

Sales

INTOWN SHOWROOM THE scenes kind of girl; her firm as Vena Cava's Lisa Mayock s Wayne Lee. Spring, howev- he spent 14 years at Comme — will launch her own col- project.

collaboration between The nter, a nonprofit group that s. The debut lineup of cot- \$24 to \$34 wholesale, will wth's artists, from Donald Ramirez's fanciful dancing to see outsider art," says em. The same way I repre- lists." Ishii, in fact, has long nce Paper magazine's Kim arly years, Ishii's showroom n, including one for the far- market weeks.



o-Ri Chung in a featuring art by ht Mackintosh.

WWD.com.

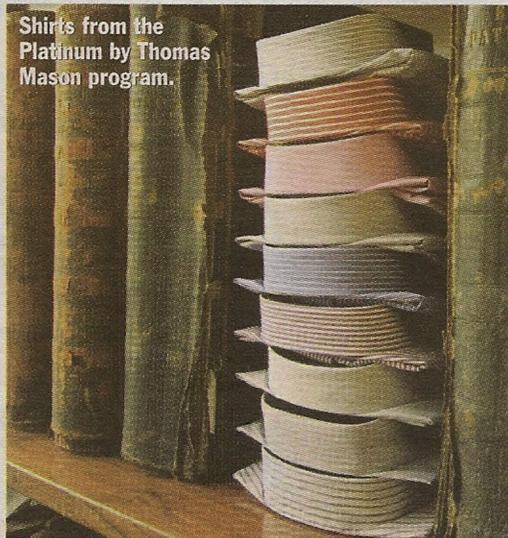
er, only came about in the ne into her showroom. "The

Hamilton Shirts, Thomas Mason Team Up

By Brenner Thomas

IN BID TO BOOST BUSINESS AND BRAND cachet, American custom shirt maker Hamilton Shirts and renowned Italian mill Thomas Mason have partnered to produce an exclusive bespoke program.

Called Platinum by Thomas Mason, the co-branded program marks the first time the pre-eminent shirt mill has offered custom shirts direct to the consumer. For Hamilton, the



collaboration allows the Houston-based shirt maker to market a superluxe product.

Available in Hamilton's Houston workshop, Barneys New York, Mitchells, Pockets, Richards and Stanley Korshak, Platinum consists of more than 1,000 Thomas Mason swatches ranging in yarn count from the 140s to 300s. The bespoke-only program starts at \$435 and tops out at \$695 for 300s.

Hamilton's core bespoke program opens at \$325.

"We wanted to upgrade our piece goods of-

fering," said co-owner David Hamilton, "but also offer more value to the wholesaler. This allows them to sell premium product without burdening inventory."

In a novel move, Thomas Mason has agreed to hold the inventory and will offer the cloth in cut length, or just enough needed to produce the shirt. Generally the mill sells cloth in 300 meter pieces.

"This is a very special agreement for us," said Silvio Albini, managing director of the Albini Group, which owns Thomas Mason. "Offering cut lengths is a new level of service of us, but to do business in this economy, you need special product and cooperation."

Selling shirts north of \$500 may smack of precession pricing, but Hamilton said partnering with the mill will give luxury consumers a new reason to buy. "There is a rise of connoisseurship," said Hamilton. "Guys at this level want to know not only who is making the shirt, but where the fabric is from, too. This gives the retailer the ability to tell another story."

The program also speaks to Thomas Mason's growing clout and brand awareness at the consumer level. In the fall, J. Crew launched a line of premium wovens cobranded with Thomas Mason, giving the mill significant publicity.

Does the shirt brand want to follow in the footsteps of Loro Piana and Ermenegildo Zegna and produce finished goods?

Not yet, Albini said. "It is our dream to become a brand some day, I must say. But for the moment, we are keeping our feet on the ground. We have to survive. We have to overcome the difficulties everyone in this business is experiencing. It's about supporting our core business."

That said, Thomas Mason is actively pursuing consumer-facing partnerships. "That is certainly becoming more important to us," he said.

Hamilton is also feeding its opening price business. This summer, it launched a made-to-measure shirt program on its Web site that retails custom wovens for \$245. Barneys has picked up the program and will launch the made-to-measure service on its main floor this fall.

OBITUARY

Apparel Maker Arthur Chapnik, 69

By Lisa Lockwood

NEW YORK — Arthur Chapnik, an apparel manufacturer who was at the forefront of bringing a relaxed sportswear mentality to the men's clothing business, has died at age 69.

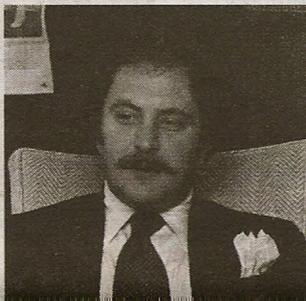
Chapnik died of cancer on July 9 at Memorial Sloan-Kettering Cancer Center, according to his wife, June.

Born in Manhattan, Chapnik's career encompassed both men's and women's wear, and he was able to successfully translate ideas from one market to the other. He started out in the textile industry and later joined Chester Lurie. In the mid-Sixties to mid-Seventies, he and then-partner Richard Dworkin ran Arthur Richards Inc., a tailored clothing resource known for its fashion bravado. After splitting with Arthur Richards in 1977, which subsequently closed its doors, Chapnik developed a collection of related tailored sportswear, but found the men's market wasn't ready for it. He then reintroduced

In 1987, Chapnik & Co. filed Chapter 11, and the company was liquidated the following year. The Chapnik label was sold to Adriana Papell, and Arthur Chapnik was no longer involved, but he eventually got his label back. He later was president of Samsung USA's women's apparel division from 1988 to 1990 and worked for Harrison McJade & Co., an apparel design and marketing company.

In 1991, DNR's Clara Hancox called Chapnik "a nonstop idea man." She wrote that "after 14 highly charged years in the women's market," Chapnik reentered the men's wear

market "and proposed a concept that would change the man's conformist tailored of- fice uniform into a totally new generation of apparel." She called the clothes, which he produced under his own name for TMG Corp., of Clearfield, Pa., "not only softer and more individual but also more mix- able and flexible. In short, this is sportswear for everyday. And, as you might expect, it is



IRVING