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ALISON A. NIEDER

RESEARCHING "MADE IN AMERICA": Trend Chasers' Randa Allen and Deborah Kirkland meet with a designer looking for domestic-production resources at the recent Sourcing at MAGIC show in Las Vegas. For more from the trade shows in Las Vegas, see pages 3, 4 and 5. Full coverage can be found at ApparelNews.net.

Trina Turk Launches Activewear

By Deborah Belgum Senior Editor

Designer Trina Turk has had a swimwear line since 2006, so it seemed only natural to jump into activewear.

The Los Angeles designer is launching her brightly hued line of fashionable sports-oriented togs for the Resort season with deliveries starting in November.

"Activewear was the next step after swimwear," Turk said. "And in many of the department stores the same buyer for swimwear is the same buyer for activewear."

Turk is known for her bright graphic prints and Southern California-centric bold colors, which are predominant in the **Trina Turk** activewear

➔ **Trina Turk** page 2



Tilly's Reports 17.1 Percent Increase in 2nd-Q Total Net Sales, Names New CFO

By Alison A. Nieder Executive Editor

Jennifer Ehrhardt has been named chief financial officer of Irvine, Calif.-based teen surf chain **Tilly's**, succeeding Bill Langsdorf, who announced his retirement earlier in the year.

Ehrhardt, who is currently Tilly's vice president of finance, will take up the CFO title on Sept. 14.

Ehrhardt was previously vice president and corporate controller at **The Wet Seal Inc.** She also spent 12 years at **Deloitte & Touche LLP**, most recently as senior manager.

"Jennifer brings the right talents and her great experience in retail apparel and accounting to the role," said Tilly's President and Chief Executive Officer Daniel Griesemer.

Griesemer also praised Langsdorf's service to the company, saying, "Among Bill's many contributions, his talent and dedication have been instrumental to Tilly's growth and successful transition to a public company, and his financial stewardship has helped position us for the long term."

The news came as Tilly's released an upbeat report for the most recent quarter.

For the second quarter, which ended Aug. 3, Tilly's reported total net sales of \$123 million, an increase of 17.1 percent over last year. Same-store sales, including e-commerce, decreased 0.5 percent, but e-commerce sales overall increased 30 percent to \$12.8 million.

The company's gross profit increased 22.5 percent to \$38.2 million over the second quarter last year, and net income was reported at \$4.3 million, or \$0.15 per diluted share, based on a weighted average diluted share count of 28.1 million shares, according to the company.

"Our unique offering of the most sought-after brands coupled with disciplined adherence to our pricing strategy led to quality earnings that were above our expectations," Griesemer said. "We believe our inventory is well positioned to drive sales in our stores and on our website." ●

Claire Pettibone's New LA HQ Is a Castle

By Andrew Asch Retail Editor

A bride should get married in a castle.

It was Claire Pettibone's inspiration when her self-named bridalwear-focused label, **Claire Pettibone**, took over the **Heinsbergen Decorating Company Building**, located at 7415 Beverly Blvd. in Los Angeles, which is by **The Grove** retail center. The Romanesque, castle-like building is listed in the National Register of Historic Places and was formerly occupied by fashion house **Lloyd Klein Couture**.

"There is nothing more cool than for a bride to try on wedding dresses at a castle," Pettibone said. "It's very fairy-tale like."

The space is now called **Claire Pettibone Flagship Salon at the Castle** and will feature a salon, a wedding-gown gallery, an atelier and offices. The salon will be located on the first floor. Behind the salon will be offices and an atelier where seamstresses will make Claire Pettibone

➔ **Claire Pettibone** page 2

TRADE SHOW REPORT

FMNC Courts Nor Cal Buyers With European Lines, Immediate Deliveries and New Brands

By Sarah Wolfson Manufacturing/Technology Editor

The August edition of **Fashion Market Northern California** is typically one of the smallest of the five shows held throughout the year at the **San Mateo County Event Center** in San Mateo, Calif. But for exhibitors that carry European brands—and those with a local retail clientele in Northern California—the recent show, held Aug. 25–27, was successful.

"This is always a smaller show, but we still had 15 new exhibitors showing and a number of people showing interest in European brands," said FMNC Executive Director Suzanne De Groot.

To cater to those buyers, the show offers plenty of perks, including free parking for buyers.

Peter Jacobson, owner of the Los Angeles-based **Creative**

➔ **FMNC** page 5

INSIDE

Where fashion gets down to businessSM



Denim brands turn out for Isko event ... p. 2
PacSun's 2nd-quarter report ... p. 2

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Big Denim Brands Turn Out for Isko Workshop on Wash Treatment and Finishes

In the world of denim, innovation is the key to success.

So when **Isko**, one of the world's largest denim makers, based in Turkey, held a seminar in Los Angeles on its fabric treatments and washes, some of the biggest Los Angeles premium-denim makers showed up.

There were representatives from **Levi Strauss & Co.**, **7 For All Mankind**, **J Brand**, **Hudson Jeans** and **Citizens of Humanity**. It was like a mini premium jeans-maker convention.

One of those who showed up for the Aug. 27 event, held in conjunction with **Invista** at the **Caitac Garment Processing** center in Gardena, Calif., was denim legend Adriano Goldschmied, who co-founded **Diesel** and **AG Adriano Goldschmied**. He is currently working on his own label, **Goldsign**, and is the executive vice president of product development for **Citizens of Humanity**.

Goldschmied said that even though he doesn't currently use Isko denim in his products, he is always chasing the next wave of innovation and denim treatments. "I have to give attention to what happens in the denim world. Isko is definitely a market leader and strong in innovation," he said. "My job is to keep my eyes open."

Until now, Goldschmied has favored denim made in Italy and Japan.

One of the representatives from J Brand was Erin Meehan, manager of fabric and wash for the Los Angeles denim label, founded by Jeff Rudes and sold recently to Japanese retailer **Fast Retailing**.

She was attending to learn about new and innovative wash processes and technologies. "That is my job," she said. "You never stop learning."

The approximately 80 people who showed up at the garment wash house—a location chosen for its denim-centric ambience and use by Isko partners—gathered in a warehouse space that had been converted into an urban, chic meeting area.

Crystal chandeliers hung from the open wood-beam ceiling. People sat at industrial-looking wood-and-metal tables. Corner spaces were decorated like mini living rooms with leather arm

chairs and side tables.

Hamit Yenici, a textile engineer and Isko's product-development director, gave a rundown of the various denim treatments and looks Isko has developed and trademarked recently. "We have no fear in trying something new," he told the crowd of denim experts. "We try to make denim attractive with visual effects."

Isko started out on the trail of innovation by making a mark in color and then working on the feel of the fabric. "In Los Angeles, soft is popular, so we try to make denim soft. But in some cases we will make it stiff for other parts of the world," he said.

Isko has also been working on fabric performance to help with the fit of a jean. "Our aim is to try to find something perfect for a good body fit," Yenici said.

Isko developed **Isko Reform** using "recall in shape yarn technology" that allows highly elastic fabrics to recover their shape and eliminate baggy jeans. It also gives more structure to garments while being very elastic.

Reform has four times more hold than a traditional joggling fabric. "It has a true denim look and feel," Yenici said.

Another innovation is **LoomFX**, which replicates a raw premium denim with visible twill lines but with the advantage of comfort stretch.

A range of Isko-developed denim coatings and finishes was also discussed. One is **Spectra**, which has a shiny look but now has an improved, softer hand and is offered in neutral and vibrant colors.

Yuji Honzawa, a Japanese denim expert known as Dr. Denim, gave a presentation on Japanese trends, noting that skinny jeans are not as popular as they used to be in Japan. Instead, an updated boyfriend fit that has a tighter fit is moving to the top of the denim chart for women.

For men, rigid denim with a clean, sharp finish is popular.

White denim for both men and women is selling well in stores.—*Deborah Belgium*



Japanese denim expert Yuji Honzawa

Claire Pettibone *Continued from page 1*

resses. Pettibone and her husband and business partner, Guy Toley, maintain offices on the compound's top floor.

Pettibone's bridalwear label received a blitz of attention last year when Priscilla Chan wore a Claire Pettibone gown in her wedding to **Facebook** founder Mark Zuckerberg. The Los An-

\$35,000. They are sold at retailers such as **Kleinfeld**, the famed New York bridalwear shop, and 50 other bridal stores in the United States.

Pettibone has no current plans to open branded stores.

Lloyd Klein Couture left the Heinsbergen Decorating Company Building in June 2012 after spending eight years there, said John Arguelles, partner and director of media relations for the



CASTLE KEEP: Exterior and interior of the Claire Pettibone flagship at The Castle



geles-based Pettibone had previously operated her 19-year-old business from offices on La Brea Avenue and a salon on Robertson Boulevard. The Robertson salon closed in July.

She took possession of the 4,700-square-foot building in January and spent six months renovating it. A soft opening for the flagship and salon took place in July. Pettibone moved her office to the compound on Aug. 23. The first official trunk show at the castle will take place Sept. 20–21.

The salon is open from Tuesdays through Saturdays and runs mostly on an appointment basis. It offers Claire Pettibone bridal gowns and accessories. Eventually, it will offer other Pettibone items, such as lingerie. Core retail prices for Pettibone gowns range from \$2,000 to \$10,000. Customized gowns can run



Above, co-owners Claire Pettibone and Guy Toley

couturier.

The company moved out because its customer was not shopping in that neighborhood, Arguelles said. Klein will announce new offices and a showroom by the end of the year.

The couturier spent \$750,000 restoring the 1928 building and bringing it up to Internet-era standards. Arguelles declined to say how much Klein paid in rent to the building, which is owned by the heirs of Anthony Heinsbergen, who built the castle-like compound 85 years ago.

"It was not inexpensive," Arguelles said.

"Lloyd Klein wanted to create a beautiful atmosphere. He wanted it to be of the same caliber as the garments he designs."

Pettibone also declined to say how much she pays in rent for the building. ●

PacSun: 3 Percent Increase for 2nd Quarter

It's been tough for teen retailers recently, but **Pacific Sunwear of California Inc.** broke from the pack when it announced Aug. 29 positive same-store sales for the second quarter of its 2013 fiscal year.

The Anaheim, Calif.-based retailer reported that its same-store sales increased 3 percent. Net sales for its continuing operations for its second quarter were \$215.2 million, compared with net sales of \$197.3 million last year. PacSun maintains a fleet of 637 stores.

Gary H. Schoenfeld, PacSun's president and chief executive officer, said the report marked the sixth consecutive quarter of positive same-store sales and higher margins. "We're seeing a validation of the strategy of what our team is trying to deliver," Schoenfeld said.

The strategy featured offering popular brands and products infused with California lifestyle, as well as maximizing its speed-to-market capabilities.

The quarter did have some weak performances. Men's denim business was down, and PacSun did close 10 stores during the quarter as part of an effort to cut down the retailer's sprawling store fleet, which once numbered 1,000 doors.

For its third quarter, PacSun gave guidance for its same-store sales that ranged from a decline of 1 percent to an increase of 3 percent.—*Andrew Asch*

Trina Turk *Continued from page 1*

line, which consists of capri-style knit pants, leggings, close-to-the-body tops and motorcycle-style jackets.

"Prints are an important part of this line because we feel activewear is lacking in good prints," Turk said.

With that in mind, the designer has created three graphic stories and one black-and-white collection accented in vivid citron green.

The "Oceana" is a swirly, organic print that has the most Trina Turk DNA in it. It is filled with turquoises and oranges. Another print is heavy on orange, which mixes well with pieces from the black collection. Some of the prints incorporate a "T" graphic that runs throughout the print. Another print story is an engineered placement print.

Almost all the pieces are made of 93 percent nylon/7 percent elastane. Retail prices range from \$56 for bra-length tops to \$94 for full-length leggings to \$154 for a motorcycle-style jacket.

Manhattan Beachwear in Cypress, Calif., which produces the Trina Turk swimwear line, will also be handling production for the activewear line. ●



WWDMAGIC Splits Brands Between LVCC's Central and South Halls

This season, WWDMAGIC got creative and moved vendors' booths around in the Las Vegas Convention Center. Instead of organizing booths in one building in the North Hall and the Central Hall, the show kept the Central Hall and opened up new space in the South Hall, located in an adjacent convention-center building.

Many exhibitors were skeptical about tampering with tradition, but there was still strong order writing taking place.

Sales reps said traffic was down the first day of the Aug. 19–21 show because in previous years WWDMAGIC opened on a Tuesday. This year the show debuted on a Monday, a day when many buyers opted to hit other shows—such as WWIN (Women's Wear In Nevada), Project, Pooltradeshows and Sourcing at MAGIC—before concentrating on WWDMAGIC later in the week.

"I knew the first day of WWDMAGIC wasn't going to be busy. People are creatures of habit. They were used to going to Stitch and WWIN on Monday and then coming to us on Tuesday and Wednesday," said Lynn Girard of the Lynn Girard Showroom, which exhibited in the South Hall. "But on Monday, people left amazing paper even if there wasn't a lot of traffic."

Girard showed five lines—Spanks, Eva Varro, Luii, Tricots Jean Marc and M. The showroom owner said her business was up 15



percent over last August. "All in all, I am happy with the results," Girard said.

Teresa Brodtkin, who is the sales director for the long-time Los Angeles casualwear label Barbara Lesser, said she also noticed weak traffic on Monday but a surge of business on Tuesday and Wednesday. "I thought traffic was good this time, but it was great in February," she said. "But the size of the orders we got was good. We were really busy the third day."

Brodtkin wasn't sure if mixing up the convention halls contributed to less traffic than last February or if more buyers come in February because the weather is warm and lures buyers away from the cold winter of the Midwest. "It's kind of interesting. The traffic has changed. The February shows now seem to have more traffic than August, and it used to be the opposite," she observed.

For John Gurung, head of sales at the Los Angeles-based Yak & Yeti line of bohemian clothing made in Nepal, the show ultimately fell short of last year. "We had more orders than last year, but the buyers spent less money," he said. "I am not sure why that was."

WWDMAGIC included 85 swim brands exhibiting in the ISAM section, including Beach Rays, Anne Cole, Gottex, Miracle Suit, Seafolly and Eco Swim. Additional swim lines, including Gypsy Junkies and Unique Vintage, showed in other sections of WWDMAGIC.—Deborah Belgium

Liberty: Inaugural Show Success

Sam Ben-Avraham became a star on the trade show scene when he produced Project, which was acquired by Advanstar, MAGIC's parent company, in 2005. He did not seem to miss a step with comeback show Liberty Fairs, which he debuted at the Sands Expo Aug. 19–20.

"I couldn't have asked for a better show," he said. "It was incredible."

The show hosted 324 brands based in 234 booths, said Rachel Zimmerman, a Liberty spokeswoman. Prominent retailers across every retail category perused the show. Majors Bloomingdale's, Macy's, Nordstrom, Saks Fifth Avenue and Urban Outfitters appeared at the show. E-commerce shops Karmaloop and 80s Purple shopped Liberty. There was a large slate of leading boutiques at the show such as Madison, Scoop NYC, Traffic, American Rag and Fred Segal. Also sending a delegation of buyers were overseas retailers such as Harvey Nichols, Beams and Ships.

A number of brands said they paid upwards of \$6,000 for an 8-by-15-foot booth.

For Patricia Thornton, vice president of sales of heritage surfwear brand Maui & Sons, the Liberty debut was one case where the hype lived up to the results.

"I was really excited because so much was written in the press about it," Thornton said. "But I didn't expect it to be as good as it was. I'm surprised on how good it was."

The Maui & Sons booth enjoyed back-to-back appointments through much of the show, she said.

Jason Bates, a veteran showroom owner, also said the show was buzzing with business. "I opened up 23 new accounts in three days. I haven't done that since the 1990s,"

Bates said. He is owner of New York-headquartered Derelict, which represented Farah Vintage and Farah 1920 at Liberty.

Despite the slate of big retailers shopping the show, vendors still had their work cut out for them, said Victor Wilde, president and chief designer at Los Angeles label The Bohemian Society.

"If you didn't make appointments, good luck in getting people to stop at your booth," he said.



The Bohemian Society shared a booth with Krammer & Stoudt, a New York-headquartered men's label, and Pvblic, a New York-headquartered line for men and women.

As befitting the name of a trade show called Liberty, there was a democracy at the show, where most brands exhibited at 8-by-15-foot booths, Wilde said.

"You're at least on the same playing field as people who have way more resources," he said. "Your visibility is partially the same."—Andrew Asch

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Sourcing at MAGIC: New Venue, 1,100 Exhibitors

Sourcing at MAGIC kicked off its four-day show a day early on Aug. 18 at a new location in the **Las Vegas Convention Center**: the North Hall.

The new space gave the show room to expand with more than 1,100 exhibitors showcasing fabric, yarn, trim and services, as well as factories, technology, home décor and footwear.

A small group of made-in-America resources were strategically located at the main entrance to the show.

The prime real estate—and the prominent American-flag print wrapping the booth—helped draw visitors to the **Trend Chasers** booth.

“We had a great day on the first day,” company representative Randa Allen said. “Already, 10 people say they’re coming to tour the factory—from all over the country.”

A division of Los Angeles-based **XCVI**, Trend Chasers provides manufacturing services—from design development and pre-production to full-package production.

In addition to the company’s own services, Allen and Trend Chasers colleague Deborah Kirkland were also providing references for other organizations and factories.

“We totally share,” Allen said, explaining that she will refer visitors to **Fashion Business Inc.**, **About Sources** or companies that were not exhibiting at the show. If companies are just starting out, they might not be ready for Trend Chasers’ capacity. “Sometimes when they’re too small, they

get lost in the shuffle,” Allen said. “The last thing our company wants to do is disappoint anyone. They come back when they’re bigger.”

Allen and Kirkland said they were disappointed that there weren’t more U.S. resources showing at Sourcing.

“The only way to grow America is if we all start working together,” Allen said.

The two were discussing plans to take more space at a future show.

“We want to be in a large space and bring our vendors—fabric suppliers, people who are domestic, deliver well, [whose] quality is good,” she said. “We want to do manufacturing A to Z.”

Although representatives from **PVH** stopped by **Buhler Quality Yarns’** booth, the turnout was predominantly designers and small start-ups from across the western U.S.

“Yesterday was a great day,” said Victor Almeda, textile engineer, sales, customer support for the Georgia-based yarn spinner. “But we still haven’t see many of the larger retailers.”

Buhler Vice President of Sales David Sasso concurred, saying, “This show [draws] a lot of designers—very once in a while, big retailers.”

Still, the two said the show provides an important chance to share new ideas and look for new opportunities.

“It’s important for U.S. manufacturers to keep their edge with new technologies,” Sasso said.—*Alison A. Nieder*

Offprice: Sold-Out Show Draws 10,000+ Attendees

The aisles were crowded and buyers were lined up at many of the booths at the Aug. 17–20 **OffPrice** show at the **Sands Expo and Convention Center**.

This season, the sold-out show returned to its 125,000-square-foot, ground-level space in the Sands.

Mark Hollinger of **Normar Sales** and Kouresh Mousighi of **Loading Zone Inc.**

were pleased with the turnout at their shared booth, which drew many new buyers, including some from as far as Jordan, Spain and Puerto Rico.

“I’ll tell you, I’m thrilled,” Hollinger said.

The two Los Angeles-based businessmen were showing sweaters, jeans, bags and dresses, some produced domestically, but most imported, according to Hollinger.

“Our business is tough right now,” he said. “People are looking for something that generates business.”

Traffic was often elbow-to-elbow at the **David’s Place** booth, where Raelynn Har-

rod, a sales associate for the Los Angeles-based off-pricer, said she’d primarily met with existing accounts. But Harrod said about a quarter of the buyers stopping by the booth were new.

“People want a better price,” she said. “Primarily, people are looking for name brands, but I think for the most part they are looking for a better bang for their buck.”

The show featured 500 exhibitors, including 25 companies exhibiting at the show’s expanded Cash & Carry section. Organizers said attendance this season was up slightly over last year, when more than 10,000 qualified attendees walked the show.

“What we found is that many retailers came to Vegas ready

to buy again and restock their shelves. Because of that, shopping Offprice has become a must,” said Stephen Krogulski, the Offprice show’s chief executive officer. “Our show’s exhibitors deliver quality apparel at prices that often are impossible to beat. Retailers simply cannot afford to miss the show.”—*A.A.N.*



CurveNV Draws Buyers for Lingerie and Swim

CurveNV, the lingerie and swim show run by **CurvExpo**, a division of European trade show producer **Eurovet**, moved back to its third-floor venue at **The Venetian** for its Aug. 19-20 run in Las Vegas.

Betty Wells of **Wells Apparel Group**, which represents **Mary Green**, said there was a “buzz” on the floor.

“To see everyone so busy is exciting,” she said.

Wells said business for the San Francisco-based lingerie and loungewear line was also buzzing.

vance of the Las Vegas show and 1,300 were booked for **CurveNY**, CurvExpo’s show in New York earlier this summer.

“We are helping them give the exposure through these tools—to put them in direct contact with retailers,” he said.

For swim exhibitors, Hurstel said, Curve provides an opportunity to reach retailers in California, Texas, Chicago and Nevada, as well as international retailers from Canada, Japan and Mexico.

Organizers are looking to make CurveNV a “West-of-the-world, international show,” Hurstel said.

Debby Martin, national sales and retail marketing manager for Irvine, Calif.-based **L*Space**, said she was surprised by the steady business at the show.

“I got some good key accounts—resorts, mom and pops, some lingerie companies that carry swimwear, people we didn’t see in Miami [at the **Miami SwimShow**],” she said.

L*Space has had a crowded trade show calendar this summer, starting with **SwimShow** in July, followed by **Swim Collective** in Huntington Beach, Calif., in August, then CurveNV, then on to **Surf Expo** in September.

“We’re on the trade show train,” Martin said, praising Curve for its ability to draw new potential customers.

“This platform is usually for companies that don’t go to Miami,” she said. “We get a lot of new accounts, [including] lingerie stores looking to add swim.”

That’s a plus for L*Space, which incorporates lingerie inspiration in its swimwear—and may expand into the category in the future.

“It is on the horizon, for sure,” Martin said.

Overall, Martin said, the company was pleased with the turnout at CurveNV.

“We’re pleased,” she said. “Everyone seems happy with deliveries. No [price] resistance, especially for new accounts. They come ready to place dollars.”—*A.A.N.*



“We do a ’40s gown nobody else does,” she said, adding that business has been helped by lingerie’s crossover into ready-to-wear.

“People wear as loungewear; they wear it out,” she said. “People wear it to weddings.”

Pierre-Nicolas Hurstel, CurvExpo’s chief executive officer, said buyers were responding well to the show’s two-day format and the “pampering” treatment of VIPs.

“We’re targeting the best stores,” he said. “The quality of the people here is clearly increased.”

Exhibitors said they were pleased with the show’s social-media outreach and its online appointment feature, Hurstel said, adding that nearly 700 appointments were booked in ad-

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Calendar

Sept. 5

Mercedes-Benz Fashion Week
Various venues
New York
Through Sept. 12

Sept. 6

Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Sept. 8

Sept. 9

Los Angeles Apparel Show
California Market Center, 13th-floor penthouse
Los Angeles
Through Sept. 11

Sept. 10

NOLCHA Fashion Week
Various venues
New York
Through Sept. 12

Sept. 15

(capsule)
Basketball City
New York
Through Sept. 17

Sept. 16

Designers and Agents
Starrett-Lehigh Center
New York
Through Sept. 18
Coast
Stage 37

New York
Through Sept. 17
Coeur
404 Event Space
New York
Through Sept. 17

Texworld
Paris Le Bourget
Paris
Through Sept. 19

There’s more
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For calendar details and contact information, visit ApparelNews.net/calendar.

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Project and The Tents: Focus on Menswear

Project, held on the first floor of the **Mandalay Bay Convention Center**, carried better men's and dual-gender contemporary collections, and **The Tents**, which featured a selection of high-end brands catering to top-notch retailers, was held in a 50,000-square-foot tent adjacent to the convention center.

Dane Cohen, show manager of **The Tents**, called the show a huge success for the exclusive venue, now in its second season. "This was a destination in Las Vegas for designers and high-end contemporary brands to feel comfortable. We had **CFDA** brands and winners who were all sitting in the same area," Cohen said. The tent housed brands such as **Public School**, **Balmain Accessories**, **Be-spoken**, **Timo Weiland** and **Vince**.

"It is a business-driven show where writing orders and great marketing is [key]. The commerce-driven space provided a solid

sible show experience," Fazio said. "What we were able to produce was a shopping experience that was both editorial and easy to navigate. Brands did big business and were able to capitalize on the critical mass of buyers at our show. Our premium-denim brands reported their strongest show in years."

Rosemarie Grieco, the men's sales manager of **Quinn**, was in **The Tents** area and said they were seated next to reputable brands. With a lot of orders and notes taken, as well as steady foot traffic, retailers were looking for something different, something special and styles unlike the customary trends, Grieco said.

Color blocking is featured in **Quinn's** best-selling item, the "Barton" short-sleeve shirt, which comes in a cotton chambray and wholesales for \$60. Another popular piece was the color-blocked "Moran" crew neck in a silk/cashmere blend. Layering pieces were another key trend, such as **Quinn's** "Kinnon" T-shirt shirt in **Lyocell**.

In addition to **Quinn's** two stores in New York's Lower East Side and in Naples, Fla., the men's line is sold in specialty stores nationwide. The women's Fall 2013 collection is sold at **Ron Herman**.

Paul Roughley of **Kill City** men's said the brand was spread a little too thin—mainly because of the overabundance of trade shows. Roughley said he felt there were too many shows spread across the trade show circuit. "Fewer buyers were walking the show because they were frustrated with the amount of ground to cover and had to split up to share the work load," he said. "Our most loyal customers will meet with us in Los Angeles and New York in order to spend more time reviewing the collection as they felt rushed at the show."—Sarah Wolfson



show experience in terms of numbers," Cohen said.

Tommy Fazio, president of **Project** and one of the curators of **The Tents**, said both shows were designed with buyers and brands in mind.

"Over the past few months, our team took a lot of time speaking with exhibitors and buyers on how we can create the best pos-

sible show experience," Fazio said. "What we were able to produce was a shopping experience that was both editorial and easy to navigate. Brands did big business and were able to capitalize on the critical mass of buyers at our show. Our premium-denim brands reported their strongest show in years."

Project MVMNT's Second Outing with Kenny Mac

In its second season with show director Kenny Mac at the helm, **Project MVMNT** again unveiled a youth-focused show, which ran Aug. 19–21 at the **Mandalay Bay Convention Center**.

Janelle Langford, a **Project MVMNT** spokeswoman, said 300 brands exhibited at the show. Exhibitors included urban brands **Akademiks** and **Rocawear**; fashion brands such as **Saxx Underwear Co.**; streetwear-friendly brands such as **Metal Mulisha**, **Sullen Art Collective** and **New Era**; and a lot of media licensed brands such as **Angry Birds**, **Pabst Blue Ribbon**, **Ren & Stimpy**, **Looney Tunes**, **Kung Fu Panda**, **Jimi Hendrix**, **James Dean**, **John Lennon** and many others.

Jack Martinez, chief executive of Orange County, Calif., eyewear and fashion brand **Black Flys**, exhibited at



MVMNT. He said that the first day was empty because many retailers were shopping at **Agenda**, which took place at the **Sands Expo**. The second and third days were busy. "By 5 p.m. on the second day, aisles were gridlocked," Martinez said.

He also said more than a few **MVMNT** vendors did not show up, so the **Black Flys** took over extra booth space from one of their no-show neighbors. **Black Flys** held conversations with representatives from **Hustler Hollywood**, as well as **Journeys**, a Nashville-headquartered mall retailer.

American Rag and **Amazon.com** also reportedly shopped at **MVMNT**.—Andrew Asch

FMNC *Continued from page 1*

Concepts showroom, described the traffic as steady. Although the turnout in August was less than other shows, Jacobson said he and his staff were working to the last minute. Creative Concepts, based in the **California Market Center** in Los Angeles, carries brands such as **Bleu Blanc Rouge**, **Garella** and **Rizal**.

Jacobson said he booked a lot of appointments with specialty stores at the show. Retailers are looking for something special, a reason to buy and a reason to get the customer in the store, he said, adding they are willing to invest in products that are retailing well.

The showroom owner exhibited at **WWD MAGIC** in Las Vegas the week before the San Mateo show but said the two shows draw different retailers.

"MAGIC is more national-based, and FMNC is more regional," Jacobson said.

Lori Markman Showroom, based in San Francisco, carries well-known brands such as **Toms**, **Johnny Was**, **Weston Wear** and **Biya**.

"We like to say we dress people from head to toe, using a lot layers," said showroom owner Lori Markman, a longtime, consistent exhibitor at FMNC.

"We get a lot of new people visiting and appointments, as well," she said. "I always show with [show organizer] **Golden Gate Apparel**—for 30 years now, so I am pretty loyal."

When the shows don't overlap, Markman will often also exhibit at **CALA**, a primarily women's contemporary trade show held in San Francisco.

"People tend to like it at [FMNC]," Markman said. "The venue is an open-booth format, and we get a lot of good Los Angeles vendors, so it is a good show."

Jamie Prince, owner of **Jamie Prince Sales** in the **Gerry Building** in Los Angeles, said she attends FMNC five times a year. "Even though the August show is smaller, I come because I have European collections," Prince said. "I have to get my orders in right away because some of the lines are closing before October 2013. Although I went to Vegas, I find a lot of my Los Angeles accounts go to Vegas, and Northern California customers do not."

Prince carries brands such as **Clear Concept**, based in France, and **Alem-bika**, based in Israel.



FMNC SHOW: Sales representatives were busy with appointments with the Lori Markman Showroom.



EUROPEAN STYLES: Buyers were trying on sample items from the Los Angeles-based Shift Showroom.

Lesley McEntire, owner of the **Shift Showroom** in **The New Mart** in Los Angeles, was upbeat about the show—and the business overall. "It was a great and wonderful show," McEntire said. "It seems there is an up trend at retail level for at least eight months now, and retailers are showing more confidence in their buying."

McEntire said regional shows such as FMNC tend to be a better fit for her customers. Shift represents a mix of forward international and national brands. McEntire said retailers were looking for **Immediates** and merchandise that was not too dressy and more casual.

First-time exhibitor Gayle Haworth picked up several orders for her fashionable reading-glasses collection, **Flutter Eyewear**. The company launched last year and previously sold only online and at trunk shows.

"We really wanted to start going into retail locations where customers can touch and feel the glasses, and the Web is no replacement for that," Haworth said. "We thought it would be a good idea to exhibit at a place with fashionable clothing because we think we are the ideal accessory for women at a certain age. It was a great show, and everyone seemed to love the variety in glasses we carry."

Wholesale price points for standard eyeglasses are \$42, and sun readers are \$47. ●

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