

ADVERTISING

## Perry Ellis aims to stir conversation through Duckie Brown line

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By KAYLA HUTZLER

Menswear brand Perry Ellis recently announced a collaboration with fashion newcomer label Duckie Brown in a move to up its status in the eyes of specialty and luxury retailers.



Perry Ellis will be increasing the prices of the products made by Duckie Brown, which will be produced under the name “Perry Ellis by Duckie Brown.” Steven Cox and Daniel Silver, who were both nominated for the Council Fashion Designers of America Menswear Designer of the Year award in 2007, created Duckie Brown in 2011.

“Our goal is to present a fresh and exciting take on the Perry Ellis brand as well as continue with its vibrant legacy, and collaborating with Duckie Brown will provide an exciting next chapter in design for the brand,” said Matt Cronin, vice president of marketing for **Perry Ellis**, New York.

“Duckie Brown’s innovative menswear has made an impact on the industry and they also understand the DNA of Perry Ellis,” he said. “The Perry Ellis heritage reinterpreted with their modern sensibility will make for a fresh and exciting collection.”

Staying afloat

Perry Ellis by Duckie Brown will become available in retail locations next spring.

The main goal of the partnership is to help bring Perry Ellis back into the fashion world at the forefront of menswear, a title which it once held, per the label.

The partnership with Duckie Brown is meant to stir the conversation around the older menswear brand and increase its fashionable appeal.

Additionally, the Perry Ellis by Duckie Brown line will be presented at the New York Fashion Week in September, marking Perry Ellis' return to the runway.

In fact, the original Duckie Brown line has been present at New York Fashion week since its launch in 2001.

Mr. Cox and Mr. Silver, while still fairly new to the fashion scene, have earned respect for combining unique sportswear with elegant tailoring.

The two were lauded so highly by the inner fashion circles that the Duckie Brown label was nominated for the CFDA Award in 2007.

Perry Ellis believes that this partnership will help place Perry Ellis on the same level as luxury mainstays such as Michael Kors and John Varvatos, per the brand.

The Perry Ellis by Duckie Brown items will be slightly higher-priced than the original Perry Ellis collection.

The contract signed by the two brands lasts for three years, although Perry Ellis is aiming for a longer collaboration.

Partner for profit

Perry Ellis is doing this as an attempt to stir-up conversation around the label, but it may also be hoping that the collaboration will drive sales.

In fact, Perry Ellis International, which owns Perry Ellis, Laundry by Shelli Segal and Jantzen, predicted a weak fiscal fourth-quarter profit this week, according to an article by CBS News.

The brand told CBS that later deliveries requested by retailers and high-discounting during the holiday season hindered overall profits.

Perry Ellis is looking to revamp many of its brands and predicted a 24 percent increase in revenue for 2012, according to the CBS article.

Perry Ellis is no newcomer to CFDA winners, with past winners including Marc Jacobs and Tom Ford.

The menswear label said that it will be marketing the label in the United States after its premier at New York Fashion Week in September.

It will be made available to select retailers and will be sold in specialty stores.

Indeed, partnerships and collaborations can often cross a fine line between mutually beneficial and harmful to a luxury brand's reputation.

For example, British automaker Aston Martin collaboration with French designer collete on the design of customized Cygnet city cars was highly celebrated by both automakers and fashion fans alike ([see story](#)).

However, Vera Wang's partnership with Zales was seen as being potentially harmful to the dressmaker's luxury status ([see story](#)).

Time will tell whether or the not Perry Ellis partnership with Duckie Brown proves successful.

However, for now, it is likely to achieve Perry Ellis' goals of heightening the conversation around the brand.

"The Perry Ellis name brings to mind an illustrious group of designers and CFDA award winners such as Perry Ellis himself, Marc Jacobs and Tom Ford," Mr. Cronin said.

"We believe our partnership with Duckie Brown will bring continued excitement to the brand," he said.

Final Take

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