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THE COOL

Designers take cues from streetwear to create Spring's effortlessly cool look. For more on the look, see pages 15 to 17.

Left: JACOB DAVIS "Vintage Worker Shirt" (\$62). KILL CITY destroy-wash tee (\$25). L.I.T.E. mesh pant (\$58). BUDDHA TO BUDDHA silver bracelet (call for pricing). Right: DIMEPIECE LA "Baby Girl" coach jacket (\$49). KILL CITY bra top (call for pricing) and "Stay Grimey" short (\$49). CONTEMPO rhinestone link necklace (\$10) and bar rings (\$4.30 each). LISA FREEDE JEWELRY chain necklace, bracelets, rings, and ear cuff (call for pricing). BUDDHA TO BUDDHA silver bracelet (call for pricing). LEATHEROCK glitter belt (\$42).

Changes Ahead for LA Fashion Week: New Venues, New Corporate Partners

By Andrew Asch *Retail Editor*

Los Angeles fashion brands dominate casual fashion and the city's red-carpet events command the world's attention, yet the city's fashion week has struggled over the past decade, with multiple show organizers and venues. But this year might mark a new direction for the event.

Recently, two producers of independent Los Angeles fashion-week events partnered with prominent corporate sponsors. **Los Angeles Fashion Council** will be working with **Caruso Affiliated** to produce Los Angeles Fashion Week page 26

TRADE SHOW REPORT

Brands Turn Out at Swim Collective for the West Coast Market

By Sarah Wolfson *Manufacturing/Technology Editor*

More than 200 emerging and veteran swimwear brands showed their latest collections at the Aug. 12-13 run of the **Swim Collective** trade show, held at the **Hyatt Regency Huntington Beach Resort & Spa** in Huntington Beach, Calif.

Exhibitors said this season's show featured 217 exhibitors, up from about 190 brands last season.

Pockets of buyers roamed the aisles and reaction from exhibitors was mixed, but, overall, the mood was upbeat.

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Where fashion gets down to businessSM



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Apparel-Industry Attorneys Ezra and Seigel Launch Mediation Business

Apparel-industry veterans Ben Seigel and Robert Ezra have launched a mediation business tailor-made for the apparel and textile industry.

Fashion Dispute Resolution LLP (FDR) was founded to help apparel and textile companies resolve disputes that might otherwise be headed to court.

Seigel is a shareholder at Los Angeles law firm **Buchalter Nemer**, and Robert Ezra is a senior partner at **Ezra Brutzkus Gubner LLP** in Woodland Hills, Calif.

Ezra and Seigel have decades of industry experience. While earning his law degree, Ezra served as a loan officer at **Manufacturers Bank** in downtown Los Angeles, where learned all aspects of textile and apparel production. Later, he co-owned a T-shirt business in Los Angeles. Seigel spent 13 years at **Standard Infants and Childrenswear**, a manufacturer, distributor, wholesaler and retailer with a manufacturing plant. He has held a wide range of positions in the industry, from warehouse manager, salesman and sales manager to credit manager and chief financial officer. Both Ezra and Seigel are certified mediators.

At their respective firms, the two have represented designers, apparel manufacturers, retailers, textile manufacturers, salespeople, factors and banks.

"Ben Seigel and I are the only two trained and certified mediators who practice in the Los Angeles garment and textile communities. Additionally, Ben and I have actual garment and textile experience as business owners," Ezra said. "If someone comes to mediation with a shading problem, I know what they're talking about. Or, if the goods are brittle or the hand is wrong, you do not

have to explain that to me. That understanding of garment and textile manufacturing are second nature to Ben and I and are not available to the general mediation bar."

State budget cuts have led to a backlog of cases at Superior Courts, leading to trial and hearing delays, Seigel said.

"The cost of litigation has risen tremendously in recent years because of what's called e-discovery and other procedural matters," he said. "So litigation is pretty much left to those who are fairly wealthy to pay attorney's fees and who are very patient to be able to wait to get to a trial. It makes mediation an extremely viable alternative."

The budget crisis has forced the court to eliminate its voluntary mediation program, but still many lawsuits filed in Los Angeles County in state and federal court will be ordered to mediation. While there are large mediation firms, such as **JAMS** and **ADR Services Inc.**, FDR will draw on Seigel's and Ezra's knowledge of the industry to help resolve disputes quickly and cost-effectively.

"When a case is presented in mediation, my job is to try to resolve their dispute as quickly and inexpensively as possible," Ezra said. "Although populated by many companies, the garment industry is nonetheless a

small community of which Ben and I have intimate knowledge. Unfortunately, the industry is one where disputes regularly arise. Relying on our own training as mediators, our decades of legal experience and our familiarity with the industry, we are able to resolve those disputes in the most economical fashion available, without the delay of court, so they can go back to making money."

Mediation is especially important for the apparel industry because of the technical aspect of many of the disputes, Seigel said. "When you're talking about whether the thread count of a piece of fabric is as ordered or whether there's color fading, many lawyers and judges would have no idea what you're talking about," he said. "There's so many technical terms in the textile and apparel industry that in order to fully understand it, one must have been in the apparel industry—or be so closely related to it that

they can understand what these disputes are about and come up with very practical solutions that don't involve years of litigation and depositions and interrogatories and requests for admission and all the stuff that goes along with litigation."

On the FDR website (www.fdr-mediation.com), Ezra and Seigel have outlined a few case studies to demonstrate how typical apparel-industry cases can be settled through mediation—often in ways that a court cannot.

"In mediation, we are not attempting to determine which parties are right or wrong but, rather, help them come to a resolution. Those resolutions can have broad parameters and are extremely flexible," Ezra said. "For example, in mediation, a dispute between a manufacturer and a textile supplier can be resolved by negotiating a discount for the manufacturer on future orders placed with the textile supplier," he said.

"The fabric [maker] says, 'I can make some money on that and I get out of my lawsuit,'" Ezra said. "That resolution is not available in a courtroom."

Both Ezra and Seigel will continue to represent clients at their respective firms. For more information, contact Ezra at (818) 827-9000 and Seigel at (213) 891-5006.

—Alison A. Nieder



Bob Ezra



Ben Seigel

Apparel Imports Grow as Consumers Shop Again

The Back-to-School season was just one of the reasons U.S. retailers brought in more apparel and textile goods compared with last year.

Total imports for apparel and textiles for the 12 months ending June 30 saw a 2.3 percent bump in volume while the dollar value was up less than 1 percent, according to the U.S. Department of Commerce.

That means retailers are either bargaining hard to get cheaper prices or bringing in less costly goods to attract more consumers, who have been watching their pennies during the country's slow economic recovery.

China was still the top apparel and textiles provider, making up about 47 percent of the volume shipped during the 12-month period. That totaled 25.9 billion square-meter equivalents. The dollar value of the goods equaled \$40.8 billion, accounting for almost 40 percent of the dollar value imported into the United States.

Vietnam, the No. 2 provider of apparel and textiles to the U.S. market, had a very good year. Its apparel and textiles exports

were up 10 percent to 3.4 billion SMEs, valued at \$8.1 billion.

Double-digit increases also were seen from Bangladesh. Imports from that country, which has seen a number of garment-factory accidents and fires that have killed more than 1,200 workers in recent months, rose 11 percent in volume to 1.8 billion SMEs, or \$4.8 billion.

India also had a very good year, seeing its apparel and textiles exports to the United States inch up 5.5 percent, to 3.5 billion SMEs, or \$6 billion in goods.

Taking a heavy hit was Mexico, which has continued to see declines in apparel and textile exports to the United States. U.S. retailers and manufacturers saw their imports from Mexico drop 4 percent to 2.7 billion SMEs, valued at \$4.65 billion.

In Central America, Honduras continues to be the biggest exporter of apparel and textiles to the United States. It saw its exports grow 1.7 percent to 1.1 billion SMEs, which had a value of \$2.7 billion.

—Deborah Belgium

Industrial Revolution to Show at Liberty Fairs

Founded in response to the recent Bangladesh factory collapse, **Industrial Revolution II (IRII)** is a garment factory dedicated to addressing unethical manufacturing practices by sustaining a healthy environment for workers.

Founding Partner and Chief Executive Officer Rob Broggi selected Port-au-Prince, Haiti, as IRII's first location, where the company provides production services for apparel brands, designers and retailers who support its "shared-value" business model.

IRII's shared-value initiative invests 50 percent of its profits into workers and their families, as well as the local community, through health-and-wellness programs,

training, and education.

"It is our mission at IRII to prove that creating social progress and a thriving business need not be mutually exclusive endeavors," Broggi said.

IRII's "conscious-manufacturing" model has drawn the support of actor/producer Matt Damon, fashion designer Donna Karan and **New York Fashion Week** creator Fern Mallis.

On Aug 19–21, IRII will be participating at **Liberty** trade show, held at the **Sands Expo and Convention Center** in Las Vegas.

For more information, visit www.iri.com. —Sarah Wolfson

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Threadcrawl, New Shopping Event, to Debut

When one of Joshua Jordison's favorite boutiques shuttered last year, the music and events producer was peeved.

"I got sick of seeing vacant storefronts," he said. He planned to do something about it.

From Aug. 19 to 25, Jordison will produce the first **Threadcrawl**, a week-long shopping event for boutiques across Los Angeles.

"It was something that I could do to get people back into bricks-and-mortar stores to make shopping a fun experience."

Boutiques such as **Cerre**, **Jill Roberts**, **New Era**, **Civilianaire**, **Rebecca Minkoff**, **Kin**, **Alternative Apparel**, **Theory**, **Kelly Wearstler**, **Joie** and **Juicy Couture** are among the 150 boutiques participating in what Jordison hopes will be an annual event. With a \$17 ticket purchased through Threadcrawl's website (www.threadcrawl.com) or ticketing website

Eventbrite, shoppers will be able to get 15 percent to 70 percent discounts at participating retailers.

Retailers also will produce store parties during the week of Threadcrawl. There will also be several pop-up shops and a closing party at **Couture** nightclub in Hollywood. The party will be free with a Threadcrawl ticket, but admission will be first come, first served.

The event also has a charitable side. For every \$17 ticket sold, \$2 will be donated to **City of Hope**, the cancer hospital and research center located east of Los Angeles. Jordison sits on City of Hope's Music and Entertainment Committee.

Jordison plans to produce another Threadcrawl in March 2014 and to expand the shopping week to boutiques in Orange County, as well.

—Andrew Asch



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RETAIL THERAPY: Threadcrawl organizer Joshua Jordison has lined up 150 boutiques—including Cerre, Jill Roberts, New Era, Civilianaire, Rebecca Minkoff, Kin, Alternative Apparel, Theory, Kelly Wearstler, Joie (pictured, top) and Juicy Couture—to participate in the first annual shopping event, which kicks off on Aug. 19. (Confederacy photo by Eric Ray Davidson)

Calendar

Aug. 17

OffPrice

Sands Expo and Convention Center
Las Vegas
Through Aug. 20

Aug. 18

Sourcing at MAGIC

Las Vegas and LVH Hotel
Convention Centers
Las Vegas
Through Aug. 21

WSA The Sourcing Show

Las Vegas and LVH Hotel
Convention Centers
Las Vegas
Through Aug. 21

"Fundamentals—Design to Sourcing for Newbies,"

moderated by Frances Harder
Las Vegas Convention Center,
North Hall, Level 2, Room 257
Las Vegas

Aug. 19

Project

ENK Vegas
Pooltradeshow
MAGIC Men's
Mandalay Bay Convention Center
Las Vegas
Through Aug. 21

WVDMAGIC

FN Platform
ISAM
Las Vegas Convention Center
Las Vegas
Through Aug. 21

Liberty Fairs

Sands Expo and Convention Center
Las Vegas
Through Aug. 21

Agenda

Sands Expo and Convention Center
Las Vegas
Through Aug. 20

MRket

Stitch

Accessories The Show

The Venetian
Las Vegas
Through Aug. 21

(capsule)

The Venetian

Las Vegas
Through Aug. 20

CurveNV

The Venetian
Las Vegas
Through Aug. 20

WWIN

Rio All-Suite Hotel & Casino
Las Vegas
Through Aug. 22

KidShow

Bally's
Las Vegas
Through Aug. 21

Proexport Colombia's

networking cocktail
La Vegas Convention Center, North
Hall, Cultural Center, Booth #52025
Las Vegas

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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Surf Executives Show Wild Style at Waterman's Ball

Some of the surfing business's top executives gathered at the palatial **Ritz Carlton, Laguna Niguel** beachside resort, all to raise funds for a host of environmental nonprofits at the **SIMA Environment Fund Waterman's Weekend**, which ran Aug. 9–10.

More than \$400,000 was raised during a host of activities, ranging from the **13th Annual Waterman's Classic Golf Tournament** to the **24th Annual Waterman's Ball**. While the event was billed as a black-tie gala, the dress code was anything goes. Styles ranged from a mariachi outfit worn by Don Juncal, president of **Obey Clothing**, to a bespoke suit by Ecuadorian designer Gustavo Moscoso, which was donned by Fernando Aguerre, president of the **International Surfing Association** and the 2013 "Waterman of the Year." Others went native by wearing collared shirts made by Orange County, Calif.'s surf brands.—*Andrew Asch*



From left: SIMA Environmental Fund President Paul Naude; Fernando Aguerre, "Waterman of the Year"; Peter "PT" Townend, who was given the "Lifetime Achievement Award"; and Brandon Boyd, vocalist and surfer, who was named an "Environmentalist of the Year." His bandmates in Incubus also were honored.



Fernando Aguerre, 2013 Waterman of the Year and president of International Surfing Association



Doug Palladini, president of Surf Industry Manufacturers Association and vice president, general manager, Americas at Vans.



Richard Woolcott, Volcom's executive chairman, with Cari Woolcott



Santiago Aguerre, co-founder of Reef, with Bob McKnight, co-founder of Quiksilver



Surf legend Rob Machado and Peter "PT" Townend, recipient of the 2013 Lifetime Achievement Award



Coco and Izzy Tihanyi of Surf Diva



Linda and Shaheen Sadeghi of Lab Holding



Steve Ternosky of Obey, left, and Don Juncal, president of Obey

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 - Apr. Completed a \$26.6 million securitization; Sunnie Kim named Ernst & Young Entrepreneur of the Year in SoCal Financial Services
 - Feb. Opened Mortgage Call Centers in Orange County and Los Angeles
- 2011**
 - Dec. SBA 7(a) lending ranked No. 22 nationwide; reached \$1.9 billion in factoring volume
 - Oct. Became a HUD (FHA) approved lender
- 2010**
 - Dec. Reached \$1.6 billion in factoring volume, ranked in top 10 nationwide
 - Sept. SBA 7(a) lending ranked No. 33 nationwide
 - Jun. Started Mortgage Banking
- 2008**
 - May. Opened Northwest Regional Office in Seattle
 - Sept. Received the Preferred Lenders Program (PLP) status with Small Business Administration (SBA)
- 2007**
 - Apr. Obtained SBA lending license
- 2006**
 - Dec. Reached \$1.2 billion in factoring volume, ranking in the top 10 nationwide
 - Jun. Secured Private Label Commercial Letter of Credit Services
 - Apr. Secured revolving financing facility
- 2005**
 - Apr. 10th Anniversary of Hana Financial, Inc.
- 2004**
 - Dec. Launched web based version of the proprietary e-Factoring system
 - Jul. Partnership agreement with Korea Export & Import Bank, Seoul, Korea
 - Apr. Became a member of Factors Chain International (FCI)
- 2003**
 - Feb. Opened East Coast Office in Fort Lee, New Jersey
 - Jan. Sunnie Kim appointed as the new CEO
- 1998**
 - Apr. Implemented Hana's proprietary factoring system
- 1995**
 - Apr. Began formal business operations
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NEW RESOURCES

OurCaste: Down the Hill With a Newport Beach Sensibility

The entrepreneurs behind **OurCaste** may have just launched their line in January, but they are definitely not green to the scene.

Based in Newport Beach, Calif., the brand is headed by Michael Quinones and Matt Davis, who together worked with apparel brands **Comune** and **Chapter**. Previously, Quinones held a position at **Ambiguous** and **Paul Frank/Baumvision** while Davis was at **Burton**. With **OurCaste**, the two created a surf-inspired collection for the men's contemporary/activewear market.

Quinones and Davis wanted to launch an alt surf brand that could bridge the gap between surf and contemporary retail and cater to a demographic between the ages of 13 and 30. While working on a previous project, Michael Tomson—the pro surfer, **Gotcha** co-founder and surf-industry veteran—became a sounding board through the whole launch process, Quinones said.

"He expressed wanting to help set up a platform for us to launch this concept with an infrastructure that could both handle and support the success. We all knew the potential existed," Quinones said. "MT is there as much or as little as we need him to be, and we could not be more stoked to have him in our corner."

Davis oversees all of the sales, distribution and operations, and Quinones manages the design, creative and brand management. Supporting the launch are LJ O'Leary in marketing; Sterling Foxcroft in design and media; Sean Ciminesi in sales; and an intern, Mark Underwood. Quinones likened the small team to a tight ship. "Lean and



focused," he said.

The collection includes chino pants, woven tops and graphic tees. There is a rustic beach vibe throughout the categories, favoring pastel and burnt-colored hues. "We are steadfast in offering premium fabrications in forward yet [functional] silhouettes with contemporary detailing," Quinones said.

Fabrics are sanded for a soft hand, and pieces include special details such as thermal-weld trim.

There are double-napped flannels and soft jersey pieces. The outerwear collection includes waterproofed tech fabrics as well as wool blends and canvas pieces. While some pieces are produced domestically, others are made in Mexico and the balance is sourced through overseas vendors, Quinones said.

Wholesale prices for the pants start at \$55, and wovens are priced at \$49. Tees range from \$9.50 to \$11, and outerwear is priced from \$58 to \$80. The line currently sells in 35 stores, including **Nordstrom**, **Urban Outfitters**, **Aloha Sunday**, **American Rag**, **Need Supply**, **Jacks** and **Hansens**.

The **OurCaste** name is a nod to the surf and skate culture's outsider status.

"I had an epiphany that we were all a part of a lifestyle caste," Quinones said. "When people looked down at you or assumed you as something without knowing you, you found other people that shared these qualities. You banded together with them, almost without thinking. That's where the heart of **OurCaste** really derives from."

For more information, visit www.ourcaste.com, email matt@ourcaste.com or call (949) 903-5247.—Sarah Wolfson

Asphalt Yacht Club: Skating From the Street to the Yacht

Nyjah Huston won a gold medal for street league skateboarding at the **X Games** in Los Angeles this summer, but gliding over obstacle courses with a skateboard was only one of the things on his to-do list. He also helped launch skateboarding/fashion label **Asphalt Yacht Club**.

AYC was introduced at **Agenda** trade show in Long Beach, Calif., in July, and the skaters representing the line are meant to be a United Nations of skateboarding. Huston has won four gold medals at the X Games, and he was raised in Puerto Rico in a Rastafarian household. AYC Creative Director Stevie Williams, another street skater, was raised in the projects in Philadelphia and developed a career marketing streetwear. Another team rider is Riley Hawk, the oldest son of pioneering skateboard star Tony Hawk.

"We all have our fashion and our own look," Williams said of the eight skaters who serve as the faces of **Asphalt Yacht Club**. Yet they all could be united by one brand. The brand's name also is filled with ambition, according to Jesse Fritsch, marketing director of AYC.



Through hard work, anyone can rise from the street level to living on a yacht—or reach any goal.

All AYC shirts have the brand's monogram printed inside them. They also offer a fabric that is similar to a **Nike Dri-Fit** moisture-absorbing fabric. However, AYC's shirts don't have a sports-apparel look to them. "Skateboarders tend to reject jockish-looking apparel no matter what the benefits are,"

Fritsch said. "We offer those same benefits but with a look that skaters can still relate to."

Other looks include shirts with patterns featuring the AYC logo and tees with a contrast pocket. There's also the Riley logo camo tee, which features an all-seeing-eye design contributed by Hawk. "We're making sure that we are putting out premium quality that kids can afford," Fritsch said. Shirts will wholesale for \$30 to \$35, and fleece will wholesale for \$65 to \$70. The line's T-shirts, henleys, hoodies and fleece are produced in Los Angeles and Miami. Caps are produced overseas. For more information, email jesse@asphaltyachtclub.com.—Andrew Asch

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A.N.D. Jeans: Sean Barron Takes Denim Back to Raw

“Comfortable raw jeans” sounds like an oxymoron, but Sean Barron has figured out a way to do it. While male denim purists will endure the uncomfortable stiffness of raw jeans for months straight to break in their own whiskers, those rules do not apply to women.

“Raw jeans—most girls don’t want to wear because they take too long to get them comfortable,” said Barron, founder of A.N.D. Jeans (pronounced like an acronym—“and”), which stands for “A New Denim.”

Barron, whose longtime history in the business includes co-founding the designer brand **Katayone Adeli** with the self-named designer and **Joie** with Joie Rucker, wears in his own raw selvedge jeans the hard way.

“I kept wanting to make raw jeans soft,” Barron said.

In his search, he discovered a technique that could achieve the softer hand feel of washed denim without a drop of water compromising the rawness of the denim.

“I kept talking to fabric mills. Someone turned me on to a machine that’s not made for denim at all. It’s not part of that [denim] wash process at all,” Barron said. After countless rounds of trial-and-error testing, he finally nailed the amount of processing to achieve the desired softness. The final result is true raw jeans that go from feeling like sandpaper to stretchy flannel.

A.N.D. Jeans launched in stores for Spring 2013 with five minimalist styles for women: a rolled skinny, a mid-rise ankle skinny, a slouchie cigarette, a slouchy cigarette with slit and slim boyfriend jean. The jeans are made out of Japanese and Turkish indigo-dyed raw denim ranging from 9- to 12-ounce weights. The fabric is processed, cut and sewn in Los Angeles, where the company is based. Barron claims the jeans will fade uniquely to the wearer over time—just like a true raw denim.

“I wanted to stay away from trend and bring jeans back to their



roots. ... When doing such heavy processes, they start to look fake. They crossed the line,” Barron said of jeggings, colored, printed and embellished jeans. “They are not jeans anymore. There’s going to be a pushback on that. Now they want to go back to jeans.”

The line has been sold to top-tier stores such as **Barneys**, **Neiman Marcus**, **Bergdorf Goodman**, **Selfridge’s** and **Harrod’s**. The average retail price point is \$190 to 225.

For more information, contact the corporate headquarters at press@and-jeans.com or The Globe West showroom at (213) 955-6116.—*Rhea Cortado*



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Shade 55: The Authentic Roots of Denim

Shade 55 is the name of the deepest indigo color, said designer Paul Hagopian.

He set out to make a men's denim line that would have integrity and hold on to the roots of American denim that was as strong and deep as the deep-indigo color of Shade 55. The line's cotton would be grown in America, the fabric would be made in United States, and it would be manufactured in America. It would be made to fit many American men as they are—not models who can fit into super-skinny jeans. "It's for that more traditional guy," Hagopian said.



and a comfortable rise. One of the line's most popular fits is the "1981 Micro Boot Cut," with a small leg opening with a little flare to go over the sneaker or boot.

All of Shade 55's looks are clean, but they also offer a few details, including a vintage-style American flag sewn into the waistband of the jeans, hand-detailed leather back patch and the number 55 sanded into the right back pocket. Wholesale prices range from \$75 to \$95.

For more information, email sales@shade55.com.

—Andrew Asch



Shade 55 debuted at **Project** in 2011, and since then it has been sold at **Fred Segal Melrose**, **Blues Jean Bar** and the **Sundance Catalog**. **Nordstrom's** e-commerce site placed a test order, Hagopian said. The designer is exhibiting Shade 55 at **Liberty** trade show in Las Vegas, which runs Aug. 19–21. At the trade show, he is introducing his "Modern Straight Leg" jean, a selvedge pant made from recycled water bottles.

Other styles include Shade 55's "Tapered Leg" jean. It's a slim straight leg with a "modern" 14.75-inch leg opening

Iron & Resin: American Ingenuity

Thomas Hill's and Jackson Chandler's goals started much like many homegrown brands do—they wanted to make clothes they would buy and wear and that celebrated their love for the outdoors, riding motorcycles and surfing. Their brand, **Iron & Resin**, turns back the clock to the old-fashioned method of making goods by hand and in smaller batches.

"This industry was initially born by passionate, creative individuals who had a strong desire to marry their passions with their careers," Hill said. "Making money was not the driving force. This is purely a way for us to come to work inspired every day by doing something that we love."

Hill has a long history in designing and producing private-label branded programs for specialty surf retailers. Jackson was hired as a lead designer on one such project, and the two became fast friends. With about 30 years in the industry combined, they felt their brand could offer a personal relationship that was missing from a lot of the bigger action-sports brands.

A significant piece of that puzzle was manufacturing in the U.S.A. and sharing that story with consumers. Hill said that the



Thomas Hill and Jackson Chandler

ily accessible while on a motorcycle. Waxed canvas outerwear items are wind- and waterproof.

"We love having a personal connection to the people making our products and being able to get to know the person who is

"I think we're going to see an entire new wave of American ingenuity and entrepreneurship over the next 20 years that will put the U.S. back on the map of the manufacturing world."—Thomas Hill

millennial generation is increasingly craving higher-quality products and transparency from brands about how they are made.

"The younger generation [feels] like they want to make a difference," Hill said. "They've recently graduated from college with skills that they were told would allow them to excel in the workforce. Having lived through the recession and now faced with bleak job prospects, there is an entire generation of talented, passionate, intelligent people that have to figure out how to make a living. They're learning how to work with their hands again and putting those new skills to work."

"At the same time there is an older generation of people in the U.S. who have the manufacturing backgrounds and skills to pass on. I think we're going to see an entire new wave of American ingenuity and entrepreneurship over the next 20 years that will put the U.S. back on the map of the manufacturing world."

Iron & Resin is designed for outdoor recreational activities and in styles that won't look dated the following season. Jackets have zippered pockets that make stowing maps and cell phones secure and eas-

knitting, cutting, sewing our goods. It gives us a special sense of pride knowing we're helping each other," Hill said.

"Our knit hats and gloves are made by a factory that has been run by the same family since 1946. Some of the denim and outerwear pieces we're working on are made in a factory that used to build **Levi's** product—before they moved offshore."

The brand operates a bricks-and-mortar store in Ventura, Calif., where the company is based. Referred to as "The Garage," the store also sells a variety of outdoor brands and lifestyle accessories. Iron & Resin plans on opening a store in Paris in October that will be the flagship location for Europe.

Iron & Resin has been sold to premium surf shops and boutiques, as well as **Nordstrom**, **Urban Outfitters** and **Karmaloop.com**.

Wholesale price points for graphic tees average \$18, trunks average \$36, and long-sleeved button-up woven shirts range from \$50 to \$70. The waxed cotton outerwear pieces range from \$110 to \$120.

For more information, contact Caleb King at **The NTWRK** at (949) 698-3636 or email caleb@thentwrk.com.—Rhea Cortado



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The All-American Approach Is Key to Reviving Post'age Denim Brand

After a three-year hiatus, the **Post'age** denim label is being resurrected, banking on the "Made in USA" element to take it to the top.

One line within the label that is being heavily promoted is the selvage denim line that comes from **Cone**

Denim's White Oak plant in Greensboro, N.C. "The key for us is we wanted that line to be an all-American label," said Martin Barrack, vice president of the brand, which is being cut and sewn at **JS Denim** in Los Angeles. "We are really going to be promoting that."

Barrack said he decided to use selvage denim after noticing an uptick in high-end jeans made out of the denim, which has a tighter, denser weave. "Selvage denim has taken off like crazy," Barrack said. "You go to the **Fred Segal** store—there are seven lines of selvage. It's happening."

Selvage denim has been around for more than a century, but the thicker denim later was replaced with lighter-weight denim as styles required more flexibility and thinner fabric. Selvage is woven on narrow looms and tends to have more variation in the finished fabric.

Today, the Japanese are one of the leaders in selvage denim production. The story is that when American denim mills were modernizing between 1960 and 1980, the Japanese



bought a number of the old looms the American companies were selling.

A good Japanese pant made of selvage denim can cost as much as \$400 in stores such as **Barneys New York** or **Ron Herman** in Los Angeles. Post'age's selvage denim retail prices

will vary from \$200 to \$250.

JS Denim is just rolling out the first samples of the line—geared for both men and women—that will soon be delivered to the Post'age sales staff. The jeans will come in either a straight cut or skinny cut for men and a skinny silhouette for women. There will also be a number of washes that come in blues, grays and blacks.

As part of the marketing strategy, each jean will have a booklet in the back pocket that tells the story of selvage denim. Also, the inside of the front pocket has a small explanation about how the label is made in the tradition of more than 100 years of American-made jeans with this label being "Made in Los Angeles."

Barrack wants to see Post'age stocked in London at **Selfridges**, which prides itself in having one of the largest denim departments in Europe. Japan is another market being scoped out because the Post'age jeans will be priced much lower than most Japanese selvage denim jeans.—*Deborah Belgum*

Cone Adds More Vintage Selvage Looms at White Oak Mill

To keep up with demand for American-made selvage denim, **Cone Denim** is increasing capacity of selvage denim by 25 percent by installing several vintage selvage looms at its historic White Oak mill in Greensboro, N.C.

The **American Draper X3** loom is a fly-shuttle loom from the 1940s, which produces narrow selvage denim fabric. The installation of the new-to-Cone machines is expected to be complete by the end of the month.

"Demand continues to grow for authentic Made in the USA selvage denims and has exceeded the capacity of our current X3 looms," said Kara Nicholas, vice president, product development and marketing, in a statement.

The company had retained a number of vintage shuttle looms, gradually adding them back into production as demand increased beginning in the 1990s.

"With no more looms in storage, we began searching; this is an extraordinary find for us," Nicholas said.

The Cone team searched "scrap yards, grassy fields and abandoned mills" before finding the looms, which required extensive restoration by Cone technicians. Parts had to be fabricated, and some of the looms were overhauled and reassembled.

"The restoration of the looms has been tedious and would have been impossible without the expertise of our technicians, many of whom worked on the original X3 looms," Nicholas said.

The reclaimed X3 looms will join Cone's existing X3 looms, which produce denim with



Cone Denim's American Draper X3 fly shuttle looms at the White Oak facility

"a depth and dimension different from other denims."

"Vintage weaving is more art than science," Nicholas said. "Each loom that is installed gives us an opportunity to continue to master the intricacies of shuttle weaving and transfer that know-how to the next generation."

Moses and Ceasar Cone founded the company in 1891. Over the years, the company expanded to a global operation with manufacturing facilities in the U.S., Asia and Mexico. At the the company's flagship White Oak mill, denim is made using modern equipment and technology as well as vintage looms from mid-century denim-making techniques.

"It is exciting to strategically invest in our U.S. manufacturing base and to further the White Oak legacy," said Ken Kunberger, president and chief operating officer of Cone Denim and Cone's parent company, **International Textile Group**. "Our customers and the consumer's passion for authentic American selvage denim, coupled with the history and heritage of White Oak, continues to grow."

—*Alison A. Nieder*

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Left: KILL CITY "Ride or Die" moto jacket (\$179). LUSH CLOTHING bralette top (\$14.75). DENIM OF VIRTUE "Foster" studded jean (\$119). ROCKS N'SUGAR "Zizi" necklace (\$70) and "Coco" studded cuff (\$200). LEATHEROCK wrap bracelet (*cfp). BUDDHA TO BUDDHA chunky silver bracelet (*cfp). LISA FREEDE JEWELRY pyramid bracelets and rings (*cfp). REPORT "Drayke" boots (*cfp). Center: KILL CITY nylon bomber jacket (\$84). PRINCE PETER COLLECTION "King of Spades" tee (\$26). BETTER IN BLUE "Leonard" jean (\$57). JOE ANTHONY SALAS beanie (\$18). BUDDHA TO BUDDHA silver rings and bracelets (*cfp). CONVERSE sneakers (*cfp). Right: CITIZENS OF HUMANITY denim "Hesher" vest (\$135). 24HRS fishnet bra (\$15). FRANKIE B. "My BFF Jegging" (\$86). DIMEPIECE LA "Aint No Wifey" cap (\$24). LISA FREEDE JEWELRY bracelets and rings (*cfp). LEATHEROCK bracelet (*cfp). STEVEN by STEVE MADDEN "Aftrdark" pumps (*cfp).

THE COOL

Streetwear merges with denim to create the latest in fashion cool. Graphic tees, snapback caps, varsity jackets, sneakers and plenty of silver jewelry create the look. These will be some of the key styles at the upcoming trade shows in Las Vegas.—N. Jayne Seward



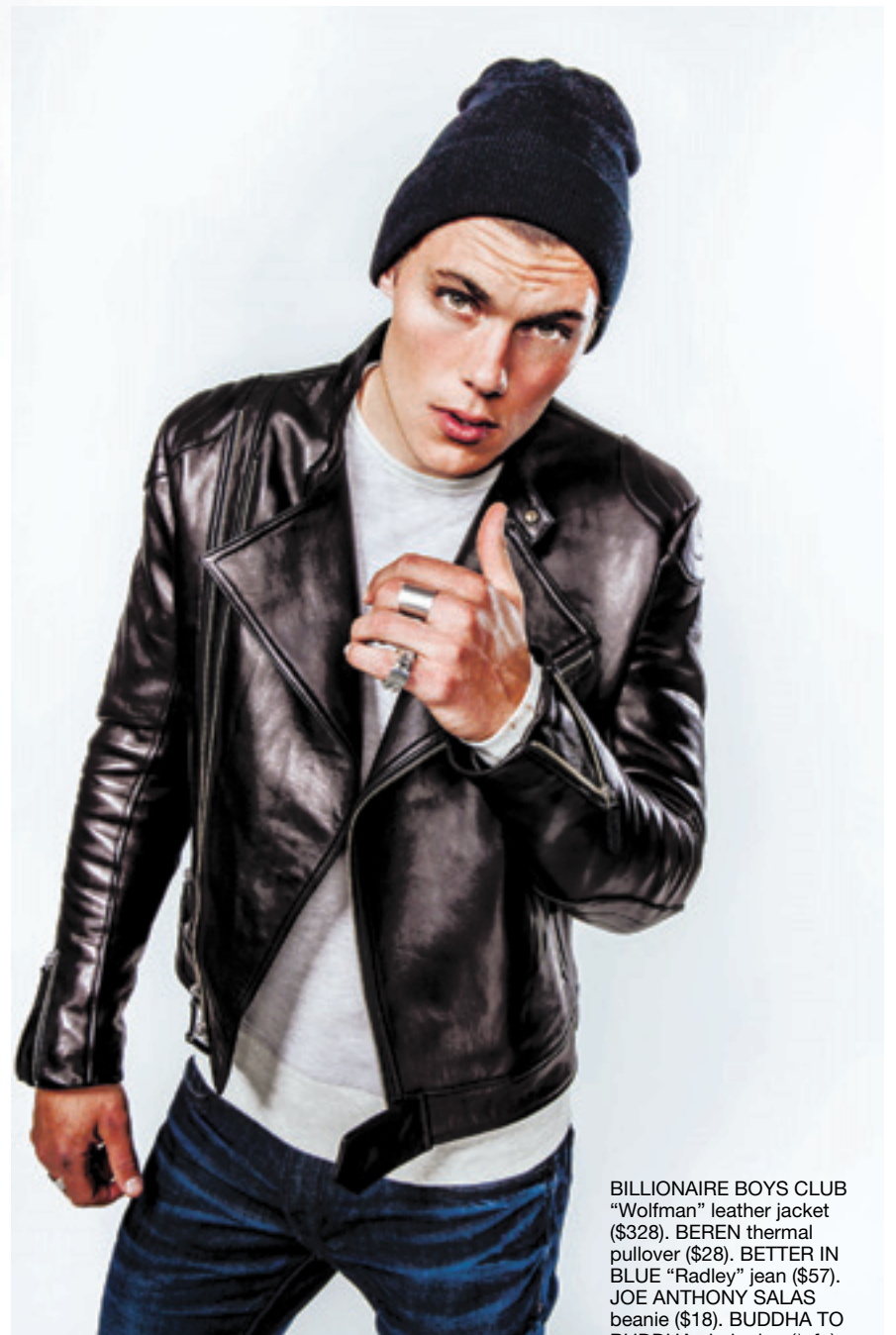
Left: JACOB DAVIS dark indigo “Jacob Trucker Jacket” (\$145) and “Hammond Crop” jean (\$124). THE JERSEY SERIES “Livorno” jersey (\$78). JOE ANTHONY SALAS studded cross snapback (*cfp). BUDDHA TO BUDDHA bracelet (*cfp). CONVERSE sneakers (*cfp). Right: DIMEPIECE LA “Ain’t No Wifey” cropped hoodie (\$32). KILL CITY “Beat and Bleached” jean (\$80). BUDDHA TO BUDDHA bracelets (*cfp). LISA FREEDE JEWELRY rings (*cfp). STEVE MADDEN “Madly” heels (*cfp).



LEVEL 99 “Jordan” short jumper (\$58). DIMEPIECE LA logo bra top (\$22) and cap (\$24). LISA FREEDE JEWELRY silver cuff, rings and chain necklace (*cfp).



JON BURDINE black PVC vest (\$98). KILL CITY “Thrasher” short (\$64). JUNK FOOD CLOTHING “Roxy” Raglan tee (\$16). BRIAN LICHTENBERG “Ballin” beanie (\$19). COCO & BREEZY sunglasses (\$75). LISA FREEDE JEWELRY bracelets (*cfp). BUDDHA TO BUDDHA bracelet (*cfp).



BILLIONAIRE BOYS CLUB “Wolfman” leather jacket (\$328). BEREN thermal pullover (\$28). BETTER IN BLUE “Radley” jean (\$57). JOE ANTHONY SALAS beanie (\$18). BUDDHA TO BUDDHA chain ring (*cfp). LISA FREEDE JEWELRY brushed-silver ring (*cfp).



LOVE IS EARTH MFG CO. "Lie" flag-logo tank (\$20). MONOMANIA organza pocket jacket (\$140). 24HRS foil-print jeans (\$34). BUDDHA TO BUDDHA silver bracelets and chain ring (*cfp). LISA FREEDE JEWELRY brushed-silver ring (*cfp).



PRINCE PETER COLLECTION "No Sleep Till Brooklyn" tank (\$28). BETTER IN BLUE "Erica" moto-print jean (\$62). KILL CITY "Put In Work" bomber jacket (\$176). COWBOYS BELT studded belt (\$45). CONTEMPO "I.D." link necklace (\$7.15). LISA FREEDE JEWELRY silver ring (*cfp).

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*cfp: call for pricing
Please note all prices are wholesale

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- BB DAKOTA (213) 488-9295 WWDMAGIC, #73103
- BEREN (323) 691 4865 Liberty Fairs, #267
- BETTER IN BLUE (323) 691-4865 Liberty Fairs, #510
- BILLIONAIRE BOYS CLUB (213) 250-6200 Liberty Fairs, #152
- BRIAN LICHTENBERG (213) 623-4300 By appt. at The Venetian
- BUDDHA TO BUDDHA (561) 768 9043 Not showing in Las Vegas
- CITIZENS OF HUMANITY (213) 213-0390 The Tents @ Project, #33014
- COCO & BREEZY (310) 237-2966 Liberty Fairs, #571
- CONTEMPO (213) 623-4124 WWDMAGIC, #75643
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- COWBOYS BELT (213) 250-6200 Liberty Fairs, #369
- DENIM OF VIRTUE (213) 800.3527 Project, #18139
- DIMEPIECE LA (213) 536-4322 Not showing in Las Vegas
- FRANKIE B. (213) 489-3055 ENK Vegas, #4151
- GLADYS TAMEZ MILLINERY (310) 237-2966 Not showing in Las Vegas
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- JOE ANTHONY SALAS (310) 237-2966 Private suite at the Hard Rock Hotel
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- LEVI'S (212) 704-3200 Project, #16150
- LISA FREEDE JEWELRY (213) 955-8088 ENK Vegas, #10165
- L.I.T.E. (310) 237-2966 Pooltradeshows, #810
- LOVE IS EARTH MFG CO. (213) 250-6206 Not showing in Las Vegas
- LUSH CLOTHING (213) 748-8555 WWDMAGIC, #72904
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- PRINCE PETER COLLECTION (213) 250-6200 Liberty Fairs, #267
- REPORT (718) 446-1800 FN Platform, #61903
- STEVE MADDEN STEVEN by STEVE MADDEN (323) 656-0012 FN Platform, #61903
- ROCKS N'SUGAR (213) 623-4481 ENK Vegas, #6173
- THE JERSEY SERIES (310) 237-2966 Private suite at the Hard Rock Hotel
- 24HRS (323) 260-7308, Ext. 244 Pooltradeshows, #705



DIMEPIECE LA "Ain't No Wifey" tank (\$20). AGAVE DENIM "Outlaw" jacket (\$90). MONOMANIA bomber jacket skirt (\$125). CONTEMPO "I.D." link necklace (\$7.15) and peace ring (\$5). LISA FREEDE JEWELRY silver bracelets and rings (*cfp). ALL CAPS "Elm" platforms (\$168).

Left: LEVI'S "Trashed Laser Trucker Jacket" (\$63.20). KC by KILL CITY for URBAN OUTFITTERS bra top (\$N/A). BB DAKOTA "Braden" short (\$34). LISA FREEDE JEWELRY medallion and triangle necklaces, bracelet and rings (*cfp). BUDDHA TO BUDDHA chain necklace, bracelet and ring (*cfp). STEVE MADDEN "Four Silver" shoes (*cfp). Right: DIMEPIECE LA "Love Don't Pay the Bills" tee (\$17). FRANKIE B. "Hipster Overall" (\$139). KILL CITY blazer (\$79). GLADYS TAMEZ MILLINERY "The Horse Ears" hat (\$155). BUDDHA TO BUDDHA silver bracelet (*cfp). LISA FREEDE JEWELRY chain necklace, bracelets and ring (*cfp). CONTEMPO rhinestone link necklace (\$10). ASH leather high tops (stylist's own).



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MODELS: NICK and SABINE for NEXT MANAGEMENT LA and ALLEGRA for WILHELMINA LOS ANGELES
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Q&A

New Tech: Where to Invest and What to Expect

As the economy recovers, companies are looking to invest in new technology to maximize efficiency, stay ahead of competitors or manage their omni-channel retail operations. *California Apparel News* Manufacturing and Technology Editor Sarah Wolfson recently spoke to several technology experts about new technology offerings and what benefits they bring to apparel brands and retailers.

What is driving companies to invest more in technology?

John St. Denis
Market Development Representative
Centric Software

Based on our experience within the last year, we are seeing companies invest in several areas. The first camp is companies still trying to use manual tools—whether they are spreadsheets, emails, PDF files—and these methods can't support a growing business. Silo is used as a metaphor in the tech industry for a condition when data gets isolated or locked in one area, unavailable to other areas where the information could be useful—or even necessary. Just like on farms, where silos are vertical structures that store materials and keep them from mixing, “siloed” information is also stored and isolated. But the problem is that information needs to be available and accessible so that business groups have visibility, can make rapid decisions, don't have to repeatedly enter data (data duplication equals errors), and can move quickly.

Fast-fashion can't afford to be stumbling around, looking to see whose data is the right data. This is a key benefit of PLM technology investment. Everyone—designers, sourcing, quality managers, technical designers, line planners, merchandising, executives, sales people and even customers—all have visibility into a single source of truth about the product, the very latest and most accurate information.

If design decides to use the navy buttons instead of red ones, sourcing knows this instantly and purchases red buttons, not the navy ones. The designers and developers are wasting time chasing work at hand. Management doesn't have the ability to oversee, and they lack visibility with real-time information. Technology provides solutions to specific problems like tracking and managing compliance or making documents readily accessible when inspectors request proof of compliance from management.

Interesting note: Mobile apps have been the latest development in PLM. They're simple to use, but they're actually pretty sophisticated offerings. In fact, very few vendors provide any mobile apps that integrate with their PLM software.

From our point of view, managing omni-channels or multi brands are for companies that fall into that category of companies who were invested in tech infrastructure years ago. As they grow organically, or in acquisition, they now have extended categories and new brands to manage. They need new technology tools to meet demand.

Whether managing omni-channels, multiple brands, multiple categories or multiple companies, those who were savvy enough to invest in earlier generations of technol-

ogy are often finding that those systems can't keep up with the requirements of their changing businesses, and that investment now to power the growth they plan for is an investment that will enable strategic success and deliver handsome returns in the future.

Centric Software provides product life-cycle management (PLM) and sourcing software for the apparel, footwear and accessories industries.

Roy Shurling
President of Lectra North America

Today's consumers are the true drivers of technology investments. They are fickle, and they want what they want when they want it. Fashion and apparel companies are turning to the most advanced technology to reach these consumers in an increasingly competitive marketplace. The collection-development process must be strong enough to



foster collaboration among every department involved, from designers and pattern makers to suppliers and merchants.

Sophisticated technology—such as virtual design, intelligent pattern making and 3-D prototyping, and fashion-specific PLM solutions—creates the visibility and control necessary to align creative needs with manufacturing constraints. These technological advancements have to be employed throughout the entire value chain of a company—as with the need for increased speed in time-to-consumer also comes the need for absolute control and visibility of what is happening throughout the product lifecycle.

Only technology can provide the visibility, and only through technology can the discipline required to work at a frantic pace without mistakes be maintained across complex supply chains. At the end of the day, companies will be able to meet deadlines and protect margins, but they will also create loyalty with quality garments that have the fit and style to appeal to consumers.

Lectra provides integrated technology solutions for the textile, home interior, automotive, marine and aerospace industries.

Bill Brewster
Vice President of Sales and Marketing
Gerber's Yunique Solutions



Companies are investing in PLM technology not only to maximize efficiency and improve productivity but also to quickly determine the answers to critical business questions that help

them get the right products to market faster. For example, PLM systems can perform multiple “what if” scenarios that enable

➔ **New Tech** page 20

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Pricing-Research Companies Join Forces

Pricing is one of the key parts of the retail business. Two companies that track pricing and give market intelligence on pricing joined forces recently.

Market Track, LLC, a Chicago-headquartered provider of retail promotion and pricing intelligence solutions in North America, announced Aug. 7 that it has agreed to acquire **Dynamite Data**. The new company will be called Market Track, and it will employ 400 people. Market Track will retain Dynamite Data's executive team. Diana Schulz, Dynamite Data's chief executive officer, is located in Los Angeles and will telecommute to Chicago. Schulz will become president of Market Track's new e-commerce division.

"We look forward to the powerful data and analytics platform this combination will create and the enhanced value we will bring

to our clients through our integrated offering," Schulz said.

Market Track works with top 500 retailers and manufacturers and provides pricing and promotional insights through its database of promotions across media channels, from print to online. Market Track's database will be integrated with Dynamite Data's real-time pricing, inventory and ratings information from over 3,000 online retailers, said Wayne Mincey, Market Track's chief executive officer.

"Dynamite Data is an innovator in the retail market, enhancing business practices by incorporating price transparency and algorithmic pricing models into retailers' key business processes. Adding Dynamite Data to Market Track's suite of data-driven promotion and pricing intelligence solutions is a natural strategic fit."—Andrew Asch

New Tech *Continued from page 18*

teams to determine if a product will meet profitability expectations before designers sketch a concept or generate a single piece of artwork.

With a PLM system, brands and retailers can quickly calculate historical costs using built-in best practices based on a target markup percentage or a target price for both wholesale and retail. This enables the creative and sourcing teams to align early in the planning process. With this vision, merchandising, design, technical design and sourcing teams are left to focus on inspirations and new product innovations as well as the reuse of bestsellers, reducing product-development time and resources to deliver on-trend, consumer-valued products that will deliver higher margins at both wholesale and retail.

Also, either at the line level or sub-assortment level, users can enter planned numbers

for a particular collection and track them from planning to development through approved commitments. Teams get an "at-a-glance" visual of the line with the ability to drill down to style categories. In addition, PLM systems provide real-time visibility to new styles and carryovers in development, including input from suppliers, to create a single source of data entry and maintenance for designers and merchants. With this tool, everyone in the process has the most current information, which can be rolled to and from the plan.

A division of Gerber Technology, Yunique Solutions makes product life-cycle management software designed specifically for the apparel, fashion and retail industries.



Joanna Beerman
Manager of US Marketing
Communications for Manthan
Systems

Customer-centric organizations are looking to build a lasting, personalized relationship with individual customers and promote a consistent positive experience across channels. And, fortunately, some technology vendors today have the capabilities to satisfy this requirement with the advent of predictive and Big Data analytics to determine customer sentiment and preferences in addition to personalization engines to drive real-time customer offers.

Manthan Systems is a retail analytics and business intelligence software provider

Mark Burstein
President of Sales, Marketing, and
Research & Development, NGC
Software

Consumers are shopping in all channels, and it has eroded brand loyalty. Most retailers have re-



sponded by increasing their private-label offerings and taking more control of their sourcing. The only way to maintain consumer loyalty is to offer products that people want but can't find elsewhere. So, the goal of all retailers and brands is to reduce lead time, streamline product development and lower costs. All of this must take place with an emphasis on ethical sourcing as vendor compliance and product safety are under the collective microscope.

Hence the high demand for integrated PLM and SCM solutions that manage the process from concept through product delivery. It must also include components to manage social compliance, product safety and sustainability. Current demand for this type of technology is outpacing anything I have seen in the past few years. The integrated PLM-SCM solution provides seamless communication throughout the extended product lifecycle.

NGC Software is a provider of PLM, supply chain management, ERP and shop floor control software and services. ●

GRACE^{LA}



Romantic with an edge, feminine and strong, **Grace in LA** jeans feature specialized pocket treatments with intricate embroidered, bejeweled, and metallic motifs. A hint of vintage Wild West meets modern-day "Wild West Coast." Each pair is carefully crafted for a flawless fusion of silhouette and detailing. We use only the finest fabrics, washes, and finishing techniques coupled with rigorous quality control.

Grace in LA is known for glove-like fit that is equally comfortable and chic. Contoured waistbands never gap out, and there is always just the right amount of stretch. A variety of denim options include boot-cuts, boyfriends, straight legs with rolled cuffs, and stiletto skinnies.



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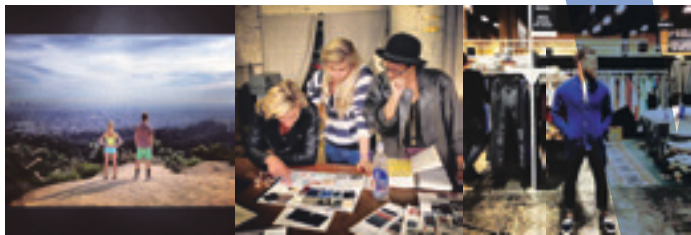
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We built our company from zero to millions with Tukatech



When Robert Lohman, environmental studies degree in hand, decided to enter the apparel manufacturing business, he had two goals. "We wanted to come up with a basics brand that was all organic," he says, "and we wanted it to be made in Los Angeles." That was back in 2010, and conventional wisdom would have dictated that someone with no industry background or training, going 100 percent organic with recycled material, and locating his manufacturing base in the heart of the Los Angeles garment district, would likely be out of business by 2011.

Conventional wisdom, in this case, would be dead wrong. Today, Lohman is CEO of the Groceries brand of men's and women's organic and recycled-material tops. It can be found in over 400 stores worldwide, including Kitson and Planet Blue in Los Angeles and Barney's New York and Opening Ceremony in Tokyo.

Groceries boasts annual sales in the seven figures, a 33,000-square-foot manufacturing facility downtown at the corner of Alameda and 7th, and 64 full-time employees. In addition to its own label, Groceries also sells volume private-label blanks to big names such as Paul Mitchell and Pearl Jam. The company is doubling its size every nine months. In other words, Groceries is a rousing success.

What accounts for it? To begin with, a strong corporate vision combined with a healthy dose of stubbornness. "We'd rather go out of business than manufacture nonorganic shirts and manufacture overseas," Lohman says. "We will not go against our DNA that way." And Lohman credits one other key component for Groceries' achievements. **"We really wouldn't be here without Tukatech,"** he says.

Tukatech, a name well known and respected throughout the apparel industry, is the leading provider of fashion software and hardware technology solutions. The 18-year-old company, headed by industry veteran Ram Sareen, has built a devoted following among designers, manufacturers, and distributors worldwide, having sold some 19,000 systems and replacing over 5,000 competing systems in the process. Its advanced TUKAcad software is arguably the most instinctive and ultra-efficient 3D and 2D patternmaking, marking, and grading software on the market, while its SMARTmark module maximizes marker placement with surgical precision to make use of every usable square inch of fabric. Its advantages over its "very expensive and rigid" competitors are many, Lohman says, but for him two qualities were critical: TUKAcad is instinctive and easy to use with built-in videos and self-training audio help and support for every function, and Tukatech's prices are affordable and terms flexible. Tukatech

"allowed me to rent for \$200 a month, which made so much sense to me since we were getting started from nowhere," he explains. "We didn't purchase any hardware, like plotters or digitizers, because we could use TUKAcad centers. **Suddenly, we had the same powerful tools big apparel companies used. That was empowering.**"

Those advantages were key, Lohman goes on, because of Groceries' ambitious, locally based, vertical-integration business model. "A lot of brands outsource their manufacturing, especially overseas," he says. "We think you can be more profitable manufacturing in the U.S., and it reduces your carbon footprint."

Still, the challenges are many. "We take on all the headaches that come with manufacturing here because we gain speed, the ability to react to trends, and also to manufacture at a lower cost," Lohman says. The company also takes a smaller margin to be able to compete with nonorganics. "We focused on price point because we want to compete not only with other organic companies but with nonorganics as well. Since there's no middle man, we pass that savings on to the buyer. If we didn't manufacture here, we wouldn't be able to offer this kind of pricing and have the success we've had in the market."

Renting TUKAcad "gave us an efficiency as far as saving fabric, but, more than anything, it allowed us to work on our own timeline, even all night if we wanted to," Lohman says. He has since bought the software, and, three months ago, he added the SMARTmark module. "It's been another transformation in our company," Lohman continues. **"SMARTmark is TUKAcad on steroids. It is really and truly amazing." What used to take 30 to 40 hours per week now takes less than two hours.** Expecting a 5 percent fabric savings, SMARTmark is realizing near 20 percent, which should save Groceries an estimated 100,000 yards of fabric next year. "Efficiency is a huge part of being an eco company," Lohman says. "We save money, use fewer resources, and create more demand for organic fabrics." And that fits Groceries' corporate goals to a T.

Lohman also credits Groceries' success to "immense help" from Sareen and Tukatech's strong customer support. "We made good business decisions manufacturing here—it's not just a gimmick," Lohman says. "But I'm not sure we'd be able to exist without Tukatech. We couldn't compete with much larger companies, wouldn't have the flexibility to produce and design. It's very empowering for a small company to have that much strength in that type of software. Those are the words—flexibility and empowerment—that are the keys to our success."



Top: photos from Groceries Apparel's blog at www.groceriesapparel.com; middle: the company's 33,000-square-foot facility in Downtown Los Angeles; bottom: All Groceries garments are 100 percent organic or made with recycled material.



Swim Collective Continued from page 1

The trade show was scheduled between two giant trade shows—**Miami SwimShow** in July and the **MAGIC Market Week** in Las Vegas in August. For some East Coast brands, Swim Collective was an opportunity to reach West Coast buyers. That was the case for Alejandra Boggiano of **Solkissed**, who presented her second collection at Swim Collective and was hoping to reach a Southern California base. Boggiano's Peruvian background is evident throughout the collection, which is manufactured in Peru with Peruvian fabrics. While there is a California feel to the pieces, Boggiano added colorful woven Peruvian bracelets on the side paneling of the bottoms.

This was the first time at Swim Collective for Despina Filios of **Despi** designs, launched in 2008 in Brazil. Filios said she decided to join the show at the last minute, which, she said, may have impacted traffic at her booth. Still, she landed a few key orders with retailers she anticipated stopping by, such as **Diane's** and **Molly Brown's**.

Despi's style mixes in a classic fit with a contemporary edge. She focuses on braided string details, crochet fabrications and intricate prints. Filios uses microfiber and forgiving fabrics that

wear well on varying body types, as well. In addition, she incorporates **Swarovski** crystals and gold-plated metals in her suits.

Agua Bendita, based in Colombia, has been around for more than eight years and mixed sophistication with more-youthful looks. Styles have eye-catching patterns, knotted straps and subtle cutouts. Wholesale price points for the tops range from \$46 to \$52.

Diana Galvis, a sales representative with the brand, said no orders were placed at the show, but she was looking to meet new people on the West Coast.

West Coast brands were eager to show off their Southern California vibe. Costa Mesa, Calif.-based **House of Au + Ora** showed Hawaiian- and Brazilian-inspired suits, many with reversible and multi-tie options. Designer, co-owner and Huntington Beach, Calif., native Lindsay Rochelle said she incorporates



Tigerlily uses world textile inspiration in its Spring/Summer 2014 collection.

an eco-friendly approach in her suits, which mix Italian fabric and old fishing nets. Wholesale priced between \$35 and \$41, **House of Au + Ora** is manufactured in Los Angeles.

Aaron Taylor, marketing director of **Odina**, was also mixing earth-friendly materials and the active lifestyle. The eco swimwear line combines fashion and functionality with suits made from recycled nylon.

Marissa Eveland and Melissa Jasny of **Issa de' Mar** are based in Oahu, Hawaii. The two designers

grew up surfing the beaches of Hawaii and wanted to bridge the gap between traditional surfwear and high-end swimwear. With wholesale price points ranging between \$26 and \$35, the line's details include elaborate cutouts and string backings.

Belusso designer Kirsten Ehrig-Sarkisian manufactures her suits and coverups in Los Angeles but takes her inspiration from

Mediterranean resort destinations. "We spend a lot of time in the South of France," she said. "I am inspired by the way French and Italian women have a very chic but relaxed way of dressing at the beach; this fascinates me."

Ehrig-Sarkisian was showing separates, one-pieces and a rash guard. "There is an upswing with rash guards," she said. "We are seeing more interesting ones—not so utilitarian."

Wholesale price points for the full-piece suits average \$89 while silk coverups are priced higher.

Ehrig-Sarkisian said she picked up several new accounts at Swim Collective, which she described as a nice complement to the Miami shows.

Big brands such as **Tigerlily**, based out of Australia, and New York-based **Mara Hoffman** showed ethnic prints using Indian and world design motifs. Tigerlily included power mesh for support while Mara Hoffman pieces featured bustier tops with underwire foundation.

There were clean cuts, digitalized prints, and string- and crochet-knotted details from sister designers Oleema and Kalani Miller of **Nikoh** swimwear. Manufactured in Bali, the suits are wholesale priced at about \$48 and sell in better stores such as **Barneys New York** and **Shopbop**.

Rosalie Macke, who handles sales for **Seafolly**, outlined several trends, including retro/vintage looks in bold bright neons or soft pastels, a sublimation-printed net. "There is quite an influence in surf/scuba looks, as well as a 'Maude' group, featuring black and white with a 1960s influence," she said.

Macke said she met with her big accounts, including **Zappos**, and major surf accounts that placed orders.

Tavik, known for its unconventional take on swimwear, played around with mesh for its Summer/Spring 2014 season. Nicole Kegley, who handles public relations and marketing for Tavik, described the brand as for the festival girl looking for a suit that can take her from swimming, surfing or paddleboarding by day to ready-to-wear by night.

The collection introduced one-piece suits, incorporating mesh, hardware, neoprene and different types of fabric for a more edgy look. ●

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Downtown Los Angeles/Luxe Boutiques Gamble on Downtown LA

Carl Louisville made millions of dollars for **Prada** as director of the fashion house's **Epicenter** store on Rodeo Drive.

After more than 25 years of working at Prada, he was looking for something new in a place where few in recent memory had sold refined and expensive fashions.

In May he opened **Guerilla Atelier** in a former furniture warehouse in downtown Los Angeles' Artist District.

He wasn't alone. In the past year, a handful of luxury retailers have gambled on downtown Los Angeles. With a wave of glitzy restaurants, bars and luxury condo developments, they sought to build independent luxury businesses in what once were no-go neighborhoods.

Darren Gold, owner of the **Alpha** pop-up store, which opened in June in downtown, said the pioneering boutiques call for a unique retailer and shopper. "The people who open shops here are innovative," he said. "They do things a little differently. The customers here are genuinely excited to see something new. They're not jaded."

For Louisville, it wasn't much of a gamble. He is a downtown resident. "I see it changing. I see more people like me down here. I asked, 'What can I do to service the growing community of people who want to buy clothing but don't want to drive to Beverly Hills?'"

For Shanacie Tangradi of **The Well**, a boutique/salon/events space that opened last November, there was no gamble in opening a store in her own neighborhood. "There was never any thought of going anywhere else. Downtown is our home."

Guerilla Atelier

After more than one year of producing pop-up shops in downtown Los Angeles, Carl Louisville felt the neighborhood was ready for a permanent store filled with refined, artisanal crafts, furniture, and clothes picked by himself. In May, he opened **Guerilla Atelier** at 821 E. Third St. in downtown Los Angeles' Arts District.

Since then, the place has been the site of a moveable feast. People from Louisville's new neighborhood drop by for a sophisticated happy hour—a classical pianist frequently played the grand piano that, until recently, was at the store. They mix with Louisville's former customers from Rodeo Drive, where he worked as the director of the Prada Epicenter store.

One top-selling item has been the "Loco Denim" jacket by Los Angeles-based designer **Mr. Freedom**. It retails for \$439.95 and feels like a second skin, Louisville said. "I've reordered it every week since I opened," he said. The jacket is made out



Carl Louisville in Mr. Freedom



Beckley by Melissa



Borrelli Napoli



Vénus et Jules

of Japanese denim and has buttons made in Brazil and a craftsmanship that speaks of effortless luxury, he said.

A shirt by the **Borrelli Napoli** fashion house has been selling well. The denim blue shirt

with brown stripes retails for \$365. "People are getting an education on handmade clothing," Louisville said. "They see the value. The Borelli shirt features a yoke attached by hand and stitching that cannot be done by machine, he said.

The "Pantalon Jack" drawstring trouser by French label **Vénus et Jules** retails for \$185. "I have an obsession with loungewear that doesn't look like you just came from yoga," Louisville said of the garment. "It's comfortable enough to wear on the street."

The **Beckley by Melissa** "Low V Paneled Leather Dress" retails for \$648. "It flatters everyone who puts it on," he said. The leather is soft, and the V-neck is supported by a back that is laser cut.

The Well

The boutique, salon and events space is located at 1006 S. Olive St. on an isolated strip in between downtown's Fashion District and Financial District. Retail manager Stephanie Harrison and Shanacie Tangradi of The Well hope that their store will be one of the first outposts in a community of boutiques that will grow on the street.

One of the top-selling items at The Well is the "Sureshot" by Australian brand **Zanerobe**. The leather drop-crotch pant with a drawstring retails for \$560. "The silhouette is on trend for men and women," Harrison said. "Comfortable leather clothing is taking over the indus-

try."

The "Muffie Pink Sequin Dress" by the **Again** label retails for \$1,550. The dress's black sequin and lace are imported from Italy. However, it is made in Los Angeles.

A draped motorcycle jacket by **Skingraft** retails for \$900 at The Well. Most leather starts off fitting in a stiff way, Harrison said. "You have to break it in and mold it to you. With this, the work is done," she said.

A knitted heavy cardigan by Italian designer **Isabel Benenato** retails for \$850. The oversized sweater looks exotic, even a bit raw, but it is not scratchy at all, Tangradi assured.

Alpha

Veteran boutique retailer Darren Gold opened a downtown Los Angeles pop-up shop for Alpha at 845 S. Los Angeles St. in June. It was scheduled to close in August, but his lease was extended for another month.

Like Gold's other Alpha stores, the downtown pop-up sells a mix of menswear, gifts and accessories. One of his top-selling items is a bikini-print shirt from Los Angeles label **Altru**. It retails for \$88. "People love unusual motifs that make it light-hearted and summery," Gold said.

The "Renegade" short by Orange County, Calif.-based brand **Athletic Recon** retails for \$60. "The whole athletic thing is really working," Gold said. "Some people are buying as a fashion piece, too."

The **Drifter** label's burnout tank top pieces retail for \$26. "It's so soft and lightweight. We have men and women buying it," Gold said.

Call 2013 the year of the sock.

Socks with novelty prints have been big sellers. The Orange County-based **Stance** label is one of the brands dominating this category. Pairs of Stance socks retail from \$12 and up at Alpha. "We're blowing through all of these funky socks with wild patterns. The wilder the pattern, the better the sock," Gold said.

Akai Ito

Jeremy Friend and Douglas VanLaningham opened **Akai Ito** at the edge of the Arts District, at 941 E. Second St., in 2012, to indulge their taste for avant-garde fashions. Since then, the place has been a hub for stylists and music-industry people looking for an exotic look.

The most popular style at the store has been drop-crotch trousers. Designer **Daniel Patrick** gave Akai Ito an exclusive to a style of his

drop-crotch pants. They retail for \$578. "They're linen, but they also feature leather," Friend said of the style. "It is in between beach and the rocker."

T-shirts by **Antonio Barragan** retail for \$150 at Akai Ito. But their Barragan shirts come with an edge. "It's a men's T-shirt that looks like a dress," Friend said. "You're living in Los Angeles; you can't wear a leather jacket all of the time. So you need something to keep an edge."

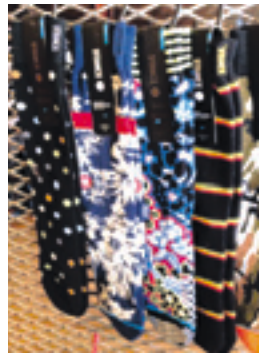
A one-off by the Los Angeles-based **Olima** label was made for women but has captured the imagination of both sexes.

With a silhouette of a men's sweatshirt, it is made out of vintage silk lingerie and retails for \$618. Women shopping at Akai Ito like the sweatshirt shape. "They seem to be more comfortable with boy-esque attire," Friend said. "But I'm also a boy who will wear skirts."

The "Forma" legging by **Mila Hermanovski** retails for \$278 at Akai Ito and is popular with dancers. "Every girl likes leggings," Friend said. "[The Forma] doesn't rip, they're not see-through, and they don't look like pants." ●



Drifter



Stance



Skigraft



Again



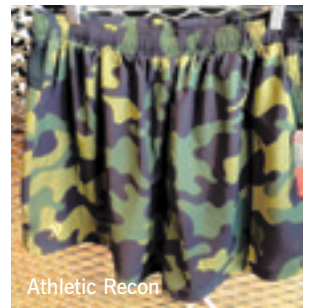
Zanerobe



Jeremy Yuge in an Isabel Benenato sweater



Altru



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LA Fashion Week Continued from page 1

Week runway shows Oct. 9–10 at Caruso Afiliated's **The Grove** retail center.

Style Fashion Week also announced that it will partner with **AEG**, the sports and entertainment company that owns **LA Live** and is headquartered at the entertainment district in downtown Los Angeles. It will produce a fashion market and fashion shows Oct. 13–17 in the LA Live compound behind the **JW Marriott Hotel**.

Since 2008, when **IMG Fashion** shuttered its **Mercedes-Benz Fashion Week at Smashbox Studios**, LA Fashion Week has been dominated by independent producers, including Style Fashion Week and the more



Style Fashion Week's Veronica Welch

to these rapid changes by creating equally versatile ways of remaining relevant and representational of what the West Coast has to offer."



Los Angeles Fashion Council's Kelsi Smith

Local focus

The producers of Style Fashion Week and Los Angeles Fashion Council hope they can solve some problems endemic to Los Angeles' fashion week with their new partnerships.

One of the most common complaints is that retail buyers and out-of-town press do not attend the events. Kelsi Smith, director of the Los Angeles Fashion Council, said that one of her aims is to change the perception of LA Fashion Week.

While a party will kick off the event, Smith plans to cut the focus on celebrity and party people at the LAFC event at The Grove. She believes that retailers and out-of-town press will cover the event if LAFC offers something no one else has. For Los Angeles Fashion Council, that point of difference will be showcasing local talent. "It's about getting a reputation for quality product," Smith said. "We've turned down designers from around the world. We will have a niche that will give people hometown pride and will get people to come to the show."

Liz Jaeger, vice president of public relations for Caruso, said the company hopes to help deliver solutions for Los Angeles Fashion Week's problems. "We hope to be a major catalyst in launching and supporting LA's dynamic fashion industry," she said. "We believe there is incredible potential with the talent coming out of our city and community. The Grove is also exploring opportunities for LA Fashion Week programming tied



Michael Cinco at Style Fashion Week in March

recently launched Los Angeles Fashion Council. The upcoming Fashion Week in October will also include independently produced events, including veterans of the scene **LA Fashion Weekend**, **Concept** and **Project Ethos**, the annual **Fashion Minga** show and newcomer **Men's Fashion Week LA**, which will make its debut Oct. 14 at the **California Market Center**.

Industry watchers are hoping LA Fashion Week returns to its more cohesive heyday—and rises above the criticism that has dogged it for years.

It has been critiqued for not delivering retail buyers and press, for not consistently producing high-quality shows, and for its venues being too spread out. Sue Wong, designer of her self-named line of **Sue Wong**, has exhibited her gowns and eveningwear at almost every LA fashion week and said the event must change.

"The event continues to be a wonderful opportunity to showcase collections," Wong said. "As more and more designers explore new ways of presenting their collections—such as online or in nontraditional settings—LA Fashion Week has to step up



Ermalinda Manos and Maison de Urbana at LA Fashion Weekend in March

to our premier retail tenants already carrying LA-based designers."

Left-coast style

Veronica Welch, co-founder of Style Fashion Week, said that Los Angeles Fashion Week has had problems because it often tried to be something it was not—New York Fashion Week. "Given the right platform, Los Angeles will stand behind it," she said.

Until recently, Style Fashion Week was at **Vibiana**, a former Catholic cathedral turned event space in downtown Los Angeles. The new venue at LA Live will allow Style Fashion Week to stretch its legs and try new things.

The space will feature two runways under a 42,000-square-foot tent. There will be a common reception area with 20,000 square feet, which will feature a lounge with art and exhibits from foreign



B. Scott and Mike Vensel at Concept Los Angeles Fashion Week in March

embassies to promote designers, travel and commerce to their respective countries. The space also will have a marketplace where retail buyers and consumers can meet the runway shows' designers and purchase their styles. Welch also is in talks with managers of the Fashion District's showroom buildings to create more connections between the Fashion District and Style Fashion Week.

LA sprawl

Still, one main complaint about past fashion weeks persists: far-flung venues.

Barbara Kramer, co-founder of the **Designers and Agents** trade show and a long-time LA fashion-week observer, said a central venue would help so attendees wouldn't have to drive all over sprawling Los Angeles to attend a runway show. The central hub would leave room for indie show producers and some off-site venues, which would preserve the independent spirit of the event. She recommended that fashion week scale down expectations and return to its pre-IMG roots as a showcase for emerging talent in Los Angeles. Another recommendation: Lower prices to produce shows, so more emerging designers could participate.

The costs to produce a single fashion show can be daunting. They rarely dip below \$10,000, and the most glittering events in key destinations can carry a price tag of \$150,000, according to fashion-show producers.

Over the years, attempts have been made to address many of Kramer's recommendations, but the initiatives have not gone far, said Mikey Koffman, chief executive officer of **The Gallery LA**, which produces LA Fashion Weekend and produced runway shows at **Smashbox Studios** during the IMG days.

After IMG bowed out, Koffman sat at meetings convened by the city of Los Angeles to find a solution to fashion week's problems.

"It was a free-for-all," she said. "No one wanted to work together and pool their resources. People were fighting against each other for ownership of something that couldn't be owned."

Koffman said she opted to developing more events such as the consumer-driven **Palm Springs Fashion Weekend**, which will debut Oct. 25-27 at the **Hard Rock**



Odylyne and ISM Mode at Los Angeles Fashion Council in March

Hotel in Palm Springs, Calif. In addition to runway shows and pool parties, there will be a shopping component to the event.

Palm Springs is already a destination for fashion week-minded consumers. *Palm Springs Life* magazine produces a **Fashion Week El Paseo** in nearby Palm Desert. The annual event is held in March.

Everybody's got one

Despite the challenges and cost, fashion weeks continue to be popular vehicles for entrepreneurs. Every fashion capital has one, and cities located away from the major media centers develop fashion weeks.

Allison Andrews thinks she's found the model of success for **Fashion Week San Diego**, the event she launched in 2010. For Andrews' event, emerging designers must go through a three-part interview process before they can be considered for the event. Once accepted, they pay \$1,000 to show, which covers all production services. Fashion Week San Diego also hosts a marketplace for the designers, where attendees can purchase their designs. According to Andrews, at the 2012 Fashion Week San Diego, the designers made \$50,000.



Gregorio Sanchez, Paulie Gibson and Madisonpark at Style Fashion Week in March

The week's sponsors include intellectual-property law firms such as **Knobbe Martens** and app makers such as **IT Mentor Apps** and **W Hotel San Diego**. Andrews' company, **APA Business Consulting Inc.**, underwrites the fashion week. The consulting firm offers one-on-one business consulting for designers participating in shows and also holds Fashion Week business seminars that are open to the public.

"If we're going to put [emerging designers] on this large of a stage and get them this exposure, they must learn to sustain it," Andrews said. "They need to have the tools that will allow them to compete in the marketplace," she said. The upcoming Fashion Week San Diego is scheduled to run from Sept. 30 to Oct. 6 on **Broadway Pier**, a former cruise-ship terminal in San Diego. ●



Michael Costello and Andrew Christian at Project Ethos in March



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DENIM RESOURCES

Cotton Incorporated

Global Headquarters
6399 Weston Parkway
Cary, NC 27513
(919) 678-2220

Products and Services: Cotton Incorporated is the research and promotion company for cotton and is a trusted global resource for: technical expertise; textile, and agricultural innovations; and a range of market data. An overview of the company and information on the full range of its resources and services can be found at www.cottoninc.com.

The Denim Bank

Los Angeles, CA
thedenimbank@gmail.com

Products and Services: The Denim Bank has been offering full-service design to the denim industry domestically and internationally for more than 10 years. Our design team has extensive experience with fits, fabric, sewing, wash development, and branding. We offer services in design, samples, duplicates, pre-production fits, and production. All our goods are made in Los Angeles. We are capable of helping any company that does not have a denim capacity. We can be of assistance to companies that need help with their existing denim departments. We have also been known to work in conjunction with denim departments, handling any and all excess design necessities. Our experience has facilitated work for brands like Levi's, Diesel, Big Star, and many more.

Grace in LA

Contact: Juliet Deigert
(213) 748-1598
Fax: 213-749-6888
info@graceinla.com
www.graceinla.com

Products and Services: Grace in LA jeans draw their inspiration from the crystal-

line vistas of the City of Angels and the eclectic, effortless style of its chic inhabitants. Romantic with an edge, feminine, and strong, Grace in LA jeans feature specialized pocket treatments with intricate embroidered, bejeweled, and metallic motifs. A hint of vintage Wild West meets modern-day "wild west coast." Each pair is carefully crafted for a flawless fusion of silhouette and detailing. The company uses only the finest fabrics, washes, and finishing techniques coupled with rigorous quality control. Grace in LA is known for glove-like fit that is equally comfortable and chic. Contoured waistbands never gap out, and there is always just the right amount of stretch. A variety of denim options include bootcuts, boyfriends, straight legs with rolled cuffs, and stiletto skinnies.

Invista

(212) 512-9294
Elana.Page@invista.com

Products and Services: INVISTA has developed a fresh approach to fashion swimwear based on new consumer insights and technical advantages with XTRA LIFE LYCRA® fiber. Global research commissioned by INVISTA reveals perspectives on consumer priorities when shopping for fashion swimwear and beachwear, as well as behavior patterns and expectations in its use. Reinforced by these new findings, new technical advantages for XTRA LIFE LYCRA® fiber have been demonstrated in the real-life swimwear environment, bringing to life how XTRA LIFE LYCRA® fiber protects from the damaging effects of perspiration, chlorine, sunscreen, or heat. For more information, call or email us.

iSKO

www.denimfriends.com
marketing@isko.com.tr

Products and Services: 200 million meters of fabric a year, 300,000 square meters

of denim production plant, sales offices in more than 60 countries. iSKO™ today is the the largest denim producer worldwide and the reference Quality Ingredient Brand for fashion players all around the world. In particular, several are the collaborations with important American brands, such as HUDSON for the HUDSON x iSKO™ Freedom of Movement collection and the HUDSON x iSKO™ REFORM collection. For more information, please visit our website or email us.

Laken Kyra

205 S. Broadway, Suite 1008
Los Angeles, CA 90012
yflores@itrusa.com
(213) 625-2510
Fax: 213-625-2520

Products and Services: Young designers create perfect jeans and tops for our body and budget. LAKEN KYRA is a young designers' brand that offers a juniors contemporary line of denim jeans, knit tees, and stylish woven blouses and jackets. It is stylish for a fraction of the cost. Denim jeans, cotton twill jeans, and novelty jeans range from \$49 to \$89 retail. Tops: from \$29 to \$49 retail. Ahead of the fashion trend and for the "au courant" woman, the LAKEN KYRA Spring 2014 collection brings out the brightness of the woman. She feels self confident and self assured. The versatility of this season's LAKEN KYRA chic/cool collection allows its woman to be an elegant citizen of the world. LAKEN KYRA Spring 2014 collection puts the perfect harmony of basic yet complex details together, creating an original combination that is the illustration of a woman's feminine strength and in phase with her time. Exciting color palette will make her feel sexy and attractive. She stands out!

People vs. West

www.pvswjeans.com
jana@la-showroom.com

LA S
Los Angeles Apparel Show

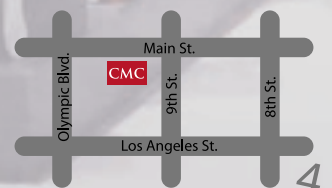
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110 East 9th Street
Los Angeles, CA 90079



FASHION RESOURCES

Products and Services: People vs. West is a Los Angeles—born denim brand. The brand is a collaboration between creative director Marc Bellaich, one of Los Angeles' best denim designers, and Shai Sudry, an industry veteran who was involved for years with the world's best denim brands in private-label distribution and licensing. The concept was to create the best affordable jeans in the market—a jeans that would have all the ingredients of the high-end brands that the two worked with at a much better price to serve a new, emerging type of consumer these days—who shop based on value, not on hype. The result is an amazing collection that uses all the better mills' American fabrics (selvages as well), great selection of high-end washes, and superb fits for women and men. The first USA-made production is already about to ship with wholesale prices that include \$44 for the regular wide goods. Selvages will be between \$52 for raw goods to \$66 for the premium washes. The brand will be presenting at the Liberty trade show in Las Vegas, Booth #524.

Shol Textiles

234 Eucalyptus Drive
El Segundo, CA 90245
(310) 766-5074
Fax: (213) 482-4858
www.sholtextiles.com
Contact: Shane Rabineau or Oleg Zatsepin
shane@sholtextiles.com
oleg@sholtextiles.com

Products and Services: SHOL Textiles' premium soft and stable interlinings can go through aggressive washes and still give you the look and feel on the inside to make you look good on the outside. Services include full-service testing of fabrics with SHOL Textiles' premium fusibles for any apparel needs. We offer excellent quality, service, and price! We will visit you or send samples or receive your fabric to make fuse tests to recommend the

proper fusible for your fabric.

Trim Networks Inc.

910 S. Los Angeles St., Suite 405
Los Angeles, CA 90015
(213) 688-8550
Fax: (213) 688-8551
info@trimnetworks.com
www.trimnetworks.com
ae@trimnetworks.com
Products and Services: TNI is not just a button company; it's an arbiter of taste and fashion. We give designers the freedom to create freely and not have to worry about the little parts and trims. Connecting our clients with reliable and trustworthy garment factories in Asia has been the foundation of our system and our networks. We are in touch with over 2,000 garment and denim factories in southern China. The good water quality of Canton has also enabled us to create some of the most exciting colors in electro plating. Over 300 wash-houses are scattered in this rich province, which in return can provide some of the newest colors in fashion today. In addition, our strategic location south of the delta river gives us plenty of resources to all types of raw-material suppliers. By joining our network, you no longer need to search for garment manufacturers. We have done the research for you.

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Agenda

www.agendashow.com

Services: The Agenda trade show is a forum for the most inspired in the streetwear and action-sports industries to unite. Lines speak for themselves, and buyers are not intimidated by the usual overwhelming trade show experience. From the garage-run lines on the verge of explosion to the well-established elite, Agenda caters to the needs of buyers and brands that exist on a higher level of design and aesthetic. With a strong emphasis in style, art, music, and culture, the Agenda experience is as much a lesson as it is a tool. Make sure to come to Agenda's Las Vegas show Aug. 19–20 at the Sands Expo center, or for more info go to our website.

Business Journals Inc.

(212) 686-4412
(866) 696-6020
www.accessoriestheshow.com
www.mrketshow.com
www.stitchshows.com

Services: Even more tightly juried than the NY edition, AccessoriesTheShow Las Vegas, presented by Business Journals Inc., offers the shopping experience for the better market. Uniqueness, quality and accessibility are all part of the mix at AccessoriesTheShow. In addition, MRket was the recipient of the Fastest Fifty Awards as the fastest-growing event in the world and the Grand Award for the largest number of new exhibitors to join the show in 2010. With unprecedented growth since its debut, MRket is truly a global network of men's designer collections for the most discerning of classic and contemporary retail establishments. Focusing on aesthetic appeal and superior customer service, MRket is the international show for the best in menswear. Stitch showcases the right mix of contemporary, sportswear, lifestyle, and international brands. It provides

the shopping experience that both retailers and designers have asked for by delivering a global, vibrant marketplace that will continue to evolve according to the industry's needs. Show dates are Aug. 19–21 at The Venetian.

Dallas Market Center

2100 Stemmons Freeway
Dallas, TX 75207
(214) 655-6100 or (214) 744-7444
www.dallasmarketcenter.com

Services: Dallas Apparel & Accessories Markets are held five times each year at Dallas Market Center. As the economy warms up, Dallas continues to welcome thousands of buyers to each market, 70 percent of whom don't shop other apparel marketplaces. Likewise, the Dallas Market Center has recently added additional key rep groups/lines from California to further establish itself as a destination for the leading edge of fashion. For the latest news and upcoming market dates, visit our website.

The Gallery Los Angeles

1438 N. Gower St., Bldg 5, Suite 100
Hollywood, CA 90028
(323) 330-1845

www.thegalleryla.com

Products and Services: In 2005 Mikey Koffman founded The Gallery Los Angeles, a full-service fashion and entertainment company. After producing fashion shows for major brands at Mercedes-Benz Fashion Week at Smashbox Studios in Los Angeles, Koffman launched Los Angeles Fashion Weekend at Sunset Gower Studios in Hollywood and is now debuting Palm Springs Fashion Weekend in October 2013.

LAmade Clothing

1213 E. 14th St.
Los Angeles, CA 90021

(213) 688-9790
Fax: (213) 688-8869
www.lamadeclothing.com
info@lamadeclothing.com

Products and Services: Founded in 2004, LAmade creates the classic, feminine items that can evolve with any wardrobe. Perfect basics and novelty pieces are designed with attention to fit and details, emphasizing impeccable quality and modern sophistication. The LAmade brand includes women's, maternity, kids', and baby apparel. LAmade can be found in over 1,000 boutiques worldwide; select retailers such as Nordstrom and Lord & Taylor; and online retailers including Piperlime, Revolve Clothing, and Amazon. For the latest news and upcoming market dates, please email us.

Los Angeles Apparel Show

www.laapparelshow.com
(213) 746-5362
info@laapparelshow.com

Services: Buyers looking for "made in Los Angeles" and "designed in Los Angeles" apparel have a new trade show. The Los Angeles Apparel Show, organized by the Korean American Apparel Manufacturers Association, will debut Sept. 9–11 on the 13th floor of the California Market Center. Brands signed on to show at LAAS include Ark & Co., Cecico, Esley, Mak, Hem & Thread, I.C.U., Monoreno, Mystic, C. Luce, Pretty Good RYU, Timing, Tresics, Wow Couture and many others. Organizers will host a sample sale followed by an after-party on Sept. 11.

Stop Staring!

www.stopstaringclothing.com
(213) 627-1480
Contact: Joyce
Products: Stop Staring! will be doing a

LIVE RUNWAY FASHION SHOW every hour at MAGIC. We will be showing the latest in vintage-inspired dresses (worn by a huge celebrity following!), which include our plus-size collection, available up to size 26. Stop Staring! has expanded its booth to an island size to accommodate the growing demands! Visit us at Booth #74518. Stop Staring! has also officially opened a new showroom at the California Market Center in Los Angeles. We are located on the second floor, room #A296

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 1997 by garment industry veteran Ram Sareen, Tukatech's advanced software and hardware gives designers, manufacturers, and distributors the tools needed to streamline operations, increase efficiency, and expand profits. 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 advanced dress forms and garment plotters. 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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ASSISTANT DESIGNER

This position will be responsible for creating and updating line sheets, sketching CADs, setting up tech packs, following through and communicating with domestic and overseas vendors. Must be able to work quickly and efficiently. Must be able to take direction well. Must be proficient in Adobe Illustrator and Photoshop. Starting salary \$28,000.

Submit resume and samples of work to:
lauren@sanctuaryclothing.com

CONTEMPORARY DESIGNER

A well-established updated missy contemporary wear company is seeking exp'd contemporary designer with emphasis on knits. Teamwork, organization, detail oriented, sense of urgency & great communication skills. Send resume by e-mail grace.lee@saymeekinc.com

s a n c t u a r y CLOTHING

DESIGNER

Soft wovens, knits and dresses. Must have contemporary experience, On trend, excellent computer sketching and teching skills, detailed and organized domestic and import experience required. Fast paced environment, must be team player and have good attitude. Burbank Location Guy. Email resume, sample of work and salary requirement to: debra@sanctuaryclothing.com



Designer

Manhattan Beachwear, Inc. is currently looking for a highly motivated, creative Designer to join our team. This is a Great Opportunity to design top fashion designer brands of women's swimwear.

Must have Swimwear experience

Proficient w/Illustrator and Photo Shop

Send resume w/salary to: hrdept@mbwswim.com

JR DESIGNER

Looking for FRESH NEW JR DESIGNER for established "Better" JR Company-Junior Tops and Soft Bottoms Minimum of at least 3-5 years experience JR and Young Contemporary, Strengths in Domestic FAST Fashion, Strengths in Domestic/Import Fabric Resources, Strengths in Knit Tops, able to identify customer base and overall good strong spirited work ethic. resume to: designerresume12@gmail.com

ASSISTANT DESIGNER

L.A. based contemporary sportswear and denim company is seeking a highly motivated individual for the position of Assistant Designer. Must have 4-5 years experience, know how to work with overseas suppliers for development, be highly organized, have good communication skills, knowledge of all essential computer programs and be a team player.

Please send cover letter and resume to HR at:
Mpagueio@velvetheart.com.

Jobs Available

IMPORT ASSISTANT

Trixxi Clothing Company is looking for an exp'd Import Asst. to work with Dept. Mgr. Team player to be part of cohesive import dept. Must have directly applicable experience, e.g. communication with overseas contractors regarding approvals, PP, and TOP samples, fabric, trim, and garment construction. Will maintain WIP reports daily and prepare tech packs. Send resume to resume@trixxi.net

Office Assistant

Growing Fabric Company needs a friendly Office Assistant. Able to multi task, well organized, punctual, excellent phone and people skills. Need to possess proficient computer skills, experienced Excel, Outlook, and Mod2 a plus. Ability to source, write invoices, track inventory, and handle packages. Please send resume and salary requirements to: fabricsandbeyond@hotmail.com

PURCHASING AGENT

Textile Mfr in Long Beach, seeks experienced Purchasing Agent w/ min 5 yrs buying exp. in textile ind., yarn exp. pref., strong negotiating skills, excellent comm/org. skills, computer skills - Excel/Word, keen attention to detail, extremely self-motivated, & relevant Bachelor's Deg. Send resume to: Texollini@yahoo.com

RICH & SKINNY

TRIM BUYER

Energetic and self-motivated, self-starter need to work in fast paced environment. You will be responsible working with design and trim suppliers, setting up styles in the system and managing trim inventory. Exp. with Pacific Apparel system a plus. Must be a team player, detail oriented and well organized. Should have 3-5 yrs. Exp. Email: jobs@richandskinnyjeans.com or fax to HR at 323-973-1502

GRAPHIC ARTIST for TOPS

Leading LA Brand Mfg. seeks a highly creative/talented Graphic Artist specializing in Women's print graphics for Jr. Missy, Contemporary Categories.

Requirements are:

3-10 yrs Women's fashion industry Graphics experience Must Be -

- Strong and versatile in creating feminine graphics
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- Technical
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- Team Player

Highly Proficient in Mac platform:

- Expert-Adobe Suite - Illustrator, Photoshop, In Design. etc
- Expert working knowledge of all garment screen/roller print techniques and embellishment application.
- Expert-Build all over repeats and Graphic frontal prints
- Expert Digital Color separation - Portfolio required

Email all resume and samples to
human.resources@sunrisebrands.com

1st PATTERNMAKER

Kellwood brand needs 1st patternmaker with contemporary experience. Please email resume: careersca@kellwood.com

Jobs Available

GRAPHIC DESIGNER WANTED

LA based Apparel Company seeks talented Graphic Artist. Must have at least 2 years experience and be able to take direction from design and sales teams. Adobe Photoshop and Illustrator a must. Please email resume and samples of your work to danny@blackheartsbrigade.com

"Clothing Company in San Fernando Valley looking For a Plus Size Fit Model.

Must have fit model exp. & the following measurements: Chest @ Bust: 45 1/2, Waist: 39, L. Hip: 48 Please send resume along with the following measurements to apparelresumes@hotmail.com Chest @ Bust, Upper Bust, Waist, High Hip, Low Hip, Thigh, Across Back Shoulder, Bicep, Wrist, Inseam to Ankle, Sleeve Length, Height."

ACCOUNTING

Large garment company is looking for an accounting staff with the following primary duties: Handle high volume of Accounts Payable. Assist in Payroll & HR functions. General admin such as filing, etc. Must be proficient in Quickbooks. Experience in Factoring/chargebacks is a plus. Salary to be discussed. Please fax your resume to (213) 742-7755 or email to jay@secretcharm.com

ACCOUNTS RECEIVABLE

Carson based company has an immediate opening for FT AR. 5 years of minimum working experience in AR and with major dept. Must be organized and strong collector. Please mail resume to unleaded_92@yahoo.com

Exp'd Apparel Warehouse Workers Needed

for fast paced apparel co. Duties include, but are not limited to, picking, packing, sorting, shipping, inventory control. Must have strong organizational skills. Also seeking an experienced driver. Must have a valid driver's license and experience driving a large commercial truck. Must have an excellent driving record. English/Spanish bilingual skills are preferred, but not required. Email shipping@bbronson.com

KANDY KISS OF CALIFORNIA FABRIC IMPORT COORDINATOR

We are looking for an organized team player with an in depth knowledge of fabric. Responsibilities will range from fabric development to production. You will be responsible for the writing of orders and the follow up. Knowledge of Vantage Point, Target and Wal-Mart fabric protocols is a plus. You need to be willing to take and follow direction as well as communicate effectively. Mandarin speaking a plus. Valley location with benefits. Please email your resume to: tad@kandykiss.com

1st to Production patternmaker

Wilt is looking for an experienced 1st to Production patternmaker-prefer Tuka Exp. Minimum 8 years exp email:parcandpearl@parcandpearl.com

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Jobs Available

Pattern Maker

Carson Area Manufacturer looking for Pattern Maker. Minimum 5 years of working experience, must be proficient on Tukatech system. Knowledge of Knit and Woven fabric. Duties include pattern, sample checking and marking. Spec and fit driven, detail oriented with ability to prioritize and meet deadlines.

E-mail resume to unleaded_92@yahoo.com

LA mfrtrg co is looking for a F/T Prodn Patternmaker. W/ min 5 yrs exp in women's apparel, detail oriented, team player, w/ good knowledge of grading & marking, must be able to prioritize multiple projects, w/ sense of urgency, skilled at tech spec pack, & w/ good friendly attitude. Email resume to VolumIncHR@gmail.com or fax to 213-542-6002.

PATTERN MAKER PRODUCTION and 1ST

Looking for a Patternmaker with a min. of 5+ years experience in Contemporary ready-to-wear

- Able to work with woven's and knits
- Strong knowledge of construction
- Experience with shrinkage and garment dye
- Ability to create Tech Packs
- Strong background in GERBER and EXCEL

Please contact: rc02644@gmail.com

connected
apparel

IMPORT PRODUCTION COORDINATOR

Seeking hard working production coordinator for ladies Dress Company. Require min. 4 years of import garment experiences. Must have strong communication and computer skills. You should be well organized, detailed oriented and can multi task.

Great working environment and benefits.

PIECE GOODS COORDINATOR

Responsibilities included but not limited to receiving, issuing cuts, inventory reconciliation. Must have strong computer and communication skills and be able to work with different departments within the company including production and design.

PRODUCTION ASSISTANT

Seeking hard working individual that works with a sense of urgency for entry level position. Needs some understanding of AS400, and Excel.

SHIPPING ASSISTANT

Must have strong communication skills in both English and Spanish. Need to be able to communicate with trucking companies and set appointments. Need to have good computer skills that include excel and AS400.

ACCOUNTING ASSISTANT/RECEPTIONIST

Must have strong communication skills and be computer proficient. Be able to multi task. Position also includes answering phones to fill in for receptionist.

Please send resume
btrujillo@connectedapparel.com

Pattern Maker

PATTERN MAKER /GRADER 1ST thru
Production needed , min. 5 years computerized pattern experience. Full time position in San Diego. OptiTex experience preferred. Fax resumes w/ salary history to: 858-552-0784 attn: Human Resources

Jobs Available

OUTSIDE SALES ASSOCIATE

South Bay based leading apparel manufacturer/importer is seeking an energetic, self motivated and driven individual to join its sales team.
The compensation includes base salary plus sales based commissions.
Email resumes to HMKCPA@JPS.NET.

PRE-PRODUCTION/DESIGNER'S ASSISTANT

Garment manufacturing in Commerce is looking for a highly organized, detail oriented, team player and self-motivated

PRE-PRODUCTION/DESIGNER'S ASSISTANT

- At least 2-3 years experience in pre-production and design room assistant.
- Efficient in managing and creating tech packs;
- Responsible for costing new styles and creating cost sheets; check samples and fabrics;
- Contact contractors, trim and fabric vendors and making sure all samples are done.
- Computer Literate with Excel.

Send your resume to vitae101@gmail.com

Emil Rutenberg
PEOPLE LIKE FRANK

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Well known Designer & Contemporary label seeks an exp'd dynamic sales person with the following abilities:

- 1) Able to travel and work at all regional markets throughout USA.
- 2) Specialty and Major store following in both local and New York Markets.
- 3) Intuitive understanding of current trends and direction of contemporary European and American markets.

Email resume to: emil@emilrutenberg.com or
Fax to: 213*489*4402

PATTERNMAKER

O.C. BASED MANUFACTURER LOOKING FOR EXPERIENCED 1ST TO PRODUCTION PATTERNMAKER. MINIMUM 5+ YEARS OF WORKING EXPERIENCE. MUST KNOW GERBER. FAX RESUME 7146708008

CHAN LUU

Sales- Account Manager

Chan Luu, Inc. is looking for an Account Manager with a minimum 3 years wholesale sales exp. Candidates must be entrepreneurial, trade show savvy self starters with strong follow up skills. Travel required. NorCal and Western states experience a plus. Competitive compensation and benefits package. Please send resumes to: sphillips@chanluu.com or fax to 213-624-1816

DOWNTOWN LOS ANGELES SAMPLE & PRODUCTION COORDINATOR

Seeking skilled production coordinator with at least 3 years experience with overseas factories. Responsibility will range from fabric development to final production. Must have excellent oral and written communication skills as well as computer skills and thorough knowledge of the apparel industry.

Please fax resume to: (213)625-2520

Jobs Available

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