

CALIFORNIA ApparelNews

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COURTESY OF UNIQLO

WESTERN EXPANSION: Uniqlo is opening four new stores in the Bay Area in addition to its existing flagship store in San Francisco (pictured). The company recently outlined some of its expansion plans—in the U.S. and abroad. For more, see page 2.

TRADE SHOW REPORT

Busy Traffic at LA Textile Show

By Alison A. Nieder *Executive Editor*

Exhibitors reported waves of traffic at the Sept. 30–Oct. 2 run of the **Los Angeles International Textile Show** at the **California Market Center**, where designers and piece-goods buyers browsed among resources for domestic and international textiles, fiber, trim, trend information, and technology.

Among the companies shopping the floor were **Monique Lhuillier**, **David Meister**, **Halston**, **Holmes & Yang**, **Johnny Was**, **Jenni Kayne**, **Nike**, **BCBGMaxAzria**, **J Brand**, **Uggs**, **Twelfth Street** by **Cynthia Vincent**, **Moods of Norway**, **Perry Ellis**, **Guess**, **Juicy Couture**, **Citizens of Humanity**, **Ella Moss**, **Splendid**, **Nasty Gal**, **Lucky Brand**, **Forever 21**, **Pacific Sunwear**, **Tadashi**, **Karen Kane**, **Modcloth**, **American Apparel**, **Three Dots**, **Rojas**, **Hot Topic** and **Dillard's**.

Special sections of the show included the European

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INDUSTRY FOCUS: FINANCE

How Will Obamacare Affect Shoppers and the Clothing Industry?

By Deborah Belgium *Senior Editor*

Healthcare and shopping. One doesn't seem to go with the other. But with the mandatory health-insurance program, known as Obamacare, going into effect next year, many consumers will be on the hook to pay more out of their pocket-book to get health insurance.

For example, a 25-year-old Los Angeles consumer who makes \$25,000 a year but does not have employer-provided healthcare will have to pay \$93 to \$232 per month, depending on the health plan, to get coverage. This is after a \$61-per-month government subsidy.

That means that a young shopper in that much-desired shopping demographic has \$1,116 to \$2,784 less every year to spend on clothes, accessories, shoes and other items.

California Apparel News Senior Editor Deborah Belgium quizzed several financial experts about how this will affect apparel and textile manufacturers and what they can do to deal with it.

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Halloween: Not Scary for Retailers

Despite a flat forecast, Halloween sales are forecast to scare up \$2.6 billion for American retailers.

By Andrew Asch *Retail Editor*

Witches are out, pinup girls are in.

It might as well be the slogan for Halloween 2013. For years, kids and adults have planned to dress up like goblins, Marilyn Monroe or a superhero for the spooky holiday, which falls on Oct. 31. It's a trend not lost on retailers. "It's an extremely important consumer holiday," said Matias Cavallin, a spokesman for **Target Corp.**

According to the retail trade group **National Retail Federation**, American retailers are forecast to ring up \$2.6 billion

in Halloween costuming this year.

This year's celebrations are expected to fall short of the high in 2012, when 170 million Americans participated in a Halloween activity, but the NRF still predicts that about half of the nation's population—158 million Americans—will do something to celebrate. The average Halloween reveler is forecast to spend \$75.03 on costumes, candy and holiday décor, down from \$79.82 spent on average in 2012.

Retailers across the board are already putting up their Halloween displays. **Spirit Halloween** pop-up shops, operated

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New Free-Trade Agreements in Negotiations Could Change Apparel and Textile Sourcing

By Deborah Belgium *Senior Editor*

Currently, the United States is negotiating two free-trade agreements that could boost U.S. textile exports to other countries but reconfigure sourcing patterns for apparel manufacturers around the world.

One of those free-trade accords is the Trans-Pacific Partnership, which involves the U.S. and 11 other countries. After three years, member countries are now in their 20th round of negotiations in Bali, Indonesia.

The other free-trade pact is the Trans-Atlantic Trade and Investment Partnership between the United States and the European Union. Negotiations just started in July with the second round slated to begin Oct. 7 in Brussels.

While it might be years before either one of those free-trade agreements takes effect, there is a lot of posturing about whether they should be yarn-forward pacts, which means that all yarn put into a garment must come from the region, or merely a cut-and-sew accord, which means yarns and fabric may come from outside the trade-pact area but cut-and-sewn within the region.

Elise Shibbes, an attorney with **Sandler, Travis & Rosenberg**, said she thought the Trans-Pacific Partnership would stick to a yarn-forward agreement but carve out exceptions for short-supply fabrics that are not manufactured in the area. Those fabrics could include linen, corduroy and silk.

"So far in the TPP negotiations, the thorniest issues have

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Uniqlo's Retail Expansion Plan Includes LA, but Not Yet

Uniqlo, Japan's leading specialty store, seems to be opening everywhere but Los Angeles.

On Sept. 30, the company opened what is said to be its biggest store—at more than 38,000 square feet—in Shanghai. In July, two Uniqlo stores opened in Bangladesh. It also recently announced October grand-opening dates for 10 American stores, four of which will be located in the San Francisco Bay Area. By the end of 2013, there will be 17 Uniqlo stores in the United States and a total of 1,200 stores across the globe. In 2014, the retailer forecasts opening 20 more stores in America.

Larry Meyer, the New York-headquartered chief operating officer of Uniqlo USA and senior vice president of Uniqlo's parent company, **Fast Retailing**, would not confirm a date for a Los Angeles store. "Eventually,

we will come to Los Angeles," he said. Meyer joined Uniqlo in January. From 2001 to 2012, he worked at **Forever 21**, where he was executive vice president.

Uniqlo has reportedly been scouting Los Angeles real estate for years. While a deal seems to be elusive, Chuck Dembo, partner at Beverly Hills, Calif.-based commercial real estate firm **Dembo Realty**, said the Japanese retailer has many suitors. "Savvy landlords are rolling out the red carpet for them," Dembo said. "They occupy large spaces, and they serve as an anchor tenant."

Uniqlo's preferred retail rollout method is to build a flagship and to later build sister Uniqlo stores in the same region as the flagship. The retailer is known for opening multi-level flagship stores on urban streets, such as its location in San Francisco's Union Square,

which opened in 2012. Meyer said the retailer also would open in malls, depending on a region's characteristics.

"It all depends on the market," he said. "Some markets have more-defined city centers. Some are suburban." In suburban areas, Uniqlo stores have opened in better malls.

Uniqlo differs from its closest competition, such as **Hennes & Mauritz (H&M)** and **Forever 21**, because of its emphasis on technical fabrics. "None of the other fast-fashion companies invest in the technology of textiles," said Mercedes Gonzalez, director of **Global Purchasing Companies**, a New York-headquartered buying office and retail consultant.

Uniqlo's Heat Tech fabrics absorb body moisture, and the moisture generates heat around the garment. An antibacterial agent also controls odors, according to a company

statement.

The schedule for upcoming Bay Area Uniqlo store openings includes the **Hillsdale Shopping Center** in San Mateo on Oct. 11, the **Stonestown Galleria** in San Francisco on Oct. 18, the **Westfield Valley Fair Mall** in Santa Clara on Oct. 25 and the **Bay Street Emeryville** in Emeryville on Nov. 1.

Fast Retailing is a public company in Japan. For fiscal 2013, the company forecast sales will surpass 1 trillion yen. But a company statement noted sales at Uniqlo USA were challenging during the nine-month period from September 2012 to May 2013. "However, losses continue to hover stubbornly at previous-year levels," according to a Fast Retailing statement. Uniqlo does not break out numbers for its U.S. sales, a company representative said.—*Andrew Asch*

Investors Want to Take Frederick's of Hollywood Private

After years of being traded on the stock market, a group of shareholders is trying to convert decades-old lingerie company **Frederick's of Hollywood** into a private company.

The Los Angeles-based retail chain announced on Sept. 30 that it received a non-binding proposal letter on Sept. 26 from **HGI Funding**, **TTG Apparel**, **Tokarz Investments**, **Fursa Alternative Strategies** and **Arsenal Group** to acquire, at a proposed price of 23 cents a share, all the outstanding shares of common stock not owned by the group.

The offer represents a 26 percent premium to the then trailing 10-day average closing prices of the company's common stock.

HGI Funding is an affiliate of **Five Island**

Asset Management and the current holder of the company's series B convertible preferred stock. **TTG Apparel** is the holder of the company's series A convertible preferred stock and, together with **Tokarz Investments**, owns approximately 25.9 percent of the company's outstanding common stock shares.

Fursa and **Arsenal** are controlled by William F. Harley, a director of the company, and own approximately 43.5 percent of the outstanding shares of the company's common stock.

The company's board of directors has appointed Milton Walters, its sole independent director, to serve as the lead director in connection with the full board's review and con-

sideration of the proposed transaction.

Frederick's of Hollywood, founded in 1947 by Frederick Mellinger, has been going through a tough financial time lately. For the third quarter, ending April 27, comparable-store sales were down 20.5 percent compared with last year. Total store sales decreased 23.6 percent to \$14.5 million, and direct sales were down 16.7 percent to \$8 million.

With other revenues, net sales slipped 22.8 percent to \$23.3 million for the quarter.

The company's third-quarter net loss was \$643,000, compared with net income of \$3.3 million for the same period last year.

In recent years, Frederick's of Hollywood has faced stiff competition from other purveyors of sexy lingerie, such as **Victoria's Secret**.

Frederick's of Hollywood operates 112 stores and also sells merchandise through its catalog and e-commerce site.

—*Deborah Belgum*

Joe's Jeans Completes Acquisition of Hudson Clothing

The merging of two Los Angeles-based premium-denim companies is a done deal.

Joe's Jeans announced Oct. 2 that it had completed the \$97.6 million acquisition of **Hudson Clothing**.

"We look forward to capitalizing on the numerous opportunities created by this partnership," said Marc Crossman, president and chief executive of Joe's Jeans. "The combination of our two organizations, which doubles the size of our business, significantly enhances our prospects for growth across wholesale, retail and e-commerce, both domestically and overseas. The combination also provides operating and supply-chain benefits that should drive meaningful cost savings in the future and underscores our positive outlook."

The two companies will maintain separate facilities and their own staff to preserve their distinct DNA. But sourcing options could change for Hudson. Currently, Joe's Jeans manufactures about 50 percent of its blue jeans in Mexico, about 20 percent in Los Angeles and another share in Asia. Hudson manufactures almost all of its jeans in Los Angeles, except for a small percentage in Mexico.

Crossman said he wouldn't be changing Hudson's sourcing strategy right now, but he could help Hudson get better prices in Mexico. Hudson was founded in 2002 by Peter Kim,

who will become a board member of Joe's Jeans and remain Hudson's chief executive.

Crossman said the deal started to take form last November. He and Kim are both surfers and batted around the idea of combining forces to take advantage of the various cost savings that could be had with a larger company.

It is estimated that Hudson's annual revenues are \$90 million. It has a core line of denim that is known for its washes, cuts, fabrics and colors. Joe's Jeans is publicly traded on the **Nasdaq**, with annual revenues of \$118.6 million in 2012.

The transaction financing for the \$97.6 million deal consisted of a \$50 million revolving credit facility with **CIT Trade Finance** as agent and a \$60 million senior-term loan provided by affiliates of **Garrison Investment Group** as agent. **CIT Capital Markets** acted as lead arranger for the transaction finances, and CIT Trade Finance will provide factoring services to the merged companies.

Threadstone Advisors served as financial adviser and **Akin Gump Strauss Hauer & Feld** served as legal adviser to Joe's Jeans. **Lazard Middle Market** served as financial adviser and **McDermott Will & Emery** served as legal adviser to Hudson. **Triangle Capital** provided a fairness opinion to Joe's Jeans' board of directors.—*D.B.*

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E-commerce Retailer JustFab Strikes Celebrity Deals With Kate Hudson, Paulina Rubio

El Segundo, Calif.-based **JustFab Inc.** is launching two new celebrity-driven collections.

The subscription-based e-commerce site has partnered with actress Kate Hudson on **Fabletics**, a new line of athletic apparel and accessories inspired by Hudson's active lifestyle. The company also partnered with **Grammy Award**-nominated performer and "X Factor" judge Paulina Rubio on a collection of 12 shoes and nine handbags inspired

by Rubio's stage look and daily style.

JustFab VIP members will be able to purchase items from Rubio's collection for \$39.95. VIP prices for Fabletics items will start at \$49.99 for two items.

Founded in 2010, JustFab Inc.'s portfolio of websites includes JustFab, **FabKids**, **ShoeDazzle** and Fabletics. Together the sites have more than 35 million members from the U.S., Germany, Canada, the United Kingdom, France and Spain.—*Alison A. Nieder*

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Vince Lionetti: Continental's Power Hitter

If dreams could come true, then Vince Lionetti, partner and executive vice president, marketing director for Continental Business Credit L.L.C., would have been a major league baseball player. That dream "is long gone," he sighs. "My next choice was to be in the factoring industry." Lionetti is a familiar, well-liked personality in factoring circles, and he still manages to play some power softball for the Over the Hill Gang in the City of Santa Clarita Adult Softball League. Next year, he and partners Lee Hirsch and Mark Crunelle will be celebrating Continental's 25th anniversary of providing factoring and asset-based lending to the apparel and textile industries, among others they serve.

Hey, how about them Dodgers?

Love the Dodgers. It's an amazing time right now. Speaking of the Dodgers, for my fiftieth birthday, I was fortunate enough to go to Dodger fantasy camp in Vero Beach. It was a dream come true. I was born in Brooklyn, and I loved the Brooklyn Dodgers. I got to have breakfast with Tommy John. He liked me, at least I believe he did. During our big game, I hit a double off him to win the game. Since I had had a nice conversation with him at breakfast, I think he gave me a pitch to hit.

We understand softball is a big part of your life. Perhaps too big?

It's a huge part of my life. I always played baseball. If you see pictures of me when I was three or four, I always had a plastic bat or ball in my hand. I used to play several times a week, and I had to cut it down to one night a week to keep the family happy. Now I'm playing on a competitive A league softball team. This spring, we became the A league division champions. I never thought that would be possible in my late softball career.

Talk about the Factoring Softball League.

Basically, there was a league in the early '70s. Each team was allowed to have two ringers who did not work for that company. I was one of the ringers. I played on the Manufacturers Hanover team for Jim Morrison at the age of 15. He had to pick me up and drive me to the games because I didn't have a driver's license.

The factoring league went on for years. Both of my current partners played on different teams in the factoring league. I really got to know them from playing against them. That evolved into us starting up Continental in 1989.

You guys still played ball?

Continental ended up forming its own team. But one of my partners continued to play for the competition. We worked together all week, but he pitched against us Friday nights.

Brutal.

One thing I look back on now, it was sort of risky being involved in the factoring league. We had relations with a lot of CPAs and factors, and playing against each other, there were heated moments. Arguing. Even, I recall at one point, some shoving. I remember once an argument breaking out in the first inning, and the umpire calling time out and saying, "I don't get paid enough for this." He gave us our money back and left.

Yeah, but what happens on the field stays on the field?

Exactly. It always ended up, we could all go out to dinner together. Some of my

competitors today are good friends developed out of the Factoring Softball League.

What carries over from softball to business for you?

I'm pretty competitive. I take that competitiveness into business when I run across friendly competitors and we're fighting for the same client. But I look at it the same way—if I lose a deal, I'm still friendly with the competition I lost it to. We all hug again. I'll make a comment like, "I bet you're a better salesman than me," and we both laugh.

Business is a game, too.

It totally is. You have to surround yourself with a strong team—team players, good hitters and fielders, you have to have it all. Not everyone is good at everything, and that's why you spread it out.

It was Lee Hirsch's idea to form a new company because the marketplace in 1989 didn't have many factors catering to small- to mid-size companies. The three of us had our own specialties, and that's why it has worked. Mine has been in marketing and new business, Lee handling and supervising the portfolio of clients, and then Mark Crunelle handles the financial and human resource side as CFO. We feel we have a great team. Most of our employees have been with us 15 years plus, which says a lot about the company and how we treat our employees.

We understand you have enough kids to field your own team.

I have eight children, four girls and four boys. With me, we have a full nine. But there's only two left in the house. It's not as crazy as it used to be.

How are they as prospects?

The girls have the better arms. I have a 19-year-old daughter, one of the twins, who has the best arm of all the children. She's my only southpaw.

What else is important to you?

I love what I do because my job is the best. I get to go out and meet prospective clients. I love seeing how they do what they do and how Continental can help grow their business. Continental has ridden out the recent economic storm, and today we have a greater capitalization than ever.

So, what's on the softball schedule?

I have a big game tomorrow night. We're playing the Nitros.

What's the scouting on the Nitros?

They beat a good team the week before 27–10. Just like I was a ringer in the '70s, I will be bringing ringers to the game tomorrow night. We will be prepared for the Nitros.



Lionetti starting his baseball career at age 4



Lionetti at Dodger fantasy camp

CONTINENTAL
BUSINESS CREDIT

Fashion Faces is a special sponsored series of columns.

HauteLook Founder Adam Bernhard Leaves Website

Six years after launching flash-sale site **HauteLook**, Adam Bernhard is leaving the company as its chief executive officer. He will remain an adviser.

Running the Los Angeles-based business will be Terry Boyle, currently HauteLook's president. Boyle joined HauteLook in 2008 as its chief operating officer/chief financial officer.

Boyle will be reporting to Jamie Nordstrom, whose family-launched retail chain, **Nordstrom Inc.**, acquired the site in 2011.

With HauteLook operating as a division of Nordstrom, no CEO will be appointed in Bernhard's place, Nordstrom Inc. said.

"Since Adam started this business in 2007, he has worked tirelessly to build a great team and bring a compelling shopping experience to its customers," said Jamie Nordstrom, president of Nordstrom Direct. "Even after selling the business to us, his commitment to scaling [up] the business and bringing it to profitability never wavers. Adam and his team have more than held up their end of the bargain, and we are thrilled to be in a position where he can pass the reins to Terry and focus on some new opportunities for us."

In the last few years, Bernhard has helped grow the website from a business with a little more than 4 million members to 14 mil-

lion members. "It has been an unbelievable journey to grow HauteLook from a four-person startup into the thriving division of Nordstrom that it is today," Bernhard said. "Although I'm eager for the new opportunities to come, HauteLook will always be my pride and joy."

Bernhard, who grew up in Los Angeles and graduated from **Palisades High School**, started HauteLook after working at apparel company **Joie** and noticing a market for excess inventory.

His first website was called *Liquid8usa.com*. He later improved the website and renamed it HauteLook, which launched in December 2007 with four employees who worked in a rundown office building at the corner of Los Angeles Street and Olympic Boulevard.

The website offers top fashion and lifestyle brands at a discount. Each day at 8 a.m., new sales items are featured for a limited time.

By 2010, HauteLook's revenues totaled more than \$100 million. It was sold to Nordstrom for as much as \$270 million in stock.

Nordstrom reported that for the six months ended Aug. 3, HauteLook and its two-store chain, **Jeffrey**, had revenues of \$156 million, compared with \$124 million the previous year.—*Deborah Belgom*

Calendar

Oct. 4

Driven by Design
LA Mart
Los Angeles

Progressive Label's open house
2545 Yates Ave.
Commerce, Calif.

Oct. 5

"Rock for Fashion," presented by Fashion Industries Guild and honoring Vera Campbell and Steve Schoenholz
Beverly Wilshire hotel
Beverly Hills

The Boardroom
Orange County Fair & Event Center
Costa Mesa, Calif.
Through Oct. 6

Oct. 7

LA Majors Market
California Market Center
Los Angeles
Through Oct. 9

Oct. 10

F13 Fashion Conference
Lot 613
Los Angeles
Through Oct. 11

LA Kids' Market
California Market Center
Los Angeles
Through Oct. 16

Oct. 12

Concept
Quixote Studios
Los Angeles

Oct. 13

Los Angeles Fashion Market
California Market Center
Gerry Building
Los Angeles
Through Oct. 16

Select Transit
CMC Gift & Home Market
California Market Center
Los Angeles
Through Oct. 16

Style Fashion Week
Vibiana
Los Angeles
Through Oct. 17

Oct. 14

Los Angeles Fashion Market
Cooper Design Space
The New Mart
824 Building
Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through Oct. 17

Designers and Agents
The New Mart
Los Angeles
Through Oct. 16

Coeur

Cooper Design Space
Los Angeles
Through Oct. 16

Brand Assembly
Cooper Design Space
Los Angeles
Through Oct. 16

LA Men's Fashion Week
California Market Center
Los Angeles
Through Oct. 15

Los Angeles Men's Market Initiative
Los Angeles Fashion District
Through Oct. 15

"50 Years of Fashion at the CMC"
California Market Center, main lobby
Los Angeles

Fab Counsel and Sita Couture present "Social Media for Fashion Business Explained"
Cooper Design Space, mezzanine, suite 4
Los Angeles

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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LA Textiles *Continued from page 1*

Collections Pavilion, which included **Liberty Art Fabrics**, **Solstiss**, **Bel Maille** and **KBC**; the Lenzing Innovation Pavilion, which included **Buhler Quality Yarns**, **Design Knits**, **Shara-Tex**, **Tuscarora Yarns Inc.** and **Texollini**; and the Korean Pavilion, sponsored by **KOTRA** (the Korea Trade-Investment Promotion Agency) and the **Korean Textile Trade Association**, which included **Dongin Textile Corp.** and **JH Textile Inc.**

This was the first time at the LA Textile Show for Marco van Diek, sales manager for Dutch company **Northern Linen**.

"I was surprised by the number of customers I saw here," van Diek said, adding that some were asking for lower quantities than Northern Linen's 800-meter minimums, however.

"We are the biggest supplier of linen in Europe," van Diek said. The company's customers include Spanish giant **Inditex** and Italian label **Max Mara**.

Northern Linen's business in South America is also growing, van Diek said.

"It's time to conquer the U.S., too," he added.

Terrence Chermak and Dan Sassower of Los Angeles-based **Britannia Mills Ltd.** were pleased with the interest in domestic resources and the company's wool offerings.

"People have discovered wool," Sassower said.

Marty Moran, chief executive officer for Jefferson, Ga.-based spinning mill Buhler, said he was encouraged by the interest in domestic resources.

"It makes sense to come back to America," he said.

"When it comes to yarn and fabric, we can do it as cost effectively with automation and energy [savings]. It's more about economics than patriotism. The prices are there. The patriotic pop—that gets you the last few cents to have it make sense."



RESOURCES: The Los Angeles International Textile show at the California Market Center featured resources for fabric, fiber, trim, trend direction, business insight and technology. This season, Los Angeles-based trend forecaster Design Options co-curated the trend forum in the CMC's lobby (pictured right).



INSIGHT: North Carolina-based spinner Tuscarora was showing several new developments, including a neon nub yarn that creates a pop of color in the finished fabric, pictured above left. Portland, Ore.-based Pine Crest Fabrics was showing bright novelty prints for activewear and leggings, including the circuit-board print, pictured above right.



Roya Daneshgar of Los Angeles-based importer **Cinergy Textiles** also noted a growing interest in domestic production.

"A lot of people are unhappy with China and are coming back to the U.S.," she said.

Designers were coming to Cinergy looking for novelties. "Prints, stripes, laces and ponte are doing well for us," Daneshgar said.

Mt. Pleasant, N.C., spinning mill Tuscarora was at the show with several new developments, including a neon nub

yarn that creates a pop of bright color in the finished fabric.

Buyers were gravitating toward anything with surface interest and effects such as slubs and nubs, said Kim Williams, Tuscarora's director of marketing.

"The hot topic is slubs—anything with a slub," she said.

Another new development is a recycled polyester/**Crailar** flax blend and several mock-twist yarns.

Traffic was good at the **Pine Crest Fabrics** booth, according to Kelly Langlois, a salesperson with the Portland, Ore.-based converter.

"Today was quite busy," she said on the second day of the show. Langlois said in addition to existing customers, she was seeing several new small- to mid-sized companies.

Langlois said Pine Crest's leggings business has been strong, showing some of the company's most-popular prints.

"Our market gravitates to brights and neons," she said. Outer-space prints, animal patterns and circuit-board prints were doing well, she said.

Business was brisk at the **City Textiles** booth, as well. The Los Angeles company stocks about 2 million yards of fabrics imported from China and Korea, according to company representative Eli Khoubian.

"People are optimistic. They're always looking for something new," he said.

The textile show also featured a full slate of free trend and business seminars presented by **Design Options**, **Stylesight**, **WGSN**, **Cotton Inc.**, Lenzing, the **California Fashion Association**, **Fashion Business Inc.** (FBI), **Fox Rothschild LLP**, **FAB Counsel** and **Matte Black**. Design Options also co-curated the trend forum in the lobby.

"Exhibitors and attendees alike were extremely pleased with this edition of LA Textile," said Oscar Ben Rodriguez, senior trade show producer at the CMC. "Traffic was steady throughout, and quality resources were plentiful. It was, overall, very successful." ●



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Silver Jeans to Open at Glendale Galleria

Silver Jeans Co. is in the midst of a rollout of retail stores, and, in November, it will open a boutique at the **Glendale Galleria** in Glendale, Calif.

"It's a dream loft," said Michael Silver, chief executive officer of Winnipeg, Canada-headquartered Silver Jeans Co., which made big investments in Southern California. The company opened a design office in downtown Los Angeles in February and also maintains a retail office in Burbank, Calif., and a marketing office in Laguna Beach, Calif.



SILVER LOFT: A rendering of Silver Jeans Co.'s loft boutique shop. (Image courtesy of Silver Jeans.)

The Silver Jeans store will be called a loft, and the label's team designed it to be reminiscent of a loft with an industrial and a vintage feel. The Glendale Galleria boutique will be located in the upcoming **Bloomingtondale's** wing of the retail center. The Bloomingtondale's will be an anchor of the mall's major renovation, which will be wrapping up this year.

The Galleria is one of five stores that Silver Jeans will be opening in the United States this year. In July, Silver Jeans, a division of **Western Glove Works**, a 92-year-

old garment manufacturer, opened a store in Houston. In August, it opened a store in the **Mall of America** in Minnesota and, in September, a store in McAllen, Texas. Another boutique is scheduled to open Oct. 26 in Dallas. Silver hopes to open a fleet of 30 stores in the United States in the next five years.

The boutiques will offer an omni-channel service, where a consumer can purchase an item online and pick it up at a store. None of the stores will feature a cash wrap. Rather, retail workers will be equipped with mobile point-of-sales systems that are made by **Island Pacific**, a retail management software company with an office in Irvine, Calif.

All retail workers also will be equipped with some very old technology—measuring tape. All of the retail workers are trained in styling denim, and the old technology of the measuring tape will assist them in finding the best fits for consumers.

The Silver Jeans boutiques also will feature an 8-by-8-foot video wall, which will play indie music videos and Silver Jeans marketing videos. Another point of difference will be how clothing is handled at Silver Jeans. Jeans will be rolled up—not folded—to prevent creases in the clothing. When the jeans are purchased, they will be wrapped in paper, and the package and the paper

will be fastened with a sticker with a Silver Jeans logo.

The stores will merchandise Silver Jeans—brand bottoms for men and women. The label's printed T-shirts and hoodies will be available, too. The stores will offer some items exclusive to the stores such as scarves and small leather accessories. Retail price points will range from \$30 to \$80 for tops and \$80 to \$110 for bottoms. Silver said the price points are above moderate but below premium for the label's clientele, which, he said, ranges from ages 16 to 60.—*Andrew Asch*

Kennedy Denim Co.: Premium Denim, Populist Price

President John F. Kennedy was known for a simple and casual style, but denim wasn't a big part of his photographed array of looks.

Nonetheless, **Kennedy Denim Co.** was named for the 35th president because Jason Ahn, co-founder and creative director for the Los Angeles brand, hoped it would evoke the same sense of cool and inspiration as Kennedy.

The line is made in Los Angeles. Its wholesale prices range from \$17.50 to \$32. Ahn said he uses some premium-denim features in the line, but he wholesales the line at a lower price than some other premium-denim brands in order to build a bigger clientele. With a populist angle, Kennedy Denim was intended to put good style in most people's price range.

The line started in 2012 and has exhibited at **Agenda** trade shows in Long Beach and Las Vegas. It is sold at streetwear-savvy retailers such as **Karmaloop** and **Attic**, headquartered in Buena Park, Calif. Kennedy Denim's jeans are devoted to a simple look. There is no pocket detailing. The label's standard raw denim pants merely bear a back patch featuring the name of the company and its motto, "For the People, For the Greater Good."

For Fall 2013, Kennedy Denim has made corduroy, sweat pants and chinos with an array of camouflage prints ranging from safari to duck hunting to leopard. New camo-style looks feature floral prints. "We know that camouflage is selling," Ahn said. "But it's becoming so saturated. I wanted to do something that makes it fun for us," Ahn said.

For more information, contact sales@nextchaptercollective.com.—A.A.



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INDUSTRY FOCUS: FINANCE

How Will Obamacare Affect Shoppers and the Clothing Industry?

Apparel-industry finance executives weigh in on the Affordable Care Act.

Sydnee Breuer, Senior Vice President, Business Development, Rosenthal & Rosenthal

The Jan. 1 implementation of Obamacare may have a negative effect on consumer spending, which would likely reduce consumers' disposable income and, therefore, reduce apparel sales. There is much hype surrounding the implementation, and, quite frankly, I am not sure whether the *actual* impact will be positive or negative, but I don't think anybody else knows either.

Consumers could be paralyzed—at least initially—and not know what to do and therefore not want to spend money.

Manufacturers also need to be sure they are in compliance with Obamacare for their own businesses and their employees. If they are not sure whether they are or are not, they should analyze whether the penalty is financially better than the cost of a group plan. They should also seek advice from their business professionals (attorney, CPA, consultant, etc.).

Mitch Cohen, Western Regional Manager, CIT Trade Finance

I think it's too early to say exactly how Obamacare will affect consumer spending. In order for manufacturers to stay flexible through decreased spending periods, they need to create operational efficiencies, manage cash flow and secure

tight controls on inventory. That could mean an upfront investment in new technology.

Rob Greenspan, Owner, Greenspan Consult Inc.

With the implementation of Obamacare this year as well as next year for those companies that now have a deferral,

Second, if people now have to pay a tax for not having coverage, the result is most likely the same. They will be more conservative in their spending until they are comfortable knowing what is going to happen next and they can be prepared for it.

Third, if their insurance coverage from their employer changes—either in terms of benefits, costs, or higher deductibles—this will also most likely cause a reaction to hold back spending.

For manufacturers, this issue can create numerous problems. Assuming there is less disposable income, it generally impacts discretionary spending. This generally causes slowdowns at retail. And we all know the pitfalls of any retail slowdowns. Additionally, if manufacturers are faced with increasing insurance costs, the manufacturer will look for ways to pass these costs along to the employees or to the ultimate consumer of their products.

However, the markets are such that trying to raise prices will most likely be unsuccessful. So the only option the manufacturer has is to try to lower other costs, such as lowering other insurance benefits, charge employees more where they can for other benefits, consider terminating people or reduce others to less than full-time employment. All of these types of actions, when taking in the economy as a whole, would have a negative effect on



Sydnee Breuer, Senior Vice President, Business Development, Rosenthal & Rosenthal



Mitch Cohen, Western Regional Manager, CIT Trade Finance



Rob Greenspan, Owner, Greenspan Consult Inc.



Nick Hart, Managing Director, Bibby Financial Services



Sunnie Kim, President and Chief Executive, Hana Financial

the effects are anybody's guess.

First, for those people who now might have to buy health-care coverage, no matter the price, I believe anytime people are forced to spend their money their first reaction is to tighten up.

People tend to be very cautious about the unknown, and this is another case of an unknown to many.

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consumer spending.

Nick Hart, Managing Director, Bibby Financial Services

No one can argue with the intention of the president to bring affordable healthcare to as much of the population as possible. However, the devil will be in the details, and the law of unintended consequences will be profound.

The effects on consumers will depend on how they are personally impacted. Households need to balance budgets. So if money needs to be spent on insurance, unless they have spare cash, something needs to be cut. Not easy, as the government has found out, as it has closed for business. Unlike the government, low-income families cannot overspend. Middle-income families cannot recklessly spend as the credit markets do not tolerate poor credit.

A possibly bigger impact than an individual's cost will be how employers react to the new regulation. Any rise in costs will ultimately be passed on to the consumer or margins will be squeezed. However, employers will react in the only way a business can, which will be to review the cost and determine how the rules and regulations work.

If they can pass the cost on, they will. If not, they will try to mitigate it. This may result in a move to part-time rather than full-time workers, employment of financially better-off candidates or a lack of growth in order to stay below the 50-employee threshold.

All of the above will hit low-income households and may result in a drop in household income. This will lead to a drop in consumer spending. The question is by how much.

Manufacturers should concentrate on the immediate impact and obligations of their business first. Work out what the cost to them is and what they need to do about it. It may be business as usual. If they are a cut-and-sew operation on thin margins with high numbers of employees, it may have a significant impact requiring structural change.

Secondly, businesses should read and watch the news to get a clearer view of consumer-spending habits. A recovering economy may well mask a reduction in consumer spending because of this legislation. So manage what you can and be vigilant about the future.

Sunnie Kim, President and Chief Executive Officer, Hana Financial

Depending on whom you choose to believe, Obamacare (the Affordable Care Act) will cost an average of \$200 to \$500 per month, based upon an individual's demographics, geographical location, and any subsidies that the individual may be eligible to receive.

Given that this is a mandatory requirement that imposes a fine if not followed, we can assume that most individuals will participate. That being the case, the disposable income of many Americans will be negatively impacted, which will have a deleterious effect upon consumer spending in the near term.

Therefore, manufacturers need to prepare for lesser volume and



Dave Reza, Senior Vice President, Milberg Factors



Paul Schuldiner, Managing Director of Business Development, King Trade Capital



Kevin Sullivan, Executive Vice President, Wells Fargo Capital Finance



Ken Wengrod, President, FTC Commercial Corp.



Paul Zaffaroni, Director of Investment Banking, Roth Capital Partners

tential impact on consumer behavior as a result of the implementation of the ACA.

Supporters generally say that the cost of the premiums will represent an insignificant percentage of consumer spending. Critics of the legislation are saying that the real costs will be felt at tax time, when some of the more stealthy components hit the consumers.

Once the dust has settled, manufacturers and importers should respond to both order activity and feedback from their customers, vendors and professionals to guide themselves.

keener competition by lowering expenses and maintaining a handle on their inventory levels.

Dave Reza, Senior Vice President, Milberg Factors

Based on what I have read, "experts" on both sides of the political spectrum have differing opinions about the po-

Paul Schuldiner, Managing Director of Business Development, King Trade Capital

With many corporations continuing to provide employee health coverage and self-employed individuals paying

➔ Finance page 12

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INDUSTRY FOCUS: FINANCE

Finance *Continued from page 11*

roughly the same amount, if a little more, the impact of the Affordable Healthcare Act on consumers and apparel manufacturers will more likely be felt on those operating in the moderate price points.

Luxury brands will be somewhat insulated and should not be overly affected. Manufacturers with a focus on fitness apparel may even see a rise in sales with the expected accompanying emphasis on, and incentives for, wellness programs.

However, apparel manufacturers need to be fully aware of the impact of the costs of compliance with the Affordable Care Act and what the additional costs (likely for many businesses) will do to their operating margins.

If a business has not met with their outside CPA to review this area, they will likely be in for quite a surprise and will not be able to adapt (i.e. increase gross margins) to offset or mitigate the additional costs. All business owners should engage their professionals familiar with the healthcare act as soon as possible.

Kevin Sullivan, Executive Vice President, Wells Fargo Capital Finance

We really haven't yet taken an official position on what the impact will be, given all of the variables involved.

With the current deadlock in Congress, for instance, it's difficult to say what the Affordable Care Act will ultimately look like when it's eventually implemented.

Certainly, if companies within the manufacturing sector opt to shift to more of a temporary workforce instead of full-time employees, that could have a negative impact on consumer spending.

As it relates to the apparel industry, though, we don't see our clients making that sort of shift. Most contend that they are already operating very efficiently and that existing positions would not easily translate into temporary positions instead of full-time.

Ken Wengrod, President, FTC Commercial Corp.

In my opinion, the Affordable Care Act, or Obamacare, will initially create confusion and fear among low-skilled labor consumers as well as business executives for different reasons.

The low-skilled-labor consumers, who represent one segment of the market, are worried about maintaining a full-time job (vs. part-time) and potentially having to pay higher costs for medical insurance and therefore are not spending on non-essentials.

Another segment represents the general population, who are already cutting back on their apparel purchases. They find no reason these days to replace their wardrobe and in-

stead are maximizing their existing pieces. Both segments are negatively impacting retail apparel sales. Even British designer Vivienne Westwood claimed in a recent issue of *Telegraph Online*, during **London Fashion Week**, "Buy less. Choose well. Quality, not quantity. Everybody's buying far too many clothes."

Many apparel executives share the same concern. Will the ACA increase their taxes, hidden taxes, penalties and fees, which in turn could reduce overall investment in the economy and place restrictions on employment, reducing jobs? Businesses with more than 50 people employing less-skilled workers will probably respond by shifting their employees onto the federally subsidized healthcare exchanges and replacing full-time positions with part-time jobs.

Certainly, this atmosphere of uncertainty is not conducive for expansion of the typical impulse buyer. Apparel manufacturers who produce merchandise for the chains and big-box stores need to be cautious about their projections for sales and maintain lower inventories while keeping their overhead costs down to a minimum until the tweaks of ACA are flushed out and they have a better understanding of what new realities are versus initial perceptions.

I believe, given my many years in the industry, there will always be consumers who have a need to buy. This means now is an excellent time for consumers to discover merchandise that's seasonally fresh and holds value and will enhance their wardrobe rather than the need to upgrade to the new smartphone.

Paul Zaffaroni, Director of Investment Banking, Roth Capital Partners

It's unclear how the Affordable Care Act, known as Obamacare, will impact consumer spending in 2014, but few think it will have a near-term positive impact.

Many small-business owners we represent are concerned about the increased healthcare and compliance costs and how this could impact future profitability.

Some companies have responded by hiring more part-time employees instead of full-time employees while others are cutting back on hiring altogether.

Part of the challenge is the definition of "small company" under the Affordable Care Act, which is defined as fewer than 50 full-time employees. If you have more than 50 employees, you either offer health coverage or pay a fine.

The best way for companies to prepare is to clearly understand your responsibilities and budget accordingly. Many law firms have a benefits group or partner that can provide this advice along with the information that can be found on government websites. ●



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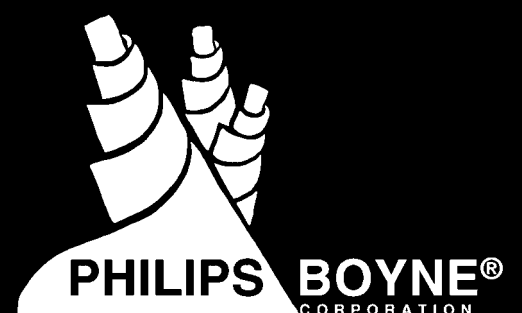
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Halloween Continued from page 1

by New Jersey-based retailer **Spencer's Gifts LLC**, have opened 1,050 Halloween shops across the nation. As with most every year, a significant amount of store space at national mall retailer **Hot Topic**, headquartered in City of Industry, Calif., is devoted to Halloween items. These include sweaters just like the one worn by horror movie villain Freddy Krueger as well as Supergirl and Wonder Woman bustiers. **Frederick's of Hollywood Inc.** recently introduced its annual Halloween capsule Masquerade Collection. The seasonal collection offers corset looks such as Little Bo Peep and Alice in Wonderland, as well as pieces that consumers can mix and match.

Among its holiday merchandise, Target introduced **Chris March's Big Fun** line of Halloween wigs designed by Chris March, a "Project Runway" contestant, Cavallin said. "The trend is DIY [do-it-yourself] Halloween costumes," he noted. With DIY costumes, people are increasingly picking up wigs and masks to make their own Halloween looks along with pre-packaged costumes.

At Burbank, Calif.-based retailer **Unique Vintage**, Halloween is one of the most important seasons, after prom and homecoming season, when the retailer sells 400 to 700 dresses daily. Robin Doyle, a Unique Vintage representative, said that costumes are heavily influenced by what is popular on television. "Someone always wants to be Marilyn Monroe or Lucille Ball. But I will say ever since 'Mad Men' and 'Boardwalk Empire' started airing on TV, we've definitely



POP-UP SHOPS: Halloween pop-up shops opened throughout the country. Above, interior and exterior shots of the Spirit Halloween store on La Brea and Melrose avenues.



SPOOKY HOLIDAY: Retailers and manufacturers look to make some holiday gold with exclusive holiday collections such as Frederick's of Hollywood's Masquerade. Pictured above, Masquerade's reversible cops-and-robbers corset. One look is the cop; the other is the robber. Also pictured is Frederick's Marie Antoinette costume.

seen a big jump in those costume genres," she said.

Unique Vintage, which specializes in retro looks, typically adds a salesperson during October to help with the in-

The shopping has only started for Halloween, Sepulveda said. "Everyone waits until the last minute for every holiday," she added. ●

crease of Halloween demand, and the Burbank retailer typically starts planning what Halloween looks to merchandise during summer.

Larger retailers usually start thinking about fright-wig fashion and what spooky décor to stock on store shelves in December and January, almost 10 months before Halloween, said Jeff Yunis, the owner of **Specialty Trade Shows**, a Miami, Fla.-based producer of fashion trade shows.

The planning often culminates at trade shows such as the **Halloween & Party Expo**, which will be held in Houston Jan. 25-28, 2014, and the **Las Vegas Halloween Show**, which is scheduled for March 31-April 2 in Las Vegas. More than 1,000 stores from 25 countries shop at the show, which is devoted to lingerie with a Halloween angle.

A significant part of Halloween trade shows and costuming is devoted to lingerie, Yunis said. "For lingerie stores, it's bigger than Christmas," he said.

For Ellen Sepulveda, owner of the **Risqué** lingerie boutique in Pasadena, Calif., Halloween and Valentine's Day are the two biggest holidays on the calendar. For Halloween, her customers are interested in creating their own look. "They come in for accessories—gloves, petticoats, stockings, boas and bustiers—and they make them into costumes."

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NEW RESOURCES

Deborah Drucker: Rock 'n' Roll Chic

Apparel designer Deborah Drucker grew up in the apparel industry. Her father, Severin Wunderman, designed accessories and watches for Gucci, three uncles worked in Los Angeles' garment district as manufacturers and importers, and her best friend's father was the owner of **Chemin de Fer** jeans.

"I grew up hanging out in downtown L.A.," Drucker said. "I live for fashion—always have."

Drucker recently debuted her Fall/Winter 2013–2014 collection and a smaller Spring 2014 diffusion line at **A'Maree's** boutique in Newport Beach, Calif.

The Laguna Beach, Calif.–based collection combines upscale, urban chic with Southern California coastal breeziness—and a bit of rock glam, no doubt inspired by Drucker's husband, **Stray Cats** bass player Lee Rocker.

The collection includes tailored equestrian-style coats, mid-waist vested jackets, leather pants, bell-sleeve tops, pencil skirts and flowy styles. Evening-gear styles are non-traditional, including floor-length gowns and cocktail styles with edgy cutouts, draped backs and leather trim. Drucker's fabrics range from multi-colored, sheer leopard prints and alligator to ikat wools, silk chiffon, and jerseys in a palette of gray, mustard, turquoise, plum and green offset with deep black. Styles are trimmed with custom-made skull buttons and zipper details.

Drucker collaborated with her daughter, Sadie, a 21-year-old painter trained at **Parsons School of Design**. Sadie Drucker's pop-art illustrations appear on a silk/leather/spandex skirt in the Deborah Drucker line.



"I use [Sadie's] canvas art for some of the more limited and elaborate prints," Deborah Drucker said. "I wish she gave me more artwork, but her work is very detailed, and she does not just crank paintings out by the dozens."

The Spring/Summer collection adds a nautical theme to the rock-inspired collection. Drucker mixes stripes with muted leopard prints and trims garments with yacht cord printed with the skull motif.

Retail prices range from \$750 to \$3,500.

"The Fall is complex and deep, much like the city of Manhattan," Drucker said. "Fall is for the fog and the moist and the cool air that winter brings. The Spring/Summer is light, feminine and airy, like Southern California. It is for the sunshine and the beach boardwalks."

The designer works with a small team to produce the American-made collection. There is a director of operations, who handles sourcing and development; a graphic designer; a patternmaker; and an artist who works with Drucker to create custom prints and trim.

In addition to A'maree's, the Deborah Drucker collection sells at **Shari's Place** in Long Island, N.Y. Celebrity fans include Perry

Reeves, Catt Sadler and Alexis Knapp, Drucker said.

"My dear friend Amy Nelson said that if she gets to go to any awards shows with her dad, Willie, she will definitely be wearing DD as well," Drucker added.

For sales information, contact Aida Khourseed at aida@estaris.com or (646) 286-0222.—Sarah Wolfson



Bryan Emerson: Hand-Painted, Hand-Dyed Accessories

Designer Bryan Emerson creates luxury scarves and shawls made in soft jersey fabrics such as linen, viscose, rayon, cotton and a bit of cashmere.

Made in California, the seasonless, lightweight scarves are designed to stay in place and won't slip around the shoulder area.

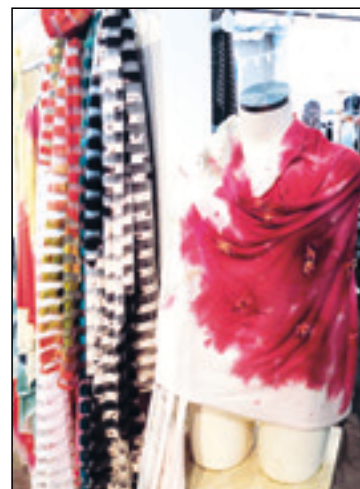
Emerson had a previous line in the late 1980s and 1990s that sold in boutiques such as **Maxfield** and **Shauna Stein**. After taking a hiatus to raise her child, Emerson is returning to the fashion industry with her **Bryan Emerson** collection, which launched at **Los Angeles Fashion Market** in August. "I still love the industry," she said. "This is my career and what I have always done. I particularly like fabrics and colors; this has worked out to be exactly what I wanted."

Emerson hand paints and dyes the scarves, making each piece unique. Some have tie-dyed designs, others have artistic flowers and whimsical patterns, and some are bleached, giving them an edgy effect. Emerson often paints the material with a paintbrush, then gets a sponge with water and bleeds the dye into the fabric to create a free-flowing painted effect. Emerson also repurposes salvage pieces to make scarves and shawls.

Bryan Emerson is currently sold at **Betsy Prince**, **Gilda's** and **Mag.pi** in Studio City, Calif.

Wholesale price points for a sheer stripe scarf is \$79, and viscose and cashmere-dyed shawls are priced at \$125.

For more information, contact **Renee Cohen Sales** at (800) 537-3633 or (213) 629-1817.—S.W.



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The Dreslyn: New E-tailer Looks at Fashion With a West Coast Perspective

Brooke Taylor isn't a Southern California native, but when she was working for Los Angeles-based *C* magazine, she had a front-row seat to the region's unique style mix.

When the Michigan native decamped for Montreal to take a job as senior women's buyer at **Ssense** (www.ssense.com), she saw a distinct difference in the way fashion was presented and merchandized.

"I noticed that there are a lot of really strong retailers with a great point of view, but they were really catering to a specific aesthetic that I felt was more representative of the East Coast," Taylor said. "[When] we were getting into this market and considering making a move to New York or California, I felt like there was such a significant and interesting way that women here put themselves together. There is this elevated fashion element and exciting street style that I didn't feel was being represented within the world of the Internet."



CALIFORNIA CURATED: New e-tail site The Dreslyn is merchandised to look like a curated boutique with products featured in editorial-style photos.

Taylor said. "It was a nice place for me to come into the market with a voice that was just representing something a little different and really indicative of California. Definitely not being native to the West Coast, I definitely have my own point of view and interpretation of what that is."

Taylor said she's influenced by California women's seasonless dressing and knack for layering pieces to create their own style.

"Being a Web-based enterprise, we're catering to women all over the world," Taylor said. "It's nice to be able to offer a mix of brands. We have brands from Paris, the U.S., Australia—really, all over. What ties our direction and our buy together is more about the fit and the texture and the cut of the garments and how people are wearing these items and how they're being paired together."

Plus, Taylor looks to California's street style for cues.

"The street-style girls from California that are on my mind, they do such an interesting mix of making pink look boyish," she said. "They can wear a pale pink blazer with jeans and boots in a way that it's not overly feminine, yet it's still beautiful."

The site is merchandised to look like a curated boutique with products featured in editorial-style photos. A "Diary" section includes profiles and trend features. In addition to apparel, The Dreslyn carries accessories, footwear, and beauty and home items. The site allows shoppers to use its "massive zoom" feature to take a closer look at the garments. To satisfy the need for instant gratification, The Dreslyn offers

same-day delivery to several cities and neighborhoods in Southern California within a 25-mile radius of downtown LA, including Pasadena, Burbank, Santa Monica, Pacific Palisades, Sherman Oaks, Mar Vista and Inglewood.

"The reason people shop online is for the efficiency, the convenience," Taylor said. "It's nice for us to be able to offer our clients every possible service. That's why they come to us. They're looking for something they need, something they want. They don't want to wait for it."—Alison A. Nieder



THE DRESLYN



GLOBAL CALIFORNIA: The Dreslyn founder Brooke Taylor offers a mix of international brands that fit with her interpretation of California style.

In June, Taylor launched her e-tail site, **The Dreslyn**, from the company's headquarters in downtown Los Angeles with a team of 11.

Although The Dreslyn carried an international mix of brands—including **APC**, **Helmut Lang**, **Rag & Bone**, **Champagnes de Provence**, **Band of Outsiders**, **Carven**, **6397** and **Giada Forte**—the merchandising is done with a West Coast eye.

"A lot of people, when they think of Los Angeles, they think it's red carpet or they think it's really beachy, **Coachella** style,"

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Trukfit Launches Juniors Edition

Lil Wayne took his rapping skills to the design table when he launched **Trukfit** at the **Agenda** trade show in Long Beach, Calif., in 2012. Now the rising apparel lifestyle brand is debuting a juniors line.

Fashion adviser and artistic director Marisa Flores worked alongside the musician to create a collection for young, fashionable girls, recognizing their role in the streetwear/activewear industry. The apparel company wanted to extend its audience to women with a full-scale collection of knits, dress tops and bottoms that stay true to the brand's ethos.

Flores, who has worked as Wayne's stylist since 2008, was very hands-on with the design process.

"Trukfit Juniors is all about having a cool vibe," she said. "This is for the smart, fashion-savvy, sassy, confident and cool girl. If you look at our designs, you will see that we are very

fashion-forward. We took the unapologetic aesthetics from Trukfit men's and brought it over to the girls'. I wanted to make sure that a young professional could wear a Trukfit Juniors outfit and mix and match it with designer brands, and yet her teenaged sister could wear the same outfit to school with sneakers and a backpack."

Young Money Entertainment recording artist and actress Chanel West Coast modeled for the lookbook. Some of the knit and cotton pieces include a black-and-white checkered miniskirt paired with a

heather gray tee embossed with a Trukfit logo. A yin/yang symbol with flower power and alien faces appear on one tee, coupled with a cloudy pink, zebra-print pant and hooded jacket. There is also a cobalt-blue floral babydoll dress and a net/jersey top and printed pants.

The Trukfit Juniors Holiday collection is currently being sold at select retailers, including **Dillard's** and **Jimmy Jazz** stores, across the nation.

The full Spring '14 collection will launch nationwide and will include neoprene and faux-fur fabrications. Each season, Trukfit



Juniors will feature 60 pieces that reflect Lil Wayne's style. "Lil Wayne really likes prints, so this was a [big] part of the brand DNA," Flores said. "We pulled inspiration from street fashion, art, music and action sports."

Wholesale price points for tees average \$15 and hats run between \$12 and \$16 while the bottoms are \$34.50 and knit tops are between \$19.50 and \$42.

For sales information, contact Amy Serino, vice president of sales at **Bravado**, at (212) 445-3477.—Sarah Wolfson

Free Trade *Continued from page 1*

been textiles, footwear, pharmaceuticals, intellectual property and state-owned enterprises," said Shibles, who gave an Oct. 1 seminar titled "International Treaties: What They Mean to Apparel and Textiles" at the **Los Angeles International Textile Show** at the **California Market Center**.

The United States, Mexico and Peru have been pushing for a yarn-forward proposal because they have vibrant textiles industries whose cotton yarn and fabric products would benefit from such a provision.

Pushing for more flexibility are New Zealand, Australia, Singapore, Malaysia, Vietnam, Brunei, Canada, Chile and Japan.

Shibles said she is hoping that the 12 countries that make up the TPP pact conclude their negotiations this year so the process can begin to have the trade agreement approved by each country's legislative body. It could take anywhere between two and five years before the TPP goes into effect, said the attorney, who specializes in trade regulations and customs law.

On the European front, negotiations are just in their infant stage. "Hopefully, it won't take 19 rounds in three years to conclude these negotiations," Shibles said. "But we all have our sensitivities, and it could be a lengthy process."

On the apparel and textile side, negotiators will shoot for regulatory coherence in things such as testing and labeling of products. "There are issues on what is considered recycled and green," the attorney said. "Recently, the EU Commission came out with a report that had to do with issues on apparel and textile labeling—country-of-origin markings they thought were okay and don't need to be changed. New labeling on leather products regarding what is genuine and certain issues about allergies have come up."

California Fashion Association President Ilse Metchek, who moderated the seminar, noted that exporting apparel to other countries can be a challenge because of non-tariff barriers.

"Try getting a bathing suit on the beaches of Brazil," she said, noting that Brazil makes it almost impossible for U.S. apparel manufacturers to export to that South American country because there are so many regulations that must be followed.

Growth opportunities, she said, are for "Made in USA" apparel in emerging economies. "The future growth is about China and India," she said. "Their middle class is growing, but I don't think in my lifetime I will see people in India buying \$300 jeans. The middle class there will not be like our middle class. We need to understand that when we plan and make our products for these countries." ●

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City of Hope's Fashion and Retail Group

www.cityofhope.org
(800) 272-2310

Services: City of Hope's Fashion and Retail Group presents the 2013 Spirit of Life Award Dinner and Black & Blues Ball, honoring Kevin Sullivan of Wells Fargo and Frank Kaufman of Moss Adams. Join us this year as we raise funds for City of Hope and celebrate the many accomplishments of the past 100 years. This year's event is a Black & Blues Ball on Nov. 8 at The Grove of Anaheim, featuring live musical entertainment by five-time Grammy Award Winner, rock blues icon Robert Cray. The night will be an upscale extended cocktail party featuring an open bar, tray passed appetizers and cocktails, buffet dinner stations, musical entertainment, followed by a lavish dessert extravaganza. City of Hope is recognized worldwide as a leader in compassionate patient care, innovative medical science, and translational research, which rapidly turns laboratory breakthroughs into promising new therapies.

Fashion Industries Guild of Cedars-Sinai

P.O. Box 570187
Tarzana, CA 91357
Contact: Eileen Ellis (818) 704-1853
Jessica Lewensztain (213) 626-5321
Steve Marienhoff (213) 627-2151
fig@fashionindustriessinai.org

Services: Vera Campbell, president and owner of KWDZ Manufacturing, LLC, and Steve Schoenholz, president and owner of Tempted Apparel, will be honored at the Fashion Industries Guild's 57th annual charity dinner dance on Saturday, October 5, 2013, at the Beverly Wilshire Hotel. Proceeds will benefit the Fashion Industries Guild Congenital Heart Laboratory and Hal Kaitman Fashion Industries Guild Congenital Heart Research Endowment. The Fashion Industries Guild was established 57 years ago as a charitable organization to raise money for Cedars-Sinai. Its membership consists of very dedicated people from all avenues of the fashion world, from manufacturers, buying offices and sales reps to publicity organizations and many more.

Fashion Market Northern California

3701 Sacramento St. Suite 204
San Francisco, CA 94118
(415) 328-1221

info@fashionmarketnorcal.com
www.fashionmarketnorcal.com

Services: Fashion Market Northern California is celebrating its sixth year at the San Mateo Event Center with its upcoming Market—Oct. 20–22. The easy-to-shop Fashion Market is the largest open-booth show on the West Coast, with over 2,000 clothing and accessories lines. Our exhibitors are from every category: European to contemporary to updated to juniors lines, plus a wide range of classic to trend accessories. Every market offers complimentary continental breakfast, lunch coupons for buyers, and coffee and cookies in the afternoon—another plus! Also, Tuesday offers retailers free early-bird parking before 10 a.m. The buzz is this is the show to attend! The San Mateo Exhibit Center is a convenient location approximately 10 miles south of SFO, easily serving all of Northern California, Northwestern and Rocky Mountain states' retailers. New this October is "Monday late shopping night." Miss the evening traffic commute and enjoy complimentary wine or beer 4–7 p.m. This is our largest show ever produced! Sunday 9 a.m.–6 p.m., Monday 9 a.m.–7 p.m., Tuesday free parking all day for retailers 9 a.m. until 5 p.m. closing. Visit our new website with expanded, easy-to-use show and exhibitor information.

The Gallery Los Angeles

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

www.thegalleryla.com

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.

The New Mart

127 E. Ninth St.
Los Angeles, CA 90015
(213) 627-0671
Fax: (213) 627-1187

www.newmart.net

Services: In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and has 95 showrooms featuring hundreds of contemporary women's and men's apparel and accessory resources.

Style Fashion Week

L.A. LIVE Event Deck
www.stylefashionweek.com

Services: The landmark 6th season of Style Fashion Week is breaking new ground with official endorsement by the city of Los Angeles, an incredible new venue at L.A. LIVE's Event Deck, and a lineup of internationally acclaimed designers. This season, the five-day, high-energy event, held Oct. 13–17 on the renowned L.A. LIVE Event deck, features two full runways showcasing the most inspired collections from around the globe. An expansive brand marketplace will immerse guests in art, fashion, and design and allow them to directly engage with brands and designers throughout the week. Each year, Style Fashion Week presents the season's must-see shows, unforgettable performances, and exclusive installations. Doors will open at 5 p.m. on opening night, Sunday, Oct. 13, with shows running 6–10 p.m. Tuesday through Thursday, doors open at 4 p.m. with shows running 5–10 p.m.

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Jobs Available

DESIGNER

Major manufacturer seeking Designer with extensive import experience for young contemporary line. Must be able to work in a fast paced environment. Strong knowledge in knits and wovens required. Please send resumes to katiejovantoor@gmail.com.

sanctuary CLOTHING

DESIGNERS

BOTTOMS/OUTERWEAR DESIGNER

Must have experience in fashion bottoms, wash, dye, denim. Imports & domestic. Must be prolific in design & ideas. Must be able to sketch, tech, fit and follow thru.

COLOR & PRINT DESIGNER

Must have experience in re-coloring & designing prints, embroidery and embellishments. Creative and technical. Excellent computer skills required. Keen eye.

Pls send resume along w/ sample of work and salary requirement.

Debra@sanctuaryclothing.com
Burbank location



Designer-Nanette Lepore, Sourcing Assistant, Patternmaker Opportunities

Manhattan Beachwear, Inc. is currently looking for a Talented and Creative Designer with a Nanette sensibility to join our team. This is a Great Opportunity to design a top fashion designer brand of women's swimwear. Must have Swimwear experience. Proficient w/Illustrator and Photo Shop.

Sourcing Assistant

- Must have experience with Overseas Vendors
- Ability to speak Mandarin is a Plus.

Patternmaker

- Must have Sportswear Experience.

Send Resume w/salary to
hrdept@mbwswim.com

MEN & CHILDREN DESIGNER

Great opportunity for a talented, self motivated, detail oriented children's' & men's underwear designer. Well versed in Mac computers with experience & knowledge in Illustrator, Photoshop, Word & Excel. Need to have knowledge and experience with grading, draping and familiarity with measurements and sewing specs. Will be responsible for tech packs, merchandising, communication with overseas factories and design of each classification. Fashion forward awareness of the market is a plus. Mind for analytical details is an extra advantage. Will be necessary to travel to accounts and potentially licensee.

Please email resume to Felinahr@felinausa.com

Private label missy and plus women's sportswear and dresses import manufacturer seeks:

1. Designer - 5+ years experience
2. Assistant designer - 2 yrs experience needed. Must have fashion design degree.

Please e-mail resumes to mikhaela@leebe.net

Jobs Available

SLEEPWEAR LINGERIE DESIGNER

Felina Lingerie a renowned & growing designer lingerie company is looking for an Intimate Designer Sleepwear & Daywear specifically. Well versed in Mac computers with experience & knowledge in Illustrator, Photoshop, Word & Excel. Plus, a mind with analytical details. Need to have knowledge and experience with grading, draping and familiarity with measurements and sewing specs. Will be responsible for tech packs and communication with overseas factories. Fashion forward awareness of the market is a necessity. Please email resume to Felinahr@felinausa.com

B. Bronson

Sales Assistant/Customer Service

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

DESIGN ASSISTANT

Van Nuys based company looking for energetic and self-motivated entry level assistant for Junior & Missy Knit Dress Division. Candidate must have min. 1 year exp. working in a Design Room, be detail oriented and have excellent organizational skills. Responsibilities include but not limited to; process garments for costing, tagging and taking photos of samples, follow up with fabric, trim and garment development, communication with Shanghai office, organizing and maintaining libraries, follow through with buyer request, & the ability to multitask & work efficiently. Photoshop & Illustrator is a big plus. Send resumes to ericab@kandykiss.com

KILL CITY

ASSOCIATE DESIGNER NEEDED

Assist designer in tech packs & product development for womens, mens, knits, wovens

REQUIREMENTS:

2-5 years experience

Proficiency in Illustrator and Photoshop

Experience with import and domestic production.

Experience in contemporary womenswear & menswear. Ability to identify with Kill City brand aesthetic a plus

TO APPLY: Send resume & cover letter to drew@killcity.net

SALES ASSISTANT

Textile oriented/garment importer seeks a motivated individual for a Sales Assistant position. Experience in textile and garment industry a must. Extensive email correspondence with customer, in-house sales, and in-house production. Must be well organized, detail oriented and with impeccable follow up skills. Design background helpful.

email resume to: resume@meridiantex.com

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Jobs Available

CUSTOMER SERVICE REPRESENTATIVE

Multi-Division apparel firm is seeking an exp. Cust. Svc Rep to support our expanding contemporary product lines. Min. 3 years exp with major apparel customers is req. Strong PC skills a must. Must be very organized, detail-oriented, & able to work with a min of supervision.

Send resume with salary history to:

Tom Stevenson

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CAD ARTIST

Fast paced fabric convertor is looking for an experienced Cad Artist. Must be familiar with AVA & or Ned graphics. Create designs in repeat and have a good color sense. Resume to: Melissa@designcollection.com

CAD DESIGNER - FREELANCE

Must be proficient in Photoshop & Illustrator and have full understanding of building repeats, doing color separations, and be equally creative & technically savvy.

Freelance Opportunity.

Email resume: careersca@kellwood.com

COSTING TECHNICIAN

LA based manuf. looking for an exp. Costing Technician. 5+ years exp., knowledge of construction, yields and mini markers. Exp. with junior dresses, & placement prints. Knowledge of EXCEL & AIMS a plus. Have exp. creating tech packs. Review and analyze sample requests. Negotiate pricing with vendors, with strong sense of urgency and excellent written communication skills. Send resume: productionjobs123@gmail.com

Exp'd Workers Needed for fast paced apparel co:

Quality Control Professional, Sewing Professional, Warehouse Workers, Driver Warehouse duties include, but are not limited to, picking, packing, sorting, shipping, inventory control. Must have strong organizational skills. Exp'd Driver must have a valid driver's license & exp. driving a large commercial truck. Must have an excellent driving record. English/Spanish bilingual skills are preferred, but not req'd. Email: shipping@bbronson.com

SALES REP / SALES MANAGER

LA Based Casual Lifestyle Clothing Manufacturer. Must have Relationships with Majors, Regionals & Specialty Stores, entails Travel, Trade Shows & Markets. Can be based in West or East Coast. Base Salary, Benefits and Commission. Please email resume w/ Salary History to: Abeureka1@gmail.com

Jobs Available



GRAPHIC ARTIST/JRs

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MARKER/GRADER

Knits/woven tops & dresses. Private Label accts with established libraries. Perform & recommend yields. Knowledge of PAD system, 5 yrs exp.

FIRST PATTERN MAKER

PAD system trained with knowledge of T-shirts & Fashion Tops. Knits, woven, cotton jersey, novelty knits, etc. Juniors, Active Wear, Missy, & Girls 7-14. Private Label & Branded accounts. Use of Illustrator. Strong communicator, urgency-minded, report work progress, & meet deadlines. Min 2 yrs exp.

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Send resumes to: tlamantain@selfesteemclothing.com

FIRST PATTERNMAKER

Van Nuys based manufacturer is looking for a first patternmaker for our Junior Sportswear & Dress Division. PAD experience a Plus but will train the right candidate as long as they are proficient on one of the current computer systems. Must have minimum 3 years experience making computer patterns, be self-motivated and be able to work in a busy environment.

Please fax resumes along with salary requirement to hrbestgarments@yahoo.com

FIRST THRU PRODUCTION PATTERNMAKER

Junior apparel company is looking for a First through Production Patternmaker. Gerber exp. is a plus. Qualified candidate must be extremely organized and able to work in a fast paced environment. Must have the ability to communicate clearly with a retailer's technical team. Please send resume to patternresume@gmail.com

DIRECTOR OF PRODUCTION

Manufacturer of Woman's and Girl's knit and woven garments needs a Director of Production. This person will live in China and operate out of our Shanghai office. This position will oversee all aspects of Production; including negotiations, placement, tracking, compliance, testing, etc. Must have strong, effective management skills and be knowledgeable of major retailer's such as Target and Wal-Mart processes/requirements. Must have minimum 5 years experience in a similar capacity. Please send your resumes to Robert@kandykiss.com

Jobs Available

PRODUCTION MANAGER

PRODUCTION MANAGER
Manage production team
Maintain Time and Action Calendars
Source & work with vendors and contractors to provide sharper margins, meet quality standards, and delivery deadlines.

Production Coordinator
Issue and Maintain Production Orders.
Manage vendors to ensure that production meets quality standards, costs, delivery deadlines, and customer requirements.

Purchasing Coordinator
Source, Develop, and Purchase Fabric, Trims, and Blanks. Issue and track POs. Monitor inventory levels
All candidates send in resumes w/salary history to job4891@gmail.com or fax to 213-406-6099

Pre-Production Assistant

BedHead Pajamas is looking for a Pre-Prod Asst w a min of 2 yrs exp. Duties will include: Enter BOM's in AIMS, pull trims for contractors, spec sheets/ Tech packs/ cost sheets, data entry, contractor inv, update WIP/ Fabric & trim reports, order trims, Email: david@bedheadpjs.com

Production Assistant @ Pinup Girl Clothing

Min 2 years experience in Women's Apparel production. Must have reliable car, clean driving record. Excellent communication skills, able to multitask. Experience in Excel, Outlook and a production software system. Must perform well under pressure and within deadlines. Resumes to laprodmg@gmail.com

Quality Control - Women's Apparel

LA Domestic Women's apparel company seeks PT/FT QC professional. 5 years experience in women's clothing preferred. Must be fluent in English/Spanish, with great communication skills. PT to start, potential FT w/ benefits. Email resume to: domestic.qc@gmail.com

L.A. established based Manufacturer has immediate openings for the following position.

JUNIOR SALES REPRESENTATIVE

Great opportunity for a Sales Representative with strong relations with major Jr. Retailers. Sales background in garment industry only. Excellent employee benefit package. Please e-mail resume to Attn: H.R. at garment2002@gmail.com

IMPORT PRODUCTION COORDINATOR

DAILY COMMUNICATION WITH OVERSEAS FACTORY PRODUCTION STATUS. ENTER/UPDATE ALL ORDER IN WIP CHART DAILY. TRACK ALL PRODUCTION STAGES AND ENTER OR UPDATE ETA DATES FOR SUBMITS IN WIP CHART. PROCESS SPEC/REVIEW BULK FABRIC & TRIM. E-MAIL RESUME TO MICHAELL@EVY.COM. EVY OF CALIFORNIA

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- Proficient in Photoshop and Illustrator
- Knowledge of repeats, color separation and good color sense
- Must be creative and effective in textile design.
- Ability to work in a fast paced environment with attention to detail.
Send your resume to vitae101@gmail.com

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