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Loyola Law School Carves Out a Program for Fashion Law

By Deborah Belgum Senior Editor

Law schools in the West have specialties in entertainment law, sports law and biotech law, but it is rare to find a school that has a concentration of classes devoted to fashion law.

That is changing. Next year, **Loyola Law School** in downtown Los Angeles is introducing a concentration of fashion law classes that will give attorneys a focused education on the legal matters faced every day by the hundreds of fashion companies located in Southern California.

This makes Loyola Law School the second law school in the country with a fashion law program that is more than just one or two fashion law or trademark classes. **Fordham Law School** in New York City was the first in the nation, opening its **Fashion Law Institute** in 2010 with six fashion law classes and a fashion law boot camp.

The **Fashion Law Project**, as the Loyola program is being

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Lucky Brand Jeans Sold to Los Angeles Private-Equity Firm

By Deborah Belgum Senior Editor

Fifth & Pacific Companies, which used to be known as **Liz Claiborne Inc.**, has agreed to sell **Lucky Brand Jeans** for \$225 million to **Leonard Green Partners**, a Los Angeles private-equity company. The deal should close in early 2014.

The transaction, announced Dec. 10 and approved by the board of directors on Dec. 8, involves a \$140 million cash payment and \$85 million in a three-year seller note that carries \$8-million-a-year interest plus another \$417,000-a-month interest for a maximum payment upon maturity of \$100 million. The note can be paid off at any time.

The \$225 million purchase price is equivalent to seven times Lucky Brand's earnings before interest, taxes, depreciation and amortization, also known as EBITDA.

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2013 NEWSMAKERS

This was a big year for bold retail statements, new—and, sometimes, surprising—partnerships, new leaders, pioneering up-and-comers, and sage advice from industry experts. The editors of *California Apparel News* take a look at the big news and the newsmakers of 2013. Coverage begins on page 6.

TheSeventhLetter Flagship Opens; One Partner Is Agenda's Aaron Levant

With more than 1,000 people waiting in line to get inside the flagship store and art gallery of **TheSeventhLetter** at 346 N. Fairfax Ave. in Los Angeles on Dec. 7, the debut looked more like a movie premiere.

The night also was the first foray into retail by Agenda trade show founder Aaron Levant. Agenda operates three trade shows devoted to streetwear, action sports and fashion, which run biannually in Long Beach, Calif.; New York; and Las Vegas. The Long Beach show is considered the dominant streetwear and action-sports trade show on the West Coast.

Agenda is a dominant trade show for streetwear and action sports, said Sarah Owen, an editor for trend-forecasting group **WGSN**, based in New York City. "From the buying perspective, it's one you can't miss from if you're in the game," Owen said

There are no plans in the near future to build more **TheSeventhLetter** flagships, Levant said. "We like to think of it as a museum with a gift shop," Levant said of the 5,000-square-foot flagship, which features more than 150 paintings and installations from street artists such as Shepard Fairey. Levant was trained as a graphic artist and has occasionally curated galleries of street art. The flagship's art is for sale, and the objects d'art can retail for \$300 to \$16,000.

The flagship will sell T-shirts, fleece and caps from **TheSeventhLetter**. Retail prices for the brand's apparel range from \$25 to \$75. It also will offer products from the label's collaborations from other popular streetwear brands such as **RVCA**, **The Hundreds** and **Rook**.

TheSeventhLetter moved into a site that

had been vacant for more than five years. The partners in the brand—Levant; Bill Hebner, formerly of pioneering streetwear brand **Fresh Jive**; and **TheSeventhLetter** founder Casey "Eklips" Zoltan—completely renovated the building. Levant declined

to say how much the building's renovation cost. "It was very expensive," he said. "A high-end retail place is not cheap."

Zoltan designed the look of the store. It has a black exterior juxtaposed with an all-white interior.—*Andrew Asch*

Downtown Los Angeles Sports Chalet Wins Design Award

The **Sports Chalet** at **FIGat7th** retail center in downtown Los Angeles knocked it out of the park, at least when it comes to design.

The sporting goods and athletic-wear emporium opened in June and was honored with the Silver Design and Development Award, it was announced Dec. 6. The shopping-center trade group **International Council of Shopping Centers** handed out design awards for projects in the continental United States.

The project's architect was **Gensler**, a prominent architecture firm that runs a Los Angeles office located a five-minute drive

from **FIGat7th**. The recently renovated shopping center also counts tenants such as **Target** and has announced that a **Zara** and a **Victoria's Secret** will be moving into the center.

Other winners of ICSC's development awards include **The Taubman Co.**'s **City Creek Center**. The Salt Lake City retail center was honored with ICSC's Gold Design and Gold Sustainable Design Award for mixed-use projects. Other retail stores that won ICSC awards for architecture included a **Belk** department store in Monroe, N.C., and **Aéropostale**'s new prototype store in Garden City, N.Y.—*A.A.*

Loyola *Continued from page 1*

called, was created by fashion attorney Staci Riordan, a Loyola Law School alumna and partner and chair of the fashion law practice group at the Los Angeles office of **Fox Rothschild LLP**. She is now also the executive director of the Fashion Law Project.

Riordan is the fourth generation of her family to be in the fashion business. Her great-grandfather and grandfather were in the textile business in South Carolina. Her mother, Karen Stein, manufactured childrenswear and women's apparel. Riordan worked with her for many years, handling sales, shipping, fashion market-week visits and even modeling.

Riordan knew that fashion law was a serious subject that needed to be embraced by more law schools. And where else but in Los Angeles, where so many apparel companies are in need of legal help?

Nearly two years ago, Riordan was speaking about that very subject at a law school alumni event in Los Angeles where the law school's dean, Victor Gold, was in the audience. "After the event, the dean came up and said, 'You're hired.'"

Riordan immediately started working with Sean Scott, the law school's associate dean for faculty, to develop the project. It got off the ground in January this year when Riordan taught her first class, "Fashion Law," which focuses on brand building, fashion financing, import/export rules and celebrity endorsements. For the fall semester, Deborah Greaves, the former in-house counsel at **True Religion**, taught a class on "Fashion Law Business Transactions."

More classes are being offered next year. They include "Fashion Modeling Law" and a "Fashion Law Clinic," pairing law students with emerging designers for hands-on experience in running a company. A class in "Fashion Mergers and Acquisitions" will also be part of the curriculum.

In late July, the law school will offer a 10-day intensive fashion law seminar to give law students as well as fashion-industry executives and fashion students a crash course in the business and law of fashion.

There will also be annual symposiums on trending topics. The first one will be March 22, 2014, with panels on omni-channel marketing to discuss how technology and social responsibility are affecting the fashion industry.

Is law fashionable?

For years, a number of law firms in Los Angeles and around the country have had fashion law groups dedicated to working with the apparel industry. But the idea of a collection of

law classes addressing apparel-industry issues often got shot down by academics.

Susan Scafidi, founder and academic director of the **Fashion Law Institute**, a separately incorporated nonprofit at **Fordham Law School** in New York, said she had the idea in 1998 to structure a series of law school classes around the industry, which is such a major presence in New York and New Jersey. "They thought it was too girly and frivolous," she said, even though there were disciplines in entertainment law, sports law and art law. "It was a long fight for me to get it."

Finally, she persuaded the law school dean that a course was needed. In 2006, she taught her first "Fashion Law" class. "I convinced them I should not only teach a class but that it was a real discipline, and it went from there," said the full-time professor.

Classes at the Fashion Law Institute include "Fashion Retail Law," "Fashion Law and Finance," and "Fashion Ethics, Sustainability and Development."

Serving the large apparel industry in Los Angeles was one of the reasons Loyola Law School felt the Fashion Law Project was needed. "The fashion industry is huge, and we haven't paid sufficient attention to it," said Sean Scott, Loyola's associate dean for faculty. "I think we need to make sure that we are staying current with the market and figuring out where the job opportunities are and taking advantage of the business out there."

Other law schools in California offer one or two classes in fashion law but nothing as comprehensive as Loyola Law School. **Southwestern Law School** in Los Angeles will have a four-night intensive fashion law course this January in between academic semesters. It is being taught by adjunct professor Hillary Kane.

Kane said she has 30 students signed up. "Most of them have a business or legal career in mind," she said.

The **Fashion Institute of Design & Merchandising** teaches a class in intellectual property and law as well as business law.

In New York, the **Fashion Institute of Technology** offers a class in "International Business Practices and Fashion Law" while **Brooklyn Law School** has a "Fashion Law" class.

Law firms appreciate having attorneys who have some background in the field instead of leaving it to the usual on-the-job training. "The reality is you have had to teach them," said Greg Weisman, an attorney who works with a number of Southern California apparel companies and is head of the West Coast office of **Ritholz Levy Sanders Chidekel & Fields LLP**. "It is really an exciting time for fashion law because the discipline, which really named itself, is now getting traction." ●

Swim Maker Raj Opens New Factory in Santa Fe Springs

Tustin, Calif.-based **Raj Manufacturing**—maker of swimwear under the **Athena**, **Next by Athena**, **Luxe by Lisa Vogel**, **Nautica**, **Guess**, **Ella Moss**, **Splendid**, **Hurley** and **Reef** brands—opened a new manufacturing facility in Santa Fe Springs, Calif.

The new factory complements Raj's existing facility in Tustin, which has been in operation since 1978.

"As our company has grown through the years, we have maximized the available capacity in our on-site factory and had to rely more on outside contractors, including some in China and Mexico," said Raj Co-President

Alex Bhathal. "Costs are cheaper there, but at the end of the day, we believe in the quality control and inventory flexibility that domestic manufacturing allows."

The Santa Fe Springs facility opened in mid-November and is expected to employ up to 100 workers. The company expects the factory to be able to produce 500,000 suits per year.

"We are proud to support the California swimwear industry. We live in the swimwear mecca of the world," said Lisa Vogel, Raj co-president and creative director for the Luxe by Lisa Vogel collection.—*Alison A. Nieder*



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NEWS

Serge Azria Names CFO and COO at Dutch L LC

Los Angeles-based **Dutch LLC** named Jennifer Adams chief financial officer and Michael Saunders chief operating officer of the company, owner of the **Joie, Equipment and Current/Elliott** brands.

Previously with **Kellwood Co.**, Sanders has more than 15 years' experience in brand development and international expansion. Adams was previously CFO of **7 For All Mankind**, helping to establish global partnerships for the denim lifestyle brand.

"Our company has experienced incredible growth year after year since 2007," said Serge Azria, chief executive officer and creative director of Dutch LLC. "This is greatly attributed to our talented and amazing employees. Now, with the addition of Jennifer and Michael, we have completed the dream team. I welcome them to the Dutch family."—*Alison A. Nieder*

Lucky Brand *Continued from page 1*

Lucky Brand Jeans, whose headquarters are in the arts district of downtown Los Angeles, has been a profitable entity for Fifth & Pacific. In the first nine months of this year, Lucky had \$346.4 million in net sales, compared with \$324.3 million during the same period in 2012.

Gene Montesano and Barry Perlman, who started Lucky Brand in 1989, sold 85 percent of the company to Liz Claiborne in 1999 for \$125 million.

Fifth & Pacific has been shopping the label around for some time along with other concerns. Recently, the apparel venture sold the intellectual-property rights for its **Juicy Couture** brand, another Los Angeles label, for \$195 million to **Authentic Brands Group**. Juicy Couture saw sales drop to \$310 million during the first nine months, compared with \$345 million last year.

Over the past few years, the New York-based Fifth & Pacific has been shedding a host of labels acquired over the years when the clothing company was gobbling up popular labels to boost its business. Fifth & Pacific, which changed its name last year, will now concentrate on its lone label, **Kate Spade**, which during the first nine months of 2013 had \$487.5 million in sales compared with \$289.2 million during the same period last year.

"It is truly an historic day at Fifth & Pacific

Companies—a return to our roots as a mono-brand company. Just as I indicated back on Oct. 7, when we announced the Juicy Couture deal with Authentic Brands Group, the decision to sell Lucky Brand Jeans is the result of a process we began last year—studying our resource-allocation needs, our capital structure, and the operating risks and opportunities associated with a multi-brand portfolio. Simply put, it is the outcome of our work to identify the best way to unlock shareholder value," said Fifth & Pacific Chief Executive William McComb.

"Taken together, the deals we have announced recently related to our divestitures of Juicy Couture and Lucky Brand Jeans result in estimated net proceeds of \$370 million to \$380 million, which includes the face value of the seller note in today's transaction. The aggregate net proceeds for the two transactions reflect estimated cash restructuring and other transition costs and charges associated with the assignment or termination of leases, severance and other associated operating company transition activities, including estimated costs and charges previously disclosed at the time that the Juicy Couture deal closed," he added.

In the deal, Lucky Brand will assume its share of sourcing established by Fifth & Pacific with **Li & Fung**, a Hong Kong-based company that produces clothing for a number of companies around the world. ●

Calendar

Dec. 13

"Visit Designer's Couture Studio—Drape to Create With **Hanna Hartnell**"
1515 Fourth St.
Santa Monica, Calif.

Dec. 16

"LA Fashion District Major Marts Walking Tour," presented by **Fashion Business Inc.**
Los Angeles Fashion District
Los Angeles

Dec. 18

"The Production Department Process" webinar, presented by **Fashion Business Inc.**
online

Jan. 6

Designers and Agents
Starrett-Lehigh Building
New York
Through Jan. 8

Jan. 7

Agenda
Long Beach Convention Center
Long Beach, Calif.
Through Jan. 9

Jan. 9

Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Jan. 11

Jan. 12

Los Angeles Fashion Market
California Market Center
Gerry Building
Cooper Design Space
The New Mart
824 Building
Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through Jan. 15

Select

Transit
California Market Center
Los Angeles

Through Jan. 14

Jan. 13

Printsource
Penn Plaza Pavilion
New York
Through Jan. 14

Designers and Agents

The New Mart
Los Angeles
Through Jan. 15

Jan. 14

Première Vision
Metropolitan Pavilion and Altman Building
New York
Through Jan. 15

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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The quantity and diversity we could produce with Tukatech were the game-changers



With Tukatech's technology, American Apparel was able to increase its SKUs to 21,000 and its volume to 40 million units per year—and growing.

When Marty Bailey arrived at American Apparel in 2002, he found "a wholesale company focused on printables, 35 styles, all of them based on T-shirts or tanks or panties—just wasn't a broad array of things," he recalls. That would change, in a big way, in the ensuing decade. Under Bailey's direction as chief manufacturing officer, American Apparel now produces 1.1 million garments per week, 40 million units last year over some 21,000 SKUs in its 1.25 million square feet of production space—the largest in the country. The downtown L.A.-based vertically integrated company also owns two knitting facilities, garment dye and piece dye houses, and operates its own retail storefronts in addition to its wholesale business.

"More and more and more, it's becoming the rule that we're designing, developing, and manufacturing at a pretty breakneck pace all the time," Bailey acknowledges. "If I have a concept on a napkin on Monday, we have the ability to have it hanging on a face-out in Manhattan on Friday. It's due to everything we do here in L.A.—design, manufacturing, the whole gamut is right here." What makes much of this possible, he notes, is the company's Tukatech fashion technology software systems.

Tukatech needs no introduction to the garment industry. For more than 18 years, it has taken the lead in providing both software and hardware technological solutions to the garment industry with its TUKAcad system of 3D and 2D pattern-making, marking and grading, and ultra-precise SMARTmark marking system. Bailey already knew Tukatech's founder and CEO, Ram Sareen, when he went shopping for design and marker systems. "He's a good guy and he has good concepts," Bailey says. "One thing I like about Tukatech is, they know the business, not just their business. You can have conversations, it's not just techies talking to techies."

A key issue for American Apparel is its broad and swift-changing lineup. "It's not so much the volume, but the number of items and the diversity that were the game-changers," Bailey explains. "I have normally 120 to 130 styles running at any one time. While the volume increased in general, the volume of SKUs is incredible. If I were producing 200,000 pieces a day of one style, I could do it with an old-time marker system. This is a whole different way of functioning, from a manufacturing point of view."

The challenge, as Bailey explains, is less coping with the number of items being cut—although efficiency is essential—but the speed of moving from one cut to another. "We have the most diverse cutting department I've ever worked with. Cutting's job is to support our sewing." American Apparel employs 2,700 sewing operators. "When you can minimize the amount of time for setups and creating well-utilized markers, then you're going to service your sewing department better. If you do that, you service your end customer better with speed-to-market. To minimize that time became important, and that is where Tukatech helped us out."

In 2010, American Apparel installed TUKAcad, the advanced CAD pattern-building, marking and grading system, as well as SMARTmark, a TUKAcad module that maximizes the placement of markers for maximum fabric utilization.

"There were a number of different reasons we chose Tukatech," Bailey says. "Tukatech integrated easily into our cutting system, which is important. Speed of the implementation, reduced training time—any time you talk about that, it absolutely points toward an easier, user-friendly system. We were running on this in days. We were able to take the training wheels off and ride by ourselves within 30 days. And, of course, cost—it is very cost-effective. Another thing, too, Ram's right here in L.A. We're in L.A. We were looking beyond the purchase to what service we would have. If I needed help, I could get it real quick."

Tukatech has worked so well for American Apparel that Bailey is exploring the possibility of adding Tukatech's cut planning system, TUKAcut Plan. "With as many different styles and SKUs we cut on a daily basis, it could be a benefit to us," Bailey says. "In the same way that a system helps you utilize your fabric as best it can, it can help in switching cutting from one style to another. We have people who do that now, but, to have a cut plan that is not necessarily rush-rush-rush, it could help you to plan that day as efficiently as possible."

While manufacturers of any size can benefit from a Tukatech system, it was the perfect fit for American Apparel, Bailey notes. "Tukatech fits the way we do business," he says. "We are absolutely happy customers. It was a good investment for us."



2013 NEWSMAKERS

Abbot Kinney, "Coolest Street In America," Stays Eclectic

Change has been a long time coming for Los Angeles' stylish Abbot Kinney Boulevard.

A decade ago, it was a funky, beachside neighborhood lined with vintage shops, cafes, metaphysics bookstores and a few boutiques selling new fashion.

By 2008, a **Steven Alan Annex** boutique moved to the street, and some thought that Abbot Kinney would lose its unique character.

"It's going to be a high-end designer road," Claudia Milan, owner of now-shuttered Abbot Kinney shop **Claudia Milan**, told *California Apparel News* in 2008.

Five years later, Milan's prediction was right—and it was wrong.

Garrett Leight Optical sells \$325 pairs of sunglasses on the street. Internationally acclaimed boutique **Satine** sells designer clothes such as **Yigal Azrouël** dresses, which retail above \$1,450. More fashion boutiques moved onto the street in 2013. Northern California-based boutique chain **Ruti** opened on the street adjacent to a new shop by San Francisco designer **Margaret O'Leary**. Canadian brand **Roots Canada Ltd.** opened a shop for its leather jackets on Abbot Kinney this year, and even a fast-fashion retailer, **Heavenly Couture**, took a bow on the street in 2013.

Stores often seen in malls, such as **Lucky Brand**, opened



Abbot Kinney Boulevard in LA's Venice neighborhood

on Abbot Kinney. Prominent national boutique names such as **Robert Graham**, **Scotch & Soda** and **Gant** opened on Abbot Kinney recently. In 2012, *GQ* magazine called Abbot Kinney "the coolest block in America." In November, merchants produced a GQHQ event celebrating the magazine's distinction. Protesters crashed the party and protested with placards, demanding an end to the gentrification of the street.

However, the street has kept much of its eclectic cool. The **Alternative Apparel** boutique held a party in May for Ron Finley, the "renegade gardener" who advocates cultivating gardens in low-income neighborhoods. Boutique **Left House** offers artisanal chocolates by **Zenbunni** and 19th century hats by **Westbrook Maker**. Veteran boutiques such as **Ananda**, **Minnie T's** and **Enda King**, which had pioneered retail on the street long before Abbot Kinney was the coolest block in America, continue to do business adjacent to the stores with national names. Plenty of the old landmarks such as **Abbot's Pizza**, the **2nd Community Baptist Church** and **Roosterfish**, a gay dive bar, remain on the street, keeping Abbot Kinney's eclectic character with its new retail prominence.—*Andrew Asch*

Apparel Mergers & Acquisitions

Some very big apparel deals went down this year with half of them involving some important names in the premium-denim arena.

True Religion, one of Los Angeles' best-known blue-jeans companies, which was co-founded in 2002 by Jeff Lubell and his now ex-wife, Kym Lubell Gold, went for \$824 million, surpassing the \$775 million sale of premium-denim label **7 For All Mankind** to **VF Corp.** in 2007. The buyer of True Religion was **TowerBrook Capital Partners**, which has offices in New York and London.

Since the purchase was made earlier this year, a host of new executives have come on board. David Conn was named chief executive while Eric Bauer took over

as chief operating officer and chief financial officer.

Also this year, **Joe's Jeans** acquired **Hudson Clothing** in a deal that basically merges the two Los Angeles companies into one. Joe's Jeans, whose principal designer is Joe Dahan, paid \$97.5 million for Hudson, which is a designer and marketer of denim pants and other apparel. Marc Crossman, chief executive of Joe's Jeans, said the acquisition made sense because combining the two companies would save money on the operational side.

New York-based **Fifth & Pacific Companies**, formerly known as **Liz Claiborne Inc.**, the big apparel brand, spent most of this year getting rid of its remaining California brands acquired more than a decade ago. (See related story on the cover.)

In October, Fifth & Pacific shed **Juicy Couture**, a brand it purchased for more than \$167 million in 2003. The apparel concern sold Juicy Couture's intellectual-property rights to **Authentic Brands Group** for \$196 million.

Then in December, Fifth & Pacific sold **Lucky Brand Jeans** to Los Angeles-based private-equity firm **Leonard Green Partners** for \$225 million. The sales leave Fifth & Pacific to concentrate on its one sole brand, **Kate Spade**, whose sales have more than doubled in the last year.

In the swimwear arena, **Fortune Swimwear**, based in Culver City, Calif., was sold to **Coast Style Group** for an undisclosed price. The merged companies are now known as **CSG Brands**.

CSG Brands principals Craig Soller, Stephen Soller and Gary Bulb had been working with Fortune Swimwear since 2010 to expand the company's offerings beyond swimwear to include a full range of women's apparel offerings, including dresses, intimate apparel and sportswear.

—*Deborah Belgium*



➔ 2013 Newsmakers page 8

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2013 Newsmakers

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The Battle for Billabong

The “annus horribilis” of surf giant **Billabong International Ltd.** might be coming to an end. For more than a year, the Australian-headquartered company was embroiled in bitter proxy fights and hobbled by plummeting stock value on the **Australian Securities Exchange**, all while running an international business without a permanent chief executive officer. Any one of these issues could have spelled the demise of a smaller company.

But Billabong proved it could overcome



many of the hurdles—perhaps because it was too big to fail.

It is one of the largest surf brands in the world. It employs 6,000 people around the globe, and its products are sold at 11,000 retail locations around the world. It also owns two of the action-sports world's most popular brands: **RVCA** and **Element**, both headquartered in Orange County, Calif.

On Dec. 12, Ian Pollard, the chairman of Billabong's board of directors, announced at the company's shareholder meeting that there was light at the end of the tunnel. “Billabong has confronted an extraordinary sequence of circumstances over the last year,” Pollard said in the address. “For the first time in at least 12 months, the company is in a position where we can confidently say who our CEO will be for the foreseeable future, and we can confidently say who our principal financiers will be for the foreseeable future.”

The new chief executive officer and managing officer is Neil Fiske, former chief executive officer at Washington-based outdoor brand **Eddie Bauer** and a senior retail adviser for Canadian company **Onex**. He took the helm of Billabong in a dramatic game of musical chairs in which the company accepted—then, a few months later, dropped—a proxy offer from **Altamont Capital Partners**. Part of the Altamont deal was to place former **Oakley Inc.** chief Scott Olivet as Billabong's chief executive officer. Instead, Billabong decided to accept a financing deal from **Centerbridge Partners** and **Oaktree Capital Management**, which entailed placing their candidate, Fiske, as the chief executive officer of Billabong.

At the shareholder's meeting, Fiske gave a preview to his administration's turnaround plan for the surfwear giant, which he described as “fewer, bigger, better.”

“We have been trying to do too many things—and none of them well,” Fiske said. The company had lost focus in the past years. It would regain focus by concentrating on just a few brands, specifically Billabong, RVCA, Element and some emerging brands such as **Von Zipper**. It will develop clearer merchandising planning, inventory and supply-chain management programs, develop a more robust digital marketing program, and an omni-channel retail program. Fiske promised to reveal more details of his turnaround program next year. Stay tuned.—A.A.

Downtown LA as a Retail Destination

Last year it was all about the buzz. This year, it's all about the brands. Already a destination for foodies, downtown Los Angeles

is poised to become a destination for shoppers, as well.

Following on the heels of a handful of pioneering multi-line boutiques—including **Brigade** and **Sixhundred**—downtown saw an influx of independent stores, branded boutiques and larger chains this year.

On Broadway, a sign on the marquee of the former **Rialto Theater** announces a Dec. 19 grand opening for a 10,000-square-foot **Ur-**



Urban Outfitters' downtown LA location

ban Outfitters while across the street in the turquoise-blue **Eastern Columbia Building**, Swedish retailer **Acne** is preparing to open a more than 5,000-square-foot store as nearby **Ace Hotel** is getting ready for its much-delayed opening in the **United Artists Building**. A block over on Olive, there's **The Well**, an indie boutique and event space that opened last year.

Over in the arts district, menswear brand **Apolis** opened a multi-brand sister store, **Alchemy Works**, a few blocks from its **Apolis Common Gallery** store on East Third Street. In May, Carl Louisville, the former director of **Prada's Epicenter** store on Rodeo Drive, opened **Guerilla Atelier**, a high-end, multi-line boutique in a former furniture warehouse in the neighborhood, joining **Akai Ito**, which sells avant-garde apparel. There's also **12345**, the mysteriously named multi-line boutique owned by The Jewel and his partner, Toki. Both opened last year.

But downtown LA isn't just be the place for indies and avant-garde brands. The re-vamped **FIGat7th** shopping center opened last year with a **City Target** followed by a 27,000-square-foot “Next Generation” **Sport Chalet** store, which opened in July and promptly won an award for its design by architecture firm **Gensler**. (See related story, page 2.) The subterranean center, formerly known as the **Seventh Market Place** and now owned by **Brookfield Office Properties**, also announced **Limited Brands** will open an 8,400-square-foot **Victoria's Secret** and **Pink** store at the mall next year. And fast-fashion retailer **Zara** announced plans to open a 27,000-square-foot emporium there, as well.

The area's other mall, **Macy's Plaza**, was acquired by **The Ratkovich Co.** for \$241 million in June. Developer Wayne Ratkovich announced plans to invest \$160 million to re-develop the '70s-era enclosed mall on Seventh Street into a mixed-use open-air development reminiscent of the New York landmark **Rockefeller Center**. The renovations are expected to be complete by 2015, and the complex will be renamed **The Bloc**.

Even the fashion district is getting in on the retail action. Eric Martin, co-owner of **The Park** showroom at the **Lady Liberty Building**, opened **Seven Points**, an 8,000-square-foot multi-line store on the ground floor of the building on Los Angeles Street. And a short walk north from the Los Angeles and Ninth Street intersection is the **MartinMartin** boutique.

—Alison A. Nieder

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The Denim Studio at Selfridges in London

European Union Denim Tariff

At a time when the Obama administration has been trying to boost U.S. exports overseas, Europe this spring put a crimp in the president's initiative.

On May 1, in a trade war that took an unusual twist, the European Union raised the import tariff on U.S.-made women's blue jeans from 12 percent to 38 percent. The tax hike was so steep that it was detrimental to apparel exports because U.S. premium-brand denim has been a popular seller on the international market.

The last-minute decision, announced in mid-April and enacted two weeks later on May 1, shocked the Los Angeles apparel industry. While some Los Angeles blue-jeans companies already have been manufacturing in Europe for the EU market, others have prided themselves on their "Made in Los Angeles" label, which carries a lot of cachet in high-end European department stores. The tony **Selfridges** department store, which has a huge amount of premium denim, is an important buyer of U.S.-made women's jeans.

The tariff had some U.S. apparel companies considering whether they should leave their Los Angeles factories and move production to Mexico, which has a free-trade agreement with the EU.

This summer, blue-jeans executives from five Los Angeles apparel concerns—including **True Religion**, **Paige Denim**, **Koral Los Angeles** and **Hudson Clothing**—met with Miami-based trade and customs law firm **Sandler, Travis & Rosenberg** to figure out a way to get around the tariff.

In December, the law firm won a ruling from the United Kingdom customs and tax department, which maintained that jeans made by Hudson Clothing, which was the sole plaintiff in the tariff complaint, could be classified as women's cotton trousers because they use dyes that fade and are not colorfast. Women's cotton trousers are subject to a 12 percent tariff.

The ruling is expected to apply to other U.S. blue-jeans companies and be upheld by the other 27 European Union countries.

One concern is that the European Union now could change the tariff to include women's cotton pants to make sure the higher tariff covers U.S.-made blue jeans.

The tariff hike was authorized by the World Trade Organization in retaliation for U.S. failure to fully comply with a ruling against the Continued Dumping and Subsidy

Offset Act of 2000.

Known as the Byrd Amendment, this law allowed American companies that complained about unfairly traded goods to receive payment from the additional duties collected by the U.S.

The law was found to be a violation of WTO rules, and, despite a repeal, its effects were allowed to continue. As a result, the WTO allows Europe to raise tariffs on goods imported from the U.S., up to a certain amount.—*D.B.*

Frances Harder, President, Fashion Business Inc.

Former designer Frances Harder created **Fashion Business Inc.** in 1999 as a Los Angeles nonprofit group to help emerging fashion companies get off the ground. Currently, there are about 250 full-time FBI members, and 90 percent of the organization's clients are minorities or women. From her 7,000-square-foot headquarters in the **California Market Center**, Harder and her staff have been busy this year



Frances Harder

getting designers more exposure on the runway and in trade shows, putting together webinars that serve as a crash course in how to run a fashion business and organizing seminars at trade shows to educate the fashion industry on topics such as sourcing, merchandising and costing.

This year, FBI held two intensive job-training programs for unemployed workers to boost their job skills with computer training. They studied everything from **Adobe Photoshop/Illustrator** to **Excel** software. Patternmakers were introduced to the **PAD** software system, which helps create patterns on computers. "There are a lot of middle-aged workers who have good skills but don't have the computer skills," Harder said. This year, the training courses were sponsored by Joyce Eisenberg, president of the **Ben and Joyce Eisenberg Foundation**, which owns **The New Mart** showroom building.

Recently, the **MAGIC** trade show in Las Vegas started offering booth space for a small group of emerging designers selected by Harder and her FBI staff. "We send out emails to

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members to apply," Harder said. "We don't select them if they are not prepared to do business. They need to have proven sales and money to produce if they get orders." Last August, about 10 new designers were in the emerging designer showcase, held at the WWDMAGIC section of the show.

During **Los Angeles International Textile Week**, held twice a year at the CMC, Harder holds a wide array of seminars on everything from starting your own business to finding a sales representative for your line.

At the **DG Expo**, a textile resource trade show held in San Francisco and New York for designers looking for small minimums, Harder gives seminars on numerous subjects that include costing, sourcing and merchandising.

For FBI, the fashion year culminates in the organization's annual fundraising fashion show at the train-centric **Union Station** in downtown Los Angeles. The show, called "All Aboard at Union Station" and sponsored by the **Moss Adams** accounting firm, is an inexpensive way for young designers to be on the runway and get their brand in front of the community. The cost is \$3,500 per runway show, which includes a video and photographs. This year, FBI raised \$48,000 from the event.—*D.B.*

Glendale Galleria's Massive Renovation

If introducing new looks and styles is crucial in the retail game, the **Glendale Galleria** shopping center had been out of step for a long time.

The regional shopping center, which is located some 10 miles north of Los Angeles, could have been characterized as a sleeping giant. The 1.5-million-square-foot retail center

opened in 1976, introduced a new retail wing in 1988, and renovated the site's paint and flooring in 1997. However, there had been no extensive renovation until 2013.

The mall owners, **General Growth Properties**, spent in excess of \$100 million to improve the mall, which serves consumers from all over the San Gabriel Valley and Los Angeles' Eastside. The mall went over the basics by getting new flooring and paint and replacing the 1970s brick walling, which had made the mall a shadowy place.

The renovation also features several new escalators and elevators, as well as several architectural showcases of the new logo of the mall, which is a letter "G." One of the showcases, a set of 9-foot-tall brass letters, spells out "Glendale Galleria."

A new look attracted high-marquee tenants. A new **Kitson** opened, as well as a **BCBGMaxAzria**, **Porsche Design**, **Silver Jeans Co.**, **Vilebrequin**, **Original Penguin** and a 15,000-square-foot flagship for **Pink**, **Victoria's Secret's** sister brand. The most highly anticipated new tenant was a 115,000-square-foot **Bloomingtondale's**, which was the only full-line Bloomie's opened this year.

The renovation leaves a question unanswered, though. Who will move into a 140,000-square-foot space that formerly housed the Galleria's **Nordstrom**? In a unique deal, the Galleria's Nordstrom moved across the street to the **Americana at Brand** retail center. The Americana's Nordstrom opened in September, and since then its former Galleria address has been vacant. **Caruso Affiliated**, the landlord of the Galleria Nordstrom space, had no comment on prospective tenants for the vacant space.—*A.A.*



The Glendale Galleria

Ilse Metchek, President, California Fashion Association



Ilse Metchek

There are thousands of apparel-related companies in California but not many nonprofit groups that serve as a go-to source informing the industry about new state laws and regulations, tariff and trade problems, and other fashion-centric issues.

But nearly 19 years ago, the **California Fashion Association** was founded to help apparel and textile businesses grow and serve as a voice for the industry. Ever since its formation, it has been helmed by Ilse Metchek, its president.

Metchek brings to her position nearly four decades of experience as a designer and owner of her own Los Angeles dress company, **Ilse M.** For years, she was the general manager of the **California Market Center**, one of the largest showroom buildings in downtown Los Angeles.

Metchek is the person newspaper journalists call when they need a perspective on a fashion or apparel-business issue. CFA has been mentioned in stories written in the *Los Angeles Times* and the *Los Angeles Business Journal* as well as broadcasts by National Public Radio and CNBC.

When not providing an overview of the fashion industry, Metchek organizes a host of panels and information seminars at trade shows and industry events on subjects such as expanding your brand through licensing, protecting your brand and supply chain, and how to grow through mergers and acquisitions.

This year, Metchek was at the forefront fighting to repeal a European Union tariff imposed on U.S.-made women's blue jeans. The tariff went from 12 percent to 38 percent on May 1, adding \$95 to the cost of a \$250 pair of U.S.-made women's blue jeans. She immediately prompted four congressional representatives who represent districts in California to send letters to the U.S. trade representative urging a resolution and worked with trade and customs law firm **Sandler, Travis & Rosenberg** to figure out a way to get around the tariff.

In early December, the law firm won a major victory for Los Angeles-based **Hudson Clothing** in a decision issued by the

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United Kingdom tax and customs department. Sandler, Travis & Rosenberg argued that the jeans contained dyes that faded and were not colorfast, technically classifying them as women's cotton trousers, subject only to a 12 percent tariff. Other EU countries were expected to uphold the U.K. decision and apply it to other brands.

Every year, Metchek organizes an annual meeting, called the "Crystal Ball," which gives CFA members prescient insights into the economy and current issues affecting the industry.



The Hundreds store on LA's Fairfax Boulevard

Three years ago, Metchek took over the administration of the **Textile Association of Los Angeles**, whose membership has more than doubled.

Through the **California Fashion Foundation**, a CFA non-profit entity formed in 1999, the charitable group and TALA organize an annual scholarship awards luncheon held at the California Market Center for participating design-school students. It also has an annual holiday party that gives away toys to children from the nonprofit **Para Los Niños, Dolores Huerta**

Elementary School, and the **Boys & Girls Clubs** of Los Angeles and East LA.—D.B.

L.A.'s Fairfax Becomes Capital of Streetwear

Just a few years ago, Los Angeles' Fairfax Avenue was best known for Jewish delis, religious gift shops and thrift stores.

Canter's Deli and **Schwartz's Bakery** are still feeding multitudes of people, but the street experienced a change in character. It became the Rodeo Drive of streetwear, the hip-hop and skate-inspired youth fashion that is taking a higher profile at national retailers such as **Tilly's**, **Pacific Sunwear** and **Zumiez**.

Between Rosewood and Oakwood avenues, Fairfax became the address to the highest concentration of the world's top streetwear brands. New York, Tokyo and London do not have a single street where all of the top brands are located.

But on Fairfax, **The Hundreds**, **Diamond Supply Co.**, **Supreme** and streetwear-friendly brands such as **RVCA** all run flagship stores. And more are being added. On Dec. 7, **TheSeventhLetter** opened a 5,000-square-foot flagship and art gallery on the street. (See related story, page 2.) **Kayo Corp.**, a skate company headquartered in San Diego County, recently took over a former bank building on the corner of Fairfax and Rosewood. In

September, **Crooks & Castles** opened a 3,000-square-foot flagship on the street.

Crooks & Castles co-founder Dennis Calvero said in a recent interview that it was crucial to have a presence on Fairfax if the brand wanted to be in the center of the streetwear game.

"Our customer is rooted to this block," he said.

Fairfax's fame is spreading. Streetwear obsessives from around the nation and the world visit Fairfax to see the latest from their favorite brands.

Expect Fairfax's streetwear to expand. **TheSeventhLetter** and gourmet burger joint **Plan Check** recently opened below the intersection of Fairfax and Oakwood. More shops and restaurants are expected to open below Oakwood. The upcoming boutiques are all expected to have a streetwear edge, said Adam Derry, founder of the **ABDB** brand-development agency and boutique, which is located on Fairfax. "A lot of things will happen," he promised for the street.—A.A.

Los Angeles Fashion Week's New Venues, New Players

Los Angeles Fashion Week has been an independent effort ever since **IMG Fashion** and **Smashbox Studios** shuttered their joint effort, **Mercedes-Benz Fashion Week at Smashbox Studios**, in 2008. In the intervening years, several show organizers have tried to recreate the multi-designer format in a central location. This fall, the week took on a new look with new venues, new players and a



Veronica Welch

Kelsi Smith

jam-packed schedule that spread over three weeks.

Blogger and runway show organizer Kelsi Smith joined the lineup last year with her **Los Angeles Fashion Council** event, featuring Los Angeles designers on the runway at various venues in downtown Los Angeles. In October, Smith partnered with real estate developer **Caruso Affiliated** and brought her two-day event to Caruso's **The Grove** retail center.

Veronica Welch's **Style Fashion Week** has had a longer run on the LA Fashion Week calendar, getting its start in 2011. In October, Welch partnered with **AEG**, the sports and entertainment company that owns **LA Live**, and moved her five-day event to a 42,000-square-foot tented venue at the entertainment complex, which also houses the **Staples Center**.

The two events were part of a lineup that included returning veterans of the scene—**Concept Los Angeles Fashion Week**,

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Project Ethos, Fashion Minga, Gen Art's Fresh Faces in Fashion, **Fashion Business Inc.**'s All Aboard fashion fundraiser, **Africa Fashion Week** and **LA Fashion Weekend**, which returned to **Sunset Gower Studios** in Hollywood before hosting a second event in Palm Springs, Calif. There were also several newcomers to the October schedule, including **Men's Fashion Week LA**, which was held at the **California Market Center**, and **Driven by Design**, held at the **LA Mart** in downtown Los Angeles, as well as several solo events by designers including Sue Wong, Anthony Franco, Ashton Michael and **Irene by Greg LaVoi**.—A.A.N.

Los Angeles Mayor Eric Garcetti — One of Us

In October, Los Angeles Mayor Eric Garcetti was on hand at the **California Market Center** to address the Los Angeles apparel industry on the opening day of **Los Angeles Fashion Market**, much like his predecessor, Antonio Villaraigosa, who also helped kick off market weeks.

But while both Garcetti and Villaraigosa (and, indeed, former mayor James Hahn) acknowledged the impact of Los Angeles' fashion industry on the local economy, Garcetti opened his speech by declaring himself part of the local community—"a member of the family, so to speak," he said.

Garcetti's great-grandfather was a tailor in Los Angeles who began making uniforms for troops during World War I. His son, Harry Roth, expanded the business to fine men's suits under the name **Louis Roth** clothing, and Gar-



Los Angeles Mayor Eric Garcetti

cetti grew up visiting his grandfather's factory in downtown Los Angeles.

"I saw what it was to have a family business, to struggle but also have success, too," he told the crowd at the CMC. "I know that Los Angeles can make the finest clothes anywhere in the world, we can design the finest clothes anywhere in the world, we can have the textiles that inspire and move the world, as well."

When he was elected in May, Garcetti took office at a time when the economy was recovering—but much more slowly than people expected. Calling the local textile and apparel industry "a cornerstone of our economy," which "creates jobs and expands prosperity," Garcetti vowed to "put the recession in the rear-view mirror." The new mayor inherited a fledgling effort to bolster Los Angeles' reputation as a design capital and a garment-production hub. The **Made in LA/Designed in LA** campaign highlights the city as an apparel-manufacturing center and as a design center that sets the trends seen—and made—around the world.

"With wages rising in Asia and dramatic fluctuation in fuel costs, we have circumstances on our side," Garcetti said in October. "Combined with our natural advantages—with our status as a creative capital in film, music, TV; and the nation's leading center for contemporary art; the technology explosion that we're enjoying here—this is now one of the best cities to be a tech start-up—the intersection of fashion—and with these strengths, I think, we're poised to put Paris and Milan in the rear-view mirror, too."—A.A.N. ●

Tina + Jo: Artisanal P.O.V. in Ready-to-Wear Line

Tina + Jo is a ready-to-wear line, but every garment will offer a unique point of view, said Stefanie Betro, designer of the Los Angeles-based label.

Dye-house workers paint unique stripes and shapes on the tunic blouses, dresses, tank tops, shorts and skirts in Tina + Jo's debut collection. It was delivered for Fall '13. The line was picked up by boutiques such as **Elyse Walker** in Los Angeles' Pacific Palisades neighborhood, **Stanley Korshak** in Dallas and **Bona Drag**, an e-commerce boutique in Milwaukee.

Betro and the line's chief executive officer, Lisa Yoon, also hoped to make the line stand apart with impressionistic markings on the garments, which are made from a tie-dye process. It also is crafted in the dye house Tina + Jo works with, Yoon said.

"We try to stay away from too many colors," Yoon said. "It's totally different from the typical tie-dye look." Patterns are inspired by impressionist views of natural views such as sunsets and ripples in water. The line strives to be eco-friendly by working low-impact dyes and other manufacturing ingredients embraced by sustainable fashion.

With 70 looks in the line, Tina + Jo's silhouettes span through many styles in a woman's wardrobe. There are T-shirts, cardigan sweaters, sheer tank tops and maxi-



Some Spring '14 looks from Tina + Jo



dresses that look like gowns.

Betro said one aim of the line is to show that a lot of creativity can be wrapped up in basics and dye. "We can be innovative and keep it in the U.S.," Betro said of the line's production. "I can develop washes that no one else can develop. It can be typical California casual, but it can stand out, too."

Wholesale prices range from \$25 to \$75. For more information, contact Ravid Levy at ravid@emprds.com.—Andrew Asch

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Post Bellum: Menswear With an Edge

Call men's contemporary line **Post Bellum** a fashion infiltrator.

"It's something that could be worn everywhere but with an edge," said Aaron Pak, director of operations for the Los Angeles-based line, which has been sold at e-commerce emporium **Revolve Clothing** and **Convert** in Berkeley, Calif.

Introduced in 2012, the latest collection features drop-crotch bottoms, sheer T-shirts and outerwear with big collars designed to look dramatic when they're turned up.

If these looks would be embraced by guys living in a stylish arts district, Pak believes they could be embraced by a man living in a suburb.

"We wanted to gear our fashion lines to



blend classic style and fashion concepts," Pak said. "A man could put together a look that is simple but gives off a fashion sense."

The line's Euro and Japanese influences inspire attention to little details such as oversized pockets and contrast panels. The line uses fabrics such as brushed twills, sanded poplins and distressed lambskin.

Pak believes that the line is affordable, with wholesale prices ranging from \$39 to \$300. The label will strive to keep its production in the U.S. Post Bellum also refuses to overload the market with its looks. "We don't mass produce," Pak said. "We make limited quantities." For more information, contact sales@blackcircleagency.com.—A.A.

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Products and Services: We are an American mill, located in Huntington Park, California. Our passion and creativity produce high-quality fabric for the fashion industry with low minimums, fast delivery, and over 2,400 styles of knits.

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Los Angeles, CA 90011
(323) 231-0811
Fax: (323) 231-3820
snjusa@snjusa.com

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Simparel

53 W. 36th St.
11th Floor
New York, NY 10018
(212) 279-5800
www.simparel.com
info@simparel.com

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Tukatech

5527 E. Slauson Ave.
Los Angeles, CA 90040
(323) 726-3836
Fax: (323) 726-3866
http://tukatech.com
tukateam@tukatech.com

Products and Services: Tukatech is the garment and apparel industry's leading provider of fashion technology solutions. Founded in 1995 by garment-industry veteran Ram Sareen, Tukatech offers award-winning 2-D and 3-D pattern making, design, and manufacturing software designed specifically for garment makers of all sizes and skill levels, as well as garment plotters, and automatic cutters and spreaders for production. All systems include unlimited training, consulting, process engineering, and implementation of our technologies. The capabilities of Tukatech's technology remains unparalleled in the fashion industry, and all of our products are offered at affordable prices.

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Well established apparel denim manufacturer is seeking a few professional candidate who can meet or exceed the following requirements;

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If interested, please email your resume to paul@koos.com

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We offer a great working atmosphere, competitive benefit package.

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Fax: 213-623-5546 or

E-Mail: Lipstickprophets3@me.com

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LA garment import manufacturer seeking a fit technician. Must prepare fit comments and communicate with overseas factories from proto thru TOP. Must have experience in women's wovens and knits.

Please email resume to liz.misslove@gmail.com

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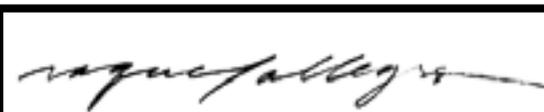
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Email resumes to resumesgv@gmail.com



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