

People

Photos: AP

Hello to Jude Law's new baby girl

Readers of Britain's Hello! magazine have seen Jude Law's new baby daughter before the actor has.

Five-week-old Sophie appeared on the cover of the magazine with her mother Samantha Burke (below), who was said to have pocketed US\$295,000 for the 14 pages of photographs.

Burke, 25, also gave details of her relationship with Law, saying they "went out several times ... He was a lot of fun to be around, always making me laugh and smile."

The Los Angeles Times reported that representatives for Law said the British actor would not play a role in Sophie's upbringing, but would meet his financial responsibilities.

In the interview, Burke said that suggestions she was a gold-digger "really hurt". Law has three other children with ex-wife Sadie Frost. Agencies



Springsteen cancels gig after crew dies

Bruce Springsteen cancelled a performance in Kansas City after police say a road crew member was found dead in a hotel.

A spokesman for the Sprint Centre arena said the show on Monday night was cancelled because of a death in Springsteen's "immediate family".

Kansas City police spokesman Captain Rich Lockhart said that officers were investigating the death of the 34-year-old member of

Springsteen's road crew on Monday afternoon at Kansas City's Intercontinental Hotel, but that it was not considered suspicious.

Lockhart said he didn't know if the death was the one that prompted cancellation of the show less than two hours before Springsteen and the E Street Band were to take the stage. The crew member's name was not released.

A call to Springsteen's publicist was not immediately returned. AP

Scientology accused of 'gay-bashing'

Director Paul Haggis has severed ties with the Church of Scientology, in part because of what he alleged as the organisation's stance against gay marriage.

In a letter to Tommy Davis, head of Scientology's Celebrity Centre, Haggis (right) said he was disappointed by the church's tacit denial of gay rights in the debate over California's gay marriage ban.

The 56-year-old, who won an Oscar in 2005 for co-writing Crash, said he was quitting the church after 35 years.

"I could not, in good conscience, be a member of an organisation where gay-bashing was tolerated," Haggis said, adding that he had been promised action would be taken but



that he had grown frustrated after time had passed.

"Silence is consent, Tommy," he wrote. "I refuse to consent."

Davis denied Haggis' claim. "We're all for civil rights and the rights of minorities," he said. "We're very vocal and consistent in our stance on discrimination." AP

Jackson's three children in therapy

All three of Michael Jackson's children are in therapy, La Toya Jackson has revealed.

The singer's sister told British newspaper The Mirror that the children were dealing in very different ways with their father's death four months ago.

Prince, 12, Paris, 11, and Prince Michael II, seven, also known as Blanket, are being raised by their grandmother Katherine Jackson

who was appointed their guardian after Jackson's death on June 25.

"Blanket is a very sad, shy little boy. He cries. It's so painful for him," La Toya Jackson said. Paris covered her bedroom in Michael Jackson posters and watched videos of him, but Prince "doesn't want to speak about it. He won't even watch the DVDs," she said.

The children are being home-schooled in Los Angeles. Reuters

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Among the top brands reaching out to consumers with interactive content and selling products through iPhone applications are (clockwise from top left) Gucci, Ralph Lauren, Piaget and Chanel

FASHION

Take it with you

The iPhone is changing the way we consume, writes Divia Harilela

As the fashion industry changes at lightning speed, consumers are looking for quicker and more effective ways to get their fashion fix. Wireless technology means they can access on the go. It's with this in mind that the industry has harnessed smartphones, in particular Apple's iPhone, as its latest means of communication.

"In the past 15 years, the mobile phone has gone from being a niche device for a small minority to the most ubiquitous form of personal consumer electronics," says Imran Amed, founder and editor of Businessoffashion.com. "It is the one device we have with us at all times and is therefore an increasingly powerful mechanism for communication, commerce and consumer engagement."

"It is natural that the fashion industry is looking to seize on this opportunity, and the iPhone, at the cutting edge of design and technology, is the obvious place to start. The emergence of the iPhone app is just the next step in this evolution, and further empowers consumers to consume what they want, when they want to."

"The iPhone offers a modern and very cost-effective means of communication and is especially

effective in reaching the young, techno-savvy shopper," says David Wolfe, creative director of trends forecaster the Doneger Group.

While the first batch of applications offers interactive sites showcasing ready-to-wear, accessories and fashion show videos, newer ones give users more than just fashion information.

Gucci's app, launched last week, allows browsers to access playlists developed by producer Mark Ronson and to mix their own music to share with friends via e-mail or Facebook. They also have access to creative director Frida Giannini's little black book, listing her favourite hot spots around the world.

The timing of the launch also coincides with the Gucci Icon Temporary project, a travelling trainer store that has opened in New York and that will arrive in Hong Kong early next year (iPhone users will also be able to purchase a limited-edition model).

"Apps are the new virtual accessory ... so I looked to provide the essence of the Gucci lifestyle experience in a way that takes full advantage of the technological capabilities," Giannini says.

Donna Karan's application, launched in August, features videos of the designer discussing her style philosophy, travel tips, Q&As with friends and other interactive features that are updated weekly.

"This application is the modern evolution of the time I spend with my customer in the dressing room,"

the American designer told Women's Wear Daily.

The app also allows users to create a wish list that can be sent to a personal shopper at Donna Karan International at the click of an icon.

For brands such as Van Cleef & Arpels, the goal isn't just to drive sales. To celebrate the launch of its Une Journée à Paris collection earlier this year, the jeweller launched an application in several languages that detailed seven romantic walks in Paris, supported by video footage.

Jaeger-LeCoultre, meanwhile, is inviting customers to its "watchmaking school" to see how its timepieces are produced by hand. The idea is to give the consumer more than just a catalogue of products for sale.

But at the end of the day, it's about business, which is why most applications allow customers to buy the products they see at a click of a button. Chloe's application, for instance, has a "touch to call" feature that will connect the customer to a nearby boutique, while Chanel, among many others, has a store finder.

"The iPhone customer is benefiting the same way a brand benefits - instant gratification and centralised inventory control," says Wolfe. "Bricks and mortar retail establishments will continue to exist, but it is likely they will become 'viewing ports' and that the actual purchasing of items will be done via [the phone], thus eliminating many

The iPhone app [allows] consumers to consume what they want, when they want to

Imran Amed, founder, businessoffashion.com



bottlenecks in distribution and difficulties in inventorying size ranges in shops," he says.

He points to American designer Norma Kamali's application. It goes a step further in that it allows shoppers to buy her ranges made for Wal-Mart and eBay alongside her pricey couture line.

But although such applications seem to benefit both the brand and the customer, several problems may arise in the long term.

"Like the internet, mobile phones and iPhones in particular are dramatically speeding up fashion communication," says Amed. "Consumers can flip through

the latest fashion show looks mere hours after they have appeared on the runways, creating excitement and interest that cannot be consummated until about six months later.

"As consumers learn more about the newest designs sooner and sooner, fashion operations are going to have to catch up with fashion communication. This will likely require a re-evaluation of the entire fashion cycle."

Then there's the problem with the type of customer the brand is targeting. Wolfe says that the iPhone may cause a "generational problem" if the brand is targeting a more mature consumer who is probably not familiar with or as comfortable with the iPhone.

This may result in an established brand alienating a core group of customers without even realising it.

But the success of such fashion applications seems assured, with more users preferring to log in on the go. The Style.com app, for example, has been downloaded by more than 420,000 users since its launch in August last year. Those numbers are set to increase until something better comes along.

"The long-term strategy depends on what kind of electronic gadgets are invented," says Wolfe. "It would have been impossible to predict the effect of the iPhone before there were iPhones, and I am certain there are many inventions in the pipeline that will continue to revolutionise our lives and our shopping."

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The only way is up for Ground Zero brothers

Vivian Chen

You may not recognise the name Ground Zero but you will know the designs. The British label, founded in 2003 by Hong Kong-born brothers Eri and Philip Chu, is known for its unisex tees with daring graphic prints that are popular among hip locals and pop stars such as Sammi Cheng Sau-man and Gillian Chung Yan-tung.

"We want [our clothes] to challenge extremes. We try to fuse things that may seem irrelevant at first glance and just watch what happens," says Philip, 28.

This manifesto is clear in the brand's latest collection, called We Need, which draws a parallel between what the brothers wear as two daily necessities: groceries and fashion.

They have taken product packaging found in supermarkets, such as Sunkist Oranges, Johnson & Johnson and Camel cigarette logos, and printed them on oversized T-shirts, hoodies and structured jackets for a cheeky take on fashion consumption. Another hoodie features the print of a vending machine on the front, which is covered with PVC.

"Fashion is a necessity just like

food, water and other groceries," says Philip.

The brothers say their passion for fashion started when they were young. While other children were asking for toys, the brothers spent their HK\$8,000 monthly allowance on their favourite fashion labels.

"We've always been fashion



Designs (far right) by Eri (above left) and Philip Chu of Ground Zero are popular with Hong Kong stars such as Sammi Cheng and Gillian Chung

junkies. When I was 12, I used to buy clothes from Ralph Lauren, Giorgio Armani and sometimes Moschino, since most men's wear was too large for me," says Eri, 31.

"I guess you can say we were a bit spoiled," says Philip, laughing. When Philip went to London to study fashion management at Middlesex University, Eri - who had studied graphic design - did freelance graphic jobs there. Upon graduation, Philip decided he would rather be a rock star; Eri stayed with the graphic design industry.

Two years later, Philip gave up his rock dream to launch his own label and recruited Eri.

"Fashion was my real passion so when Philip asked me to join him, I couldn't find any reason to turn him down," says Eri.

Neither brother had a formal education in fashion design - although Eri did learn the trade from traditional tailors - Philip was in charge of design and Eri responsible for developing the graphics in their first collection.

Launching a brand in London turned out to be much harder than they had expected. "When we first started we couldn't find any stockists because no one had ever heard of us. We knew nobody in the



industry and didn't know how to promote ourselves," says Philip, who knocked on doors hoping to interest someone in their line.

Eventually, in 2006, a small boutique in Soho decided to take a chance on them - and the brand took off. It is now available in boutiques in cities including London, Berlin and Los Angeles.

Now, six years later, the brothers are hoping to take the brand to the next level.

"I hope one day we can have our

own runway show at Paris Fashion Week - a show that fuses fashion, music and arts. That's also what we want to do with the brand," says Eri.

"I'd love to have a stronger following of celebrity fans. I want to see Brett Lewis Anderson [former lead vocalist of Britpop band Suede] wearing our clothes as I'm a huge fan," says Philip.

Ground Zero is available exclusively at Harvey Nichols, The Landmark, Central, tel: 3695 3388