

**WWD**

Fashion. Beauty. Business.

# Fast Fashion

In many ways: Jeremy Scott debuted his Moschino collection for fast-fashion retailer H&M on Wednesday in New York in front of a VIP crowd of music royalty descendants – Frances Bean Cobain, Paris Jackson, etc. – and with a mega runway lineup to match. The show was closed by none other than Naomi Campbell, who breezed in and out of the event just long enough to get glammed up, as seen here, exchange kisses, and walk the finale. Then she was gone. *For more on the H&M x Moschino event, see pages 12 and 13.*

PHOTOGRAPH BY DON STAHL

## Shopping Development

Coal Drops Yard, London's newest retail outpost.

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## The Future Is Now

Brands tout sustainability momentum at conference.

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## Losing Traction

Puma chief warns sneaker craze cooling.

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The ToryTrack Gigi Touchscreen Smartwatch in gold-tone stainless steel.

## BUSINESS

## Tory Burch Reveals First Touchscreen Smartwatch

- The ToryTrack Gigi Touchscreen Smartwatch fuses fashion and function.

BY ADRIANA LEE

If there's a takeaway from Tory Burch's latest product, it might be that a classic never really goes out of style. But it can be refreshed with technology.

On Thursday, the fashion house revealed the ToryTrack Gigi Touchscreen Smartwatch, its first touch-friendly wearable based on its Gigi timepiece. The device brings an analog sensibility to digital tech — a fitting product debut for a brand that prides itself on being both classic and modern.

"I have always been fascinated by wearable technology, particularly when it's discreetly built into product," Tory Burch, chief executive officer and chief creative officer, told WWD. "The combination of cutting-edge tech and a classic, tomboy sensibility is my favorite

aspect of the Gigi. It looks like an old-school timepiece."

The traditional styling belies the tech inside. Gigi's digital makeover boasts all the features one might expect of a modern wearable device, including heart rate and fitness tracking, waterproofing, untethered GPS, all-day battery life, voice command courtesy of Google Assistant, smartphone alerts, music control, customizable dials and Near Field Communication support for Google Pay mobile payments from the wrist.

"We design pieces for the modern woman. Women today lead busier, fuller lives than ever. They need to be able to multitask on the go," Burch said. "We want to make their lives easier while enabling them to express their personal style." Among her favorite features is the ability to customize the look with different dial designs and colors and interchangeable straps. The watch will be available in gold tone, silver tone and black stainless steel. Customers can also choose straps, from

rubber to grosgrain and leather.

Inside the watch, Google's Wear OS acts as the brains of the operation, running the software and features. Qualcomm's Snapdragon Wear 2100 SoC — system-on-a-chip processor — powers the performance.

The brand is no stranger to technology. Tory Burch offers traditional timepieces, as well as hybrid watches — a category of wearable tech that melds mechanical components with features like smartphone notifications and step counts.

The focus on innovation speaks to the company's roots.

"As a brand, we were early digital adopters. We launched with e-commerce, which was very unusual in 2004 — people told me no one would ever shop online — and we used social media, while it was still nascent, to connect with customers," Burch said. "Today, technology is key in developing creative strategies for customer service and we are excited to see what is around the corner in product design. Our priority is developing products that will provide our customer with a transformational experience."

As for the future, the new touchscreen watch won't replace the hybrids. The company will continue to offer both, as well as the analog versions.

The ToryTrack Gigi Touchscreen Smartwatch starts at \$395 and is available starting Thursday at Tory Burch boutiques, on [toryburch.com](http://toryburch.com) and at select department stores.

## BUSINESS

## Another Wave of Tenants Comes to Royal Poinciana Plaza

- The Palm Beach setting aims to have visitors to spend more than an hour or two on the site.

BY DAVID MOIN

The Royal Poinciana Plaza, Palm Beach's hush open-air setting for upscale retail, galleries and restaurants, among other businesses, has rounded out its mix, with 10 tenants arriving through December.

"They all fit into what's been our original mission: creating a place where people spend a lot of time and which provides things they need on a regular basis," said Samantha Perry David, chief operating officer at the Massachusetts-based developer WS Development, which owns and manages the property. "It's a hub of activities," added David, who also leads the Up Markets division of WS.

"People come to the Royal Poinciana to eat, shop, for yoga classes, or to get your house completely designed. We're a one-stop amazing depot for every part of life. That's really our overall mantra." She means the Royal Poinciana Plaza goes beyond just selling upscale merchandise.

From the fashion perspective, "We do sell extraordinarily high-end product, but we felt the same women buying the Birkin bag are wearing Lululemon to go to the gym."

Hermès is the latest tenant on the property. Lululemon is among the familiar retailers moving in, as well as Alice + Olivia by Stacey Bendet; Destination Soul by Soul Cycle, the indoor cycling class with cardio and strength training; and Zadig & Voltaire, the Paris-based fashion brand founded by Thierry Gillier.

But most of the tenants coming in are

small, or local brands, to make the plaza distinct. They include:

- 100% Capri, a boutique for luxury clothing and home products.
- Gavlak Gallery, which focuses on women and LGBTQ artists.
- Roller Rabbit, a bohemian, travel-inspired ready-to-wear and home lifestyle brand that celebrates artisanship and handcraft.
- Stoney Clover Lane, founded by Palm Beach natives and sisters Kendall and Libby Glazer, that specializes in customized bags, pouches and small accessories. The Palm Beach location will be the brand's first store.
- The Grand Tour and Caroline Rafferty Interiors, featuring vintage and contemporary finds from around the world.
- The Yoga Society of Palm Beach, a yoga studio that will be partnering with Lululemon on classes.

"The new round of tenants is complimentary to what we have already," said David. She said the Plaza is 100 percent leased and space for the 10 tenants, together occupying 16,000 square feet, was created by office space moving to a second level where other offices moved out, and certain tenants leaving. "A few people we were testing we decided weren't a perfect fit. They weren't intended to be there long-term," said David.

Most tenants have signed five-to-10-year leases and three or four spaces become available next year. "We do like some amount of turnover, so there's always newness and freshness," said David.

The Royal Poinciana Plaza has 50 tenants. Two-thirds are local or small brands; one-third are national or international brands. Tenants include



The Royal Poinciana Plaza.

Assouline, Cynthia Rowley, Palm Beach Grill, Sant Ambroeus, Sotheby's Realty, Saint Laurent, Nail Lab and Coyo Taco.

Built in the late Fifties and designed by John Volk, The Royal Poinciana Plaza has 180,000 square feet of retail space, gardens and a myriad of events such as music in the courtyard; wellness weekends for pilates, yoga and workouts; biking along the Lake Trail; backgammon; the "reveal" of unique holiday displays, and the "wee royal" series of art and science activities for kids. The setting was recently

restored to its original midcentury style and features courtyards with outdoor furniture, palm trees and gardens.

She said The Royal Poinciana Plaza has a draw that extends south to Fort Lauderdale, north to Vero Beach and west to Wellington and West Palm Beach. Though much of the population of Palm Beach and other parts of Florida are snowbirds, according to David, "You have 12 months of business here. It's not seasonal, but we get a real pop during the resort destination months, from October to May."

Royal Poinciana Plaza photograph by Nicholas Sargent