

# WWD

Fashion. Beauty. Business.



### Super Saks

Saks Fifth Avenue is again doing a promotion around next month's Super Bowl, with more designers and brands than before.

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### Elliott Evolves

John Elliott is dropping a see-now, buy-now collection influenced by the optimism of the late '90s and early 2000s

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### The Reviews

The rollout continues with Pre-fall and fall collections from Stella McCartney, Burberry, Zuhair Murad and more.

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## Red Carpet Ready

Brunello Cucinelli is already a favorite among tech titans and now the luxury entrepreneur wants to star on the Hollywood red carpet as well – as much for his humanistic approach as for his fashions. Starting today, the brand will present plenty of options for fall 2022 via Pitti Uomo's digital platform Pitti Uomo Connect, like those previewed here. *For more from Cucinelli, see pages 6 to 8.*

PHOTOGRAPH BY SIMONE LEZZI

### BUSINESS

## Omicron Hits Retail Sales Reports

- Lululemon was among the brands to warn that the COVID-19 resurgence was weighing on business.

BY EVAN CLARK AND KELLIE ELL

**The Omicron strain** is starting to show in retailers' sales reports.

Lululemon Athletica Inc. – which falls into the category of still strong, but feeling some pain – was among the companies resetting expectations for the fourth quarter as COVID-19 again upended expectations. (Abercrombie & Fitch Co. also warned of a weaker fourth quarter, but cited lower sales due to pandemic-era problems getting inventory through the supply chain).

The Omicron variant has pushed COVID-19 case counts levels sky high, resulting in more hospitalizations and a return to some

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### FASHION

## ANDAM Adds Prize, New Digital Sponsors

- The 2022 ANDAM Fashion Awards will include a new Special Prize, valued at 100,000 euros, and mentoring from Chanel's Bruno Pavlovsky.

BY MILES SOCHA

### Vive le runner-up!

For its 2022 edition, French fashion competition ANDAM has added a Special Prize worth 100,000 euros alongside its Grand Prize of 300,000 euros, reflecting the generosity of new and established sponsors – and recognizing the wealth of high-caliber talents the awards have been attracting recently.

In addition, Bruno Pavlovsky, president of Chanel fashion and president of Chanel SAS, who was mentor of the 2015 ANDAM awards, will offer one-year mentorships to the big winner and the runner-up, coaching both on the creative and strategic dimensions of their fledgling businesses.

“More than ever, young creativity is important, and the latest edition proved that the question is not having to find

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# Florence Brims With New Hot Spots

An updated list of new and revamped hip places to check out this week. BY ALICE MONORCHIO

Even though the pandemic has not left us, Florence is proving to be a resilient city, full of new opportunities and places to discover. In between visits to the Fortezza da Basso for Pitti Uomo, running Jan. 11 to 13, there are plenty of new restaurants, boutiques, freshly revamped luxury hotels and major art exhibitions to spend one's spare time.

Here, WWD has compiled a selection of new places to discover.

## The Place Firenze

"This hotel is a home: mine and yours. A home with only 20 rooms, because intimate is beautiful." This is how Carlo Babini Merlo, owner of The Place Firenze, described the newly renovated luxury hotel situated in the picturesque Piazza Santa Maria Novella.

Owned by J.K. Place, a leader in the hospitality sector with boutique hotels also in Rome, Capri, Milan and Paris, The Place Firenze is a luxurious yet understated hotel overlooking Leon Battista Alberti's masterpiece basilica Santa Maria Novella, surrounded by such landmarks as the Museo Novecento, the Antica Profumeria Santa Maria Novella and the cinema Ariston.

In addition to the building's enchanting atmosphere, guests can enjoy fine dining overseen by chef Asso Migliore. Dishes worth trying include "Autunno sullo Scoglio," a zolfino bean cream with spelled pasta from the Pastificio Fabbri and shelled mussels; "La Pancia del Casentino," a braised Grigio Casentino pork served with stewed onions and chard, and an assortment of pastries. After long days at Pitti Uomo, guests can unwind at The Bar with a glass of wine or the signature "Smoking Negroni" cocktail, accompanied by a selection of tapas.

As Claudio Mell, the hotel's general manager, stated, "Our goal is to make The Place Firenze the place to be in Florence; where to stay, meet, enjoy, sleep, dream."

**The Place Firenze**  
Piazza Santa Maria Novella, 7  
+39 055 26 58 387  
info@theplacefirenze.com  
theplacefirenze.com

## Dimora Palanca

This majestic five-star hotel housed inside an 18th-century villa located a stone's throw from Palazzo Strozzi, in the heart of Florence, just underwent renovation. The aim was to retrieve the building's beauty as its first owners, the Palanca family, had envisioned it.

Hotel manager Laura Stoppani noted that the villa was originally intended as a meeting point for international personalities celebrating beauty and the arts, and offering an unprecedented perspective on Florence and the world.

The villa is the heart of Dimora Palanca, which also counts a greenhouse and surrounding garden. Hotel guests can start their day with an espresso in the light-filled breakfast room overlooking the verdant garden, and later play cards or chess in

the parlor and taste local cuisine made with seasonal ingredients in the Mimesi restaurant.

Chef Giovanni Cerroni selects only bio products to enhance the flavor of his dishes, which include Valdarno chicken, black cabbage, Certaldo onions and authentic Tuscan pecorino. If the main courses don't satisfy one's appetite, try the "Pear... no waste!" dessert made with locally harvested pears and herbal ingredients.

**Dimora Palanca**  
Via Della Scala, 72  
+39 055 031 7816  
@dimorapalanca.com  
dimorapalanca.com

## Ba'ghetto Firenze

Already considered the place to be in Rome and Milan for lovers of kosher cuisine, Ba'ghetto Firenze has opened its doors in the city's picturesque San Marco neighborhood, after being nominated for being the greatest kosher catering in Italy.

The family-owned restaurant combines traditional Jewish and Roman recipes, all made using kosher ingredients. Among the most famous dishes are a wide selection of different hummus, shish kebab accompanied by tahini sauce, as well as more traditional Roman recipes such as Giudia artichoke and lamb ribs served with baked potatoes. Get a seat on the outside small tables and dive into a tasteful and traditional meal.

**Ba'ghetto - Firenze**  
Via Luigi Carlo Farini, 5r - 50121  
Monday to Sunday from 12 P.M. to 3 P.M. and from 6 P.M. to 11 P.M.  
bafirenze@baghetto.com  
baghetto.com

## Il Borro Tuscan Bistro

A staple in the Florentine culinary experience, Il Borro Tuscan Bistro blends the sophisticated and shabby-chic, reminiscent of a country cottage with wooden chairs and tables, the use of natural materials and stones in neutral tones.

The restaurant – owned by the Ferragamo family, who also runs the luxury resort "Il Borro" and two other restaurants in Dubai and London – was expanded last November with the inauguration of a new dining room.

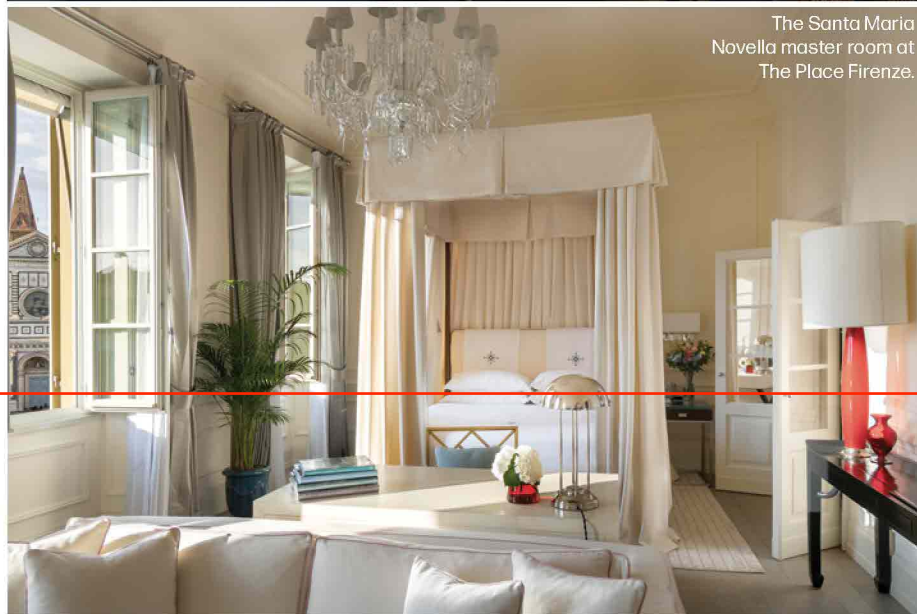
Chef Andrea Campani offers modern iterations of traditional recipes using organic products, in sync with the restaurant's philosophy of offering guests a meal featuring ingredients that come directly "from farm to dish."

The simple yet mouth-watering offerings include tagliatelle handmade using Il Borro's organic buckwheat flour with Croccolo cheese fondue and black truffle, or zucchini and mint risotto topped with marinated trout carpaccio and Tuscan spare ribs with zolfino beans. To complete the dining experience, indulge in the traditional jam tart with vanilla sauce or almond biscuits from the Lunardi bakery accompanied by traditional Vin Santo wine.

**Il Borro Tuscan Bistro**  
Lungarno degli Acciaiuoli  
80r - 50123  
Opened every day from 12:15 P.M. to 3 P.M. and from 7:15 P.M. to 10 P.M.  
firenze@ilborrotuscanbistro.it  
ilborrotuscanbistro.it



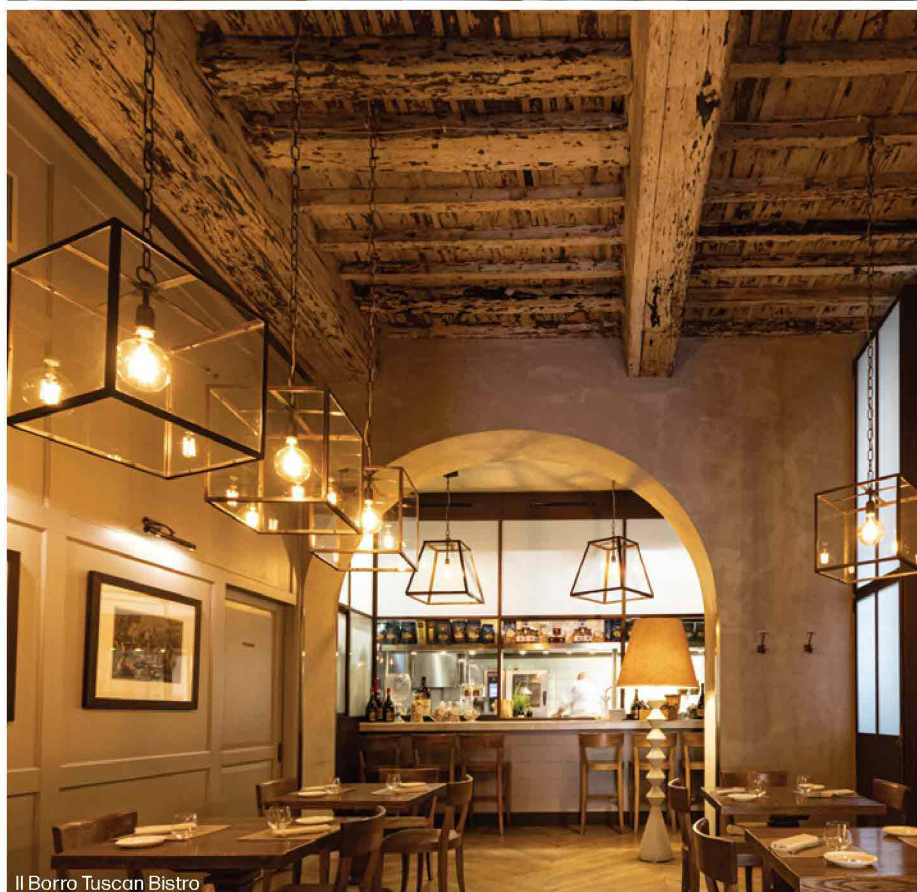
The terrace at The Place Firenze.



The Santa Maria Novella master room at The Place Firenze.



Dimora Palanca in Florence.



Il Borro Tuscan Bistro



Cuisine at The Place Firenze.



Cuisine at Il Borro Tuscan Bistro.



# PITTI UOMO PREVIEW **WWD**



Inside the Dali eExhibition in Florence.



Jeff Koons' "Shine" exhibition.

**"Inside Salvador Dali" Exhibition**

Open until Jan. 16, this multimedia exhibition inside the Cattedrale Dell'Immagine – around the corner from the Ponte Vecchio – unpacks the world of legendary artist Salvador Dali by integrating technology and the exploration of his artworks.

Visitors are welcomed by a 4,000-square-foot room filled with special effects, interactive games, lights projecting Dali's paintings and engaging sounds, which fascinates throughout the 35-minute deep dive into the surreal world of the artist.

To celebrate the 700th anniversary of poet Dante Alighieri's death this year, the exhibition also has a dedicated area featuring 100 illustrations created by Dali bearing the most famous passages from the Florence-born poet's masterpiece "Divine Comedy." Thanks to Dali's art the journey from Hell to Heaven, two of the main chapters of the poem, highlights Alighieri's genius.

*Cattedrale Dell'Immagine, Firenze*  
*Piazza di Santo Stefano 5 - 50122*  
Monday to Thursday from 10 A.M. to 6 P.M.  
Friday and Saturday from 10 A.M. to 8 P.M.  
Sunday from 10 A.M. to 7 P.M.  
☎ 055 217418  
✉ info@insidedali.it  
🌐 insidedali.it

**Jeff Koons' "Shine" Exhibition**

Against the imposing beauty of Palazzo Strozzi, and running until Jan. 30, is a show featuring Jeff Koons' signature pieces, from his seminal 1970s works to his most recent production.

Koons has been able to enter the collective imagination by embedding elements of pop culture, consumerism, and self-awareness into his artistic lexicon. Developed with the artist's support, the "Shine" exhibition gathers artworks from the major collections of international museums, including Koons' iconic and perfectly polished sculptures, such as the "Rabbit" and "Balloon Dog."

Centered on the exploration of Koons' notion of "shine," viewed as the game of ambiguity that splendor and glow evoke, the exhibition marks not only a

The Dior men's wear boutique in Florence.



The La Ménagère flower shop.

chance to explore the artist's 40-year career but also a means of reflection on his perception of the world.

*Palazzo Strozzi, Firenze*  
*Piazza degli Strozzi - 50123*  
Everyday from 10 A.M. to 8 P.M.  
Thursday until 11 P.M.  
☎ 055 2645155  
✉ info@palazzostrozzi.org  
🌐 palazzostrozzi.org

**La Ménagère**

One of the most Instagram-friendly places in town, restaurant, concept store and bar La Ménagère has been fully renovated to achieve a new look and continue to offer unconventional shopping gigs, in line with its past when wealthy Florentine families would shop

there for their wedding lists and furnishing accessories that couldn't be found elsewhere.

After a one-year renovation – spearheaded by architect Claudio Nardi – the location combines a restaurant, store and café – as well as its signature flower shop, where one can find a multitude of vibrantly colored blooms carefully assembled by florist Carlotta Coppini.

It also counts a bookshop known as Libreria Diffusa, offering books and novels focused on the arts, botany, gardening and local Florentine tales. For perfumery enthusiasts, the shop at La Ménagère carries Aquaflor, a luxury fragrance brand offering scents created at Florentine artisanal boutiques,



The entrance to La Ménagère.

while vintage hunters will be fascinated by the shop's selection of objects dating from early 20th century, as well as textiles and interior design pieces.

Knowing that shopping sessions can be exhausting, La Ménagère has visitors covered with its wide selection of wines and tapas to chill out and sip an aperitivo at the cocktail bar.

*La Ménagère, Firenze*  
*Via de' Ginori, 8/R - 50123*  
Open every day from 8 A.M. to 2 A.M.  
☎ 055 0750600  
🌐 lamenagere.it

**Dior Men Boutique**

Last fall, Dior opened its second flagship in the Tuscan capital – this time dedicated to its men's wear collections designed by Kim Jones. The two-story boutique is located on Via de' Tornabuoni, a luxury shopping destination in Florence.

With its refined interior design featuring the brand's distinctive color palette of blue and gray, the store is located next to the Damiani flagship and opposite the Salvatore Ferragamo shop. It carries Jones' signature fashion items, from the men's version of the Saddle Bag to the running-inspired B30 sneaker, as well as his ready-to-wear collections.

The luxury French brand,



La Ménagère's cocktail bar.

part of LVMH Moët Hennessy Louis Vuitton, has another store in the city dedicated to its women's wear designed by Maria Grazia Chiuri, located on Via degli Strozzi, 17.

*Dior Men Firenze*  
*Via de' Tornabuoni 15r - 50123*  
Monday to Saturday from 10 A.M. to 7:30 P.M.  
Sunday from 10:30 A.M. to 7:30 P.M.  
☎ 055 266911 ■