

# WWD

Fashion. Beauty. Business.



## Takes Money to Make Money

LVMH ramps up investment on marketing and stores as group posts solid quarter.

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## Aiming High

Bally sets sights on cleaning up Mount Everest.

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## Steve Rendle Talks New Look

VF's chief discusses being a "purpose-led, performance-driven, value-creating enterprise."

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# Fashion fun

Designers didn't hold back for resort 2020, emphasizing flamboyance with everything from bright colors and embellishments to baby-doll dresses, patchwork, bows and polka dots. It all added up to a season that packed a punch, just like this gown by Givenchy's Clare Waight Keller. *For more from the season, see pages 10 to 19.*

PHOTOGRAPH BY MAGDALENA KMIETIK  
STYLED BY ALEX BADIA

## BEAUTY

# Shani Darden Lands Investment, Hires CEO, Plans Expansion

- The aesthetician's skin-care line has developed a cult following through products like Texture Reform and Retinol Reform.

BY ALLISON COLLINS

**Shani Darden**, the eponymous skin-care brand, has landed two investors and hired a chief executive officer.

The line was founded by aesthetician Shani Darden with a product called Retinol Reform, selling for \$95, in 2013. That product generated significant buzz online, which has continued due to Darden's client roster: She works with Jessica Alba and Chrissy Teigen, for example.

Now Darden has received a seed investment from BAM Ventures, the fund of serial entrepreneur Brian Lee, whom she met through Alba, and Beechwood Capital, an early investor in Tatcha (which was just sold to Unilever for nearly \$500 million). Terms of the deal were not disclosed, but industry sources said

Darden's brand is on track to do \$5 million in sales for the year.

She now has five products – Daily Cleansing Serum, \$38; Daily Toning Essence, \$52; Daily Oil-Free Moisturizer, \$42, and Texture Reform, \$95.

In addition to raising capital, Darden has hired Jessica Goldin as ceo. Goldin was previously the senior vice president of marketing for Beautycounter. She has also worked at Murad, Clinique and Victoria's Secret Beauty.

At Shani Darden, Goldin is tasked with overseeing business development, which will include building out the product line, expanding distribution and making key hires to build up the team – which right now has four people, Goldin said.

The brand's sales are primarily generated from the web site, Goldin said, but Shani Darden products are also sold with Cult Beauty and Net-a-porter. "As the brand has grown, we've been approached by a host of different retailers. We're in discussions with a leading retailer right now for next year," Goldin said, declining to specify which retailer.



Shani Darden's brand has raised a seed round from BAM and Beechwood. BELOW: Darden's brand now offers five products.

She met Darden about four years ago when she moved to Los Angeles, Goldin said, and was intrigued by the idea of an expert-influencer. "It's rare to have somebody who is both an influencer, but first and foremost, she's a skin-care expert and a practitioner to all the A-list celebrities in Hollywood," Goldin said. Beyond her celebrity clients, Darden has 187,000 followers on Instagram.

Since Retinol Reform launched, Darden has worked on products that aim to meet the needs of her clients, she said. "I wanted to make [things] that I felt were missing, at least with the products I was using," Darden said. "It's a gradual growth for me in terms of putting out products I believe in."

"Because I work with other brands, there might be something I'm seeing from another brand where I'm like, 'oh, if it only did that,' or if a client said, 'I like this, but I wish it did this,' and then I go from there," Darden said. She declined to provide



specifics on upcoming products, but did say she's open to developing further retinol options.

To date, many of Darden's clients have served as key marketing partners. "I gift stuff when I launch a product to my actual clients. I haven't paid anyone and I don't really work with anyone, I'm just lucky that I have really great clients. Some are influencers, it's all been very organic for me," Darden said.

## BUSINESS

# Polo Partners With Feed on Capsule

- The sale of the bags and cap will benefit No Kid Hungry, a national charity that feeds children in need.

BY JEAN E. PALMIERI

**Polo Ralph Lauren** is extending its philanthropic efforts by partnering with Feed on a capsule collection of bags and accessories.

Feed was founded by Lauren Bush Lauren, wife of David Lauren, chief innovation officer of Ralph Lauren Corp. It is a socially driven company that works to help end childhood hunger. Since 2007, Feed has provided more than 100 million meals to children globally.

Bush Lauren said Feed has collaborated with the Ralph Lauren company twice in the past, but they were smaller tie-ups involving the now-defunct Rugby brand as well as RRL. "But this one with Polo is much bigger and broader," she said.

Ralph Lauren is "such a family brand and was looking for a way to give back to children. So the values and the timing aligned," Bush Lauren added.

The Polo x Feed collection will encompass four styles: a tote bag, backpack, pouch and cap, made of burlap and linen with leather trim details. Each item will feature a stamp highlighting the number of meals the purchase provides to children in need.

The collection will range in price from

\$65 to \$165 and will be available at about five Ralph Lauren stores as well as the company's web site. It will also be sold at Feed's retail shop and café in DUMBO in Brooklyn, Bush Lauren said.

Sales of the Polo x Feed collection will benefit No Kid Hungry, a national campaign that provides children with food.

Bush Lauren said No Kid Hungry is "doing amazing work," and Feed has been working with the charity to provide children access to free breakfast as well as meals over the summer when school is not in session.

She and her Feed team worked with Polo to design the collection. "It was pretty seamless," she said. "The Feed aesthetic works well with the Polo aesthetic."

The use of burlap, leather and "industrial logos" also "pays homage to the original Feed bag," she said. The team started by "trying to nail a hero bag" and then added some complementary products such as the mini pouch and cap at a lower price to allow more people to participate.

The products will launch today for the back-to-school season, but she's hopeful it lasts beyond that. "We're hoping to make it a yearly partnership," Bush Lauren said.

To introduce the collection, the companies will use social media and word of mouth to get the message out. "And the Polo team does a really good job of bringing product to life," she said. The capsule will also be featured on the



Lauren Bush Lauren with the backpack from the Polo x Feed capsule.

Polo app and in the company's online magazine. There will be two launch events in the Hamptons this month.

The Ralph Lauren Corp. and Polo Ralph Lauren Foundation have raised millions of dollars for different philanthropic efforts over the years. That includes funding breast cancer research and care through the Pink Pony Fund as well as raising funds for global disaster relief. In April, it introduced the Earth Polo, a shirt created from recycled plastic bottles, as part of its sustainability efforts that include sourcing all of its key materials sustainably by 2025.



The tote bag is a hero item in the Polo x Feed collection.