

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 69 YEARS

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CHRISTOPHER POLK/GETTY IMAGES

HOLLYWOOD STYLE: Before Lupita Nyong'o received the Academy Award for best supporting actress for her performance in "12 Years a Slave" on March 2 at the Dolby Theater in Hollywood, the actress won the red carpet with her pastel-blue Prada gown.

Stars Turn Out to Celebrate Catherine Martin and Rodeo's Walk of Style

By Andrew Asch *Retail Editor*

Nothing could stop the induction ceremony for costume designer Catherine Martin at the 2014 **Rodeo Drive Walk of Style** on Feb. 28—not the most fierce rainstorm of the year, not a blackout.

The ceremony's gown- and suit-clad guests were pelted with rain as they made their way to the event, held at the ornate **Greystone Mansion** in Beverly Hills. However, for Martin and her A-list friends—including Cate Blanchett and Tobey Maguire—the celebrations continued.

At 7:55 p.m., just moments after the ceremony started,

the power went out in the ritzy neighborhood around the Greystone. The high-wattage ceremony had to make do with power from battery-operated lights and the estate's emergency lighting.

All was taken in stride because seemingly nothing could put a damper on the crowd's admiration for Martin. "You don't see her work, you experience it. ... Catherine Martin influences the zeitgeist itself,"

➔ **Rodeo** page 11



ANDREW ASCH

Cate Blanchett

Amuse Society: Fry and Rapp Announce Name of Their New Surf Brand

By Andrew Asch *Retail Editor*

Surf-industry luminaries Mandy Fry and Summer Rapp made waves when they joined new fashion label **Stokehouse Unlimited** in January. They recently released a few more details about their project for the Costa Mesa, Calif.-headquartered Stokehouse.

The name of their new women's fashion label will be **Amuse Society**. A website also was launched (www.amusesociety.com), where the line is described as a collection of ready-to-wear, beach knits and bikinis that will be more inspired by fashion than surf.

The line will make its official debut in July at influential trade events **SwimShow** in Miami, Fla., and **Agenda** in Long Beach, Calif. It also will take a bow at **Surf Expo** in Orlando, Fla., in September. Select retailers will start selling the line in June.

Amuse Society also announced its first executive hire. Lydia Ballesteros was named the label's vice president of merchandising. She most recently served as the head of merchandising and design at leading Costa Mesa fashion and active-sports brand **RVCA**.



Fry said she hopes her label will be a breath of fresh air for the surf industry. "We are currently building a team of individuals who offer a unique and modern way of thinking to our culture," she said. "We want to bring newness to the industry from product design and merchandising to the way we sell our product."

Fry and Rapp have long been leading designers in the surf industry. They worked together at Huntington Beach, Calif.-based **Quiksilver Inc.** in the 1990s. Fry later directed women's fashions at **Billabong International Ltd.** (its Americas division is headquartered in Irvine, Calif.). The label was honored with the **Surf Industry Manufacturers Association's** "Image Award" for "Women's Apparel Brand of the Year" in 2010 and 2011.

At Billabong, Fry worked with Paul Naude, who founded Stokehouse and serves as its chief executive officer. It recently introduced new men's surf brand **Vissla** and eyewear brand **D'Blanc**. Before starting Stokehouse, Naude served as the president of Billabong's American division. He also made a bid to take over the surf giant during a proxy battle in 2013. ●

Los Angeles Fashion Week: On With the Shows

By Andrew Asch *Retail Editor*

Designers from across Los Angeles and around the world are preparing to show their Fall 2014 collections at the upcoming **Los Angeles Fashion Week**. When they arrive for the March 9-19 events, they will be greeted by a lot of changes in a fashion week that seems to be perpetually under construction.

This season, veteran fashion-week producers have scaled back their productions or bowed out all together. Others are trying stepping into the ring with new events.

Style Fashion Week, the LAFW producer with the largest slate of designers, showing with more than 29 runway shows, will return to the **LA Live** compound in downtown Los Angeles March 9-13.

Highlights from Style Fashion Week will be shows from the quirky, celebrated veteran designer Betsey Johnson to Los Angeles-based Maggie Barry, who designs costumes for performers Lady Gaga, Katy Perry and David Lee Roth. Barry will be showing her streetwear collection.

➔ **LAFW** page 16

Container Shipping Prices to Remain Low Until at Least 2016

By Deborah Belgum *Senior Editor*

LONG BEACH, Calif.—One nugget of good news for apparel and textile importers is that shipping rates along the Asia-to-Los Angeles route should remain at bargain-basement prices for the next few years.

On the spot market, the cost to send a 40-foot container across the ocean from Hong Kong to Los Angeles/Long Beach, Calif., was only \$2,085 from mid-January to mid-February. That rate slipped to \$1,986 in the third week of February. Compare that to May 2012, when the spot rate was \$2,337 for a 40-foot container.

Spot rates are last-minute cargo rates that are usually higher than contract rates negotiated every year between shippers and carriers. Contract rates have been hovering around the \$1,400-per-40-foot container mark this last year.

That was the message at the 14th annual **Trans-Pacific Shipping** page 18

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Where fashion gets down to businessSM



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RETAIL SALES

February Cold Makes Mixed Business

Extreme weather across much of the U.S. put a chill in business for February, but many retailers pulled out good sales during the month.

U.S. chain-store sales increased 2.7 percent, according to a tally of same-store sales compiled by the New York-based trade group **International Council of Shopping Centers**.

"A number of retailers commented on the negative impact weather had on company sales this month, creating store closings and reduced operating hours for retailers and a decrease in Spring-category demand for consumers," said Michael P. Njemira, ICSC's chief economist.

Storms across much of the U.S. kept people out of malls, but Adrienne Tennant of **Janney Capital Markets** noted a pickup in traffic after Valentine's Day, according to a March 3 research note. The bump in traffic must have benefitted teen retailer **Zumiez Inc.** The Lynnwood, Wash.-based retailer with a fleet of 552 stores posted a same-store-sales increase of 2 percent. Zumiez's net sales for February 2014 were \$48.4 million, which was an 8.8 percent increase from the net sales of \$44.5 million reported for the same time in the previous year, said Rick Brooks, chief executive officer of Zumiez.

However, February was tough for **Gap Inc.**, the largest specialty retailer in the

February Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
DISCOUNTERS			
The Buckle	\$89.50	+0.2%	- 1.4%
Gap	\$929.00	-3.0%	-7.0%
L Brands Inc.	\$750.20	+5.0%	+2.0%
Stein Mart	\$84.50	-2.5%	-2.1%
Zumiez	\$48.40	+8.8%	+2.0%

Information from company reports

world. Its same-store sales declined 7 percent. The retailer's net sales were \$929 million compared with net sales of \$966 million of the same time in the previous year, according to a company statement.

Surf giant **Quiksilver Inc.** reported results for the first quarter of its fiscal 2014 on March 6. It reported that its net revenues were \$393 million or down 2 percent from \$412 million. The Huntington Beach, Calif.-based Quiksilver runs a fleet of 645 stores across the globe. The same-store sales for the company-owned stores increased 2 percent during the first quarter.

If weather continues to be cool in March, Tennant said, retailers may have a tough time selling Spring fashion, and retail traffic might only pick up later in late March and early April, when people start shopping for Easter, which falls on April 20 this year. The ICSC forecast that sales will increase 3 percent in March.—*Andrew Asch*

Sheree Waterson Named President at Nasty Gal

Nasty Gal, the online fashion site that has a formidable headquarters space in downtown Los Angeles, is making many changes.

One of those is hiring Sheree Waterson as its new president and chief product officer. Waterson comes from **Lululemon Athletica**, where she was the chief product officer for more than five years. But after some see-through yoga pants hit the Lululemon stores, causing a few embarrassing moments, she left the company.

Waterson's arrival is good news for Nasty Gal, which plans to launch a swimwear line in April. Waterson used to be president of **Speedo USA** when it was owned by **The Warnaco Group**.

Other Nasty Gal developments include the online site's first bricks-and-mortar store, which should be opening up in Los Angeles by the end of the year.

—*Deborah Belgum*

INDUSTRY VOICES

Automated Software Integration in the Apparel Industry

By Chris Walia

Integration is what binds information between disparate software systems in a business. Software integration technology has seen a number of advancements since the days of saving files such as **CSV**, **Excel** and other flat files and doing manual import/export to get information from one system to another. Recent advancements allow synchronization and processing of information between different systems. Of course, I am referring to an "Application Programming Interface," better known as an API.

APIs are protocols that have functions or routines to allow other software/systems to connect, send and receive information. Still scratching your head? Well, think of **Flickr** and **Instagram**. Once a photo is added, it can be shared with **Facebook**. Or, with **Twitter**, the same tweet can automatically post to Facebook. In order for images, comments, data, etc., to transfer from application to application, it uses an API to communicate the data. From the user end, it is a seamless transition from one application to the other.

There are various types of integration that exist in today's technological world. When looking to integrate systems, applications or tools with your existing infrastructure, the type of integration used is important. Here are a few to help you differentiate:

Flat File/CSV/Excel File—Older, archaic systems will use flat file and CSV files for integration. These integrations are not 100 percent automated. This basic integration allows the user to create a file and save it. The end user either imports or re-enters the saved information into another system.

FTP Integration—Allows send/receive information via an FTP (file transfer protocol) server. To do this, the parties will need to save a file and drop it in a transfer folder. Sometimes, a script may try to automate the process. It is usually done on a scheduled basis. Therefore, it creates delays before data files are available.

True Automated API Integration—This is true automation. There are no files that are emailed or placed in a folder for someone to retrieve and then either re-enter or process from another application. This type of integration allows for data to be transferred back and forth automatically at any time between the two systems with no human interaction. Information automatically pushes between the systems as it happens.

Apparel ERP (enterprise resource planning) software companies, marketplaces, e-

commerce websites, factors and other industry-related resources are all becoming more sophisticated. They are aware of the apparel industry's demands for quick turnaround. This is why they are starting to adopt API integrations with other complementary industry systems. Apparel technology companies are starting to recognize the benefits of partnering with other companies that are experts in specific niches to create a better customer software experience.

With an API, marketplaces such as **JOOR**, **NuOrder** and **Brandboom** have been able to connect with ERP systems (including **AIMS 360**) to create a seamless order-taking experience from the trade show to the order processing and manufacturing in the back office. By connecting systems, apparel businesses can easily manage all of their data transactions by using the order-taking applications in the front end and ERP software in the back office. The API integration decreases order entry and processing time, eliminates manual input and manual file integrations, and significantly reduces errors.

ERP systems can also use APIs to connect with e-commerce shopping-cart platforms such as **Shopify**, **Magento** and **3-D Commerce** to automate the whole process. No more incorrect inventory information to customers or manual order entry into the ERP system.

The apparel industry's leading factors are also upping their technology and creating APIs to help speed up the approval processes on invoices. Companies can select a factor and exchange information. On the other end, the factor gets the invoice information quickly and can return a decision within minutes.

There are many ways that APIs have helped organizations streamline and build their ROI. When researching a marketplace, ERP software, an e-commerce site, factor or any other apparel-related technology, there are a few key questions to ask:

Do they have an API that can connect to your other business tools?

Is their API a true automated integration or is it just a file integration? (Some companies claim that they have an API, but they are not automated and require export and import files back and forth manually.)

Chris Walia is the director of business development and marketing at AIMS360. He can be reached at (310) 361-5710, Ext. 736, and chriswalia@aims360.com.

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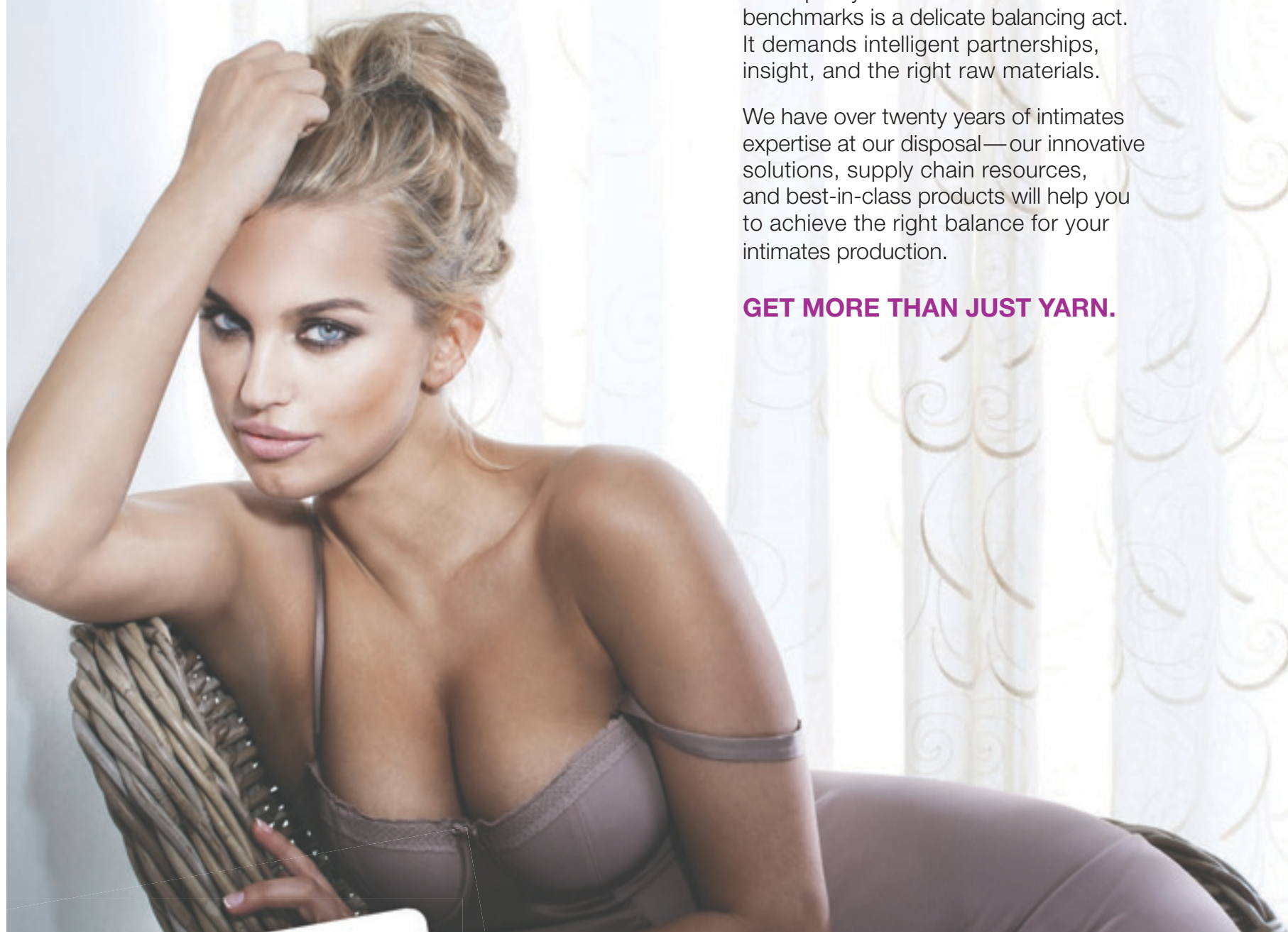


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Textile Calendar

Free Seminars at the LA Textile Show

During the March 10–12 run of the Los Angeles International Textile Show at the California Market Center, the CMC is hosting a series of free seminars on the 13th floor of the building. Fashion Business Inc. will also host free seminars in its office on the CMC's seventh floor.

March 10

"Spring/Summer '15 Colors & Influencers," presented by PeclersParis

11 a.m.–noon
CMC Penthouse, Suite 19 (13th floor)

"Understanding Apparel Principals & Costing," presented by Fashion Business Inc.

noon–1 p.m.
CMC, Suite A792
RSVP at www.fashionbizinc.org

"Top Trends for Children's Fashion S/S '15," presented by Kids a la Mode

1–2 p.m.
CMC Penthouse Suite 19 (13th floor)

"How to Open a Pop-Up Store"

1–2 p.m.
CMC, Suite A792
RSVP at www.fashionbizinc.org

"Sourcing: From Creation to Production," presented by Fashion Business Inc., with panelists Anna Livermore, president/founder of V. Mora; Susan Power, author of *About Sources* and founder of DG Expo; and Farah Bhatti, shareholder with Buchalter Nemer

2:30–3:30 p.m.
CMC, Suite A792
RSVP at www.fashionbizinc.org

March 11

"Intellectual Property Essentials for Entrepreneurs," presented by Fashion Business Inc.

10–11 a.m.
CMC Penthouse Suite 19 (13th floor)

"Spring 2015: Key Color Direction for Apparel & Home Furnishings," presented by Design Options

CMC Penthouse Suite 19 (13th floor)

11 a.m.–noon

"Successful Branding"

11 a.m.–12:30 p.m.

CMC, Suite A792

RSVP at www.fashionbizinc.org

"Workshop—Explore Adobe Illustrator's New Pattern-making Feature," presented by Fashion Business Inc.

noon–2 p.m.
CMC, Suite A792
RSVP at www.fashionbizinc.org

"Ask the Experts: All You Need to Know About Sourcing in Today's Market," presented by Lenzing, with panelists Jean-Marie Scutari, director of marketing and merchandising at Alamac American Knits; Terrence Chermak, president of Britannia Mills Ltd.; David Sasso, vice president of sales at Buhler Quality Yarns Corp.; Pat Tabassi, product development and marketing manager at Design Knit Inc.; and Bernd Schleucharadt, project manager, knits, at Lenzing Fibers Inc.

1–2 p.m.
CMC Penthouse Suite 19 (13th floor)

"Conscious Communication: How to Communicate More Powerfully and Effectively," presented by Fashion Business Inc.

2–3 p.m.
CMC, Suite A792
RSVP at www.fashionbizinc.org

"The Importance of a Social-Media Plan," presented by FAB Counsel

2:30–3:30 p.m.
CMC Penthouse Suite 19 (13th floor)

"From Concept to Consumer: A Bird's-Eye View of the Key Steps for Profitability," presented by

11 a.m.–noon
CMC, Suite A792
RSVP at www.fashionbizinc.org

"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

Fashion Business Inc.

3:30–4:30 p.m.

CMC, Suite A792

RSVP at www.fashionbizinc.org

"Intellectual-Property Protection," presented by the California Fashion Association, with panelists Doug Lipstone, partner with Weinberg Gonsler LLP, and Tammy Melott, vice president of manufacturing, Hoffman California Fabrics

4–5 p.m.
CMC Penthouse Suite 19 (13th floor)

Fashion Business Inc. Industry Mixer

4:30–6:30 p.m.
CMC, Suite A792
RSVP at www.fashionbizinc.org

March 12

"EDI Made Simple," presented by Fashion Business Inc.

10–11 a.m.
CMC, Suite A792
RSVP at www.fashionbizinc.org

"Even You Can Have A Celebrity Endorsement," presented by Fox Rothschild LLP's Julian K Petty, Esq., Ellie L. Altshuler, Esq., and Jacqueline Lechtholz-Zey, Esq.

11 a.m.–noon
CMC Penthouse Suite 19 (13th floor)

"E-Commerce Sales," presented by Fashion Business Inc.

11 a.m.–noon
CMC, Suite A792
RSVP at www.fashionbizinc.org

"Adobe Illustrator and Photoshop for Fashion," presented by Robin Schneider, author of *"Adobe for Fashion: Illustrator CS6"*

1–2 p.m.
CMC Penthouse Suite 19 (13th floor)

Calendar

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

There's more
on ApparelNews.net

For calendar details and contact information, visit ApparelNews.net/calendar.

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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 PARIS BLUES
Suite B845
 Moved from B879

NAME CHANGE

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Suite B535

NEW SHOWROOMS

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 David Cline *Updated*
 PAZITOS KIDS
Suite A606
 Pazitos Kids'
 DZNR CHIC BOUTIQUE
Suite A1040
 DZNR Chic Boutique *Footwear*
 SUPREMEBEING
Suite B457
 Supermebeing *Contemporary men's*
 WILLIAM MEINEL
Suite B479
 William Meinel *Street contemporary*
 FASHION FORWARDS
Suite B525
 By Lis *Contemporary*
 Faubourg Du Temple *Contemporary*
 Kathryn Hynes *Contemporary*
 Mossee *Contemporary*

Olena Dats *Contemporary*
 Shoes Closet *Contemporary*
 FB TEXTILE/OLTRE INC.
Suite B759
 FB Textile/Oltre Inc. *Textiles*
 TINGTING ZHANG
Suite B789
 Tingting Zhang *Textiles*

ALISON BUDOW SALES
Suite B880
 Alison Budow Sales *Juniors*
 WILLIAM KIM
Suite C435
 William Kim *Young men's*
 GREGORIO SANCHEZ
Suite C548
 Gregorio Sanchez *Contemporary*

JADE JEANS
Suite C804
 Jade Jeans *Juniors*

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 She Bobo Handbags & Hats *Hats and handbags*
 ROXSTAR
Suite A1004
 Knot Just Pearls *Fashion jewelry*
 Marlyn Schiff *Fashion jewelry*
 STRUT L.A.
Suite A1084
 Barse *Fashion jewelry*
 Mishky *Fashion jewelry*
 WELLS INTIMATES & APPAREL
Suite B301
 Aubade *Foundations/bras and perfumes*
 Aubade For Men *Underwear/socks*

MODERN/UPDATED COLLECTIONS

THE M SHOWROOM
Suite A283
 Lasome *Updated dresses*
 SHARON JAKUM COLLECTIONS
Suite A315
 Felicity *Updated tops*
 EVOLUTION AND CREATION
Suite A819
 Life ElseWhere *Updated/juniors tops*
 Renovation *Updated tops*

GOTTEX
Suite A827
 Profile Blush *Swimwear*
 EPOCH APPAREL GROUP
Suite B811
 Epoch Jeans *Updated/juniors denim, private label*
 Sierra Sky *Updated—sportswear, intimate apparel, private label*
 Spacegirlz *Updated—sportswear, intimate apparel, private label*

CONTEMPORARY

INTERNATIONAL REPS OF AMERICA
Suite B535
 Desigual *Contemporary*
 Sugar Hill *Contemporary*

CHILDREN'S

ROCHELLE SASSON PERLMAN
Suite A604
 Little Sea Gems *Children's—girls', infants'/toddlers'*
 WEST COAST MATERNITY
Suite A639
 Foxy Vida Bags *Maternity—bags*
 The Wet Frog *Maternity*
 REBECCA EBERSHOFF
Suite A656
 BEGinnings *Children's—infants' and toddlers' accessories*
 Lvu *Children's—infants' and toddlers'*
 Neon By Sara Sara *Children's—infants' and toddlers'*
 Pink Rock *Children's—girls' 4/16/ preteen*
 BODEGA INTERNATIONAL LLC
Suite A657
 Organic Popushop *Children's—girls'/infants' and toddlers'*
 Paz Rodrigues *Children's—girls', infants' and toddlers' accessories*
 MORGAN & MILO
Suite A660
 Mini a Ture *Children's*
 Simply Smartgirl *Children's*
 Stella Cove *Children's*
 IN PLAY SHOWROOM
Suite A672
 4 Love *Children's*
 Hudson Jeans *Children's*
 Shwings

JUST BECAUSE IT'S 2-2 HOT
Suite A681
 Babidu *Children's—girls' accessories*
 Couture Clips *Children's—girls', infants' and toddlers' accessories*
 Dawgs Shoes & Boots *Children's footwear*
 Dolly & Dimples Socks *Children's—infants' and toddlers'*
 Jordan Reversible Jackets *Children's—boys' and girls' jackets*
 MP Tights *Children's—girls' accessories*
 P Love Organic Pjs *Children's—girls' and boys' infants' and toddlers'*

DON WELBORN AND ASSOCIATES
Suite A684
 American Vintage *Children's—infants' and toddlers' accessories*
 PATTI BERGSTROM
Suite A685
 Nina & Nelli *Children's—girls', infants' and toddlers'*
 San Diego Hat Co. *Children's—hats*
 Silke *Children's—girls', infants' and toddlers'*

JULIE SMITH KIDS
Suite A686
 Kids Case *Children's—infants' and toddlers' accessories and gifts*
 Lucky and Me *Children's—infants' and toddlers' accessories and gifts*
 SHAYNA MASINO
Suite A689
 Cachcach *Children's—girls' 4/16/ preteen accessories*
 Kid'z Art *Children's—girls' 4/16/ preteen accessories*

GIFT & HOME

BRIDGEPORT GALLERY
Suite C1211
 Aurora Lights *Gift and home*
 Ignese Candles *Candles*
 ZIZI SHOWROOM
Suite C1251
 Cosmo Lighting *Gift and home*
 ROSALIE & FRIENDS SHOWROOM
Suite C1298
 Calypso Studios *Gift and home*

Hadaki Handbags & Accessories
Handbags
 Home Essentials & Beyond *Gift and home*
 Parade Street *Hair accessories*
 Penny Candy Jewelry *Jewelry*

MEN'S

LEA GOLDMAN
Suite A1087
 Crawn Cap *Men's hats*
 Jeanne Simmons Hats *Men's hats*
 Something Special *Men's hats*

The New Mart

127 E. Ninth St.

NEW LOCATION

SWATFAME
Suite 408
 Moved from Suite 1218
 Kut From the Koth
 See Thru Soul
 STS Blue
 Swatfame

NEW LINES

JUDITH AUTUMN MANN SALES
Suite 503
 Ramune Piekautaita
 JACKIE B SHOWROOM
Suite 505
 Hazel
 JtheWay
 Lemeiux
 SHOWROOM FIVE21
Suite 507
 Forever Unique
 CHANTAL ACCESSORIES, INC.
Suite 509
 Les Nereides
 STRATEGY LA
Suite 510
 Kontatto
 JOKEN STYLE SHOWROOM
Suite 607
 Bonage
 Cookie Couture
 Mofi
 LAURIE HASSON
Suite 700
 Liberty Garden

DIANE LEVIN SHOWROOM
Suite 703
 Barbara Gerwit
 Shu-Shu/Lulu
 Sita Murt
 E. VICTOR GABRIEL, INC.
Suite 706
 Angel Iglesias
 GINGER
Suite 707
 Fig & Bella
 Liberty Sage

STACEY RHOADS SALES
Suite 800
 Aijek
 Alexis n' Ryan
 Milk the Goat
 Olcay Gulsen
 Pearl and Plymouth
 Talia Hancock

SHOWROOM SHIFT
Suite 806
 Caroline Grace by Alashan
Cashmere
 One Odd Bird
 Volunteer

BB DAKOTA
Suite 811
 BB Dakota Special Sizing

LIZA STEWART INC.
Suite 900
 Kushi
 Piece of My Heart
 Snowman

WORK IN PROGRESS
Suite 901
 Mark Holden Scarves

LIT STUDIO
Suite 906
 Leggsington
 Lulla by Bindya
 Mila

DATSCAT
Suite 910
 Boho Me
 Rowan Reed

HEATHER G SHOWROOM
Suite 1003
 Nick & Mo

T. SMITH & CO.
Suite 1005
 annie + jade

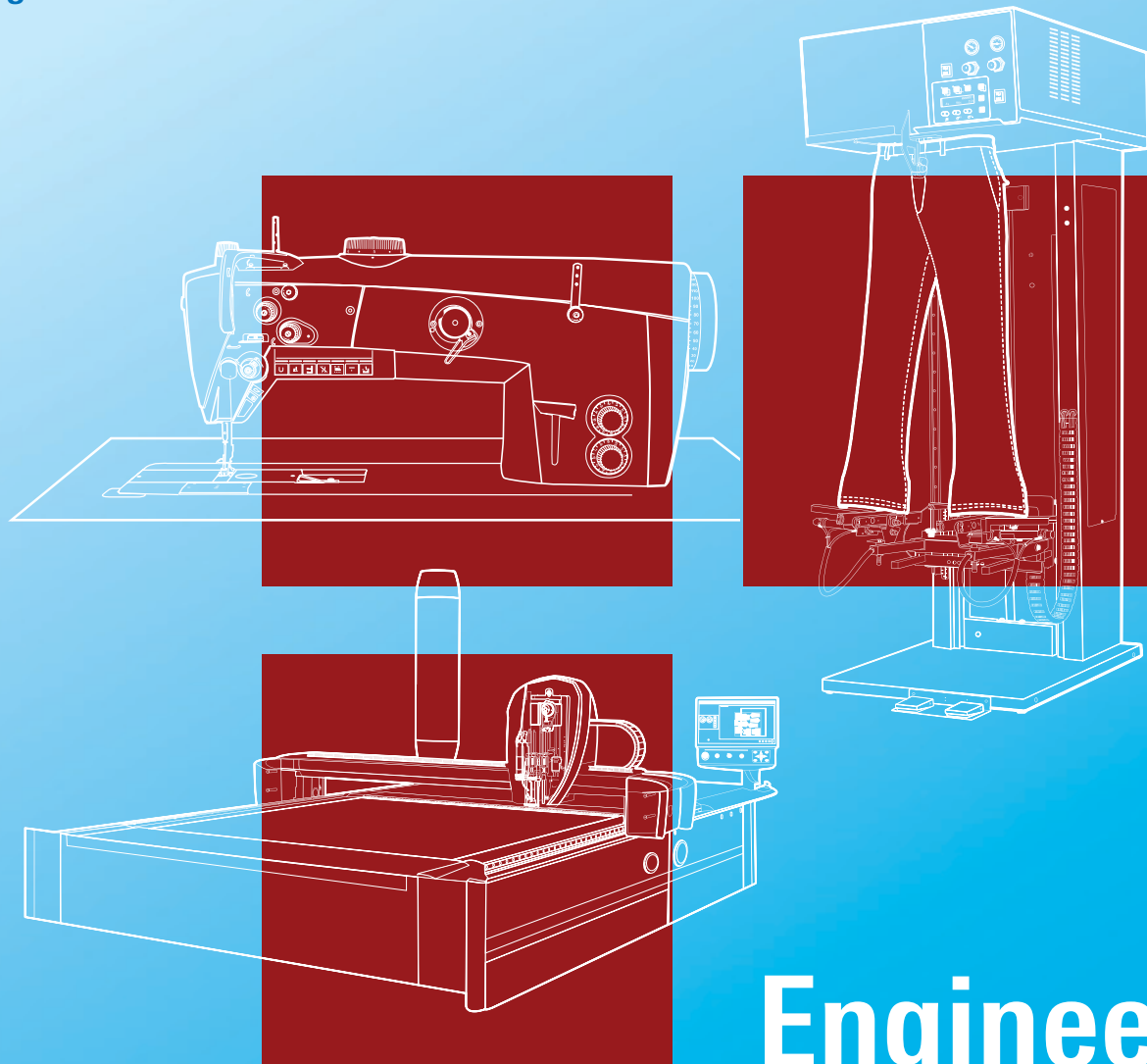
➔ New Lines page 10



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SHOWROOM PROFILES

Le Frenchlab

California Market Center, Suite B523

(323) 303-1915

www.lefrenchlab.fr

To celebrate the opening of its new incubator and showroom at the **California Market Center**, **Le Frenchlab** will host an invitation-only networking party titled “Fre(n)sh” on March 16 in the CMC lobby featuring emerging French brands, French food and, of course, champagne.

Le Frenchlab launched in August and is distributing and marketing the “new generation” of French designers, said founder Emmanuelle Rienda.

“People need something fresh and different,” she said.

Rienda wants her new showroom to be “a platform where everyone is welcome. It’s important for buyers and press to see the product, to touch the material. You can’t just look at a lookbook.”

Le Frenchlab’s brands include a mix of French men’s, women’s, children’s and accessories labels, including **Sarah Sumfleth**, **Raphaëlle H’limi**, **Leflow**, **Harrington**, **Pull-In**, **Esther Bonté**, **Vincent Bottesi** and **Sev Sevad**.

One of her new collections is **Wize & Ope**, the French watch brand in which Lil Wayne recently acquired a stake. The musician—and founder of the **Trukfit** streetwear brand—also serves as brand ambassador for **Wize & Ope**.

Rienda describes Le Frenchlab’s collections as “eclectic—even price point-wise. We have brands—proudly made in Europe—at a really good price.”

Le Frenchlab will share the 2,000-square-foot space on the CMC’s fifth floor with **Fashion Forwards Agency**, which represents and distributes European labels including **Fau-bourg Du Temple**, **Olena Dats’**, **Kathryn Hynes**, **Mossée**, **By Lys** and **Shoes Closet**.

—Alison A. Nieder



CONTEMPORARY COLLECTIONS: Le Frenchlab specializes in “next-generation” French labels such as Pull-In and Sarah Sumfleth.

The Village Showroom

The New Mart, Suite 809

(213) 327-0010

For several years, Tina Fleming and her partner Shanon Martin shared a showroom with another group on the sixth floor of **The New Mart**.

But when they needed more space, they branched out to their own 1,200-square-foot showroom on the eighth floor of the building.

“We felt it was time to move on because we had so much stuff,” said Fleming, who is a 14-year veteran of the apparel industry. “Even though we moved in December, we haven’t skipped a beat.”

Soon after, they were up and running in January for **Los Angeles Fashion Market**, exhibiting at a host of trade shows, and now are preparing for the upcoming Los Angeles Fashion Market for the Fall/Winter season.

Most of their business is generated by **Chaser**, a contemporary line based in Gardena, Calif., that started out as a licensed graphics T-shirt business for bands and has evolved over the years into a casual but sophisticated collection of trendy goods that wholesale for \$26 to \$72.



Tina Fleming

Particularly popular for the Fall season has been an oversized jungle-knit kimono that looks like a roomy cardigan wholesaling for \$65. Another top seller has been a beaded and indigo tie-dye maxi dress whose wholesale price is \$68. Striped linen sweaters that have dolman sleeves or a scoop neckline are new in the Fall lineup.

Other lines carried by the showroom include **Private Arts**, a cute lingerie line out of Orange County, Calif., that creates and incorporates its own colorful prints into its collection of bras, panties and some swimwear.

Also in the showroom is **Black Hearts Brigade**, a menswear line headquartered in downtown Los Angeles that has branched out into creative women’s bottoms with leopard-skin prints and a bright palette of colors. Wholesale prices range from \$23 to \$36.

The sales reps just began representing **Winston & Hart**, a bottoms line recently launched by Peter Koral, one of the founders of **7 For All Mankind**, and Tadd Zarubica.

—Deborah Belgium



the new mart



showrooms & lines

www.newmart.net

!iT
10 eleven
11.fourteen
291 Venice
3 J Workshop
4LOVE&\$
6 by Six
A La Mode Showroom
A New Kind
A.V. Max Accessories
Abitart
Abys By Abby
Acrobat
Affection
Agave Denim Collection
Agent Icon Showroom
AKA
Akela Key
ALC
Alexia Admor
All Things Fabulous
Alternative Apparel
Amadi
American Vintage
Amy Matto
Analili
Anama
Anatomie
ANM
Anne-Marie Chagnon
Artisan House
Artisane De Luxe
Aryn K
Atina Christina
Australia Luxe Collection
Awake Couture
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Azaya Blue
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C&C California
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Costello Tagliapietra
C.Z. Falconer
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Calvin Klein Accessories
Calvin Klein Performance
Calvin Klein Underwear and Sleepwear

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Cameo and Myth
Capote
Case Mate
Caste
Casual Freedom/
Twenty Twenty
Chan Luu
Chan Luu e.f.i.
Chantal Accessories, Inc.
Charles Henry
Charlie Jade
Charlotte Ronson Handbags
Charlotte Tarantola
Chaser
Chelsea Flower
Chelsea Shey
Chloe Oliver
Christa Louise
Christopher Fischer
Christopher.Kon
Cino Blouses
CJ by Cookie Johnson
Classique
Claudia Nichole by Alashan Cashmere
Clo Intimo
Coast Concepts Group
Coatology
Cocobelle
Co-Lab
Complete Clothing
Contempo USA
Cop Copine
Corina Collections
Costa Blanca
Cotton Citizen
Cowboys Belts & Handbags
Crème Fraîche
Sportswear
Crosby Denim
Crown Jewel
Cult of Individuality
Current Elliott
Dakota Collective
Daniel Friedman West
Daniel Rainn
Daniela Corte Legging Bar
Danielle Nicole
Darlene Valle
Showroom 701
David Kahn Jeans
Dear John Denim
Deca
Deep or Shallow
Denimocracy
Desigual
Deux Lux
Dial M
Diane Levin Showroom
Diane von Furstenberg
Dittos
Divine Rights of Denim
DIZM Eyewear
Doma Leather
Dora Landa
Double Happiness
Jewelry
E. Victor Gabriel
Echo
Ecran
Elan
Elan Beach
Elise M. Belts
Ellington Handbags
Emi Jay
Engel's Showroom Inc.

Envi
Enza Costa
Equipment
Eric Javits
Ese
Eva Franco
Everleigh
Eze Sur Mer
F+Jolie
Fate
Fever Sweaters
Fickle
Fifteen Twenty
Fluff Accessories
Foley and Corinna
For Love & Liberty
Forgotten Grace
Fraiche by J
Frankie B.
Fredd and Basha
Freeway
Freida Rothman
for Belargo
French Connection -
Men's & Women's
Frenzii
Fresco Towels
Friends of Natives
Furbert and White
G.E.T.
Gig Showroom
Giles & Brother
ginger.
Give Apparel Meaning
GLDN
Gold Hawk
Gracia NY
Green Dragon
Gretel
Guess Belts
Gypsy 05
Gypsy 05 Sand
h.l.p.
Hair Accessories
by Jane Tran
Hale Bob
Hard Tail
Hard Tail Jeans
Hard Tail Kids
HATCh
Haute Hippie
Hayden Harnett
Handbags
Hazel
Headband
Heather
Heather G Showroom
Hepburn Monroe
Hologram
Hudson Jeans
Hunter Dixon
by Hunter Bell
Hurley
Hybrid
I.Madeline
Iluck
Ilux
Invisibelt
Isabel de Pedro
Isabella Fiore
Isda & Co.
It's All About the Girls
Ivan Grundahl
Ivko
Jachs
Jack
Jackie B Showroom
Jacob Davis
Jacob Gray Agency
Jaloux
James Jeans
James Perse Womens
JandCompany
Janna Conner
Jaqua
JARLO
Jbrand Kids
Jbrand Maternity
Jbrand Women's

Jennifer Michelle Sales
Jessica Elliot
Jessica Seato
Jessica Simpson
JET by John Eshaya
Jimmy Taverniti
Jimmyjane
Jitni
JJ Winters
Joed Belts
Joe's Jeans Men's
Joe's Jeans Women's
John and Jen
John Varyatos Men's
Accessories
Johnny Was Collection
Joie
Joken Style Showroom
Jon McCoy
Joseph Abboud
Accessories
Josie
Ju Ju
Jude
Judith Autumn Mann
Sales
Julian Chang
Julie Brown
JWLA
K by Design
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Karen Capil
Karen Klein
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Karma Kreations
Kathy Walker Sales
Kelly Wearstler Jewelry
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Kerisma Knits
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Kid Tails
KLA/Karen L. Anderson
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Knot Sisters
KOAN
Kokun Cashmere
Kontatto
KOOBA Handbags
Kray.USA
Kristin Kahle
Kut from the Kloth
La Natura
La Rue Sales
Label + Thread
Lacoste
LaCoste Footwear
Lacoste Handbags
Lacoste Kids
La-El
Laila Jayde
Lan Jaenicke
Lancaster Paris
Landa Sales
Latitude Supply Co.
Laundry by Shelli Segal
Lauren Moshi
Laurie Hasson
Lavender Brown
LBD
Le Mystere
Leatherock
Leighelena
Leila Ross L.A.
Lesley McEntire
Level 99
Level 99
Libertalia & Gypsy Daisy
Life Clothing
Lilla P
Lily Lotus
Line
Line & Dot
Line 3
Liquid Metal by Sergio
Gutierrez
Lisa Freede
LIT STUDIO
Liv LA
Livfree Showroom
Liza Stewart, Inc.
Lodis Handbags, Belts
& Small Accessories

Lolly
Lori Jack
Love Hard
Love Marks
Love Quotes
Love Sadie
Love Sam
Love Token
LoveThisLife
Lucky Brand
Lumier by Bariano
Luv 4 Anouka
Luz de la Riva
Mad Mac
Magid Bernard
Magid Bernard Homme
Mahtab Azimi
Maison Lejaby
Manito
Mantra
Margaret O'Leary
Maria Bianca Nero
Mariah/Orchard Story
Mary Hardie
Showroom 605
Mary Joya Showroom
Matty M
Mavi Jeans
MAY The Label
Mayumi Gumi
McGinn
Me & Kashmiere
Merci Marie Handbags
Michael Cohen Showroom
Michael Kors Accessories
MICHAEL Michael Kors
Michelle Jonas
Mickey + Jenny
Mila Trends
Minkpink
Minkpink Swim
Miriam Jewels
Miss Me
Missa
MM Couture
Mod-O-Doc
Moloko
Mos Mosh
Mother
Moyuru
Mrs. Jones
Muubaa Leather
My Other Bag
My Package
Nalukai
Nana Nucci
Nanavatee
Nanette Lepore
Nat + J
Nation LTD
Neesh by D.A.R.
Newbark
Niche Showroom
Nick and Mo
Nikki Rich
Nine O Seven
Nor
Notify
Nougat of London
O2 Collection
Oats Cashmere
Obbaki
Old Gringo Boots
Olive & Oak
Om Girl
One Green Elephant
One Grey Day
One Teaspoon
Only Heart
Oober Swank
Oonagh by
Nanette Lepore
Orion
Ornamental Things
Paige
Paper Denim & Cloth
for Men and Women
Paper Hart
Paperwhite
Parker Smith
Patrick Shannon
Patrons of Peace
Paula Bianco

Peace and Pearls
Peace Love World
Peace on the Beach
Penelope Chilvers
Pepa Loves
Pete and Greta
Pimadoll
Pink Lotus
Pistil
PJ Luxe
PJ Salvage
Postella
Press
Prince Peter Collection
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Pro Skins
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Pulse Showroom
Pure Karma
Purple Clover
Rachel Pally
Raffi Sweaters
Rags and Thread
Rande Cohen Showroom
RD Style
Red Engine Jeans
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Red Monkey
Red23
Relais Sweater Knits
Repeat
Representing Showroom
Revolution by Edwin
RG Jeans
Riller and Fount
Robert Graham
Collection for Men
Roberto Cavalli Handbags
Rock Revival
Rosamunde
Rubber Doll - By Design
s.a.m. Showroom
San Francisco City Lights
Sanctuary Clothing
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Designs
Sathia
Scandale Royale
Scrapbook
Search for Sanity
See Thru Soul
Sequoia Paris
Sexy in Seconds
Showroom 903
Showroom Shift
ShowroomFive21
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Signorelli
Silver Jeans Co.
Silver Jeans Tops
Simply Short
Skaist Taylor
Skies Are Blue
Skif
Skinny by Jessica Elliot
Skinny Tees
Sky
Sledge
So Low
So Low Sport
Sock It To Me
Solo Moda
Soludos for Men,
Kids and Women
Spanx
Splendid Intimates
Stacey Rhoads Sales
Stacy Keyes Showroom
Stacy Sterling Jewelry
Stateside
Steinhausen
Steve Madden Day
and Club
Steven by Steve Madden
Strategy LA
Streets Ahead Belts
& Bags
Strom Denim
STS Blue
Studio Two Clothing
Sue Goodman
Showroom
Sunday in Brooklyn

Sunlight
Suss
Suzi Roher
Swat Fame
SYLK
T. Smith & Co.
T2Love
Tag Elemental
Talia Hancock
Tantrum Ink
Tee Ink
TFNC London
The Finley Shirt
Company
The Natural
The Pink Powder Room
the Residency.
The T Refinery
Three Dots
Three of Something
Tiara Café
Tiffany Brown
Timberland Accessories
Tommy Bahama
Tommy Bahama
Accessories
Tommy Bahama Relax
Tommy Hilfiger Luggage
Topin
Topsie
Tough Luv
Transmission
Trend Request
Tricia Fix
Troo
True Grit
True Religion Brand
Jeans
T-Studio Therapy
Twigs
UGG Australia
Underella by Ella Moss
Union of Angels
Urban Fitting Room
Vanilla Sugar
Velvet Heart
Victoria Beckham
Victory Instruments
Victory Watches
Viereck
Vigoss Jeans
Vince
Vince Camuto
Vince Men's
Vintageous
Vivious Venom
Vonderheide Showroom
wallpapHer
Wato
West Bank Clothing
Western Fashion
What A Betty
White + Warren
Whitney Eve
Wild Angels
Willow & Clay
Wilma & Ethel
Wilt
Winston White
Wooden Ships
by Paola Bundia
Woodleigh
Work in Progress
Yerse
Yoana Baraschi
Yoana Baraschi Blue
Yoon
Yoshi Yoshi by PJ
Yosi Children
Yosi Samra
Yumi Kim
Zelda
Zero Degrees Celsius
Zirconmania
Zoa
Zoe Couture

d&a
designersandagents

Noella Showroom
Cooper Design Space, Suite 632
(213) 489-6621
lien@noellashowroom.com

There's no place like the **Cooper Design Space** for Lien Vets. She had worked for the Cooper-based **Simon Showroom** since 2010, and, when Vets decided to start her own multi-line showroom in August 2013, she had her heart set on staying at the Cooper. "All of my buyers know to find me here," she said. Many of her friends also work in the building, and it felt like a home to her.

Vets arranged her 800-square-foot women's contemporary showroom like a boutique, which features shop-in-shop areas for the fashion lines she represents. The core wholesale price points for the showroom range from \$65 to \$250 for lines such as **American Retro**, which is headquartered in Paris. Its Fall 2014 line features flight jackets made out of a combination of leather and neoprene materials. Other looks include sweatshirts and T-shirts bearing playful graphics of lipstick-painted lips. **The Essentiel** line is headquartered in Antwerp, Belgium, and it offers looks such as midskirts, tops with lighthearted prints and fashions using neoprene material.



Lien Vets

The Los Angeles-based **Ragdoll LA** line takes classic, casual silhouettes such as track pants and T-shirts and adds unique details and stitching. Ragdoll also offers a unique policy for ordering. Ragdoll LA only takes **Immediates** orders and offers small runs of its styles for retailers.

Noella also represents Los Angeles-based line **Aiko** and Danish line **Gestuz**, which offers jeans, jackets and dresses.

For the future, Vets plans to keep Noella a friendly place that offers substantial lines. "I want to keep my showroom more boutique, with six to seven brands," she said.

—Andrew Asch

Continued from page 6

Susan Holmes Swimwear

IT'S ALL ABOUT THE GIRLS
Suite 1009
 Marigold Society
 Top Secret

RANDE COHEN SHOWROOM
Suite 1103
 My Tribe

LANDA SALES
Suite 1104
 Aratta

AGENT ICON
Suite 1203
 Emi Jay
 Nasty Gal Collection

Cooper Design Space

860 S. Los Angeles St.

NEW SHOWROOMS

JUNKYARD SHOWROOM
Mezzanine 6
 House of Quirky
 Minkpink

HOUSE OF QUIRKY/MINKPINK
Suite 326
 House of Quirky
 Minkpink

LAUNCH LA
Suite 540
 Amanda Sterett Jewelry
 Blakely
 Charlie JadeLaundry by Shelli Segal
 W118 by Walter Baker

SUNNYSIDE
Suite 1015
 Stateside

NEW LINES

BUTIK
Suite 219
SAGE
BOND SHOWROOM
Suite 635
 Amateurs
 Hero Crane
 HeroIn
 Jill Stuart
 Olcay Gulsen
 One Moon
 Thvm Denim
 Unearthen

SUITESHOP
Suite 639
 Chole Oliver
 DITA Eyewear

Lady Liberty

843 S. Los Angeles St.

NEW SHOWROOM

FREE PEOPLE
Suite 301
FRANK AND EILEEN
Suite 500

NEW LINES

KASCADE SHOWROOM
Suite 400
 Frank & Eileen Men's
 J Brand Men's
 Moore & Giles
 Relwen
THE GLOBE SHOWROOM
 Axara
 Klements
 Le Phare de la Baleine
 O Marche

EVENTS

Lingerie on the Runway at CurveNY

CurveNY, the New York edition of the **CurvExpo** lingerie trade show, hosted a runway presentation on Feb. 24, during its recent Feb. 23–25 run at **Javits Center North Pavilion** in New York.

Dubbed **Lingerie Fashion Night IN**, the event was held at **Tribeca Skyline Studios** and featured a mix of lingerie brands, including **Aubade Paris**, **Wacoal**, **Eveden**, **UGG Australia** and **Hanes Brands**.



Wacoal

B. Tempted

CHARLES ROUSSEL

COVER GIRL VIVIENNE WESTWOOD TRAVELOCITY ALE BY ALLESANDRA
 FENDER ANIMAL PLANET DREAMWORKS ANIMATION COPPER ROLLS BCBG Z ELVIS PRESLEY
 CHEROKEE JACKSON MICHAEL POLLO CLUB PEARLOUR COCA COLA CONDÉ NAST SOBE RBC NICKEL LAMBORGHINI
 PROCTER & GAMBLE DODGE SELMA HAYEK SONY PICTURES BEVERLY HILLS POLO CLUB BMW THE ROLLING STONES COLA SANRIO BANANA BOAT ELLEN TRACY COPPER PRICE IS RIGHT MARIAM CAREY
 SKECHERS, USA DORNA FERRARI JAGUAR WILLIAM RAST MARYLIN MONROE MGM STUDIOS HAWK HGTV HOME THYRA
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New Mart Owner Donates \$15 Million to LA Jewish Home

Many know Joyce Eisenberg-Keefer as the force behind **The New Mart** building, an upscale showroom building in the heart of the Los Angeles Fashion District.

But she is also a major philanthropist who donates to so many causes it is hard to keep track of them all.

Her latest philanthropic donation, which is for \$15 million, was made to the **Los Angeles Jewish Home**. The donation was announced on March 6.

The \$15 million is part of the home's \$215 million "Keeping the Vision" campaign. Eisenberg-Keefer's donation is being earmarked for the **Gonda Healthy Aging Westside Campus** in Playa Vista, Calif.

In the past, Eisenberg-Keefer has donated to the Los Angeles Jewish Home's **Eisenberg Village** campus in Reseda, Calif.; the **Joyce Eisenberg-Keefer Medical Center**; the neighborhood homes on Joyce Eisenberg-Keefer Lane at the Los Angeles Jewish Home; and the courtyard and sky terrace at the Gonda Healthy Aging Westside Campus.

"Joyce's vision is matched only by her charitable giving, for which we will be forever grateful," said Jeffrey Glassman, board chairman of the Los Angeles Jewish Home, based in Reseda.

Eisenberg-Keefer supports a number of organizations and institutions, many dedicated to promoting and fighting cancer. Her late husband, Ben E. Eisenberg, contracted melanoma in the mid-1970s but lived for several more years.

In 1980, Eisenberg, a real estate entrepreneur who owned many other properties in downtown Los Angeles, purchased what was then known as the **Harris Newmark** building, an apparel manufacturing facility. He started to convert the 1926 12-story structure into an elegant edifice that housed apparel showrooms.

In 1983, the building was renamed The New Mart. Three years later, Eisenberg transferred title to The New Mart Building, as well as all his other properties, to **The Ben and Joyce Eisenberg Foundation**, a charitable trust with the provision that all profits be donated to several pre-selected charities, primarily in the fields of medical research and the care of children and the elderly.

When Ben Eisenberg passed away in 1986, his wife became the foundation's president. Joyce continued The New Mart's transformation that had been Ben's vision, and, by late 1987, the transition from a manufacturing facility to a showroom building was completed.—*Deborah Belgium*

Rodeo *Continued from page 1*

Blanchett said during a toast that would be a start to an auspicious weekend. Blanchett would go on to win the **Academy Award** on March 2 for best actress in a leading role, and Martin would win two Oscars—for best costume design and best production design—for "The Great Gatsby."

Martin, who wore a **Prada** dress to the ceremony, said her love of costume design started as a girl when she saw a screening of "The Wizard of Oz" in her native Australia. The sentiment will be echoed in a quote inscribed on her plaque, which will be laid on Rodeo Drive later this year. "Film has allowed me to follow my dreams down fashion's yellow brick road all the way to Rodeo Drive," the inscription reads.

During her acceptance speech, she also thanked her collaborators for the "Gatsby" movie, including her husband, director Baz Luhrmann, as well as fashion houses **Prada**, **Tiffany & Co.** and **Brooks Bros.**, all of which run flagship boutiques on Rodeo Drive.

Up-and-coming rock star and *Rolling Stone* magazine cover girl Lorde, who grew up in New Zealand, also dropped by the event at the 1927 mansion, which featured installations of costumes from "The Great Gatsby" and a band, **Dean Mora and the California Poppies**, playing hits of the 1920s.

The Rodeo Drive Walk of Style honors a wide array of fashion luminaries, ranging from fashion houses **Salvatore Ferragamo** and **Missoni** to Rodeo Drive retailer Fred Hayman, legendary editor Diana Vreeland,



GATSBY CALLING: Installation of Oscar-winning costumes from "The Great Gatsby"



RODEO TOAST: Rodeo Walk of Style honoree Catherine Martin, toasted by Cate Blanchett and Tobey Maguire



Jim Jahant of the Rodeo Drive Committee and Brooks Bros.

and photographers Herb Ritts and Mario Testino.

Martin is the fourth costume designer to be honored at the Walk of Style. In 2006, a trio of costume designers was honored. They were James Acheson, whose credits include the 1987 film "The Last Emperor," and Milena Canonero, who designed the look for the 1971 tour de force "A Clockwork Orange" and 1975 film "Barry Lyndon," as well as Edith Head, who was posthumously honored. She won eight Academy Awards for her costume design on films such as 1974's "The Sting." ●



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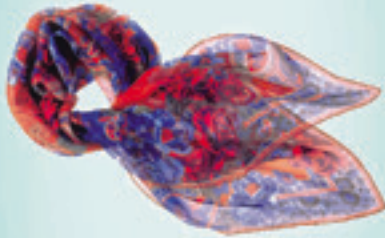
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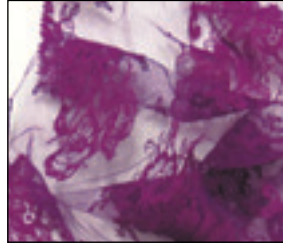
FIBER & FABRICS

New Day Glow

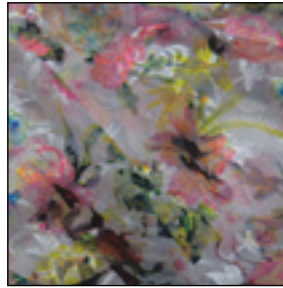
It's a good time to go bright as textile designers go for a bold palette to color geometrics, abstracts, conversationals, florals and laces.



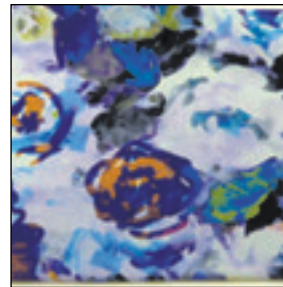
Robert Kaufman Fabrics #SRK-14525-81 "Surf n' Sand Tropicals"



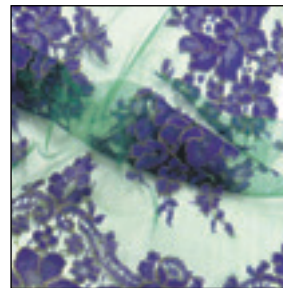
Solstiss #4031C1



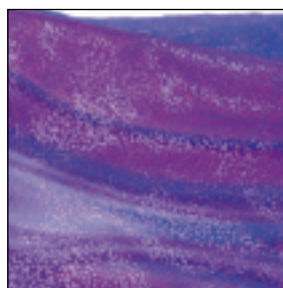
Tiss et Teint #65.4270



Sportek International #4090-002



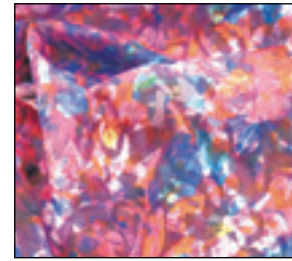
Solstiss #405710



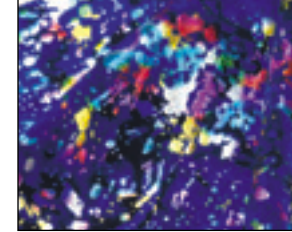
Pine Crest Fabrics #RHPC2206R



Pine Crest Fabrics #BTP070C1 "Sugar Skulls"



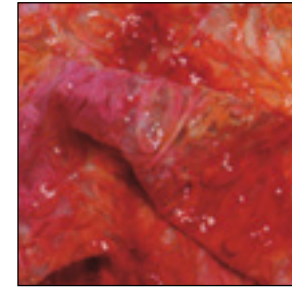
Max Vogue #EM4577 "Digital Printed Embroidery"



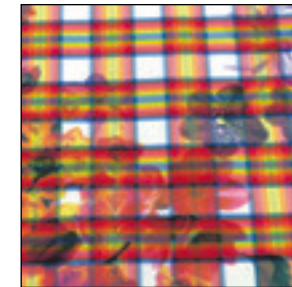
Solid Stone Fabrics "Blurry Purple"



Sportek International #4099-1011



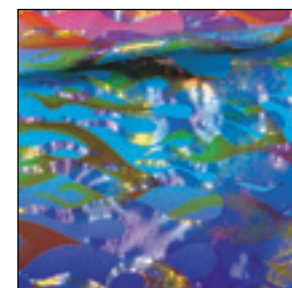
Tiss et Teint #65.4801



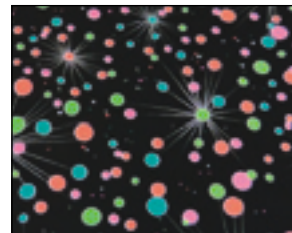
Taiana Blu #T150003 "Kalfix"



NK Textile/Nipkow & Kobelt Inc. #13001



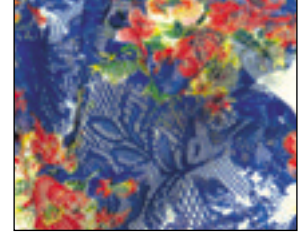
Triple Textile Inc. #FH-9



Pine Crest Fabrics #BTP071C1 "Galactic"



Tiss et Teint #55.4657



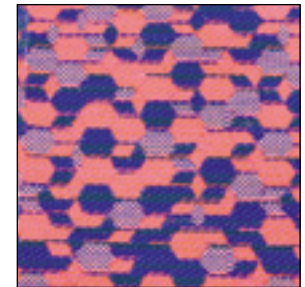
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Triple Textile Inc. #L-603-C



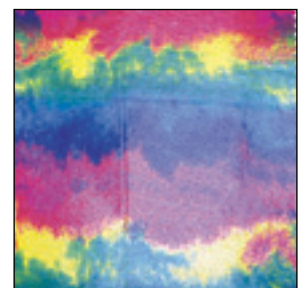
Solid Stone Fabrics "Mosaic"



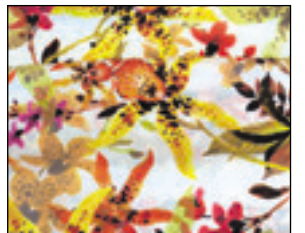
Les Ateliers de Malhia #T62695 "lalaxy"



Sportek International #4079-1022



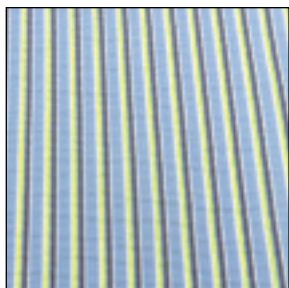
Triple Textile Inc. #FH-11-T



MJ Textile Inc. #E-04-R-46

Stripes

Stripes get a modern update with bold colors and modern mixing.



Taiana Blu #2010151 "Pennet"



Taiana Blu #H260573 "Rating"



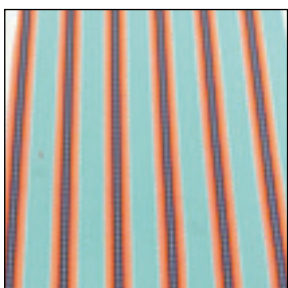
Asher Fabric Concepts/Shalom B LLC #VXJ103



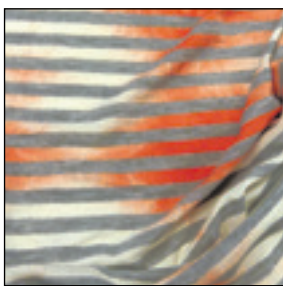
Asher Fabric Concepts/Shalom B LLC #VV018WH



SMI Tessuti S.p.A. #13259



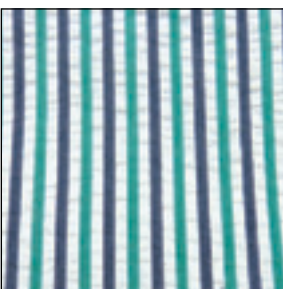
Taiana Blu #1210467 "Woxet"



SMI Tessuti S.p.A. #20110/GR



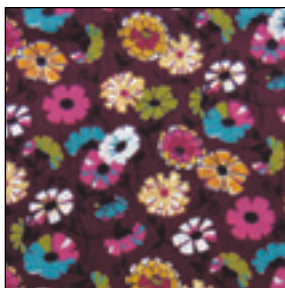
Malhia Kent #T69971 "Ilange"



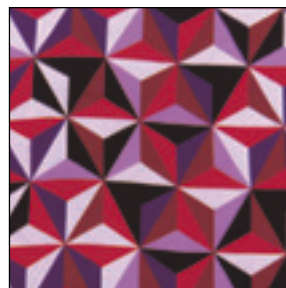
Robert Kaufman Fabrics #SRK-14562-237 "Breakers Seersucker"

Pretty Plum

Plum shades add pretty sophistication to florals, geometrics, stripes and abstracts.



Robert Kaufman Fabrics #SRK-14578-24 "London Calling"



Textile Secrets International Inc. "Geometric Stripe"



Confetti Fabrics #211006M "Yoda"



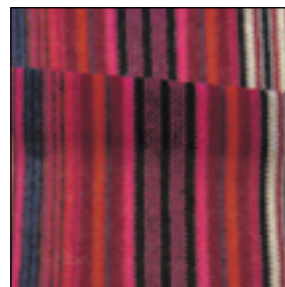
Confetti Fabrics #11991M "Ornella"



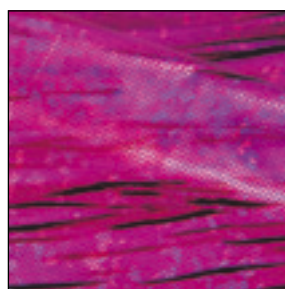
MJ Textile Inc. #E-04-U-28



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Ciabatti s.r.l. #K189 "Riga Missoni"



Pine Crest Fabrics "Advance Fahrenheit"



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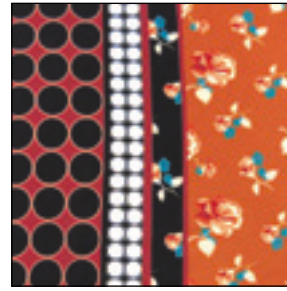
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Textile Secrets International Inc. "Floral Stripes & Dots"



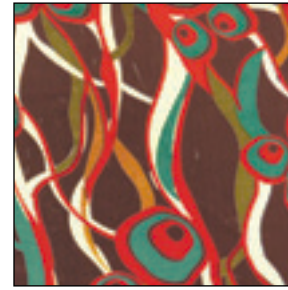
Textile Secrets International Inc. "Black Ethnic"



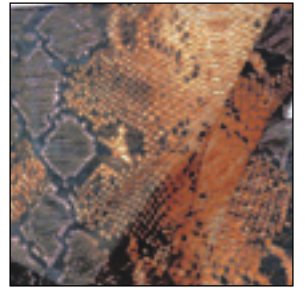
Textile Secrets International Inc. "Jungle Beat"



Confetti Fabrics #25084M "Lippo"



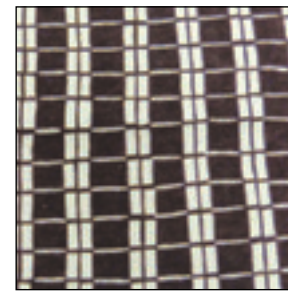
Jay Ann Fabrics Inc. #751-6 CD



Cinergy Textiles Inc. #HMC-056



Malhia Kent #T66699 "Imirane"



Home Fashion Fabrics "Stout"



Home Fashion Fabrics "Cottage"

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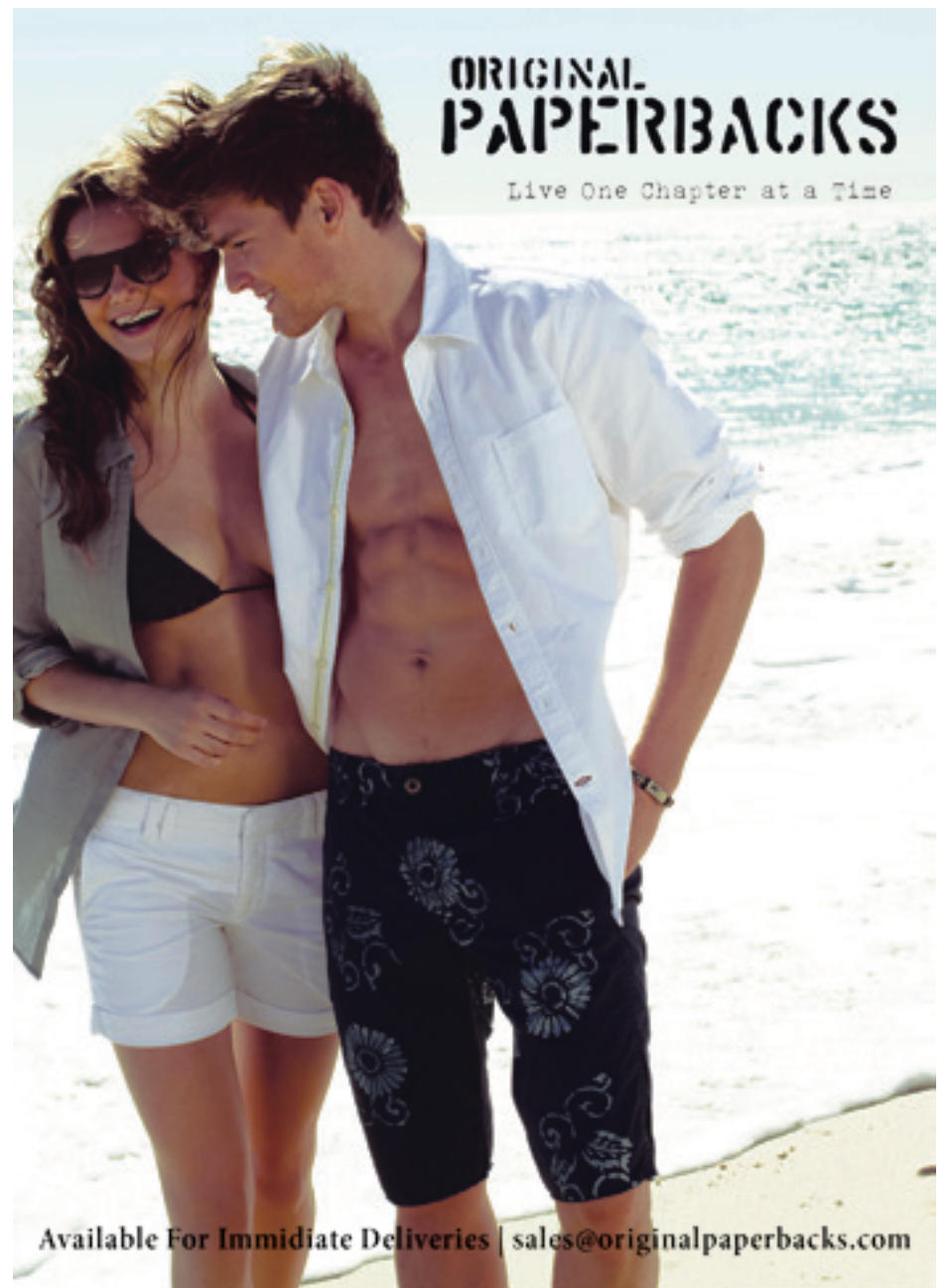
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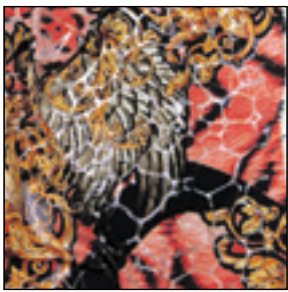
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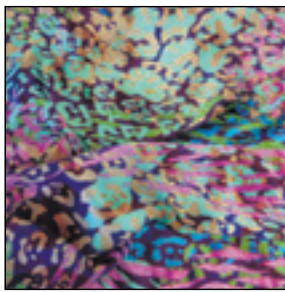
FIBER & FABRICS



France Textile Fabrication "Sunburst"



Triple Textile Inc. #L-603-J



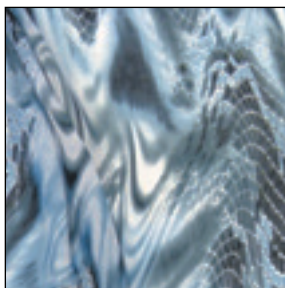
MJ Textile Inc. #E-04-Q-16



Solstiss #847545



Triple Textile Inc. #L-602-X



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Animal Kingdom

Cats, zebras and reptiles—textile designers find inspiration in the animal kingdom.

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LAFW *Continued from page 1*

shows will be theatrical Dubai-based designer Furne One and “Project Runway” alum Michael Costello.

Costello said that he has partnered with **Mood Fabrics** to present an emerging designer showcase at Style Fashion Week, which will feature the work of Walter Mendez, **R. Michel’le** and Costello’s new line, **MT Costello**.

Concept Los Angeles will again produce a full day of runway shows and installations on March 15. This season, Concept, which has been producing LA Fashion Week events since 2010, will move to the **Mack Sennett Studios**, an event space and soundstage in the Silver Lake neighborhood where Charlie Chaplin filmed some of his silent movies. Most of the designers exhibiting at Concept,

such as rock ‘n’ roll-inspired Jen Awad, are from Los Angeles, but the event also will mark the U.S. debut for up-and-coming Turkish designer Özgür Masur.

Concept founder Mike Vensel said his event offers something that fashion people are said to ignore—consistency. “There are a lot of people who come and go in fashion production in Los Angeles,” he said. “We’ve been able to weather storms and produce shows that are sustainable. Even if the market fluctuates, we’ve been able to produce shows.”

Veteran fashion-week impresario Mikey Koffman will take a break from her Los Angeles Fashion Weekend show, which has consistently been on the LAFW schedule for more than four years. She plans to produce an LA Fashion Weekend in October.

“We felt LA did not need two full fashion weeks a year,” she said.

But she plans on being active in spring 2014. She will produce the **LA Fashion Awards** show on April 5 at the **Sunset Gower Studios** in Hollywood.

Last season, emerging designer showcase **Los Angeles Fashion Council** made a splash when it produced its shows at **The Grove** retail center. This season, LAFW producer Kelsi Smith hosts a showroom for seven designers, including **The Bohemian Society**, on the rooftop of the **Academy Award Clothes** showroom building in downtown Los Angeles March



Michael Costello (left) and Bettie Page Clothing at Style Fashion Week LA in October

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MONDAY, MARCH 10th

FREE SEMINAR: UNDERSTANDING APPAREL PRINCIPALS AND COSTING
Presented by Henry Cherner, AIMS 360
Time: 12 pm - 1 pm

FREE SEMINAR: HOW TO OPEN A POP-UP STORE
Presented by Joy Fan, Storefront
Time: 1 pm - 2 pm

FREE SEMINAR: SOURCING - FROM CREATION TO PRODUCTION
Moderation: Frances Harder, FBI / Fashion for Profit
Panelists:
Farah Bhatti, Buchalter Nemer
Susan Power, About Sources / DG Expo
Time: 2:30 pm - 3:30 pm
Location: 13th Floor Penthouse Suite, Cal-Mart Building

TUESDAY, MARCH 11th

FREE SEMINAR: INTELLECTUAL PROPERTY BASICS (PATENTS, TRADEMARKS, AND COPYRIGHTS)
Presented by Aaron Renfro, Call & Jensen
Time: 10 am - 11 am

FREE SEMINAR: SUCCESSFUL BRAND BUILDING
Presented by Howard Lim, HOW Creative
Time: 11 am - 12:30 pm

WORKSHOP: EXPLORE ADOBE ILLUSTRATOR'S NEW PATTERN MAKING FEATURE
Presented by Chris Schiotis, Technology Instructor
Time: 12 pm - 2 pm
Members: Free | Non-members: \$25

FREE SEMINAR: CONSCIOUS COMMUNICATION - HOW TO COMMUNICATE MORE POWERFULLY AND EFFECTIVELY
Presented by Robert Silverstone, Conscious Business Leadership
Time: 2 pm - 3 pm

FREE SEMINAR: FROM CONCEPT TO CONSUMER - A BIRD'S EYE VIEW OF THE KEY STEPS FOR PROFITABILITY
Presented by Frances Harder, FBI / Fashion for Profit
Time: 3:30 pm - 4:30 pm

FREE INDUSTRY MIXER
Join us for some refreshments and Networking
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Time: 4:30 pm - 6:30 pm

WEDNESDAY, MARCH 12th

FREE SEMINAR: EDI MADE SIMPLE
Presented by Henry Cherner, AIMS 360
Time: 10 am - 11 am

FREE SEMINAR: E-COMMERCE BASICS
Presented by Teri Watts, Shoppista
Time: 11 am - 12 pm

ALL TEXTILE WEEK EVENTS WILL TAKE PLACE AT THE FASHION BUSINESS INC OFFICE UNLESS SPECIFIED OTHERWISE.

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10-11.

One reason LAFW scaled back this season is that Smith will be taking LAFW designers to **Tokyo Fashion Week**, where they will exhibit their Fall 2014 looks March 17-22. "It's to show off Los Angeles globally," Smith said of her Japanese trip. "We want a global platform for designers. The more we do that, the more people will come to Los Angeles to see the designers."

LAFW might go back to The Grove for LAFW in October. Smith said she has been in some preliminary talks with The Grove about a return engagement. Grove management did not return an email requesting comment.

After a few seasons in downtown Los Angeles, **Project Ethos** will return to the Avalon nightclub in Hollywood for its March 18 event, which will present a night of emerging fashion labels such as **Indah Clothing**, music and art.

"In Los Angeles, we do it differently. We include music and art; musicians make and influence fashion," said Jason Peskin, Project Ethos' executive producer and chief executive officer. "We wanted to create more outlets for these people."

Project Ethos is one of several Los Angeles Fashion Week events mixing fashion and music. **Runway** and **A&M Productions** will



Nuvula at Concept LA Fashion Week in October

ALISON A. NIEDER

produce **Rock That Fashion** March 14 in Hollywood. A group of six designers, including **China Fashion Week** alum **Zhang Jing Jing Couture**, will produce runway shows during an evening that also features musical performances and a reception where the audience can talk with the designers.

After four years away from the Los Angeles Fashion Week scene, designer **Atousa G** will again host her **SewDown** event on March 15 at **333 Live** in downtown Los Angeles. The event features a runway show with up-and-coming designers, including **Atousa G.**, **Tamo**, **Goldplated**, **Rico Adair**, **Rock-em Eyewear**, **Mamacita Jewelry**, **Tooth Gems by Foxy**, **BodyMudra Mantra Wear**, **Wildlife Works Apparel**, **Herbal Roots Apothecary** and **Lady Hawk Love**, as well



Krammer & Stoudt at Project Ethos in October

FELIX SALZMAN

as live music and DJ sets and a marketplace where guests can purchase clothing, jewelry, music, footwear and art.

There will also be independent runway shows during LA Fashion Week. **Rio Warner** will be producing a runway show on March 14 at **Box 8 Studios**, the events space and photography studio that once produced its own LA Fashion Week events. ●

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Shipping *Continued from page 1*

Maritime conference, held March 3–5 at the **Long Beach Convention Center**. Hundreds of shippers, truckers, freight logistics specialists, customs brokers, port officials and other transportation-related executives gather at the event every year.

Panelists at the conference noted that rates have remained low because shipping lines have been ordering a slew of new and bigger ships that can carry more cargo containers than the smaller ships used in the past. The bigger vessels mean more-efficient operating costs that reduce fuel consumption per cargo container and handling expenses. Yet demand to use all that vessel space hasn't caught up with the supply, pushing freight rates down.

New ship deliveries this year will total 1.6 million 20-foot containers, or TEUs, which is a 7.6 percent increase in global capacity. Many of those ships will be able to transport between 10,000 and 18,000 cargo containers.

Yet worldwide cargo-container traffic is expected to only grow at 4 percent to 5 percent in 2014. Michael White, **Maersk's** president for North America, said younger ships are being scrapped to make way for the new models. "It is clear that carriers have to take advantage of new technologies," White said. "The larger vessels will bring about a better economy of scale and fuel economy. If you look at other dynamics, you still have container carriers scrapping vessels that are younger than 20 years old. It is up to all the carriers to deploy capacity in a more agile way for the demand we expect to see."

Because of the lower cargo rates, many of the shipping lines have not seen a profit in several years. One exception is the Danish shipping line **Maersk**, the world's largest container shipping line. It recorded a \$1.5 billion profit last year, up from \$461 million in 2012.

To save money, many of the shipping lines are forming alliances to share vessels along the various ocean routes. The G6 alliance of **APL, Hapag-Lloyd, Hyundai Merchant Marine, Mitsui O.S.K. Lines, NYK Line** and **Orient Overseas Container Line** will travel the trans-Pacific and trans-Atlantic routes. Their alliance is awaiting approval by the U.S. Federal Maritime Commission.

The shipping alliance that will impact the West Coast and the trans-Pacific route the most is the P3 alliance of **Maersk, Mediterranean Shipping Co.** and **CMA CGM**. They should start sharing vessels by the middle of this year.

Imports and exports growing

U.S. demand for goods is slowly coming back. Mario Moreno, the economist for the *Journal of Commerce*, which organized the conference, forecast that U.S. containerized imports will rise 5.9 percent this year to about 19 million TEUs, which is ahead of the 18.4 million record set in 2006. "This will be a new peak," he said.

One of the product categories that grew nicely last year was footwear, Moreno said. "Last year, footwear imports rebounded 6 percent after a contraction of 12 percent in 2012," he noted.

The economist said that imports of furniture, household items and auto parts were strong between Asia and the West Coast. But he believes furniture and home-furnishing imports will be down this year because home sales are not expected to be as vigorous with rising mortgage rates and a dwindling supply of housing.

Auto parts should remain a strong category this year because there is so much pent-up demand to buy new cars. In the United States, the average age of a vehicle on the road is 11 years.

Total U.S. exports are predicted to in-

crease 1.8 percent to more than 12.2 million TEUs.

All the economists speaking at the event agreed that 2014 is shaping up to be a positive year for growth despite a few months of severe weather in the Northeast and the Midwest. "2014 has everything going for it but weather," said Walter Kemmsies, chief economist for **Moffatt & Nichol**, an infrastructure consulting company.

He sees Europe and Japan's economies recovering and emerging markets stabilizing. And the United States has regained its role as a key economic force in the world. "The U.S. regained its economic leadership in 2011, and everyone has to look to it," he said. "The one person you should be listening to is [U.S. Federal Reserve chair] Janet Yellen and the Federal Reserve. [Yellen] holds all the cards on how things could pan out for the next year to year and a half."

Economists were urging businesses to focus on exports to grow their bottom line. That's because large sectors of the populations in Europe, Japan and the United States are aging and will be purchasing fewer products as they retire. "I call it the gray tsunami," Kemmsies said. "But if you can hook your business to what is going on in Asia, you will do very well."

New frontiers in sourcing

With wages in China approaching those in Mexico, many manufacturers are reconsidering their sourcing strategy and searching for new spots where they can make their products. Some calculate that if Chinese wages continue to go up and freight rates rise, the cost of producing goods in the United States could be on par by 2015 with the cost of manufacturing in China.

According to a survey conducted by **AlixPartners**, a business advisory firm in New York, many executives believe that the United States and Mexico look more attractive for manufacturing than they did years ago. "Not long ago, getting things across the border from Mexico was problematic," said Foster Finley, a managing director at AlixPartners. "Now there are all sorts of systems, such as **Pacer**, a logistics company, that make near shoring possible."

Manufacturers are also taking into account the two to three weeks it takes to move goods across the water from Asia and the duties paid to import merchandise. The average tariff on a piece of clothing is 17 percent. "The inventory cost of carrying goods across the water is not trivial," Foster said.

Still, when it comes to producing low-cost goods, many manufacturers are heading to Vietnam. The Southeast Asian country has been making more footwear than in the past and is now the No. 2 supplier of apparel to the United States. Last year, Vietnam's apparel exports to the United States grew by 13.3 percent.

"Vietnam is really critical," said Julie Hughes, president of the **U.S. Fashion Industry Association**. "I don't see it replacing China, but a lot of production is headed to Vietnam."

One advantage Vietnam carries is that it is part of the **Trans-Pacific Partnership**, a free-trade agreement between the United States and 11 other countries that is still being negotiated. Once the free-trade agreement goes into effect, goods from Vietnam will be duty-free. That is a clear advantage over China.

Footwear production is also being shifted to Vietnam. Matt Priest, president of the **Footwear Distributors and Retailers of America**, said 81 percent of the shoes imported into the United States last year came from China, compared with a high of 92 percent several years ago. Vietnam now accounts for 10 percent of all shoes that come into the United States. ●

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Products and Services: Robert Kaufman Co., Inc. is an importer and converter with national and international representation, stocking a wide variety of printed, yarn-dyed, and solid wovens and knits. In business for over 60 years, Robert Kaufman Fabrics has been delivering the highest-quality service to manufacturing clients in the U.S. and around the world in a variety of markets, including childrenswear, womenswear, contemporary, juniors, men's sportswear, maternity, uniforms, special occasion, accessories, and home fashions. In addition to an extensive catalog of on-trend design collections released every quarter, we offer domestic in-stock programs with low minimums, as well as customized fabric design, development and sourcing for prints, yarn-dyes, and solids. All fabrics are available for sampling. We also drop ship for customers with off-shore production needs. Robert Kaufman Fabrics sells wholesale and to the trade only. Our fabrics are available to the retail consumer through local quilt and fabric stores. To find a retail store that carries Robert Kaufman Fabrics, please see our website. To see what's available and our latest collections in a fully searchable format, please visit our website.

Satab America Inc.

1001 Sixth Ave., Suite 406,
New York, NY 10018
(212) 403-2805
Fax: (212) 403-2804

ribbons@satab.com
www.satab.com

Products and Services: The innovation, creativity, and excellence in the solutions offered by Satab are backed by textile expertise built up since 1947, driven by a dedicated and passionate team. Our in-house workshops include warping, weaving, braiding, knitting, dying, printing, coating, cutting, making up, packaging, logistics, etc. Our research and development department boasts fully dedicated facilities. Our in-house laboratory and all our work organizations are ISO 9001 certified, guaranteeing you second-to-none service in ribbons, webbing, stiff braids, and stretch braids. Our production capacity of 5 million meters per week and our stock of over 40,000 references make for a daily prompt turnaround in all fields of activity.

Studio Bert Forma, Inc.

1312 South Boyle Avenue, Unit B
Los Angeles, CA 90023
(213) 625-3500
info@sbfusa.com

Products and Services: Under the stewardship of Kevin and Heather Maldonado, Studio Bert Forma, Inc. strives for "French style, Italian creativity, Spanish craftsmanship, and German efficiency." The Maldonado's have scoured the fashion centers of the globe for the latest and best fabrics from the most reliable mills to service American manufacturers large and small. They select mills that best cover the needs of the market and receive pre-collections 1-2 months before the European fabric shows to review with customers who start sourcing early and to assist in inspiring the season. As it cruises steadily toward its 50th year in business, Studio Bert Forma, Inc., with showrooms in Los Angeles and New York, is now stocking Tencel® and Tencel® blends in a warehouse near downtown Los Angeles.

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.

Trim Networks Inc.

910 S. Los Angeles St., Suite 405
Los Angeles, CA 90015
(213) 688-8550
Fax: (213) 688-8551
info@trimnetworks.com
www.trimnetworks.com
ae@trimnetworks.com

Products and Services: TNI is not just a button company; it's an arbiter of taste and fashion. We give designers the freedom to create freely and not have to worry about the little parts and trims. Connecting our clients with reliable and trustworthy garment factories in Asia has been the foundation of our system and our networks. We are in touch with over 2,000 garment and denim factories in southern China. The good water quality of Canton has also enabled us to create some of the most exciting colors in electro plating. Over 300 wash-houses are scattered in this rich province, which in return can provide some of the newest colors in fashion today. In addition, our strategic location south of the Delta River gives us plenty of resources to all types of raw-material suppliers. By joining our network, you no longer need to search for garment manufacturers. We have done the research for you.

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BLACK HALO

CUSTOMER SERVICE
Woman's apparel manufacturer, Jr. level data entry position, Detail oriented & multi task
Benefits included.
Resume: info@blackhalo.com

Production Manager

We are looking for an experienced apparel Production Manager with strong background in import production. This position requires experience with product development, sourcing, costing, production monitoring and ability to work with cross functional business partners. A bachelor's degree and 6+ years in production are required. We are based in West L. A.
Please submit all resumes to kjaramillo@bebe.com

Sales Rep

A long-time women's clothing manufacturer in LA is seeking an experienced sales representative with current major retail accounts (Nordstrom and Urban Outfitters preferred). Must have at least 1-3 years experience. Please contact: fashionhiringdtla@gmail.com

Jobs Available

Denim designer needed

Denim designer needed with a minimum of 5 yrs of exp in denim and wovens. Must be a team player and be proficient in photoshop, excel, and tech packs. Import experience a must. Fax resume to 213-747-6720 or e-mail to rksung82@gmail.com.

Pattern Maker

10+ years of strong patternmaking experience
Knowledge of garment construction, shrinkage and fitting
Must have excellent interpersonal skills. Must be able to work in a fast pace environment. Please contact Dandajobs@gmail.com

SALES ASSISTANT

We are seeking an energetic and well organized sales assistant to owner. Multi tasking position. Must be willing to travel (air & local). Some sales exp. preferred. Check out our website www.jpandmattie.com for the look of our unique collection. Email resume to: snobs@pacbell.net

DESIGN ASSISTANT

Entry Level position to work with our Kid's division. Responsibilities include but not limited to tagging, pictures, sample room tasks, putting garments up to cut, etc. Must be energetic & self-motivated. Prefer min. 1 yr. exp. Working in a design room but will consider a new graduate with the right attitude. Computer knowledge a big plus. Email resume to: melissak@kandykiss.com

Jobs Available

KANDY KISS is looking for a BUSINESS ANALYST/SALES ASSISTANT

Excellent math & computer skills a must. Candidate will analyze & extrapolate sales data, assist in all phases of selling including picture packs, market recaps, communication with buyers, etc. Some travel will be expected. Must be enthusiastic, self-motivated & able to work well with a wide variety of people. Must be detail oriented & have excellent verbal & written communication skills. Min. 2 years in a similar capacity required. Experience working with Target a big plus.

Please send your resumes cathyk@kandykiss.com

PRE-PRODUCTION MANAGER/ MATERIALS MANAGER PLANNER

Dresses and sportswear. Offshore production. Plan / Buy / Allocate goods to various factories in Orient. Analyze Tech Packs / Garments for accuracy. Build cost sheets.

Resume to Stephanie Simone
hellodressesandmore@gmail.com

CUSTOMER SERVICE REP

Large well known international textile mill seeks customer service rep/experienced converter. Must be familiar with knitted textile production & extensive customer service background is a must.
Email resumes to: TextileConverterPosition@gmail.com



NEXT LEVEL
A P P A R E L

In Cardena, California is a leader in the market of premium fashion t-shirts. We are committed to the highest standards in every aspect of our business. From Manufacturing to Customer Service to Shipping. Our greatest asset is our employees and our employees are equally committed to the Next Level Apparel mission which is delivering top quality product, outstanding value and great service.

**To meet the staffing needs resulting from our exceptional growth
NEXT LEVEL APPAREL is seeking experienced professionals in the following positions:**

QUALITY MANAGER	LOGISTICS MANAGER	PLANNING MANAGER	IS MANAGER
<p>SUMMARY OF PRIMARY JOB RESPONSIBILITIES The Quality Manager oversees the quality department, manages the quality team domestic and global. Will review, recommend and implement strategies and actions to improve key quality performance metrics. Will manage and integrate quality systems through-out the supply chain. Manages customer and vendor compliance and certifications.</p> <p>QUALIFICATIONS Bachelor's Degree, Master preferred. Minimum 5 years' experience in Quality management in the consumer goods industry, textile and apparel industries preferred. Proficient in MS Office.</p>	<p>SUMMARY OF PRIMARY JOB RESPONSIBILITIES The Logistics Manager oversees Distribution, Warehouse and Shipping. Will source, recommend and implement logistics cost effective strategies.</p> <p>QUALIFICATIONS Bachelor's Degree. Minimum 5 years' experience in Logistics management including domestic and global. Proficient in MS Office.</p>	<p>SUMMARY OF PRIMARY JOB RESPONSIBILITIES Responsible for managing the planning department and oversees scheduling of production locally and internationally. Will plan according to sales forecast, monitor trends and analyze statistical data based on our industry and product sold.</p> <p>QUALIFICATIONS Bachelor's Degree, Master preferred. Minimum 5 years' experience in Planning management in the textile and apparel industries preferred. Must be Proficient in MS Office, main concentration Excel.</p>	<p>SUMMARY OF PRIMARY JOB RESPONSIBILITIES Lead all IT needs, source PLM, ERP and WMS, WII automation and MES solutions. Manage and integrate information systems through-out the supply chain. Provide IT support from hardware to software.</p> <p>QUALIFICATIONS Computer Science Degree or related; Master preferred. Minimum 5 years' experience in IT Management in consumer goods industry and distribution, textile and apparel industries preferred. Experienced with ERP systems as SAP, Oracle, Dataflex, PDMA, Full Circle and other IT solutions. Highly proficient in MS Office, main concentration Excel.</p>
SR PLANNER	CUSTOMER SERVICE REP	FABRIC TECHNOLOGIST	AP/AR SUPPORT
<p>SUMMARY OF PRIMARY JOB RESPONSIBILITIES Responsible for a product line, will monitor inventory use level in comparison to sales forecast, trends and statistical analysis. Will manage the workflow from raw material to garment delivery.</p> <p>QUALIFICATIONS Bachelor's Degree. Minimum 5 years' experience in Planning administration in the textile and apparel industries preferred. Must be analytical, proficient in MS Office, main concentration Excel.</p>	<p>SUMMARY OF PRIMARY JOB RESPONSIBILITIES Handle all incoming calls and emails from customers with utmost politeness and professionalism. Ensuring orders are processed and shipped according to customer requirements. Monitor backorders for product needed and follow-up. Researches and professionally responds to customer inquiries via phone, mail and/or e-mail.</p> <p>QUALIFICATIONS Bachelor's Degree preferred, minimum 5 years' Customer Service experience. Apparel industries experience. Excellent typing and computer skills. Full Circle experience a plus. Bilingual English-Spanish helpful.</p>	<p>SUMMARY OF PRIMARY JOB RESPONSIBILITIES Responsible for fabric development, fabric quality, specifications and costing.</p> <p>QUALIFICATIONS Experience in knitted fabrics with the following specialties: circular knitting, mainly cotton and cotton blends. Dyeing and finishing of high quality circular knit fabrics and knitting yarns. Relevant education preferred.</p>	<p>SUMMARY OF PRIMARY JOB RESPONSIBILITIES Clerical support for the accounting department. Must have experience in AP and AR. Will also be responsible for sourcing, ordering and maintaining office and warehouse supplies.</p> <p>QUALIFICATIONS Bachelor's Degree preferred. Minimum of 2 years' experience.</p>

We offer a competitive compensation and benefits package. If you are interested and would like to apply, please send resumes with salary history to: resumes@nextlevelapparel.com (WORD or PDF format only)

Please include position title in the email subject.
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FABRIC BUYER WITH KNOWLEDGE OF TESTING REQUIREMENTS NEEDED:

FASHION FORWARD LOS ANGELES BASED MISSY SPORTSWEAR COMPANY SEEKS SEASONED FABRIC BUYER. CANDIDATE MUST BE FAMILIAR WITH FABRIC TESTING REQUIREMENTS FOR MAJOR RETAILERS, DETAIL ORIENTED AND ABLE TO FUNCTION IN A FAST PACED DOMESTIC MARKET. QUALIFIED CANDIDATES CAN SEND RESUMES AND SALARY REQUIREMENTS TO: DIRECTOROFHRSERVICES@GMAIL.COM

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Santa Monica based company seeks a talented designer to identify & adapt trends, work w/ textile artists to provide print direction, and create salable silhouettes.

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Must have solid knowledge in order processing, EDI, invoicing, AIMS system. Professional communication skills, 5 years experience in the apparel industry.

Able to work in a fast pace environment.

PRODUCTION MANAGER

10 years experience, knowledge of garment, pricing, Tech pack, highly organized, adapt to multi-task environment. Fluency in Mandarin is preferred. Please send resume to UNIQUESTYLEHR@GMAIL.COM

CUSTOMER SERVICE MANAGER

Santa Monica based fashion-forward scrubs co. seeking experienced CSM. Must be ops-minded, self-starter, problem solver & have great comm skills. Must have 4+ yrs CS mgmt exp., EDI and allocation exp. Great benefits!

Email resume & salary req to koirecruiter@koihappiness.com

FRONT OFFICE ASST

Must have 2 years garment industry exp in all aspects of manufacturing. Must have great comm skills with the ability to multi task, must be computer literate and proficient in Aims, Excel and Word.

Email to: parcandpearl@parcandpearl.com

Senior Denim Designer

Premium contemporary denim manufacturer seeking a talented denim/woven bottoms designer. Knit bottoms and tops a plus. 4 + years experience.

Knowledge in all aspects of design and production.

Strong technical abilities.

Ability to identify and adapt trends in women's contemporary market.

Must adhere to strict calendar deadlines.

Excellent verbal, communication & organizational skills.

Freelance or Permanent/Full Time.

Send resume to: resumesforapparel@gmail.com

Looking for Sample Room Manager

- 5 to 10 years of sewing experience
- Garment dye knowledge
- Strong people skills
- Works well under pressure
- Computer literate/ Excel, PLM knowledge
- Must speak/read English/Spanish

Please send resume/salary history to jobs@xcvi.com

F/C BOOKKEEPER

minimum of 4-5 yrs experience in Apparel industry. RESPONSIBILITIES INCLUDE:

- Preparation of Fin. Stmts.
- Month End Closing
- Inventory Costing
- Acct., Bank, Factor Reconciliation
- Accts. Payable / Rec.
- Collections
- Payroll -includes 1099 -W2

Must be highly organized and accurate.

NO PHONE CALLS PLEASE

email resume Jennifer@evafranco.com

First Pattern Maker: Dresses

Social Occasion dress designer Sue Wong seeks first pattern maker for dresses (3+ years experience). Knowledge of Gerber software is a plus. Health benefits available. Salary Commensurate with experience.

Email: resumes@suewong.com

PAD SYS. FIRST-PRODUCTION PATTERN MAKER

WELL ESTABLISHED CHILDREN'S WEAR MFG IS SEEKING FOR EXPERIENCED PAD SYSTEM PATTERN MAKER TO DEVELOP FIRST-PRODUCTION PATTERNS AND SPECS FOR O/S. STRONG KNOWLEDGE OF GARMENT CONSTRUCTION & GRADING IS A MUST. EMAIL: design.forsara@gmail.com

PATTERN MAKER/COORDINATOR

Los Angeles based Full Package DENIM Company seeking full-time Pattern Maker/Grader. Must have 5+ yrs experience, able to do Grading & work with Sample makers to get fit approved to release production.. Must be well organized. Must have Gerber 8.4 knowledge.

Email: Srhee@me.com, Fax Resume: 323.752.8575 or Contact: Patty/Steve 323-752-7775

Jobs Available

Designer, Sales Product Developer, Pre-Production, Quality Control

Rapid Growing High-End Apparel Company.

As rapid growing Apparel Company with strong established relationships with top retailers in the U.S. like Nordstrom, Bloomingdales, The Buckle, and Pacific Sun-wears, we are seeking candidates that can be part of this growth.

1. Sales Product Develop Department

In this Position we are seeking candidates with following knowledge, skills, Abilities and Other Characteristics:

- Must have a passion for fashion
- Understand apparel development
- Ability to build relationship with customers
- Excellent communication and presentation skills
- College degree preferred in fashion in enough exp.

2. Pre-Production Department

We are seeking a candidate that understand the process of producing a garment from start to finish with following knowledge, Skills, Abilities and Other Characteristics:

- Good knowledge and the ability to identify/distinguish variety of trims and fabrics
- Management of T&A
- Follow up Getting Fit Sample
- Setup and control Production Budget
- Pre-Production process

3. Design Department

We are seeking creative designers for our clients and own brand.

- Junior and Young Contemporary Designer
- Technical Designer

4. Web-Site business Department

We are seeking a qualified manager who lead the department.

5. Quality Control

- Quality Control for Sewing & Cutting Contractor
- Min. 5 years' experience

PLEASE SUBMIT RESUMES TO
jobs@4goldengreen.com or info@goldengreen.com

MERCHANDISE ASSISTANT

Ron Robinson Inc. associated with Fred Segal Melrose and Fred Segal Santa Monica is looking for an experienced Merchandise Assistant with strong organizational and computer skills. Must have at least 2 yrs retail exp. This individual will be assisting the Cosmetics & Home Design Gifts buyer.

Primary duties include data/order entry, inventory control, merchandise re-orders, transfers, e-commerce uploads, general office duties, answering phones & filing. Individual must be enthusiastic, motivated, detail oriented & have excellent follow through. Be able to handle multiple tasks in a fast paced environment, be a team player. Knowledge of retail & wholesale operations required. Must have strong ability to orally communicate with others, in person, in written correspondence & utilizing the telephone in a professional manner. Individual will work closely with buyer, store personnel & vendors.

E-mail resume to: stacy@ronrobinsoninc.com or
fax resume to 310-815-0707, attn: Stacy.

\$13.00-\$17.00 per hour. Vacation and medical benefits.

Production Pattern Maker

Downtown Los Angeles Area Manufacturer looking for Chief Prod Pattern Maker. Minimum 5 years of working experience, proficient on Gerber or PAD. Duties include pattern, grading and take charge of Pattern Dept. Spec and fit driven, detail oriented with ability to prioritize and meet deadlines. E-mail resume to ags@agsusallc.com

Jobs Available



PRODUCT DEVELOPMENT COORDINATOR

NYDJ is seeking an experienced PD Coordinator with min. 3 years experience in women's production/PD, preferred experience in sweaters, knits, jackets and dresses. This position will interact with all facets of design and production to ensure timely deliveries of the highest quality product within cost targets. Continuously analyze production calendars and process, while working with both domestic and overseas vendors. Excellent benefits and work environment. No phone calls please

Please submit resumes and salary history to:
eric.ueno@nydj.com

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Very well established L.A. based missy apparel manufacturer seeks detailed and motivated persons for the following positions:

1. Domestic Production Mgr - Min. 5 years experience
2. Fabric Buyer - Min. 5 years experience

Email resume & salary history to:
hrapparel@gmail.com



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Production Coordinator

Domestic Women's Apparel experience a MUST. Detail Oriented. Strong Understanding of patterns, fit and spec. Strong Computer & Multitasking Skills. 3+ years experience. FT with benefits. LA-based manufacturing. Email resume: Laprodmg@gmail.com



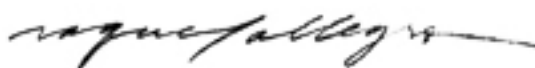
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Karen Kane is looking for single needle sewing contractors for better sportswear, tops and jackets.

Contact the production manager at:
(323) 588-0000 ext 1122.

SALES REP

missy/contemporary mfg. Seeks motivated & experienced sales rep with current relationship & established accounts. some road work, travel. Base salary and commission. pls send resume with salary history to: cool1383@msn.com



QC POSITION AVAILABLE

Seeking highly qualified Individual w / min 5 yrs exp. with advanced cont. mfg.; Understands all aspects of sewing construction, repairs and finishing. Must have excellent follow up skills. Valid DL and transportation.

Email resume to: HR@raquelallegra.com

Jobs Available

Quality Control - Women's Apparel

LA Domestic Women's apparel company seeks QC professional. 5 years experience in wovens & women's clothing preferred. Must be fluent in English/Spanish, with great communication skills.
domestic.qc@gmail.com

PRE-PRODUCTION/DESIGN ASSISTANT

Los Angeles Garment Manufacturer is looking for a highly organized, detail oriented, team player and self-motivated PRE-PRODUCTION/DESIGN ASSISTANT

- Experience in garment pre-production and/or Design Room
- Efficient in managing and creating tech packs;
- Responsible for costing new styles, and creating cost sheets.
- Responsible for all duplicates
- Send out and follow up all packages.
- Knowledge of fabrics and trims
- Computer Literate, proficient in Excel.

Send your resume to vitae101@gmail.com



Independent Sales Representative

We are looking for an Indep Sales Rep. for our Adidas & Sperry Top-Sider Men's Swimwear. Responsible for reaching business targets through effective management of designated territories and physical visits to customer sites. Must have 3-5 yrs of direct apparel sales exp, in men's preferred
Indep./Commission only. Send Resume w/Salary to hrdept@mbwswim.com

SAMPLE MAKER

Seeking Production Sample Maker for Junior Dress Company. Must have at least 6 years Experience. Able to sew all types of fabrics such as Chiffon, sequins, laces, satin, knit, etc. Able to work under pressure in fast paced environment and work long hours if needed.
Call Nara: 213-749-2116 or Email nara@beedarlin.com

Jobs Wanted

Freelance Patternmaker

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