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Women's Wear Daily • The Retailers' Daily Newspaper • December 19, 2008 • \$3.00

WWD FRIDAY

Beauty



**Karen Fondu
and Women
of Worth
National
Honoree
Cindy Kerr.**

PHOTO BY JON SIMMONS

Silver

Narciso Rodriguez plans to take women's fragrance market this launch of his newest franchise, which will be launched in March globally, could do \$20 million at first year on counter. For more,

WORTH IT: L'Oréal Paris held its third annual Women of Worth program on Dec. 10 to honor 10 women for their volunteer efforts. Each woman received \$5,000 from L'Oréal Paris for her charitable organization, plus a \$5,000 matching donation made in her name to the Ovarian Cancer Research Fund, the 11-year-old charitable partner of L'Oréal Paris. Cindy Kerr of ConKerr Cancer, an organization she founded to help children with cancer after she lost her son to the disease, was named the Women of Worth National Honoree and received an additional \$25,000 for her cause from L'Oréal Paris. Held at the CNN Inspire Summit at the Time Warner Center in New York City, the event also featured comedian Whoopi Goldberg as a guest speaker, as well as playwright and activist Eve Ensler.

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Everyone's Doing It: Beauty Joins Holiday's Discount Mania

By WWD Staff

Holiday shoppers are viewing beauty purchases through a new lens: deal or no deal.

Industry experts report this season shoppers have put blinders on, blocking out nearly all non-sale merchandise from sight as they happily stumble upon

ample discounts in stores and online. Their bargain-hunter mentality has forced department stores to succumb to markdowns in what was once considered the last discount-free stronghold: prestige beauty products.

To get in shoppers' line of vision and move merchandise, U.S. department

and specialty stores have resorted to aggressive new tactics, including discounts, coupons and freebies.

In the U.S., the heightened promotional environment on the beauty floor — whether seasonal or longer term — ends the industry's decades-old taboo

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PHOTO BY JOHN ADUMBA, STYLED BY DANIELO MATZ