ASME ANTICS/3 BESTSELLERS IN CONTEMPORARY/12

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Women's Wear Daily • The Retailer's Daily Newspaper • May 3, 2007 • $2.00

WWD THURSDAY

Sportswear

Get Up

Welcome back. High-rise jeans are here again, looking chicer than ever this time around. Take, for example, Ksubi's cotton denim version, worn with Eskell's silk blouse. Photographed at Schiller's Liquor Bar. For more, see pages 6 and 7.

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Slimming Down at Jones: Group to Trim Moderate Brand Portfolio

By Vicki M. Young

Jones Apparel Group plans to trim its brand portfolio — and Norton McNaughton and Erika could be among the first to go.

The company, which posted a jump in first-quarter earnings on Wednesday, said it plans to eliminate $300 million in business in the moderate sportswear sector by yearend, but will remain in the category with a limited number of labels that will provide a bigger margin boost to the bottom line.

Management did not disclose which brands would be eliminated, but industry sources said Norton McNaughton and Erika were on the block.

"What's most important for

See **Jones**, *Page* **15**