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Target Preparing New Strategy for Designer Tie-ins

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TARGET TIE-INS: As the new year unfolds, Target is preparing to unveil a new strategy for its designer hookups. Go International, the program for emerging designers that put Target on the fashion map and reportedly represented more than \$100 million in sales, was discontinued last year. The Minneapolis-based mass retailer next week will unveil the next chapter in its partnership model to the press, and it's said to be quite different from Go International, which was limited to apparel. Several stand-alone collections, however, such as Missoni for Target, extended to categories such as jewelry, accessories, home furnishings, tabletop and even furniture. The new program will reportedly encompass a variety of different departments across the store, from food to clothing to home to pet food.

Target would not divulge details. One of the first mass market retailers to collaborate with designers, Target has taken the genre to a different level, while watching competitors such as H&M and Macy's introduce their own limited time designer collaborations. Go, which launched in 2006, partnered with young fashion stars such as **Richard Chai**, **Thakoon Panichgul** and **Behnaz Sarafpour**. Collections often bowed in pop-up shops, which included an after-hours shopping venue for Zac Posen, a temporary store in the Meatpacking District for Rodarte and an entire Opening Ceremony dedicated to Proenza Schouler — for a limited time, of course.

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