

WWD

Fashion. Beauty. Business.

Tough Greeting

H&M tapped Daniel Erv r as its new CEO, which caused the retailer's shares to dive 12 percent.

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Big Leap

Ermenegildo Zegna saw sales climb 27.6 percent last year, driven by the U.S. and Greater China.

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Marking 50

Diane von Furstenberg talks about the 50th anniversary of the wrap dress, plus the future of her brand.

Pages 8 and 9



Blue Chip

Burberry is taking over Harrods, lighting up the store's exterior with its new shade of "knight blue" as well as pop-up shops, a camping corner and even a transformation of Harrods' "green men," dressing them in a blue check pattern, as seen here. *For more, see pages 6 and 7.*

PHOTOGRAPH BY JAMIE STOKER

EXCLUSIVE

Blume to Launch at Target With Focus on U.S. Expansion

- The superfood latte brand is entering 90 doors with four of its bestselling products.

BY EMILY BURNS

Superfood beverage brand Blume is headed to Target.

The brand, founded in 2017, is known for its powder drinks, including bestsellers Blue Lavender, Salted Caramel, Matcha Coconut and Reishi Hot Cacao, all \$13 for eight single-serve pouches. Each formula is infused with superfood ingredients, like antioxidant-rich blue spirulina, potassium-filled moringa and calming reishi. Now, the Canada-based brand is entering 90 Target doors along the West Coast with the four products that are the most popular in the U.S. (according to the brand's direct-to-consumer data) as it doubles down on its presence in the U.S.

Target will test the brands in different regions "to see how they perform and if they warrant a national or regional expansion and so that's the period that we're in right now," said Blume cofounder and chief executive officer Karen Danudjaja.

This expansion comes as Target makes a major push into wellness, with plans to launch 1,000 new wellness products in 2024. Much of the retailer's recent emphasis has been around ingestible supplements with brands like Hum Nutrition, O Positiv and now, Blume, which will be available in the coffee and tea section of the store.

"Target is building this incredible wellness curation," Danudjaja said. "They were building this home latte set where there were coffee alternatives and more matchas and functional ingredients and so it felt like the perfect opportunity to meet new customers."

While the brand is currently available in 4,000 doors across North America,

including key Canadian retailers like Loblaws, the brand is turning its focus to the U.S. market. Another initiative includes increased sampling through consumer shows and partnerships with brands like Lululemon, which will have activations at Lululemon races.

"There is an education piece to how to make them and when to use them and how to use them," Danudjaja said, adding that education is key as the brand expands.

Blume has also seen initial success in the U.S. with its launch at Erewhon and smoothie partnership with the grocer and social media personality Tinx.

Across wellness, functional beverages

and food are having a moment. According to a research report from Kerry Group, 65 percent of Americans want more functionality from their food. In addition, functional drinks, like the TikTok-famous "Sleepy Girl Mocktail," have gained prominence in the wellness world, while clean coffee and coffee alternatives have also gained traction.

"Over the last few years, we've really gained confidence in the category. We see coffee alternatives growing. We see superfoods growing," Danudjaja said. "Consumers are expecting more and more from their food."

As the functional food and beverage

space continues to grow, Danudjaja says flavor will be a key differentiator, which is why the brand leads with this in the product names.

"Blume's mission is really about making kinder rituals more accessible," said Danudjaja, adding that to acquire customers the flavor has to be enjoyable. "Our hope is that we can bring new people to the category [and] introduce them to superfoods."

According to industry sources, the brand's Target launch is expected to reach \$300,000 in retail sales, while Blume overall is on track for its first eight figure year with 30 percent year-over-year growth in 2024.

Blume products.



EXCLUSIVE

Canyon Ranch to Host Beauty and Wellness Festival, Enchant at the Ranch

- CEO Mark Rivers discusses the new event and additional plans for the wellness resort in 2024.

BY EMILY BURNS

Canyon Ranch is gearing up for its first beauty and wellness festival.

The event, called Enchant at the Ranch, will be held at the wellness resort's Tucson, Ariz., location from March 17 through 21. Canyon Ranch, founded in 1979, operates two resorts in Tucson and Lenox, Mass.; a small retreat in Woodside, Calif.; a 134,000-square-foot day spa at The Venetian Resort Las Vegas and a wellness club and spa in Fort Worth, Texas.

"Canyon Ranch has been a quiet force in beauty and a significant force and an innovative force in wellness for 40 years," said chief executive officer Mark Rivers, who was appointed in September 2023. "What we wanted to do around Enchant was to find a way to take some of our authority and authenticity around beauty and wellness and our spa experiences and bring them to life in a resort setting."

The multiday event will include panels, speakers, pop-ups, product and service demonstrations and Canyon Ranch's typical all-inclusive perks, like hikes, yoga and meditation. Rooms for the event start at \$1,150 per night, per

the brand's website.

The event's lineup currently includes Rachel Roy, fashion designer and founder of Ancient Skincare; Joanna Czech, celebrity aesthetician and founder of Joanna Czech Skincare; Janet Gurwitch, founder and former CEO of Laura Mercier, and Sheena Zadeh-Daly, founder of Kosas, as well as

representatives from The Outset, Venn Skincare, Biologique Recherche, Therabody and Supergoop. More names will be announced in the coming months, and more than 25 brands are slated to attend.

While the event will center around wellness and beauty broadly, Canyon Ranch's core tenants of mind, body and

spirit are top of mind. Additionally, Rivers says the brand may focus on specific topics at future Enchant festivals.

Rivers expects attendees to be a mix between Canyon Ranch loyalists, industry veterans, entrepreneurs and the beauty-obsessed.

Furthermore, the company is scheduled to host Enchant at the Ranch at its Lenox location from Oct. 20 through 25. According to Rivers, Enchant at the Ranch will be a franchise event that the two main resort locations will host annually.

"This will be an annual offering from us that I think will only grow," he said. "Lenox will probably end up being the New York audience... Tucson will probably be more of a national audience or a West Coast audience."

In the way of expansion, Rivers plans to grow Canyon Ranch across the different models currently offered.

"We have under construction today, our first-ever state-of-the-art ground-up resort and residential community outside of Austin, Texas," he said. "We're a growth company that's in one of the most important and fastest-growing consumer segments on the planet today."

Canyon Ranch has been around since the '70s, and has evolved as it aims to meet the needs of modern wellness enthusiasts.

"We have to be sure that we're connecting cultural relevance... We have to always be innovating," Rivers said.

For Canyon Ranch, this is ensuring the hottest technologies and services, like red light, percussion therapy and lymphatic drainage are available, and new experiences, like Enchant at the Ranch.



Enchant at the Ranch.