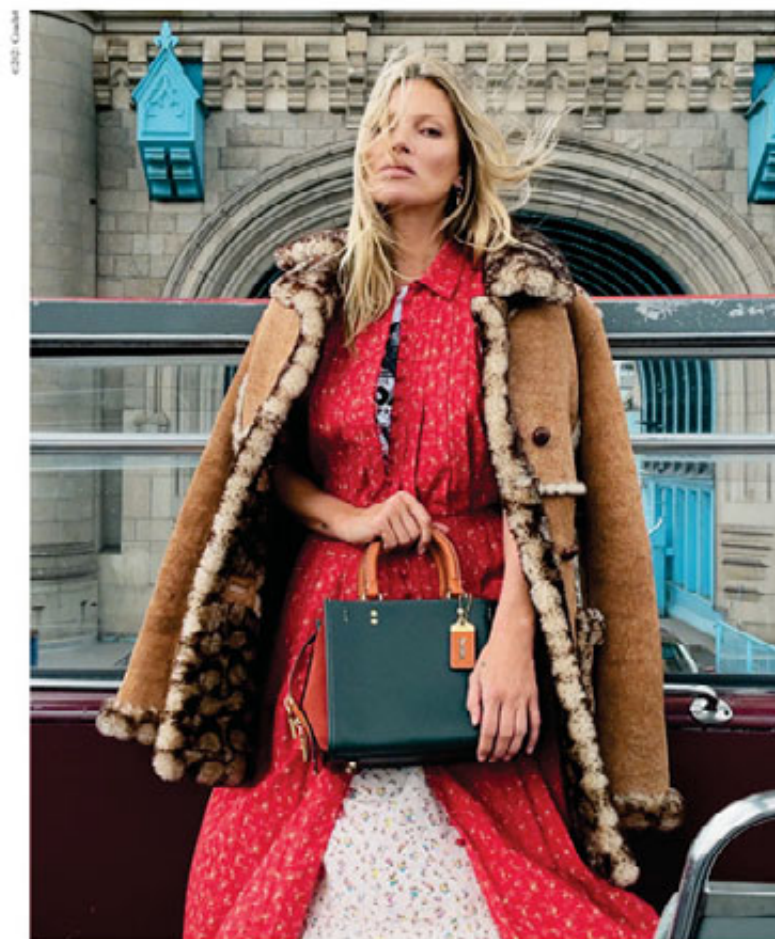


Fashion Scoops



From a Gentle Monster campaign.



Kate Moss

COACH

Kate Moss stars in Coach's campaign reintroducing its iconic Rogue bag as part of its fall collection.

Monster In The House

Gentle Monster, the South Korean luxury eyewear brand with only 22 stores around the world, will open a 3,500-squarefoot shop at American Dream, the mega entertainment and retail complex in East Rutherford, N.J.

The Gentle Monster shop will be situated within American Dream's luxury retail wing called The Avenue, which is scheduled to open Sept. 17 with Saks Fifth Avenue, Hermès, Saint Laurent, Dolce & Gabbana, Mulberry and several other luxury players.

Gentle Monster will open "in the months to come," and didn't specify precisely when.

The unit will be the brand's first in New Jersey and only its fourth in the U.S. The other Gentle Monster shops are in Manhattan's SoHo neighborhood; Los Angeles and Santa Clara, Calif. The stores are unusual in that they exhibit theatrical interpretations of the future, the environment, technology and other life subjects utilizing artwork, robotics, video, landscaping and sculpture.

Founded in 2011, Gentle Monster "embraces an experimental and boundarypushing design philosophy," and has put a premium on collaborating with designers, brands and artists, including Fendi, Ambush, Marine Serre, Alexander Wang, Jennie, Diplo, Kris Wu, Tilda Swinton and most recently Heron Preston.

"We're excited to open our new flagship at American Dream.

The curated environment is a perfect fit for Gentle Monster as our brand has always been fixated on creating a memorable and unique experience for our customers," Michael Lee, managing director of Gentle Monster, said in a statement.

"Gentle Monster's cuttingedge design and future-thinking approach epitomize where luxury shopping is going," said Don Ghermezian, chief executive officer of American Dream, in a statement.

Aside from its upcoming luxury wing, American Dream, developed by Triple Five Group, has moderate-priced retail stores such as H&M, Aritzia, Primark and Uniqlo, as well as Sephora, and extension entertainment attractions including the DreamWorks Water Park, Nickelodeon Universe Theme Park, Legoland Discovery Center, Sea Life Aquarium and the Big Snow Ski Hill. The complex still has some retail space to fill.

Barneys New York and Lord & Taylor both intended to open large stores there but ended up shutting down their store chains.

— DAVID MOIN

Modern Classic

Coach has tapped a number of famous faces for its latest campaign.

Jennifer Lopez and model and songwriter Kōki, the brand's ambassadors, along with Kate Moss, Ma Zhe, Kelsey Lu and Xiao Wen Ju star in Coach's campaign reintroducing its Rogue bag.

The Rogue bag, which will be featured as a part of Coach's fall collection, was first introduced on the runway in 2016, and was "inspired by free-spirits, rebels and dreamers," according to the brand. The collection, called "Coach Forever Season Two," will include bags, ready-to-wear and a collaboration with Schott NYC, a New York-based clothing company.

The Rogue bag will be updated in a new, environmentally friendly version of Coach's signature jacquard print, and be made in a blend of organic cotton and recycled polyester.

of its fall collection.

The campaign, which was styled by Olivier Rizzo and photographed by Juergen Teller, was shot in famous locations throughout the world, including Griffith Park in Los Angeles, the Bund in Shanghai and London Bridge, which is meant to tell "the story of the Rogue's iconic legacy and craft."

Stuart Vevers, Coach's creative director, will receive the Accessories Council's Hall of Fame award for the Rogue bag. The award, determined by the Accessories Council Board, recognizes an item or brand that has been able to stand the test of time and be given out at the annual Design Excellence Awards.

Coach will also add a digital experience where users can design their own Rogue bag in a virtual workshop and build their own bag from scratch.

— CONCHITA WIDJOJO

