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WWD WEDNESDAY

Sportswear

A New Muse

Georgia May Jagger, the youngest daughter of Mick Jagger and Jerry Hall, is making her debut as the face of Hudson Jeans, which is plotting its next stage following a \$30 million investment. Here, Jagger in Hudson pieces, all in cotton and spandex. For more, see page 4.

The Ad Page Recession: September Issues Down And Worse Seen Ahead

By Stephanie D. Smith

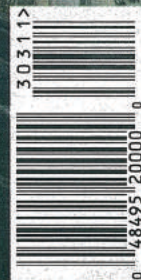
SEPTEMBER FASHION MAGAZINES will drop with a whisper instead of a thud this year.

But while the traditionally ad-rich September issues will be thinner than in the past — with some titles losing more than half their ad pages — they'll still remain healthier than those in the final three months of 2009. Media insiders predict business this fall will be brutal, with luxury and fashion advertisers still skittish about an economic turnaround and not much of a recovery foreseen until mid-2010.

"Ads will decrease only because most marketers are panicked right now," said David Lipman, chief of the agency bearing his name.

Though numbers for the September issues trickled in over the last week, results from

See *Skinny*, Page 3



Bond No. 9 Does Exclusive Scents for Harrods

NICHE FRAGRANCE MARKETER BOND NO. 9, WHICH has built its business naming fragrances after New York neighborhoods, is venturing across the pond for the launch of its second retail masterbrand — this time with British department store Harrods.

Due on counter Aug. 2, Harrods for Him and Harrods for Her mark the first signature scents for the venerable British retailer, which has carried Bond No. 9 fragrances for the past four years. A limited edition oud, or woody scent, called Harrods Swarovski Oud, also has been developed for the department store.

"This was a very easy project — our taste levels are so similar," said Bond No. 9 founder Laurice Rahme, who noted that Bond No. 9 ranks among Harrods' top three fragrance brands. "It was the same easy project for the creation of Saks Fifth Avenue's scents."

Bond No. 9 created a retail masterbrand with New York retailer Saks Fifth Avenue in 2007, and Rahme said in addition to its collection with Harrods, Bond No. 9 also is working on a third retailer scent, which will be unveiled by the end of the year.

"Bond No. 9 is one of our very top-performing perfume brands," said Marigay McKee, fashion and beauty director at Harrods. "It makes perfect sense for us to link up with Bond No. 9 for this project. Laurice's designs for us are absolutely stunning — a piece of Harrods for the dressing table."

BEAUTY BEAT

The trio of Harrods fragrances was developed by Laurent Le Guernec of International Flavors & Fragrances. The men's scent is a fougère accented with gourmand notes, and the women's scent is based on tuberose. The unisex, limited edition oud scent has top notes of black pepper and cumin, a heart of amber and myrrh and a drydown of smoky oud and green vetiver.

The bottles, which are slightly slimmed-down versions of the typical Bond No. 9 flacon, are emblazoned with Harrods' H logo in the department store's signature colors of gold and green. The limited edition Harrods Swarovski Oud bottle is dotted with 1,600 emerald and white crystal stones meant to depict the exterior of the Knightsbridge department store at night. A run of 1,000 pieces has been produced and each will retail for 495 British pounds, or \$812 at current exchange.

The men's and women's Harrods scents will retail for 100 pounds, or \$164, for 1.7-oz. versions, and 178 pounds, or \$291.99, for 3.4-oz. sizes.

All three fragrances will be carried at Harrods' Knightsbridge store and at Bond No. 9's four New York boutiques.

Executives declined to break out numbers, but industry sources estimate that the three Harrods' scents will generate \$1 million in their first year on counter.

— Gillian Koenig



Harrods
for Him and
Harrods for Her.