

# CALIFORNIA Apparel News

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CHRISTOPHER POLK/GETTY IMAGES FOR CDG

**DESIGN HONOR:** Actress Amy Adams takes the stage at the 16th Costume Designers Guild Awards to receive the Lacoste Spotlight award.

## Pacific City to Open Luxe Waterfront Center in Huntington Beach, Calif.

By Andrew Asch *Retail Editor*

There are few retail centers currently in construction across America, and the upcoming **Pacific City** development in Huntington Beach, Calif., is ranked among a more select class—it is one of a handful of retail centers being developed along the beach.

“The Pacific Ocean is our anchor, basically,” said Linda Berman, senior vice president of strategy and communications/executive project director for **DJM Capital Partners**, the Santa Barbara, Calif.–headquartered developers of Pacific City.

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### TRADE SHOW REPORT

## Positive Mood at Las Vegas Trade Shows

By Deborah Belgum, Andrew Asch and Alison A. Nieder

The outlook is encouraging after the recent run of apparel, accessories and sourcing trade shows in Las Vegas, where many exhibitors reported upbeat buyers ready to place orders for immediate through Fall deliveries.

The sprawling event featured more than 20 trade shows spread out over several days, starting Feb. 16 and running through Feb. 20. At the center was the giant **MAGIC Market Week**, which split its trade shows between the **Las Vegas Convention Center** and the **Mandalay Bay Convention Center**. The LVCC housed women’s apparel and accessories collections at **WDMAGIC** and fabric, trim and sourcing resources at **Sourcing at MAGIC**. (The venue also houses MAGIC’s shoe shows, **FN Platform** and **WSA@MAGIC**.) The MBCC housed **MAGIC Men’s**, **Project**, **Pooltradeshows**, **ENK Vegas**, the **Tents at Project** and **ProjectMVMNT**.

Other concurrent shows included **Business Journals’ MRket**, **Accessories the Show** and **Stitch**, held on the second floor of the **Sands Expo & Convention Center**, and the **OffPrice** show on the lower level of the venue. Next door at **The Venetian** were the **Liberty**, **Agenda**, **Capsule** and **CurveNV** shows while **WWIN** (Womenswear in Nevada) returned to the **Rio All-Suites Hotel and Casino**. (WWIN also hosts a childrenswear show, **Kidshow**, at **Bally’s**.)

Coverage of the Las Vegas shows begins on page 5.

## U.S. Apparel Makers Forgo Free-Trade Production

By Deborah Belgum *Senior Editor*

The United States has free-trade agreements with 20 countries around the world, but only 14 percent of the apparel imported into the United States actually takes advantage of them.

“Clearly, the free-trade agreements aren’t being used,” said Julie Hughes, president of the **U.S. Fashion Industry Association**, a Washington, D.C.–based apparel trade group that held a Feb. 17 panel discussion on free-trade accords during **MAGIC Market Week** in Las Vegas.

Most free-trade apparel—some 42 percent—comes from

Central America, which trades freely with the United States under the **Dominican Republic–Central American Free Trade Agreement**. Another 24 percent of duty-free clothing imported to the country comes from Mexico under the **North American Free Trade Agreement**.

But most importers find it easier and more practical to skip the duty-free advantages built into the free-trade accords, which were designed to save importers as much as 32 percent in tariffs.

Steve DiBlasio, vice president of product development and global sourcing for **Lanier Clothes**, a New York com-

➔ **Free Trade** page 3

## Swimwear Label Bleu/Rod Beattie Sold to Amerex Group in New York

By Deborah Belgum *Senior Editor*

The California swimwear label is only 3 years old, but already **Bleu/Rod Beattie** has changed hands, being sold by New York swimwear manufacturer **A.H. Schreiber Co.** to **Amerex Group**.

Terms of the deal were not disclosed.

Swimwear designer Rod Beattie has been in the swimwear business for years, working for **Warnaco** and **Apparel Ventures**. But three years ago, he branched out to form his own modern contemporary label, which debuted for the Cruise 2012 season under the A.H. Schreiber umbrella.

“We are still going to keep our design studio in South Pasadena and interact with the New York office of Amerex,” said Beattie, who will continue to be head of design. “Currently,

we manufacture in the Dominican Republic and source our fabric in Canada, but, with the sale, I think some of that will move back to Asian sourcing and fabric.”

Amerex in New York is better known for its outerwear divisions, but recently it has been gathering a host of swimwear brands to grow that part of its business. It acquired the **Red Carter** swimwear label in 2011, and it licenses the **Jones New York** swimwear label.

A.H. Schreiber said it plans to focus on new projects and licenses that are currently in the planning stages. Founded in 1923, it designs, manufactures and distributes swimwear under the labels **Beach Native**, **Ocean Front**, **Delta Burke** and **Longitude**. It also has the license for **Badgley Mischka** contemporary swimwear and produces private-label swimwear for a number of retailers. ●

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INSIDE

## Textiles Preview

with Tech Focus and  
LA Textile Show  
Resource Guide

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

## Gap Reports Good 2013 Business and Growth in 2014

Gap Inc. reported results for the fourth quarter of its 2013 year and its overall fiscal 2013 results on Feb. 27.

The San Francisco-based retailer reported its fourth-quarter same-store sales rose 1 percent, compared with a 5 percent increase in the fourth quarter of 2013. Net sales for its 2014 fourth quarter were \$4.58 billion, compared with \$4.73 billion from the fourth quarter of 2013.

Net sales for its 2013 fiscal year were \$16.15 billion, and its same-store sales for the year were up 2 percent.

Glenn Murphy, chairman and chief executive officer for Gap Inc., said the results

marked a successful year for Gap. "We are pleased to deliver another year of profitable growth for our shareholders," Murphy said in a statement. "Engaging customers across our multi-channel portfolio of brands positions us well on our path to winning in the global marketplace."

The retail giant's online net sales increased 21 percent to \$2.26 billion in fiscal 2013. It also said that it will open 30 more Gap stores in China in 2014. It will open five stores for its **Old Navy** brand in China in 2014 and 25 Old Navy stores in Japan in 2014. The company also plans to open 30 of its **Athleta** brand stores in the U.S. during 2014.—*Andrew Asch*

## James Campbell Brands Acquired by Hampshire Group

Los Angeles-area menswear maker **James Campbell Brands** has been acquired by New York-based **Hampshire Group Ltd.** from **Maverick J LLC**, a **Rick Solomon Co.**

The company produces men's apparel under the **James Campbell**, **J.Campbell**, **Cultura International** and **Malibu Cowboy** brands and sells in better U.S. stores, including **Nordstrom**. Annual revenues are projected to total approximately \$8 million, according to a company statement.

"We are very pleased to add the James Campbell brand to Hampshire's portfolio of offerings," said Paul Buxbaum, Hampshire's chief executive officer. "In December 2013, we announced our strategy of diversifying

our product and customer base by adding owned brands into Hampshire's portfolio. James Campbell Brands is the first of these acquisitions we hope to consummate in the coming year as we continue to implement the plan we laid out to shareholders in December 2013."

Hampshire Group is a provider of apparel across several categories, distribution channels and price points. Its subsidiary **Hampshire Brands Inc.** designs and markets men's sportswear under licensed brands, its own brands and private label. Another subsidiary, **Rio Garment S.A.**, produces knit tops in Honduras for men, women and children.—*Alison A. Nieder*

## Ross Gives Mixed Forecast for Q1 of 2014

Off-pricer **Ross Stores Inc.** announced results for its fourth quarter and fiscal 2013 results on Feb. 27, and Michael Balmuth, vice chairman and chief executive officer for the Dublin, Calif.-based Fortune 500 company, gave a mixed forecast for Ross' first quarter for its 2014 year.

For its fourth quarter of 2013, sales rose 2 percent and net sales were \$218 million, compared with net sales of \$236 million reported in the same quarter in 2013. The company announced that its fiscal 2013 revenues were \$10.2 billion.

Balmuth said the fourth-quarter results were in line with the company's guidance. However, he also forecast possible turbulence in the upcoming quarter. "As we enter 2014, in addition to our own challenging multi-year sales and earnings comparisons, we also continue to face ongoing uncertainty in the macroeconomic and retail climates. While we remain well-positioned as an off-price retailer, these likely headwinds have prompted us to stay somewhat cautious

in our outlook," he said in a statement. Ross forecast that same-store sales will grow 1 percent to 2 percent for its fiscal 2014 year.

Ross' real estate news was more bullish than its financial news. It announced that it will be opening at least nine new stores in March. On March 8, the off-pricer is scheduled to open its first store in Oakland, Calif. On the same day, it is scheduled open five stores in Southern California. The new Southern California locations will be in the **Azalea Shopping Center** in South Gate, **Ontario Gateway Plaza** in Ontario, in the Pico-Union neighborhood near downtown Los Angeles and **Rio Rancho Towne Center** in Pomona. It will be relocating its Northridge store to the **Northridge Fashion Center** retail center from its former location near the corner of Nordhoff Street and Reseda Boulevard.

The company also is scheduled to open four stores in Florida in March. It operates 1,146 **Ross Dress for Less** stores and 130 **dd's Discounts** stores.—*A.A.*

## EVENTS


### Nick Verreos' Red-Carpet Runway

In anticipation of the March 2 **Academy Awards** red carpet, designers Nick Verreos and David Paul hosted a red-carpet runway presentation of their **Nikolaki** collection on Feb. 26 at the **Fashion Institute of Design & Merchandising**.

"People always ask me, 'What do you think the red-carpet trends will be?'" Verreos said. "I'm going to show you—with my gowns."

The intimate presentation, held in the **FIDM Museum**, included draped goddess gowns in silk chiffon and matte jersey, architectural designs in silk organza and silk gazar, and a pair of gowns trimmed in gold and silver paillettes.

The FIDM Museum is currently hosting its 22nd annual "Art of Motion Picture Costume Design" exhibition, featuring costumes from more than 20 films, including the five films up for this year's Oscar for best costume design.—*A.A.N.*



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**Pacific City** *Continued from page 1*

The upcoming project is scheduled to open in late summer 2015 and is located at 21002 Pacific Coast Highway, adjacent to **The Waterfront Beach Resort**. It is a few blocks away from Huntington Beach's Main Street, which is the address for some of California's highest-profile surf shops, including **Huntington Surf & Sport** and **Jack's Surfboards**.

DJM is currently in negotiations with a number of retailers to move into the 191,000 square feet of retail and restaurant space with a view of the Huntington Beach Pier. The 11-acre site will contain an estimated 40 clothing stores and 20 restaurants. The Pacific City project also includes plans for a hotel, a residential division and a marketplace for artisanal foods. It will be located on a space that is currently vacant but once was the site of a golf course. Berman declined to state how much DJM will spend to develop Pacific City. "This is a 'spare-no-expense' project," she added.

Larry Kosmont is a consultant in one of the handful of other upcoming beachfront retail developments, the **Redondo Beach Waterfront** in Redondo Beach, Calif., which is scheduled to debut in 2018. He said it is hard to build a new retail center on the beach because, among other things, most of coastal California has been developed. Also, developing retail on the beach is tricky. "You can hit it out of the park, but you can miss, as well. You got to have the right retail mix, the right parking, the right balance of outdoor and indoor, the exterior and interior amenities. There is a delicate balance of capturing the weather and ambiance and making it work from a retail and hospitality standpoint," said Kosmont, president and chief executive officer of the **Kosmont Companies**, specializing in economic development, real estate and public finance.

DJM also developed the **Bella Terra** mall in Huntington Beach, and the company is aware it must do something unique if it is to succeed in an area that enjoys prominent malls such as **South Coast Plaza** and **Fashion Island** as

well as specialty retail centers **The Lab/Antimall** and **The Camp**, all of which are less than a 30-minute drive away.

"This isn't what one would think for Huntington Beach," Berman said. "Take every retailer that sells boardshorts and flip-flops and put them in the project and you're done. ... This will not be about surf theme this and that. We'd like to surprise people a little bit."

Rather, DJM hopes to build a place where retailers will take risks, experiment with new concepts and even get involved with the local community. Fitness club **Equinox** was the only tenant that Berman would confirm would open at Pacific City, and DJM is talking to Equinox about developing unique programming for the retail center, such as fitness

customer and eyeballs from across the world. "Think of all the tourism in Huntington Beach. It is bananas," he said.

Pacific City will draw visitors from across Southern California, Berman said, as well as people staying in area hotels and visiting the beach. "If we get it right, we'll build a place where people will be comfortable coming whether you buy anything or not," Berman said. "If it is a good destination, people will shop."

Pacific City also will enjoy other unique features such as a movie wall where visitors can watch films in an open-air space. There will be firepits, as well as seating overlooking the ocean. Pacific City's retail section will be located next to **Lot 579**, a culinary marketplace that DJM is developing. It



**HIT THE SURF:** The Pacific City retail/hotel/residential project is scheduled to open in late summer 2015 across the street from the surf in Huntington Beach, Calif. (Renderings courtesy of DJM Capital Partners)

classes on the beach.

Orange County retailer and men's clothing brand **Tank Farm & Co.** has been in negotiations to open a store at Pacific City, said John Anderson, Tank Farm's president and creative director. His company runs a boutique in Seal Beach, a 10-minute drive north from Pacific City. But he was attracted to the new development for its opportunities. Most retail spaces in exclusive beach towns are leased out, he said, and the only way to find space is to buy out an expensive lease. He also anticipates that Pacific City will offer a well-to-do

will offer artisanal dishes as well as local seafood, and there will be a smattering of small retail establishments.

**The Jerde Partnership**, which designed retail centers such as **Santa Monica Place** in Santa Monica, Calif., and **SMS Architects** will design the look of Pacific City. The look is planned to be California Craftsman/ beach bungalow, which will take aspects of the classic California architecture styles of craftsman houses and bungalows. **Lifescapes International Inc.** will develop the landscaping, which will feature indigenous, drought-tolerant plants. ●

**Free Trade** *Continued from page 1*

pany that makes tailored suits for men, said his company has its own suit-making factory in Mexico for higher-end suits, but it still doesn't utilize many free-trade agreements when manufacturing its line of jackets and pants. "Why is that? Because of their restrictive nature."

Many free-trade agreements have so many rules and regulations that it makes it complicated to understand how to use them. Also, there is an enormous amount of paperwork that must be stored to verify where the raw materials were made and where the goods were sewn.

In addition, most fabric used in production must be made from yarns that come from within the free-trade region. This is called a yarn-forward provision. Free-trade regions can't use cheaper imported fabric from countries such as China and India unless it is in short supply.

When calculating whether a free-trade agreement will pay off, DiBlasio said, you have to look at the landed cost of the garment and compare whether it is cheaper to manufacture in China or in Colombia. "A lower-value product may not benefit as much from a duty-free scenario," he said.

Also, changing the fabric content of a garment might save money. For example, rayon suits imported into the United States carry only a 14 percent tariff while polyester/viscose suits are subject to a 28 percent tariff.

"However, cost may not be a determining factor," he noted. "If you are building a brand, it is not always about the lowest cost. It should be about the intrinsic value the consumer puts into that brand, which allows you to have a higher ticket price."

He advised importers to have partnerships with factories around the world so that you are assured of getting goods on time and being able to do small runs when necessary. "We are sourcing lower labor in Vietnam but materials that come from multiple countries," he noted. But that extends the supply chain and can create a problem if there is a typhoon in China that damages a major seaport or collapses the factory where your fabric is being made.

Also, DiBlasio advised looking at delivery-time issues when making sourcing decisions. It only takes five days to get a garment from Mexico to the United States, but it can be

at least two weeks or more from China. "You have to decide what works best for you," he said, noting it takes only three hours to fly to Mexico but as many as 28 hours to fly to Vietnam.

And if you want to use a free-trade agreement, he suggested you read the agreement from front to back and have someone on staff that knows the intricate details of the regulations, such as whether pocket lining fabric must come from the region or whether it can be a short-supply textile.

Another company that isn't a big user of free-trade agreements is **Urban Outfitters**. Stefanie Rotta, the retailer's senior director of global sourcing operations, said, "We are definitely one of the guilty parties of corporations that underutilize free-trade agreements. That's because we are highly assorted and item-driven and we don't have a lot of stores that match one thing to another. Urban Outfitters and its sister retail chain, **Anthropologie**, pride themselves on each store having an individual character and a very eclectic assortment of goods often produced in small quantities. So the retail chains need flexible factories that can do a wide variety of goods for different brands and often in runs of only 100 to 300.

Urban Outfitters has an entire team that is focused on product development and understanding cost and working with suppliers to keep costs down.

"The relationship with our suppliers is critically important," Rotta said. "We invest time with our new factories to set them up with us. We need to get a product right."

But she said Urban Outfitters is loyal to its factories. "We do not make fast decisions about ending our relationship if things start off bumpy," she noted. "We pay back from loy-

alty."

Urban Outfitters and Anthropologie have been working extensively in Vietnam, which has its advantages with low-cost labor, but raw materials need to be imported from China and other Asian countries. "We have worked pretty hard to grow Vietnam," Rotta said. "We have decent logistics and supply chains established for moving raw materials into Vietnam, but it is no China. ... But we are hopeful for it down the road."

She noted that one of the newest free-trade agreements being negotiated is the **Trans-Pacific Partnership**, which encompasses 12 countries that include Vietnam as well as Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and the United States. The latest round of negotiations wrapped up in Singapore on Feb. 25. "The TPP is a nice carrot, and we get as excited about it as everyone else. We would love a generous short-supply list and no yarn-forward requirements," she said. "It would be a key aspect of our sourcing strategy."

However, manufacturing in the United States is still on the retail company's sourcing radar, especially when it comes to making small quantities. "If we are talking 250 pieces, we may want to test that with the customer and put it online," she explained. "If the product is scarce, that might drive quick sell-through."

Even with a growing appreciation for "Made in America," it is not going to make Urban Outfitters or Anthropologie shift its sourcing policy to domestic production. "It is not what makes our decision for us," Rotta said. "The product is what makes the decision." ●

| Country    | Rank | % Growth |
|------------|------|----------|
| Vietnam    | 2    | 13.30    |
| Bangladesh | 3    | 11.20    |
| SRI Lanka  | 12   | 16.77    |
| Haiti      | 16   | 13.35    |
| Kenya      | 22   | 27.72    |

| Rank | Country     | Million SME | Million \$ | % Share | % Growth |
|------|-------------|-------------|------------|---------|----------|
| 1    | China       | 10,369.9    | 29,783.1   | 41.75   | 4.91     |
| 2    | Vietnam     | 2,430.4     | 8,126.3    | 9.78    | 13.30    |
| 3    | Bangladesh  | 1,692.4     | 4,947.5    | 6.81    | 11.20    |
| 4    | Indonesia   | 1,261.8     | 4,675.2    | 5.08    | -0.07    |
| 5    | Honduras    | 1,073.3     | 2,497.7    | 4.32    | -4.06    |
| 6    | Cambodia    | 1,065.0     | 2,555.4    | 4.29    | 2.49     |
| 7    | Mexico      | 908.5       | 3,681.9    | 3.66    | 1.28     |
| 8    | India       | 885.2       | 3,211.6    | 3.56    | 6.02     |
| 9    | El Salvador | 796.8       | 1,859.4    | 3.21    | 0.89     |
| 10   | Pakistan    | 584.0       | 1,476.0    | 2.35    | 0.35     |

## William Rast Label Headed to Europe for Big Expansion

First the Los Angeles-centric **William Rast** label hit Canada last year and was in all of the **Hudson's Bay** department stores.

Now it is headed to Europe, where it will be in stores in Germany, Switzerland, England and Italy.

Starting in March, the Spring 2014 collection will be carried by **Appelrath-Copper** and **Gorgens-Gruppe** in Germany, **Manor** in Switzerland, and **USC** in England as well as online sites **Yoox** in Italy and **Zalindo** in Germany. More stores will be launched this fall.

Plans are also in the works to extend the brand to Asia, Latin America and the Middle East.

William Rast was founded in 2005 by singer-actor Justin Timberlake and his childhood friend Trace Ayala. The brand is now owned by **Sequential Brands Group**, which has its executive offices in Los Angeles and business offices in New York.

In late 2011, Sequential Brands exclusively licensed the William Rast label to **JCPenney**. But with the mid-tier department store facing a number of retail missteps and a revolving door of executives, the exclusive-licensing agreement was changed in December 2013.

Instead of ending on Jan. 30, 2016, the licensing agreement now expires on June 30, 2014, and will no longer be exclusive. That gives Sequential Brands the right to take its William Rast brand and enter into other licens-

ing agreements with other parties.

"We're excited to reintroduce the new William Rast collection internationally, especially with such premium European retailers," Ayala said in a statement. "As much as the collection has evolved, the look and feel has stayed true to our Tennessee roots and continues to offer a fresh, modern approach to Americana fashion that we're confident the European market will embrace."

The collection includes men's and women's sportswear, denim and outerwear, as well as men's bags, belts and small leather goods.

William Rast started when Sequential Brands used to be called **People's Liberation**, which was launched by Danny Guez in 2003 as a denim-centric clothing company.

Over the years it has evolved, and, through a reverse merger in 2012, it became Sequential Brands Group, which is a brand-licensing company. Brands the company owns and licenses include **People's Liberation**, **DVS**, **Heelys**, **Caribbean Joe**, **Ellen Tracy**, **Revo** and **The Franklin Mint**.

On Feb 27, Sequential Brands announced its revenues and earnings for the full year ending Dec. 31, 2013, were \$22.7 million with a net loss of \$18 million. In 2012, its annual revenues were \$5.3 million with a net loss of \$9.1 million. The company predicts that revenues in 2014 will total \$28 million to \$30 million.—*Deborah Belgun*

## Calendar

### March 5

**AAFA Executive Summit**  
Ritz-Carlton  
Pentagon City, Va.  
Through March 7

### March 10

**Los Angeles International Textile Show**  
California Market Center  
Los Angeles  
Through March 12

**Coast**  
SoHo Studios  
Miami  
Through March 11

### March 11

**SpinExpo**  
Shanghai World Expo Exhibition & Convention Center  
Shanghai  
Through March 13

### March 13

**"How to Get Your Product Into More Boutiques,"** a webinar by **Fashion Business Inc.**  
online

### March 14

**Imprinted Sportswear Show**  
Atlantic City Convention Center  
Atlantic City, N.J.  
Through March 16

### March 15

**"Adobe Photoshop CS6 for Textiles" workshop** by **Fashion Business Inc.**  
California Market Center, A792  
Los Angeles

### March 16

**Los Angeles Fashion Market**  
California Market Center  
Gerry Building  
Los Angeles  
Through March 19

**Designers and Agents**  
The New Mart  
Los Angeles  
Through March 18

### Select Transit

California Market Center  
Los Angeles  
Through March 18

### CMC Gift & Home Market

**LA Kids' Market**  
California Market Center  
Los Angeles  
Through March 19

### March 17

**Los Angeles Fashion Market**  
Cooper Design Space  
The New Mart  
824 Building  
Lady Liberty Building  
Primrose Design Building  
Academy Awards Building  
Los Angeles

Through March 19

**"Retail 101,"** presented by **Global Purchasing Companies**  
Los Angeles

**Los Angeles Men's Market**  
California Market Center  
Los Angeles  
Through March 18

### Coeur

Cooper Design Space  
Los Angeles  
Through March 19

### Brand Assembly

Cooper Design Space  
Los Angeles  
Through March 19

### International Textiles Expo

Rio All-Suites Hotel & Casino  
Las Vegas  
Through March 19

### March 18

**Project Ethos**  
Avalon  
Hollywood

**"Guided Tour of the LA Garment Market,"** presented by **Global Purchasing Companies**  
Los Angeles

There's more  
on [ApparelNews.net](http://ApparelNews.net).

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

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**WWD MAGIC Draws Returning, New and International Retailers**

Exhibitors at the Feb. 18–20 run of **WWD MAGIC** at the **Las Vegas Convention Center** reported upbeat retailers from across the country and the world turning out to place orders for Immediate, Summer and Fall deliveries.

Judy Wexler of **J. Wexler Sales** called the turnout on the first day “terrific.” Wexler, who represents Los Angeles–based young contemporary line **Mystree**, said the mood among retailers was positive.

“They’re ready to bring in new things,” she said, adding that orders ranged from Immediate deliveries through Fall merchandise.

The mood was good at the **Miilla** and **Monoreno** booths, said Scott Kim, executive manager for the Los Angeles–based brands.

“The mood is energetic. They’re trying to get things done early,” he said, adding that traffic was constant all day on the first day of the show.

Kim said many buyers were looking for more Immediate goods, which worked out well because “we have everything in stock.” He also said he was seeing more potential new accounts, including international retailers from China and Japan as well as one from Switzerland.

Moshe Tsabag, president of Los Angeles–based **Velvet Heart**, was also seeing several international retailers, particularly from South America, as well as majors retailers such as **Bloomingdale’s**.

It was a similar story across the aisle at the **PJ Salvage** booth, said Peter Burke, chief executive officer of the Irvine, Calif.–based casual lifestyle line.

“It’s been a phenomenal show,” he said. “We found a lot of new customers as well [as existing accounts and] lots of good international retailers from Japan, South America, Canada.”



P.J. Salvage

Last season, WWD MAGIC’s “White” section, for upscale misses and international brands, moved to the convention center’s South Hall, but this season organizers brought it back to the Central Hall, where the contemporary, young contemporary and juniors exhibitors are.

For **XCVI** representative Chris Myers, traffic was “fairly busy” and “steady all day” on the opening day of the show.

On opening day, Myers said, the turnout was mostly “consistent tried-and-true retailers” rather than new accounts. Most were buying Fall, he said, although XCVI has earlier deliveries available.

Peter Jacobson, owner of the **Creative Concepts** showroom and **FashionLink**, a distributor of European lines, was pleasantly surprised by the turnout on opening day.

“I expected it to be quieter today because most of our appointments are tomorrow,” he said.

Jacobson has two of his collections at WWD MAGIC, **La Fee Marubee** and **Aventures des Toiles**, and said he’d already seen retailers from Northern California, Chicago and New Hampshire.

“The only complaint retailers reported at the Mystree booth was weather-related,” Wexler said. The rough winter on the East Coast, Midwest and South and the unseasonably warm weather on the West Coast meant many retailers don’t have appropriate items in stock.

“No one has what they should have in their stores,” she said. “Nobody had the winter they’re supposed to have.”

Velvet Heart’s Tsabag agreed.

“Midwest and East Coast retailers didn’t bring in enough merchandise because of the weather,” he said.

Plus, FashionLink’s Jacobson noted, bad weather impacted many retailers’ business, as well.

“The weather they’ve had is killing their sales,” he said. —Alison A. Nieder



Velvet Heart

**ENK Vegas: New Business for Vendors**

For Greg Garrett of the **Black Swan** fashion label, **ENK Vegas** was a great show. The women’s show exhibited at the **Mandalay Bay Convention Center** in Las Vegas Feb. 18–20, and his label’s sales increased 35 percent compared with the ENK Vegas show last February.

He estimated that traffic was the same for the 2013 and the 2014 shows. One reason why his business increased was that his sales staff did a great job of scheduling and following up on appointments, Garrett said. He also felt that the management of ENK Vegas did a better job of organizing the show, with measures such as improved signage.

For Gillian Julius, founder of her self-named **Gillian Julius** accessories label, the show took a few wrong turns. “It was the first time ever we were asked about price points,” she said, adding that she believed a wider group of stores gained admittance into the trade show than in the past.

Sunni Spencer, vice president of ENK Vegas, noted that the show had consistently catered to a wide a range of retailers during the Las Vegas market week.

However, she did write new business at ENK Vegas. “Every show is worth it,” she said. “Ninety percent of the show business is new business.” —A.A.



**Pooltradeshow: New Location Divides Vendors**

**Pooltradeshow**, the event for emerging brands at **MAGIC Market Week**, moved to the South Pacific Ballroom on the lower level of the **Mandalay Bay Convention Center**, a floor below where **Project**, **ENK Vegas**, **The Tents at Project** and **MAGIC Men’s** all took place. Pooltradeshow’s vendors were divided on whether the new location was a good idea when the show ran Feb. 18–20.

Freddie Rojas, founder of the **Rojas** line, has been exhibiting at Pooltradeshow since its debut more than a decade ago. “All the traffic is upstairs,” Rojas said. He said retail traffic was slow, and he estimated that his sales might decline compared with the Pooltradeshow last February.

Maggie Kleinpeter, owner and creative director of the label **Supermaggie**, said traf-



fic was somewhat slow, but orders placed at the show were bigger than the February 2013 Pooltradeshow. However, she said that a lot of retailers took notes during the show, and she expected that a lot of them would follow up in a couple of weeks.

—Andrew Asch

**Offprice: Vendor Space Sold-out**

Vendor space for the **Offprice** show was sold out for the Feb. 16–19 show, held on the lower level of the **Sands Expo and Convention Center**.

More than 600 vendors exhibited at the show, devoted to off-price clothes, which are typically priced 20 percent to 70 percent below wholesale. There were 10,000 buyers walking the show, said David Lapidos, executive vice president of Offprice.

“The show was very good, and with every show we seem to be getting better,” Lapidos said. At last week’s show, the cash-and-carry section doubled in size, and there were more footwear vendors.

Retail traffic for the first day of the show was very busy, said Tony Peters, vice presi-

dent of sales for off-price retailer and wholesaler **Bermo Inc.** “We had a great first day,” he said. “Second and third days, things really slowed down.”

Peters blamed raging storms across the eastern United States for slow traffic on the second and third days of the show. Travel was hard during the inclement weather, and a lot of retailers had a tough time finding flights to the show.

Also, **National Stores**, a parent company of **Fallas** off-price stores, last month acquired **Conway**, which owns the chain of **CW Price** stores, so there were fewer retailers to sell to, Peters said.

Major off-price retailers visiting the shows included **Burlington Coat Factory**, **Bealls** and **Gabriel Brothers**. —A.A.

**Sourcing at MAGIC Focuses on USA Products**

If you thought the **Sourcing at MAGIC** show couldn’t get any bigger, it did—by 10 percent over last year, said Bob Berg, director of international business for the show.

Approximately 1,500 booths with 1,100 companies stretched out under the bright lights of the South Hall of the **Las Vegas Convention Center**. Some 70 percent of those exhibitors were from China, with a large portion being taken up by footwear makers.

This year’s Sourcing at MAGIC focus was on “Made in the USA,” which had about 40 companies showing their goods. They ranged from fabric and button makers to apparel makers.

Front and center at the entryway was **Two-One-Two New York**, a family-owned sweater manufacturer with headquarters in New York and a factory in Glendale, N.Y., 20 minutes outside Manhattan.

With its prime trade-show location, the sales team was attracting a lot of curious retailers who didn’t know there was a big New York sweater operation that could keep wholesale prices to \$7 to \$14. The factory has 100 knitting machines.

The company’s forte is private label, with



**DIRECT FROM JAIPUR:** This was the third Sourcing at MAGIC show for Tushar Puja, whose tie-dyed and acid-washed tops under the Tushar Handwork label were garnering lots of attention from retailers.

a lot of business being done with big retailers and chain stores. “Our ace in the hole is speed to market,” said Marisa Fumei-South, the company’s president. “Everybody from major retailers and new startups to online brands has been by. We’ve even seen some manufacturers who want to layer on a domestic arm.”

While the sweater booth was hopping, things were a little slower for John Beig, who represents **Nature USA**, which does T-shirts, sweatshirts, fashion wear, casual wear and sportswear jackets—many of which are sold at marathon runs.

This was Beig’s first time at the sourcing event. “The show has been okay, nothing special,” he said on the second day of the show. “There are a lot of start-up businesses that have been by, and I was hoping for more big guns.”

This was the third sourcing show for Tushar Puja, the head designer for **Tushar Handwork Co.** in Jaipur, India. He was showing a colorful collection of tops and dresses that had tie-dyed and acid-washed treatments and lots of macramé details around the neckline.

With an average wholesale price of \$10, he was getting visits from retailers such as **Urban Outfitters** and **Anthropoligie**, who appreciated his creative boho looks. Overall, however, he thought traffic was down from the last two times he had attended the show. —Deborah Belgum



**SWEATER LAND:** At Sourcing at MAGIC, New York sweater manufacturer Two-One-Two had a front-and-center booth where many visitors were amazed to find someone who did domestic sweater manufacturing. Pictured left to right are Dierdre Amedeo, Marisa Fumei-South and Barbara Dolak.

**Project: Giant at MAGIC**

**Project** is one of the giants of **MAGIC Market Week**.

It took up more than half the space of the gargantuan Mandalay Bay's South Convention Center, which hosted 1,500 brands in over 1 million square feet. Project exhibited a wide and diverse array of contemporary fashion labels. Vendors ranged from tops brand **Love Nail Tree**, which sports streetwear graphics, to **Moods of Norway**, which offers suits with bold and sometimes outré colors, to outdoors brand **Fjallraven** and **Alternative**, a basics and contemporary brand that offers styles made with sustainable fabrics.

Vendors found the sprawl of the show to help and hinder sales.



Alternative Fashion at Project

"They did a good job of getting buyers into the show," said Matt Bloomingdale, who represents Japanese brand **Azul by Moussy**. "My booth was never empty." (Bloomingdale is of no relation to the family that founded the prominent **Bloomingdale's** chain of department stores.)

While 50 percent of retailers who visited the Azul by Moussy booth made orders, Bloomingdale thought that the label could have made more sales if the size of the show had been more manageable. "If you're a buyer walking to an appointment, there's a million brands that can sidetrack you. The size of the show can make a big difference."

Mac Beu, president of **Katin Men's Licensing USA**, said his sales were good, but he thought the show could have been organized better. "To be honest, I think it was a bit hodgepodge. I would have liked to see more like-minded brands together instead of spread out. I thought Project in August 2013 was better merchandised."

The bustle of the show demonstrated that the economy was improving, said Don Zuidema, co-founder of boutique **LASC**. "The show had good attendance," he said. "All of the vendors felt like there was a good group of retailers there. They seemed to feel that traffic was up and that orders were up, and maybe we were coming up from the difficult years that we faced on both sides of the fence."



Busy scene at Project

**LASC's** budget for the show had increased more than 5 percent over last February's show. However, Zuidema was seeking Spring and Summer items such as shorts and T-shirts at the Fall show.

Boutique owner Mia Peterson of boutique chain **Flirt** in Washington state shopped Project and said that trends were becoming less important. "My customers are not following trends as much as they want great basics, easy fits and timeless looks that will work into their wardrobe for years. I'm finding more basics at each show and more straightforward fits that have both quality and a good price," she said.—*Andrew Asch*

**Liberty Fairs: Mixing Fashion Community and Commerce**

Aspirations for the second **Liberty Fashion and Lifestyle Fairs** were high when it ran Feb. 17–19 at the **Sands Expo & Convention Center**.

Liberty founder Sam Ben-Avraham hoped to foster a forum that would encourage creativity in design and commerce and where a diverse group of people would mix. "The goal is to be a community," Ben-Avraham said.

A lot of the vendors thought Liberty was well on its way to achieving its goals. Lukus Eichman, founder/designer of denim label **Tortoise**, said he spent Liberty taking business meetings and talking with luminaries of the denim world, including Adriano Goldschmied. "It's seeing those guys and building our business," he said of the best things about his trade-show experience.

Liberty presented separate sections curated for "Made in America" fashions, men's grooming and retail technology. Liberty also served as a platform for the relaunch of denim brand **Earnest Sewn** and lifestyle brand **Ever**.

Jana Flumiani of Earnest Sewn said the brand's relaunch kept her busy. "The show was outstanding on its first day, but traffic



Sam Ben-Avraham

dropped off a bit on the second day. I saw a lot of key accounts. The stores that I needed to see were there," she said.

Jason Schott, chief operating officer of the **Schott NYC** label, noted being busy throughout the show, and retailers reportedly shopping Liberty included **Nordstrom**, **Bloomingdale's**, **Neiman Marcus**, **American Rag** and **Fred Segal**.

The show also was a good forum for emerging brands, said Jim Kremer, sales manager for the **Shade 55** label. His goal had been to sell to 10 new accounts. He sold to nine, which he considered a good job considering the economy is continuing to recover. "Retailers are taking minimal risk," he said.

Willard Ford, partner in the **Flagship Agency**, which represented brands such as **SLVDR** and **K-Way** at Liberty, noted that the show was organized well, but even good business had challenges because many retailers wait until the last minute to make orders. "[Liberty] brings a lot of different trends under the same roof. There are no outliers here," Ford said. "Most of the orders you used to get at the show. Now, you have to chase them. Retailers are pushing out their ordering until the last possible moment."—*A.A.*

**Concerts, Comebacks and Good Business at Agenda**

**Agenda's** second show in Las Vegas mixed business with pleasure when it ran Feb. 17–19 as one of the **Modern Assembly** family of shows at Level 2 of the **Sands Expo & Convention Center**.

**Billboard** chart-topping rappers **T.I.**, **Young Jeezy** and **Rick Ross** performed a two-hour set to a cheering crowd Feb. 18. The performers rapped on top of a platform of the booth for footwear brand **Reebok**, which was designed to look like a neighborhood barbershop, and also featured barbers giving vendors and retailers haircuts.

Agenda also was a platform for the comebacks of classic sneaker brands. 1980s footwear labels **Reebok** and **British Knights**

made the debut of their relaunch efforts at the trade show. There were more than 250 vendors at Agenda Las Vegas, and **Pacific Sunwear**, **Karmaloop**, **ASOS**, **Urban Outfitters** and leading independent boutiques were some of the retailers reported to be walking the show.

Agenda Las Vegas was the last of a trio of shows where many of the show's vendors already had also exhibited. Agenda New York ran in Manhattan Jan. 22–23, and Agenda's flagship show in Long Beach, Calif., ran Jan. 7–8.



Staple at Agenda

Mark Encinias, brand manager for the **Vision Street Wear** label, exhibited at all three shows, and he arrived in Las Vegas thinking that there was a possibility he had already seen the overwhelming majority of his accounts at Agenda Long Beach and New York. But he reported taking meetings with major accounts **Urban Outfitters** and **Nordstrom** in Las Vegas.

Cori Cascante of the **Cross Colours** label reported being consistently busy. Nico Reyes of the **Staple Pigeon** label said most retailers were making orders well into the Fall months. These sorts of orders are typically seen as a sign of retailer confidence because they are paid for many months before they are delivered. However, the orders were not as big as the previous Summer season, Reyes said.

For style trends, Staple Pigeon founder Jeff Staple said flight jackets were popular for the Fall season, and for some style tension, the brash, colorful 1990s-style colors were showing up in some lines while monochrome black-and-white colors were still commanding attention. Headwear also was prominent at the show. Baseball caps and bucket caps with bold colors—even 1960s tie-dyed looks—were popular, said Nick Naraja, a graphic designer at **Official**, a headwear and clothing company.

—*A.A.*

**The Tents at Project: Inside Job**

**The Tents at Project** came in from the cold.

Once housed under tents in a parking lot outside of Project, The Tents at Project, a curated show devoted to designer and luxury brands, was moved to a space in the **Mandalay Bay Convention Center**, adjacent to Project.

Retailer Don Zuidema, co-founder of the **LASC** boutique, applauded the move. "I like the fact that they moved the tents back indoors. It was much more accessible," he said.

A group of Tents vendors praised the show. "The traffic was outstanding," said Waraire Boswell, a designer who was showing **Boswell x Grungy Gentleman**, his collaboration collection. "We had a lot of new customers see us," said Doug Moire, vice president of brand development for the **Agave** label.

The **Quinn** label introduced its full men's collection at The Tents. It featured cashmere garments detailed by bonded leather pieces. "It's been busy," said Brandon Vivas, brand ambassador for Quinn. "We've seen a lot of people."

On the first day of the show, retailers were taking notes, Vivas said. "Eventually, they will turn into orders."

—*A.A.*



Waraire Boswell

**Capsule: Busy Traffic at Progressive Show**

**Capsule** continued its commitment to being a forum for independent designers and high-end lines with a unique point of view when it ran Feb. 17–19 at **The Venetian**.

The show has a long history in Las Vegas and last season formed the **Modern Assembly** alliance with **Liberty**, **Agenda**, **MRket**, **Accessories the Show** and **Stitch**. (Capsule's other shows in New York, Paris and Berlin remain independent.)

Many Capsule vendors noted increased retail traffic since last August. "The intermingling of shows has helped traffic," said

Ted Ryan, who handles West Coast sales for the **Micah Cohen** label, which exhibited at the Las Vegas show.

Jonathan Paskowitz, partner and president of **Lightning Bolt USA**, agreed. "The show seemed a little busier," he said. "Retailers were making deeper orders and adding categories."

Aaron Pak, co-founder and director of operations for fashion line **Post Bellum**, said his line's business improved compared with its performance at Capsule's show last February in Las Vegas. "The February 2013 show opened more doors for us in press opportunities," he said. Bloggers and reporters took up much of the brand's meeting times

for the 2013 show.

"This season, it was more driven by buyers," he said. Pak declined to estimate Post Bellum's performance at the recent show. However, he said that every retailer was interested in ordering for Fall 2014 deliveries, but 30 percent were looking for immediate deliveries.

Retailers walking the show included **Bloomingdale's**, **Nordstrom**, **Saks Fifth Avenue**, **Need Supply Co.**, **Welcome Stranger** and **Kith**, said Deirdre Maloney, co-founder of Capsule. "This was one of our best Las Vegas shows to date, and we are really excited about our momentum," she said in a statement. "With over 250 of the most



progressive, forward-thinking brands in the marketplace, the 9,000-plus retailers who attended had plenty to sink their teeth into."

—*A.A.*

**Upscale Merchandise at MRket, Accessories The Show at Stitch**

Buyers looking for upscale menswear, womenswear and accessories turned out for the Feb. 17–19 run of **MRket, Stitch** and **Accessories The Show** at the **Sands Expo & Convention Center**.

This was the second season the three shows, all organized by **Business Journals Inc.**, exhibited under the **Modern Assembly** umbrella. But the three shows maintained a separate entrance from the other Modern Assembly shows—**Liberty, Agenda** and **Capsule**—and had their own refined atmosphere.

Two seasons ago, Business Journals rebranded its **ModaLV** show to become **Stitch**, a move that Shawn Hazan, director of business development for **Stitch**, described as the last step in an evolution of the show to become a mix of “classic contemporary women’s to lifestyle to luxury outerwear, all blending together from a pricing perspective.”

This was the second season at **Stitch** for **Sarah Pacini**, a Canadian-based collection of made-in-Italy apparel.

“It’s a good show,” said company representative Pierre Denis, who said he met with retailers “from everywhere—New York, Denver, Houston.”

The collection is retail priced between \$295 and \$475. “It’s the right price for the right product,” Denis said. The company operates 50 flagship stores around the world, including two in the United States, in New York and Beverly Hills.

Sarah Kirakossian with the **Arlene Henry Sales** showroom said she was also seeing retailers from across the country—including the Midwest, South and “a lot of locals, too”—at **Stitch**.

Kirakossian was showing two collections at the show: **Louren Vidal** and **Art & Heart**. (The showroom also had collections exhibiting at **WWIN** and **WWD MAGIC**.)

She said most retailers were looking for new lines. That was the case with Ann Rubin, owner of the **Specialties** boutique in Lafayette, Calif. The large store carries a wide range of merchandise from brands such as **Diane Von Furstenberg**, **Nanette Lapore**, **AG Jeans** and **Vince**. When asked which trade shows she shops in Las Vegas, she said, “All of them!”

“To be a good buyer, you have to be exposed to a lot of wonderful designs,” Rubin said. “To be noticed, you have to be unique.”

On opening day of the show, buyers from 40 different countries and 49 U.S. states stopped by **Accessories The Show**, said show director Stacy Samet.

This was the second time at **ATS** for Bartlett, Ill.-based **Pink Pewter**, which produces hair accessories, belts and handbags.

Designer Mireya Villarreal described the show as “insanely amazing.” She said, “Customers are buying, and there are really good buyers walking the show.”

Villarreal said the company landed several new accounts, including Japanese retailers and department stores.

Sara Kazmi was at **ATS** with her Los Angeles collection, **Leo Bella**, which includes crystal-embellished handbags featuring flags of the world and the corresponding country map. Dubbed the **Unity Collection**, 10 percent of proceeds from the sale of the bags are given to Kazmi’s charity, the **World Orphanage Foundation**. Customers can select which country they want to benefit. The collection has sold at **Kitson** and currently is sold at **Mayfair House** in Beverly Hills.

In addition to the well-established brands of **MRket**—**Tommy Bahama**, **True Grit**, **Bill’s Khakis**, **Ben Sherman**, **Bill Blass**, **Ike Behar Clothing**, **Haupt**, **Remy Leather** and **Tulliano**—show organizers highlighted new and emerging men’s lines



Leo Bella’s Unity Collection



Sarah Pacini

in its Vanguard section, which was curated by Michael Macko, stylist and consultant, whose résumé includes serving as fashion director at **Details** and vice president of fashion at **Saks Fifth Avenue**.

“We do special marketing for [these lines],” Macko said. “And I’ll walk retailers through.”

The section featured a mix of merchandise from priced-right, made-in-Italy sweaters by **St. Moritz** to the new made-in-LA T-shirt line **EDIAO**, made from a slub cotton and featuring a longer fit, to upscale tailored menswear with technical details at **Salence**.

“We call it luxeformance,” said Salence’s Andy Gathings.

This was the first time at **MRket** for Los Angeles-based menswear brand **Krammer & Stout** although the company also showed at **MRket** in New York, said Courtenay Nearburg, managing director for the made-in-America collection.

Nearburg said the line garnered a lot of interest from California buyers, surf shops and Japanese buyers, as well as retailers from Atlanta, St. Louis, Virginia, Seattle, Miami and Korea.

“We had a mass influx at 9 a.m. [opening day],” she said.

—Alison A. Nieder

**WWIN Is a Winner**

A certain buzz of activity permeated the **Women’s Wear in Nevada (WWIN)** trade show, which caters primarily to misses and updated contemporary clothing exhibitors selling to specialty stores.



**ROMANTIC LOOKS:** Designer Inga Nataya has been doing very well with her Nataya line, which has romantic looks and a certain “Downton Abbey” feel to them.

Almost every vendor that was packed into the various ballrooms and exhibition spaces at the Feb. 17–20 event, held at the **Rio All-Suites Hotel & Casino**, was doing brisk business. Retailers were so confident about the economy, they were ordering Fall items rather than **Immediates**.

Salespeople were extremely busy, yanking items off the racks so quickly it was as if you were in a fast-food restaurant.

“The first day we were swamped,” said Ferruh Lermi, founder and owner of **LBisse**, a 2-year-old New Jersey clothing company that manufactures all its apparel in Turkey.

This was Lermi’s second year at **WWIN**, and she was quite pleased with the outcome. Lermi said her knit palazzo pants that come in 20 different prints were selling well. Another hot item was maxi skirts that draped nicely and looked easy to care for.

The line’s wholesale prices ranged from \$20 to \$45, which proved popular with the retailers Lermi saw from Texas, California and Nevada.

Not far away, the sales team that represents **Nataya**, a Los Angeles line of romantic dresses created by Inga Nataya, was gushing about the event’s success. “We’ve had a phenomenal show,” said Sharon Alcazar, the company’s sales manager. “The last time we were here, there were a smaller amount of orders and we had to work three times as hard as we are working now.”

She said retailers were placing orders for Fall and buying more than they have in the past. Nataya even picked up some new accounts for the collection, which is rich in color and embroidery. A particularly popular item was the velvet winter dress coat that could be worn for a night out at the symphony or to work.

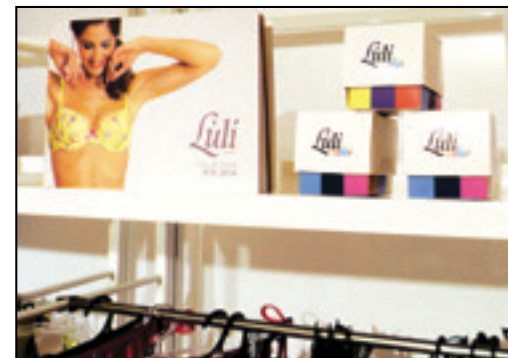
It probably didn’t hurt that the line of dresses, tops and jackets had a certain “Downton Abbey” feel to them.

Business was equally vibrant at the **IC Collection** booth, where owner Connie Kye was surrounded by salespeople showing retail customers the jacket-driven line, which wholesales for \$59 to \$110. “I’ve been doing excellent,” said the apparel maker, who has a cutting factory and headquarters south of downtown Los Angeles. “Oh my God. This show has been packed. It was packed yesterday.”

One booth that didn’t seem to be having as much success as its neighbors was the **Zen Knits** resortwear-line booth. “Traffic has been down quite a bit,” said Antonnia Martinez. She felt the lack of customers was because the sales team brought mostly Spring/Summer items for **Immediate** sales and didn’t expect so many retailers to be interested in Fall items.—Deborah Belgium



Felina and Jezebel at CurveNV



Luli’s boxed-panty program, LuliTech

**Established Lingerie Brands and Start-up Lines at CurveNV**

Amid the more than 130 lingerie, sleepwear and loungewear brands exhibiting at the **CurveNV Las Vegas** show Feb. 17–18 at **The Venetian** were 30 new companies.

For the second season, show organizers encouraged buyers to meet—and place orders with—the new exhibitors through its new-accounts program. For every order placed with a new brand, retailers were entered to win a trip to Paris to attend the **Salon International de la Lingerie**, the lingerie trade show organized by CurveNV parent company **Eurovet**.

One of the new brands was New York-based **Maison de Papillon**, designed by Danielle Salinas and Shriya Bisht, two former advertising-industry executives who launched the line last year while attending **Parsons School of Design**.

“We were both businesswomen and felt like this was needed in the market,” Salinas said.

Fresh off showing the collection at New York Fashion, Salinas and Bisht were at CurveNV showing **Maison de Papillon** at its first trade show. The collection blurs the lines between sleepwear, loungewear and ready-to-wear.

“We call it sleepwalker-wear or ‘sheets to streets,’” Bisht said.

The U.S.-made line features luxe fabrications such as silk charmeuse, Sea Island cotton, Italian cashmere and leather.

A silk nightdress can double as an evening gown. “We call this a nightdress, not a nightie,” Bisht said. A robe made from Italian cashmere, lined in silk and trimmed with leather, can be worn as a coat, as can a poncho.

The designers praised CurveNV organizers for their help getting ready to exhibit at their first show.

“They’ve done a wonderful job taking care of us,” Salinas said. “For new designers, that has a huge motivational aspect.”

Australian line **Cake Lingerie** has carved out a niche as a maternity and nursing lingerie collection that suits “a woman’s

needs during the developmental stages of pregnancy and beyond.” A regular exhibitor at CurveNV in New York, **Cake** was at the Las Vegas show with a new product: a high-impact sports bra for nursing.

“It’s for the girl who’s right back at it after,” said Jaime Johns, Midwest sales rep for **Cake**.

At the Las Vegas show, the collection was doing well with its pajama sets. Designed to be worn while new moms are still in the hospital, the sets include a nightgown with a shelf bra inside and a matching robe.

The collection sells in lingerie stores, as well as “a lot of mom-and-baby boutiques” and hospital gift shops, Johns said.

French lingerie collection **Luli** is a veteran of Curve’s New York and Las Vegas shows, said Luli representative Mathieu Desjardin.

Although the New York show typically has more traffic, the Las Vegas show was off to a good start, Desjardin said.

“Today I have seen three of our good customers,” he said on the first day of the show. Typically, the show draws West Coast and Southwest retailers—“people who don’t travel to New York,” he said.

Luli has been in business more than a decade and sells in Europe, Asia and America. The collection is currently sold in the United States as well as boutique retailers such as **Title Nine** and **My Boudoir** in California.

“We’re in specialty stores, not in department stores—yet,” Desjardin said.

The line is designed in France and produced in a French-owned factory in China.

“Everything is under French control,” Desjardin said. “It’s like French but made in Asia.”

As a result, the collection features “very nice design, very nice fabric at a very nice price,” he said.

At CurveNV, Luli was exhibiting two new products, a seamless collection called **DivaTech** and a boxed-panty program called **LuliTech**.—A.A.N.

# Amy Adams Among Honorees at 16th Costume Designers Guild Awards

The **Costume Designers Guild** celebrated its 16th awards ceremony with a Beverly Hills gala Feb. 22 featuring plenty of celebrities and costume designers—and plenty of shared jokes between the two.

“I have been privileged to work with so many wonderful costume designers,” said actress Amy Adams, who was presented with the “**CDG Lacoste Spotlight**” award by “**American Hustle**” co-star Jeremy Renner and costume designer Michael Wilkinson. Adams gave a shout-out to the two **International Alliance of Theatrical and Stage Employees** unions covering costume designers, the Local 892 (the CDG) and IATSE Local 705 (the Motion Picture Costumers union), before launching into a list of lessons she’s learned from costume designers, including not to lie about her measurements and to always wear undergarments to a fitting.

“Thank you for telling me the actual start date of the movie,” she continued. “[And for teaching me not to] complain about my 5:45 call time because you are there at 3:45 and you stayed late to wash my things.”

Other honorees included writer, director and producer Judd Apatow, who was presented with the “**Distinguished Collaborator**” award by actors Bill Hader and Jonah Hill.

Actors Debra Winger and Ciarán Hinds presented the “**Honorary Career Achievement**” award to **Emmy** award-winning costume designer April Ferry, whose work includes the 5,000 costumes featured in the **HBO** series “**Rome**” as well as costumes for “**The Big Chill**,” “**Planes, Trains and Automobiles**,” “**Donnie Darko**” and “**Elysium**.” Longtime CDG member Sharon Day received the “**Distinguished Service**” award from CDG President Salvador Perez.

Actor Joshua Malina hosted the event at **The Beverly Hilton**, which featured several well-known presenters, including Kerry Washington, Tony Goldwyn, Olivia Munn, Tony Hale, Mindy Kaling, Ike Barinholtz, Kiernan Shipka, James Wolk, Kathleen Robertson, Geoff Stults, Elisabeth Röhm, J. August Richards, June Squibb and Will Forte.

Presenter Raquel Welch took the stage to a standing ovation. “I owe a huge debt of gratitude to the contributions costume designers have made to our industry,” she said. “God was very generous to me, but it was the fabulous costume designers who helped me know how and where to apply the frosting.”

The evening’s winners included Suzy Benzinger, who received the “**Excellence in Contemporary Film**” award for “**Blue Jasmine**”; Patricia Norris, who received the “**Excellence in Period Film**” award for “**12 Years a Slave**”; Trish Summerville, who received the “**Excellence in Fantasy Film**” award for “**The Hunger Games: Catching Fire**”; Tom Broecker, who received the “**Outstanding Contemporary Television Series**” award for “**House of Cards**”; Caroline McCall, who received the “**Outstanding Period/Fantasy Television Series**” award for “**Downton Abbey**”; Ellen Mirojnick, who received the “**Outstanding Made for TV Movie or Miniseries**” award for “**Behind the Candelabra**”; and Nancy Steiner, who received the “**Excellence in Commercial Costume Design**” award for “**Call of Duty: Ghosts Masked Warriors**.”

—Alison A. Nieder



Actress Raquel Welch



Costume designer Janie Bryant



Actress Mindy Kaling wearing a dress designed by Costume Designers Guild President Salvador Perez



“**Downton Abbey**” costume designer Caroline McCall received the Costume Designers Guild award for “**Outstanding Period/Fantasy Television Series**”



Actress Amy Adams, recipient of the Costume Designers Guild Lacoste Spotlight award



Ellen Mirojnick won the Costume Designers Guild award for “**Best Costume Design for Outstanding Made For Television Movie or Mini-Series**” for “**Behind the Candelabra**”



Actor Joshua Malina (left) and costumer wife Mellisa Merwin



Actor Steve Coogan (left) and writer, producer and director Judd Apatow, recipient of the Costume Designers Guild “**Distinguished Collaborator**” award



Costume designer Trish Summerville received the Costume Designers Guild “**Excellence in Fantasy Films**” award for “**The Hunger Games Catching Fire**”



Actors Bill Hader and Jonah Hill



Fashion designer Nick Verreos



Actor Jeremy Renner and costume designer Michael Wilkinson



Decades owner Cameron Silver



Actors Tony Goldwyn and Kerry Washington



Actor Ciarán Hinds



Actors Tony Hale (left) and Olivia Munn (right) presented the Costume Designers Guild award for “**Excellence in Costume Design in Contemporary Film**” to “**Blue Jasmine**” costume designer Suzy Benzinger



Costume Designers Guild President Salvador Perez and Sharon Day, who received the Costume Designers Guild Service Award

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Costume designer April Ferry, recipient of the Costume Designers Guild “**Honorary Career Achievement**” award



Costume designer Nancy Steiner received the Costume Designers Guild “**Excellence in Commercial Costume Design**” award for “**Call of Duty: Ghosts Masked Warriors**”



“**Mad Men**” actors James Wolk and Kiernan Shipka



# Bond Holders Pressure American Apparel to Repay Hundreds of Millions

Is American Apparel sinking under heavy debt?

According to press reports, the Los Angeles apparel company has hired lawyers **Skadden, Arps, Slate, Meagher & Flom LLP** to provide restructuring advice on \$206 million it owes bondholders.

In turn, the bondholders have hired Los Angeles investment bankers **Houlihan, Lokey and Milbank, Tweed, Hadley & McCloy LLP** to represent them in restructuring negotiations. Restructuring could mean the company borrows more money, if it can renegotiate debt payments, or, as a last resort, files for bankruptcy.

This comes at a time when the T-shirt and garment maker has a \$13 million interest payment due April 11, according to documents filed with the Securities & Exchange Commission.

The *Wall Street Journal* first reported American Apparel was looking to Skadden, Arps, Slate, Meagher and Flom for restructuring advice. Calls seeking comment to American Apparel Chief Financial Officer John Luttrell and to the company's investment-relations contact, **ICR Inc.**, were not returned.

The company, which went public in 2007, has had a tough time in recent years. It has not had a profit since 2009, recording an \$86.3 million net loss in 2010, a \$39.3 million net loss in 2011 and a \$37.27 million net loss in 2012. In 2009 it had a profit of \$1.1 million.

Last year, the company refinanced its debt, issuing \$206 million of bonds carrying a 13 percent interest rate and then entered into a \$35 million asset-backed credit revolver to pay off higher-interest debt. Later it increased that credit line to \$50 million.

The company noted that in the second half of last year, it was having problems with its new distribution center in La Mirada, Calif., which was designed to save the company \$3 million to \$4 million a year.

Instead it proved to be a \$10 million drag on revenue during the third quarter of 2013. Sources close to the distribution center said that when the new center opened, American Apparel Chief Executive Dov Charney insisted he run the facility. He even moved in a bed to work longer hours. But the outcome was disastrous, and he left in late November.

**Brean Capital** analyst Eric Beder, in a report early this year, had said he expected the last vestiges of the distribution-center problems to be resolved by January.

Some analysts wonder whether Charney, who is also the company's chairman and owns 43 percent of the stock, will keep his executive positions.

However, he has adroitly weathered tough times in the past. In 2007, U.S. immigration officials visited his large downtown Los Angeles apparel factory and found 1,600 workers, almost one-quarter of the manufacturing facility's work force, couldn't show proper documentation to work in this country. Another 200 workers were in question.

The government mandated that the workers be fired and new workers with legal documents be hired. This put a kink in apparel production and resulted in the company having a tough time filling orders.

In March 2009, American Apparel avoided bankruptcy by obtaining an \$80 million loan from **Lion Capital**.—*Deborah Belgum*

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