

Tobé

**UPCOMING IN TOBE**

LOOKING AHEAD TO SPRING/  
SUMMER '10

**JULY 9-16**

MENSWEAR Spring/Summer 2010  
key looks from the runway

**JULY 23-30**

TROPICAL CHRONICLE  
summer trends that will influence Summer  
2010 business

**EXHIBIT**

FASHION FORWARD: PHOTOGRAPHS  
BY LOUISE DAHL-WOLFE

Photographer Louise Dahl-Wolfe, known for her precision, irreverence and volatile personality, is the subject of an exhibit *Fashion Forward: Photographs by Louise Dahl-*

*Wolfe* now at the National Museum of Women in the Arts, Washington, DC. From 1936 to 1958 *Harper's Bazaar* was home to Dahl-Wolfe—she produced 86 covers and thousands of photographs.

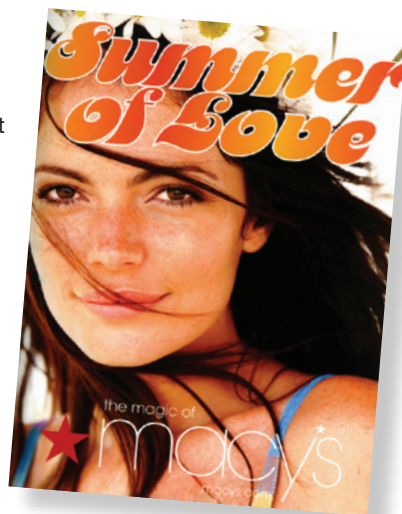
This exhibit features 29 black-and-white photographs ranging from models juxtaposed with famous paintings and sculptures to shots of fashions showcasing the designs of Balenciaga, Dior and Claire McCardell, among others. Through August 30, 2009. 1250 New York Avenue, NW, 202-783-5000. [www.nmwa.org](http://www.nmwa.org)



**MACY'S**

SUMMER OF LOVE CATALOG

Each season, stores determine from a myriad of available trends, the themes that will best work for their business. Consistency is the key requisite for an idea to succeed. Print advertising is used to set the tone. We recently received Macy's summer catalog outlining their nostalgic trip back to the "Summer of Love" when free spirits reigned. Each page brings the message home with **styling and attitude that perfectly depicts a trend** which could easily be conceived as gimmicky. The flower power of the season is given a modern interpretation with target styling, appropriate models and Boho accessories that further enhance the mood. This is a great example of how a store can personalize a trend and make it its own.



**EXHIBIT AT FIT**

FASHION & POLITICS

*Fashion & Politics* at the Museum at FIT is set to open July 7. Featuring more than 100 costumes, textiles and accessories, this new exhibit examines the history of politics in fashion. Following a chronological exploration of over 200 years of politics as expressed through fashion, some "patriotic" clothes on view includes a woman's costume (1889) printed with an American flag motif, the Flag Dress from Catherine Malandrino, the "IKE" dress from the 1956 Eisenhower campaign, and a "NIXON" paper dress. Through November 7. Seventh Avenue at 27<sup>th</sup> Street. [www.fitnyc.edu](http://www.fitnyc.edu)



**GET A LIFT**  
THE OVERBRA

A confidence boost is something that everyone can use and the new patent pending OverBra™ does just that. This revolutionary shaper/push-up enhancer collection actually works with any bra a woman already owns. It lifts the bust, improves comfort and posture, smoothes and contours the shape of your body. Retail prices are the real deal—\$25 for the signature OverBra to \$50 for the Body-Shaper slip. The extra lift makes all the difference. From Biflex Intimates. [www.theoverbra.com](http://www.theoverbra.com)



**WALK ON BY**  
SHOE VENDING MACHINES

Women can now dance the night away thanks to a new concept out of London—shoe vending machines. The machines are popping up in many of the trendy London nightclubs dispensing fashionable flats. The shoes come in their own bag, in small, medium, large and are smartly priced at a 5 pounds (\$8). It's the perfect solution for aching feet after a long night of dancing. Available only in the U.K. through Rollasole and Afterheels, with expansion plans in the works. A genius idea!! [www.rollasole.com](http://www.rollasole.com), [www.afterheels.com](http://www.afterheels.com)



**RESOURCEFUL MOMS**  
SOME MARKETING CHALLENGES

Moms have always been good at pinching pennies. According to MediaPost, the recession has modern-day moms rising to the challenge. Thanks to the popularity of social networks and blogs, moms are sharing advice online and adopting new behaviors. In an article entitled *Recession Stirs Resourcefulness*, MediaPost summarized what moms are doing in response to the recession:

- 1 Shopping Smarter
- 2 Homemaking is Back
- 3 Going Green to Save Green
- 4 The Family That Plays Together
- 5 Making It Last
- 6 Staying Healthy
- 7 Kids Come First

If you are marketing to moms, keep this list in mind.

**GAP AND STELLA MCCARTNEY**  
NEW KIDS' COLLECTION

Collaborations continue...British "it" designer Stella McCartney is set to design an exclusive collection of children's clothing for GapKids and babyGap. This will be the designer's first venture into childrenswear (she's also the mother of three) after creating capsule collections for H&M and Adidas. The collection for boys and girls will be available at select stores internationally and available online. [www.gap.com](http://www.gap.com)