

WWD WEDNESDAY

Sportswear

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in Low-Key Style

Looks from the Gucci men's show Tuesday.



PHOTOS BY DAVIDE MASTRERI

Fashion Scoops

HE'S IN THE BACK: Prada chief executive Patrizio Bertelli's front-row seat at the men's Jil Sander show in Milan Tuesday night was conspicuously vacant, which left some attendees wondering whether the empty spot confirmed speculation there's tension yet again between the German designer and her Italian boss. Not so, according to a Prada spokesman, who said Bertelli was backstage with Sander. Over the past few months, there's been talk percolating the two may be headed for a second rift just more than a year after they brokered a peace deal and Sander returned to the label bearing her name. Prada has denied the speculation.

HAPPY BIRTHDAY: Allegra Beck turns 18 today and officially inherits the 50 percent stake in the fashion house that her late uncle, Gianni Versace, left her in 1996. But those expecting Versace-esque fanfare will be disappointed, as a company spokesman confirmed Beck isn't planning a public celebration of any kind. The choice fits into Beck's low-key lifestyle and into the manner adopted by her mom, Donatella Versace, who's been very protective of her daughter.

On July 5, the day Versace shareholders meet to approve the books, Beck will be able to fully exercise her ownership for the first time. Beck's majority stake will shift the company's structure, since her mother owns 20 percent, while her uncle, Santo Versace, owns 30 percent.

Beck already has celebrated her coming-of-age with a birthday bash for 300 at a disco club in Milan. Eighteen cakes, each lit with one candle, were wheeled in for the occasion. The group of friends who celebrated with the ash-blonde Beck included Margherita Missoni; cousin Francesca Versace; Eleonora Berlusconi, the daughter of Italy's prime minister; Matteo Gastel, and other high-profile young types.

Reserved and reclusive, Beck is focusing on her last year in high school at Sir James Henderson, a British school in Milan, before she flies to the U.S. to attend college, probably specializing in international business. She also makes no secret of wanting to pursue an acting career. Her studies were said to be the number one reason for her no-show at Versace's men's wear runway show Sunday night.

Beck, whose fashion style is colorful and irreverent, loves to mix Miss Sixty denim with designer pieces, including, of course, Versace and Versus, especially slip skirts. Sources close to her describe Beck's style as girly but not frivolous, sexy but not vulgar. She's been spotted shopping at H&M with her mother.

As one source close to the company said, "She's just a bubble-gum-chewing kid and that's what she should be."

PRESSING ON: Speaking of Jil Sander, Milan Vukmirovic, the house's former creative director, is seeing the fashion business from a new vantage point — as a member of the

media. Sources said Vukmirovic, who was creative director at hip boutique Colette before succeeding Sander at Prada Group in 2000, has been named editor in chief of L'Officiel Homme, a new biannual men's title with a debut issue slated for January. Vukmirovic is said to be quietly making the rounds of design showrooms in Milan during men's fashion week. Neither he nor anyone at Officiel could be reached for comment.

PINK LADY: She hasn't confirmed her attendance at any shows yet, but word has it Beyoncé Knowles will be in Paris next week during the couture to shoot scenes for the forthcoming movie "The Pink Panther," also starring Steve Martin and Kevin Kline. The songstress-turned-actress and fashion designer last made a big splash at the shows last fall in Milan.

THE SCOOP ON SCOOP: Stefani Greenfield is literally dividing and conquering in the Meatpacking District. A newly signed lease at 861 Washington Street will allow her to separate her men's and women's businesses into two stores. Men's will remain in the existing location at 873 Washington Street, while women's will move into the new store, which has 3,300 square feet of space, about 1,000 square feet more than the original. Greenfield, who is planning to open the store during New York Fashion Week in September, said it should do \$1,500 in sales per square foot. When Scoop arrived in the neighborhood in 2002, Greenfield said she "wanted to test the waters." Since then, the business has grown with the area. "Our New York business is up 13 percent-plus this year." Business in the Meatpacking District is so good, said Greenfield, "I walk into my store and feel like dancing on the cash register." Kim Mogull of Mogull Realty represented the landlord in the transaction.

FINE DIANE: If there's one thing Diane von Furstenberg can't be accused of, it's resting on her laurels. In addition to opening two new boutiques (one in Paris in late July and a new location in New York's Meatpacking District next year), she's been designing her first fine jewelry collection for H. Stern. Surrounded by friends and family — including her son, Alex von Furstenberg; Andre Leon Talley; Christian Louboutin, and Candy Pratts Price — von Furstenberg launched the collection at a party Monday night held at her studio on West 12th Street. The designer bounced from guest to guest, taking them through the collection of handcrafted gold and diamond baubles, regaling them with inspiration and detail. The 18-karat gold link Sutra bracelets, for instance, are engraved with the designer's daily affirmations: laughter, creativity and harmony, among others.

So how is the new diamond venture going? "Good, very good," she said quickly, before adding, "I think — let me check," and buzzing off again to introduce a friend to her wares.

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