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PHOTO COURTESY OF BLOOMINGDALE'S

BLOOMIE'S NEW LOOK: The newly opened Bloomingdale's at the Glendale Galleria features 48 branded in-store shops, the retailer's signature black-and-white checkerboard floor and a décor that pays homage to Los Angeles' film heritage.

Bloomingdale's Puts Focus on Brands—and Glam—at New Glendale Store

By Andrew Asch Retail Editor

Bloomingdale's opened only one full-line department store in the United States in 2013—in Glendale, Calif.

The store opened Nov. 8 at the **Glendale Galleria** retail center, and the **General Growth Properties**-owned mall also is wrapping up an extensive renovation the same week.

Along with being the newest, the Glendale Galleria Bloomingdale's also holds records. It offers the most shops-in-shop (or separate environments for individual brands) in a single Bloomingdale's department store. It also is one of the smallest in the luxe emporium's fleet of department stores.

With a footprint of 115,000 square feet (most full-line Bloomingdale's are 130,000 square feet or more), the Glendale store will nonetheless strive to offer one of the most diverse arrays of

vendors and branded experiences at a Bloomingdale's.

The store's two levels are lined with 48 shops-in-shop from brands for women's, men's and accessories. It offers grand, enclosed boutiques for heritage brands **Gucci** and **Louis Vuitton**, as well as open-air environments for brands including **Ted Baker**, **Tori Burch**, **John Varvatos**, **Theory**, **Sandro** and Bloomingdale's private-label women's brand **Aqua**.

Like the 36 other full-line Bloomingdale's locations in the United States, the Glendale location features the retailer's signature black-and-white checkerboard floors. But in a move for design independence, the store offers a unique theme. In a nod to Los Angeles' high-marquee film industry, the Glendale Bloomingdale's offers vignettes and displays inspired by film

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Billabong Sells West 49

By Andrew Asch Retail Editor

In a little more than a month after it named a new chief executive officer, the beleaguered parent company of Irvine, Calif.-based **Billabong** announced that it has sold the Canadian chain of stores **West 49 Inc.** to **YM Inc.**, which is headquartered in Toronto.

On Nov. 4, **Billabong International Ltd.** reported that YM is purchasing the West 49 chain for \$8.5 million to \$10.5 million. YM will retain six Billabong stores and two boutiques for Billabong's **Element** brand in Canada. The statement also reported that the two companies will enter into a \$32.4 million non-exclusive wholesale agreement for the next two years.

YM owns popular Canadian retailers **Bluenotes**, **Siblings**,

Sirens, **Stitches**, **Suzy's Inc.** and **Urban Planet**. Billabong acquired the 138 locations of the West 49 chain for \$94.5 million in July 2010. Billabong's initial purchase of West 49 received criticism from some retail analysts because the retailer showed signs of decline during the Great Recession. Billabong's statement said there are currently 92 West 49 stores.

Neil Fiske, the Billabong chief executive officer who joined the company in September, said that "the sale of West 49 is part of our broader strategy of simplifying our business and focusing on the core of what we do best, which is building strong global brands."

In the past 18 months, Billabong, one of the surfing world's most popular brands, has been embroiled in a struggle for control

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Glendale Galleria's Renovation Is a Game Changer

By Andrew Asch Retail Editor

Glendale Galleria is unveiling the most extensive renovation in its 37-year history in Glendale, Calif., on Nov. 8.

A new **Bloomingdale's** opened at the **General Growth Properties**-owned mall on Nov. 8, and there will be 32 new stores that will open around the same time in the mall, which is located some 10 miles north of downtown Los Angeles.

A new 3,200-square-foot **Kitson** is scheduled to open at the Galleria the week of Nov. 15. Other prominent fashion stores will be **BCBGMaxAzria**, **Porsche Design**, **Silver Jeans Co.**, **Vilebrequin**, **Original Penguin** and **Boarders**, as well as a 15,000-square-foot flagship for **Pink**, **Victoria's Secret's** sister brand. There's also a 25,000-square-foot homewares and fixtures retailer, **Pirch**.

Larry Martin, the Glendale Galleria's senior general manager, said that GGP spent in excess of \$100 million in improving the mall, and the construction, which started in April 2012, took more than one year to complete. The renovation started out with basics of new flooring and walling. The mid-1970s-style brick walls were covered by drywall and painted

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TRADE SHOW REPORT

Lazr Footwear Show Returns to Cooper for Third Run

By Alison A. Nieder Executive Editor

A mix of established footwear brands and relative newcomers joined the third edition of the **Lazr** trade show during its Nov. 4-5 run on the top floor of the **Cooper Design Space** in Los Angeles.

In addition to returning exhibitors **Sam Edelman**, **Seychelles**, **BC Footwear** and **Steve Madden**, the show featured several new exhibitors looking to expand their West Coast presence.

Vernon, Calif.-based brand **Kim & Zosi** expanded beyond its initial accessories offerings earlier this year to include footwear. The collection, which bowed at **ENK Vegas** in August, has already been picked up by **Nordstrom** and **Revolve**. Sales representative Patrick Benazera was pleasantly surprised to meet with buyers from **Urban Outfitters** at the show.

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INSIDE

Where fashion gets down to businessSM



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Buhler's Werner Bieri, 60

Textile executive Werner Bieri died on Nov. 2 after a long battle with leukemia. He was 60.

Bieri was the former president and founding chief executive officer of **Buhler Quality Yarns**, the Jefferson, Ga., spinning mill Bieri opened in 1996 for Buhler's parent company, Zurich, Switzerland-based **Hermann Bühler AG**.



Werner Bieri

Bieri got his start with the 201-year-old Swiss spinning mill in 1984. He served as managing director for 11 years before moving to the U.S. to open Buhler Quality Yarns. At the time, Hermann Bühler's U.S. business was growing. The company had been buying Supima cotton from the U.S., shipping it to Switzerland to spin it and then exporting it back to the U.S.

An American mill made economic sense for the business, which over the years has

seen its U.S. business shift from large sheeting companies to knitting mills located in the U.S. and Central and South America. Under Bieri's tenure, the company expanded beyond **Supima** cotton yarn to also spin **MicroModal** and **Supima/MicroModal** blends.

A company statement praised Bieri's accomplishments—and his kind nature: "It is thanks to his tireless commitment and his strategic skills that Buhler Quality Yarns Corp. survived the upheaval of the American textiles industry to become the successful company that it is today. Mr. Bieri will be remembered not only for his work with Buhler but for his leadership in the industry and for the warmth and wisdom he infused in all that he did."

Bieri was an integral part of the international textile community. He served on the executive board of the **National Council of Textile Organizations**, on the boards of **Cotton Council International** and the **National Cotton Council**, and was a member of the spinners committee of the **International Textile Manufacturers Institute**. He also served as a member of the **Cotton Board** from 2001 until his death.

In September, Bieri was named Supima "Man of the Year" at the organization's annual meeting. He was only the seventh person to receive the honor in Supima's 59-year history.

"Werner was a great friend, trusted business associate and an industry innovator,"

said Jeff Elder, vice president of marketing for **J.G. Boswell Co.** "From his humble location in Jefferson, Ga., he grew the Buhler brand to international prominence. Already, condolences have been received from as far as India, Pakistan, Malaysia and Brazil."

Elder and his colleagues at J.G. Boswell were longtime business associates of Bieri. The giant California farm supplies Buhler Quality Yarns with all of its Pima cotton fiber.

"Werner was always full of life and full of passion," Elder continued. "The stress of business and the tiredness that comes from international travel never affected him, which is why it is so hard to comprehend that he is no longer with us. He



Bieri, pictured with his "Supima Man of the Year" award

was a truly unique individual [who] was equally respected by suppliers, customers and competitors. I will miss him greatly as will all his friends at the J.G. Boswell Co. and his good friends throughout the textile world."

Bieri is survived by his wife, Astuti Sari Bieri; daughters Carolina and Cassandra; sisters Heidi Bieri and Marlies Rubin, both of Switzerland; and brother Ernest Bieri of Canada.

In lieu of flowers, the Bieri family requests donations be made to **The Leukemia & Lymphoma Society**, Donor Services, P.O. Box 4072, Pittsfield, MA 01202. To donate online, visit www.lls.org/#/waystohelp/donate.—Alison A. Nieder

Surf-Industry Veteran Lian Murray, 54

Surf-industry pioneer Lian Murray passed away at **Hoag Hospital** in Newport Beach, Calif., Nov. 3 after suffering from a severe asthma attack, according to a statement from her family. She was 54.

Murray was a designer who broadened the horizons of surf fashion. She also was a major player during the heady days of the 1990s surf industry, when the companies that currently dominate the business were expanding their style categories.

During her career, she served as a creative director/vice president of design and merchandising at **Hurley International**, as the head of merchandising and design at **Billabong** as well as the head of design at **Quiksilver**. In 2005, Murray started her own brand, **Aqua VI**, which is headquartered in Costa Mesa, Calif.

While at Hurley, she created the "Velcro-less fly" boardshort, which was later patented by Hurley. She also helped develop new divisions of the company, such as **Hurley Girlie**. Murray said that when she joined Quiksilver in 1989, she was the first designer hired by the company, which until then mostly sold boardshorts and T-shirts. Murray's **LinkedIn** profile stated that she started Quiksilver's **Roxy** and **Quiksilver Saltwater** denim divisions.



Lian Murray

In a 2003 interview with *Transworld*, Murray said that she wanted to change the surf industry when she started in it during the late 1980s. "Surfwear was grungy, and surfers didn't have such a good reputation, but that wasn't how I saw it. All the surfers I knew were cool guys, people who went to college. They're all sorts of different people.

So I saw a need there that could be fulfilled," she said.

Quiksilver Chairman Bob McKnight praised Murray's talent for understanding the market. "We brought her into Quiksilver with no real background in fashion design, no big résumé, not from Orange County," he said. "But she always had that rare ability to foresee and make exactly what young people wanted and looked good in."

Murray is survived by her mother, Elyse Lewin; her two daughters, Taylor and Morgan Murray; brother Jim Lewin; and ex-husband Preston Mur-

ray. Flags were flown at half mast at the headquarters of Hurley in Costa Mesa on Nov. 4. A celebration of Murray's life is scheduled for 11 a.m., Nov. 10, at the L Street Beach in Newport Beach. It was requested that no black be worn for the ceremony.

—Andrew Asch

NEWS

Gap Inc. Names New Head of Global Supply-Chain Division

Gap Inc. has promoted Sonia Syngal as head of the company's global supply-chain division, replacing Colin Funnell, who is retiring.

Syngal takes on her new position immediately while Funnell will be working with the company until next March. She reports directly to Gap Inc. Chairman and Chief Executive Officer Glenn Murphy.

Syngal joined the San Francisco-based company in 2004. She most recently worked as the senior vice president of **Old Navy International**, where she led expansion of the brand in Japan and set the strategies for Old Navy's global growth.

The executive also has had roles at Gap Inc. as vice president of corporate sourcing and as vice president of global production and supply chain. In both positions, she worked for Funnell.

In those jobs, she was instrumental in delivering production and sourcing strategies for Gap Inc.'s **Old Navy**, **Gap** and **Banana Republic**.

Before working at Gap Inc., Syngal spent almost 10 years at **Sun Microsystems**, where she led manufacturing operations, logistics and supply-chain management.

—Deborah Belgum

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Nike Names New VP of Action Sports

Beaverton, Ore.-based athletic footwear and apparel giant **Nike Inc.** named Scott LeClair its new vice president of Action Sports, which oversees the action-sports category and Nike division **Hurley International LLC**.

LeClair, who was promoted from his position as vice president and general manager, Nike Skate and Nike Snow, succeeds Roger Wyett, who is retiring.

Wyett joined Nike in 1994 and has held several positions, including chief executive officer of Hurley and vice president of global apparel and president of the affiliates.

“Roger is a tremendous leader,

and his impact over the years at Nike has been significant,” said Trevor Edwards, president of the Nike Brand. “We wish him all the best in his retirement and want to thank him for all he has done to inspire our teams, driving strong business growth and consumer connections across our portfolio of brands around the world.”

LeClair has been with Nike since 1992 and has headed Nike’s skate and snow business since 2012. His Nike career has taken him from Los Angeles, where he was general manager of Nike’s west territory, to Japan, where he led Nike’s running category and merchandising.—*Alison A. Nieder*

Meehan Joins Volcom as New President of North America Region

Leading boardsports brand **Volcom** has created a new executive position. On Oct. 31, the company announced the appointment of Kevin Meehan as the inaugural president of Volcom’s North America region.

The company, owned by Paris-based fashion company **Kering**, created similar executive positions for its regions in Europe, Australia, Japan and Hong Kong.

In a comment from Volcom Chief Executive Officer Jason Steris, Meehan is a “cross-functional operations professional with 19 years’ experience in action sports, where he has worked in

strategic planning, organizational development, marketing and sales strategy, and business development.” Adding Meehan to the team provides even more firepower to drive the brand, Steris said in a company statement.

Meehan most recently served as general manager at Costa Mesa, Calif.-based **Analog Clothing** and **Gravis Footwear**, where he managed the brands’ global sales, design, product development and marketing, as well as operations, supply chain and logistics. He also served as senior vice president of marketing for **Hurley**.

—*Andrew Asch*

Seafolly Opens First U.S. Store in Newport Beach, Calif.

For its first stand-alone U.S. store, Australian swim brand **Seafolly** headed to the luxe community of Newport Beach, Calif.

The 1,800-square-foot store in **Fashion Island** opened on Oct. 29. This is the 13th stand-alone store for Seafolly, which is carried in more than

800 boutiques in the U.S., Canada, the U.K., Europe, Africa and Asia. **Selfridges, ASOS, Gallery Lafayette, Karstadt, Harrods, Everything**

But Water, Anthropologie, Zappos, Amazon.com and **Nordstrom** are among the major retailers that carry the Seafolly line.

The Newport Beach store carries Seafolly swim separates and its limited-edition swim line in sizes up to an F cup, as well as Seafolly apparel and accessories.

“Orange County is a logical place for us to start to learn the U.S. market,” said Seafolly Chief Executive Officer Anthony Halas in a company statement.—*A.A.N.*



Seafolly Chief Executive Officer Anthony Halas

Billabong *Continued from page 1*

of the Australia-headquartered company. On Nov. 4, Billabong also announced that a \$300 million portion of a \$360 million six-year senior secured term loan was funded on Nov. 1. Proceeds from the \$300 million tranche repaid a \$294 million bridge loan facility from **Altamont Capital Partners**, which is headquartered in Palo Alto, Calif. Altamont was one of the companies vying to control Billabong. With the repayment of the loan, Altamont gave up its two

seats on Billabong’s board.

Jeff Harbaugh, an independent analyst of the action-sports industry, noted that Billabong still has work to do to restore its former position as one of the most successful companies in the action-sports market.

“I’m happy to see it moving forward,” he wrote in a Nov. 4 column on his website, **Jeff Harbaugh’s Market Watch**. “They can restructure and cut expenses till the cows come home, but customers still have to like the brands.” ●

COMING SOON

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November 15

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October Sales Stronger Than Expected

“Sales trends are seemingly back on track,” said economist Michael Niemira regarding business in October.

Some forecasts for the month’s sales were bleak, but an index for **International Council of Shopping Centers**, a leading trade group for shopping centers, showed that U.S. chain-store sales increased 4.1 percent in October compared with the same time in the previous year. It was stronger than expected. October’s performance bodes well for upcoming sales.

“Overall, the monthly gain is encouraging for retailers as we head into the important holiday shopping period. It would appear that

Wall Street analysts often consider selling clothes at full price as a sign of optimum financial health for retailers.

In another sign of good health for the American economy, the **U.S. Department of Commerce** reported Nov. 7 that the country’s real gross domestic product increased 2.8 percent in the third quarter of 2013. In the previous quarter, the growth rate was 2.5 percent.

However, growth of personal income declined during the same period, the Commerce Department said. Real disposable personal income increased 2.5 percent in the third quarter of 2013 after increasing 3.5 percent in the second quarter.

October was a great month for **L Brands**, the parent company of **Victoria’s Secret**. Wall Street analyst Ike Boruchow of **Sterne Agee** said that the 8 percent comp-store-sales increase for L Brands was well above expectations for 2 percent to 3 percent and represented the best performance of the year for the company.

Also on Nov. 7, contemporary retailer **Bebe Stores Inc.** released results for its first quarter of its fiscal 2014 year. Net sales were \$114.1 million,

which represented a decline of 2.6 percent from \$117.1 million from the same time in the previous year. Same-store sales declined 2.8 percent. There was a same-store-sales decline of 8.7 percent in the same time in the previous year and a decline of 7.1 percent in same-store sales in the fourth quarter of fiscal 2013.

A Bebe statement said there had been an increase in store traffic in the quarter that had just ended. “Fiscal first-quarter 2014 marks the beginning of our turnaround journey,” said Steve Birkhold, Bebe’s chief executive officer.—*Andrew Asch*

August Retail Sales

	\$ Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$86.60	+2.8%	+2.6%
Gap	\$1,290.00	+6.0%	+4.0%
L Brands Inc.	\$680.50	+11.0%	+8.0%
Stein Mart	\$95.00	+6.9%	+5.4%
Zumiez	\$46.30	+10.4%	+1.2%

Information from company reports

the consumer has come back, just at the right time,” Niemira added.

Other Wall Street analysts agreed October’s retail sales results exceeded expectations. Adrienne Tennant of **Janney Capital Markets** credited increased sales at fashion retailers to the weather turning from warm to more-brisk, fall-like temperatures across much of the United States.

However, October’s gains were not entirely strong. In a Nov. 7 research note, Tennant wrote that improved comps might have been built on promotions and big discounts at retail-

USA-ITA Changes Its Name After 25 Years

When the **U.S. Association of Importers of Textiles & Apparel** was launched in 1989, the United States had only one free-trade agreement and apparel was made mostly in this country.

But with trade barriers falling and 14 free-trade agreements now in effect between the United States and other countries and regions, the USA-ITA decided to rebrand itself as the **United States Fashion Industry Association**.

The new name and new logo will reflect the group’s wider mission of lobbying Congress on international trade policy issues. “Our first conference 25 years ago was at the **World Trade Center**, and it was about [apparel and textile] quotas. It was a different world then than it is today,” said Julie Hughes, the group’s president. “When we started interviewing our members about the group’s strengths and weaknesses in updating our logo, they said, ‘Why not update our name? We do so much more now.’”

Members are no longer just importers but exporters, or their products are made over-

seas and directly sent to Asia and Europe for sale. The industry has become more global.

The USFIA—which consists of about 200 manufacturers, apparel and textile importers and retailers—is also dedicated to the removal of barriers that impede the free movement of textile and apparel products to the United States and international markets.

Hughes said she and members will push for liberal rules of origin in the Trans-Pacific Partnership, a free-trade accord being negotiated between the United States and 11 other countries.

Currently, the Office of the U.S. Trade Representative is urging that the free-trade pact stick with a yarn-forward provision when it comes to making clothes that qualify for duty-free access.

Chairing the USFIA’s board of directors is Maureen Gray, vice president of international trade at **Ralph Lauren Corp.** The vice chair of the board is John Clark, vice president of **Michar**, a design, apparel sourcing and distribution company based in Los Angeles.—*Deborah Belgum*

Calendar

Nov. 8

Black & Blues Ball, honoring Kevin Sullivan of Wells Fargo and Frank Kaufman of Moss Adams
The Grove of Anaheim
Anaheim, Calif.

Nov. 12

CALA
The Expo Building
Denver
Through Nov. 13

“How to Land Appointments With Buyers in Today’s Retail Environment” webinar, presented by Fashion Business Inc.
online

Nov. 14

Splendid/Ella Moss Sample Sale
Cooper Design Space
Los Angeles

Through Nov. 16

Nov. 19

“Tracing Social Responsibility and Compliance Across Your Supply Chain” webinar, presented by TEXbase
online

Nov. 21

“EDI and Large Retailers: A Newbie’s Guide” webinar, presented by Fashion Business Inc.
online

Nov. 24

DG Expo
San Francisco Hilton
San Francisco
Through Nov. 25

Dec. 7

Line and Dot Winter Sample Sale

2807 S. Santa Fe Ave.
Vernon, Calif.

Dec. 11

66th annual children’s holiday party, presented by TALA and CFF and honoring Hal Kaltman
Cooper Design Space, penthouse
Los Angeles

Dec. 13

“Visit Designer’s Couture Studio—Drape to Create With Hanna Hartnell”
1515 Fourth St.
Santa Monica, Calif.

There’s more
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/calendar.

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event’s name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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Ström: Model Turned Designer Launches New Denim Line

For nearly 20 years, Erika Stromqvist modeled clothing for some of the world's most famous designers—from Karl Lagerfeld and Calvin Klein to Alexander McQueen and Marc Jacobs.

But during all those years, the Swedish model, who was discovered at the age of 17, scrutinized the fashions she was wearing and watched how the designers created and fitted their clothes.

"When I first went to Paris, I was picked up by Nicolas Ghesquiere of **Balenciaga**," recalled the 5-foot 9-inch model, who lived for 14 years in New York before moving to Los Angeles. "He was a new designer, and I was a new model. He would put me on the runway in his jeans. I really paid attention to the way he did things. And I watched the seamstresses. I learned everything from concept to the creation of the actual garment."

With that wealth of design information in her head, she set out to pursue her passion of creating a clean and simple denim line that appealed to her Scandinavian roots.

This year, she launched **Ström**, a Los Angeles brand that conveys an effortless chic with a classic appeal. She showed her first collection, for Fall 2014, at the **Coterie** trade show earlier this year in New York. It was immediately picked up by several high-end stores.

One of those is **Heist Boutique** on Abbot Kinney Boulevard in the Los Angeles suburb of Venice. It is already on its second reorder of the brand. "We sold out the first time we carried it," said salesperson Nicole Briggs. "It is a basic jean that doesn't buckle in the leg. It is nice and clean and straight."

Ron Herman in Los Angeles is another retailer as is **Isetan** in Japan.

Stromqvist said her Scandinavian roots guided her to cre-

ate a denim line that was streamlined and concentrated on fit and high-quality fabrics. "My jeans don't have a lot of bells and whistles. It is part of that Scandy chic movement," she said. "Everything from the fabric to the trims are super premium. The fabrics are from Italy, Japan and America. For

jeans and capris. Skinny jeans have been the strongest seller so far, she said.

With production in Los Angeles, that means retail price points are higher—at \$174 to \$364.

Tops are also part of the equation. For the Spring/Summer 2014 collection, the model turned designer included six tops and one denim dress. "I find it interesting to take denim and use it in new ways," she said. "For Spring I did some denim ponchos and skorts and white denim. I also used some beautiful chambray shirting and did a selvedge vest and selvedge dress."

Retail price points for tops range from \$250 to \$3,000.

Stromqvist first gained an interest in clothes while growing up on a farm in northern Sweden, where her parents raised goats, chickens, sheep and horses. At the age of 11, she started taking apart the hand-me-down clothes from her older sisters and reworking them to her taste and size. "This I did for years and years, and I did that with my jeans when I was modeling," she said. "All my girlfriends would ask, 'Where did you get those jeans?'"

In her new company, Stromqvist is the creative director while her husband, Matthew Fisher, is the chief executive officer. Before joining Ström, Fisher worked with a private-equity company on the East Coast and in the music and entertainment industries in Los Angeles.

He said the company's goal is to grow steadily and give the consumer time to find out who they are. "We want to build something that is lasting and has integrity," he said. "We are really focused on bottoms, and jeans are really Erika's obsession. But this will be a collection brand."

—Deborah Belgium



Erika Stromqvist



CLEAN LOOK: Ström goes for well-fitted jeans in various silhouettes. She is also doing denim tops.



a year and a half I searched for the trims. The buttons and the rivets are hand-polished, and nothing on the jeans contains nickel because many people are allergic to nickel. I'm allergic to nickel."

The jeans come in 11 silhouettes. There is everything from jeans with a skinny, cigarette or flair shape to boyfriend

TRADE SHOW REPORT

Lazr *Continued from page 1*

"The product is fun, bright colorful," Benazera said. "Girls are connecting with the Kim & Zosi lifestyle—with what [designers Kim Ben Shimon and Zozi Asher] represent. The collection includes washed canvas sneakers in low- and high-top styles, embellished with bright trim, embroidery, distressed prints and studs. There are a few luxe styles as well, including a gold-flecked Italian leather high top with gold studs spelling "K & Z" on the back.

Made in Vietnam, the shoes have elevated footbeds and terry linings. Benazera said a hot seller is a camouflage and gold-studded high-top. "It's selling like crazy," he said. "You can call it military chic."

The newest additions to the collection are the sandals with beading, bright cording and studs.

This was also the first time at Lazr for Mary Rose, whose company, **M.J. Rose Associates** in Greenwich, Conn., represents **All Black** shoes in the Americas. The brand has been in the U.S. since 2006 and is designed and produced in Taiwan. All Black is carried in Southern California at **Vamp Shoes & Accessories** in Hollywood, **Lush Shoes** in Studio City and on Melrose, the **4th Base-ment Shoe Boutique** in Rancho Palos Verdes, **Camille DePredini** in South Pasadena, **Details** in Hermosa Beach, and **Habit** footwear in the Brentwood neighbor-



Skora

hood of Los Angeles. Nationally, the collection is carried at **Anthropologie**, **Urban Outfitters**, **Amazon.com** and 300 boutiques, Rose said.

All Black also sells well in Northern California boutiques. Rose said he was at Lazr looking to expand his customer base in Southern California.

"I go to Vegas and do a lot of business, and there are so many shows in New York," he said. "I have very good business in San Francisco. The Southern California people don't venture out. Traffic here is not as good as it should be."

The concept behind the All Black collection is classic men's styles updated for women.

"They take the good parts of men's footwear and make it feminine," Rose said.

The brand just launched a men's collection as well, which is already in 30 boutiques across the country, Rose said, adding—"but nowhere in LA yet."

Portland, Ore.-based fitness brand **Skora** was at the show with its line of men's and women's running shoes.

"It started as performance running, and it morphed into a fitness lifestyle brand," said sales representative David Wellman. "We don't look like any other athletic shoe out there."

Skora shoes are ultra lightweight—most



Kim & Zosi

are about 8 ounces—and feature bright colors and asymmetrical lacing. Nordstrom carries the men's styles, and **Zappos** has picked up the line for spring, Wellman said.

Another new brand showing was **Dimmi**, the newest collection by the 110-year-old **Consolidated Shoe Co.** in Lynchburg, Va. Dimmi means "tell me" in Italian, and 100 percent of the sales of the shoes are donated to charity.

The family-owned company was looking for an opportunity to support philanthropic organizations. "The family said, 'What can we do to give back?'" said sales representative Mike Berkis. "They said, 'We've been fortunate; why not give 100 percent?'"

Proceeds of the sale of Dimmi shoes are currently being given to ALS charities, and the



Dimmi



All Black

company plans to expand its support to other causes. The shoes are made in China, but the company is looking to launch two U.S.-made styles soon, Berkis said.

Lazr organizer John Ruffo was pleased with the quality of retailers shopping the show. In addition to Urban Outfitters, buyers from **LF Stores** and **Tilted Sole** attended. "And they left paper," Ruffo said. "Those are the kind of bellwether boutiques shopping the show." ●

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NEWS

Bloomingtondale's *Continued from page 1*

history.

The store features an installation of gowns worn in famous films, including Elizabeth Taylor's dress in the 1956 film "Giant." There also are posters from decades-old films on loan from **Warner Bros.**, said Jack Hruska,

owned by **Simon Malls**.

Bloomingtondale's is owned by **Macy's Inc.** Terry J. Lundgren, Macy's Inc. chairman, president and chief executive officer, said Bloomingtondale's future is being charted in cyberspace and internationally.

"Bloomingtondale's has been pursuing multi-dimensional growth opportunities," Lundgren said. "These include strategic omni-channel integration of 37 Bloomingtondale's stores, Bloomingtondales.com and related mobile applications to serve the rapidly evolving nature of consumer demand. In addition, Bloomingtondale's initiated an international store presence in Dubai in 2010; international shipping to more than 100 countries, beginning in 2011; and a Bloom-



GALLERIA BLOOMINGTONDALE'S: The exterior of Bloomingtondale's at Glendale Galleria

ingtondale's Outlet store strategy, which now includes 13 locations across the U.S. opened over three years."

A Bloomingtondale's Outlet store was opened in Rosemont, Ill., this year.

The newest Bloomingtondale's also focuses on new retail technology. The shoe department offers tablets with which shoppers can search specific footwear in their size. The tablets also will offer lookbooks and mobile checkouts. Some of the Glendale Bloomingtondale's fitting rooms feature different lighting options, from face lighting that can be dimmed or brightened to back lighting. As part of a new omni-channel service, consumers can order items online at www.bloomingtondales.com and pick the items up at the Glendale store. There's also a temporary installation of a bank of nine plasma screens on the store's second floor, which displays a calendar of events going on at Bloomingtondale's.

ingtondale's Outlet store strategy, which now includes 13 locations across the U.S. opened over three years."



BRAND SHOP: One of the shop-in-shops at the Glendale Galleria Bloomingtondale's is a Gucci boutique.

The first floor of the Glendale Bloomingtondale's hosts the Gucci and Louis Vuitton shops, the cosmetics department, fashion jewelry, sunglasses, and the men's department. There is no separate shop for suiting in the men's department, which is a unique feature in the store. Rather, the branded environments display the entire range of their looks—from casual to suiting—altogether in one shop-in-shop. The men's department also features a beauty and skin-care salon for men.



SPEAK FASHION?: A display at the Bloomingtondale's in Glendale Galleria featuring the slogan "We Speak Fashion"

The second floor provides the real estate for women's fashions, a woman's denim wall, a department of designer clothes for children, an 8,500-square-foot department for shoes and a studio-services section, where clothing is made available for film productions.



BLOOMIE'S GREETINGS: Jack Hruska, Bloomingtondale's executive vice president of creative services, at a press day for the Glendale Galleria Bloomingtondale's

The opening of the Glendale store follows an announcement of a new chief executive officer at Bloomingtondale's. On Oct. 30, Tony Spring was named the new chairman and chief executive officer of Bloomingtondale's. He will start his new job in February and succeed Mike Gould, who has served as Bloomingtondale's chairman and chief executive officer since 1991. Spring had served as Bloomingtondale's president. A replacement for his job will be announced next year.

During a Nov. 5 tour of the new store, Brooke Jaffe, Bloomingtondale's fashion director of women's ready-to-wear, gave a fashion presentation of some of the women's styles available in the new store. One of the most popular styles is fashion activewear. "It's California," she said of the trend of wearing fashionable and stylish gym and yoga clothes." But it's becoming a bicoastal trend." ●

Bloomingtondale's will open one new store annually for the next few years, Hruska said. In the Los Angeles area, the company is scheduled to renovate portions of the Bloomingtondale's in the **Beverly Center** mall in mid-2014. Also in 2014, in Palo Alto, Calif., Bloomingtondale's will completely rebuild its store at the **Stanford Shopping Center**,

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Glendale Galleria *Continued from page 1*

white, which considerably brightened up what had been a shadowy mall. There is also new lighting in the retail center, which includes a big chandelier in the **Macy's** Court.

There are several new elevators and escalators on the property. The elevator in the **JC Penney** Court could be a big attraction. It is made out of glass and is 60 by 40 feet and features an LED display screen that will show messages on mall events.

A centerpiece of the renovation is the Central Plaza area, which is located across the street from neighboring mall **The Americana at Brand**. The façade of the Central Plaza is lined with black marble and features a new fountain. There's a glass entrance to the mall in the Central Plaza, which showcases a sign bearing the new logo of the mall, which is the



NEW LOOKS: The Glendale Galleria revamped everything from flooring to lighting for its renovation.

letter "G." Adjacent to the plaza are brass letters that are over 9 feet tall and spell out "Glendale Galleria." There is a new food court and a children's play area at the 1.5 million-square-foot mall. The project's architects were **ELS Architecture and Urban Design** of Berkeley, Calif., and **Kevin Kennon Architects** of New York City.

The Glendale Galleria's new look represents a change in character for the city. In the early 20th century, it was considered the dull,

I lived in Silver Lake, I'd go to Glendale three times a week."

The city also draws consumer traffic from the well-to-do neighborhoods of Sherman Oaks, La Cañada Flintridge and Burbank, which is the address for corporate offices for **Walt Disney Studios** and **Warner Bros.**, said Lynne Sperling, a frequent Glendale visitor and owner of **LS Consulting & Management**, a retail and manufacturing consultancy. "It's a hub of business and residential," she said of Glendale.

But the area's mix of retail had grown old in the past 15 years. The city of Glendale embarked on a renovation campaign. Open-air lifestyle center **The Americana at Brand** opened in 2008. Mall owner, developer and manager **Caruso Affiliated** brought stores such as **Tiffany & Co.** and **Barneys New York Co-op** and high-profile fast-fashion retailers such as **Forever 21** and **H&M** to Glendale.

Major retail shuffle

In 2011, Caruso Affiliated's Rick Caruso purchased the land under what was the former **Nordstrom** at the Glendale Galleria. In a unique deal, he announced plans to relocate Nordstrom to the Americana. After the purchase, Caruso sent GGP a letter criticizing the Galleria and pitching that they must work together to revamp it. In a 2011 conference call, GGP Chief Executive Sandeep Mathrani blamed the loss of the Nordstrom on GGP's Chapter 11 bankruptcy, from which the company emerged in November 2010. During that time, GGP promised to spend more than \$1 billion to upgrade its properties across the United States.

Since then, Nordstrom opened at the Americana in September. The 140,000-square-foot former space at the Galleria remains vacant. Liz Jaeger, a spokesperson for Caruso Affiliated, declined to comment on the property.

For the Galleria's new tenants, it was the renovation that convinced them to move. **Silver Jeans Co.** recently opened a boutique near the Galleria's new Bloomingdale's. The company is headquartered in Winnipeg, Canada, with creative and business offices in Southern California. Michael Silver, Silver's chief executive officer, said the loss of the Nordstrom created a void at the Galleria. "It created a void of mid-tier luxury," he said. "Now they brought it back. ... Bloomingdale's is a great anchor store for them. It elevates the whole mall in terms of its viability." GGP's investment in the Galleria and the caliber of the stores at the mall sealed the deal for Silver Jeans. Other Galleria anchors are **Macy's**, **Target** and **JCPenney**.

The Galleria renovation also marks a return to Glendale for prominent retailer **Kitson**. It was one of the first stores to open at the Americana, but it left after a year because shoppers drastically curtailed spending during the Great Recession, said Fraser Ross, Kitson's founder.

Ross agreed that Glendale has changed into a retail center. He also saw a niche for Kitson. "There were a lot of chain stores, not a lot of specialty stores," he said. "Department stores can't carry a lot of stuff that we can carry." Ross described some of his merchandise as "controversial items in demand," such as **BLTEE by Brian Lichtenberg**—brand T-shirts displaying the names of popular prescription drugs such as Vicodin.

The next month will be a time of great expansion for Kitson. It will open three stores, one in San Diego, one at the Tom Bradley International Terminal at **Los Angeles International Airport**, and one in Portland, Ore. ●



UNDER CONSTRUCTION: The Glendale Galleria's renovation officially debuts on Nov. 8, but retailers were working to finish their new Galleria stores before the debut.



NEW STORE: Silver Jeans Co. is one of the new stores that opened at the Galleria. It held a debut party, pictured above, on Nov. 5.

middle-brow neighbor to the genteel town of Pasadena. (Glendale's reputation was a source of considerable dialog and turmoil in the 1941 James M. Cain book "Mildred Pierce" as well as the 1945 Joan Crawford film of the novel.)

But over more than the past five years, the suburban town blossomed into a center for retail. A Glendale resident since 2008, Kelsi Smith produces the **Los Angeles Fashion Council** runway shows during LA Fashion Week and runs media company **Stylesmith**. "I've lived here for five years; it's changed a lot," she said. Wealthy people living on Los Angeles' Eastside neighborhoods of Silver Lake, Los Feliz and Echo Park typically visit Glendale when they want to shop in high-marquee-name boutiques rather than the independent boutiques of Los Angeles' Eastside. "If you live on the Eastside, [Glendale] is your shopping center. There is nothing closer. When

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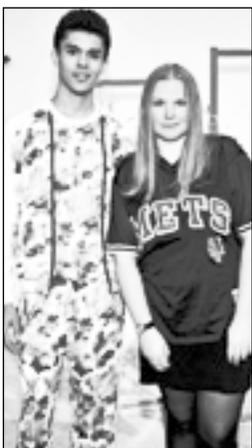
British Designers Return to LA to Show at London Show Rooms

The **British Fashion Council** returned to Los Angeles with a nine-designer lineup at the third-annual **London Show Rooms** event, held Nov. 6 at the **Ace Gallery** in Beverly Hills.

Among the womenswear designers showing were David Koma, Todd Lynn, Jonathan William Anderson of **J.W. Anderson**, Marta Marques and Paulo Almeida of **Marques' Almeida**, and Cozette McCreery, who designs **Sister by Sibling** with Joe Bates and Sid Bryan. Menswear designers included Astrid Andersen, Lee Roach, Nasir Mazhar and Shaun Samson.

An opening-night party on Nov. 6 drew celebrities and fashion fans, including actors Christa B. Allen, Gabriel Mann, Olga Kurylenko, Lydia Hearst and Maddie Hasson.—*Alison A. Nieder*

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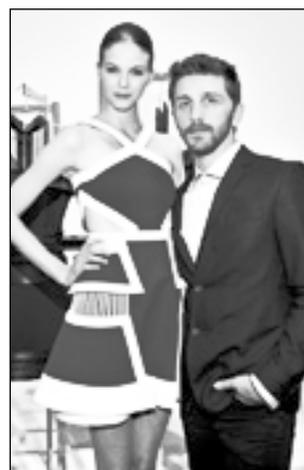
Designer Astrid Andersen, right, and model wearing Astrid Andersen



Marques'Almeida designers Marta Marques and Pablo Almeida with model (center) wearing Marques'Almeida



Designer Nasir Mazhar and model wearing Nasir Mazhar



Designer David Koma, right, and model wearing David Koma



Sister by Sibling designer Cozette McCreery and model wearing Sister by Sibling



"Revenge" actress Christa B. Allen, wearing David Koma, and actress/model Lydia Hearst, wearing Sister by Sibling



Designer Shaun Samson, right, and model wearing Shaun Samson

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Seeking Design Asst to work in our Denim Division. Must be motivated, organized, and detailed-orientated. The right person must be able to write spec sheets, work w/ trim vendors, wash, screenprinters, patternmakers, sewers, and denim exp. a plus. Must possess excellent communication skills, will be working closely with designer, sales reps., and Production. Min. 1 yr recent exp.

Design Room Asst

Must be detailed-orientated, very organized, and able to work in a fast paced design room. The right person must possess a keen eye. Excellent communication skills a must. Min. 1 yrs recent exp in the fashion industry.

PRINT GRAPHIC DESIGNER

Print, Screen & Sublimation Design. Proficient in Photoshop and Illustrator. Be able to create prints, index, recolor and put into repeat. Some presentation boards, including flat sketches. Preferably Junior and/or Contemporary exp.

DENIM PRODUCTION PATTERNMAKER

Must possess strong skills with denim bottoms. exp. with Gerber PDS 8.5 a must. Min 3 yrs exp. Knowledge of shrinkage, fittings, and garment construction. Only applicants with Gerber exp. will be given Gerber PDS skill exam.

We offer great working atmosphere, competitive benefit package. Qualified exp. candidates fax resumes to: 626-934-5201 or email to: rvasquez@swatfame.com



SALES REPRESENTATIVE

Salesperson with trim sales experience

Must have current trim experience and customer base! Open to areas Orange County, San Diego, LA County.

10 percent commission.

Be Strong and work for the best!

Send resume to
Info @revgrp.com

Jobs Available

SALES ASSISTANT

Well est. MFG is seeking an organized, self-motivated, and up-beat person to support our children's sales team. Must have exp. handling administrative details with Major Department stores, working with product, and be comfortable dealing with buyers. Knowledge of Adobe Illustrator is necessary. Responsibilities will also include showing the line and building sales to specialty stores.

Please fax resumes

ATT: Sales Asst position to 213-745-4792
or EMAIL: DRESS.SALES@HOTMAIL.COM

CUSTOMER SERVICE REP

Dynamic contemporary knitwear company based in Santa Monica, is looking for a full-time customer service rep to assist in all facets of operations, including order entry, customer support, invoicing and returns processing. Ideal candidate should be an energetic, team player, ready for a challenging experience with an amazing company! Experience with AIMS and Excel a big plus. Email resume to Jaci@360sweater.com

MERCHANDISER, PRODUCTION & DESIGN

Well established L.A. based missy apparel manufacturer seeks detailed and motivated persons for the following positions:

1. Merchandiser - min. 5 yrs. experience
2. Production Assistant - min. 2 yrs. experience.
3. Designer Assistant - min. 1 yr. experience.

Fax or email resume & salary history to:
323-277-3227, Attn: Kris or
email: hrapparel@gmail.com

Textile Merchandiser

Los Angeles based textile company seeks energetic individual with prior experience as head merchandiser. Candidate must have knowledge of knit and woven fabrics, color forecast and trend forecast. Candidate will be in direct contact with mills to merchandise the line in fall, winter, spring and summer. Please email resume to resume@alliancetextiles.net. Salary to be determined.

BELLA DAHL MARKETING COORDINATOR

Brand Building, E-Commerce Strategy, Website
Online Promotions, Web & Print Advertising, Social Media
E-Mail: hr@belladahl.com

BELT & BRACELET DESIGNER

Experienced, innovative trim factory out of China with showroom and warehouse in LA looking to add energetic and experienced belt & bracelet designer to its global team. Be part of our global trim solutions. Please email resume to: j.reyes@trimnetworks.com or ae@trimnetworks.com

MARKING/GRADING

Growing manufacture is seeking marking/grading individual with min. exp. 5+yrs. Must have knowledge of both grading & marking under Gerber System. Need to be able to work in fast pace company.

Email resume to: Elsa@secretcharm.com

Jobs Available

SHIPPING MANAGER

Experienced, strong & well organized individuals. Candidates must have extensive knowledge in dept store shipping & logistics mostly the accounts of Macys, Target, Kohls and Nordstrom. Must be a hard-worker, hands on leader and have the ability to work in a fast paced multi task environment, computer literate, team player and have a good written and verbal communication skills. Please email your resume to: hr.msprc@gmail.com

WEST COAST RETAIL COORDINATOR

Three Dots is looking for a West Coast Retail Coordinator. This candidate will drive retail sales in assigned territory & increase Three Dots' exposure in stores. Will merchandise selling floors to meet comp standards, identify & execute strategies for increasing sales & exposure in stores, & will be responsible for store events & product knowledge seminars.

Please submit resume and salary history to
resumes@threedots.net or Fax: 714-698-1365



FIRST PATTERNMAKER

PAD system trained with knowledge of T-shirts & Fashion Tops. Knits, woven, cotton jersey, novelty knits, etc. Juniors, Active Wear, Missy, & Girls 7-14. Private Label & Branded accounts. Use of Illustrator. Strong communicator, urgency-minded, report work progress, & meet deadlines. Min 2 yrs exp. We offer great benefits. Send resumes to: tlamanain@selfesteemclothing.com

SENIOR PATTERNMAKER

Major San Fernando Valley apparel manufacturer has an immediate need for a senior level Patternmaker.

Job Responsibilities

- Creating first through production patterns
- Participating in fittings and making corrections
- Measuring garments to specifications
- Completing detailed pattern cards
- Working directly with Designer
- Communicating fit results
- Maintaining a reference book
- Making sure that patterns follow standard garment specs
- Measuring and submitting all sew-by samples to factories

Job Requirements

- Minimum ten years experience with woven styles
- Computer patternmaking experience
- Ability to adjust patterns from fittings
- Thorough knowledge of garment construction
- Excellent communication skills
- Computer skills including MS Office and Excel
- Knowledge of Optitex a plus

We offer competitive salary and benefits, opportunity to grow, & a friendly & creative professional environment. Email your resume to: apparelfashions@gmail.com

Phone now for Classified advertising information:

Jeffery 213-627-3737 Ext. 280

classifieds@apparelnews.net jeffery@apparelnews.net

Jobs Available

GARMENT Manufacturing company in Los Angeles is looking for the following positions:

Accounting Clerk

-Entry level position for Accounts Payable

- Fast learner, detail oriented and can work well under pressure

- Will follow up and get approvals to pay invoices

- Will contact creditors with concerns about bills.

- Knowledge in Excel and any accounting programs

Production Assistant

- Entry level position for administrative and clerical support

- Issue, maintain, and file purchase orders

- Cut swatches and punch fabric

- Assist Production Coordinators in updating production WIP and development logs.

- Prepare reports & analytical documents for management review

- Must have a good attitude, be a self starter & team player.

- Detail oriented and can multi-task

- Work well under pressure

- Bilingual in Chinese a plus

Please send your resume to vitae101@gmail.com

Import Production Assistant

Jr. manufacturer seeks import production asst. Must be detailed oriented and organized. Tech packs, coordinate fits, lab dips, cad work and have garment specification and measurement knowledge. Must know Mac system. E mail resume to rick@epochapparelgrp.com

PRODUCTION ASSISTANT

Min. 5 years experience

* Purchase Fabric and Trim

* Test Production Fabric (shrinkage)

* Create cutting tickets

* Send out trim to dye

* Follow up markers and patterns

* Maintain seasonal inventory

Email resume to: HR@ddaholdings.com

PRODUCTION SAMPLE SEWER

Stretchy novelty fabrics, lingerie styles, also lined jackets, Jr. knit tops. Must speak & comprehend English. Call 323-260+7308 ext. 243 or email drew@killcity.net

Production Manager

Production Mgr needed for domestic women's apparel company specializing dresses, swimwear & separates. 3-5 years experience as Prod. Coordinator or Manager required. Must have exceptional multi-tasking & communication skills. Must be computer literate & report savvy. Company offers health benefits & retirement. Bilingual English/Spanish a plus. Send resumes to laprodmg@gmail.com

Sales Representative

LA based multi-line showroom seeking sales rep for Dallas location. Minimum 2-3 yrs experience in wholesale, road travel, shows. Must have established relationship with specialty boutiques in the Southwest region; be self-motivated, organized, proactive. Resume to-heidi@wbcshowroom.com.

Jobs Available

s a n c t u a r y
C L O T H I N G

SENIOR TECHNICAL DESIGNER/BOTTOMS

5+ yrs. experience in the fashion industry and in the technical area responsible in creating complete technical packs from pre-development stage to end production in full cycle. Must have denim and non denim washed and fashion bottoms experience. Familiar with specs and fitting interpretations. Sit in fittings with designer. Communicate overall fit comments/approvals to oversea factories. Proficient with Illustrator, Photoshop, Word and Excel. Patternmaking knowledge a plus.

Email resume along with salary requirement to:
rosemary@sanctuaryclothing.com



URBN: Pattern & Production Supervisor (Free People, Anthropologie, Urban Outfitters)

The Pattern and Production Supervisor will build and maintain factory and mill partnerships in the Los Angeles market, ensuring that URBN brand specifications are met. Category focus will be knits and wovens but will expand over time.

- Extensive knowledge of garment engineering, sewing, pattern making, domestic LA based mills and factories required.

- Seven plus (7+) years of progressive experience in the apparel industry is a must.

< Send resume and cover letter to LMacSorley@urbn.com >

IN HOUSE QC

Strong leader to run 4-6 person team.

Sewing/Construction knowledge a must.

Must speak, read write English.

email drew@killcity.net

B. Bronson Sales Assistant

Seeking a full time Sales Assistant.

Must have leadership qualities & be a self-starter. Must have fluency in Photoshop, MS Word, & Excel. Exp. is required. Email resume with salary history to: sales@bbronson.com

SALES REP WANTED!

Must be currently selling with

MACY, NORDSTROM or URBAN OUTFITTERS.

Ask for Bill Kim 323-846-1400, 714-292-5244 cell

bill@doublezerousa.com

SALES STAFF

Experienced, innovative trim factory out of China with showroom and warehouse in LA looking to add energetic and experienced sales staff to its global team. Be part of our global trim solutions. Please email resume to: j.reyes@trimnetworks.com or ae@trimnetworks.com

SPEC WRITER/TECHNICAL DESIGNER

Need a spec writer/technical designer with min. 5 yrs exp. Must have good knowledge of construction of both knits & woven for dresses. Should be very detail oriented.

Can work well under pressure.

Email resume to: mai@secretcharm.com

Jobs Available

TECHNICAL DESIGNER

3-5 yrs. Exp. Person will be working with design and production team. Must have advanced knowledge of garment construction to produce flat sketches with call outs in Adobe Illustrator. You will create tech specs and detail sheets for all styles adopted and also assist in spec-ing TOP samples when necessary. You must be extremely organized, able to work in a fast paced multiple brand business. Illustrator and photo shop a must.

Fax resume to HR at 323-973-1502 or
email denim12@verizon.net

Jobs Wanted

35+ Yrs Exp 1st thru Production Pattern, Sample, fitting, consultation.

ALL AREAS: Wo/Menswear, Lingerie, Swim & Sportswear, Toddler, Kids, Jr, Special Occasion. Sketches available.
Christine 213-627-9191

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Parking Available - Good Freight.

Call 213-627-3754

Design Patternmaker Garment Lofts

300 sq ft - 1,000 sq ft.

Call 213-627-3755

SPACE FOR LEASE

* In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District.

* Industrial, retail and office space also available throughout the San Fernando Valley.

* Retail and office space also available just south of Downtown.

213-626-5321 or email info@anjac.net

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