

DAILY EDITION SEPTEMBER 29, 2025

# WWD

Fashion. Beauty. Business.



**Billie's New Gig**  
Billie Eilish and her brother Finneas O'Connell have joined jewelry brand John Hardy as collaborators.  
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**Craft Central**  
Chanel is putting craftsmanship in the spotlight with its latest Le19M exhibit in Tokyo.  
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**Bader Goes Big**  
Augustinus Bader has opened its largest spa yet at the Hôtel Costes in Paris.  
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## Weaving Her Way

For her debut at Bottega Veneta, Louise Trotter celebrated the brand's signature intrecciato technique; not only for handbags, but capes, coat epaulettes, dresses, shoes and even a newspaper, seen here backstage.  
For more on the Milan weekend, see pages 6 to 12.

PHOTOGRAPH BY ADAM KATZ SINDING

### CEO Talks

## Jamie Salter: Building Up Authentic Brands Group

The founder and chief executive officer of the brand management and entertainment firm expects to transition to executive chairman in around two years.

BY JEAN E. PALMIERI

**Jamie Salter** has come a long way in the past 15 years. The 62-year-old Toronto native started his career in sports marketing and was the cofounder of Ride snowboards in the early 1990s. After that company went public, he and Fanatics' founder and executive chairman Michael Rubin created Global Sports Inc., which eventually became GSI Commerce. Once he exited that business, Salter turned his attention to licensing, cofounding Hilco Consumer Capital. After a difference of opinion with Hilco's majority owner, he partnered with Leonard Green and created Authentic Brands Group.

Today, Authentic has amassed a portfolio that encompasses more than 50 brands including Reebok, Brooks Brothers and Champion that generate annual retail sales of \$32 billion globally. The addition of Guess by early year will bring that number to \$38 billion. But that's not good enough for Salter, whose goal is to reach \$100 billion in sales within the next five years by purchasing brands that have sales of more than \$1 billion with global expansion potential while also expanding his reach in the entertainment and hospitality sectors.

Authentic, which is on track to post 7 percent organic growth from its brands this year, now has headquarters in New York, London and Shanghai and offices in Los Angeles, Miami, Tokyo and South Korea. It counts 1,800 licensing partners globally, and its licensees operate 16,000 stores and 29,000 shops-in-shop around the world.

The group is by far the largest of what is a new wave of brand management companies, which are rewriting the fashion and retail landscape in the U.S. by snapping up brand seemingly every week. While it's a model that first emerged in the U.S. almost 50 years ago, Authentic and the likes of WHP Global, Bluestar and Marquee Brands are now taking it to another level.

Here, Salter talks about his journey, how he's built Authentic and his plans to pass the reins to the newly named president, Matt Maddox, within the next two years.

**WWD: How has the licensing model evolved since you started 15 years ago?**  
**Jamie Salter:** It's dramatically different. When we came into the business, Iconix was really the prize in the industry. It was doing DTR [direct-to-retail] with big

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