

J. CREW: First Men's Store Bows With Inventive Product Mix

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The Light Fantastic

Easy Spring '09 Style From the Best Premium Lines in Vegas



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LAS VEGAS RETAILERS FACE TOUGHER ODDS

BY ANDREW HARMON

LAS VEGAS — If what happens in Vegas stays in Vegas, then tourists may be harboring fewer dirty secrets when it comes to retail splurging.

With hotel occupancy and gambling revenue down, many Sin City retailers are struggling with a significant decrease in foot traffic and an aspirational shopper reluctant to, well, aspire.

Not everyone is struggling, and some retailers have reported sales gains. But those with even slight upticks in sales say

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In the Swim at Pool

Emerging brands make waves in premium sportswear

3SIXTEEN

3sixteen debuted at Pool four years ago, when the New York-based collection was limited to graphic T's and fleece. Without any formal training in fashion, business partners Andrew Chen and Johan Lam have grown the brand into a full collection in the past two years, reinterpreting classic men's wear basics with creative and unexpected details. For example, a seersucker shirt in the spring collection features contrasting twill tape and asymmetrical front-pocket flaps. Lightweight jersey cardigans have a herringbone pattern running horizontally. Instead of buttons, the cardigans utilize small, military-style snaps. Outerwear options include khaki canvas, cropped peacoats and rip-stop-cotton field jackets. Piqué knit V-necks, vests, lightweight thermal sweatshirts and graphic T's round out the line. 3sixteen's slim-fit selvedge denim is hand-sewn in the U.S.



3sixteen

Gytha Mander



chambray and oxford-cloth shirts in gray, blue and black, and various pin and bengal stripes. The fit is meant to show off a man's build. Pants are cut like jeans, but there is no denim. Gorog says 2009 will be a big year for denim alternatives. T-shirts, cotton vests and skinny ties are key items as well. The ties summon themes from city life in the '40s, from concrete skyscrapers and heavy machinery to fishmongers and work uniforms.

GYTHA MANDER

Gytha Mander creates ready-to-wear inspired by the craft and individualism of London bespoke tailors. Colorful accents, elegant detailing, and bold pairings of old and new are hallmarks of the collection.

REVL



REVL

REVL is a San Francisco-based label that moves clubwear beyond T-shirts. Founder Chris Gorog emphasizes rapid design-to-market schedules to capitalize on trends. For spring, REVL (pronounced *revel*) celebrates 1940s, blue-collar style. Think dockworkers and delivery boys. The collection features

Founder Michael Moskowitz was studying public policy at the London School of Economics when he sewed some pieces for himself, and admirers encouraged him to start a business. For spring, Gytha Mander (*A gift from me* in Old English) dials up the volume with larger prints and patterns, more-daring contrasts, references to the '60s, and plenty of plaid and madras. Themed on "childhood fantasies and fears," the collection features images of wolves, killer bees, UFOs, the Loch Ness Monster, airplanes and more. The overall look blends British schoolboy and playboy. —JEAN SCHEIDNES