

MIRkeplace.com

THE MAGAZINE OF
RETAIL CONFIDENTIALITY
APRIL 2010

MIR
20
CELEBRATING 20 YEARS

372

MIR

CONTEMPORARY
ROUNDTABLE
THE NEXT
PHASE

COOL
NEW
STORES

RETAILERS
TALK FALL

HOTPIX
LINES TO
LOOK AT

Fall 2010:
ATTITUDE!



Veronique FANTASTIQUE



Veronique Brochez was one of the Belgian upstarts who shook up the fashion industry in the 1990s with their intellectual approach to design and aesthetics. She trained at the Royal Academy of Fine Arts in Antwerp, and has had exhibitions at the Florence Fashion Biennial, the Fashion Institute of Technology and Paris boutique Colette. Now she collaborates with Spanish footwear giant Camper on a collection debuting at their boutiques, *zampar.com* and Opening Ceremony for spring 2010. The fall/winter collection features two classic models, a Derby shoe and a Chelsea boot, made using the highest quality leather, crepe rubber soles and handcrafted Goodyear Welt construction. Retailer runs from \$360 to \$385. Call 212-324-0340 for more info.—JJ

College Recruitment

Coast, the latest entry into the preppy arena, has found a cost-efficient method of promoting their line to a younger target market. The brand's Collegiate Representative Program asks college students to help promote the brand's clothing and lifestyle by distributing beach balls, sunglasses, caps, T-shirts and polo shirts to their peers during heavily-trafficked events such as parties, bar nights and philanthropic events. The reps' duties also include forging relationships with local retailers and providing valuable feedback.

Coast, founded by Leah Stoudermire just about a year ago, finds the reps by hand-picking influential college students on large college campuses that have a heavy focus on school spirit and Greek life. Currently Coast has more than 30 Collegiate Reps from Texas to Florida and as far north as Pennsylvania. At press time the brand can be found in 80 upscale boutiques spread across 15 states. Coast's signature Winyah polo shirt is one of

their most popular pieces retailing for \$72.50. The collection also includes woven shirts and introduced khakis during the January market.—Jennifer Engren

