

# WWD

Fashion. Beauty. Business.



## Après Workout

Under Armour unveils its Recovery line, which uses an exclusive FDA-approved textile with unique properties.

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## Solo Shoes

Hermès unveils its first freestanding shoe-only store, a pop-up in Manhattan's SoHo.

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## Remembering Annabelle

The fashion world on model and muse Annabelle Neilson, who died in London at age 49.

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# Spending Your Holidays

Fashion is further tapping into the potential of summer vacations, with many luxury brands expanding beachwear offerings and planting pop-ups in enticing resort destinations. *For more on the trend, and more Summer Madness coverage, see pages 6 to 14.*

ILLUSTRATION BY DAVID DORAN



## BUSINESS

# Prime Day Still Seen Breaking Records

- Despite early glitches, the web giant's summer shopping event seems to have produced big sales gains.

BY ADRIANA LEE AND EVAN CLARK

The 36-hour retail whirlwind that was Amazon Prime Day has passed.

And while analysts' estimates have the event pegged for big sales gains – and a total take of potentially \$3.6 billion in sales – the fourth outing of the e-commerce giant's summer holiday had a decidedly glitchy start. Shortly after the sale began Monday afternoon, consumers around the country were awash in Amazon's dog-themed error pages as the e-commerce site buckled under the stampede of visits.

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## BEAUTY

# P&G's New Beauty Strategy

- In line with Procter & Gamble's new attitude toward beauty acquisitions, First Aid Beauty will operate as a wholly owned subsidiary.

BY ALLISON COLLINS

Procter & Gamble is officially in deal mode again.

With the acquisition of First Aid Beauty, Procter & Gamble has made its third beauty acquisition of 2018. First Aid, a prestige skin-care brand, adds a new price point to P&G's skin-care offering and deepens the business' exposure to the North American specialty retail channel.

It also underscores a significant shift in P&G's acquisition strategy.

"P&G has bought other brands before and hasn't been successful – what we're doing very differently this time around in P&G Beauty is treating those brands as stand-alone, often with the founders staying with the brand," said Alex Keith, president of global hair care and beauty at P&G. In line with that plan, FAB founder Lilli Gordon is staying on board as chief executive officer, reporting to Markus Strobel,

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## LAUNCH PAD

## Butt Masks, Sage Spray, Pet Shampoo: Beauty Readies For the Dog Days Of Summer

FROM DOGS TO THE DERRIERE, THERE'S A SUMMER BEAUTY LAUNCH FOR THAT.

BY ELLEN THOMAS AND FAYE BROOKMAN  
PHOTOGRAPHS BY JOSHUA SCOTT

**Summer** — time to kick back, relax with a glass of rosé and try out some new beauty discoveries. Many brands shifted into overdrive this year, bringing out some kicky — and even kooky — products to keep sales sizzling.

Here, a selection of whimsical summer-themed launches that solve a variety of hot weather beauty challenges.



### BAWDY

Plant-Based Collagen Butt Mask, \$8

**Founder of Dope** Naturally protein powder, Sylwia Wiesenberg's latest venture is a line of butt masks — which are, well, exactly what they sound like. Essentially a sheet mask for the backside, Bawdy's plant-based collagen butt masks harness natural ingredients to deliver targeted antiaging benefits to the rear — from hydrating and toning to rejuvenating and detoxifying. Bawdy launched this month at Credo and Free People.



### MANIGLOVZ

Manicure gloves to safeguard against UV rays and LED lights, \$24.

**Concern about** exposure to harmful rays amps up in the summer — and not just for the body but also for the hands. With the goal of not amplifying damage caused by UV radiation during gel manicures, Kim Motola devised Maniglovz. Not wanting to abandon her gel perfect talons, Motola produced the gloves using material that protects against 98 percent of all UV and LED rays. There are 25 styles available online at Maniglovz.com.



### THE RANCH

Sun Soaked Sage Face and Body Mist, \$36

**Healthy lifestyle** company The Ranch harvests sage from its Malibu, Calif., retreat for its latest farm-to-face launch, Sun Soaked Sage Face and Body Mist. Perfect for the scorching summer weather, the mist can be used at any time thanks to its cooling, hydrating and refreshing properties. Free from alcohol and harmful additives, the all-natural spray has only three ingredients: sage, water and essential oils. Sun Soaked Sage Face and Body mist is available on The Ranch's web site at theranchmalibu.com.



### OUAI

Pet Shampoo, \$28

**Speaking of animals**, why should humans enjoy all the benefits of a spa day? This month, cult hair-care favorite Ouai is rolling out Pet Shampoo — exclusively on theouai.com — just in time for sticky months when furry friends can use extra grooming. Formulated with odor-fighting cleansers and nourishing conditioners like apple cider vinegar, aloe and hibiscus extract, Ouai will help fur babies stay shiny and less knotty. Ouai is supporting the Vanderpump Dog Foundation, a nonprofit charity that is working on both a domestic and international front to help create a better world for dogs globally. While supplies last, 15 percent of Pet Shampoo's proceeds will be donated to the Vanderpump Dog Foundation.



### BKR

Paris Water Balm, \$22

**The fusion of** fitness and beauty continues. Luxury water bottle brand BKR has made its first foray into the beauty category with Paris, an algae-and-rose-based lip balm formulated with EU safety guidelines in mind. The balms are designed to fit inside BKR caps — so no SoulCycle junkie's lips go dehydrated. Paris Water Balm is sold at Sephora.



### BEAUTY 21/L.A. GIRL

Holographic Gloss Toppers, \$5 to \$6

**L.A. Girl offers** a mass-market take on holographic gloss toppers priced at a fraction of premium versions — opening up options for multiple shade purchases. The gloss toppers can be worn alone or over any lip color to create the prismatic look. Available in four shades, L.A. Girl toppers are enriched with Vitamin E, aloe and rosehip seed oil and are available at retailers including CVS, Harmon and Ulta Beauty.



### PRETTY ANIMALZ BY MASQUE BAR

Shark sheet mask, \$3.99

**A shark will join** the stable of animal images emblazoned on sheet masks, including pandas, pigs and puppies, sold at more than 25,000 retail doors including CVS and Walgreens and online from the Masque Bar. Social media feeds the animal mask frenzy — cue the Shark Week Instagram posts.



### IGK

Block Water-Resistant Hair Shield, \$29

**Dipping in and out** of the pool, lake or ocean is a summer treat. But wet hair is also weak hair. Inspired by waterproof mascara, the water-resistant formula acts as a swim cap for hair, sealing the cuticle and protecting from wind, water, sweat and UV rays. The limited-edition launch is sold on IGK's e-commerce site, sephora.com and in Sephora stores.