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This season's sporty chic looks are sure to be a knockout.
For more on the trend, see pages 12-13.

KAIN LABEL "Churchill Sweatshirt" (\$70). ECF PERFORMANCE "Power Suit" (\$56). 8 OTHER REASONS "Undeclared" chain necklace (\$23). METTLE FAIR TRADE "Mod Circle" belt (\$91).

Traffic at Majors Market Buzzing, but Economic Worries Remain

By Andrew Asch and Deborah Belgum

The California Market Center showroom building was buzzing with delegations of department-store buyers Oct. 7-9 during the LA Majors Market, the biannual show devoted to department-store business. The most recent show was focused on Spring 2014 merchandise. For many of the show's vendors, the buyer traffic was just as good as previous shows. But something was different.

"We have the same amount of appointments. Stores are still shopping," said Steve Maiman, co-owner of Los Angeles-based juniors manufacturer **Stony Apparel Corp.**

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Quarterly Report

California Economy Shows Signs of Gain, Challenge

By Deborah Belgum Senior Editor

Levi Strauss & Co., the 147-year-old blue-jeans company, has weathered its share of economic twists and turns.

But so far, 2013 has been shaping up to be a good year. Recently reported third-quarter profits doubled to \$57.1 million while sales inched up 3.7 percent to \$1.14 billion.

Still, Chip Bergh, the San Francisco-based company's president and chief executive, is concerned.

He believes the U.S. government shutdown, which started Oct. 1, could bog down consumer spending and put a crimp on the holiday season. "If this thing does get pro-

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Where fashion gets down to businessSM



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Juicy Couture Sold to Authentic Brands Group

Juicy Couture, the luxury casual line born in Los Angeles and scooped up by a New York company a decade ago, has been sold by **Fifth & Pacific** for \$195 million to **Authentic Brands Group**.

The sale was announced Oct. 7 after a vote by Fifth & Pacific's board of directors. Fifth & Pacific, formerly known as **Liz Claiborne Inc.**, bought the line in 2003 and sent it sailing with ritzy retail shops and fancy advertisements in glossy fashion magazines.

But in the last few years, the label has had a few missteps and seen its sales diminish, prompting Fifth & Pacific to shed the division.

Authentic Brands Group, a unit of **Leonard Green & Partners**, is a brand-management firm that acquires the intellectual-property assets of brands. Last month it acquired **Spyder Active Sports**. **Spyder** and, now, **Juicy** are part of a portfolio that includes **Hart Schaffner Marx**, **Hickey Freeman**, **Judith Leiber**, **Tapout**, **Taryn Rose**, **Adrienne Vittadini**, **Bobby Jones** and **Marilyn Monroe**.

"Juicy Couture is a leading lifestyle brand that is recognized worldwide. We are honored and excited to build upon Juicy Couture's unique heritage and to realize the brand's significant global potential," said Jamie Salter, chairman and chief executive officer of Authentic Brands Group, which is headquartered in New York.

Fifth & Pacific started re-evaluating the Juicy Couture brand after sales started to slip in the last few years. In 2012, Juicy Couture's revenues declined 6.4 percent to \$498.6 million on top of a drop in 2011. During the first half of this year, sales shrunk 10.7 percent to \$192 million.

That is a drastic departure from Fifth & Pacific's other main brand, **Kate Spade**, the line of handbags and accessories that saw a 64.3 percent rise in revenues during the first half of this year, to \$307 million.

"With this sale, we have also entered into a short-term licensing agreement with Authentic Brands Group that allows us to transition the business in an orderly fashion through the first half of 2014, with a \$10 million guaranteed minimum

royalty payable to Authentic Brands Group," said William McComb, Fifth & Pacific's chief executive. "In the coming weeks and months, we anticipate that Authentic Brands Group will announce licensees and affiliates that will work to take over elements of the operating business, including many of the company's talented associates, retail stores, wholesale, international and certain components of the e-commerce site. We plan to work closely with these entities to ensure a smooth and orderly transition that is seamless to consumers and our business partners."

Juicy Couture popped up on people's fashion radar in 2001 when the brand's founders, Pamela Skaist-Levy and Gela Nash-Taylor, fashioned a velour track suit for Madonna, who launched a new trend—sexy sweats.

Fifth & Pacific is still looking for a buyer of its **Lucky Brand** label, another Los Angeles-founded company with headquarters in downtown Los Angeles. During the first half of this year, net sales for Lucky Brand totaled \$226.4 million, compared with \$212.4 million last year.—*Deborah Belgium*

QUARTERLY REPORT

Quarterly Report *Continued from page 1*

tracted, it will have a negative impact on the economy," he told the *Wall Street Journal*.

Many other California apparel businesses have the same concerns. "If the shutdown goes on much longer, it is going to dampen things," conceded Mark Lesser, president of **Barbara Lesser Fabrics**, a decades-old Los Angeles women's sportswear company that survived the last recession.

Before the government shutdown, the U.S. economy was making measured gains recovering from the economic downturn that lasted from December 2007 to June 2009.

In the second quarter of 2013, the gross

domestic product grew at an annualized 2.5 percent. That is much higher than the 1.7 percent economists had expected, and many are predicting GDP will grow 1.8 percent to 2 percent this year.

California's economy also was shining bright before the shutdown. The state's battered housing market was making a comeback with the median price in August of a Southern California home up 24.6 percent over last year. And the state's technology sector is marching forward with new software developments and gadgets that are beefing up companies' revenues. **Apple Inc.**'s total revenues were \$156.5 billion in 2012, compared with \$108.2 billion in 2011

and \$65.2 billion in 2010. **EBay Inc.** saw its sales rise to \$14 billion in 2012, compared with \$11.65 billion the previous year.

This is all boosting taxable retail sales in California, which are forecast to grow 4.5 percent this year after rising 6.6 percent last year, said Robert Kleinhenz, chief economist of the **Los Angeles County Economic Development Corp.**

Kleinhenz noted that durable sales of items such as automobiles, washing machines and household goods are very strong. "New-vehicle sales activity is at its highest level in five years," Kleinhenz said, noting that car dealerships are on track to sell 16 million new cars this year, compared with 14.5 million last year. "It's a good sign for the economy."

Optimistic consumers

With all these bright economic indicators, California consumers' sentiment is at a six-year high, according to a study by the **A. Gary Anderson Center for Economic Research** at **Chapman University** in Orange, Calif.

In the third quarter of this year, the consumer sentiment index, which was measured before the U.S. government shutdown, rose to 100.3 from the second-quarter reading of 93.9. It marks the first time since the first quarter of 2007 that it passed the 100 threshold.

"We attribute that to several factors," said Esmael Adibi, director of the A. Gary Anderson Center for Economic Research. "The important one for California is the fact that home prices have jumped. There were so many people who were underwater, or if that didn't happen, they lost all of their equity."

"The second factor is the stock market. What we have seen in the last couple of weeks [with a decline] is a bit of a hiccup. But, overall, people are feeling better about their retirement funds. Third, gasoline prices that were all over the place started to go down. And fourth is job creation. We are not generating jobs as fast as at the beginning of the year, but job creation is still growing."

That was seen in the recent rollercoaster ride taken by California's unemployment rate. In August, the state's unemployment rate edged up for the second month in a row, to 8.9 percent. In July, it was at 8.7 percent.

In Los Angeles County, the unemployment rate in August rose to 10.1 percent, up from 9.9 percent in July.

However, earlier this year, California was outpacing the nation's rate of job creation. One sector employing more people was the construction industry, which added 7,700 jobs in August. Yet it is still way below the

pre-recession level of workers.

While housing is strong, manufacturing is weak. "In California, many of the jobs that went away were jobs in manufacturing, and they are not coming back," said Jerry Nickelsburg, senior economist with the **UCLA Anderson Forecast**. "The growth in productivity in California is because companies are using machines, robots and software to make gains."

He pointed out that today's job skills of the 21st century are different from the 20th century. "If you are a warehouse person, your job was to walk down the aisles or drive down the aisles with a forklift, get boxes of garments and bring them up for shipment," Nickelsburg observed. "That job may be gone due to a robot that is going up and down the aisles getting boxes, but now there is a job at that same company for someone to set up the software to operate that robot."

In the apparel and textile industry, manufacturing jobs have been slipping away year after year. In August, Los Angeles County counted 49,500 jobs in apparel and textile manufacturing, compared with 52,700 a year earlier. However, job opportunities on the wholesale side of the business rose 1.8 percent during the same time period, to 22,700 jobs.

Retail job gains in California have been weak, rising only .02 percent this year.

Holiday season

If the government shutdown continues and Congress doesn't raise the debt-limit ceiling to borrow more money, Uncle Sam could turn into the "Grinch that stole Christmas," said Barbara Lesser Fabrics' Mark Lesser.

If normalcy returns, holiday sales are expected to rise 2 percent to 4 percent, economists and retail analysts said.

The **National Retail Federation** predicted that holiday retail sales will grow 3.9 percent, to \$602.1 billion, over 2012's 3.5 percent holiday sales gain.

When it comes to retail imports, merchandise being shipped by sea and arriving at U.S. ports will be up 9.1 percent in October over last year. In November shipments should rise 3.4 percent, according to the NRF's monthly "Global Tracker Report." ●

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Vans Expands Boardshorts Program

Just like marathon runners replace their shoes every season with the newest models from their favorite trusted brands, surfers have their go-to brands for their big annual boardshort purchases.

Boardshorts are one of the top defining apparel items for many core surf brands. Vans is hoping that its loyal shoe fans will become boardshorts fans too. The company has

already staked its claim on the surf market with its "Surf Siders" footwear offerings, its sponsorship of top athletes, key events on the North Shore in Hawaii and, most recently, the addition of the **Vans U.S. Open of Surfing** in Huntington Beach, Calif., this year.

Its next effort is backing up the marketing power with its boardshorts program that's the most comprehensive yet for Spring 2014. A dedicated designer was hired to launch the season, in comparison to previously, when boardshorts fell under the responsibility of the head designer for men's apparel.

"As our apparel business continues to grow, we view this classification as an integral part of the line in order to resonate with the surf-minded consumer," said Daniel Hernandez, men's apparel product manager for Vans.

"With the importance that the brand is placing on the surf consumer and, specifically, boardshorts, we felt it was impossible to really go after boardshorts in a meaningful way, without a designer solely dedicated to them."

Like all appendages of Vans, it starts at its footwear story. One of its prolific boardshort



fabrications is a cotton/nylon fabric, which is reminiscent of the canvas fabric mood on Vans' classic shoes. Many surf brands hang their hats on the advanced fabric of boardshorts that's stretchy, light and quick-drying. Vans' vision of advancement is melding the vintage boardshorts styles with strategic technological placement.


The two-way stretch fabric features a cotton face and nylon back, so that the outside has the look and durability of cotton, and the inside has "the slickness of the nylon against your skin."


Hernandez said the sturdier fabric weight eliminates "the 'Saranwrap' factor when you get out of the water," which is when the shorts cling to the skin when wet.

The look is a current interpretation of the first vintage cotton canvas boardshorts back in the 1950s and 1960s.

"Surfing is part of [our] heritage as well. In 1965 you had Paul Van Doren making custom shoes for Duke [Kahanamoku]," regarded as the father of modern surfing in Hawaii, said Hernandez. "It is making something from the past functional in a futuristic way."

—Rhea Cortado


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Oct. 13

Los Angeles Fashion Market
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Gerry Building
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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

Oct. 15

"All Aboard," Fashion Business Inc.'s annual runway show
Union Station
Los Angeles

Project Ethos

The Avalon
Los Angeles

Ford Mustang and Decades LA celebrate 50 years of style

The Standard
Hollywood

"Omni-channel Marketing for Retailers," presented by the California Fashion Association

California Market Center, A218
Los Angeles

Oct. 17

Fashion Minga

Exchange LA
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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Majors Market *Continued from page 1*

surveying five tables packed with buyers at his showroom on Oct. 8. "The question is how much open-to-buy do stores have to place on goods? How far will they go? We have the product. Now it's in the hand of the customer."

Buyers from some of America's most prominent major retailers shopped the show. Most of the trade event took place in temporary and permanent showrooms on the CMC's eighth floor, 12th floor in the "A" building and third floor of the "C" building. Buyers also shopped for merchandise at the **Gerry Building**.

Representatives from **Macy's Inc., Nordstrom Inc., Zappos.com, Target Corp., Belk Inc., Gordmans Stores Inc., Wet Seal Inc. and The Buckle Inc.** browsed showrooms mostly merchandised with juniors fashions. But these buyers' decisions were being reined in by anxiety over the greater economy, said vendors and Wall Street analysts.

Consumers are worried over economic turbulence from the shutdown of the federal government, which started on Oct. 1, and the possibility of a federal default. They also are worried about increases in the Social Security payroll tax, which was raised this year, said Liz Pierce, a retail industry analyst with **Ascendant Capital Markets LLC** of Irvine, Calif.

In an Oct. 8 research note, she wrote consumers have been decreasing their spending in August and September, and there is a possibility that they might continue to be tight with spending into the crucial holiday season.

Recent sales performance of major department stores has followed the pace of the economy. The second-quarter same-store sales for industry leader Macy's, which was reported Aug. 14, declined 0.8 percent. For Nordstrom, same-store sales increased 4.4 percent for its second quarter, which was reported on Aug. 15. However, the company reduced its forecast for full-year same-store-sales expectations to a 2 percent to 3 percent increase compared with its prior outlook of a 3 percent to 5 percent increase.

The major retailers also are quite worried over the tumultuous turnaround of **JCPenney Company Inc.**, said Mary Wilberding, principal of **Design Alliance Group LLC**, a Los Angeles-based consulting and investment company. With 1,100 stores, JCPenney is one of the largest U.S. retailers, but same-store sales declined 11.9 percent for its second quarter, which was reported Aug. 20.

The anxiety is making buyers postpone thinking about Spring 2014 merchandise. "They are spending less time on Spring orders and spending more time on readjusting Holiday orders," she said. Wilberding also was a co-founder of **One World Apparel**, a contemporary fashion label that primarily worked with major department stores.

Yet, readjusting orders is part of the Majors Market. The show gives buyers an opportunity to "validate trends, confirm that their buying is on the right track and readjust orders if they need to," Wilberding said.

Despite a feeling of anxiety about the economy, great merchandise will stand out and attract shoppers, Pierce said. "The consumer is not going away," she said. "If you have a great product, consumers will seek you out."

It seemed to be the mantra of the market. "We create. You have to create your

business; we have no choice," said Doron Kadosh, president and chief executive officer of **Celebrity Pink**, which took out a sprawling temporary showroom on the CMC's eighth floor. **Celebrity Pink** introduced a knitwear line with 200 styles for the market. It also introduced some licenses such as a **Pink Panther** 50th-anniversary license on T-shirts and sweats.

For David Vered, president of **YMI Jeans**, creating opportunity meant spreading the wealth of a winner. The denim market has been softer, he said, and his company has been selling a lot of printed leggings rather than more-expensive denim bottoms. So his team hopes to increase sales of jeans by capitalizing on one of YMI's biggest sellers—the "Wanna Betta Butt" jean, which lifts the wearer's bottom. The silhouette was carried over to many of YMI's trousers, crop pants and high-waisted shorts.

The Gerry Building scene

The temporary showrooms set up at the Gerry Building were relying on buyer appointments to drive business.

On the fifth floor, the **Trixxi** temporary showroom was decorated in bright pink and buzzing with activity. "This market has been outstanding," said Scott Grossman, Trixxi's national sales manager. "We are very excited about Spring 2014."

Grossman said the LA-based apparel company, which does juniorswear as well as sportswear, has seen its revenues grow 35 percent from the first quarter of this year compared with last year.



THE SHOW: Leanna Bartlett shows YMI leggings to a group of retailers during the LA Majors Market.

Pam Nadeau, who designs the Trixxi dress line, said Spring 2014 has been driven by dresses that come in a variety of prints and eye-popping neon colors. "For us, this has been a great market," she said.

Across the hall, **Roger Garments** was busy with buyers at its temporary showroom. Within the last year, the company has brought back more of its production to Los Angeles to accommodate faster turnaround times for its juniors apparel. "Domestic production allows people to test and react," said Lori Price, co-founder of the 10-year-old company, based in Montebello, Calif.

Before, about 90 percent of the company's merchandise was produced overseas. Currently, about 40 percent of its production is done domestically, but the company is aiming toward 60 percent.

Testing products helps retailers feel confident about reorders. "Business is still a little soft in retail," said Dennis Ammon, the company's chief executive.

Over at the pop-up showroom for **Jesse & J**, a 2-year-old company that makes all its merchandise in Los Angeles, business was very good, said company founder Sarah Kim. "It has been amazing," Kim said. "We have production booked to the end of the year."

Part of the reason is the low wholesale prices Sarah & J offers. Juniors tops sell for \$6 to \$9, skirts go for \$7 to \$10, and dresses sell for \$9 to \$12. ●



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EXECUTIVE EDITOR
ALISON A. NIEDER

SENIOR EDITOR
DEBORAH BELGUM

RETAIL EDITOR
ANDREW ASCH

EDITORIAL MANAGER
JOHN IRWIN

CONTRIBUTORS
BEN COPE

VOLKER CORELL
RHEA CORTADO

JOHN ECKMIER
TIM REGAS

FELIX SALZMAN
N. JAYNE SEWARD

MIGUEL STARCEVICH
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Spring 2014 Forecast

Days of Daisies and Sports at Barbara Fields

For juniors fashions, everything will be coming up daisies for Spring 2014.

Daisy prints will grace everything in juniors fashions from wovens and sweaters to jeans in Spring 2014, predicted Barbara Fields, veteran trends forecaster and president of the **Barbara Fields Buying Office**, which has been producing biannual fashion trend seminars since 1981.

Fields hosted Spring 2014 forecast presentations Oct. 7-10 in the sprawling executive meeting room in suite C855 of the **California Market Center** in Los Angeles. During the talks, she led delegations of buyers from retailers **Zappos, Stage, Stitches, Gordman's JC Penney, Bealls, Rue 21, Gabriel Brothers, Wet Seal, Love Culture** and Canadian retailer **Bluenotes Stores**, along with Wall Street analysts, past rolling racks of juniors fashions.

One of the top items for the upcoming season will be a category called "Sports Lux," or T-shirts, printed pants and athletic shorts with numbers typically seen on athletic team jerseys or graphics that just look like they should be in a palette of a sports team's looks.

The popularity for music festival styles, typically seen at prominent annual events such as **The Coachella Valley Music and Arts Annual Festival**, will continue. But in Spring 2014, according to Fields' forecast, dresses, denim shorts and T-shirts favored by the music-festival crowd will bear Aztec-like designs.

Prints with a tropical theme will be popular, as well as florals other than daisy prints. Also, expect fabrics such as crochet, lace and fishnet to be an

obsession.

Other important looks will be any category of clothing with a white color, peasant tops with embroidered details, crochet insets and beadwork, and necklace tops—or T-shirts, sweaters and crops bearing jewelry on their necklines.

Fields also forecast the continued popularity of graphic T-shirts and sweatshirts with cheeky slogans and unique graphics.

Drawstring pants will be prominent for this set, along with printed leggings. For denim, Fields predicted that neon jeans and all-over prints will take a break, and for 2014, there will be a lot of indigo shades. Short shorts and overall shorts will be popular, and high-waisted shorts will be prominent along with jeans with deconstructed looks.

Dresses with high-low hems and pencil and skater skirts will be popular, along with skirts and dresses bearing a tie-front. Fields also predicted kimono wraps and kimono tops will be all the rage in Spring 2014. She and her staff wore kimonos by the Los Angeles-based label **Penelope Project** during the presentation.

She also gave a forecast of looks for Fall 2014. Look out for plaids with a grunge-style edge and suspenders worn as an accessory.

Wall Street analyst Liz Pierce of **Ascendant Capital Markets** in Irvine, Calif., attended the Oct. 7 seminar. "I don't see any wholesale silhouette changes, but I do see some fabric changes," Pierce said of the upcoming season. For new 2014 styles, Pierce noted new looks in crochet and PVC trim.

—Andrew Asch



Chloe Oliver dress

Fraiche by J jumpsuit

Lily White top, Vanilla Star pant

Evolution & Creation tank, Passport kimono, Love by Design short

Route 316 top, Kan Can skinny jean

NORMAN ZELLER

Directives West: Spring '14

The look for Spring '14 will be sunny, girly, eclectic and edgy.

"This season is all about the casual LA vibe," Shelda Hartwell-Hale, vice president of **Directives West**, said in her opening remarks at the company's recent trend forecast in Los Angeles.

The LA buying office, a division of New York-based retail consultancy **Doneger Group**, presented Spring '14 trends for juniors, better/updated, childrenswear and contemporary.

For juniors, better/updated and kids, Directives West broke out trends into three groups: "Valley Girl," a cheerful mix of bright colors, classic black and white, and conversational prints; "Beach Babe," a casual layered look with plenty of cropped and bikini tops, shorts, and slouchy sweaters; and "The Runaways," the modern take on the ongoing bohemian trend with plenty of ethnic prints and layered looks.

For contemporary, Directives West presented First LA, an edgier look at the trends.

Key pieces included denim vests, kimono jackets, skinny jeans and shortalls, drawstring pants, open-weave sweaters, maxi skirts and dresses, and two-piece dressing.

—Alison A. Nieder



Jill Stuart dress

Lap top, Fred David short

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Tortoise Jeans: Getting More Wash, Using Less Water

The first thing that Lukus Eichmann points out inside the **Tortoise** jeans washing facility is not what is inside the facility but what is not there. There aren't any trough drainage systems, no hot water being sprayed and no steam in the air.

The absence of water is because the ozone process Tortoise employs to alter the jean's color and surface uses little water, except in the final step of rinsing.

Ozone washing is not new, but Eichmann claims that the techniques he uses for his men's denim line, Tortoise, is more precisely applied and evolved in its depth of use over the entire jean.

"It's the next generation of an ozone machine, and it's mastering the process of applying the ozone in the correct way," Eichmann said. "Ozone powers the whole wash. Other laundries will use it at the end for a pocket white to substitute one chemical."

Eichmann launched Tortoise Jeans for Fall 2013 with a focus on washes. The hand-administered wear patterns and wrinkles range from painterly dye effects to hard and sharp striped edges. As men are becoming more educated about technical denim construction, Eichmann targeted the upscale men's customer. Tortoise has been sold to specialty stores such as **Ron Herman** and **Atrium** in New York. Wholesale price points range from \$125 to \$166.

"I think men would be slightly more interested in the ingredients, process and story of how we make things than a trend-driven thing," Eichmann said.

Behind the technology of the ozone machine that Tortoise uses is **Greentech Corp.**, the manufacturer of the machines. Eichmann met Greentech through a wash house he used in the production of his first denim brand, **Saddelites**, which launched in 2003. He began to work with Greentech to develop washes and finishes to show the capabilities of the machine. Eichmann and Greentech's Kevin Youn, who



AIR WASH: Tortoise Jeans get their distinctive "wash" look with ozone rather than water.

previously worked at **Koos Manufacturing**, developing washes for **AG Jeans**, partnered up to launch Tortoise and explore ozone-washed product further.

"It was important for us to have our own wash house to control quality," Eichmann said. "There are all these variables [that can go wrong], which is why I think it's so important for us to control that pipeline."

By replacing most traditional processes—such as pumice stone and other treatments that require hot water—with ozone, the wash process produces less water waste and

requires less energy. In the final step of rinsing, the dirtied water is filtered into clean water that is reused for the next batch. Eichmann claims that up to 99 percent of the water is recycled.

Eichmann said he has met with several of the top denim minds in Los Angeles to show the wash house's ozone treatments and recycled-water technique.

"It's a huge savings monetarily if you can eliminate chemicals, water consumption and energy consumption. That's why I think machines like ours, laser machines and other things like that are advancing the technology of washing. They pay themselves back over time," Eichmann said.

Denim veteran Christopher Enuke has been using the same ozone wash facility to develop washes for men's brand **Kasil**. "That wash house is the future of wash houses in Los Angeles. It has more capabilities than the regular laundry," Enuke said of the ozone technique. Enuke added that it was personally important to him to support a more environmentally friendly denim wash.

However, putting the environmental impact aside, he said that ozone is a more efficient method to achieve many of the same wash effects that would take several chemical processing steps using traditional water-intensive and abrasive wash techniques.

"This [ozone] wash is many tiers more advanced than the standard wash process. It costs more money, but this is a shorter, more direct process," Enuke said.—*Rhea Cortado*

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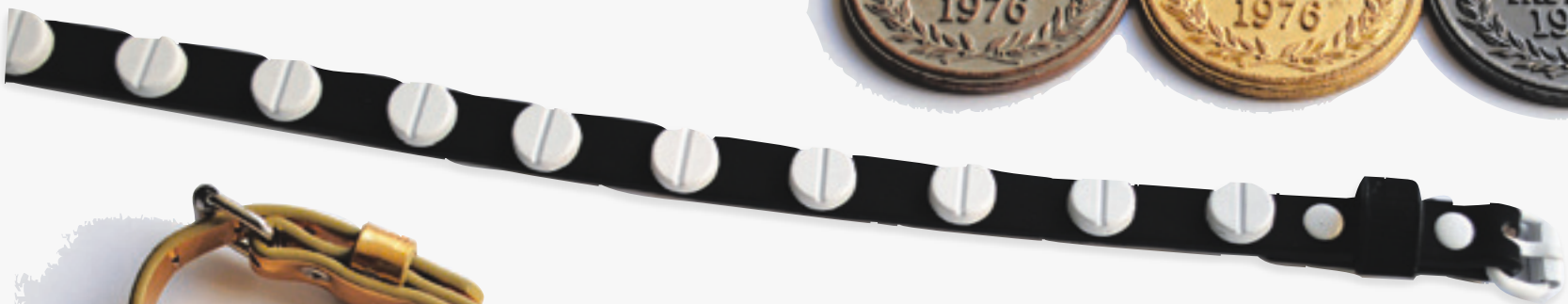


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Vishaka Lama in front of a display of dresses by the Hybrid label

ShowroomFive21

The New Mart, Suite 507
(213) 438-0521
vishaka@showroomfive21.com

It's bigger and brighter for ShowroomFive21.

The contemporary showroom started business in the **California Market Center** in 2008. ShowroomFive21 owner Vishaka Lama worked with lines such as **TFNC London**, **Lumiér:Bariano** and **Bariano**. She also did business with retailers such as **Revolve Clothing** and **Lulu's** as well as stores at the **MGM Grand** hotel in Las Vegas. Core price points for her showroom's dresses and coats typically range from \$30 to \$60.

But when her CMC lease ran out in August, Lama, who grew up in the Asian country of Nepal, chose to move to a bigger space—1,200 square feet in **The New Mart**. She opened her new showroom in September. "It's open. It's bright," Lama said of her new space. "There is a good flow of contemporary buyers. It's the right place."

Lama continues to represent **TFNC London**, **Lumiér: Bariano** and **Bariano**. For the Spring 2014 LA Fashion Market, her showroom is debuting **Hybrid**, a London-headquartered contemporary line made with fabrics such as viscose, which offers stretch. Lama said it could be worn from office to cocktail hour, and it uses unique colors such as fuchsia as well as lace and floral patterns.

ShowroomFive21 is producing a grand-opening party on Oct. 14 from noon to 7 p.m., and it is open to the trade.—*Andrew Asch*

Miilla/Monoreno

California Market Center
Suite B598
(213) 234-2539 (Miilla)
(213) 234-2534 (Monoreno)

Los Angeles contemporary collection **Miilla** has a new home on the fifth floor of the **California Market Center**.

The collection, launched in 2010, and its sister line, **Monoreno**, launched in 2006, are now housed in suite B598, just off the "B" elevators on the CMC's contemporary floor.

Miilla was previously part of the **Rep et Trois** showroom, which, earlier this year, also showed the Monoreno line.

"Even though Rep et Trois was not assigned to be a Monoreno representative, they showed full support, and I was grateful they helped both lines grow," said Scott Kim, executive manager for both lines.

With the move to the new 1,300-square-foot showroom, Kim plans to focus on building the two brands.

"Our goal for both lines is to create an image," he said. "When people first think of the brand Ralph Lauren, the first thing that comes to mind is white polo shirts. That is the type of image I would like to achieve. I would like Monoreno and Miilla to be known for their fashion sense and appeal."

Although the two lines are targeting the contemporary customer, there are distinct differences in style.

Miilla features the latest trends in classically feminine silhouettes with pieces that can be mixed and matched to express the customer's personal style. The line includes everything from skirts to scarves to "all pieces in between."

"Our goal is to design something classy,



The Miilla/Monoreno Showroom

exciting, comfortable and versatile so that the women who own Miilla pieces have a myriad of ways to wear them and can express themselves in a unique and personal way," Kim said.

Monoreno is a trend-driven collection of tops, pants, skirts, tunics, dresses and outerwear with an emphasis on "earthy tones, clever details and fine craftsmanship."

Wholesale prices for Monoreno range from \$16 to \$24 while Miilla is wholesale priced from \$18 to \$36.

Both lines sell in department stores such as **Dillard's**, **JCPenney** and **Neiman Marcus** as well as chain stores such as **Apricot Lane**.—*Alison A. Nieder*

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WHITNEY EVE faux leather "Moto Jacket"
HEATHER BY BORDEAUX bandeau top (\$27).
METTLE FAIR TRADE "Etched Stacked"
"Celine" ring (\$38). RUTHIE DAVIS "Bartle"
CYNTHIA VINCENT "Taltha" leather bag (\$135)



KYMERAH "Atrio" dress (\$419). METTLE FAIR TRADE "Hinged Breast Plate"

ECF PERFORMANCE bandeau top (\$30). CAMILLA AND MARC bonded mesh "Fragmentation Vest" (\$261). TWELFTH STREET BY CYNTHIA VINCENT "Drawstring Pant" (\$135). 8 OTHER REASONS "Halo" necklace (\$18).



GLAMROCK by MARLA GULOIEN studded faux-leather bustier (\$107). ECF PERFORMANCE "Power Short" (\$37). 8 OTHER REASONS "Verses" necklace (\$32). NIKE sneakers (call for pricing).



SARAH...
"Loren T"
8 OTHER...
"Jenn" n

KNOCK OUT

Go ringside as designers create the season's hottest sport-inspired looks. Sweatshirts, jogger pants, varsity jackets, athletic shoes, mesh fabrics and sexy bustiers go the distance both in and out of the gym. —N. Jayne Seward



” (\$89) and “Skinny Sweats” (\$49).
 (\$8). GEMELLI “Jenn” necklace
 “Stacking Ring Set” (\$45). SIBILIA gold
 “Spiky” spiked heels (call for pricing).
 (\$220).



ALPANA NEERAJ “Origami Peplum Gown” (price available upon request). NIKE sneakers (call for pricing).



MCGINN “Emily Vest” (\$140). Stylist’s own athletic top. GLAMROCK by MARLA GULOIEN studded shorts (\$96). 8 OTHER REASONS “Vengeance” necklace (\$24). GREYMER black booties (call for pricing).



SCOTT “Shawl Collar Varsity Jacket” (\$100). KAIN LABEL “Tank” (\$56). SKINGRAFT leather “Lace-Up Leggings” (\$315). 8 OTHER REASONS “Undeclared” chain necklace (\$23). GEMELLI necklace (\$27). NIKE sneakers (call for pricing).



On her: SMYTHE “Boy Blazer” (\$259) and “Cropped Boy Pant” (\$172). METTLE FAIR TRADE “Etched Stacking Ring Set” (\$45). SIBILIA “Celine” ring (\$38). ATALANTA WELLER red metallic loafers (call for pricing). Right: NIKE short and sneakers (call for pricing). Left: SKINGRAFT “Runner Short” (call for pricing).

DIRECTORY

*Please note all prices are wholesale

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www.alpananeeraj.com
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www.atalantaweller.com
- CAMILLA AND MARC
Lady Liberty Building, suite 201
(213) 955-6116
- CYNTHIA VINCENT
Cooper Design Space, suite 422
(213) 225-2687
- ECF PERFORMANCE
Los Angeles
contact@ecfperformance.com
- 8 OTHER REASONS
Cooper Design Space, suite 214
(213) 624-3629
- GEMELLI
Cooper Design Space, suite 214
(213) 624-3629
- GLAMROCK by MARLA GULOIEN
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NEW LINES

The following new lines and new showrooms will be open during the Oct. 13–17 run of Los Angeles Fashion Market. (Note: Not all buildings are open all days. Please check *Apparelnews.net* for correct start and end dates for each building.)

California Market Center

110 E. Ninth St.

NEW SHOWROOMS

JOY U INTERNATIONAL
Suite A389
Joy U International *Misses*

CITILIFE CLOTHING
Suite A393
Citilife Clothing *Updated*

3 MENS SUITS
Suite A494
3 Mens Suits *Men's*

ZAK BRAND
Suite B427
Zak Brand *Contemporary men's*

HYDEN YOO
Suite B485
Hyden Yoo

FASHION CONNECT
Suite C438
Fashion Connect

NIKKIE'S THREADS
Suite B520
Nikkato *Contemporary tops, dresses*

MONORENO BY MUR
Suite B598
Monoreno By Mur *Contemporary tops, dresses*

MIILLA
Suite B598
Miilla *Contemporary tops, dresses*

BODEGA INTERNATIONAL LLC
Suite A657
Coccode *Children's*
Ocro *Children's*

Squas *Children's*
Trenino *Children's*

BOW & ARROW SHOWROOM
Suite A682
Bow & Arrow *Children's*

IZMA MODELS
Suite A711
Izma Models

RELEVANT THEATRICALS
Suite A766
Relevant Theatricals *Talent office*

STYLE TREE
Suite A818
Style Tree *Juniors*

EVOLUTION & CREATION
Suite A819
Evolution & Creation

D-LUX BRANDS
Suite A858
D-Lux Brands *Juniors*

THE STYLE AND LINE
Suite A888
The Style and Line *Juniors*

EPOCH APPAREL GROUP
Suite B811
Epoch Apparel Group *Juniors*

JUST ONE
Suite B813
Just One *Juniors*

MY FASHION
Suite B885
My Fashion *Juniors*

DAMSEL IN DISTRESS
Suite B890
Damsel in Distress *Juniors*

PORT TO PORT
Suite C998
Port To Port *Gift & home*

EMPERIA HANDBAGS
Suite A1075
Emperia Handbags *Accessories, handbags*

VICTORIA TEXTILE GROUP
Suite A1167
Victoria Textile Group *Textile*

MNK APPAREL
Style A1259
Mnk Apparel *Juniors*

RELOCATED SHOWROOMS

ORIGINAL PENGUIN
Suite B498 (relocated from Suite B486)

NEW LINES

ACCESSORIES

ROXSTAR
Suite A1004
Clutch *Fashion handbags*

MODERN/UPDATED COLLECTIONS

CREATIVE CONCEPTS
Suite A272
Et Compagnie *Updated*

THE M SHOWROOM
Suite A283
Madison & Me *Updated tops*

REICHMAN ASSOCIATES
Suite A287
Project J *Sweaters*

MARY MINSER
Suite A298
Pepper Corn *Updated tops, bottoms*

FRED POSTAL
Suite A301
Alice Seely Designs *Updated jewelry*

MELODY FAST SALES
Suite A313
Flickerstick *Updated*

AIMEE Z. ET.CIE
Suite A326
August 27 a.m. *Updated outerwear*

JON KATZ & ASSOCIATES
Suite A335
Cotton Country *Updated*
Diane Freis *Updated plus sizes, dresses, tops*

DORIS JOHNSON
Suite A380
Battise Designs *Updated outerwear, tops, bottoms*
Binki Be *Updated tops, bottoms, dresses*

CONTEMPORARY

MARKET SHOWROOM
Suite B401
Ballast Time Pieces *Young contemporary*

JUDY KURGAN SALES
Suite B503
Roja *Southwest-inspired collection*

L ON 5
Suite B511
A La Tzarina *Contemporary tops, dresses*
Breakfast In Bed *Contemporary loungewear*
Honey Circle *Contemporary tops, dresses*
Let It Rain *Contemporary tops, dresses*

PERLMANREP
Suite B525
Little Mistress *Contemporary dresses, outerwear, tops*
See U Soon *Contemporary*

VALERIE HAMBAS
Suite B557
Chach *Contemporary tops*
Bentevi Swim *Swimwear*
Muche et Muchette *Contemporary tops*

KARMA SHOWROOM
Suite B573
Joy & Co. *Young contemporary tops, sweaters*
Pink Cosmo Handbags *Young contemporary handbags*

LYNN GIRARD
Suite C585
M *Contemporary sportswear, tops*
Tricots Jean Marc (Made in France) *Lightweight mesh, crocheted novelty sweaters*

CHILDREN'S

RECESS SHOWROOM
Suite A603
Dopper *Organic accessories and gifts*

KANA Boys' 4/20
Lil Jacks *Girls' 4/16/preteen*
Mimish *Accessories and gifts*

ROCHELLE SASSON PERLMAN
Suite A604

Bonnie & Clyde *Girls', infants'/toddlers'*

NICKY ROSE KIDS
Suite A605
City Threads *Boys'/girls' infants' and toddlers'*
Mari Mekko *Boys'/girls' infants' and toddlers'*
Tadpole & Lily *Accessories and gifts*

WEST COAST MATERNITY
Suite A639
Baltic Amber Teethers *Accessories*
Blangi *Maternity*
JoJo Maman Bebe *Maternity*
Leota *Maternity Maternity*
Kickee Pants *Maternity Pants*
Maaman *Maternity*
Rockin' Baby Slings *Maternity*
Spring *Maternity Maternity*

ALLISON SHOWROOM
Suite A649
Escargot *Boys'/girls' accessories and gifts*
Kikli *Girls', infants' and toddlers'*

METROPOLITAN KIDS
Suite A649
Callie N Cullen *Children's*

REBECCA EBERSHOFF
Suite A656
Apres Les Petites *Girls', infants' and toddlers'*
Mia Belle Baby *Girls', infants' and toddlers'*

NICOLE SCHMIDT
Suite A670
Coney Island Baby *Infants' and toddlers'*
Dimity Bourke *Girls'/4/16/preteen*

GROUPE ZANNIER USA
Suite A675
Tartine Et Choccola *Boys', infants' and toddlers'*

KIDS DU MONDE
Suite A678
Oillily *Girls', infants'/toddlers'*
Pixie Girl *Girls' 4/16/preteen*
Room Seven *Girls', infants' accessories and gifts*

RANDEE'S SHOWROOM LLC
Suite A679
Cruz *Swimwear* *Infants' and toddlers' accessories and gifts*
Cutey Booty *Infants' and toddlers'*

accessories and gifts
Merle And Velma *Accessories and gifts*
Ragtales *Accessories and gifts*
Right Bank Babies *Girls', infants' and toddlers'*
Social Butter Fly *Girls' 4/16/preteen*

BOW & ARROW SHOWROOM
Suite A682
All The Numbers *Infants' and toddlers'*
Dreamspun *Infants' and toddlers'*
Kalliope Kids *Infants' and toddlers'*
Pink Hearts *Girls' 4/16/preteen*
Sado Inc *Infants' and toddlers'*
Tuc Tuc *Infants' and toddlers'*

DON WELBORN AND ASSOCIATES
Suite A684
Bella Mae *Infants' and toddlers'*
Monkey Mae *Infants' and toddlers'*

SHAYNA MASINO
Suite A689
Beach Rays *Girls' 4/16/preteen accessories*
Froufrou + Company *Infants' and toddlers'*
Gingham *Girls' 4/16/preteen*

SMALLSHOP SHOWROOM
Suite A692
JoJo Maman Bebe *Boys'/girls', infants' accessories and gifts*
Sierra Julian *Boys'/girls', infants' and toddlers'*

GIFT & HOME

HAPTOR BARRETT
Suite C999

Artistica Home
Bassett Furniture
Curate
Emerson et Cie
French Heritage
Jonathan Charles
Omnia Leather *Furniture*
Orient Express
Vanguard Furniture

BRIDGEPORT GALLERY
Suite C1211

19 Candles *Candles*
California Hat Company *Hats*
Candle Impressions *Candles*
Edgar Berebi *Swarovski jeweled*

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Together we'll go far



NEW LINES

frames, stemware, boxes
Escape To Paradise *Decorative home accessories*
Giovannio Hats *Hats*
ZIZI SHOWROOM
Suite C1251
Fun Tape By Fancy That!
Heywen Pillow Decor *Gift and home*
Jande Candles
ROSALIE & FRIENDS SHOWROOM
Suite C1298
Maison Chic
Pacific Decor
Spiral Light Candles *Gift and home*

The New Mart

127 E. Ninth St.

NEW SHOWROOMS:

SHOWROOMFIVE21
Suite 507
Abyss By Abby *Dresses*
Bariano *Formal dresses*
Hybrid *Sophisticated dresses*
Lumier by Bariano *Contemporary dresses, tops, skirts jackets*
TFNC London *Contemporary dresses*
PROJECT DL
Suite 603
Bo-Bel
Kray.USA
Oober Swank
Vigoss Jeans

NEW LINES:

NICHE SHOWROOM
Suite 400
Fate *Contemporary*
My Other Bag *Handbags*
STRATEGY LA
Suite 510
Julian Chang *Sophisticated modern pieces*
LEILA ROSS L.A.
Suite 605
Paper Hart *Softest brushed loungewear*
MARY HARDIE SHOWROOM 605
Suite 605
San Francisco City Lights *Contemporary casual relaunch*
JOKEN STYLE SHOWROOM
Suite 607
Affectation *Men's shirts and headwear*
BMC Headwear *Knitted headwear*
Ese *Women's eveningwear*
Kristin Kahle *Handmade women's belts*
Mayumi Gumi *Japanese-inspired T-shirts and accessories*
Manito *Women's contemporary*
My Package *Men's underwear*
Nalukai *Contemporary accessories*
One Green Elephant *Men's and women's denim*
Orion *T-shirts and sweatshirts*
Tiffany Brown *Women's contemporary*
Topsie *Sandals*
Vicious Venom *Women's swimwear and accessories*
Wato *Women's contemporary*
LAURIE HASSON
Suite 700
Chelsea Flower
Love Sadie
Love Sam
Love Quotes
KLA/KAREN L. ANDERSON
Suite 704
Raffi Sweaters *French-designed knits and sweaters*
DIAL M
Suite 715
Lilla P
CORINA COLLECTIONS
Suite 807
Ann-Marie Chagnon *Handmade jewelry*
KATHY WALKER SALES
Suite 808
MAY The Label
Nat + J
Tantrum Ink
SUE GOODMAN SHOWROOM
Suite 909
Lavender Brown
THE GIG SHOWROOM
Suite 1003
Jaqua *Beauty and bath products*
T. SMITH & CO.
Suite 1005
Urban Fitting Room *Casual contemporary tops, dresses, skirts and shorts*

WEST BANK CLOTHING
Suite 1101
Yerse
RANDE COHEN SHOWROOM
Suite 1103
Union of Angels *Contemporary dresses and separates*
LANDA SALES
Suite 1104
Crosby Denim
Dear John Denim
Knot Sisters
M GROUP SHOWROOM
Suite 1207
Hayden Harnett Handbags
KOOBA Handbags
Roberto Cavalli Handbags

Cooper Design Space

860 S. Los Angeles St.

NEW SHOWROOMS

SIGNAL BRANDS LLC
Lobby J
Ella Moss handbags
Splendid Handbags
Trina Turk Handbags

NEW LINES

ROOM SHOWROOM
Lobby 100A
Met Jeans

JOEY SHOWROOM
Suite 215
Abbott
Angle Diamond Dot
Banjo
Matilda
Sella Valle
Skingraft

JENA WEIR SALES
Suite 301
Stone Cold Fox

LANGUAGE/BLACKOUT SHOWROOM
Suite 306
Dareen Hakim
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Pencey Standard
Sause
Skivvies by For Love & Lemons
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American Retro
Ashlar
Gestuz
Ragdoll

TEMPORARY SHOWROOMS

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TRIXXI
Suite 502
Society Girl
Trixxi
ROGER GARMENTS
Suite 502
MBK
Stoosh
Stooshy
SOVEREIGN CODE
Suite 505
Sovereign Code
KS COLLECTIONS
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Faith

➔ New Lines page 18

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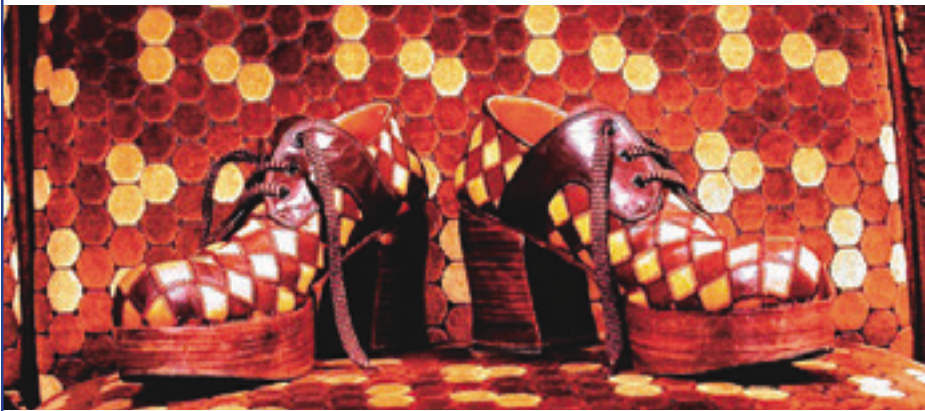
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SHOWROOM PROFILES

Brand Assembly

Cooper Design Space
11th floor
(212) 995-7686



In less than two years, **Brand Assembly** has grown from a showroom in the **Cooper Design Space** to a trade show featuring 60 upscale contemporary brands held on the building's 11th floor.

"It grew from 5 brands to 12 brands to 18 brands," said show co-founder Hillary France, who said the current lineup includes 60 brands.

The show takes up about 6,400 square feet in the Cooper building's light-filled penthouse. Rather than fixed booth walls, Brand Assembly has a more open format, with clothing hung on rolling racks and a floor layout that encourages browsing.

"Buyers love the layout," France said. "Our aesthetic is to have that open, airy shop-pable experience where all the brands are on the same playing field."

The show features a mix of apparel and accessories, including individual brands and multi-line showrooms.

"It's definitely a curated show," France said. "We want to come from an angle of the contemporary space. [We] have very well known brands and high-volume brands like **Tibi** and **Sachin + Babi**, along with some new and emerging designers. The showrooms we have—like **The Out Crowd**—have a lot of new upcoming brands."

Faith Connexion is making its trade show debut in Los Angeles at the show, France said.

And London-based **Related** apparel, **Versus by Versace**, **Laveer** and **Nonoo** will also be among the exhibitors at the show.

"We also are playing with some outside-the-box vendors, as well. We have a fragrance company, **Leilani Bishop Fragrances**, as well as a fashion bike company [**Martone Cycling Co.**]"

The show officially launched under the Brand Assembly name in May and hosted its first show under the Brand Assembly name in June at LA Market. In addition to the trade show, Brand Assembly offers back-end infrastructure for designers through the company's New York office.

"That entails all the logistics and operations, all the merchandising and production planning," said France, a former sales rep for brands such as **Diane Von Furstenberg**, **Rachel Zoe** and **Kimberly Ovitz**.

The company has already signed its first client. **Edition01**, the product development and design collaboration platform, is launching private label and collaborations at Brand Assembly, France said.

France's partners in Brand Assembly's two businesses are Alex Repola and **Full Picture Public Relations**.

—Alison A. Nieder

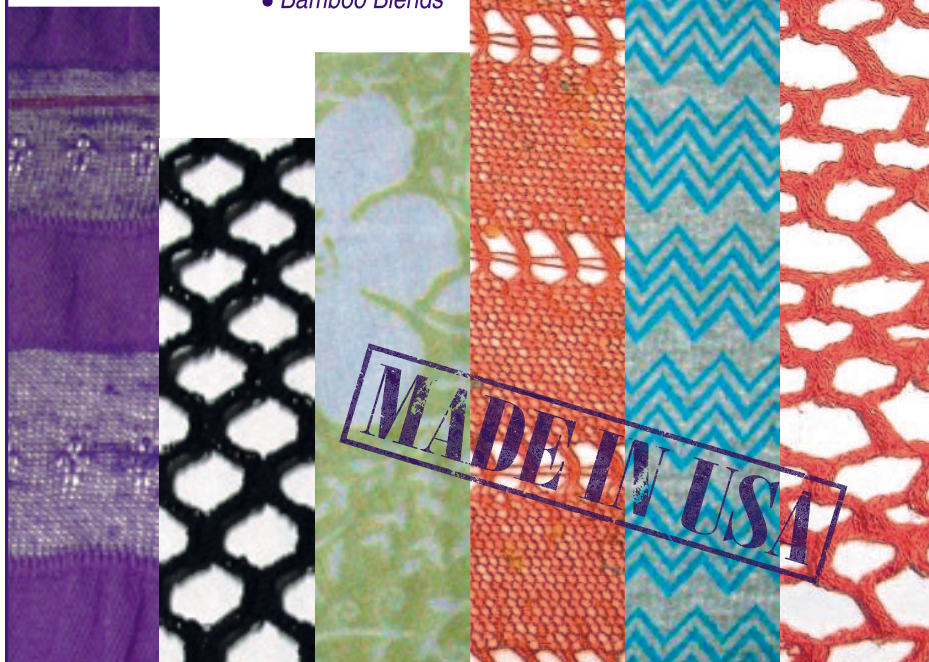


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SHOWROOM PROFILES

Kristi Williams Sales

Gerry Building
Suite 604
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www.kristiwilliamssales.com



CASUAL CLOTHES: Kristi Williams standing next to a pair of Jag jeans

If things look a little crowded in the sixth-floor showroom of Kristi Williams, it's because the space is shared by four reps who have carved out a different niche in the fashion world.

Kristi Williams is the only salesperson with an office in the showroom and works there when not out on the road visiting clients. The other tenants pop in for market weeks and special occasions.

Sisters Mary Larsen and Tammy Mattos, who manufacture a line of romantic lacy skirts and tops in Los Angeles under the **Surrealist** label, have one corner of the showroom; Loretta Kendrick, the representative for a line of fashionable but irreverent reading glasses called **Eyebobs**, occupies another corner; and Kathy Barrett subleases a space for her **Leaders in Leather** purses, which have a Western-inspired theme to them. Williams moved to the Gerry Building two years ago when there was an exodus of misses and updated contemporary labels from the third floor of the **California Market Center**.

For the past eight years, she has been selling the **Jag Jeans** line. She also reps its more contemporary sister label, **Christopher Blue**, both now owned by **Western Glove Works**, the Canadian venture in Winnipeg that also manufactures **Silver Jeans**. Jag Jeans is a label that has been around for years and gone through many incarnations. Currently, it is created for the 40- to 50-year-old woman who wants to look good. Pants wholesale for around \$36 and sell at **Nordstrom**, **Zappos** and specialty stores.

The Christopher Blue line is slightly pricier, at \$65 wholesale, and is geared for the woman who wants to be trendy but not look like her daughter. It sells at **Neiman Marcus** and higher-end specialty stores. The other lines that Williams sells are **Baik Baik**, an Indonesian-based assortment of sweaters; **Magnet Art**, a collection of U.S.-made cotton tops decorated with crystallized dyes and lace detail; and **Vivante by VSA** scarves, colorful accessories designed in Barcelona.—*Deborah Belgum*

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NEW LINES

New Lines *Continued from page 15*

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Moore & Giles
Relwen
Velvet by Graham & Spencer

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Marit Rae Jewelry
Vix Swimwear

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Aviva Zilberman
Beautiful People
Liam Cashmere
Love The Limelight
Santiago Knits
Tristan + Trista

BLOOM SHOWROOM Suite 401

Alex Stein Designs
Amanda Jordyn Designs
Beau Monde Organics
ByNatalieFrigo
Clutch Bags NY
Fotini Designs
Karyn Chopik Studio
Keelin Brett Designs
Lila Clare Jewelry
Liz Henry Jewelry
WM Design House

MCMILLIAN SHOWROOM

Suite 401
Boxie Tees
Hi! Expectation
MTeak NYC

VOYAGE CLOTHING RESEARCH AND DEVELOPMENT SHOWROOM

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Comune Women's
Just Female

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For this edition of Education in Focus, we asked our participants to elaborate on their students, their offerings, and how former students have fared. California boasts some 40 schools with fashion-related programs. These institutions, as well as private practitioners in the field, inspire students to excel and help drive this major part of the economy.

Who is your ideal student?

Amy Williams
Fashion Design Program Chair
California College of the Arts

An inquisitive, passionate student who enjoys working with the human body as a functioning muse for the interaction of soft materials, new processes of design, and construction for future wear.

Connie Crawford
Founder and Owner
Fashion Patterns by Coni

Fashion students anywhere and everywhere through my textbooks. I have 35 years of experience in the fashion industry. *The Art of Fashion Draping* was nominated for a Golden Pen Award, which was recognized as a major publication that promotes the theater and the arts. This textbook gives detailed color illustrations of the draping process that designers in the fashion industry would use. Another book, *A Guide to Fashion Sewing*, has color illustrations to help students learn the correct sewing techniques used in the fashion industry. My pattern book, *Patternmaking Made Easy*, provides today's design students with current methods consistent with modern fashion and technology.

Why do your students choose you above all the other schools?

California College of the Arts

We believe the future of our industry needs new thinking that involves technology, new practice behaviors, and methodologies. Students come to CCA because of our commitment to sustainability.



CCA Fashion Design Program chair Amy Williams works with a student as part of Local Wisdom, an ongoing international research project. [photo: Jim Norrena]



Connie Crawford, founder and owner of Fashion Patterns by Coni

Joe Farrell
Fashion Merchandising Chairman
FCI The Fashion School

Students choose to attend FCI because it is the only fashion school specializing in "short-term" fashion training. Our cutting-edge three-month programs allow students to get to the core of the fashion industry in the shortest amount of time possible. Fashion Design students will study Pattern Drafting, Industrial Sewing & Fashion Drawing, and have a "mini collection" designed in that time. With additional "Studio Time," students will have completed their collections and will appear in our student fashion show in front of over 300 fashion industry professionals and guests.

Price is another big reason students choose us. FCI is the least-expensive private fashion school, with complete programs starting at under \$2,000.

What's new with your faculty, curriculum, and program offerings?

California College of the Arts

We are so proud that CCA's Fashion Design Program, one that is only 16 years old, has just been ranked tenth best in the United States (and second best on the West Coast, and first in San Francisco)! As for CCA's Fashion Design faculty, Lynda Grose, fashion design sustainability specialist and coauthor of the acclaimed fashion guide *Fashion and Sustainability: Design for Change* (with Kate Fletcher of the London College of Fashion at the University of Arts London), recently became a tenured professor.

Ranked associate professor Neysa Young returned refreshed from her sabbatical, during which her interest in bespoke tailoring took her to London's Savile Row, where she also did extension work.

FCI The Fashion School

We are pleased to announce the return of our Menswear Design Program and provide specialized training in apparel construction, fashion construction, fashion drawing, and fashion illustration. We are also pleased to announce the debut of our Handbag Design Program, where you will learn the art and craft of

➔ Education page 20

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cca.edu/fashion
 San Francisco
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Connie Amaden-Crawford
 author of
A Guide To Fashion Sewing
The Art of Fashion Draping

At last the third edition of *Patternmaking Made Easy* is completed and is now available.

This new edition includes over 1100 illustrations that have been completely redrawn, enlarged, and highlighted in color to show each pattern step more precisely. It features modern and up-to-date designs with a reorganized structure for a more intuitive flow and learning progression.

The straightforward directions and clean illustrations demonstrate to the average reader that they too can enjoy a refreshing, creative workflow, efficiently bringing design to reality.

Patternmaking Made Easy, Third Edition, can be used as a teaching guide and reference for many years.

If you are a patternmaking instructor, please contact our office for a complimentary review copy.

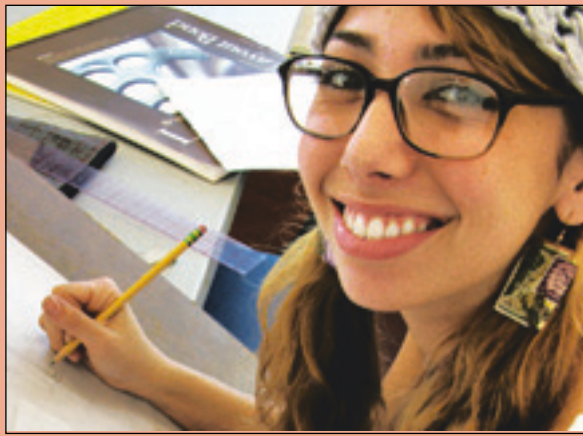
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Fashion Drawing class at FCI



Fashion Merchandising class at FCI

Education *Continued from page 19*

leather goods.

What important events do you have coming up?

California College of the Arts

Our junior reviews take place November 11–17, with exhibited works displaying the efforts developed from a Cotton Inc. grant. We will also have a presentation of Levi's 501 student prototypes that respond to craftsmanship, innovation, and sustainability design pillars.

FCI The Fashion School

Orientation for the Fashion Design Program Fall Quarter is Oct. 17, with the first day of class Oct. 21. Orientation for the Menswear Design Program is Oct. 18, with the first day of class Oct. 24. Orientation for the Handbag Design Program is Oct. 26.

Fashion Patterns by Coni

As a licensed designer for the McCall Pattern Company under

the Butterick label, a member of the Sewing Hall of Fame, a fashion lecturer and specialist, I present fashion workshops in the U.S., Canada, Mexico, and Australia. I will be giving five-day workshops in Toronto Oct. 23–27.

Who are some of your notable alumni?

California College of the Arts

- Les Schweikert, senior designer for Badgley Mischka Couture
- Karina Michel, design manager for Nike Girl Power Rwanda
- Laura Schmits, *Surface* magazine award winner and knitwear designer at Madewell
- James Edwards and Lina Lavi, designers for Abercrombie & Fitch
- Paloma Von Broadley, one of the inaugural designers in residence at Macy's Fashion Incubator of San Francisco

FCI The Fashion School

Eva Mejl of Eva Mejl Designs, and Gia Gallacia, who debuted her line, Love Gia, at the recent Stitch trade show in Las Vegas.



Amy Lai



Aurora Velarde



Bo Benton



Brya Pettaway



Gia Carrascoso



Jesus Arreaga



Lily Strong



Rachelle Yadegar



Sophia Elly



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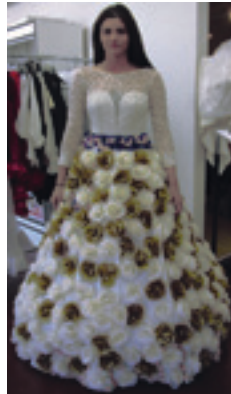
Shaclyn Lin



Judith Ilovlian



Melchor Zamorano



Miriam Castillo



WOMENSWEAR DESIGN I

Oksana Ivanova



FALL 2013 COLLECTIONS

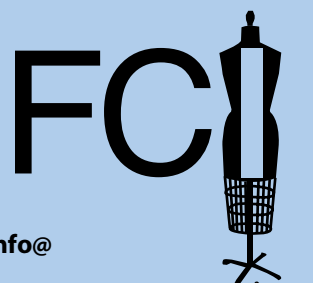
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Fashion Industries Guild Raises \$1.1 M

For the 2013 **Fashion Industries Guild of Cedars-Sinai Medical Center** gala, held Oct. 4 at the stately **Beverly Wilshire** hotel in Beverly Hills, fundraising reached high levels, speeches were short, and the party pulsed with a rock 'n' roll exuberance.

The charitable group's 2013 honorees, Vera Campbell and Steve Schoenholz, raised more than \$1.1 million for FIG's **Congenital Heart Laboratory** and **Hal Kaltman Fashion Industries Guild Congenital Heart Research Endowment in Cedars-Sinai Heart Institute**. It was one of the biggest sums raised in FIG's 57 years of philanthropy for health research at **Cedars-Sinai Medical Center**, said Eileen Ellis, an executive vice president for FIG. FIG has raised \$23 million for various initiatives at Cedars-Sinai over the years.

Campbell, president and owner of **KWDZ Manufacturing LLC**, promised to keep speeches short. In her brief remarks, she said more than 20 percent of the night's revenue was raised from a diverse supplier base from around the world. "Without this global support, we would have never been able to raise \$1.1 million," she said.

She also thanked colleagues, friends and families with the humorous quip that their phi-



Fashion Industries Guild's Jessica Lewenzstain (left) with 2013 honorees Steve Schoenholz and Vera Campbell

lanthropy "gives us the courage and the support to face the quarterly markdowns."

Campbell also has deep experience in philanthropy. Her **Vera R. Campbell Foundation** provides funding to a girls' school in Kenya and a women's health clinic and school breakfast program in Cambodia. Closer to Los Angeles, her foundation sponsors the **Graphic Arts** department at **Inner City Arts**, an arts-

education provider for elementary- and middle-school students in Los Angeles' Skid Row. She also sits on the board of directors for nonprofits such as **Junior Blind of America**.

Schoenholz is the founder, president and owner of **Tempted Apparel**. He also sits on the board of directors for Inner City Arts and **National Jewish Health**. His father, Bud Schoenholz, was an FIG honoree in 1984.

The theme of the night was "Rock for Fashion," and event goers were encouraged to wear music festival clothes such as concert T-shirts and jeans, not tuxedos and gowns. If some of the guests looked like they were clad in their daily uniforms, an informal costume contest was held at the end of the night. Barry Cohen won the crowd's approval for wearing an Elvis Presley jumpsuit, and Jon Lund also gained big applause for wearing a top hat and 1960s-style Haight-Ashbury look.—*Andrew Asch*

FASHION RESOURCES

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110 E. Ninth St.
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www.californiamarketcenter.com

Services: Five seasons a year, buyers from around the globe flock to the California Market Center (CMC) for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel, gift and lifestyle collections displayed in hundreds of the CMC's showrooms and featured trade shows. Our array of resources includes SELECT Contemporary Tradeshow, TRANSIT LA Shoe Show, LA Kids Market, and the Gift, Home & Design showcase. L.A. Fashion Market at the CMC now offers visiting retailers and brands more show options than ever to exhibit in and shop from. Market dates are Oct. 13–16.

Cooper Design Space

860 S. Los Angeles St.
Los Angeles, CA 90014
(213) 627-3754

info@cooperdesignspace.com

www.cooperdesignspace.com

Services: The Cooper Design Space, at the corner of Ninth and Los Angeles streets in the heart of L.A.'s Fashion District, hosts a space that embraces cross-pollination among L.A. lifestyle businesses in fashion, media arts, and publishing. The building is 11 stories tall and, having been built in 1927, represents the city's history of creative commerce. It's a space that encourages fluidity across functions by offering an event venue, offices, and showrooms in a single location.

Dallas Market Center

2100 Stemmons Freeway
Dallas, TX 75207

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www.dallasmarketcenter.com

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

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evolution. The #Made in LA Designer Collective is a membership-based initiative unionizing local designers into a collaborative community; active members are eligible to apply for our incubator services. Our Retail Experience features 25+ independent brands and is open to the public Tuesday–Saturday, noon–5:30 p.m. Together, we are FactoryLA.

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Services: Fashion Business Inc. is the fashion industry's knowledge resource center to help you turn your entrepreneurial dreams into a profitable reality. We cater to everyone from up-and-coming designers with the next great idea to established companies looking to retrain their workforce for today's new economy or who simply want early access to tomorrow's fashion superstars. We are a member-based organization anchored in downtown Los Angeles with access to the worldwide fashion industry. We not only stay on top of every trend in the industry, but our mission is to communicate that information to fashion professionals like you worldwide.

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Receptionist/CS Administrator

Bilingual (Sp./Eng.) FT. Must be proficient in Excel, EDI and Apparel Magic a plus. Personable, professional with polished writing skills. Ability to multi-task, work independently under time constraints. Highly organized, attention to detail. Resume to customerservice@stonebluejeans.com

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.

GARMENT MANUFACTURING COMPANY is in need of a JUNIOR APPAREL DESIGNER:

- Bachelor's Degree in Fashion Design (preferred)
 - Experience in Top Fashion Brands and stay abreast of current and emerging trends in fashion.
 - Proficient in Illustrator and Photoshop
 - Detail Oriented, a Team Leader and can multi-task
 - Can manage multiple projects/deadlines in an extremely fast-paced environment
- Please send your resume and portfolio to: vitae101@gmail.com

KNIT DESIGNER

A well established updated missy company is looking for a strong talented knit designer with long time experience and a background working on private label product. Send resumed by e-mail grace.lee@saymeekinc.com

ASSISTANT TO PRODUCT DEVELOPMENT MANAGER

Assistant to product development manager needed. Vendor manuals, packing instructions, swimwear experience helpful. Full time / benefits. Salary D.O.E. Microsoft Excel a must. anne@sunsetsinc.com

Assistant

Emailing, writing letter, entering orders, printing shipping labels, upload tracking, follow up on emails and orders, e-commerce, organizing files and appointments. Must be flexible. Knowledge of excel and outlook. email resumes to osaghian@yahoo.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

Jobs Available

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

Los Angeles based textile manufacturer seeks motivated Sales Assistant. Fabric Testing/QC knowledge a plus. Must be organized, detail oriented, able to multi task and proficient in Outlook/Excel/Word. Send resumes to: humanresources.knits@gmail.com

CUSTOMER SERVICE

A fabric company is in need of Bilingual (Korean & English) Customer Service person. Fax resume to (213) 747 7006"



COSTING SPECIALIST

Seeking detailed-orientated candidate for our design room. w/exp. creating & completing cost analysis in an accurate manner. Must possess excellent communication skills and must be able to perform in a fast-paced environment. Ideal candidate has minimum 1 yr recent costing exp. Company offers competitive salary, benefits package. Send Resume to Rvasquez@swatfame.com

FABRIC R&D MANAGER

Los Angeles (bebe - LA Studio)

Description

Forecasts fashion trends, sources and develops fabrics. Drives category performance in Sales, Gross Margin \$, and Turn.

Requirements: 2 years in the leadership role, minimum 2 years of textile-related experience. Requires a Bachelor's degree.

To apply for this position, please use the following link: https://rn12.ultipro.com/beb1000/jobboard/NewCandidateExt.aspx?__JobID=2338

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Childrens co. needs a Grader with at least 10 years experience. Must know PAD. Please email resumes to resumesgv@gmail.com

E-mail:

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Jobs Available



GRAPHIC ARTIST/JRs

Graphics leader for JRs fashion & screened tops. Fresh ideas, self-initiative, fast-paced work environment. Teamwork & coordination critical. Strong visualization & creative input. Knowledge of screen printing, separations & embellishment techniques to create print-ready artwork. Highly organized, results driven & clear communicator. Proficient Illustrator, Photoshop, latest graphic design & CAD software. Submit portfolio.

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. We offer great benefits. Send resumes to: tlamantain@selfesteemclothing.com

MARKER MAKER/GRADER NEEDED

Must have 5+ years relevant experience working on Knits and Woven clothing. Experience with Gerber a plus. Please fax resume to 213-745-7586.



Software Support Rep/Client Success Rep

AIMS360 is hiring for: 1) Software Support Rep: Knowledge of AIMS software, apparel business, EDI, detailed writing/speaking skills, helpful attitude. 2) Client Success Rep: Coordinate/schedule/motivate clients to implement AIMS by deadline. Follow-up & communicate regularly. Professional phone/email skills. Send resume to: resume@aims360.com

1st PATTERNMAKER

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

10+ YEARS IN WOMEN'S HIGH END CONTEMPORARY MARKET, 1ST THRU PRODUCTION. MUST BE ABLE TO WORK WITH SILK, CHIFFON, KNITS AND GARMENT DYE/SHRINKAGE. EXPERT PROFICIENCY IN OPTITEX REQUIRED. kumiko.yen@gypsy05.com

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Jobs Available

PATTERNMAKER

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PRODUCTION MANAGER

Better Contemporary Womens manufacturer seeks production manager for local production of smaller lots of high quality dresses and tops. Must have a minimum of 5 years experience with an existing contractor base. Must be a strong negotiator. email : apply@lagarmentindustry.com

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

COSTING COORDINATOR
* Create and Maintain all Style Master information
* Build Bill of Materials, Cost Sheets, and Margin Charts
All candidates send in resumes w/salary history to job4891@gmail.com or fax to 213-406-6099

Production Coordinator Designer Womens' Apparel (West Hollywood)

Designer Clothing Manufacturer seeks a Production Coordinator for production planning, costing, data entry, P.O.'s for fabric, trims, local sewing contractors, quality control. 3 yrs exp req. Must be organized, accurate, diligent, PROMPT! Pls email resume w/ your salary req for immediate consideration to hr5967@gmail.com

QUALITY CONTROL

We're a knitwear fashion manufacture looking for a Quality Control Manager and In Line Quality Control. You will be working closely with production & Sales Team. For consideration, please submit resume at jypmiguel@4goldengreen.com

E-mail your ad to:

classifieds@apparelnews.net
or Call Jeffery 213-627-3737 x280

Jobs Available

IN-HOUSE SALES REPRESENTATIVE

We are seeking an employee with experience. Job entails emails with inquiries, prospects and current customers plus some travels and trade Show presence. Position is well compensated with Salary, Commission & Benefits. Email resume with salary history to: hr@zeldal.com

JUNIOR SALES REP

NEED EXPERT JUNIOR SALES REP FOR ESTABLISHED JUNIOR LINE! MUST HAVE EXPERIENCE WITH MAJOR RETAILERS; DEPARTMENT STORES AND CHAIN STORES. TRAVEL TO ALL MAJOR MARKETS AND KEY ACCOUNTS WHEN NEEDED. SALARY+COMMISSION
Contact: jrsalesrep21@gmail.com

SALES ASSOCIATE

A Leading Activewear Manufacturer is seeking an energetic, self driven and motivated sales associate to call on new and maintain current accounts. Able to travel to trade Shows to set up and make presentation. Min. of two years experience required. Salary plus commission. Send resume to Sion@expertbrand.com

SALES REP

Revolutionary juniors/young contemporary company seeks Happy People to join our team
We are especially interested if you share our passion to think different
Experienced sales people needed with:
1. Existing relationships with major retailers
2. Ability to inspire and motivate both customers & team members
3. Strong sense of market trends
4. Ability to travel
5. Big picture thinker

Email resume to hr.urbanapparel@gmail.com

SAMPLE MAKER

Major clothing manufacturer seeking experienced Sample Maker. Must be skilled in knits and wovens. Please send resumes to katiejovantoor@gmail.com.

Jobs Wanted

35+ Yrs Exp

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Jobs Available

Assistant Domestic Production Manager

Assistant Domestic Production Manager: Oversees all domestic contractors. Must be able to create and adhere to production calendar every season, issue and allocate cuts, QC bulk, handle paperwork for invoicing and actualizing costs. Position is 85% fieldwork. Must be experienced preferably in Woman's Contemporary, have knowledge of fabric and wet processing, excellent communication skills, basic computer skills and be able to meet deadlines. Send resumes to Denise@lagencefashion.com

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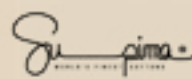


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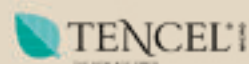
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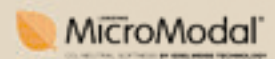
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