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WWD TUESDAY

Ready-to-Wear/Textiles
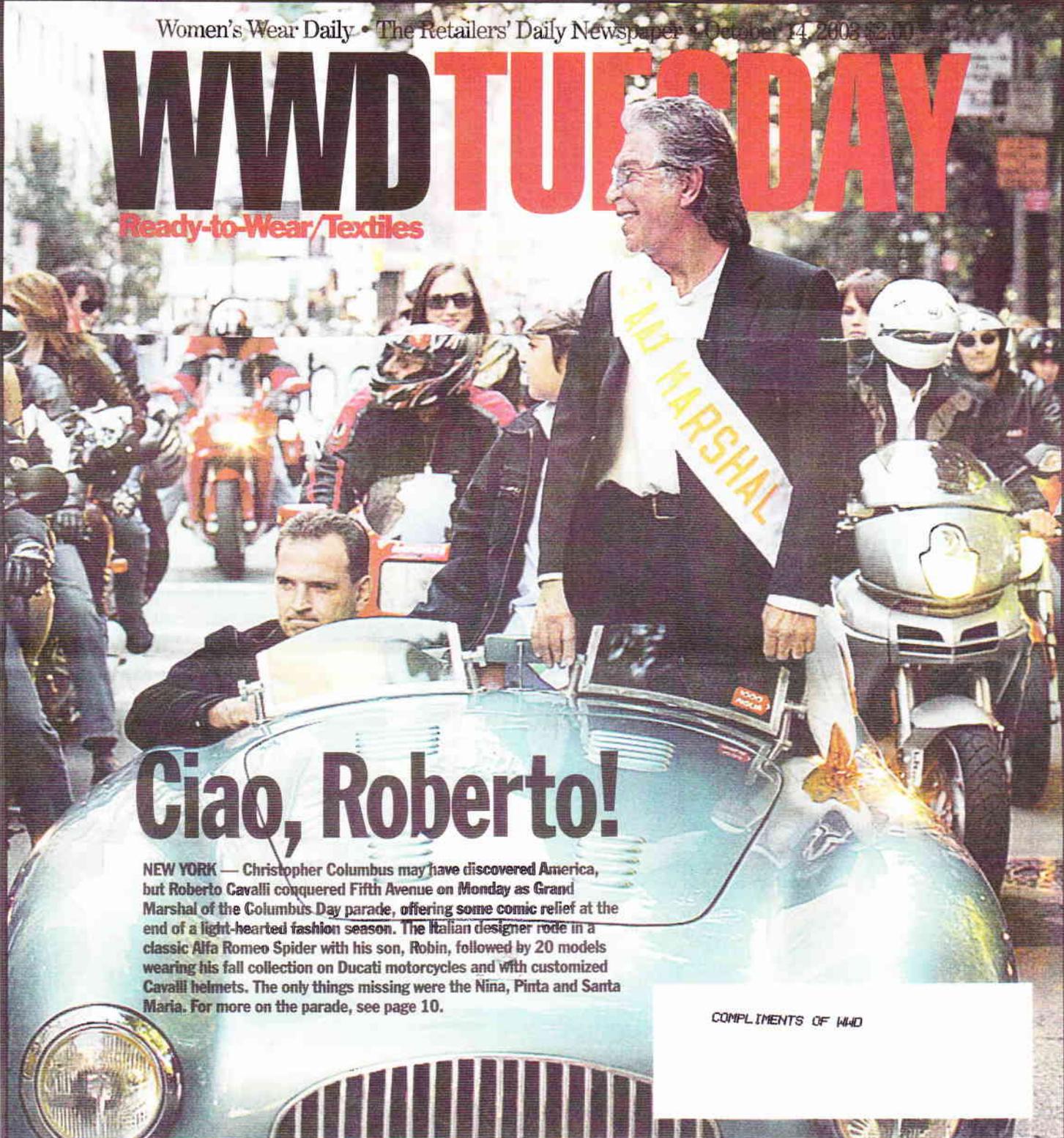
Ciao, Roberto!

NEW YORK — Christopher Columbus may have discovered America, but Roberto Cavalli conquered Fifth Avenue on Monday as Grand Marshal of the Columbus Day parade, offering some comic relief at the end of a light-hearted fashion season. The Italian designer rode in a classic Alfa Romeo Spider with his son, Robin, followed by 20 models wearing his fall collection on Ducati motorcycles and with customized Cavalli helmets. The only things missing were the Nina, Pinta and Santa Maria. For more on the parade, see page 10.

Retail Heaven: Buyers Laud Paris for Commercial Creativity

NEW YORK — Retailers love Paris when it sizzles — and it did for spring 2004. The season rollicked with femininity and creativity, and best of all, they say, it will sell.

"It was one of the best seasons in years," declared Barbara Atkin, fashion director at Canada's Holt Renfrew chain, summing up the opinion of many international buyers as Paris wound up a marathon of fashion weeks on a high note.

"It has been a very good season," agreed Joan Kaner, senior vice president, fashion director at Neiman Marcus. "We're very optimistic. Paris had all the ingredients of what our

Fresh New Concept From Michael O'Rourke

NEW YORK — Four-year-old Sexy Hair Concepts is squeezing out a fresh, juicy 10-product hair care line in November, called Michael O'Rourke's Fresh Concepts.

Named for the brand's founder and chief executive officer, the line is intended to offer nutritious food ingredients in hair care products.

"Michael feels he took the company to the next level when he developed this health-conscious line of hair care," said Donna Federici, senior vice president of marketing at Sexy Hair Concepts. "This line is meant to engage the wide age demographic of our style-conscious customers."

BEAUTY BEAT

Products from the Michael O'Rourke's Fresh Concepts line.

Products range in price from $7.95 to $18.95. Watermelon-infused Vitamelon Daily Shampoo and orange-mango-pomelo-scented Rejuicinate Moisture Shampoo both come in 13.5-fl.-oz. bottles for $13.95. Bananarama Daily Conditioner flourishes with banana flavor and Vitalitea Moisture Conditioner bursts with cantaloupe-honeydew hints, both retailing at $14.95 for 10.1-fl.-oz bottles.

Styling products include pear-flavored RePear Reconstructor and Plum Strait-Straightening Balm, both $16.95 for 6.8 fl. oz.; apple-orange infused Core Strength Hard Holding Gel, $11.95 for 6.8 fl. oz.; coconut-vanilla Whey Better Leave-In Conditioner, $13.95 for 10.1 fl. oz.; citrus Massive A-peel Volumizing Mousse, $13.95 for 8.8 fl. oz., and PearSpray Hairspray, $13.95 for 10.6 oz.

Each bright-colored container has a scratch-and-sniff label, inspirational quote and "nutrition facts" to make product selection fun and informative, said Federici.

Sexy Hair Concepts is currently available in 60,000 doors, including professional salon and spa chains, J.C. Penney and beauty supply stores, such as Beauty First and Trade Secret. Promotion occurs through sampling and hair stylist education sessions and is expected to reach about $61 million in 2003 and $70 million in 2004, according to industry sources.

Sexy Hair Concepts is also focusing on international expansion and is targeting 65,000 doors in 2003 and 70,000 doors in 2004, while remaining in its spa and salon market, said Federici.

— Andrea Zarczynski