

# CALIFORNIA Apparel News

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JOHN ECKMIER

Betsey Johnson ended her Los Angeles Fashion Week runway presentation with her signature cartwheel and splits. The New York-based designer was part of the lineup at Style Fashion Week LA, held at LA Live. Highlights from the shows can be found on page 11.

## Kellwood and David Meister Split

By Alison A. Nieder *Executive Editor*

Los Angeles-based designer David Meister and **Kellwood Co.** have parted ways, according to an email sent to contractors and suppliers that said the last day of work for “most David Meister employees” would be March 14.

Meister has operated under the Kellwood umbrella for 15 years under a licensing agreement that will not be renewed, according to the memo. Kellwood is an affiliated portfolio company of **Sun Capital Partners Inc.** Its brands include **Rebecca Taylor, XO XO, Jolt, Sag Harbor, Jax, My Michelle, Briggs, Rewind** and **Democracy**. In November, Kellwood’s **Vince** brand raised \$200 million in its initial public offering.

According to the memo from Kellwood Chief Executive Officer Lynn Shanahan, the two companies are “focusing on different paths. Kellwood is further expanding its already

thriving contemporary, juniors and misses apparel businesses while David Meister is continuing to build his known and respected high-end, evening and day-dress business.”

The memo further states that David Meister brand President Audrey Felli will work closely with the brand’s retail partners on the transition and the company is “seeking other opportunities within Kellwood and Vince for our David Meister team.”

The final David Meister season under Kellwood will be Summer.

Employees were notified on March 6, and the Kellwood website still has David Meister listed among its brands. On March 3, Meister appeared on the “Today” show to discuss fashions seen at the **Academy Awards**.

Kellwood officials and Meister did not return calls and emails requesting comment about the change. ●

## ABBD’s Hustle: Branding, Retailing, Design & Rapping

By Andrew Asch *Retail Editor*

It’s Tuesday afternoon, time for Alberto Mendez and more than 20 other aspiring rappers to try out impromptu rhymes at **ABBD**, a Fairfax Avenue storefront adjacent to flagship boutiques for popular streetwear brands such as **Diamond Supply Co.** and **Crooks & Castles**. Adam Derry, the master of ceremonies and founder of **ABBD**, invites more rappers into the space, but he is not trying to hustle music-industry contracts for these guys.

Rather, **ABBD** is a small business with a sprawling fashion-

industry mission. It is a brand-development agency, a multi-line boutique, an incubator for clothing lines, a creative space that is sometimes used as a community center. Like a growing number of entrepreneurial ventures in fashion, **ABBD** believes that it can give clients better consulting service as a renaissance agency, offering expertise in a lot of different fields.

While many entrepreneurs have been juggling their expertise in many fields for years, Miguel Garcia Larios, the co-founder and co-creative director of another multi-purpose company, **U.S. Alteration**, believes that small companies that

➔ **ABBD** page 4

## Will Europe Keep Its High Tariff on U.S. Women’s Jeans?

By Deborah Belgum *Senior Editor*

The steep 38 percent tariff the European Union slapped on U.S.-made women’s jeans last year is set to expire on April 30, but no one is sure whether the tariff will disappear or be extended for another year.

Industry insiders are placing their bets the tariff stays in place for another year, but there is a slim chance the tariff—which is more than three times what it was in 2012—is reduced or shifted to another item.

“The rumor is the tariff will continue after May 1,” said Nate Herman, vice president of international trade at the

➔ **EU Denim** page 2

### TRADE SHOW REPORT

## LA Textile Show Draws Emerging Designers and Established Brands

By Alison A. Nieder *Executive Editor*

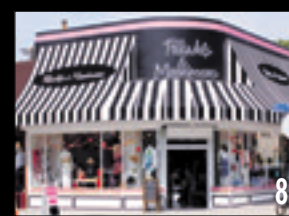
A slow start on opening day of the March 10–12 run of the **Los Angeles International Textile Show** gave way to a flurry of activity as a mix of established brands and emerging designers turned out to source fabric, trim, trend and technology resources.

Exhibitors showed their collections in showrooms and booths on the 13th floor of the **California Market Center**, as well as in permanent showrooms on the building’s seventh floor.

➔ **Textile Show** page 7

## INSIDE

Where fashion gets down to business<sup>SM</sup>



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# The Wet Seal Adds Three New Directors to Board

Teen retailer **The Wet Seal Inc.**, based in Foothill Ranch, Calif., added three new directors who have technology and social-media skills to help the company move forward.

John D. Goodman, the company's chief executive, said the retailer was in the middle of expanding its e-commerce, social-media and mobile presence. "Our three new independent directors all have specific expertise, credibility

and networks to help guide the company as we build out our online and mobile platforms," he said in a statement.

Deena Varshavskaya is the founder and chief executive of **Wanelo**, a shopping platform started in 2010 and used by millions of people to discover and purchase products they love. "Wet Seal understands that the future of shopping is online, where the consumer has

more choice, convenience and value," Varshavskaya said. "I'm excited to help the team better understand what today's customer expects in terms of an omni-channel, social shopping experience."

Nancy Lublin—a strategist with expertise in teen brand marketing, technology, the Internet, next stage fundraising and corporate citizenship—is the chief executive of **DoSomething.org**, a site for young people with more than 2.5 million active users.

Lublin also founded **Dress for Success** in 1996, an organization that helps women transition from welfare to work.

Adam Rothstein is a general partner at **Disruptive Technologies Partners**, an early-stage venture fund making equity and equity-related

investments, and lead independent adviser to **Gans Family Investments** and the Franklin/Eckstein family for their public and private-equity portfolios. Rothstein previously served as chief investment officer of **Intana Management**, a market-neutral hedge fund concentrating in the technology, media and entertainment sectors.

The board also appointed John S. Mills as vice chairman. He has been on the board since October 2012 and serves as chair of the nominating and corporate governance committee.

Fiscal 2013 was a disastrous year for the retailer and its 475 Wet Seal stores and 57 **Arden B.** stores. It had a net loss of \$113.2 million on revenues of \$580.4 million.

—Deborah Belgum

## Container Traffic to Rise 12.4 Percent This Month

As spring-like weather entices consumers out of their shells to shop, the number of cargo containers being shipped across the ocean to the nation's ports is expected to increase by as much as 12.4 percent in March.

The nice uptick in port traffic comes after import activity declined steeply in February due to Chinese New Year celebrations in Asia, according to the "Global Port Tracker" report, prepared every month by **Hackett Associates** for the **National Retail Federation**.

"Retailers are bouncing back from the annual post-holiday slowdown and getting ready for the surge in activity that comes each year as the weather warms up," said Jonathan Gold, the NRF's vice president for supply chain and customs policy. "Shelves are going to be well-stocked with everything from bathing suits to barbecues."

However, congestion at the ports has become a problem due to labor shortages and a new system of distributing chassis for cargo containers as most shipping lines have gotten out of the chassis business. "Operations will need to improve to handle the expected surge in the coming months," Gold said.

U.S. ports handled 1.36 million 20-foot con-

tainers in January, the latest month for which concrete numbers are available. That was up 4.1 percent from January 2013.

Cargo-container activity in February, traditionally the slowest month of the year, was estimated at 1.17 million containers, down 8.8 percent from the same month last year. March is forecast to be at 1.28 million containers, up 12.4 percent from last year.

April traffic will be at an estimated 1.36 million containers, a slight 5.1 percent jump from last year. May will register 1.44 million containers, up 3.7 percent, and June will be at 1.43 million containers, a 5.3 percent increase over last year.

June should weigh in with 1.43 million containers, or 5.3 percent more than last year, and July should register 1.49 million containers, up 3.4 percent from last year.

The total number of cargo containers brought into the nation's leading ports last year totaled 16.2 million containers, up 2.3 percent over 2012.

The NRF is expecting retail sales to grow 4.1 percent this year, but that is contingent on how Washington economic and fiscal policies affect consumer confidence.—D.B.

## EU Denim *Continued from page 1*

**American Apparel & Footwear Association**, a trade group in Arlington, Va. "They seem to like this item for tariffs."

The AAFA has been pushing U.S. and European trade officials to negotiate a reduction in the tariff, which was at 12 percent before being raised on May 1, 2013, or dropping it altogether. "I don't think they will announce a decision before the middle of next month on this tariff," said Steve Lamar, the AAFA's executive vice president.

On top of the current tariff war, the two regions, ironically, are negotiating a free-trade agreement that would make the area the largest free-trade zone in the world, encompassing as many as 800 million residents.

The EU and the United States just wrapped up their fourth round of negotiations in Brussels, Belgium, for the **Transatlantic Trade and Investment Partnership**, or T-TIP. The five-day meeting, March 10–14, saw discussions on trade in services, public procurement, rules of origin, technical barriers to trade, agriculture, and customs and trade facilitation.

### Letter-writing campaign

The American Apparel & Footwear Association as well as the **European Apparel and Textile Confederation** sent a letter on March 10 to U.S. Trade Representative Michael Froman and EU Commissioner for Trade Karel De Gucht expressing their strong support for immediate and reciprocal duty-free provisions for all apparel and textiles in the proposed free-trade accord.

The AAFA has also been pushing the EU to drop the steep tariff increase on U.S.-made women's blue jeans. Most of those are premium-denim jeans made in Los Angeles and selling at high-end European department stores for more than \$300. **Selfridges** in London has an entire section devoted to premium-denim jeans that includes Los Angeles labels **Joe's Jeans**, **True Religion**, **7 For All Mankind**, **Current/Elliott** and **J Brand**.

Lamar is optimistic there might be some reduction in the tariff because the duty calculated on the women's jeans is based on the amount of money distributed to U.S. companies under the Byrd Amendment, also known as the Continued Dumping and Subsidy Offset Act.

Several years ago, the EU and other countries won a **World Trade Organization** trade dispute with the United States over this amendment, which, at the time, allowed the United States to collect anti-dumping duties on goods that were subsidized by European countries.

The U.S. Congress approved legislation in 2006 repealing the Byrd Amendment, which had been in effect since 2000. However, Congress added transitional provisions that allowed U.S. customs to continue collecting duties for distribution until Oct. 1, 2007. To

this day, payments continue to be handed out on antidumping duties collected during the period the Byrd Amendment was in effect.

While those disbursements continue, the EU and other countries can impose tariffs equal to the amount distributed under the Byrd Amendment.

While those disbursements have shrunk in the past year, they are still being made. U.S. Customs and Border Protection's annual report showed that a little more than \$118.6 million was paid out to U.S. firms in the 2012 fiscal year. In 2013, the amount distributed dropped nearly 48 percent to \$61.75 million.

With distribution down 48 percent, some believe the tariff on U.S.-made women's jeans will be reduced by 48 percent. Or it could remain the same and tariffs could be reduced on other items whose tariffs went up drastically last year, such as duties paid on eyewear frames, sweet corn and crane trucks. Their tariffs shot up from 15 percent to 26 percent.

The AAFA's Lamar was hoping the Brussels trade negotiations would provide an opportunity to discuss tariff reductions for women's jeans and other items. But there has been no sign on which direction Europe's tariff strategy will take.

### Refunds in the mail

Meanwhile, six months after the tariff took effect, major Los Angeles blue-jeans makers banded together and hired a law firm to find a technical twist to get around the 38 percent tariff.

Attorney Elise Shibles, from the San Francisco office of customs and international law firm **Sandler, Travis & Rosenberg**, filed a legal challenge last October in the United Kingdom on behalf of **Hudson Jeans**, saying that denim pants whose dyes are not colorfast cannot be classified as denim but as women's pants. In early December, the U.K. agreed. For classification purposes, denim is described as pants with a dye that won't fade.

Already, Los Angeles denim companies are filing for reimbursements on the extra tariffs they were charged last year, Shibles said. One LA company, which she did not name and was not part of the original legal challenge, already has received its first refund.

Another Los Angeles denim-jeans manufacturer is going through the refund process right now to get back more than \$275,000.

Shibles said the refunds are encouraging because no one was sure whether other European countries would honor the U.K. ruling—even though the U.K. is part of the European Union.

Also, the refunds are being extended to companies that were not part of the original U.K. tariff complaint. "I believe all five parties that were part of the ruling request [in the U.K.] are seeking refunds," Shibles said. Only four of the five companies that were party to the legal complaint have been revealed. They were **Hudson Jeans**, **Koral Los Angeles**, **Paige Denim** and **True Religion**. ●

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## COMPANY PROFILE

### ABDD *Continued from page 1*

do a little bit of everything will increasingly be the norm.

U.S. Alteration is scheduled to open in June in Beverly Hills. It will be a multi-line retailer, design clothes, and offer styling services and an art gallery as well as trend forecasting for corporate clients, among other things. Garcia Larios, who formerly concentrated solely on retail when he ran a boutique on Melrose Avenue, contends that he has been making more money by being a jack of all trades. "People need to know everything about everything to keep in business and focus on whatever works. This is what the future is," he said.

For ADBD's main focus, it crafts campaigns intended to hook the public on his clients' projects. ADBD currently works with **Ekocycle**, a line of aspirational products such as suits, caps and T-shirts made out of recycled products such as old

**Coca-Cola** bottles. The line is owned by Coca-Cola and music star William Adams, who performs as Will.i.am. Other clients include apparel lines **Junk Food** as well as retailers **Urban Outfitters** and **Pacific Sunwear** and the **MAGIC Market Week** trade shows.

Derry spends the majority of his time in brand development while his other avocations—design and retail—are expected to be profit centers for his company. In fact, all of his ventures are expected to make money except for the rap open-mic sessions. He gives rappers access to his space typically once a week in sessions that are called **ADBD Live**. Derry considers the storefront a performance space and a community service for Fairfax and its culture of skateboarders, hip-hop heads and sneaker fanatics.

ADBD has been in business since 2007,

but it moved to Fairfax in September. The Fairfax address is important to brands that sell in the ADBD boutique. **Vision Street Wear** is a streetwear brand that will be sold at ADBD and is scheduled to be stocked in late May. Vision Brand Manager Mark Encinias wanted the brand to gain some exposure on Fairfax. He believed that Derry could capture the essence of his brand when ADBD curates and sells Vision's footwear, caps and clothes. He also was taken with the shop.

"It's a raw space; we could literally do anything there," Encinias said. "There are no constraints about it."

ADBD has been designing its own streetwear lines, such as **Circle R** and **High Fairfax**, which was released earlier this month. High Fairfax's moniker is inspired by his neighborhood and the English retailing tradition of a High Street, the real estate in

English cities where high-profile boutiques maintain addresses.

The centerpiece of the seven-piece collection is a T-shirt with embroidery on the front, a heavy Japanese screen-printed design in the back and a graphic of a lion. The collection's other pieces include mesh shorts; reversible, sleeveless mesh jerseys; and foam mesh trucker caps as well as crew-neck shirts for kids. Retail price points range from \$28 for caps to \$44 for T-shirts and \$58 for long-sleeve shirts. The lines are mostly manufactured in Los Angeles.

Despite wearing all of these different hats, Derry says there is no danger in spreading himself or his company too thin. "I've never come close to running thin," he said. "People run out of fuel because they don't fuel up. I'm constantly being fueled by culture." ●



**COMMUNITY SERVICE:** ADBD hosts regular open-mic sessions for aspiring rappers. Adam Derry of ADBD considers the open mic a community service for his neighborhood. Alberto Mendez, pictured center, is rhyming.

## Calendar

**March 14**

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

**March 16**

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

**Designers and Agents**

The New Mart  
Los Angeles  
Through March 18

**Select Transit**

California Market Center  
Los Angeles  
Through March 18

**CMC Gift & Home Market**

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

**March 17**

**Los Angeles Fashion Market**  
Cooper Design Space  
The New Mart  
824 Building  
Lady Liberty Building  
Primrose Design Building  
Academy Awards Building  
Los Angeles  
Through March 19

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

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

**Coeur**

Cooper Design Space  
Los Angeles  
Through March 19

**Brand Assembly**

Cooper Design Space  
Los Angeles  
Through March 19

**International Textiles Expo**

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



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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# Parke & Ronen Experiments With Unconventional Pop-up Shop Concept

The boom-and-bust cycles of running a store are challenging for anyone, but it was driving the owners of the **Parke & Ronen** store in Los Angeles crazy.

The Parke & Ronen boutique, located at 8012½ Melrose Ave., was crowded during spring, summer and the winter holiday retail season. The store was typically empty during the first quarter of the year and the time between Labor Day and Black Friday, the day after Thanksgiving, which is the traditional start of the winter holiday retail season.

The label's co-founder Ronen Jehezkel didn't want to abandon the New York-headquartered label's Los Angeles address, which it had been running since 2008, yet he also needed to cut costs.

He and label partner Parke Lutter came up with a novel idea. Close the boutique during the down times, open it during the peak seasons. The schedule is similar to some boutiques in resort areas, yet the 1,200-square-foot Parke & Ronen bricks-and-mortar boutique will still serve a bottom line when it is closed to the public. A 9-by-12-foot billboard advertising Parke & Ronen gear was installed in the main store window, which directs consumers to the label's website ([www.parkeandronen.com](http://www.parkeandronen.com)). Jehezkel said the billboard, which changes every month, was responsible for boosting e-commerce sales 30 percent in the West Hollywood, Calif., zip codes of 90046 and 90069.

The label is ready to reopen its store on March 15 after hibernating since Dec. 22. With balmy spring weather also making a return to Los Angeles, Jehezkel forecasts that people will be seeking Parke & Ronen's men's fashion swimwear and the contemporary menswear. Label aficionados also will be treated to exclusive styles that will only be sold at the store, as well as a new look to the store, which includes walls painted in a light-blue "Greek Sea" color.

The label's owners caught a lucky break when staffing the Melrose store. They expected to hire a new staff, but the boutique's manager, Grace Staeheli, chose to take a three-month vacation to Australia and will return to the Melrose boutique when it reopens.

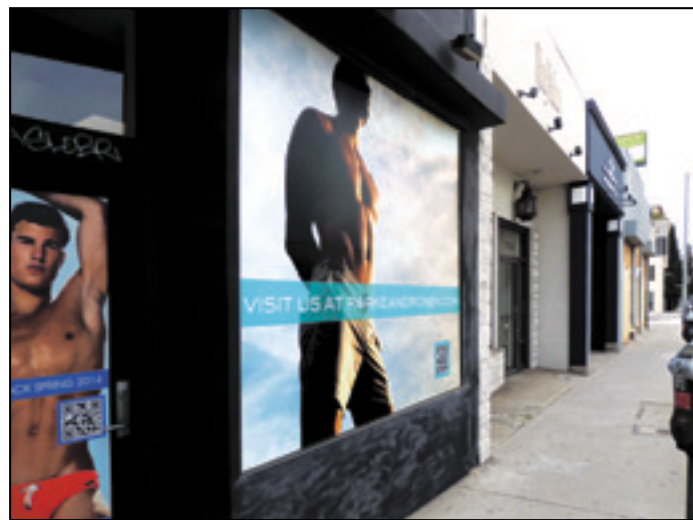
The Parke & Ronen label also runs a New York boutique that is open year-round, and the brand's styles are sold in the e-commerce and physical shops of high-profile retailers such as **Barneys New York**, **Bloomingdale's**, **LASC** and **Nordstrom**.

Jehezkel said that his Melrose boutique pays off in more than revenue. "It is a perfect shop

for editorial," he said. "Los Angeles is the fashion capital of the West Coast. It also is opening us to a great international opportunity. There are a lot of tourists here. It's why we work hard to keep Los Angeles. It is a great way for us to explore international markets."

Keeping the lights on in a store seasonally is not without precedent. However, it remains unorthodox in areas where population does not plummet during specific seasons, said Bernard G. Jacobs, a stylist with a focus on Rodeo Drive in Beverly Hills.

Retailers typically take great lengths to keep their bricks-and-mortar stores open, he said.



**POP ART:** The Parke & Ronen shop was closed from Dec. 22 to March 14, but billboards advertising the label's fashions were posted in the store windows.



**THE DESIGNERS:** Parke & Ronen's Parke Lutter, left, and Ronen Jehezkel

If stores are moving, even down the street, retailers will pay for billboards to announce the news. Otherwise they run the risk of people thinking that they are closing.

"Even if they are losing business, they'll keep their stores open," Jacobs said of physical shops, which typically serve two purposes: to sell product and to brand the label or boutique.

Parke & Ronen's pop-up retail will go farther than Melrose. On the weekend of Aug. 15, the label will open a pop-up shop in Fire Island, a beach and resort area just outside of New York City, said Lindsay Siwec, a Parke & Ronen representative. The label will also continue its Mel-

rose experiment. The building where the store is located is up for sale, but it will not affect the lease, Siwec said.

The Los Angeles Parke & Ronen shop is located close to the intersection of Melrose and Fairfax avenues, and the block has been a fashion street for the past decade. But it suffered during the Great Recession, when many stores closed. Sometimes, more than 10 empty storefronts lined the street during the tough times during and after the recession. However, the neighborhood has experienced a revival in the past 18 months. The **Moods of Norway** brand moved its boutique to 7964 Melrose in 2013, and hipster jewelry store **The Great Frog** moved to 7955 Melrose in February.

The neighborhood continues to be the address for high-profile stores for brands such as **Adidas**, **G-Star**, **New Era**, **Tarina Tarantino** and **Tokidoki**. Pioneering store **Fred Segal Melrose** is located a few blocks west. ●



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**Textile Show** *Continued from page 1*

After a particularly productive meeting with a Los Angeles manufacturer at the end of the second day, **Buhler Quality Yarns** Chief Executive Officer Marty Moran said, "That was worth the trip."

Based in Jefferson, Ga., Buhler was showing in the **Lenzing Pavilion**, organized by the Austrian fiber producer and maker of **Tencel**. For yarn makers such as Buhler, the LA Textile show is an opportunity to assist manufacturers find resources and opportunities, particularly in the U.S. and the Western Hemisphere.

"We need an open door for dialogue," said David Sasso,

"If you pick the right partners, you can do a lot of things in the United States," Sasso told the attendees at a sourcing seminar organized by Lenzing during the LA Textile show.

Another panelist, Pat Tabassi, product development and marketing manager at Los Angeles-based mill **Design Knit Inc.**, agreed.

"There's nothing like sitting down with the customer and building that trust and rapport," she said. "There are ways to bring the price down and be creative."

The panel also included Los Angeles-based converter **Britannia Mills Ltd.** and Lumberton, N.C.-based vertical knit mill **Alamac American Knits**.

**Busy booths**

Many exhibitors reported a mix of well-established brands such as **Splendid** and **Karen Kane**, as well as newer start-up companies.

Sandrine Bernard, executive vice president of French lace mill **Solstiss**, said there were many new companies on the first day of the show, but by day two, the traffic included plenty of her existing customers. Her Solstiss colleague Jane Burge noted a high number of companies from San Francisco.

There was constant activity in the **Robert Kaufman Fabrics** booth, where Sales Manager Ron Kaufman said, "We saw 80 to 100 customers over the last couple of days, including some established people in the denim world we want to work with."

Dan Sassower of Britannia Mills said the mood was upbeat and traffic good.

"It's been busy since the get-go," he said, adding that he was seeing a lot of new potential customers. "They're open to a lot of new things—especially wool."

Sassower said some people may have skipped the show but added that most of his existing customers prefer to review the line in the company's showroom in the CMC.

Raj Parikh, manager of Los Angeles-based fabric importer **Jay Ann**, said traffic picked up on the second day of the show as both existing customers and new companies turned out.

"They want to see what is out there," he said.

For international exhibitors, the show represents an opportu-

nity to capture West Coast business.

This was the second time at the show for Turkish print mill **Confetti Fabrics**, said representative Etr al Ankonmaz. The Los Angeles show is the last stop on a trade-show circuit that included **Première Vision Preview** in New York in January and **Première Vision** in Paris in February. "This is the last show we have to work," Ankonmaz said. "Compared to European fashion, it's late."

Confetti offers two types of prints—traditional rotary prints and quicker-turn digital prints. The minimum order for rotary prints is 1,000 yards and 200 yards for digital prints.

"We have to be flexible; business is changing," Ankonmaz said. "Everybody is trying to catch up with the **Zara** idea."

**Trend spotting**

Designers scouting trends at the show had plenty of variety from which to choose.

Design Knit was showing denim-inspired knits, including all shades of blue, as well as true indigo knits, which can be washed like denim. The mill was also showing texture knits, double-face fabrics and lighter weights for activewear.

President Shala Tabassi said the company is offering more activewear fabrics made with natural fibers rather than the traditional synthetic content.

Robert Kaufman Fabrics was also showing denim-inspired fabrics including railroad stripes and chambrays.

"We're a line that goes great with denim," Kaufman said.

The company was also showing more printed knits, including cotton/spandex jersey and interlock.

"For the last 20 years, people have been asking us to put our prints on knits," Kaufman added.

At Lenzing, the newest development is Modal Color, a colorfast version of Lenzing Modal in which the color is added to the fiber.

"Color pigments are fixed in fiber," said Bernd Schleuchardt, Lenzing project manager for knits. "It saves water and energy in the finishing process."

For Britannia, customers are requesting the company rework traditional mass-market fabrics with luxury yarns, said Britannia President Terrence Chermak.

"For something like a fleece, people are asking for something more upscale, with better fibers, better yarns," he said. ●

VOLKER CORELL



**TREND SCOUTING:** Los Angeles International Textile Show exhibitors reported a strong turnout of designers and fabric buyers with established brands and start-up companies at the recent show.

Buher's vice president of sales. "There are different opportunities to look at how each supply-chain member can add value and connect with customers so we can jointly price our product together. We can't do everything [in the U.S.], but we can do luxury fabrics and simple silhouettes."

But as one customer told Sasso, "It has to look American [-made]."

Buhler was one of the domestic suppliers whose products went into the **Polo Ralph Lauren** designs worn by U.S. athletes at the recent Winter Olympics games in Sochi, Russia. And towels made with Buhler yarns are being sold at **Walmart** as part of the giant retailer's \$60 billion made-in-America initiative.

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# What's Checking on Los Angeles' West Third Street

By Alyson Bender *Contributing Editor*

Los Angeles' West Third is a high-energy street sandwiched between La Cienega Boulevard and Fairfax Avenue. Its boutiques, cafes and restaurants draw trendy tourists and locals alike, creating an ongoing pulse that is unique to Los Angeles. As **Beckley Boutique** owner Melissa Akkaway put it, "The close proximity of the stores and restaurants on this street creates a nice synergy that is always upbeat."

## BECKLEY BOUTIQUE 8128 W. Third St.

Beckley Boutique moved from Melrose Avenue to West Third approximately 15 months ago and has not looked back. "We were after a larger space with more foot traffic and found it here," Akkaway said. "Our customer is fashion forward and has a unique style that complements this neighborhood."

Some of the boutique's top-selling styles include **Citizens of Humanity's** skinny high-waisted "Rocket Jeans" (\$218) and **10 Crosby by Derek Lam's** bodycon dresses (\$225). Other favorites among customers include **Opening Ceremony**, **3.1 Phillip Lim** and **Second**.



Beckley



Citizens of Humanity



Derek Lam



Polkadots & Moonbeams

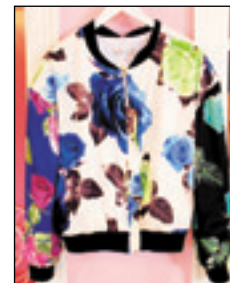


Westin

## POLKADOTS & MOONBEAMS 8361 W. Third St. (Modern); 8367 W. Third St. (Vintage)

While the vintage store of **Polkadots & Moonbeams** has been a long-time destination for vintage enthusiasts and fashion designers seeking inspiration, the contemporary store just moved to a larger, corner space and is stepping up its game. "We felt it was time to take our modern store to the next level, and our customers have been extremely receptive," said Wendy Freedman, owner of Polkadots & Moonbeams. The modern store moved to its new location in June.

The modern store houses contemporary styles that "complement the body and feel good to wear." **Bailey 44** and **AG Jeans** are two of its top-selling brands, while popular styles among customers include a graphic-print **Westin** dress (\$163), **Shakuhachi** floral bomber jacket (\$242) and **Blue Life** maxi dress (\$253).



Shakuhachi



Blue Life

## SATINE 8134 W. Third St.

**Satine** is an upscale boutique with a retro vibe and boasts the latest styles from **Chloe**, **Preen**, **Rochas** and **Alexander Wang**, among others. Some of its popular items at the moment include a white and yellow sundress from **Nina Ricci** (\$3,390), an **Isabel Marant Etoile** tartan dress (\$585), **Jenni Kayne** D'Orsay flats and **Paige Denim**.

Satine has been in its current space for more than four years and was in a smaller store across the street before. It has two other locations, both on Abbot Kinney Boulevard in Venice.



Isabel Marant



Nina Ricci



Satine

## JANE 8364 W. Third St.

Boasting prices all under \$98, the focus at **Jane** is "wear-well, feel-well pieces for the trendy, ageless girl," according to owner **Peggy Sella**. "We seek out current trending styles from quality brands that are affordable." These brands include **Lush**, **Thread Supply**, **Vintage Havana** and **Freelander**. [Pictured at right: **Sans Souci** crop top (\$20) and skirt (\$24).]

Jane has two other locations in the LA area—one in Tarzana and the other on Montana Avenue in Santa Monica. All three stores have a strong following of customers from around the country, thanks to the store's **Instagram** account (@janeoftarzana), which is constantly updated with new arrivals. Plus, the stores accept phone and email orders and happily ship merchandise to out-of-town customers. "By posting new merchandise as it comes in via Instagram, our customers are able to instantaneously snatch up their size in the desired style, sometimes before it even hits the store floor."



Jane



Sans Souci

## TERRA 8216 W. Third St.

**Terra** carries women's, men's and children's apparel and shoes, in addition to organic beauty products, and has been on West Third since 1987. It stocks wardrobe staples such as **Theory** blazers, **Lacoste**, **Joe's Jeans** (starting at \$165) and **DKNY** flats (\$150). Some of the boutique's better-selling items are a dress from **Collective Concepts** (\$68) and **Pan Am** bags (\$89-\$125), which strike a cord of nostalgia with certain customers.



Pan Am



DKNY



Collective Concepts



Terra





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## THE FACTORY

Discover the new direction in Fall fashion trends underground. For more on the top 100 see pages 10 and 11.

### Omnichannel Retail: Future Is Now

It's not exactly a household name, but many retail and fashion industry executives are familiar with the name of the company that's leading the charge in omnichannel retail. It's called **NetScout24**, and it's all about being everywhere at once. The company's CEO, **David K. Brown**, says that omnichannel retail is the future of the industry. "It's not just about having a presence on every device, but it's about having a seamless experience across all devices," he says. "It's about making sure that your customers can find you wherever they are, and that you can reach them on their terms."

### Trade Show Report: Start-ups and Returning Brands at Fashion Market Northern California

By **Sarah Wilson**, Fashion Market Northern California Editor  
**SAN FRANCISCO**—The Fashion Market Northern California (FMNC) trade show, held in San Francisco, California, on February 11-12, 2015, was a success. The event drew a record number of attendees and showcased a wide range of fashion brands, from established names to exciting start-ups. The show was held at the San Mateo County Event Center, which provided a spacious and modern venue for the event. The trade show was a great opportunity for brands to connect with buyers and showcase their latest collections. The event was a success, and it was a pleasure to be part of it.

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# How to Use Free-Trade Zones to Save When Importing Apparel

By Tom Gould *Contributing Writer*

The weekly entry can provide immediate and significant savings through lower merchandise-processing fees. For example, the MPF is calculated at 0.3464 percent of the value of each shipment but is capped at \$485 per entry. A company importing 10 shipments per week each valued at \$140,000 and filing a separate entry for each will pay \$4,850 per week in MPF, or more than \$250,000 per year. The same company importing the same number of shipments but operating in an FTZ and filing a single weekly entry, on the other hand, would pay only \$485 in MPF per week, resulting in a savings of more than \$225,000 annually.

Foreign-trade zones offer great opportunities for lowering the overall cost of imported apparel and other products. While more and more companies are taking advantage of these opportunities, a clear understanding of FTZ rules and regulations is critical to ensuring maximum savings and avoiding problems.

FTZs are places within the United States that are considered to be outside the U.S. customs territory. Goods in your warehouse in Kansas, for example, could be treated by customs as if they were still outside of the U.S. if they were in a free-trade zone.

Merchandise shipped from a foreign country into an FTZ is not dutiable until it is removed from the zone. This allows companies to avoid paying altogether on products that are exported to another country, such as Mexico, or destroyed. Merchandise can be stored in an FTZ with duty payment deferred until the merchandise is removed from the zone. This duty-deferral mechanism can yield substantial cash-flow savings for apparel that has high duty rates or sits in inventory for long periods of time.

Apparel companies operating in an FTZ realize immediate cash-flow savings when the zone is first established and continue to save by paying duties closer to the time of final sale.

For example, an apparel company with an average inventory of \$100 million would pay \$15 million in duties (assuming an average 15 percent duty rate) when the goods are imported, but by operating in an FTZ the company could delay payment of that \$15 million, possibly for several months on slower-moving merchandise.

President Obama's National Export Initiative, along with the worldwide demand for U.S. branded products, has pushed apparel companies to find new markets abroad. Along with the new opportunities, exporting brings new complications and likely double payment of duties.

A U.S. company not operating in an FTZ typically imports products and pays duties to U.S. customs, and, when products are then sold to a foreign customer, the company or the customer pays duty a second time to customs in the customer's country of residence. By using an FTZ, the company could avoid the duty payment to U.S. customs.

FTZs are also eligible for a unique benefit referred to as weekly entry. All goods withdrawn from an FTZ during the week are reported to customs at the end of the week on a single entry. Companies can ship goods from their FTZ warehouse any time during the week.

Weekly entry also provides an opportunity to save on customs brokerage fees. For high- or medium-volume importers, this savings alone is enough to justify applying for FTZ designation.

FTZs provide importing companies with additional, non-financial benefits as well. Cargo shipped to an FTZ is eligible for direct-delivery benefits from the port of entry, reducing long lead times at crowded ports of entry, and can move cargo directly into the FTZ without formal customs entry.

Country of origin and Federal Trade Commission labels (content, registration numbers, care, etc.) are not required until the items leave the zone. Items without labels or with incorrect labels can be relabeled in an FTZ without the delays experienced by other importers. FTZs may also be used for quality-control inspections to ensure that only merchandise that meets specifications is imported and duty paid; all other items may be repaired, returned to the foreign vendor or destroyed without payment of duty.

There are several misconceptions about FTZs. Many believe that apparel is not eligible for entry into an FTZ and that the process for setting up an FTZ is complex, lengthy and cost prohibitive. Additionally, some assume that their operations would have to be relocated to an area that has already been designated as an FTZ. These misconceptions are based on the more stringent rules that applied in the past, but most of these have since been changed, and the FTZ application formats and requirements have been dramatically simplified.

More leading apparel companies are taking advantage of FTZs today to control the total landed cost of their products. Now is a great time to examine whether an FTZ is the right strategy for your company as well.

*Tom Gould is senior director, customs and international trade, for Sandler, Travis & Rosenberg P.A. He is based in Los Angeles. He works with retailers, importers and exporters of textiles, apparel, footwear, consumer electronics and other products.*

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# Fall '14 in Los Angeles

Los Angeles Fashion Week got underway on March 9 at LA Live in downtown Los Angeles with the Style Fashion Week runway shows. Continued coverage of the events—including the Los Angeles Fashion Council Collections, Concept LA Fashion Week and Project Ethos—will appear on *ApparelNews.net* and in next week's issue.

VOLKER CORELL, JOHN ECKMIER, FELIX SALZMAN



Betsy Johnson



Ina Soltani



Maggie Barry



CM Fashions



R Michelle



Michael Costello



Andre Soriano

MT Costello



Bettie Page



Walter Mendez

Tatiana Shabilenik



# Off the Runway and Into the Design Room

Hye Park took her modeling experiences—on and off the catwalk for designers such as **Miu Miu**, **Prada**, **Roberto Cavalli**, **Dolce & Gabbana** and **Hermès**—and put them on the drawing board for **Hye Park and Lune**, a new collaboration between Park and **Lune**, the Pasadena, Calif.–based company founded last year by Kyle Han and Ashley Lee.

The collection features soft poly/cotton blend tops, bottoms and outerwear made for the woman who wants to look and feel stylish while on the go. The line's two-tone striped tees have become celebrity favorites, spotted on several notable Hollywood figures, including Jennifer Garner and Selma Blair, and its long-sleeve “Crescent Raglan” tee has been worn by Alessandra Ambrosio and Ali Larter.

The “Planet” army parka offers a longer fit with drawstring options while the “Eclipse” has a loose silhouette.

Modeling gave Park an appreciation and knowledge of construction and design. Han, who serves as designer and creative director of Lune, was a fashion editorial photographer in South Korea before teaming up with Lee, whose background is in styling and retail. The three were childhood friends who shared a mutual dream to launch their own brand.

“We had already been in talks with Hye, so we decided that our first label would be Hye Park and Lune and it would be inspired by Hye’s life off the runway,” Han said. “Because Hye has walked for designers like **Marc Jacobs**, **Chanel**, **Dior**, **Alexander McQueen** and **Isabel Marant**, to name a few, she knew what wearing true opulence felt like.”

The line draws inspiration from a woman’s everyday activity and travel.

The Spring/Summer ’14 collection, which debuted last year at **Fashion Week San Diego**, featured classic separates with a tomboy quality that can be paired with distressed denim or sweatpants, dressed up with a leather bottom and blazer, or made edgy with a motorcycle jacket and rugged boots.

“We designed the tops to be a bit over-



sized and on the relaxed end so that bodies didn’t feel restrained or controlled by the shirt. Our priority when designing the tops is comfort,” Han said.

Fabrics are sourced in the U.S., including Hacci, a polyester/rayon/spandex knit blend, Tencel and cotton. “The public loves the touch and feel of the fabric, and many have said they’ve never felt anything like it before. We’ve heard our tops referred to as ‘yummy,’ ‘ultra-cozy,’ and ‘super-soft,’” Han said.

Tops are wholesale priced from \$21 to \$54, military jackets are wholesale priced at \$149, maxi dresses are \$54, and shorts are \$20. The Fall 2014 collection also includes lightweight sweatshirts that range from \$53 to \$72 wholesale and bomber jackets, which are wholesale priced from \$89 to \$102.

Hye Park and Lune is currently sold at **Fred Segal, Blue Eyed Girl and Boutique to You** ([www.boutiquetoyou.com](http://www.boutiquetoyou.com)) as well as on their online site ([www.hye-park-and-lune.myshopify.com](http://www.hye-park-and-lune.myshopify.com)).

Plans are in the works to expand the brand to accessories, including scarves and beanies, as well as activewear and pants. The three hope to eventually add intimates and jewelry, as well.

For more information, call **It’s All About the Girls Showroom** at (213) 624-9717 or email [linda@itsallaboutthegirls.com](mailto:linda@itsallaboutthegirls.com).

—Sarah Wolfson



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For both positions, minimum 3 years experience in textile industry & experience in MOD2 is a plus.

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**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.  
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Our company is looking to hire an experienced accountant to support our apparel and real estate divisions. Must be team player and able to adhere to the company philosophy and policy.

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- \* Must be a licensed CPA
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- \* Solid understanding of G/L, GAAP requirements, and domestic accounting regulations
- \* Organized and detail-oriented
- \* Bachelor's Degree

Please send your resume with salary requirements to:  
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**CAD ARTIST**

Fast paced fabric convertor is looking for an experienced Cad Artist. Must be familiar with AVA & or Ned graphics  
 Create designs in repeat and have a good color sense.  
 Resume to: [Melissa@designcollection.com](mailto:Melissa@designcollection.com)

**GRAPHIC DESIGNER**

Three Dots, an OC Apparel company seeks a well-rounded graphic designer who understands the aesthetic of contemporary fashion, brand identity & target audience. Cand must be proficient in Photoshop, Illustrator, InDesign, & Lightroom and have a min. of 2-3 yrs exp in print & digital graphic design within a fashion company. Cand must have ability to retouch raw photos, ability to transfer creative concept into graphic artwork that convey the brand DNA, and must be detailed oriented. Exp in Flash editor, video editing, web development, & mobile is a +.

Submit resume, portfolio and salary history to:  
[resumes@threedots.net](mailto:resumes@threedots.net)

Candidate without portfolio will NOT be considered.

**Graphic Designer**

Carson based company is looking for shirt graphic designer for Jr, Men and Children. Must have 3 yr work exp in screenprint and sublimation. Team player with strong skills in Photoshop & Illustrator. Send resume to [unleaded\\_92@yahoo.com](mailto:unleaded_92@yahoo.com) or fax to 310-885-9841

## Jobs Available

**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: [fashionhiringdta@gmail.com](mailto:fashionhiringdta@gmail.com)

**DIRECTOR OF  
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JRs Apparel Mfr seeks Director w/exp in knit fabrications, sourcing & compliance. Must have contacts throughout Mexico, Central America, & Asia (China, Vietnam, Cambodia, Indonesia, etc). High-volume & Quick-turn mentality req'd w/full understanding of knit fabrics, construction, embellishments & trims. Factory articulation, supply chain management, duty rates, quotas, and FOB/LDP. Customer scope includes specialty, department & discount stores. Heavy Private Label. Must have top-to-bottom knowledge of compliance, testing & QA. Must be hands-on & resourceful. Position is at our Los Angeles Office. Travel to global locations, as needed. Bi-lingual English/Chinese a plus. Excellent benefits.

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## Jobs Available

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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

### SALES & PRODUCTION COORDINATOR

Candidate MUST have Sales & Product Development experience. Need coordinate Samples and Traveling to trade-shows. Monitoring PO/Selling/Receiving/Inventory. Email resume to : HR@dearjohndenim.com

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### Technical Designer

Carson Area manufacturer has an FT opening. 5+ Yr working exp in Tech Dept. Skills & responsibilities include creating Sourcing, BOMs, cost sheets, line sheets, garment specs, tech packs, and sample room coordination. . Email Resume to unleaded\_92@yahoo.com

## Jobs Wanted

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