

# DNER

WOMEN'S FASHION \$10 WWW.DNRNEWS.COM

MONDAY, APR

## Culture Clash

The New Urban Market Melds Street and Skate with Premium Influences

Plots  
Expa

7 F  
Ma  
Inks  
Store L

Young  
P  
N  
New

### PENNEY'S LAYS OUT RECESSION STRATEGY

BY JEAN E. PALMIERI

**NEW YORK** — J.C. Penney is putting on the brakes.

At its annual analyst meeting here this week, the Texas-based retailer said it has implemented a "bridge" strategy to "navigate" the current downturn until the economy turns around.

Calling the climate sobering and probably the most unpredictable he's seen in his nearly 40-year career, Myron "Mike" Tilman, chairman and CEO of the \$20 billion retailer, told a gathering at the

See PENNEY'S, page 6



# Get Fleeced

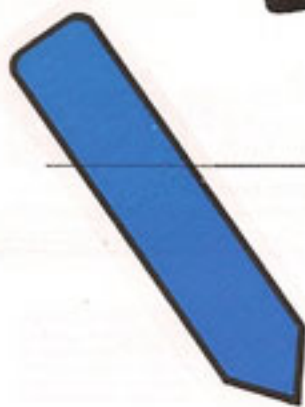
Innovative layering pieces are paramount for evolving young men, and there's nothing more comfortable than a favorite sweatshirt. And digan and guys have the best of both worlds—a fresh silhouette and fabric. "The fleece cardigan is a sophisticated piece interpreted for young men," explains Corey Hayward, president of Gsus USA. "There are so many options around; the fleece [cardigan] is a fresh concept for fall." —JESSE



Gsus  
Sindustries  
cotton iddiamin  
cardigan: \$120



Analog cotton,  
slim-fit Tutor  
cardigan: \$70



Wearfirst  
cotton/poly  
retro baseball  
jacket: \$48



Cabral cotton  
Neve cardigan:  
\$105

