

decorated

from blanks to
embellished fashion

A California Apparel News special section

FEBRUARY 2014



Mine Is Yours



Private Party



Private Party



Mine Is Yours

TECHNOLOGY

Epson SureColor F7170
Designed for Sublimation



COMPANY PROFILE

Crown Jewel

Fit, Fabric,
Focused

Crown Jewel



Kelly Cole



Kelly Cole



Mine Is Yours

NEW RESOURCES

Kelly Cole
Project Social T
Private Party
Mine Is Yours



Kelly Cole

READY TO WEAR
ACTIVEWEAR
INTIMATES
SWIMWEAR
KIDS

focused on fabric

LEADING WITH TECHNOLOGY



KNITTING



DYEING



PRINTING



FINISHING



DESIGN



R&D

From moisture control to UV-protection, our Los Angeles-based company uses state-of-the-art technology to supply the activewear and garment industries with innovative, fashion-forward fabrics. Our in-house vertical capabilities include knitting, dyeing, finishing and printing, and our development and design teams are unparalleled.

Contact us to find out how our technology-driven processes will help your customers outperform the competition.

2575 El Presidio Street, Long Beach, CA 90810 | 310.537.3400
sales@texollini.com | texollini.com



MADE IN THE USA

Kelly Cole

Vintage Authenticity, Made New

There's a million ways to break into a fashion career. For Kelly Cole of the Kelly Cole USA brand, entry was the vintage concert T-shirt.

In the 1990s, Cole—who also worked as an actor, DJ and interior designer, among other gigs—developed a sideline selling vintage concert tees. Currently, the most in-demand vintage concert tees are from David Bowie and Clash tours and typically sell for \$150 to \$700.

After a few years of selling vintage concert T-shirts, Cole saw that many vintage aficionados weren't spending big cash on the nostalgia that came with the T-shirt. Rather, they were spending the money because the T-shirt got worn out a certain way.

"The perfect T-shirt is thin to the point of not being wearable. The graphic is faded," Cole said of the look, which is almost a formula that all of his clients wanted.

Cole partnered with denim guru Sean Hornbeak to build a full line of fashions inspired by the classic vintage T-shirt, which



gets worn out the right way. The debut Kelly Cole USA line was recently delivered to Cole's self-named boutique, Kelly Cole, located at 175 S. La Brea Ave. in Los Angeles; Maxfield; and American Rag.



Hornbeak developed a loose knit fabric for the line, which is similar to Cole's vision of perfection of a thin, worn T-shirt. However, the look is used in different T-shirt styles. There is the line's graphic tees, which feature some of Cole's designs such as a skull bearing peace signs and vintage-inspired crew-neck shirts. Some wholesale price points range from \$25 to \$36.

Cole also hopes that his shirts serve the same social purpose that concert T-shirts served in the apex of their social heyday in the 1970s. "It can be a social icebreaker," he said. "It could start a conversation."

For more information, email info@kellycoleusa.com or call (323) 692-5012.—Andrew Asch

Mine Is Yours

Art in Every Strand

When launching Mine Is Yours last autumn, it was very important to Megan Dorien, artist and founder, to be responsible about her impact on the earth when starting a business. According to Dorien, when choosing to use water-based inks as opposed to the industry standard, Plastisol, it was not a tough decision.

Water-based inks produce soft, smooth, breathable images, which are also more eco-friendly, according to Dorien. "It creates the 'vintage feel' that people find superior. You won't find any cracking or peeling because it has become part of the shirt fabric. Our process lets the shirt be what it's supposed to be—*fabric*."

"Though they are more expensive and harder to use, I care enough to overlook that, and I'm happy about the decision. Most of our branding collateral is also printed on recycled paper," Dorien said.

The T-shirt market is oversaturated, Dorien said, with everything "from silly slogan tees to crazy, nutty full-wrap tees, and that's all cool," she said. "But we are striving to make high-quality fine art that is wearable. We want our buyers to treat the products like they would art—in high esteem and as a collectible item."

To underscore the high-art aspect, Dorien's signature is on ev-



ery design. "It's a reminder that every piece stems directly from a traditional painting," she said.

Dorien sources all her printing with a print studio called Pete's Print Shop in Brooklyn's Williamsburg neighborhood, making sure to keep jobs stateside.

"Each shirt is printed by hand, one by one, instilling craftsmanship into each piece," she said.

Mine Is Yours plans to expand westward on the retail front in 2014, Dorien said.

"LA—it's a great place for creativity," Dorien said. "We plan to use 2014 as a year to get the word out that we're here and serious contenders in the indie fashion world."

"Our designs are 100 percent unique because they are direct translations of paintings. The name of the brand itself is indicative of my feelings as an artist. Mine Is Yours Apparel roughly translates to 'I have something to share with you, so if you'd like, take it.' Our tagline really sums up our brand as a whole: 'Art in Every Strand.'"

In addition to T-shirts, the collection includes hoodies, totes, bandeaux and jewelry. Pieces are wholesale priced between \$10 and \$23. For more information, email info@mineisyoursapparel.com.—Alyson Bender

Crown Jewel

Fit and Fabric Are the Secret Ingredients

If you happened to see Detective Kate Beckett wearing a form-fitting T-shirt on the television show “Castle,” it just might have been made by Crown Jewel, a 10-year-old T-shirt and lifestyle brand that makes all its clothes in Los Angeles.

“We get a lot of studio business from the Jami Lyn store on Robertson Boulevard, which carries our line,” said Dave Sauerbrey,

founder and designer of the line, headquartered in a small industrial park in Santa Ana, Calif.

Crown Jewel T-shirts have been seen on other TV shows, such as “Parenthood” and “Shameless,” and they are being considered as part of the wardrobe in the new “Batman/Superman” movie to be released in 2016. “They bought the samples we sent over and are doing fittings,” Sauerbrey said of the possibility that the T-shirts will be seen on the big screen.

The apparel company is a small operation where the designer whips up organic lunches in the office kitchen for his three employees, who pride themselves on keeping everything local. The garments are dyed in Anaheim or tie-dyed in Compton after being sewn in Los Angeles.



Dave Sauerbrey



Sauerbrey, who went on an intensive self-taught crash course in fashion and design, creates all the styles and determines the color palette for every season. He offers as many as 60 colors in styles that range from tank tops and short-sleeve scoops to raglan boat necks and long-sleeve hooded henleys. Tank tops are the label’s best sellers.

Most of the T-shirts are made of a soft fabric that consists of 48 percent cotton, 48 percent Modal and 4 percent Lycra.

“It is a quality T-shirt,” said Jami Roberts, whose Jami Lyn boutique in Beverly Hills has stocked Crown Jewel since 2007. “When you wash it, it doesn’t get holes in it.

It wears very well. His colors are always spot on, and his fabric has the right amount of Lycra.”

When he launched his line in 2004, Sauerbrey’s idea was to create a quality product that was sophisticated and lasted a long time. Prices were kept low with items wholesaling from \$20 for a tank top to \$34 for a ribbed zip jacket.

Crown Jewel has maintained the same basic fitted styles over the years, occasionally injecting a new look. But now the designer is branching out to new fabrics and looser silhouettes that include a slim fit made with a slub fabric that won’t pill. Sauerbrey is also developing looks that drape and flow.

For more information, go to www.crownjewelbrands.com or contact the Rande Cohen showroom in The New Mart at (213) 489-3044.—Deborah Belgium

Project Social T

Season for Trends, Quick Turnarounds and Customization

For Los Angeles tops manufacturer **Project Social T**, 2014 is the year of customization.

When he first started business in 2011, Project Social T founder Mike Chodler won the business of high-marquee retailers such as **Urban Outfitters** and **Topshop** by being quick and stylish. Project Social T produced tops that were on trend, and it turned around orders quickly, in four weeks, because the line is produced in Los Angeles.

Now, Chodler and his staff of 14 people get business by being speedy and on-trend and by offering something different and unique for each client. It is a feat of creativity and diplomacy, said Claire Wheeldon, creative director of Project Social T.

“You have to offer them products that are unique,” Wheeldon said. “It should not compete with what their own design team is doing.”

Intelligence about companies helps, too. Project Social T executives and designers sit in at high-level meetings with their clients and are informed of what retailers are seeking. Project Social

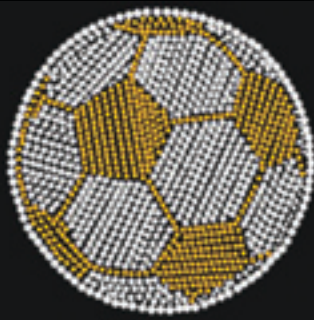


T’s veteran designers also gain a lot of traction through market intelligence and trend forecasting, said Susan Melkonyan, head designer of Project Social T.

“We scour the city, shopping vintage, and watch trends carefully to create a line each month. We then tailor our line to fit our retailers’ needs,” Melkonyan said.

The market intelligence and the work of Project Social T designers have resulted in some Spring/Summer 2014 looks such as a crescent moon with Moroccan patterns, dreamcatchers and Chinese banners. They also have tops with different dye treatments or fabrications.

In the first quarter of 2014, retailers chose from materials such as tissue-weight fabrics, burnout fabrics, and cloth with uneven dyes and mineral washes. Retailers also are looking at Project Social T silhouettes such as deep V tops with drop-arm sides, lightweight sweatshirts, sleeveless hoodies and oversized bodies. Wholesale price points typically range from \$8 to \$15 for the label’s tops. For more information, contact mikechodler@projectsocialt.com.—Andrew Asch



**Custom Rhinestone
Heat Transfers**

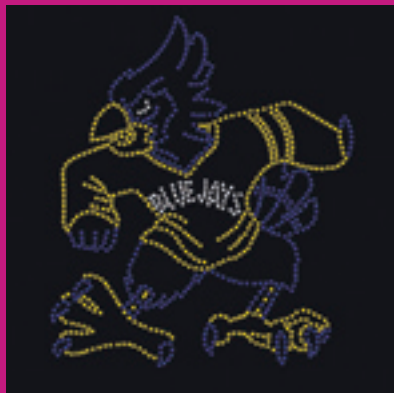
by 2 Dazzle U

**2-3 day
turnaround
custom work**

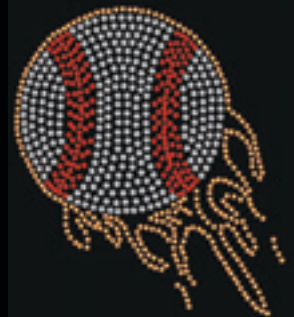
**Six-piece
minimum**



**Spangles
Sequins
Rhinestones
Embroidery
Screen Printing**



**customrhinestoneshirt.com
281-259-6818 or 832-489-8229**





Street Scene

Trend Scouting: T-Shirts

The Agenda trade show is a prime spot to scout for T-shirt trends, with exhibitors and attendees decked out in their most distinctive tees. Photographer John Eckmier headed to Long Beach, Calif., to capture the scene at the January show at the Long Beach Convention Center.





EPSON QUALITY AND RELIABILITY. NOW IN A DYE SUBLIMATION PRINTER.

The Epson name has long stood for the very highest standards of print performance, quality and reliability. Now we're putting our expertise into an exciting new suite of garment printers. Designed exclusively for dye sublimation transfer printing with specially formulated Epson inks, the all-new SureColor[®] F-Series delivers superior print quality along with the world-class service you've come to expect from Epson. The new Epson SureColor F-Series. Better performance. More profit. To learn more, visit proimaging.epson.com



Epson SureColor F6070 - 44"
\$8,495*



Epson SureColor F7070 - 64"
\$19,995*

Epson Introduces Sublimation Printer and Solution

Epson America Inc. took its first step into the textile market last year when it introduced its 64-inch **SureColor F7070** and 44-inch **SureColor F6070** dye-sublimation printers. This year, the company is expanding its dye-sublimation offerings with the **Epson SureColor F7170**, a 64-inch printer with a take-up reel system for roll-to-roll printing, a printhead engineered for sublimation ink and a built-in platen heater.

For many years, Epson technology and printheads have been used for sublimation, but the company had not released its own sublimation printing solution until now, said Product Manager Catalina Frank.

“Dye sublimation is new for Epson,” she said. “This is the first time we are launching products that are built and dedicated to do dye sublimation on textiles. We’re bringing to the market a complete Epson solution because we design and built the printers to perform under dye-sublimation environments.”

Epson’s previously introduced sublimation printer, the 64-inch SureColor F7070, was best suited to handle heavier materials such as vinyl for banners. The SureColor F7170 was designed to handle thinner materials. “We looked at what it meant to print and to wind transfer paper that is as thin as one [sheet],” Frank said.

The SureColor F7170 has a longer “nose,” allowing the paper trays to easily feed the take-up reel system. The printer also has a built-in platen heater to help speed the drying process.

“We have to make sure, at the speeds we print, that the inks are ready and dry to be bonded into the paper,” Frank said. “The new post-platen heater accelerates the drying process before it goes into the take-up reel. Also, users don’t need to wait [for the inks to dry]. They can stack paper or roll paper and go to the transfer paper process right away.”

The take-up reel system also keeps printed rolls from “wandering,” eliminating opportunities for creased or skewed printed paper.

The F7170 is a fast printer, thanks to Epson’s **MicroPiezo TFP** printhead, which has 360 nozzles per channel and can handle 10 separate ink channels.

“If you are replacing [a printer] with new technology, you can achieve more with fewer printers and your square-foot productivity is increased,” Frank said.



The SureColor F7170 is part of a complete solution for sublimation printing.

In addition to the SureColor F7170, Epson is offering ink, paper, software and service for companies looking to create their own sublimation-printed designs.

The inks are manufactured by Epson using its own formula and optimized for durability. Epson also redesigned the packaging to reduce shipping costs and minimize waste. “We developed a bag [that looks] pretty much like a **Capri Sun** juice package,” Frank said.

The **Epson Ultra Chrome DS** ink system comes with a chip that monitors how much ink is being used and alerts the user when it’s time to refill the printer. “This is something that also helps the user keep track of how much ink is being used in the workflow process,” Frank said.

Epson engineered its **MicroPiezo TFP** printhead to work well with sublimation inks, which are typically heavier than solvent inks, Frank said.

“The printhead is the hero of our dye-sublimation technology,” Frank said.

Epson’s printhead can reproduce very intricate and detailed designs, as well as very small fonts, according to Frank. “Four-point [fonts] are readable despite the fact that the fiber expands,” she said. “The registration is very good.”

The Epson **MicroPiezo TFP** printhead helps users “accurately manage the amount of ink that you need to reproduce your digital file with the best fidelity possible,” Frank said. “With this, we can tell the end user, ‘You’re using the right amount of ink to get the color [range] that you’re looking for.’”

Optimizing the printhead with the ink helps reduce the amount of ink used and reduces the chance of damage to the printhead, Frank said.

“Dye-sublimation inks are thick, heavy. They’re solids, really,” she said. “In the past,

they’ve been known to damage print-heads frequently, and, within a year, people are replacing printheads, depending on the ink types they use. With the improvements we’ve made to the technology, we’ve prolonged the life of the printhead, which is the most valuable and costly piece of the printing technology.”

The company is also launching several new papers dedicated for transfer for either textile or rigid surfaces, Frank said.

For textiles printed on a calendar press, there is a **DS Transfer Multipurpose** paper for rigid and textile applications. There is also a new **DS Transfer Production** paper, which is a thinner paper that comes in 575-foot rolls. “It really supports unattended printing, which is what we ultimately want with a 64 roll-to-roll printer—to be able to support long print shifts,” Frank said.

There is also the **DS Transfer Adhesive** textile paper for use with flatbed printers to help eliminate “ghosting” and improve yield ratio, Frank said.

Epson has partnered with **Wasatch Computer Technology** to use its **Wasatch soft-RIP TX** printing software. (A RIP, or Raster Image Processor, helps printers render high-resolution images and ensures consistent color and enhanced workflow.) “They are very well known in the dye-sublimation world. They were doing a lot of screen-printing software design before, and then dye sublimation started booming about four years ago. They have experience in what end users need. They offer six months of free support once the user registers the new license.

Epson’s parent company, **Seiko Epson Corp.**, also is working with other RIP software providers such as **ErgoSoft** and **Caldera** to develop compatible software to use with its sublimation printers. “If a shop is in a Caldera workflow, they can access a Caldera RIP for the printer,” Frank said.

There is also an Epson Reward program, which was designed to encourage “a loyal base of end users and reward them for staying with the Epson solution.”

Priced at \$19,995, the SureColor F7170 comes with ink, Wasatch softRIP software, a sample of Epson’s paper and a one-year warranty. The company will begin taking pre-orders in March with shipping expected to begin around May or June. ●

Private Party Hip-Hop Inspired

Music plays a huge influence in Private Party's ethos, which features graphics produced from a fan's point of view. "We love rap music," said Pat Monahan, who launched the Los Angeles-based line with Jessica Currie last November. "We're just taking our favorite elements and bringing them to life via sweatshirts. The sweatshirt is our canvas and allows us to express our passion for music and pop culture," she said.

The line's crew-neck sweatshirts feature hip-hop lyrics such as Beyonce's "I Woke Up Like This" or Drake's "Worst Behavior" and "Versace, Versace, Versace."

"Private Party works so well because we're creating pieces that not every person is going to get or understand, so when you wear it, you're kind of representing this counterculture that is, in a sense, our peer group's very own private party," Monahan said.

The Private Party collection launched with unisex sweatshirts and expanded to tees and tanks for Spring/Summer 2014. The sweatshirts have a standard men's fit with either embroidered,



printed or heat-pressed cutout letters. All of the pieces are manufactured in Los Angeles, using a 50/50 poly/cotton fleece fabric.

Private Party introduces new pieces every week. Social-media forums such as Instagram have made it fast and accessible for customers to view their site and place orders. "At first it was just for friends and family," Monahan said. "We posted Instagram photos of our first few styles, and it really exploded. We've had a lot of bloggers reach out to us, so we gift girls and guys who

really fit the brand and work on some other guerrilla marketing tactics that seem to be working."

The sweatshirts are available on the Private Party website and retail for \$69 to \$99.

Going forward, Monahan and Currie plan to expand to infantwear and pet apparel. "We've coined these collections 'Club Baby' and 'Thug Puppy' with phrases like 'Poppin' Bottles,'" Monahan said.

For sales information, email Monahan or Currie at info@shop-privateparty.com.—Sarah Wolfson

● Hundreds of patterns and colors

● Heat Transfer Vinyls safe enough for children's wear

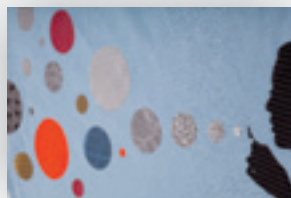
● Incredible customer service



That's how we roll.



THERMOFLEX



DECORATIVE



PRINTABLE

SpecialtyMaterials.com 877-437-8556

Specialty
Materials™

DECORATED APPAREL RESOURCES

by 2 Dazzle U

2 Dazzle U

39119 FM 149
Pinehurst, TX 77362
(281) 259-6818

www.customrhinestoneshirt.com

Products and Services: We design custom rhinestone transfers for wholesale and retail. All of our rhinestone transfers for T-shirts are original designs. We have a wide variety of styles and colors to choose from, and we offer custom designs made with your image or text. We offer low minimums, fast turnaround times, great quality, excellent customer service, and competitive pricing.

BELLA+CANVAS.

Bella + Canvas

6670 Flotilla Street
Los Angeles, CA 90040
Phone (323) 727-2005
Fax (323) 727-2040

www.bella.com

sabrina.villatoro@bella.com

Products and Services: Fashion-forward, boutique-quality knit blank tees and fleece in men's, unisex, women's, misses, youth, and baby sizes. 150 styles and 110+ colors from the best basics to what's new and on-trend. Retail fits and super-soft fabrics like marble, flowy, tri-blend, and sponge fleece. The first-and-only company that uses 100% combed-and-ring spun cotton and fine-gage threads for smoother, flatter, high-def printing. 27 million garments in stock. Designed in Los Angeles. Offering clothing to the best retailers in the world since 1992. No sweatshops. Be different.



Buhler Quality Yarns Corp.

1881 Athens Highway
Jefferson, GA 30549
(706) 367-9834

www.buhleryarns.com
sales@buhleryarns.com

Contact: David Sasso

Products and Services: Get more than just yarn. In addition to the industry's best yarn, we provide unsurpassed technical support, transparency, and 20+ years of supply chain partnerships. Our US-based facilities allow for quicker delivery and agile responsiveness to market trends. Known throughout the industry for consistency, our products are certified safe by Oeko-Tex® Standard 100, which include Supima Cotton, MicroModal® Edelweiss, Micro TENCEL®, and various blends. Visit our new website at www.buhler-yarn.com



Epson America, Inc.

3840 Kilroy Airport Way
Long Beach, CA 90806
(800) 873-7766

www.proimaging.epson.com

Products and Services: Epson® quality and reliability. Now in a dye-sublimation printer. The Epson name has long stood for the very highest standards of print performance, quality, and reliability. Now, we're putting our expertise into an exciting new suite of purpose-built garment printers. Designed exclusively for dye-sublimation transfer printing with specially-formulated Epson inks, the all-new SureColor® F6070-44 and F7070-64 deliver superior print quality along with the world-class service you've come to expect from Epson. How do you reinvent the dye-sublimation transfer printer? You start by designing, from the ground

up, every component to work together as one system — from the print head and ink technology to the printer engine and software. The result? A high-performance dye-sublimation transfer printer designed with extreme reliability for true industrial-level production.



Specialty Materials

www.specialtymaterials.com

(877) 437-8556

Products and Services: We are the leading provider of plotter cut films and digitally printable media used for heat-transfer textile decoration. We have the best selection of heat-transfer films on the market, offering over 20 different product lines that encompass a vast selection of colors and patterns to fit every type of apparel decoration need. Regardless of what type of garment you are embellishing, we have a heat-transfer film well suited for the task, and we are proud to offer the most dependable products on the market.



Texollini

2575 El Presidio St.
Long Beach, CA 90810
(310) 537-3400

www.texollini.com

sales@texollini.com

Products and Services: We use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 20 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand.

Apparel News Group



Sixty-nine years of news,
fashion and information

CEO/Publisher
TERRY MARTINEZ

Executive Editor
ALISON A. NIEDER

Editorial Designer
DOT WILTZER

Senior Editor
DEBORAH BELGUM

Contributing Writers
ANDREW ASCH
ALYSON BENDER
SARAH WOLFSON

Editorial Manager
JOHN IRWIN

Web Production
IAN BRAMLETT
ALISABETH MCQUEEN

Production Manager
KENDALL IN

Photo Editor
JOHN URQUIZA

Production Artist
JOHN FREEMAN FISH

Contributing Photographer
JOHN ECKMIER

Creative Marketing Director
LOUISE DAMBERG

Director of Sales and Marketing
TERRY MARTINEZ

Account Executives
DANIELLA PLATT
AMY VALENCIA

Account Manager
LYNNE KASCH

Sales & Marketing Coordinator
JENNIFER STURTZ

Sales Assistant/Receptionist
DAVID MIZE

Administrative Assistant
RACHEL MARTINEZ

Classified Account Executives
ZENNY KATIGBAK
JEFFERY YOUNGER

Classified Accounting
MARILOU DELA CRUZ

Service Directory
Account Executive
JUNE ESPINO

Controller
JIM PATEL

Credit Manager
RITA O'CONNOR

BUSINESS DEVELOPMENT
MOLLY RHODES

PUBLISHED BY
TLM PUBLISHING INC.
APPAREL NEWS GROUP

Publishers of:
California Apparel News
Waterwear

EXECUTIVE OFFICE
LOS ANGELES:

California Market Center
110 E. Ninth St., Suite A777
Los Angeles, CA 90079-1777

(213) 627-3737
Fax (213) 623-5707
Classified Advertising Fax
(213) 623-1515

www.apparelnews.net
webmaster@apparelnews.net

PRINTED IN THE U.S.A.



This listing is provided as a free service to our advertisers.

We regret that we cannot be responsible for any errors or omissions within Decorated Apparel Resources.

BELLA+CANVAS[®]

LOS ANGELES



**FASHION
BLANKS**

**IN STOCK
BLANKS**



FASHION-FORWARD BLANKS. BOUTIQUE QUALITY.
27 MILLION GARMENTS IN STOCK

FOR ORDERING INFO CONTACT SABRINA.VILLATORO@BELLA.COM OR CALL (323) 727-2005

BELLA.COM

COME JOIN US AT

**SOURCING
AT MAGIC**

FEB 17-20, 2014
BOOTH #FTP90609



STREAMLINED SUCCESS

Today's fashion trends are changing at the speed of Twitter. Weak links in your supply chain, overseas production, and inconsistent suppliers will leave you slow to capitalize.

Taking advantage of our US-based supply chain network and unparalleled quality will get your products on the shelf, on time, when it counts.

GET MORE THAN JUST YARN.



twenty APPAREL BY twenty tees SPRING 2014 COLLECTION / TWENTYTEES.COM



US Supima Cotton

Preferred by luxury brands for its length, strength, and fineness. Dedicated to conservation and carbon neutrality.



Lenzing Micro TENCEL®

Superior in moving moisture, reducing bacterial growth, and offering strength and comfort. Made from FSC-certified pulp.



Lenzing MicroModal®

The ideal fiber for flexible clothing. Now with Edelweiss technology for a more sustainable and renewable luxury product.

buhleryarns.com

1881 Athens Highway, Jefferson, GA 30549 t. 706.367.9834 e. sales@buhleryarns.com



Tested for harmful substances according to Oeko-Tex® Standard 100 11 HUS 95230 Hohenstein