

## Woolrich to open 80 stores by 2020



New York - Woolrich is taking their popular coats to 80 new expected doors by 2020. The Pennsylvania-based company, which celebrated its 185th anniversary this year, plans to open 80 stores around the world over the next five years. WP Lavori, the brand's longtime partner, will be at the forefront of the retail door expansion.

In June 2012, Woolrich and Italy-based WP Lavori, expanded their 35 year licensing deal. Under the new deal, Woolrich oversees the business for the North American markets, while WP Lavori oversees operations for the European, Japanese, and Korean markets. WP Lavori is expected to invest 50 million dollars into the rollout.

The company is also working on reforming their distribution model. Their current model is 88 percent wholesale, 2 percent retail, and 10 percent online in Europe, and 70 percent wholesale, 40 percent online, and less than 5 percent retail in the U.S. By 2020, Woolrich hopes to have 68 percent wholesale, 24 percent retail, and 8 percent online globally.

### Woolrich unveils massive retail store expansion plan

The company currently only operates 2 stores in the U.S., one in New York City in Soho,

and another in Boston on Newbury Street. Both of these areas are known for their high retail traffic and surrounding luxury stores.

The company's main focus for their expansion is their higher-end label Woolrich John Rich & Bros. Currently, there are plans to add 54 stores in Europe, 11 in the U.S. and Canada, and five in Asia between now and 2020.

Andrea Cane, creative director of WP Lavori, has admitted the plan is ambitious. Whether or not this plan will work shall be seen once they begin their aggressive rollout of stores planned for 2016, beginning with cities like Milan, Rome, Chicago, and Oslo. The brand's Q4 earnings for 2016 will give a clear outlook of their hopes for their expansion plan, and whether their plan will continue to be feasible.

London - French fashion house Cacharel is gearing up for its grand retail return - seven years after the closure of its final store in Paris. The label aims to redevelop a retail network of franchised stores across the globe, beginning with its return to the fashion capital of France.

Cacharel, which was known for its romantic and feminine designs, is set to open its first store next spring within the Opera district in Paris. The French fashion house hopes its debut store will open in time to showcase its autumn 2016 collection during Paris Fashion Week, scheduled for early March. A second store is slated to open the fashionable district of Saint-Germain-des-Prés within a year.

The new store will act a template for future store openings with franchise partners and will be rollout to the brand's current concessions within Parisian department stores Printemps and Galeries Lafayette. The brand, which shut its last stand alone boutique on Rue Bonaparte in 2008, aims to open a total of 24 stores and 30 concessions across the globe by the end of 2018 and is said to be eyeing up higher end US department stores.

The label, which separate from its former Italian manufacturer Aeffe in 2012, has been busy repositioning its line to sit within the contemporary market focusing exclusively on women's wear. From autumn 2016, Cacharel will be busy overhauling its collection according the appointment of a new studio design director, whom has yet to be named according to WWD.

"The price will be the same, but the quality will be higher," explained President Jean Bousquet, noting that the fashion house will also add more complete looks to its collection. "Chanel can continue making its trademark jacket, but we can't continue

producing Liberty-print shirts. We have to fall into step with what young consumers want these days, which is different from that their mothers wore, although still in the same spirit."