brand,” said Deborah Lloyd, president and chief creative officer of Kate Spade. “I wanted to create [a scent] that was more everyday.”

Walk on Air, which launches in March, revolves around femininity and Kate Spade’s home base: New York City.

While the fragrance industry may not

be at the top of its game, Lloyd didn’t worry about the struggling market, noting, “We have our own world and our girl lives in that world.” Confidence isn’t the key to sales, but according to the brand, Kate Spade Live Colorfully, which launched in April 2013, has exceeded expectations and shown strong online sales. It brought a younger consumer to the brand and will expand from 117 to more than 500 wholesale doors by year-end 2014.

Composed by Rodrigo Flores-Roux of Givaudan, top notes of Walk on Air include linden blossom, calabrese bergamot, maiden’s hair fern, Tunisian neroli and Solomon’s seal, with a heart of lily of the valley, magnolia grandiflora, Egyptian



Kate Spade’s Walk on Air.

PHOTO BY KYLE ERIKSON

jasmine and narcissus and a base of crinum lily, white iris and violet leaf.

The powder-blue translucent flacon is accented with a crisp acrylic black bow and topped with a silver cap. The eau de parfum will be available in 3.4 fl. oz., 1.7 fl. oz. and 1 fl. oz. versions, retailing for \$95, \$75 and \$55. Also, Walk on Air will come in a rollerball, \$25; body lotion, \$50, and shower gel, \$45.

Walk on Air will be sold at all Kate Spade boutiques, Bloomingdale’s and Nordstrom. At the end of 2015, it will be distributed in more than 1,500 wholesale doors in North America, Canada and the U.K.

Shot by Ryan McGinley, model Laura Love, a classically trained ballerina, appears in the ad campaign floating across the New York skyline.

While Lloyd wouldn’t talk financials, industry sources estimate Walk on Air could generate \$8 million in first-year retail sales.

**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 109**

## Kate Spade Saturday store now open in Rice Village

By [Joy Sewing](#), Houston Chronicle

Updated 3:06 pm, Thursday, October 3, 2013

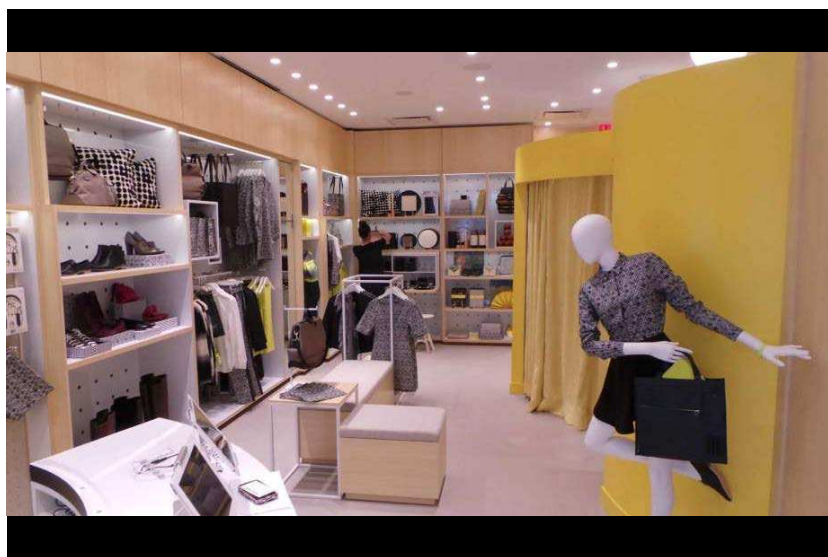


Photo: Joy Sewing

### IMAGE 1 OF 17

Clockwise from the top: The new Kate Spade Saturday store in the Rice Village is designed to feel free-spirited and features teacups and saucers, customized Weekender bags, iPhone cases and stylish ensembles.

If you could celebrate Saturday every day of the week, it would look something like Kate Spade Saturday.

The younger, more accessible sister brand to Kate Spade New York has opened a boutique in Rice Village. The new Houston shop is its third store location in the United States; other locations are in New York and Los Angeles.

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The off-shoot brand, which launched this spring with a flagship store in Tokyo and online at [saturday.com](http://saturday.com) exclusively in the United States, is designed to embody the free and easy spirit of Saturday, but daily.

The 1,110-square-foot Houston store features handbags, shoes, jewelry, tech accessories, fashion accessories, home goods and other lifestyle items. New products will be delivered each week to the store. Customers also can customize the signature Kate Spade Saturday Weekender Bag, \$200-\$230, with different colors and monogramming at a special station inside the store. Dresses and skirts are \$80-\$240; tops, \$25-\$220; bags, \$40-\$245, as well as home accessories, \$5-\$150; are all about half the price of items in most Kate Spade New York locations.

**Kyle Andrew**, senior vice president and brand director for Kate Spade Saturday, said the brand is targeting ages 20-30, many of whom admire Kate Spade New York but simply can't afford it yet. The Rice Village location was selected for its proximity to **Rice University**, she said.

### More Information

Kate Spade Saturday

2513 University

713-807-7396

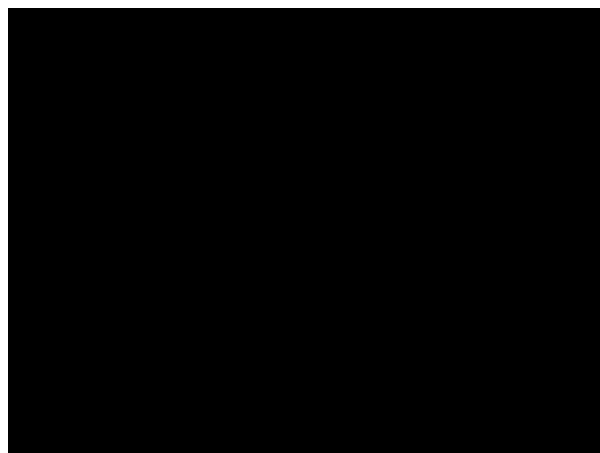
[saturday.com](http://saturday.com)

"We're testing out markets

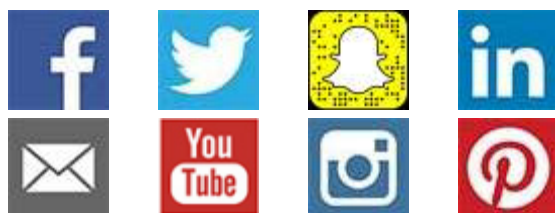
particularly in neighborhoods near major colleges and universities. That's where the Kate Spade Saturday customer is," said Andrew. "Obviously, Rice Village near Rice University is a great location with lots of traffic, and the Kate Spade brand does really well in Houston."

of the Haute Couture runways

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Much like its big sis, Kate Spade Saturday is all about easy styles, simple shapes in bright colors and strong prints. And the store highlights its offerings with cheery, spacious displays, light-wood accents and uses of the brand's signature yellow color. Even the dressing rooms have bold yellow walls and curtains.

## Joy Sewing

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**OPPOSER'S FOURTH NOTICE OF RELIANCE**

**EXHIBIT 110**

## CONSUMER FRIENDLY

THE BREAD & BUTTER TRADE FAIR IS LETTING THE PUBLIC IN ON THE ACTION. PAGE 2



## OMNI PUSH

MACY'S IS SPENDING MORE THAN \$170 MILLION FOR A NEW DIRECT-TO-CONSUMER FULFILLMENT CENTER. PAGE 6

## THE HAUTE CLUB

THE CHAMBRE SYNDICALE GAVE THE HAUTE COUTURE NOD TO PARIS-BASED BOUCHRA JARRAR. PAGE 8



# WWD

WEDNESDAY, DECEMBER 18, 2013 ■ \$3.00 ■ WOMEN'S WEAR DAILY

## Open Season

Since way back when (the late 16th century, to be exact), lace has been a mainstay in fashion. Today, designers are working the once fussy motif into thoroughly modern looks. Here, A.L.C.'s cotton top and tuxedo pants, worn with a Bjørg ear cuff; Maria Black earrings; Bijoules hand cuff and ring; RK New York clutch. For more, see pages 4 and 5.



PHOTO BY GEORGE CHINSEE; STYLED BY KIM FRIDAY

### POPULARITY CONTEST

## Kohl's, Versace Top Google Zeitgeist List

By ARNOLD J. KARR

IF THE PHYSICAL WORLD mirrored the digital realm, we'd all be twerking and shopping at Kohl's.

Internet giant Google dug deep into its database and offered a peek into Web browsing mind-set Tuesday with its Zeitgeist 2013 report on the most searched-for and fastest-trending names.

The fashion flock was well represented with familiar names from across the spectrum ranking in Google's eclectic roundup.

Versace came out on top as the most searched-for high-fashion brand in the U.S. this year, followed by Michael Kors, Diesel Black Gold, Gucci and Kate Spade.

When it came to the most searched-for apparel brands and retailers, it was the moderately priced names that rose to the top, with Kohl's Corp. heading the list.

Kohl's — and nearly every other retailer — has been focused on integrating its retail and online businesses, translating the brand for a new online era.

"We're reaching our customers in the channels they use most through the lens of the new media landscape," said Kevin Mansell, chairman, president and chief executive officer, last month. "We need to increase spending on our part in both digital and broadcast. We're also finding new, exciting and more disruptive ways to reach her in the channels that she is using the most, including premier TV program integrations and brand spots on highly watched event TV."

Following after Kohl's as the most searched for in the apparel brand and retail category was J.C. Penney Co. Inc. But price obviously wasn't the only factor that led to success in the area as Nordstrom Inc. came in at number three. Rounding out the top five were Forever 21 Inc. and L Brands Inc.'s Victoria's Secret nameplate.

The world's-largest retailer, Wal-Mart Stores Inc., didn't appear in Google's ranking of retailers.

SEE PAGE 9

## Homegrown Denim Firms Eye Growing Asian Market

By ELLEN SHENG

HONG KONG — Jeans may be quintessentially American, but in Asia denim is getting reinterpreted by fast-growing local labels that are giving Western brands some tough competition.

The stakes are large: The Asian denim market is estimated to pull in sales of \$26.9 billion in 2013, up from \$17.6 billion in 2008, according to data from Euromonitor. Within the region, China has been the largest denim market since 2010, when it overtook Japan. Last year, sales of jeans in China totaled \$11.5 billion, compared with \$7.4 billion in Japan.

As it's still fairly young, Asia's denim market is relatively fragmented. The top five companies — Levi's, Lee, Texwood, Uniqlo and Calvin Klein — collectively have about 12 percent market share, according to Euromonitor. Compare that with North America, where the top five brands take up 36.5 percent of market share, and Europe, where the top five labels have 20 percent.

"With no dominant player, there are evident opportunities for gaining share. Competition in jeans in Asia is incredibly intense, coming from both local Asian and international players," said Ashama Kunde, apparel analyst at Euromonitor.

Because the jeans market in Asia is less mature, there's less of a home bias — at least for now. In North America, for instance, domestic brands such as Levi Strauss & Co. control a big chunk of the jeans market, while in Western Europe, homegrown fast-fashion

SEE PAGE 6



# Google Puts 2013 in Focus, From Versace to Kohl's

(Continued from page one)

That's something the discounter would no doubt like to change.

Under Neil Ashe, president and ceo of the retailer's Global eCommerce unit, Wal-Mart is taking an aggressive approach to the online world.

"We're building a global technology platform whose goals are as simple, frankly, as they are audacious," Ashe said in May. "We want to know what every product in the world is. We want to know who every person in the world is. And we want to have the ability to connect them together in a transaction."

Some fashion names succeeded in covering the digital waterfront, showing up in several of the dozens of categories that make up the Zeitgeist list.

Nike was the third best-trending brand in footwear placing behind Toms and Aldo. And it just made it onto the list of the top 10 most searched-for Fortune 500 companies, a category headed by the list's author, Google, that also included, in descending order, Facebook, Apple and Yahoo. Retailers were prevalent among the top 10 companies in that category, with Target at five, Home Depot at seven, Best Buy at eight and Lowe's at nine.

Penney's also qualified for multiple mentions, although its second appearance — as the seventh heaviest trending stock on the list — was likely for very different reasons than its cita-

tion among apparel brands and retailers. Penney's had an extraordinarily tough year, apologizing to its shoppers for mistakes in 2012 and changing tact dramatically in the spring after Ron Johnson left as ceo and was replaced by Myron "Mike" Ullman 3rd.

The Zeitgeist's listing of top stocks was a combination of strong performers and what could delicately be referred to as "sources of concern." Facebook was first, Tesla second, Twitter third, Google fourth and Blackberry fifth, with Fannie Mae, Penney's, SolarCity, Herbalife and Freddie Mac filling out the remainder.

Google also reported on the top trending jewelry brands, led by Gucci and Kendra Scott. Sucre, Jennifer Meyer, Jennifer Fisher, Better Late Than Never, Gemfields, Latest Revival, Suzannah Wainhouse and Winifred Grace occupied the rest of the top 10.

Two of the year's biggest shopping days topped the list of annual events: Black Friday was first and Cyber Monday second. The rest of that listing was considerably less retail oriented, including the Daytona 500, Chinese New Year and the Tour de France.

The rankings list search

terms two ways — either for those with the most searches for the year or for those trending most strongly, meaning they had the highest amount of traffic over a prolonged period during the year as compared with 2012.

Predictably, when people turned to the Web, they were looking to catch up on the most talked-about doings in pop culture.

Miley Cyrus was fifth on the trending people list, and the term that she set in stone in the national nomenclature, "twerking," finished first in the category of "What is?" searches.

Additionally, Cyrus — a self-described "strategic hot mess" — topped the list of people receiving the most searches, and those rankings never landed outside of the entertainment field. Drake placed second, followed by Kim Kardashian, Justin Bieber, Beyoncé, Rihanna, Taylor Swift, Selena Gomez, Katy Perry and Kanye West.

Google didn't provide specific numbers for searches and trending patterns, but the ranking spoke volumes about contemporary American culture.

Kardashian topped the list of celebrity pregnancies, while Kate Middleton, Duchess of Cambridge, settled for the sec-



A look from Versace, the most searched-for high-fashion brand in the U.S.

PHOTO BY GIOVANNI GIANNONI

## Most Searched Fashion Names

Rank	Apparel Brands and Retailers	High-Fashion Brands
1	Kohl's	Versace
2	J.C. Penney	Michael Kors
3	Nordstrom	Diesel Black Gold
4	Forever 21	Gucci
5	Victoria's Secret	Kate Spade
6	Old Navy	Rachel Zoe
7	Macy's	Prabal Gurung
8	American Eagle Outfitters	Givenchy
9	Nike	Mulberry
10	Dillard's	Luca Luca

SOURCE: GOOGLE ZEITGEIST 2013; ENTRIES ARE MOST SEARCHED ON GOOGLE IN THE U.S. IN 2013

ond spot following the birth of George Alexander Louis, or Prince George of Cambridge, ahead of Megan Fox and Shakira. (On the list of top-trending searches of the year, "royal baby" ranked ninth.)

The Zeitgeist list provides hundreds of data points and lots of opportunities for holiday season trivia games. The best-trending appetizer? Tomato mozzarella. Strongest trending among car companies? Tesla. Fifth strongest trender among dance moves? The old favorite "YMCA." Most searched-for dog breed? Bulldog. Strongest trend-

ing news source? CNN beat out Fox News and Time.

But there's no escaping fashion as style enthusiasts browse the Internet. "The Great Gatsby," with costumes by Catherine Martin, was sixth among the most searched-for movies, and Scott Schuman's The Sartorialist (thesartorialist.com) the eighth strongest trending blog.

The strong trenders in the "How To?" category included activities such as knitting, kissing, flirting and blogging, but the top spot went to the recurring mystery for millions of American men: "How to Tie a Tie."

## Datuna's Flag: Art Meets Google Glass

By KRISTI GARCED

GLASSES — as in optical frames — are David Datuna's medium.

The Georgian-born, Brooklyn-based artist, perhaps best known for his Viewpoint of Millions series that suspends alternating positive and negative optical lenses over large-scale collages derived from mixed media, has used abandoned frames in his work for the past 10 years. So when he heard some early murmurs about a new invention called Google Glass a couple of years ago, his interest was piqued. He told his representative Mike Huter, founder of the Miami-based Kiwi Arts Group, to keep an eye on it.

Fast-forward to 2013: Google Glass is still being tweaked for public consumption, but those involved in Google's Glass Explorer program have access to the devices. Huter connected Datuna with BrickSimple, the Pennsylvania-based company of developers of next generation mobile and Web applications — a group of self-described Google Glass pioneers. Over the course of several months, the company worked to install four interactive cameras into Datuna's latest work, a 12-foot American flag that automatically connects with viewers while they are wearing Glass, insofar as the viewer is looking at the piece — but the piece is also looking back. The artwork, which made its debut in Miami during Art Basel earlier this month, is the first of its kind in the world.

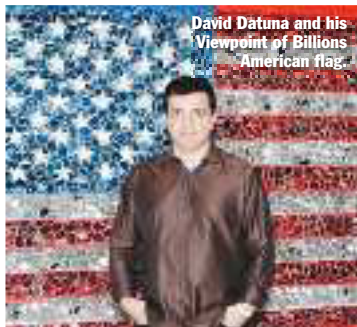
The theme of Datuna's Viewpoint of Billions — the first flag in what will ultimately be a series of 10 — is Americana. Underneath a layer of the artist's signature optical lenses lies a mishmash of photographs, newspaper clippings and video vignettes of iconic cultural and political moments in the history of the U.S., from the country's greatest innovators — Steve Jobs, Vint Cerf, the Wright brothers — to its greatest entertainers. One might see a video clip

from "I Love Lucy" (the famous chocolate-factory episode in which Lucy and Ethel eat all the chocolate while working an assembly line), or the harrowing scene from "The Shining" in which Jack Nicholson utters "Heeere's Johnny." Each viewer who wears Glass in front of the piece — for a max of three minutes, in order to give everyone a chance — has a unique experience. If viewers "opt in," they can choose to answer questions prompted by Glass and have their experience recorded and uploaded onto the artist's Web site, datuna.com.

"The images reflect the positive and the negative, depending on your perspective, allowing the viewer to form their own opinions," said Datuna. "They tell a story that reflects on the past and touches on some of the achievements and controversies in the present. With each piece I create, [selecting the moments] is one of my favorite parts of the process." Datuna said he hoped to create a thoughtful piece of work that prompts the viewer to think about where, what, how and when we arrive at our individual destinations and point of views, and to encourage respect amongst people for a more positive future.

Despite the tech-heavy influences, Datuna insists that the art — which stands firmly on its own, sans Glass — comes before the technology. "I am not a technology artist," he said. "For me, Glass is a great tool that acts as an extension, allowing me to better communicate my narrative and to connect with the viewer in thoughtful ways...My plan is to only create 10 flags globally that utilize Glass, and they will all communicate with each other. After that I don't think it will [be] part of my work," he said. "We will see."

The exhibition, open to the public from 8:00 a.m. to 10:00 p.m. at Lincoln Center's David Rubenstein Atrium, ends today. The second flag in Datuna's series — a French flag — is slated to make its debut in Paris in March with Kiwi Arts Group and Gallery Shchukin.



David Datuna and his Viewpoint of Billions American flag.

## Bezos Tops Best CEO List

By ARNOLD J. KARR

AMAZON.COM'S Jeff Bezos and Michael Kors Holdings Ltd.'s John Idol both found a home on Sydney Finkelstein's first list of best chief executive officers of the year.

Finkelstein, professor of management and associate dean at Dartmouth's Tuck School of Business, has long issued an annual worst ceo's list. This year, both former J.C. Penney Co. Inc. chief Ron Johnson and Sears Holdings Corp. ceo Edward S. Lampert qualified for worst-of mentions.

In an interview Webcast on Yahoo, Finkelstein cited Bezos' "unbelievable focus on customers" and "nonstop innovation" for his selection as the best ceo of the year. The educator also pointed out that Bezos is setting Amazon on a collision course with the fashion industry, which Finkelstein considers "rife for disruption...No one is better at it than Amazon."

Citing Michael Kors' successful initial public offering two years ago and stock appreciation since, Finkelstein credited Idol with bringing the company "open-mindedness, debate and discussion" and an ability to "break down the silos" in plotting the company's course.

The other outstanding ceo's for the year were Akio Toyoda of Toyota and Pony Ma of Tencent in China.

Johnson took second place to Eike Batista of Brazil's EBX/OGX/OSX among the list of worst ceo's. He was described by Finkelstein as among the worst ceo's of the decade for making the fatal mistake of thinking that, as was the case with Johnson's stewardship of Apple's retail operations, there was no need to discount because people "are in line for your products."

"It's almost like he fired his customers," Finkelstein said.

Lampert was faulted for following "a classic financial strategy at Sears" in which one cuts costs, sells off assets and then buys back stock. He acknowledged that Sears' real estate still has value but that, with the stock off 70 percent from its highs of a few years ago, there's no advantage in buying it back.

He referred to Lampert as "the anti-Mickey Drexler," contrasting the Sears ceo's lack of understanding of merchandising, his customers and of "how to manage the stores" with the superior instincts and insights of the J. Crew Group Inc. ceo.

Thorsten Heins, now ousted ceo of Blackberry Ltd., qualified as the third worst ceo in Finkelstein's ranking, between Johnson and Lampert.