

NEWS BRIEFS

SUPER LAUNCH

NATIONAL: Italian footwear giant Superga is preparing to take on the Australian market. The mid-market sneaker brand is currently available in 62 countries, with a new concept store scheduled to launch in London later this year. Founded in 1913 by Walter Martiny, Superga has a loyal celebrity following including the Jonas Brothers, the Olsen twins, David Beckham and Katie Cruise. The Classic Heritage line, which features original styles developed by Martiny himself, will launch through selected Australian and New Zealand retail stores from November.

EYE ON UNIQLO

NATIONAL: Japanese high street brand Uniqlo has been earmarked as a retailer to watch by a leading Australian retail expert. Speaking at a recent Westfield trend seminar, IdeaWorks executive director Jon Bird said the retail chain could become the Gap of the next decade. He cited the label's fast-fashion product offering, competitive prices, vivid and quirky visual merchandising and savvy online communications strategy as reasons for its growing success. Launched in 1984, the brand offers smart casual street style clothes for men and women, with denim and basics in a multitude of colours. Uniqlo has over 760 stores in Japan and has also ventured into select markets in the UK, the US, France, China, Hong Kong, Korea and Singapore.

RECESSION BUSTER

SYDNEY: Australian trend forecasting agency Scout has introduced a new format for purchasing trend analysis. Fashion businesses can now buy individual sections instead of entire reports, meaning smaller clients can invest in areas which suit the nature of their business. Scout has also relaunched its website to include a daily fashion blog, with international fashion giant H&M among subscribers.

FASHION FORWARD

MELBOURNE: Commercial stylist Kate Gaskin has been appointed as style director for Melbourne fashion shopping complex Highpoint. The centre launched its Highpoint Style Guide earlier this month, with Gaskin highlighting key looks for the spring racing season. The centre is aiming to boost its apparel, footwear and accessories profile with over 160 fashion outlets – including Trenergy, Country Road, Glue, Connor, Hype DC, Cotton On and Bardot – currently operating under its roof.