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MEN'S / MENS RETAIL BUSINESS

OVS to Roll Out 500 Piombo Corners

The stores carrying the collection designed by Massimo Piombo will be unveiled on Sept. 22.

By Luisa Zargani on September 17, 2020



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The OVS Piombo showroom courtesy image

MILAN — OVS has big plans for its Piombo collection — just don't call it a capsule.

The Italian retailer will open 500 corners under the Piombo banner on Sept. 22 and chief executive officer Stefano Beraldo, together with Massimo Piombo, bristled at the idea that the collection could be viewed as anything but a long-term project.

"I don't believe in capsules," Beraldo said during a joint interview with the Italian men's wear designer at the central OVS showroom, which featured a model of the Piombo corner to be rolled out.

"This is a long-lasting project that sees OVS investing in human resources and production capacity," echoed Piombo, who is also creative director of OVS and launched the Piombo line with the retailer in 2018. After opening three freestanding stores under that moniker, Beraldo is showing just how much he believes in the brand's potential with the 500 corners in the chain's units in Italy.

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Piombo fits well with Beraldo's strategy for **OVS**, leveraging value for money and an increasingly sustainable take on clothes. In the wake of the pandemic, "consumers are more rational and less inclined to buy fashion that can be discarded quickly," he contended, and there is "more respect for the environment, more attention to quality and awareness of the relation between the fabrics and the price tag. Prices need to be justified."

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Beraldo also touted **OVS'** efforts toward transparency, certifying the origin of the styles carried by the stores. "Beauty that will last is a priority. This is why Massimo's designs are right for **OVS**, which provides sourcing for a talented creative mind, with top fabrics at the right price. We know the value of the fabrics and we don't inflate the prices for higher margins." A full Piombo look can retail for up to 300 euros.

Piombo agreed. "I have always believed that spending too much money shows lack of culture in general," he said. He touted **OVS'** "superior" sourcing platform, which allows him to create total look collections for different occasions and with "a real, full-fledged brand — this is not just a collaboration."

After all, **OVS** worked for years with the late Elio Fiorucci on the Baby Angel brand, for example, or on the store's label Grand & Hills, with Davide De Giglio, who would go on to create **New Guards Group**.

The corners will cover around 648 square feet and blue will be the main color, given it's Piombo's favorite hue, with touches of yellow graphics. "I always say you can't get bored with blue, just as you can't get bored with someone you love," Piombo mused.

OVS is investing shy of 20 million euros, split between around 15 million euros on product development and the remainder on marketing and the stores.

Despite the impact of the pandemic, Beraldo said **OVS** was performing "better than expected and very well in August and September" because, in addition to its affordable, quality range of products, **OVS** "has not betrayed its traditional position of a retailer that communicates with Italian families, evolving as they

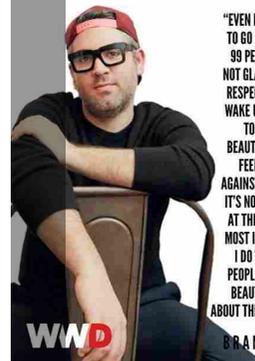
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SOCIAL STUDIES



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Denim is leading the greater industry forward when it comes to sustainability. Denim scrutiny has led the sector to "innovate faster," with hope to inspire the rest of the fashion industry in its sustainability journey. And that may be because, as one of the most polluting categories, denim has been most closely watched for its adverse impacts. To date, much of the innovation has been to curb traditional reliance on virgin cotton, harmful chemicals and dyes, and excessive water use — which experts cite as anywhere from 500 to 1,800 gallons — to make a single pair of jeans. Along this road to cleaning up denim, the industry has stood out for its ability to innovate, cooperate and mobilize data while still leaning into its heritage. Tap the link in bio for more. Report: @kaleyroshitsh



"EVEN BEFORE THE PANDEMIC, TO GO DO THIS JOB, WHICH IS 99 PERCENT NOT EASY AND NOT GLAMOROUS, I HAVE SUCH RESPECT FOR MY PEERS WHO WAKE UP EVERY DAY AND TRY TO MAKE SOMETHING BEAUTIFUL, TO MAKE PEOPLE FEEL GOOD, SOMETIMES AGAINST ALL ODDS. YOU KNOW, IT'S NOT LIKE WHAT WE DO IS, AT THE END OF THE DAY, THE MOST IMPORTANT THING, BUT I DO THINK THAT MAKING PEOPLE FEEL GOOD AND FEEL BEAUTIFUL AND FEEL GOOD ABOUT THEMSELVES IS IMPORTANT."

BRANDON MAXWELL

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@BrandonMaxwell talked to WWD about family, clients, Gaga and priorities as his brand marks its fifth anniversary. Most of us have a sliding scale of priorities, and Maxwell is no different. Taking care of his staff has been his top goal during COVID-19. But this season marks his company's fifth anniversary, and he determined early on that, in this difficult business, even a young milestone is worth noting. He wanted to celebrate, even after quarantine rendered a runway show impossible. His approach: two capsule collections, launching this week exclusively on the brand's e-commerce site. The denim-based Anniversary Collection makes its debut tonight. He's been working with denim for a while and now, "I wanted to just go full-on with it," he says. Later in the

evolve, and open to inclusivity, in direct contact with its customers.” In 10 years, **OVS** has grown to an 8 percent market share from 2 percent.

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In the 12 months ended Jan. 30, sales totaled 1.37 billion euros, down 1.5 percent compared with the previous year. Beraldo touted a strong reduction in the group’s purchase of merchandise, as well as collections that are based on sustainability and quality. “We are less reliant on impulse buying,” he said. This allowed **OVS** to cut back on its promotions and to contain inventory. The online channel is showing brisk activity and, during the lockdown, it reported triple-digit growth.

OVS went public in 2015 on the Milan Stock Exchange.

Fiorucci Italy



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week, he will present The Classics Collection II, a redux of five looks from his first two collections, spring and fall 2016: “Our customer loved them so much.” For Maxwell, life is all about love, and if some people think he sounds “cheesy” and like a “live, laugh, love bumper sticker,” so be it. The important people are the ones who’ve been there all along. “I’m just going to stick close to those people who really do love me,” Maxwell says, “and I’m going to live my life for them.” Tap the link in bio to read the full interview.

Report: Bridget Foley



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Is slow fashion the new luxury? For years, the industry has pushed mass production and consumption at a clip so rapid that quick-turn, quick-churn fashion is now falling out of favor and making way for its more measured counterpart. COVID-19 has helped accelerate this redefinition of fashion — both luxury and at other price points — as clothing crafted with sustainability at the fore. As defined, slow fashion is a movement toward thoughtful design, creation and consumption. It prioritizes product quality and longevity; considers minimizing waste of all kinds and maximizing social impact. It advocates for pumping the brakes on production for the sake of it, which, without an accurate sense of demand, often means more fodder for landfill.

In practice, slow fashion looks like what brand @aguabyaguabendita is doing. “We found that collections were not living in the stores for long before they were on sale, and we didn’t find that sustainable,” Isabella Behrens, one of the brand’s creative directors, told WWD. The aim is to have more time to create, a notion that has, in some cases, fallen by the wayside in fashion, luxury and otherwise, with a “more-faster” model in its place. And at Agua, the creation process is an intricate one. Here, is a piece from Agua by Agua Bendita’s resort 2021 “Wallflowers Collection.” Tap the link in bio for more.

Report: @tararielle