

Fashion Scoops

Bookish Type

The date for a second auction in a series of sales casting off Pierre Bergé's personal library has been set. The sale is to take place on Nov. 8 and 9 at Paris' auction house Hôtel Drouot. Five subsequent sales are to follow. The first auction of 182 lots spanning 600 years had raised \$12.8 million in December 2015, as reported.

The new sale — dedicated to 19th-century literary Europe from 1780 until 1900 — boasts around 380 lots, including manuscripts of the Marquis de Sade, Gustave Flaubert, Stéphane Mallarmé, and a rare copy of Stendhal's "Promenades dans Rome" annotated by the author. It also includes copies that were sent by such authors as Honoré de Balzac, Victor Hugo and Flaubert to fellow authors' attention, as well as works in their original languages by Fyodor Dostoyevsky, Oscar Wilde, Edgar Poe and Karl Marx.

The auction is to be led by Pierre Bergé & Associés in conjunction with Sotheby's auction house, assisted by experts Stéphane Clavreuil and Benoît Forgeot.

Bergé began his time in Paris as a dealer in antiquarian books. His life was thread-

ed with literary and artistic companionships, starting with Jean Giono, Jean Cocteau and Bernard Buffet before his encounter with Yves Saint Laurent.

The catalogue is due out in September. A selection of lots is to go display in October and early November in Brussels, London and Paris.

— LAURE GUILBAULT



Pierre Bergé

Taking Off

What do wealthy Hamptonites love more than taking a helicopter out east, luxury ready-to-wear in tow? Instant gratification. Net-a-porter, as well as its brother site Mr Porter, is partnering with chopper-on-demand service Blade to mark the launch of the luxury e-tailers' same-day delivery to the Hamptons. To mark the



A spring 2017 look by Daniel W. Fletcher.

partnership, the shop will be offering an exclusive Hamptons Getaway Kit for purchase, which includes two one-way Blade tickets to the Hamptons along with a specially selected kit of summer travel essentials retailing for \$1,400. The kit will launch on both sites on Thursday, coinciding with the start of same-day delivery out east.

— TAYLOR HARRIS

They're In

British fashion designers want to remain a part of the European Union, according to an e-survey by the British Fashion Council.

The BFC asked U.K. designer businesses their preference ahead of the European Union referendum, or Brexit vote, on June 23. The body said nearly 500 designers opened the e-survey with 290 responding.

Some 90 percent of those who responded stated their preference to remain, while 4.3 percent voted to leave. Meanwhile, 2.4 percent were undecided and 2.8 percent said that they would not vote.

The BFC said the results echo the response from the Creative Industries Federation Survey, with more than 96 percent of respondents supporting the move to remain, with barely 4 percent in favor of leaving the EU.

Figures in the world of fashion and retail have already voiced their opposition to

Britain's exit from the European Union ahead of the vote. Christopher Bailey, chief creative and chief executive officer of Burberry, was among 198 chiefs of British companies who pledged to support the campaign in favor of Britain remaining. They expressed their views in a letter published in The Times of London in February.

During London Collections: Men, the four-day showcase that wrapped up on Monday, designers took the opportunity to express their views on Brexit.

Patrick Grant of E. Tautz and Sibling's Cozette McCreery and Sid Bryan all took their bows in T-shirts blaring their pro-Europe stance in huge capital letters: IN. Daniel W. Fletcher staged a flash protest outside the official show venue, 180 Strand, rounding up friends, family and models who held signs and blankets with slogans such as "Stay" and "Better Together."

— SAMANTHA CONTI

London Meets Soho

Orlebar Brown has opened its first New York store.

The London-based resort-wear brand, which was founded by Adam Brown in 2007, has setup shop at 451 Broome Street in SoHo, next to James Perse.

"Over the last few years America has become increasingly important for the brand," Brown said. "With over 30

percent of our sales coming from the U.S., it feels absolutely right and natural that we have our first home here."

The SoHo shop, which is 395 square feet, is decorated with the brand's signature red lockers and black-and-white palm print wallpaper. The store is stocked with key pieces from the brand's men's assortment including sunglasses, slip-on sneakers, flip flops, tailored swim trunks, linen shirts and terry cloth polo shirts. The collection retails from around \$95 for a T-shirt to \$345 for a pair of photo real swim shorts.

The shop will also sell exclusive pieces including a capsule collection of swim trunks the brand created with GQ and a pair of swim trunks embroidered with the New York skyline designed by artist Tommy Penton.

According to Brown, this store is more of a grab and go location while its first permanent East Hampton store, which will open this Saturday, is almost eight times as big as the SoHo shop will feature a large seating area along with the kids and women's collection.

Before opening the SoHo shop, Orlebar Brown tested the market with a pop-up in Bal Harbour, Fla., that opened last year and a pop-up in East Hampton. The brand also has five stores in the U.K. along units in Belgium, Cannes and Saint-Tropez.

— ARIA HUGHES

ACCESSORIES

Australian Direct-to-Consumer Brand The 5th Plots Expansion

- The watch company will soon branch out into backpacks and sunglasses.

BY MISTY WHITE SIDELL

Australian direct-to-consumer watch brand The 5th is betting that scarcity and a buy-it-while-you-can mentality will motivate a new generation to wear analog wrist watches.

The brainchild of young entrepreneurs Alex McBride and Gretta van Riel, the label only sells products for five-day runs in any given month. Outside of selling days, the brand focuses its resources and energy on developing client relationships, combing consumer feedback and developing new designs.

"Because we have 25 days a month of not selling product, we engage with customers on a different level," said McBride. "We've created a VIP section where people can fill out a survey telling us what they want us to do next. We are able to get solid feedback of what people want to see."

The label, which produces its watches in China, sells two ranges comprising a total of 10 styles — which all retail at \$150 or less. Backpacks and Italian-made sunglasses are in the pipeline for later this year, also with prices maxing out at \$150.

Launched in December 2014, McBride made back his initial investment within minutes of the company's debut. The

5th has been known to sell out of watch merchandise within hours, and reports selling thousands of units in a single day.

"I actually invested a few thousand

dollars in our first samples, and what I did was give them out to influencers, people I knew, and made people post about them, so I was able to generate a lot of hype. When we launched we had

an e-mail database of 5,000. So when we released, within a minute, we made that \$3,000 investment back," said McBride.

The label's sales tallied \$7 million last year. It looks to achieve total sales of \$10 million to \$15 million in the 2016-17 calendar year — which it believes is feasible through the addition of the two new product categories.

Fifty percent of global sales are attributed to Australian consumers, while 30 percent are in the U.S., and the remaining 20 percent are from Europe, Asia and the Middle East.



Products from The 5th.