

CALIFORNIA Apparel News

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DEBORAH BELGIUM

NO VACANCY: With a few high-profile retailers slated to open soon, Beverly Hills' iconic Rodeo Drive will be fully leased. The sunny forecast includes planned expansions and renovations among some of the street's existing tenants.

New California Laws Will Affect the Workplace in 2014

By Deborah Belgium *Senior Editor*

Ring in the new year means ringing in a raft of new employment laws that take effect on Jan. 1.

For the first time in six years, the state's minimum wage jumps up more than 10 percent after being in a holding pattern for six years.

Apparel factories are under particular scrutiny in a law that requires them to post at the entryway pertinent information about their business.

Other laws address a wider range of issues such as anti-discrimination, leaves of absence and protection of undocumented workers trying to earn a fair wage.

Here's a summary of the state employment laws that will influence California companies in 2014.

Minimum-Wage Issues (AB10 and AB442)

The minimum wage in California has not risen from its \$8-an-hour benchmark since 2008. That will change on July 1, when the minimum wage goes to \$9 an hour. Another increment occurs on Jan. 1, 2016, when the minimum wage rises to \$10 an hour. In San Francisco, the minimum wage inches

➔ **New Laws** page 4

Surf Expo Parent Company Acquired by Outdoor Retailer Organizer

By Alison A. Nieder *Executive Editor*

George Little Management LLC, parent company of trade show **Surf Expo**, has been acquired by **Emerald Expositions Inc.**, organizers of the **Outdoor Retailer** trade show.

San Juan Capistrano, Calif.-based Emerald purchased GLM from **Providence Equity Partners** for \$335 million.

Emerald operates more than 65 trade shows, including **Outdoor Retailer**, held biannually in Salt Lake City; **GlobalShop**, held annually in Las Vegas; and the **Imprinted Sportswear Show (ISS)**, the decorated-apparel show held in Long Beach,

Calif.; Atlantic City, N.J.; Orlando, Fla.; Nashville, Tenn.; Las Vegas; and Fort Worth, Texas. Emerald Expositions was created earlier this year when **Onex Corp.** purchased **Nielsen Expositions**.

Based in White Plains, N.Y., GLM produces more than 25 trade shows, including Surf Expo, held biannually in Orlando, and the **Internet Retailer Conference & Exposition (IRCE)**, held annually in Chicago.

"We're fortunate to have had the opportunity to partner with GLM to accelerate growth, launch new products and make

➔ **Surf Expo** page 2

Year in Review

2013 in Review

Despite an economy that struggled to rebound, two sectors of the apparel industry were booming in 2013: retail and trade shows.

As the year comes to a close, the editors of *California Apparel News* take a look at the robust retail development—large and independent—over the past year. We recount the ever-changing trade-show landscape for apparel. And we check in with the status of the world's free-trade agreements. Plus, we take a moment to remember some of those in the industry who passed away in 2013. Our year-in-review coverage can be found on pages 2 and 3.

After DSquared2, Rodeo Drive Will Be Filled Up

By Andrew Asch *Retail Editor*

There is no room on Rodeo Drive.

It is the first time in recent memory that there is no vacancy on the iconic shopping street, said Jay Luchs, executive vice president for real estate company **Newmark Grubb Knight Frank**. Luchs has been doing business on the street since 2003 and has closed more than 50 deals on the thoroughfare, known for its flagships of heritage brands such as **Hermès**, **Valentino**, **Prada** and **Brooks Bros**.

Luchs said that two new deals inked in November might mark the beginning of the period of the lowest vacancy on a street that has traditionally been among the most sought-after retail real estate in the Los Angeles area.

Jim Jahant, president of the merchant group **Rodeo Drive Committee** and general manager of **Brooks Bros.**, said that even if the vacancy rate is the lowest it has been in years, he expects the street to grow.

Some retailers will be adding extensions and constructing new stories to the buildings that house their flagship stores.

DSquared2, the brand designed by identical twin brothers Dean and Dan Caten, will be among the last crop of new stores on Rodeo. It signed a lease last month to move into 461 N. Rodeo Drive, a 2,200-square-foot space that formerly housed an **Etro** boutique, which moved a few blocks away to the **2 Rodeo** shopping compound at the corner of Wilshire Boulevard and Rodeo Drive.

French brand **Zadig & Voltaire** also signed a lease last month to move into a 1,100-square-foot space at 465 N. Rodeo Drive, which currently houses a **Lana Marks** boutique. Luchs handled both deals for Zadig & Voltaire and DSquared2.

Most Rodeo tenants sign 10-year leases, Luchs said. "There won't be a vacancy on Rodeo for quite a while," he said. "You have to get very lucky to find space."

But the street has been welcoming new stores. A new flag-

➔ **Rodeo** page 2

INSIDE

Where fashion gets down to businessSM



Lectra's new tech center ... p. 2

Retail price matching ... p. 2

Technology Resources ... p. 4

New Resources ... p. 5

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Lectra Opens New Tech Center in Georgia

Lectra, the Paris-based apparel technology provider, has opened the International Advanced Technology Center (IATC) in Smyrna, Ga., and relocated its U.S. headquarters from Marietta, Ga., to Smyrna, as well.

The IATC was created to be an advanced technology-solutions resource for North American companies “in every industry Lectra serves, including fashion, automotive and furniture.” The facility has showrooms featuring new developments in software and advanced machinery, as well as interactive training rooms and an international call center. The space also provides visitors with an opportunity to learn about Lectra products and even test them. For example, “Industry professionals [can] perform cutting tests under their own specific production conditions using the most

complex materials,” according to a company statement about the new facility.

“As the economy continues to recover in the region, a new reality has emerged that is requiring new levels of nimbleness and flexibility. Fashion and manufacturing companies are in need of the latest technology to strengthen their competitive advantage in the marketplace,” said Roy Shurling, president of Lectra North America, in a company statement. “The IATC spotlights Lectra’s innovative technology and provides a unique environment for our customers. Visitors can discover and interact with our full range of solutions, experience our world-class services, and tap into the expertise of our team.”

With the recent opening of the new location, Lectra now has three IATCs: the new Atlanta-area center; Bordeaux, France; and

Shanghai.

“Lectra addresses today’s most pressing business challenges in the industries we serve,” said Tania Garcia, vice president of marketing for Lectra North America. “In the manufacturing industry—whether it’s apparel, automotive or furniture—our solutions help optimize cutting rooms and reduce

production costs. Turning to the fashion industry, our solutions help companies address quality, fit, speed and price, using an integrated, innovative approach. The IATC puts these added-value solutions on display, helping our organization better serve the region and deliver maximum efficiency and profitability to our customers.”—*Alison A. Nieder*

2013 In Memoriam

Mel Matsui, denim expert and founder, **Simply Blue**, **Christopher Blue**, **Indigo Hand** and **Pulp**

Hans “Hank” Pola, owner of **Pola Associates** and representative for **Centenaire Zinelli**, **Billon Freres**, **Bosa**, **Wamsutta** and **Brookhaven** textile mills

Bob Meistrell, co-founder of **Body Glove**

Alan Schwartz, executive vice president of **Manhattan Beachwear**

Taryn Hawk, key accounts retail marketing coordinator for **Sole Technology**

Werner Bieri, former chief executive officer of **Buhler Quality Yarns**

Lian Murray, surf industry veteran, former creative director and vice president of design and merchandising for **Hurley International**, former head of merchandising and design for **Billabong**, former head of design for **Quiksilver**, and owner of **Aqua VI**

Small E-tailers Test Price Matching

Once the domain of major retailers and e-tailers such as **Wal-Mart** and **Target**, price matching is helping small retailers and e-tailers compete in a tough marketplace.

Los Angeles-based e-tailer **Rocker Rags** introduced a price-match guarantee for its rock-band merchandise e-commerce site earlier this month, said David Landis, the founder of the site.

“The way we beat other companies is through great customer service,” he said. “It’s a way to compete with the bigger retailers. Our customers will know that they will get the best deal possible.”

Landis forecast that his business could handle price matching. First, his team will

research a price-match claim and only grant it if the claim is accurate. He also estimated that his company could afford price matching. He estimates the vast majority of price-matching claims wouldn’t demand more than 15 percent off, which is the discount that his site already gives for its most popular promotion—a “Like us on **Facebook** or **Twitter** and get 15 percent off” deal.

Price matching will continue to be, even for small companies, an important tool to keep business, said Taylor Brooke Corcia, founder of Los Angeles-based e-commerce site **The Dreslyn**. “The long-term benefit of keeping a client is worth any loss of revenue,” she said.—*Andrew Asch*

Surf Expo *Continued from page 1*

acquisitions that increased the breadth of its shows,” said Michael Dominguez, a managing director at Providence, in a company statement. “We believe GLM has a bright future as part of Emerald Expositions.”

David Loechner, chief executive officer of Emerald, was bullish on the addition of GLM’s shows to the company’s holding. “GLM is a truly outstanding trade-show company with an exciting portfolio and an experienced and talented workforce,” he said in a statement. “This acquisition expands upon our position as a leading trade-show organizer in the United States. I am excited about the opportunities for customers and employees of both companies that will result from bringing these two high-quality portfolios together.” The deal, which is funded by about \$200 million of debt and \$140 million equity investment from Onex, is expected to close in January.

The news unites two trade shows with occasionally overlapping exhibitors. After Nielsen’s **Action Sports Retailer Trade Expo** shuttered in 2010 after 29 years in business, several trade shows scrambled to pick up ASR’s surf and skate business. Many surf brands were already exhibiting at Surf Expo, and a handful participated at Outdoor Retailer’s summer show. **MAGIC** has also made moves to court skate exhibitors with its former **S.L.A.T.E.** show and its current **MVMNT** show. Agenda, which got its start

showcasing skate and streetwear brands as a satellite show to ASR, has grown to dominate both categories. Several surf companies and companies with roots in surf, such as **RVCA**, currently exhibit at Agenda’s show in Long Beach. At the February run of Agenda in Las Vegas, the show will debut a new surf section called **The Woods**, which will be a showcase for specialty lifestyle surf brands, from international indie brands to up-and-coming local labels.

Emerald Expositions Chief Financial Officer Philip Evans acknowledged the surf presence at Outdoor Retailer (OR) but said there had not been a focus on building the show’s surf exhibitor base.

“Outdoor Retailer has not been building its surf business per se. Instead, OR is appropriate for and welcoming to companies that develop product offerings that fit with the broad outdoor-retailer market.

Many brands participate at OR—including ones from the surf industry—whose roots or origination may have begun separate from outdoor but who have developed product lines more consistent with the outdoors,” he said. “To the extent that these companies want to avail themselves of the outdoor-retail marketplace and develop lines that can succeed in that space, we will welcome them at OR. Ultimately, decisions to participate in any particular show come down to each individual company determining whether their product offerings are likely to succeed there and, of course, gauging that success or lack thereof based on their experiences.” ●

Rodeo *Continued from page 1*

Commercial space for high-profile Los Angeles shopping street Robertson Boulevard has similar price points, ranging from \$12 to \$17 per month or \$144 to \$204 per annum. Commercial space on hot Los Angeles shopping street Abbot Kinney Boulevard fetches prices of \$9 to \$12 per square foot per month or \$108 to \$144 per year.

There are less-expensive streets in popular shopping areas in Los Angeles, Luchs said. Commercial space on the 8300 block of stylish West Third Street goes for \$4 to \$5 per month or \$48 to \$60 per annum. Commercial space on Melrose Avenue near Melrose Place goes for \$8 per month or \$96 per annum. ●

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Busy Year for Well-Known and Up-and-Coming Retailers

Bebe Stores Inc. opened 2013 by naming Steve Birkhold as chief executive officer and announcing a turnaround strategy for the retail chain, which runs a fleet of 235 stores.

Gap Inc., the largest specialty retailer in the world, got more serious on extending its global reach by focusing on global rather than domestic growth.

Hot Topic Inc. was acquired by New York-based **Sycamore Partners** in a cash deal valued at \$600 million. The new owners took the public company private.

On Valentine's Day, **Topshop** opened a highly anticipated flagship store—its first in California—at **The Grove** in Los Angeles. The resurgent **Halston** label started the rollout of boutiques with a shop at the **Beverly Center** mall, and **Joe's Jeans Inc.**'s Marc Crossman announced the premium denim-based line would roll out 70 full-price boutiques.

Fast Retailing announced it would open several of its popular **Uniqlo** stores in the San Francisco Bay Area. No stores are planned for Southern California—yet—and **American Apparel** announced plans to acquire prominent New York boutique **Oak**.

Beverly Hills saw a flurry of new luxe retail openings, including a remodeled **Hermès** and a new **Céline** store. **Lucky Brand** opened a Beverly Hills flagship store, and new retailer **Gratus** opened on North Canon Drive.

West Hollywood made news when it became the first city in the nation to outlaw the sale of fur apparel. But that wasn't the only news for the city—and its surrounding retail neighborhoods.

West Hollywood boutique **LASC** celebrated its 30th anniversary of selling men's fashions.

Robertson Boulevard saw new boutiques open for **Tommy Hilfiger**, Colombian swimwear brand **Ondademar** and **Stacey Todd** but lost tenant **Moods of Norway Inc.** when it

moved its West Coast flagship to Melrose Avenue.

On Sunset Boulevard, **Calleen Cordero**, New York brand **Haute Hippie** and **Orphic**, a rock 'n' roll high-fashion boutique, opened, and **TAGS**, formerly **Live! On Sunset**, moved to a new space on the boulevard. Boutique chain **Kitson** opened a new 8,000-square-foot store in the Beverly Center. Kitson also opened its second airport boutique at **Los Angeles International Airport** in the Tom Bradley International Terminal.

There was plenty of shopping center and department-store news in 2013, as well.

The Ratkovich Co. acquired the **Macy's Plaza** mall in downtown Los Angeles for \$241 million, and **Caruso Affiliated**—developer, manager and owner of The Grove and **The Americana at Brand**—took over management of the **Paseo Nuevo** retail center in Santa Barbara, Calif. Former Caruso Chief Operating Officer Paul Kurzawa was named head of retail development and entertainment at Hollywood studio **DreamWorks Animation**. He announced plans to explore opportunities to develop Dreamworks retail spaces around the world.

The **Glendale Galleria** unveiled a major renovation with a price tag of more than \$100 million. A new **Bloomingtondale's** opened at the **General Growth Properties**-owned mall. Kitson, **BCBG Max Azria**, **Silver Jeans Co.**, **Pink**, **Original Penguin** and **Boarders** also opened at the renovated center. Across the street, **Nordstrom** opened one of its only full-line shops at The Americana.

Beverly Center named Ralph Barnes general manager of the prominent mall, and the **Galleria at Tyler** mall in Riverside, Calif., and **Laguna Hills Mall** in Laguna Hills, Calif., both began major renovation projects.

Los Angeles' Fairfax Avenue cemented its place as a streetwear hub with the opening of a flagship store by

prominent streetwear brand **Crooks & Castles**. Neighboring streetwear stores include **Diamond Supply Co.**, **Supreme**, **The Hundreds** and new brand **TheSeventhLetter**.

On Los Angeles' Westside, Abbot Kinney Boulevard continued to attract high-end boutiques, including **Ruti**, **Roots Canada**, **Margaret O'Leary**, **Heavenly Couture**, **Left House** and **Mise En Scène**.

Meanwhile, downtown Los Angeles was booming with new retail, including **Urban Outfitters**; **Acne Studios**; **Alchemy Works**, a new multi-brand shop owned and managed by the owners of **Apolis**; and a **Ron Robinson** pop-up shop at the new **Guerilla Atelier** boutique. **Sport Chalet** opened a "Next Generation" store at the **FIGat7th** retail center, where **Zara** and **Victoria's Secret** are scheduled to open in 2014.

Urban Outfitters also opened a 10,000-square-foot emporium at the **Malibu Country Mart** in Malibu.

Other prominent openings in California included a new **Madison** men's shop at the multi-line retailer's West Third Street location, a new 1,220-square foot **Lanvin** store at **South Coast Plaza** and a 7,000-square-foot **Levi Strauss & Co.** flagship on Market Street in San Francisco.

Volcom opened a boutique on the **Third Street Promenade** in Santa Monica, Australian swim label **Seafolly** opened its first U.S. store in Newport Beach, Calif., and **Trina Turk** opened her ninth U.S. store in Manhattan Beach, Calif. New brand **Best Dressed Monk** opened a shop in Santa Barbara's exclusive Montecito neighborhood, and **Alternative**, formerly **Alternative Apparel**, opened its third boutique, this one in San Francisco's hip Hayes Valley neighborhood. West Hollywood boutique **Kin** opened a new location in the exclusive Bel-Air area of Los Angeles, and bridal and lingerie label **Claire Pettibone** took over the castle-like former **Lloyd Klein** brand building at 7415 Beverly Blvd.—*Andrew Asch*

U.S. Concentrates on Concluding Two Major Free-Trade Pacts

The United States has free-trade agreements with 20 countries. But if it finishes up negotiating two major free-trade accords with Europe and countries around the Pacific, it will have free trade with another 34.

U.S. Trade Representative Michael Froman has been shuttling around the world for a series of negotiations on two agreements, the **Trans-Pacific Partnership** and the **Trans-Atlantic Trade and Investment Partnership**.

The Trans-Pacific Partnership encompasses the United States and 11 other countries. They are Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. (We already have free-trade agreements with five of these countries.) The group encompasses 793 million consumers.

A series of negotiations have been going on since 2005. The last negotiations were held in Singapore on Dec 10. Another round is scheduled for January.

Some sticking points in the apparel and textiles category have been whether a yarn-forward provision should be included. Other free-trade pacts have embraced yarn-forward rules, meaning that tariff-free clothing must be made from yarns that come from the free-trade region. Countries such as Vietnam, which does not manufacture much of its own yarn, would like to see the yarn-forward rule eliminated so it could import fabric from China, South Korea or other Asian countries to qualify for no tariffs on their goods.

The yarn-forward rule is supported by U.S. organizations such as the **National Council of Textile Organizations** in Washington, D.C., which represents U.S. textile and apparel manufacturers that would like to expand their market.

Some are predicting the TPP negotiations could conclude in 2014.

But for the Trans-Atlantic Trade and Investment Partnership with 28 countries in the European Union, negotiations

just got underway this last summer. So far there have been three meetings with the most recent talks concluding Nov. 20 in Washington, D.C.

This trade pact is a huge deal because Europe and the United States account for 60 percent of the world's gross domestic product and 33 percent of the international trade in goods. The European Commission believes a free-trade accord could boost by 50 percent the flow of goods between the two countries.

That could lead to cheaper French cheese on U.S. supermarket shelves and less costly Los Angeles-made blue jeans in European clothing stores.

In 2012, the United States exported \$458 billion in goods and private services to the EU, our largest export market. When it comes to apparel and textiles, the U.S. exported \$2.3 billion in clothing and fabric in 2012.

—*Deborah Belgun*

New Trade Shows and Venues in 2013, Plus Changes on the Horizon

It was a busy year for veteran trade show producers and start-ups alike.

The **Agenda** trade show celebrated its 10-year anniversary with a bustling trade show in Long Beach, Calif., in January. The show debuted a dedicated section for women's collections called **Agenda WMNS** in Long Beach in July and expanded to launch Agenda Las Vegas in August.

Surf Expo saw its largest-ever turnout (12,500 buyers) in the show's 37-year history at its January show, according to its parent company, **George Little Management LLC** (GLM). But GLM's West Coast surf concept, **LaunchLA**, was put on hold before it could host its second edition in July.

Nielsen Expositions, organizers of **Outdoor Retailer** and the **Imprinted Sportswear Show**, was acquired by **Onex Corp.** for \$950 million in May and changed its name to **Emerald Expositions**. In December, Emerald acquired GLM, putting Surf Expo and Outdoor Retailer under the same ownership umbrella.

The giant **MAGIC** show in Las Vegas debuted a new look in February following the acquisition of **ENK International** by **MAGIC** and **Project** parent **Advanstar** last year. For the February show, **ENK Vegas** moved to a tented venue next to the **Mandalay Bay Convention Center**, where **Project** is held. **MAGIC** also debuted a new street and skate section called **MVMNT** and bowed an upscale men's show, also held in a tent, called **The Tents at Project**. By the August run of the show, **ENK Vegas** moved from the tent to a space inside the Mandalay Bay and

MVMNT was renamed **Project MVMNT**.

Business Journals renamed and remerchandised its **Moda LV** show into a new show called **Stitch**, which ran adjacent to **BJI's MRket** and **Accessories The Show** at the **Sands Expo and Convention Center** in February. **BJI** was one of a consortium of six trade shows, including **Liberty**, a new show launched by Project founder Ben-Avraham; **Capsule**; and **Agenda**. The consortium, called **Modern Assembly**, jointly promoted and marketed the six shows at the Sands and **The Venetian** in August.

Before the Las Vegas launch of **Liberty**, Ben-Avraham kicked off a New York edition of the curated menswear show, as well as a new swimwear trade show, called **Cabana**, which bowed in Miami, running concurrently with the **Miami SwimShow** and **Salon Allure**.

In September, the **Coast** show, which operates contemporary trade shows in Miami and Chicago, debuted its first New York show at **Stage 37** on Manhattan's West Side.

Upscale contemporary show **Brand Assembly** bowed in June during **Los Angeles Fashion Market** at the **Cooper Design Space** and, by October market, had grown to 60 brands exhibiting. The show co-located with **EM Productions'** upscale accessories show, **Coeur**, in the 11th-floor penthouse of the building.

A group of men's fashion showrooms in Los Angeles partnered to produce an independent trade event, called **Los Angeles Men's Market Initiative**, during Los Angeles Fashion

Market in October, as well.

New footwear trade show **Lazr** moved from its debut location at **LA Live** in downtown Los Angeles to the penthouse of the **Cooper Design Space**.

Another streetwear show, called **Venue Trade Show**, launched in June at the **Los Angeles Convention Center**, and the **Los Angeles Apparel Show** (LAAS), a show for made-in-Los Angeles and designed-in-Los Angeles exhibitors debuted in September at the **California Market Center**.

Several trade show organizers also unveiled plans for new shows and new venues in 2014. Lingerie and swimwear trade show **CurvExpo** announced plans to launch **Riviera by CurvExpo** in Huntington Beach, Calif., in August 2014 in partnership with **ISAM** (the International Swimwear and Activewear Market).

The 2-year-old West Coast swim show **Swim Collective** announced plans to vacate its home in Huntington Beach to move to the **St. Regis Monarch Beach** in Dana Point, Calif., in August.

Agenda announced plans to move its New York show to the **Jacob K. Javits Convention Center** in July 2014 and host its **Agenda Emerge** conference four times annually in Long Beach and New York. Other plans call for Agenda WMNS, the show's new section for women's lines, to expand to Las Vegas in February and to debut a new indie surf event, **The Woods**, in Las Vegas in February, as well.

—*Alison A. Nieder*

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New Laws *Continued from page 1*

up on Jan. 1 from its current \$10.55 to \$10.74 an hour. San Jose's minimum wage inches up from \$10 to \$10.15 an hour.

Garment Manufacturer Requirement (AB1384)

A new law creates a civil penalty for a garment manufacturer's failure to display his or her name, address and registration number at the front entrance of the premises.

Leave of Absence for Reserve Peace Officers and Emergency Rescue Personnel (AB11)

If you have employees that are also reserve peace officers or emergency rescue personnel, a new law mandates that employers with more than 50 employees must give temporary leaves of absence not only to volunteer firefighters and emergency rescue personnel. A leave of absence can be up to 14 days.

Paid Family Leave of Absence (SB770)

Up until now, employees have been allowed to receive up to six weeks of state disability insurance to care for an ill child, spouse, parent or domestic partner or build a relationship with an adopted or foster child. The latest version of the law now allows employees to take time off to care for a seriously ill grandparent, grandchildren, sibling or in-law. This law takes effect July 1.

Leave of Absence for Crime Victims (SB400 and SB288)

Current law prohibits adverse employment action against an employee who is a victim of domestic violence or sexual assault and needs to take time off to seek relief. A new law (SB400) expands that protection to victims of stalking and also provides that those employees be provided for requested safety while at work.

Another new law (SB288) prohibits employers from retaliating against an employee who is a victim of a crime for taking time off from work to appear in court to testify at related proceedings. This applies only to specific crimes that include solicitation for murder and vehicular manslaughter while intoxicated.

Whistleblower Protection (SB496)

Protection has been expanded to allow employees to make an internal report to a supervisor about an alleged violation of wage and hour laws without fear of retaliation by an employer.

Immigration Status (AB263 and SB666)

Two new bills protect undocumented workers from retaliation or adverse actions when they file employment-related claims or

complain about wage theft. Employers cannot threaten to contact immigration authorities about a worker's legal status in the country because of the complaints. A penalty of up to \$10,000 per employee can be issued to the employer per violation. In addition, state authorities can pull an employer's business license for reporting or threatening to report a worker's immigration status in response to an employee's wage complaints.

Compensation (AB1386)

A new law requires that the amount due under a Labor Commissioner order, decision or award that has become final shall create a lien that the Labor Commissioner may record on the employer's real property.

Attorney Fees (SB462)

A new law states that employers who win wage-claim lawsuits may recover attorneys' fees and costs from the employee only if a trial court finds that the employee filed the lawsuit in bad faith.

Recovery Rest Periods (SB435)

California law currently requires employers to give employees who work outside in weather exceeding 85 degrees five-minute cool-down periods, or recovery periods, in a shaded area to protect from overheating. Under an expanded law, employers are prohibited from requiring employees from working during a recovery period, and they must pay them one additional hour of pay for each workday a required recovery period is not provided.

Anti-Discrimination Laws (SB530 and AB566)

Currently, state law restricts employers from considering certain criminal records in making hiring choices. Now, employers, under SB530, are prohibited from asking a prospective new hire to disclose information about a conviction that has been dismissed or ordered sealed unless certain limited exceptions apply.

A number of current laws prohibit employment discrimination and harassment under a variety of protected categories. AB566 extends that to employees with military and veteran status.

San Francisco Family-Friendly Workplace Ordinance

San Francisco passed a "Family-Friendly Workplace Ordinance" requiring covered employers with employees working in San Francisco to consider requests for "flexible or predictable working arrangements to assist with care-giving responsibilities." The ordinance also protects employees from adverse action based on caregiver status. The ordinance requires a poster informing employees of their rights. ●

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Calendar

Jan. 5

Accessories The Show
Fame
Moda Manhattan

Jacob K. Javits Convention Center
New York
Through Jan. 7

Nouveau Collective

508 W. 37th St.
New York
Through Jan. 7

Arizona Apparel, Accessories,

Shoe, & Gift Show

Mesa Convention Center
Mesa, Ariz.
Through Jan. 7

Jan. 6

Designers and Agents
Starrett-Lehigh Building
New York

Through Jan. 8

Jan. 7

Agenda

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

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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Freenote: Denim-Driven Menswear With a Focus on Authenticity

Brothers Matt and Andrew Brodrick spent 10 years building an accessories brand, steering it through an acquisition by a major surf company while expanding product offerings and managing off-shore production.

When it came time for the two to launch their own menswear brand, **Freenote**, the brothers opted for a tightly focused concept and 100 percent made-in-America production.

“Our vision starts with the very best ingredients—the very best denim, the very best textiles, the very best trim—and [we] create pieces that are built to last,” Matt Brodrick said. “We wanted to design a collection that could outfit your head-to-toe—and not go too deep into one category.”

The Freenote collection includes jeans made from American and Japanese selvedge denim, woven shirts made from Japanese fabrics, T-shirts knit in Los Angeles, and a few specialty leathers. The details are subtle, including horn and bone buttons, a bar tack on a T-shirt pocket, or a little hint of red selvedge on the gusset of a brushed-cotton woven shirt. Pants are inspired by a 1930s vintage workman’s trouser updated with a modern fit. There are three pocket styles on the denim, including one with four dome rivets inspired by a vintage welder’s pant. Freenote’s ultra-soft T-shirt is knit from a Japanese yarn spun on a defective machine that creates a distinctive slub look of a well-worn, “lived-in” vintage tee.

The Brodricks are sourcing some of their denim from **Cone Denim Mill’s** White Oak plant in Greensboro, N.C., and are working with the mill to develop a signature Freenote denim fabrication, which will be added to the line for Spring 2015.

Based in San Juan Capistrano, Calif., the company is close enough to Los Angeles to allow the brothers to closely monitor production, but it’s far enough away to keep them focused on their vision.

“We want to be authentic,” Andrew Brodrick said. “That word, ‘authentic,’ is something that follows through in everything we’re doing. We want to specialize in men’s clothing. We



Matt and Andrew Brodrick, wearing Freenote jeans, T-shirts and jacket

don’t want to stray too far from the core. We don’t want to be just a denim brand, [and] we don’t want to be something for everyone, productwise.”

Retail prices range from \$50 to \$70 for T-shirts and \$180 to \$230 for woven shirts. Chino pants are priced from \$180 to \$200, and jackets are about \$200. The starting retail price for denim is \$200 and goes up to \$300 for styles made from Japanese denim. The highest price in the line is \$900 for a leather jacket.

The collection will officially launch at the Jan. 7–8 run of the **Agenda** show in Long Beach, Calif. Then the company will exhibit at **Project** in New York and **Liberty** in Las Vegas.

Manufacturing education

Both Brodricks got their start in the apparel industry at **Electric Visual**, the accessories company that was acquired by **Volcom** in 2008. Both started at Electric in 2003, helping grow the startup company and attract the eye of Volcom. At the time of the acquisition, Matt Brodrick was Electric’s direc-

tor of finance, helping to oversee cashflow and company finances leading up to the acquisition. After the sale, he changed course, becoming the brand’s director of apparel and accessories. For five years, he designed and produced Electric accessories, including bags and luggage, as well as apparel such as woven tops, including button-downs and jackets.

Andrew Brodrick spent five years managing Electric’s East Coast sales, opening accounts with department stores and boutiques, as well as sporting-goods stores and e-commerce shops. In 2008, he was promoted to director of North American sales for the company, overseeing 10 staff employees, 40 outside reps and 19 territories.

The decade at Electric gave the brothers a firsthand view of a startup, a growing brand and a division within a much-larger company.

“We were a small company in a big company, but we had to operate like a big company,” Matt Brodrick explained. “I was spending so much time traveling overseas or sending a tech pack. You lost that authentic and personal experience.”

For Freenote, Andrew Brodrick will oversee sales and operations while Matt Brodrick will lead design and production.

“We want to make stuff we like to wear and that our friends like to wear,” Mat Brodrick said. “We want to make pieces you can keep for a long time.”

For sales information, email andrew@freenotecloth.com, call (949) 481-5460 or visit www.freenotecloth.com.

—Alison A. Nieder



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