

WWD FRI

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Beauty

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FASHION SCOOPS

EVA ON NUILITY

Eva Mendes showed up to the Calvin Klein show on Thursday wearing more clothing than she does in the brand's sexy new fragrance ads. "I knew that in good old Calvin Klein fashion there'd be a little controversy," said the actress, who appears completely naked in the commercial. "But I'm actually a little surprised at how far the attention has gone. I've never been banned before. It's very rock 'n' roll; I kind of like it." Mendes bears no regrets about participating. "I want to do more. I want keep pushing the envelope," she said.

It's not the first time the brunette has bared all publicly — she went nude opposite Denzel Washington in 2001's "Training Day" and with Joaquin Phoenix in 2007's "We Own the Night." "Those are not only amazing actors but they've won Oscars and been up for Oscars so that's a big deal," she explained. "It's not something I take lightly. But when it makes sense, I absolutely go for it."



Eva Mendes

PHOTOGRAPH BY EVIE EINHORN

TAR-GET'S NEW LOOK: A crowd descended on the Target Bullseye Bodega on West 57th Street Wednesday evening to celebrate the pop-up shop's launch today along with three other Bullseye Bodegas in Manhattan. Many of the 600 guests that passed through the store spent time cooling their heels in a line that wound to Sixth Avenue. Among the most popular items were the Anya Hindmarch clutches, John Derian melamine trays and Sonia Kashuk cosmetic bags. Of course, speaking to Target's design partners was like speaking to the converted, including Jonathan Saunders, Dean Harris and makeup artist Napoleon Perdis. Many of the 22 designers whose products were for sale at the bodega were in attendance, including Michael Graves, Miranda Morrison and Kari Reeves, Liz Lange, Thomas O'Brien and Kashuk. Jerry and Jessica Seinfeld, Emmy Rossum, Vanessa Minnillo, Emma Roberts, Michelle Trachtenberg, Perry Reeves and Sanaa Lathan also dropped by. "I'm a Target fan," said Debbie Mazar. "I'm a mother. I shop for the kids and I buy diapers. I buy shorts for myself. I've actually worn some [T-shirts] on the red carpet. I love that in this economy you can go to a store and not feel ripped off."

TOP SOUND: L'Wren Scott's presentation today at a Chelsea gallery will come with a unique soundtrack. Scott's beau, Mick Jagger, wrote two songs exclusively for the event. Few details were available, except that Sir Mick isn't expected to perform the tunes. Given the romance between the designer and the Rolling Stone, could there be such songs as "(I Can Get Some) Satisfaction" or "Sympathy for the Angel"?

RING MY BELL: Even NASDAQ is getting in on some of the fashion week action. This afternoon, Luca Luca executives will ring in the closing bell of the NASDAQ Stock Market. Luca Luca's chief executive officer Amir R. Amir, president Yildiz Blackstone and creative director Raul Melgoza will be joined at the NASDAQ MarketSite in Times Square by "America's Next Top Model" winners Caribee English and Jaslene Gonzalez. The only puzzlement is that Luca Luca is privately held.

MOSS CLOSURE: Almost a year and a half after opening her East 63rd Street flagship to much hype, interior designer Charlotte Moss is closing the shop at the end of next month. "This was a difficult decision based on personal considerations," Moss said. "While the interest in the store was gratifying, the demands of running the boutique and at the same time maintaining my interior design practice, licensing product and other aspects of my business were crowding out all of the other facets of my life — time for myself, my family, and my philanthropic and community work."

Moss will continue to run her interior design business, licensing home products and selling through the company's Web site.

WHERE'S BURST? For those wondering where Neiman Marcus chairman and chief executive Burt Tansky has been all New York Fashion Week, he did attend some of the early shows, including Carolina Herrera, but bypassed the bulk of them because he had to dash back to Dallas for Neiman's big benefit event of the year, the Crystal Charity, which supports children's causes. "It's good to know that people were missing me," Tansky joked. Kidding aside, Tansky said the Crystal Charity is "our most important event for the whole year. It was luncheon today [Thursday] for 558 women, and we had a fashion show with Oscar de la Renta. He was here. The night before we do a cocktail party at The Ritz-Carlton for the big donors and committee ladies. I'm here in Dallas doing what I think is very important." (For more on the event, see page 25.)



Emmy Rossum



Jerry and Jessica Seinfeld

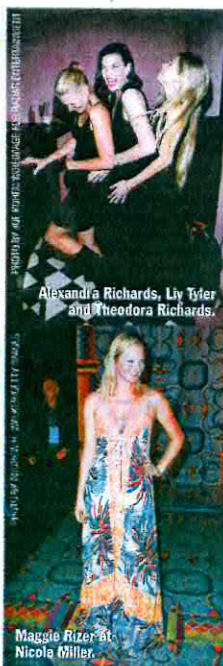
TOMMY'S CROWD: Even before Tommy Hilfiger's show started Thursday night, Terry Lundgren was already giddy, thanks to Hilfiger's event at Macy's Herald Square Tuesday. "It was unbelievable," the Macy's chairman, president and chief executive said. "We sold \$100,000 in one store in one night — that's a 400 percent increase over the same night last year. I remember when Tommy's business with Macy's was \$100,000 in the whole year for all the Macy's." Lundgren and Hilfiger are off to Chicago next to light the tree at the State Street store. Also backstage at Tommy's show was Hilary Swank, who declined interviews, Diane Kruger (for her only show of the week) and Bar Refaeli, who is hosting Hilfiger's October show "Ironic Iconic America." And the designer got a hockey player who wasn't Sean Avery: Henrik Lundqvist, goalie for the New York Rangers. "He's got a very American style, and I've got more of a European style," said the Swede, who was dressed in a Hugo Boss suit and dapper shoes.

POLITICS OF FASHION: Indian-born designer Naeem Khan said he was not trying to make any sort of political statement by stamping his show notes with a map of his homeland and its surrounding eight countries. But you had to wonder considering that more American troops are being deployed in Afghanistan and Pakistan's leaders have threatened to defend its borders against any more American military incursions.

It turns out the drawing has a different type of history. It was sketched in 1980 by Victor Hugo, former lover to Halston and muse to Andy Warhol, and was originally used to advertise Khan's first company, Naeem Embroidery. "It's also the region where I make a lot of embroidery," he said. "I was also inspired by Diana Vreeland, who said, 'Pink is the navy blue of India.' I thought it all hung together nicely."

LIZ'S BIG BROTHER: Last week Liz Claiborne staffers were reminded by higher-ups to keep mum with outsiders about all things business. Company brass lowered the boom after sketches of Isaac Mizrahi's first collection for Liz Claiborne were obtained by WWD. Employees were also told their conversations would be recorded and e-mails would be read.

BOOK IT: It seems Candace Bushnell will be wearing a lot of Ferragamo in the coming weeks. The Italian fashion and accessories house is hosting not one, but three launch parties for Bushnell's new book, "One Fifth Avenue." One party hosted by Denise Hale, Tatiana Sorokko and several others will be held on Sept. 26 in the brand's San Francisco boutique, and a portion of the proceeds from shopping will benefit charity Children of Shelters. The following evening, Bushnell will make an appearance at the firm's Beverly Hills boutique at an event hosted by Shiva Rose and Amanda Cardon to benefit Center Dance Arts. Then on Oct. 1 there will be an event at Crescent Court in Dallas hosted by Vogue, Kimberly Schlegel Whitman, Gigi Howard and Laurie Jones.



Alexandra Richards, Liv Tyler and Theodora Richards

PHOTOGRAPH BY EVIE EINHORN

Maggie Rizer at Nicole Miller

FATHER'S LITTLE HELPERS: A fashion week sighting of Alexandra and Theodora Richards isn't particularly rare — the former's been spotted at BCBG Max Azria and Julie Haus thus far, but seeing their father, Keith Richards, is another story. The Rolling Stone and his model wife, Patti Hansen, stopped by Rose Bar on Wednesday night for a party for jewelry brand Hearts on Fire, where the couple's daughters were manning the DJ booth. (Fallow rock royalty Liv Tyler was the fete's co-host and the likes of Leonardo DiCaprio, Alan Cumming, Mena Suvari, Adrian Grenier, Sean Avery, Emma Roberts, Tara Subkoff and Mickey Rourke made an appearance.) "I rarely get to see him so it was nice to spend some time together," said Theodora Richards, the eldest of Keith's kids, afterwards. "I watch him perform and it makes me proud," added younger sister Alexandra. "It's the same for him."

BOOK 'EM: Maggie Rizer is hard at work on a memoir that will detail the ups and downs of growing up in the modeling business, as well as the highs and lows of her personal and family life. Due out next spring, the book's working title is "Model Behavior," but the strawberry blonde hinted at its complexity. "It's kind of emotional to go through it all, and I'm doing it myself. There is no ghostwriter," she said before watching Nicole Miller's show Friday. The front-row seat suited her just fine. "When you're watching a show, you can actually see the clothes, hair and makeup. When you're walking in one, you don't see anything," Rizer laughed.

Nearby, Izabella Miko chatted about her life on the silver screen. She acts as a femme fatale in "Dark Streets," a B.B. King-infused Thirties musical that will hit theaters in November, and plays a "crazy nymphomaniac and kleptomaniac" in the comedy "Repo" that bows in February. So, which is truer to Miko's real life? "Dark Streets" — for sure," she said.

CLIMB EVERY MONTAIGNE: Is Versace angling for a prime spot on Paris' golden retail stretch, Avenue Montaigne? The Italian house is said to be eyeing Jean-Louis Scherrer's longtime flagship, situated between the Gianfranco Ferré and Bonpoint stores. Hermès confirmed it recently snapped up Scherrer's only other stand-alone store in Cannes, adding to speculation Scherrer is on shaky ground. A Scherrer spokeswoman declined all comment.

ADDING A SCENT: Dean and Dan Caten, the Canadian design duo that make up Dsquared2, believe their beauty completes their fashion. "Now you can see us, wear us and now smell us," said Dean Caten, creative director for the brand. Marc Jacobs, Rachel Zoe, and Cassie and Tyson Beckford were among those stopping by the fragrance launch party for He Wood and She Wood at the duo's West Chelsea showroom Wednesday night.

TAKING A SPIN: Next week's auction of major works by Damien Hirst at Sotheby's in London has generated plenty of controversy in the press — and no shortage of VIP traffic during the preview. According to a source, luxury titan Bernard Arnault and socialite Lily Safra are among high rollers who have seen the works and toured the sumptuous Peter Marino-designed rooms created especially for the landmark sale.