

FASHION SCOOPS

BEYONCE HITS THE MARC: Beyoncé is no doubt partial to the color blue, considering her daughter's name is *Blue Ivy*. But she opted for a white, body-hugging Marc Bouwer dress for a performance in the United Nations' General Assembly Hall on Aug. 10. The 30-year-old star gave *Anderson Cooper* and the rest of the crowd a sampling of the "I Was Here" PSA video she filmed for World Humanitarian Day Aug. 19. (She and her husband, *Jay-Z*, were recently called out by *Harry Belafonte* for turning their backs on social responsibility. A claim that Beyoncé's camp has since disputed.)

Bouwer has always managed to see her good side, first dressing her during her *Destiny's Child* days for a Vibe cover and later working with her mother, *Tina Knowles*. When Bouwer was doing a trunk show at a Neiman Marcus store two years ago, Beyoncé happened to be shopping and bought a few pieces. Last summer Bouwer whipped up a few styles for the singer's tour and a few weeks ago her styling team stopped by his studio to pull some pieces for the video shoot. Beyoncé had appeared at the United Nations earlier in the day, where she rehearsed her performance of "I Was Here" and met with the members of the U.N. — **ROSEMARY FEITELBERG**

EASTENDERS: Topshop's *Sir Philip Green* celebrated his 60th birthday with a four-day beach bash, and now his brand is about to have a three-day stay in the Hamptons. A Topshop pop-up store debuts Friday at The Surf Lodge in Montauk, N.Y. Styled by *Twin* magazine's *Naomi Miller*, Topshop at the Beach will feature a selection of fall pieces that are not yet in stores. Along with the denim shirts, leather moto jackets, blazers, accessories, makeup and other designs, there will be Topshop paddleboards and bicycles, though only Surf Lodge guests will get to use those.

For Friday's launch, *Mia Moretti* and *Caitlin Moe* will perform, followed by *Charli*'s *Caroline Polachek* and *Patrick Wimberly* Saturday and *The Kills* Sunday. — **R.E.**

GOING YOUNGER: Los Angeles-based fashion retailer *Madison* has ventured to where few upscale multibrand boutiques have dared to go: the teen market. Its new teen store, *Madison t*, officially opened Saturday with a back-to-school event hosted by *Teen Vogue* and *Ariel Winter*, a teen that's made it big on ABC's "Modern Family." But it's another teen, 13-year-old *Jordan Goldstein*, who inspired her parents, *Emily* and *Mark Goldstein*, co-owners of the seven-unit *Madison* chain, to open the 1,000-square-foot store in Pacific Palisades, Calif. "When I shop for her, I can never find what I want. It's either too young, too cute or inappropriate," said *Emily Goldstein*. With a helping hand from *Jordan*, who, *Emily* quipped, gets paid for her work in clothes, the Goldsteins have filled *Madison t* with colorful pieces priced for a parent-supported teen budget (T-shirts are mostly under \$100, and dresses predominantly from \$100 to \$200) by roughly 30 brands, including *J Brand*, *Splendid*, *Parker*, *Equipment*, *Wildfox*, *P.J. Salvage*, *Aviator Nation*, *Alice + Olivia* and *Brandy Melville*. At the moment, *Jordan* said

she is coveting *Chaser* shorts and *John Eshaya* sweaters. Her father estimated *Madison t* would generate \$600 in annual sales per square foot and hoped the store would become an important destination for dresses to wear to bar and bat mitzvah parties. "There's one every weekend, and you have to hunt everywhere for them. So, we are really going to focus on that," *Mark Goldstein* said. — **RACHEL BROWN**

IVY PRIDE: *Tyra Banks* has been everything from swimsuit model to talk show host. Now for the next stage of her career: business school advocate? *Banks*, who graduated from Harvard Business School's executive education program earlier this year, swung by Singapore to promote "Asia's Next Top Model," the first international spin-off of "America's Next Top Model" to span more than one country.

Throughout a 20-minute press conference on Sunday morning, the program's executive producer peppered her conversation with references to the Ivy League university and her business education. Talking about her cabin on her Singapore Airlines flight to Asia, she said: "At business school, my dorm room wasn't as big."

Banks, who was dressed in a lime yellow wrap dress and beige sequined heels, did put at least one lesson from business school to good use: Give the people what they want. Asked in front of a largely Asian media audience who her favorite model was, she named *Karlie Kloss*. "She looks kind of Asian," *Banks* said.

She did court controversy for a moment when she said that she wouldn't like to see an Asian model moment, but followed it up by noting, "Why should there be a moment? Asian models aren't going anywhere. I don't want it to be a fad."



Tyra Banks promoted "ANTM" in Singapore.

The 13-episode series of "Asia's Next Top Model" will be hosted by former MTV *VJ Nadya Hutagalung* and is produced by *Ice-TV*, which has adapted shows like "Wheel of Fortune" for Asian audiences. It isn't clear if *Banks* will have any role on the show, though she previously appeared as a guest judge on the Vietnam edition of "Next Top Model." More details of the program, which will air late this year, will be disclosed at the end of September. — **KRISTIANO ANG**



Vintage Catalina swimwear...



...worn at the Miss America Pageant throughout the decades.

Catalina, Miss America Reunited

TWO OF AMERICA'S best-known brands are back together: The Miss America Pageant and Catalina, the original swimwear sponsor of the beauty competition created in 1921.

Catalina, which is celebrating its 100th anniversary this year, will be the official swimwear sponsor of the 2013 Miss America competition, airing live on ABC on Jan. 12 from Planet Hollywood in Las Vegas. The pageant first aired on TV in 1954 and was first telecast in color in 1966.

Catalina, a division of New York based In Mocean Group, will launch a retro-inspired swimwear collection called Miss America by Catalina. The custom-designed swimwear will be worn by all 53 contestants during the lifestyle and fitness competition.

The Miss America by Catalina collection will be available for purchase beginning in January exclusively at Wal-Mart, a longtime retail partner of Catalina, and on *walmart.com*. Suggested retail will be less than \$20 a piece for separates and less than \$30 for one-piece styles. Sizes will be S to XL.

"As we prepare for this year's Miss America competition, we are proud to have our contestants introduce the new Miss America by Catalina collection. Catalina's dynamic swimwear styles will add a fresh, new dimension to our lifestyle and fitness

competition," said *Art McMaster*, president and chief executive officer of the Miss America Organization.

Catalina's design inspiration for the Miss America by Catalina collection is retro glamour that's been updated with modern styling. Embellishments such as gold trims and rhinestones as well as jewel tones including solid coral, hot pink and teal, and black and white on a soft, shimmering fabrication will be central to giving the contestants and the collection a strong stage presence. There will also be tonal snake print with metallic flecks. Silhouettes will include bandeau tops, triangle bikinis, and one-piece suits with cut-outs. Key styles to be sold at Wal-Mart will include a wider range of silhouettes such as tankinis and additional one-piece suits in the same colors and embellishments worn by the contestants.

Zvi Ben-Haim, president of In Mocean, said the Catalina brand is returning to its roots by aligning with the Miss America Pageant.

"Catalina and Miss America share such a rich history, both individually and collectively, and together celebrate these women not only for their glamour but also for their achievements in life," said *Ben-Haim*. — **KARYN MONGET**

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