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Layana Aguilar



Wayward



Bri Seeley

LA FASHION WEEK

RUNWAY WRAP

Los Angeles Fashion Week concluded with 10 days of runway shows showcasing everything from contemporary fashion and eveningwear to streetwear and avant-garde designs.



Mossée



Meat Packing-District



Ozgur Masur



Katherine Kidd

TRADE SHOW REPORT

Key Retailers Turn Out at Los Angeles Fashion Market

Staggered start days create confusion for exhibitors and retailers.

By Andrew Asch, Deborah Belgum, Alison A. Nieder

Buyers from Nordstrom, Nasty Gal, Piperlime, Amazon.com, ShopBop, Elyse Walker, Madison, Ron Herman, Tilly's, Revolve and American Rag turned out for the Fall 2014 Los Angeles Fashion Market. Once again, the market featured a staggered opening day, with the California Market Center and the Gerry Building opting to open on Sunday, March 16, and the Cooper Design Space and Lady Liberty opening on Monday, March 17. The New Mart officially opened on Monday, but several showrooms decided to open on Sunday to meet with buyers who preferred to shop on a weekend day.

The concurrent trade shows also followed a staggered schedule. Designers and Agents shifted its start date from Monday to Sunday this season while Select, at the CMC, opened on Sunday, and Coeur and Brand Assembly, at the Cooper, opened on Monday.

Exhibitors reported buyers were writing orders for everything from Immediate goods through Fall, and most said the mood among retailers was cautiously upbeat.

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Change Coming With Two Historic Garment Buildings Being Converted Into Loft-Style Apartments

By Deborah Belgum Senior Editor

The 12-story Garment Capitol Building, built in 1926, has a faded Gothic Revival exterior whose roof is punctuated with 5-foot-tall graffiti spray painted on the side.

Just a few doors away, the 12-story Maxfield Building has a lime-green Art Deco exterior bleached a few shades lighter by the sun and a lobby that has seen better days when it was the home of various clothing manufacturers and textile offices that moved in after the building was completed in 1925.

Since the 1970s, the structures were part of the vast Anjac Fashion Buildings empire, owned by the Needle-

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Where fashion gets down to businessSM



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Skingraft Joins Group of Luxe Boutiques in Fashion District

By Andrew Asch Retail Editor

The **Skingraft** fashion label will be the latest of several high-end fashion boutiques to put down stakes in downtown Los Angeles' Fashion District, which has become a magnet for luxe boutiques after being a near-dead zone for high-end fashion retail up to last year.

By summer, the exclusive leather and fashion label Skingraft will move its flagship store from the Historic Core section of downtown Los Angeles to 758 S. Spring St., which is located at the northern edge of the Fashion District.

Skingraft's Christopher Cota said the main reason for the new address was to move to a bigger, 2,500-square-foot space, at 125 W. Fourth, is 2,300 square feet.

Skingraft's new flagship will be less than a 10-minute walk from the first California location for New York-based high-end multi-line boutique **Oak**.

On March 15, Oak quietly opened at 910 S. Broadway, at the ground floor of **The Sparkle Factory**, the headquarters for jewelry and accessories brand **Tarina Tarantino**. Oak and The Sparkle Factory are located across the street from the **Ace Hotel**, a boutique hotel

with a fervid cult following that debuted in January at 933 S. Broadway in the old **United Artists** building.

A hub of high-profile boutiques and emporiums has blossomed near the Ace. An **Urban Outfitters** opened in December at 810 S. Broadway in the building of the historic **Rialto Theatre**. **Acne Studios**, the Swedish contemporary clothiers, debuted a 5,000-square-foot space at 855 S. Broadway the same month.

The leather-goods boutique for **Tanner Goods**, which also offers space for men's clothing shop **The Woodlands**, opened at 860 S. Broadway in February. **A.P.C.**, a French fashion brand, will reportedly open a boutique in the neighborhood later this year, and **Aesop**, an Australian luxury line of soaps, shampoos and lotions, will move in soon.

Designer **Tarina Tarantino**, who bought the seven-story **Burns Western Costume Co.** building at 908 S. Broadway, across the street from the Ace Hotel, plans to open more high-end retail in the neighborhood. In late summer, the brand is scheduled to open a boutique in a floor above Oak in The Sparkle Factory building. It will offer the brand's current collections, one-of-a-kind items and home furnishings, said



OAK RISES: New York's Oak boutique quietly opened a Fashion District boutique on March 15.

Tarantino, the creative director and co-founder of the company. There is enough space for three more stores in The Sparkle Factory, which also will provide a home for her brand's offices as well as design space.

Before she opens her permanent store, Tarantino will open a pop-up shop this spring that will offer fashion brand T-shirts and tote bags with a downtown Los Angeles theme.

The Fashion District, which was typically deserted after 6 p.m. on weekdays, has made incredible strides, said Eric Martin, the co-owner and co-designer for the **MartinMartin** label. He has run his design offices in the neighborhood since 1989 and opened up his flagship store at 713 S. Los Angeles St. in 2011.

Flanking the MartinMartin boutique are Henry Duarte's atelier and **Blends**, the boutique for sneaker aficionados that recently relocated from downtown's Old Bank District. Identical twin designers Chip and Pepper Foster are also considering moving to the block to open a boutique for the **Chip Foster** brand and a design studio for Pepper Foster.

"It's probably a three-year overnight success story," Martin joked. "It's going to be a

nice retail area; we still need more time."

"The Ace Hotel has been a real shot in the arm," Martin said. "I have a lot more upscale visitors from out of town coming into the store now. They walk up from the Ace." He said there aren't crowds of well-off people shopping the fashion district, but the district is getting closer to reaching the potential he saw when he opened a shop in 2011.

An advantage of opening a shop in downtown Los Angeles is that retail space is relatively cheap, Martin said. However, the real estate costs are growing, said Brigham Yen, a blogger and agent for real estate company **The Agency** (www.theagencyre.com).

"The cost of retail space in downtown LA varies from district to district and sometimes even block by block," he said. Rents on the premier parts of Seventh Street, between Figueroa and Olive streets, are over \$4 a foot, he said. The area around the Ace averages \$3. In West Los Angeles, the most popular retail streets command much higher rents. On Robertson Boulevard, commercial space costs \$12 to \$16 per square foot, said Jay Luchs of real estate company **NewmarkGrubbKnightEllis**.

Capital Tailors Relaunches

Capital Tailors, the premium collection originally started in 2003 by Glenn Williams and **Lucky Brand** founders Gene Montesano and Barry Perlman, relaunched for Fall 2014 during **Los Angeles Fashion Market**.

Now under the design direction of Chelsey Santry, the collection features luxe fabrics and made-in-America construction with a clean and classic look. Fabrics include washed silks, knits and, of course, denim. The line has already been picked up by **Ron Herman** and **Barneys New York**.

—Alison A. Nieder



Chelsey Santry, left, with models. All three are wearing the new Capital Tailors collection.

CFDA Incubator Showcase Comes to LA

For the first time, the **Council of Fashion Designers of America** brought its latest group of designers in the **CFDA Fashion Incubator** program to Los Angeles, where they showcased their lines at the **W Hotel** in Hollywood.

Presenting womenswear, menswear and accessories collections, the designers had a chance to talk about their lines and the two-year incubator program with retailers and press at the event.—A.A.N.



Jewelry designer Emmanuela Duca with the collection she designed with model Linda Evangelista



"Project Runway" season 2 winner Daniel Vosovic with his women's collection



Model wearing fashion-forward athletic designs by Number Lab

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Are Infringers Hijacking Your Brand? Take These Simple Steps to Protect Your Company

By Farah Bhatti, Esq.

Developing a product is just the first step to a successful business. Once you have a product that you believe will sell, you need to come up with a name for that product to set you apart from everyone else and to help people identify your product as the genuine item.

Creating a brand for your product is a serious matter. It should be (1) unique, (2) not descriptive (as such trademarks cannot be protected; see example below) and (3) a name that consumers will remember.

After obtaining a trademark registration, what you do with that trademark later on, including the manner in which you protect it on the Internet, is just as important as the creation and registration of the brand.

In the Internet age, most companies engage in e-commerce either directly or indirectly through their own website or the website of a third party such as **Amazon.com** or **eBay**. Even if your product is not directly sold from your website, your website will likely provide information about the product so consumers can research it before making a purchase.

If a business does not stay vigilant regarding the manner in which its trademark is used on the Internet, it may lose substantial rights in the mark and may lose most, if not all, of the value in the same.

Once you choose your brand, you will register a “.com” domain name incorporating your trademark to sell your product, provide information about your product or both. But there is much more out there than just the “.com” domain name. There are “.net,” “.org,” “.biz” and a whole host of other domain extensions, including different country codes. Without a regular check of the Internet, your trademark can be registered as a domain name and used by third-party infringers for years and years without you even knowing. In some instances, competing businesses are built on these domain infringements, and stopping such infringements can become extremely difficult if you are not diligent.

In personally dealing with trademark-infringement issues on behalf of clients, it never ceases to amaze me what infringers think they can get away with. There are individuals who believe it is acceptable to use another party’s trademark with the addition of generic wording to sell their own prod-

ucts, competing products or counterfeit products. A common scenario involves the registration of a company’s trademark along with a generic word that describes the product. For example, the **Apple** trademark is owned by Apple. An infringer would likely try to register such a domain as **Applepower-cords.com** in order to sell infringing, counterfeit or competing goods. Such use is illegal and actionable.

Many infringers spend years building up their businesses in such a way, and they are often successful in fooling consumers into believing that they are either the actual company or somehow authorized, affiliated or endorsed by the trademark owner. And, many times, these infringers are able to do this successfully because the actual trademark owners are not monitoring the manner in which their trademarks are being used on the Internet and have not taken any action to stop such infringement. If no action is taken for several years, it is very possible that the trademark owner would not only lose the right to enforce its trademark rights against third parties but also lose all monetary value associated with the trademark and, therefore, the business.

As a trademark owner, there are some very simple steps you can take to avoid these issues and prevent such infringement.

A regular search of your trademark in all search engines provides a good landscape as to how others may be using your mark. Not only will this result in hits for websites that may be using your trademark within the content of the website but will also alert you to whether someone is using your trademark on **Pinterest**, **Facebook**, **Twitter**, **Tumblr** and others. Many of the social-media websites will allow you to register your name with them to prevent the unauthorized registration by individuals who are looking to profit off your trademark’s goodwill. Information about such preventative registration can be obtained from the individual websites.

An Internet search can also alert you to the use of your trademark in a domain name registered by a third party. While there is no single mechanism available (such as those for individual websites) to file a simple complaint against such registration, there are other actions that can be taken. As an example, you or your attorney can send a cease-and-desist to the registrant of the domain name in an effort to amicably resolve the matter by detailing that you are the trademark

owner and explaining that the third-party infringer should either delete the domain name or transfer it to you.

If the cease-and-desist does not do the trick, you can file a complaint under the Uniform Domain Name Dispute Resolution Policy (UDRP). The UDRP allows trademark owners to file a complaint detailing its trademark rights. This is often an effective way to prevent an infringer from using a particular domain name, but it does not prevent an infringer from registering additional infringing domain names.

Where there is a serious issue with an infringer who registers one or multiple domain names or refuses to stop registering domain names, a trademark owner can file a complaint in federal court under the Anti-Cybersquatting Consumer Protection Act (ACPA). The ACPA not only allows a court to order the transfer of a domain name to the trademark owner, but it also can punish the cybersquatter. A finding of cybersquatting can result in statutory damages between \$1,000 and \$100,000 per infringing domain name registered. In some instances, the court can also find that the case was “exceptional,” thus awarding the prevailing party’s attorneys’ fees.

So, what’s the lesson here? Be proactive. Get into the habit of checking the Internet to see who may be using your trademark. If you receive emails from domain registrars in other countries telling you that someone is trying to register a slew of domain names that incorporate your trademark, it’s likely a scam. However, it may be worthwhile to protect your trademark in foreign countries by registering obvious domain names with the country-code extensions. Shop around for a domain registrar to get the best deal.

Also, do an Internet search for your own name. While many infringers want to profit off the goodwill of your trademark, there are also plenty who may want to disparage you, especially if you have a successful business and they have no other legitimate means to compete with you.

Most importantly, if you discover an infringement, do something about it. You need to be proactive to protect your brand before it’s too late.

Farah Bhatti is a shareholder and chair of Buchalter Nemer’s Intellectual Property Practice Group. She can be reached at (949) 224-6291 or fbhatti@buchalter.com.

Real Estate *Continued from page 1*

man family, which rented the structures out to sewing contractors and textile-related offices. In 2006 and 2007, the buildings were sold for a little more than \$41 million to **Jade Enterprises**, which basically kept the structures on life support as the economy started to nosedive.

Then, two years ago, Los Angeles-based **Capital Foresight Development**, headed by Naty Saidoff, bought the architectural gems. The Garment Capitol Building sold for \$5.1 million, and the Maxfield Building sold for \$6.2 million.

Saidoff, who in 2012 bought the **Santa Fe Lofts** at Sixth and Main streets near Skid Row, is turning the two Fashion District structures into loft-style apartments that will include a variety of living spaces—from 500-square-foot studios to larger, luxurious penthouses to be added to the roofs of both buildings.

The ground floors are being built out to be restaurant ready and/or house retail shops and design studios.

“We’re very happy these two buildings are being converted,” said Kent Smith, executive director of the **Los Angeles Fashion District**, a business-improvement district that covers more than 100 blocks in the old garment district. “Those buildings had been marginally used.”

The transformation of old garment buildings to lofts is nothing new. But no such projects have taken place since 2009, when the **Emil Brown Lofts**, a 1922 building at Ninth and Santee streets, became loft-style apartments now almost completely leased up.

For years, the recession and the slow economic recovery that ensued dried up development funds and loans, but a number of new projects are hitting their stride right now.

Debbie Welsch, in charge of asset management at Capital Foresight Development, said that work on the Garment Capitol Building started several weeks ago. Already, new glass is being installed in the tall industrial-style windows for the structure’s



The Garment Capitol Building cost \$800,000 to construct in 1926.



The Maxfield Building had many textile offices here including the headquarters once of the Textile Association of Los Angeles.

77 apartments. The opening date for the new apartments is June 2015. “Many people are going to want to live there because the views from some of those units of the Los Angeles skyline are priceless,” Welsch said.

The company is still taking bids from contractors to work on the Maxfield Building, which will have 96 units that should open in October 2015. The building will probably be painted some shade of gray.

Demolition at the Maxfield Building yielded some surprises. Welsch said crews discovered a vault behind a second-floor wall. When they opened it, they found jewelry and old family photos that belonged to the Needleman family. They were returned to Steve Needleman, who had his Anjac Fashion Buildings office there until he sold the two high rises. He said he was happy the new owners returned the brooches, necklaces and earrings, which had belonged to his mother

and grandmother and carried a lot of sentimental value.

He is also happy to see the buildings renovated. “They need to be re-energized and brought back to life,” said Needleman, who owns a number of buildings on Broadway, including the **Orpheum Theatre**. “Those larger projects I don’t do.”

An architectural frontier

Right now, the area surrounding the Garment Capitol and the Maxfield Building is an urban wasteland at night and on weekends, when few pedestrians venture by. The structures are located a few blocks away from the Flower District and wedged in between fabric stores, trim shops and taco stands. The **Santee Court** and **Santee Village** residential area is nearby.

Many urban planners believe the new apartment buildings will stoke other kinds of developments, such as new stores, restaurants and coffee shops. “What we have seen in the rest of downtown is the residents come first, and then the ground-floor retail responds to that,” Smith said.

He points to Broadway between Eighth and Ninth streets. The once-shabby street got an injection of life in 2001 when Needleman spent \$3.5 million to rehab the Orpheum Theatre, which opened in 1926 as a vaudeville showplace and later showed movies. The theater still retained some spectacular design elements, such as elegant chandeliers, plush curtains and ornate ceilings. Since Needleman renovated the theater, it has become a vibrant entertainment hub for concerts by well-known artists, a location for movies and commercials, and a chic events center. With the theater renovation came the opening of the **Orpheum Lofts**, located over the theater.

The area is quickly becoming home to new retail, as well. (See related story, p. 2.) ●

Certona's New Patent Takes Product Recommendations Further

Closing the sale is one of the oldest games in retail. E-tailers have their own tech-driven ways to get consumers to buy an item and buy extras. There are widely used collaborative filtering programs, or programs that pre-determine what a consumer will be seeking. **Amazon.com** wields a collaborative filtering tool when it offers shoppers product recommendations based on what they have purchased from the site in the past.

A San Diego-headquartered technology company, **Certona**, recently announced a patent for a targeted-marketing program that goes a few steps beyond collaborative filtering, said Meyer Sheik, the company's co-founder and chief executive officer. Sheik said the program will increase a retailer's average online orders 25 percent to 50 percent, and it can anticipate what products and content will resonate with a shopper after a few clicks.

The program currently uses the unwieldy moniker of U.S. Patent 8566256, "universal system and method for representing and predicting human behavior." It looks to boost sales with one of the largest and hardest-to-predict groups of shoppers browsing e-tailing stores. These are the consumers who don't register on e-commerce sites and anonymously spend a few minutes on the site before leaving.

"We sit there like a good sales associate and observe what interests or doesn't interest everyone," Sheik said. Certona has worked with retailers such as **Sports Chalet**, **Puma** and **Frederick's of Hollywood**.

But Sheik stresses that his program will watch without being invasive. Certona's patented program avoids the controversial

issue of collecting personal information from people browsing e-commerce sites—information such as names, Social Security numbers or credit-card numbers—a company statement said. Certona's program strips away shoppers' personal information before it starts tracking where they go on the site. "It's not invasive," Sheik said. "[The patented system] is a combination of art and science. With art, we have an easy-to-use Web-based interface where retailers can create rules and experiences to curate the experience for consumers. The science is the [system's] algorithms."

The data processing of the algorithm can deduce information from a consumer's IP address, or where the shopper's computer or device is located. It could help in personalizing the e-shopping experience for the consumer. For example, if an IP address is based in Los Angeles and there's a heat wave in the city, the system's personalization technique can direct the shopper to warm-weather clothes.

Judah Phillips, an author on data-processing policy and founder of Boston-area analytics consulting firm **SmartCurrent**, believed that Certona's patent was unique and the market was going to grow. "[Market intelligence firm] **IDC** predicts the digital universe to double in size by 2020; thus we can expect big data [and analytics for retailers] will become increasingly more important to retailers beyond the bigger retailers later this decade and next. And that's good for companies like Certona, which differentiates with patented data science-based approaches to personalization."

—Andrew Asch



Meyer Sheik

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Calendar

March 22

"One Channel Does Not Fit All: The Fashion Law Implications of Omnichannel Marketing" symposium hosted by the Fashion Law Project at Loyola Law School
Loyola Law School
Los Angeles

"Adobe Illustrator CS6 for Textiles," a workshop by Fashion Business Inc.
online

March 26

Dallas Market Week
Dallas Market Center
Dallas
Through March 29

FIG

Fashion Industry Gallery
Dallas
Through March 28

April 1

"Wholesale Sales: Selling to the Next Generation of Buyers" webinar by Fashion Business Inc.
online

April 3

Atlanta Apparel Market
AmericasMart
Atlanta
Through April 7

CALA

The W
Seattle
Through April 4

April 5

LA Fashion Awards
Sunset Gower Studios
Los Angeles

Stylemax

Merchandise Mart
Chicago
Through Feb. 7

April 6

Coast
440 W. Randolph
Chicago
Through April 7

April 7

Los Angeles Majors Market LA Apparel Show
California Market Center
Los Angeles
Through April 9

CALA

Westin St. Francis
San Francisco
Through April 8

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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Market *Continued from page 1*
Mixed CMC market

Sales reps at the wide array of showrooms at the California Market Center always have different experiences when it comes to Los Angeles Fashion Market. Some do extremely well while others find traffic a tad slow. It was no different for market week this March.

Judy Kurgan, whose **Judy Kurgan Showroom** is on the CMC's fifth floor, was upbeat about the four days of buyer visits. "It has been really good. Anyone who has been coming in has been writing orders," she said.

Case in point were Mary Dawson and Carole Brookshire, sisters and co-owners of **Revelation Tops**, a specialty store in the heart of Montrose, Calif.

They sat on Kurgan's over-stuffed beige couch and eyed the vast collection of labels that the showroom owner carries, which includes **Beluva, Roja and Elana Kattan**. "This is the perfect summer wrap to cover your arms," she said as she whisked out a delicate lacy white wrap wholesaling for \$34 under the **Johny Fedora** label.

Dawson snapped a photo on her **iPhone** and asked when it could be delivered. "I can get it to you by 4/30," Kurgan said, noting that all her lines are made in the United States and available for fast delivery.

Dawson said she and her sister are more confident now that the economy is revving back up. Still, customers are price conscious, sticking to items that sell for under \$100. "If they really like it, price doesn't matter," Brookshire said.

The store owners have been stocking their store with the newest trends but make sure they are not too crazy and appeal to the average woman.

Not far away, at the **Chris Meyers Showroom**, sales manager Aida De La Cruz said this market had been a bit slow. "But since we are a destination area, our customers find us, no matter what," she said.

The showroom carries its own line, called **XCVI**, as well as **Wearables** and recently started carrying the **Charlotte Tarantola** label.

Most retailers were looking for Summer and Fall items. "Our Fall has been amazing because we have gotten a good reception to our new Fall products that have new colors," she said.

XCVI has introduced more-traditional sweaters instead of the artsy sweaters it carried previously. The line also has a new casual pant made of Cupro fabric, the European equivalent of Tencel. "This pant you can dress up or dress down," said De La Cruz, pointing to a coffee-brown slouchy pant. Sweaters and pants wholesale for \$69 to \$89.

At the 2,200-square-foot pop-up showroom for **Cluny**—located on the fifth floor near the large corporate showrooms of **BCBG Max Azria, Sue Wong** and **Lilly Pulitzer**—Nina Churchill, the New York label's vice president, was a little disappointed in the market's foot traffic. "There is so much emptiness in this building, and there is not much you can do about it," she said. "This show has been a lot more work than we thought to bring in customers."

Cluny was dismantling the showroom right after the market and rethinking where her next pop-up showroom would be for

the next market. Cluny, which is trying to keep its retail prices under \$300 for its contemporary line, is hoping to find more West Coast customers.

The contemporary line, owned by **August Silk**, has been undergoing a transformation since designer Cynthia Steffe left.

In the Area 4 section of the CMC, The Los Angeles Men's Market exhibited streetwear and fashion brands such as **Obey, 10 Deep, Kill City, Odd Future, Alife** and **BillionaireBoys Club's Ice Cream** label. American Rag, Nordstrom, Revolve Clothing shopped the event, which focuses on Holiday and Summer fashions and is produced during March and October LA Fashion Markets, said Kellen Roland, the co-organizer of the show and president of **The NTRWK Agency** showroom.

"We had more buyers in both days than the October debut," Roland said of the recent Men's Market. "We're one step closer to make it a stop on every buyer's calendar."



NEW LOOK: Matt Gill and Roni Arteaga, part of XCVI's West Coast sales team, stand in front of the new collection of sweaters the Los Angeles line is rolling out for Fall.

Mixed schedule at The New Mart

Most showrooms at The New Mart opened on Monday, March 17, but about 15 were open on Sunday, and buyers who turned out to shop market found a list of open showroom in The New Mart's lobby.

"We were open on Sunday, and maybe 15 to 20 accounts came in," said Melissa Frank, vice president of sales **WBC Showroom**. But Frank said most of the Sunday shoppers were from out of town and Monday was really the busiest



MEN'S MARKET: Kellen Roland, pictured center, president of The NTRWK Agency, takes a meeting during the Los Angeles Men's Market at the CMC's Area 4 section.



SHOPPING: Wendy Freedman, owner of Polkadots & Moonbeams boutique, checks out new looks at the HM Showroom in the Cooper Design Space.



SOFT HAND: One of the new lines in the Lit Studio showroom was Cult of Individuality, which was showing a waxed jean that had the look of vintage leather and a soft hand.



NOVELTY DENIM: Level 99 was showing washed-out gray denim, whiskered styles and sun washes.

day in the showroom.

WBC carries several Los Angeles collections, including jeans line **Level 99**, printed T-shirt line **Rosebud**, and **Karen Kane's** two contemporary collections, **Fifteen Twenty** and **Red Twenty Three**. The showroom also carries New York-based **Allison Collection** and **Yerse**, a contemporary line from Barcelona that launched in the U.S. this year, and **Coordinates** jewelry, engraved with geographic coordinates. Retailers can pick key cities or neighborhoods or let their customers order custom coordinates.

Retailers are looking for novelty items, Frank said. For Level 99, that means new Fall items such as a drapery trouser style in a fabric with a suede-like hand and the line's Forever Black jean, made from a Modal/poly/spandex fabric that won't fade. For denim, Level 99 was showing washed-out grays, whiskered styles and sun washes.

"Level 99 has such good sell-through rates, and it's easy to sell, priced competitively and fits great," Frank said.

At the **Stacy Rhodes Showroom**, buyers were also looking for new items and collections.

"They are still careful, but they're open to look at new stuff," said showroom owner Stacy Rhodes.

Market brought retailers in from across the country and around the world, Rhodes said.

"East Coast, Arizona, Chicago, Germany—we've seen it all," she said.

Rhodes was showing the Los Angeles-based line **Single**, which has a new upscale loungewear look with lots of jersey pieces mixed with original prints and details such as laser cut-outs and trimmed with vegan leather. Other lines in the showroom include Los Angeles-based **Talia Hancock**, which has expanded beyond its luxe basics to a full collection; Bali-made **Milk the Goat**, which Rhodes described as "very Coachella"; and Los Angeles-based "lounge boho" line **Tricia Fix**.

The **Darlene Valle Showroom** also has several new lines, including **Mor & Dotter**, a contemporary collection designed by Hanna Cousins, daughter of knitwear designer Suss Cousins. Another new collection at the showroom was yoga and

active-lifestyle line **Nesh**. The showroom also carries **White & Warren** and **Ecru**.

"We were super-busy yesterday and today," said Danielle Hansen, West Coast Sales rep, on the second day of the show. New collections at **Lit Studio** included New York-based denim line Cult of Individuality, which included novelty styles and washes such as a waxed jean that had the look of vintage leather and a soft hand and a reversible style with a solid side and a print side. Another new collection is **Nat & J**. "The idea is it's a basic tee with a little flair," said showroom owner Sheila Smith Oliver. The line features cotton/linen and jersey pieces embellished with embroidered lace as well as sequins and mesh. Lit Studio also carries a new beachwear line by swim label **Mila**. The cute, easy pieces are wholesale priced from \$9 up to the \$40s for an embroidered crocheted maxi dress, and the collection easily crosses over from swim stores to contemporary boutiques, Oliver said. "You don't have to be at the beach."

Oliver said she picked up new accounts at Market, including several out-of-state retail stores.

When she learned some showrooms in the building would be open on Sunday, she decided to open as well. Although she said she prefers a weekday Market schedule, she did land some orders on Sunday, including one from a new account from Nebraska and another from a Japanese department store.

Ethan Eller, manager for The New Mart, said the building is always open and some showrooms have been making Sunday appointments even since the Market dates shifted to weekdays-only in 2008. When Designers and Agents announced plans to test a Sunday opening for this market, Eller advised the tenants, and about 20 decided to open a day early. About 140 buyers turned out to shop the building on Sunday, he said.

"Our future, for now, will be to continue to advertise Monday-through-Thursday dates and we will have a few tenants who will open on Sunday, but it will be up to them to get the buyers notified."

Cooper Design Space: Good retailers for last Fall market

For Colin Bachner of New York-based label **Quinn**, Fall markets are great because his company focuses on cashmere and outerwear. Mother Nature also was helping the Quinn label when it exhibited at the Cooper's **Aaron Matthew** showroom. Cool

weather still holds much of the country in its grip.

"Because of the weather, people have held off on Spring for as long as possible," Bachner said. "People have wanted to see Fall, and we can't complain."

For Brian Heslop, West Coast sales manager for the Cooper's **The Foundation** showroom, his buyers were showing a little Fall fatigue. The LA Fashion Market was the third Fall market his showroom had worked. The others were **Agenda** in Long Beach, Calif., which ran Jan. 7–8, and **Liberty Fashion and Lifestyle Fairs**, which ran Feb. 17–19. His salespeople showed Fall looks to many of their accounts, and he wanted something new to show them. He thought a show in late April would help because his showroom starts receiving its Holiday samples at the end of April.

Still, he reported meeting with high-profile retailers such as **Tilly's, Revolve Clothing** and **Kitson**, as well as **American Rag** during the show. The traffic was a big difference between the recent March market compared with the same market the previous year. The Foundation is one of the co-producers of the **Los Angeles Men's Market**, which took place in the Area 4 section of the California Market Center. He said the Men's Market helped drive traffic to his Cooper showroom, which saw an increase over last March, when many retailers assumed only women's lines were showing.

Lien Vets of the **Noella Showroom** said traffic on Monday was busy, but Tuesday was slow. She reported seeing prominent retailers such as **Ron Herman** during the show, but she agreed with Heslop that there was some Fall fatigue. However, she planned to squeeze out the season's last bit of business. "There are West Coast accounts that still need to buy for Fall," she said.

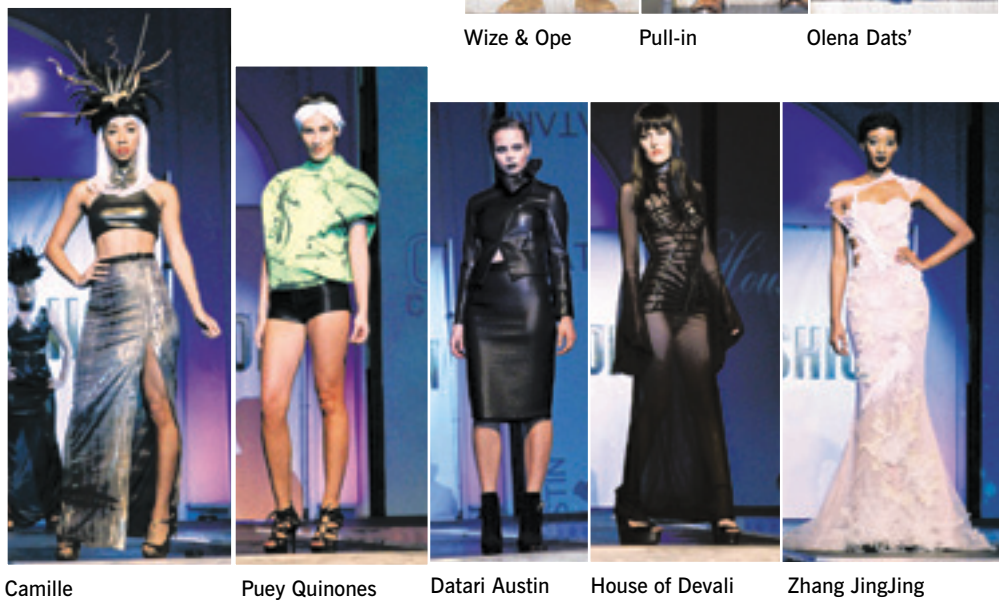
Consistent at the Gerry Building

Consistent was the word most often used by showroom owners at the Gerry Building to describe the recent run of Los Angeles Fashion Market.

LA Fashion Week: Runway Wrap

Los Angeles Fashion Week concluded with 10 days of runway shows showcasing everything from contemporary fashion and eveningwear to streetwear and avant-garde designs. Events included Los Angeles Fashion Council Collections, Concept LA Fashion Week, Project Ethos, Rock That Fashion and Fre(n)sh, a showcase of French and contemporary collections. Style Fashion Week LA kicked off the events. (Photos appeared in last week's issue.) Extended coverage of the LA Fashion Week shows can be found at ApparelNews.net.

Rock That Fashion



Camille Puey Quinones Datari Austin House of Devali Zhang JingJing

Los Angeles Fashion Council



Kristen Dorsey Designs Bellen Brand Colton Dane Mofe That's Totally Fine Together

Fre(n)sh



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Market *Continued from page 6*

Showrooms carrying European lines were the busiest because their ordering deadlines were looming while non-European lines had more flexible deadlines.

Chris Baumgartner, whose **Istina** store in Seattle has been around for 24 years, was shopping European lines such as **Mado et les Autres** at the **Arlene Henry Showroom** on the ninth floor.

lines, which include **Olsen Europe** and **Raffinallia**. “It hasn’t been super busy, but we have had good, strong stores come in that made us feel good about the market,” said Kathie Muni, the sister of showroom owner Karen Kearns. They had stores from California as well as out of state, such as **Pepi Sports** in Vail, Colo., dropping by.

Carol Herzog, who shares a showroom with Steve Levinson, felt that traffic was off a bit for the week but said it was consistent.

Designers and Agents shifts to Sunday opening

This season, **Designers and Agents** adjusted its three-day schedule to start on Sunday, March 16, in response to retailers’ requests to add weekend days to the contemporary and designer trade show.

Organizers have not decided if they will continue the Sunday opening day but said they were pleased with the attempt this season.

“We did it because it made sense,” said Ed Mandelbaum, who-co-founded the show 10 years ago with Barbara Kramer. “We had great retailers here on Sunday. The trade-off was giving up a slow last day.”

Several exhibitors were working with retailers on Sunday although many said most of their business fell on Monday and Tuesday.

“Today was great,” said Kim White, a Los Angeles-based designer of an eponymous collection of belts, handbags and small

leather goods, on the final day of the show. “Every designer has their own days that are busy. It was slow in the morning, and then after noon it was crazy. It was like two people at a time.”

White said retailers were especially interested in her clutches, wallets and anything metallic.

“The belts business is still good, but I’m surprised how many clutches were selling,” she said.

It was quiet at the **J.P. & Mattie** booth on Sunday, but, still, designer **Mattie Illel** saw several of her key retailers, including catalog company **Arhaus**, which is carrying J.P. & Mattie’s totes made by members of the Hill Tribes in Laos, Myanmar, Thailand and Cambodia. The one-of-a-kind bags are made with hand-woven fabrics from ceremonial garments.

“It’s [a skill that is] going away. That’s why it’s so precious,” Illel said.

Retailers were also shopping the **Will Leather Goods** booth on Sunday, although representatives of the Eugene, Ore.-based company said they saw the highest traffic on Monday.

It helped that the company had several new items, said sales rep Paul Puccio. New this season is a buttery-soft deerskin handbag collection the company is calling “Fawn.” The company’s large totes with antique Indian silk quilts have been causing a “feeding frenzy” for the last year, Puccio added.

Alexander Inn, managing director of Thailand-based **Angelys Balek**, said most of his appointments were booked for Monday and Tuesday. By the end of the show, Inn said, he was pleased with the turnout overall but wished he had one more weekday to work with retailers.

The **Angelys Balek** Fall collection is inspired by architecture and nature and features designer **Angelys Balek**’s hand-drawn prints. The company, which has its U.S. offices in New York, is planning to start producing domestically for its U.S. accounts.

Monday was also a busy day for Los Angeles-based **Tysa Wright**, who has been showing her **Tysa** collection at **Designers and Agents** for nearly 10 years. Wright also shows at D&A shows in New York and Paris. The designer said she was seeing “tons of new stores” and getting orders—and reorders—for her “best-selling jumpsuit.”

Mandelbaum said he and Kramer will look

at actual attendance numbers before deciding how to schedule the next show in June.

Coeur: Preserving exclusivity

It was the seventh show for **Coeur**, the accessories, gift and lifestyle show that ran March 17–19 on the 11th floor of the Cooper Design Space. **Henri Myers**, the event’s co-founder and creative director, said he intends to preserve an exclusive ambiance to his show.

There were about 60 booths representing 100 brands at **Coeur**, which was even with the March 2013 show. About 20 percent of the vendors were new, he said. Retailers such as Nordstrom, Nasty Gal, Piperlime and Amazon.com reportedly shopped the show.

Misa Hamamoto, the owner and designer of Los Angeles-based and manufactured **Misa Jewelry**, was enthusiastic about the turnout. “It was a steady flow of traffic,” she said. “Quality buyers came through.”

Los Angeles-based accessories, belts and jewelry designer **Moss Mills** made his **Coeur** debut for his self-named **Moss Mills** label

at the recent run of the show. “It wasn’t as busy as I expected,” he said. He still reported liking the show’s loft-like ambiance and the show’s staff.

Paulina Berczynski, owner/designer of San Francisco-based accessories and fashion label **FluffyCo.**, also made her debut at **Coeur**. “I made

some good contacts,” she said. “But it was pretty slow.”

Berczynski said she landed orders at the show but not enough to warrant a return on her investment. To make money at the trade show, where **Berczynski** spent \$3,000 on booth space, she said she had expected to land at least \$12,000 in orders but made less than half of that sum.

This was the first time at the show for **Nicole Rimedio**, who was showing her **Santa Cruz, Calif.-based jewelry line, Variance Objects**.

In fact, this was the first trade show for the line. **Rimedio** had been hosting trunk shows and visiting retailers independently since launching the line last May. One of her retailers, **Vanessa Ambrose**, owner of **Cameron Marks** in Santa Cruz, suggested **Rimedio** show at **Coeur**.

We got new accounts and a lot of interest from very nice people and some great feedback. It was great exposure on a lot of differ-



SUNDAY SHOPPING: Buyers turned out on Sunday at **Designers & Agents** to shop brands such as Eugene, Ore.-based **Will Leather Goods**.

“I am looking for something that has a bit of an edge to it but is not too crazy,” she said, noting that most of her customers are professional women over the age of 40 with careers as architects, graphic designers and artists who will spend more than most. She keeps her retail prices to under \$300. “They are people who are not interested in a blazer and a pencil skirt.”

Buyers were also roaming the **Karen Kearns Sales** showroom for her European



CLUTCH IS KEY: This season, accessories designer **Kim White** said buyers were especially interested in her clutch purse styles.

NEW RESOURCES

Carmella: Classic, With a Latin Edge

Growing up in Connecticut, **Katheryn Rice**, with her grandmother **Carmella**, often watched films from the 1930s and 1940s. The two rarely discussed the films’ plots. Instead, they typically found themselves talking about the costumes.

Fast forward to 2006. After working as a model in Europe, **Rice** moved to Los Angeles, where she made a lot of friends from Latin America, and she started brainstorming on how the classic Hollywood costumes worn by **Carole Lombard** and **Ingrid Bergman** would look with a Latin edge. **Rice** found her answer in her first fashion line, **Carmella**, which was named after her grandmother.

After a soft debut in 2011, **Carmella** took a formal bow with its Spring/Summer 2014 season. The fashion line has been picked up by retailers such as e-boutique **ShopBop** and leading Los Angeles boutique **Bleu**. **Rice**, a self-taught designer, said her first line would walk a tightrope between risqué and stylish but sensible. “I was playing with ideas that are more daring and elegant,” she said, “but also what was

acceptable at daytime.”

The 37 pieces in the Los Angeles-made line are mostly composed of silk and lace. Some significant looks include the “**Emeline**” dress, which features a deep V neck and knot buttons going down the front. There’s also the “**Simona**,” which has a blouson bodice and a pleated skirt. The

pearl-colored garment also features lace appliqués.

The “**Swara**” wrap skirt has a front tie and two side slits. The “**Elicia**” pant also features side slits, which give it a gentle wave movement when the wearer walks.

Wholesale price points for the line range from \$70 to \$332. For more information, visit www.shopcarmella.net or contact **Marilyn Rodriguez** of the **Room** showroom at marilyn@room.io.—*Andrew Asch*



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ent levels.

The collection of “rough fine jewelry” is made with precious metals and rough-cut gems hand-cut by Rimedio. She describes the line as both looking both ancient and modern. Many of the pieces feature interchangeable parts to go from day to night. For example, earrings have interchangeable tops and bottoms and rings are stackable.

Busy at the Lady Liberty

Showroom owners and reps at the Lady Liberty Building reported seeing all the key retailers.

“I’ve seen everybody—Amazon, Revolve, Nasty Gal, Nordstrom, Neiman Marcus, Intermix,” said Kristen Aguilera, owner of **One Showroom**, which represents **Blank NYC**, **Katherine Feiner**, **L’Adision**, **Rad x Refined**, **LA Fine**, **Bellen Brand**, Joy Bryant’s **Basic Terrain** and **Vala**, the contemporary collection Aguilera recently launched with Natalie Golonka.

“The buyers love coming to LA,” Aguilera said. “They come to review the line, and I get orders because this is their deadline. This is where I make most of my revenue.”

The showroom also shares space with **The Majestic** and the **Kris Mesner Showroom**.

On the third day of the show, buyers from Nordstrom and Mark Goldstein, owner of **Madison**, dropped by the showroom. Goldstein reviewing the **Chip Foster** line with designer Chip Foster. The collection is launching at **Barneys New York** and **Stacey Todd**. The women’s and men’s line has a California-meets-Canada feel, which is fitting for Canadian-born, Malibu, Calif.-based Foster. A shark-tooth motif appears on the buttons, and the collection includes selvedge denim and plaid flannels.

Kris Mesner, owner of the eponymous showroom, was also

enthusiastic about Market.

“Market was really good. Today was the busiest day,” she said on Wednesday.

Mesner specializes in lingerie, sleepwear and loungewear lines, including **Stella McCartney**, **Eberjay**, **Miel**, **Marigot** and **Maison de Soie**, a new silk sleepwear line with “feel-good fabrics” and based in Newport Beach, Calif.

“People are writing orders,” Mesner said. “The season is almost booked for Stella [McCartney].”

Brand Assembly: Still new

It was the fourth run for the Brand Assembly show, which ran March 17–19 on the 11th floor of the Cooper Design Space. Hillary France, co-founder and chief executive officer of the

Elyse Walker and **Nordstrom**. “There’s a good quality of buyers at the show,” he said. “It exceeded our expectations.”

Mila Hermanovski also showed her self-named advanced contemporary label, **Mila Hermanovski**, at the show. “Monday was great for us,” she said about the first day of the show. But traffic dipped the other days. She also noted that Brand Assembly was a good opportunity for networking. She met with prospects for manufacturing and salespeople who could represent her line. Her line sold at wholesale price points of \$65 to \$270.

Mixed traffic, international vendors at Select

Select, the contemporary show at the CMC’s Fashion Theater, ran March 16–18, and the show had a decidedly more international look, with several overseas vendors taking a bow there.

Shibori-Ya Kahei of Japan, **Elliot Label** of Australia and **More Lillim Than Eve** of the UK exhibited at their first Select shows. Hari Greenough, the More Lillim Than Eve designer, said that its exhibiting at Select was not just a means to build an American market but also a way to stand out and get noticed for a new brand that started business last September. “A lot of people go to Paris and London,” he said of the sprawling European fashion markets. “We would have been lost there.”

Gillian Julius, whose Los Angeles-based, self-named **Gillian Julius** accessories label consistently shows at Select, said that her business at the show was even with the March 2013 Select.

“Sunday there was a lot of traffic; we had decent orders from new and repeat customers,” she said, adding that 75 percent of her business was new and 25 percent from repeat customers. Traffic dipped Monday, but it rallied on March 18, the last day of the show.

There were 36 vendors exhibiting 43 brands at the show, which was about even with the March 2013 Select, said Joanne Lee, senior vice president of the CMC. ●



ACCESSORY TO FASHION: Coeur featured 60 booths showing 100 accessories brands at the Cooper Design Space.



THE MEETING: Retailers take a meeting at Brand Assembly show.

contemporary show, said Brand Assembly still feels new to her. “We’re still learning,” she said. “We feel that everyone is happy.” At Brand Assembly, 43 exhibitors ran booths displaying 65 brands.

New York-headquartered showroom **International Playground** made its debut at Brand Assembly. Alex Lauritzen, the sales manager, said that he met with retailers such as **ShopBop**,

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CUTTING QUALITY CONTROL INSPECTOR

NYDJ is Seeking an exp'd Cutting QC Inspector with exp in denim, markers, patterns, sewing, and overseeing cutting vendors. Independent, proactive, and comfortable working with outside vendors. Works well under pressure, is motivated, reliable, and organized. Must be bilingual English/Spanish and have experience in women's denim. Excellent benefits & work environment. No phone calls please.

Forward resumes to:
eric.ueno@nydj.com or rocio.ramirez@nydj.com

ACCOUNT EXECUTIVE /SALES

A multi-line showroom in the New Mart is looking for a new experienced sales rep. Must be able to grow and maintain existing accounts. Ideal candidate must have a strong understanding of the woman's contemporary market send resume to morrisonapparel@gmail.com

FREELANCE SALES REP

Exp'd creative person required to sell our line of High Fashion Trimmings and accessories to Ladies Garment Manufacturers in L.A and throughout California. Great opportunity with Excellent back up from our N.Y. office. Your customers would love our line. Excellent commission rate and flexible payments on account. Could suit somebody selling fabric Send resume to: Geoffrey@gemma-trimmings.com

INDEPENDENT SALES REP

We are looking for independent sales representatives for our private label. Prefer sales representative has selling experience with Kmart/Sears and major dept. stores nationwide. Must have min of 7 yrs sales & business development exp. & skills. Resume to andrew@doublezerousa.com

Jobs Available



NATIONAL SALES MANAGER

We are looking for a National Sales Manager to lead our Micros and Indigo Star sales teams.

The successful candidate will have extensive and established relationships with major accounts in the Mens / Boys Surf Skate and Streetwear Markets. Possess strong analytical and leadership skills to manage and grow our in house sales department.

Salary + Commission and Benefits.

Please email resume and salary history to Raminr@urgentgear.com
Microsclothing.com
Indigostarclothing.com

Sales Rep and Account Manager

LA Junior Special Occasion Dress Corp seeking a motivated & Exp'd Sales Rep to manage wholesale to major chain stores nationwide. Must have min. of 5 yrs sales & business development exp. & skills, with a firm understanding of the fashion industry. Fax resumes to: 866-817-4618

Sales Representative

We are looking for sales representatives for our Junior line, which includes top & dress, both woven & knit. This sales representative will need to develop new customers and will work exclusively for our lines only. Ideal candidate must have a strong understanding of the fashion industry and with at least 3-5 years junior line sales experience. Please send resume to Email: andy.hccollection@gmail.com

To place a Classified Ad
Call Jeffery 213-627-3737 Ext. 280
or jeffery@apparelnews.net

Jobs Wanted

35 yrs Exp'd

1st/Prod. Patterns/Grading/Marking and Specs.

12 yrs on Pad System. In house/pt/freelance
Fast/Reliable ALL AREAS Ph. (626)792-4022

Freelance Patternmaker

Expert draper/patternmaker. 20+ years experience all categories. Patterns, tech packs, fittings, samples, duplicates, small production. Highest quality available. Downtown location. 818-679-2007. mod@margaretondemand.com

Real Estate

Garment Buildings

Mercantile Center
500 sq. ft. - 16,500 sq. ft. Priced Right.
Full Floors 4500 sq ft.
Lights-Racks-New Paint-Power
Parking Available - Good Freight.
Call 213-627-3754
Design Patternmaker Garment Lofts
300 sq ft - 1,000 sq ft.
Call 213-627-3755

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Steve 818-219-3002

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Supply Chain with Tech Focus

MARCH 28

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Surf Report
Education

Denim Advertorial
Fashion Resource
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Fashion Faces

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LA Majors Market 4/7-9

APRIL 4

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Fashion Resource
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