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MEMO PAD

BACK FROM THE DEAD? Music magazine Vibe appears to have been resuscitated. On Tuesday, Uptown Media and its backers, InterMedia Partners, were close to a deal to buy Vibe and relaunch the urban music title, which folded in June. The impending deal was first reported by Advertising Age and The Wall Street Journal and later confirmed by InterMedia, although it declined further comment. According to the Journal report, InterMedia plans to publish the title as a quarterly and reload the Web site, which could go live in a few weeks. Vibe would fit into InterMedia's portfolio of media holdings, which include not only Uptown, a lifestyle magazine for the African-American elite, but music program "Soul Train." And one of the group's principals has deep roots at Vibe — Uptown's founder and group publisher Len Burnett was one of the founders of the magazine. In 2006, Wicks Group purchased Vibe for a reported \$35 million, and Burnett served as group publisher. Even then, according to former Vibe insiders, Burnett expressed an intent to buy Vibe. (Burnett did not return calls for comment by press time). In 2007, Burnett left Vibe to rejoin Uptown.

Vibe folded this summer after suffering from a loss of advertising revenue and operational mismanagement under Wicks Group. Though financial details have not been revealed, Vibe is saddled with debt, a large chunk of that from

LittleMissMatched Readies Launch Of Fifth Ave. Unit

JUST A FEW WEEKS SHY of its fifth anniversary, LittleMissMatched, the New York-based legwear label, is opening a Fifth Avenue store.

The company will unveil a 1,500-square-foot space at 565 Fifth Avenue at 46th Street on Aug. 19. Next month, there are plans to open a 1,000-square-foot store in Disneyland, where LittleMissMatched already has a temporary one. The brand also has a store in Grand Central Terminal, which bowed in May.

Both of the new locations will have white interiors to play up the colorful patterned socks, as well as giant "mixing bowls," where shoppers are encouraged to scoop up various styles, try them on and create customized three-packs. Jonah Staw, LittleMissMatched's co-founder and chief executive officer, said, "In keeping with our existing retail strategy of opening stores in the most highly trafficked areas in the country, Fifth Avenue is one of the most popular shopping districts for both local New Yorkers and tourists alike."

Projected retail volume for the next 12 months is \$1.5 million.

Ann Acierno, who joined the company earlier this summer as president, is trying to give the brand more of a fashion spin. Most recently, she served as chief executive officer of Bill Blass New York and prior to that was president of new business development at Tommy Hilfger. LittleMissMatched will introduce sportswear for teens and tweens this spring, and a women's collection is being considered.

— Rosemary Feitelberg



its subscriber file of more than 600,000. CapitalSource, which reportedly provided the financing to Wicks Group, had no comment on the deal, and Wicks Group could not be reached for comment by press time.

— Stephanie D. Smith

THERE'S AN APP FOR THAT: Seventeen and its parent, Hearst Magazines, are joining the iPhone app rush. The teen title will allow

users to check the availability of products in the magazine at stores near to them and reserve them. The app will be refreshed monthly and will include products chosen by the celebrity cover model. Actress Selena Gomez is on the September cover (there are actually three different covers featuring Gomez).

Seventeen may represent the first iPhone app from Hearst but it isn't the only magazine with one. Over at Condé Nast, Lucky and reviews from Wired.com are available on the iPhone, while Condé Nast's Web-only brands such as Style.com, Men.Style.com and Epicurious also have apps, and Concierge.com will launch one at the end of the month. Men's Health and Women's Health, published by Rodale, have iPhone apps, as does BlackBook magazine. Time Inc. has apps for People, CNNMoney, Sports Illustrated (Swimsuit app) and Golf. Meredith is slated to introduce apps for More and Parents this fall. — Amy Wicks

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