

MEMO PAD

YSL SUES GUARDIAN: Public discussions of sensitive racial issues can often be fraught with controversy, as a legal battle between Yves Saint Laurent's creative director, **Stefano Pilati**, and the U.K.'s Guardian newspaper group shows. YSL and Pilati are embroiled in criminal and civil defamation suits against the Guardian over a story that appeared in the April 19 issue of its weekly Sunday paper, The Observer, and on the Guardian Web site.

The story in question, titled "America's New Vogue," described the influence the First Lady, **Michelle Obama**, "described the influence the First Lady — but also delved into the historic paucity of minority of the industry's attitudes toward the issue, the story Washington Post fashion writer **Robin Givhan** in a 2009 article.

"The fashion industry has historically played fast and loose with the truth," the Guardian wrote. "In the past, there are few black models on the runways have they been much more than tokens on magazine covers." **Stefano Pilati** complained to a Washington Post reporter that he could not find black models that had the right proportions for a black body shape. "You can't find models with the right proportions," he said.

When the original Washington Post story was published, it caused a stir on some Web sites and blogs. **Pilati** and **Givhan**, and no legal issues were raised by YSL with clear **Pilati** was partly referencing the technical challenge of finding models with the right proportions.

"To me, it is a matter of proportions and the body model. When I wanted to translate what I put on the runway into the Post story, I had to find models that were more like the models in the Post story."

The differences in the two stories were apparent in July when they filed defamation suits in Paris district court. **Paul Harris**, the author of the story; **Tim Brooks** of the Guardian; and **John Mulholland**, editor of The Observer, filed suits for damages of 150,000 euros, or \$204,354 at current exchange rates. The suits, including a March 2 document outlining the case, is scheduled to come before a judge in July. **YSL** and **Pilati** declined to comment on the case.

ROGER THAT: After 18 years in public relations at the company, **Roger Vivier** is moving over to Roger Vivier as global communications manager. **Sabine Brunner**, most recently, **Malgara** was director of p.r. for Gucci in France, Monaco, Belgium, Germany and Spain. — **Miles Socha**

BARE NECESSITIES: Purple Fashion editor in chief **Olivier Zahm** brings out his black-and-white photographs at trendy Parisian concept store **Colette** includes a couple having sex, a woman lifting her dress to reveal her lack of underwear and some enthusiastic French kissing, sometimes involving **Zahm** himself. The shots, which hint at an orgiastic lifestyle, are drawing 15,000 visitors a day — and rising — to Purple Fashion magazine that was launched a year ago. "In one month the magazine does in six months," **Zahm** may have embraced the concept.

Anna Dello Russo, fashion director at **Vogue Japan** — before heading off to check out the exhibit. "They she joked. She needs to have worried — of course the

HAVE A SEAT, SIR: Perhaps in an attempt to cozy up magazine is getting into the home furnishings game with a new furniture and home accessories collection called **Esquire Home**. Created in conjunction with British furniture company **Halo**, the line will make its debut at the High Point International Home Furnishings Market in April and hit store floors in the fall.

"We are reinvigorating our brand extension programs with things that are immediately relevant to what the Esquire man's lifestyle is all about," said **Glen Ellen Brown**, vice president of Hearst Brand Development (a unit of Hearst Magazines). And that includes chairs, sofas and ottomans, as well as plenty of home-office and entertaining pieces, inspired, **Brown** said, by the magazine's "legacy of style" as well as its annual "signature space" events in New York and Los Angeles, for which **Esquire** redesigns an apartment or house as a "branded experience" and event space.

"We were very much involved in not just the nitty-gritty, but also the philosophy, the idea, the thinking behind it," said **Esquire** fashion director **Nick Sullivan**, who worked on the project with **Brown** and editor in chief **David Granger**. "I'm not a furniture designer, but I know what I like, and I know clothes and I know men's wear." To that end, the collection is full of masculine and tailored touches, with materials such as distressed leathers, twills

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And the line definitely isn't for a man's first bachelor pad — unless that man is making well into the six figures. **Esquire Home** trunks will range from \$795 to \$1,295; sofas, from \$2,500 to \$3,995; chairs and bar stools, from \$995 to \$2,500, and office pieces ranging from \$1,195 to \$1,895. **Brown** added that lighting, accessories, rugs and carpet collections will also debut at High Point.

Other than a line of watches with **Movado** (which began more than 20 years ago), this is the first licensing program for the magazine in recent memory, though not for **Hearst**. Indeed, **Brown** said that, of the 18 **Hearst** titles, her division works with roughly 50 percent "on an active lifestyle basis." (To wit, there are **Good Housekeeping** marinades, **Town & Country**-branded frozen gourmet appetizers and **Country Living** preserves and pie crust mixes.) — **Nick Axelrod**

\$1,375, respectively. A studded bracelet retails at \$350. "We've always done jeweled footwear and we translated this knowhow to these new accessories," said **Zanotti**, noting the jewelry is made in-house.

A page from **Giuseppe Zanotti's e-boutique**.

Yoox is listed on the Milan Stock Exchange and last year reported revenues of 152.2 million euros, or \$211.5 million at average exchange, up 50 percent from the previous year. The Bologna-based **Yoox** controls multibrand stores **Yoox.com** and **Thecorner.com** and manages online stores for 16 fashion brands, from **Dolce & Gabbana** to **Emporio Armani** and **Roberto Cavalli**.