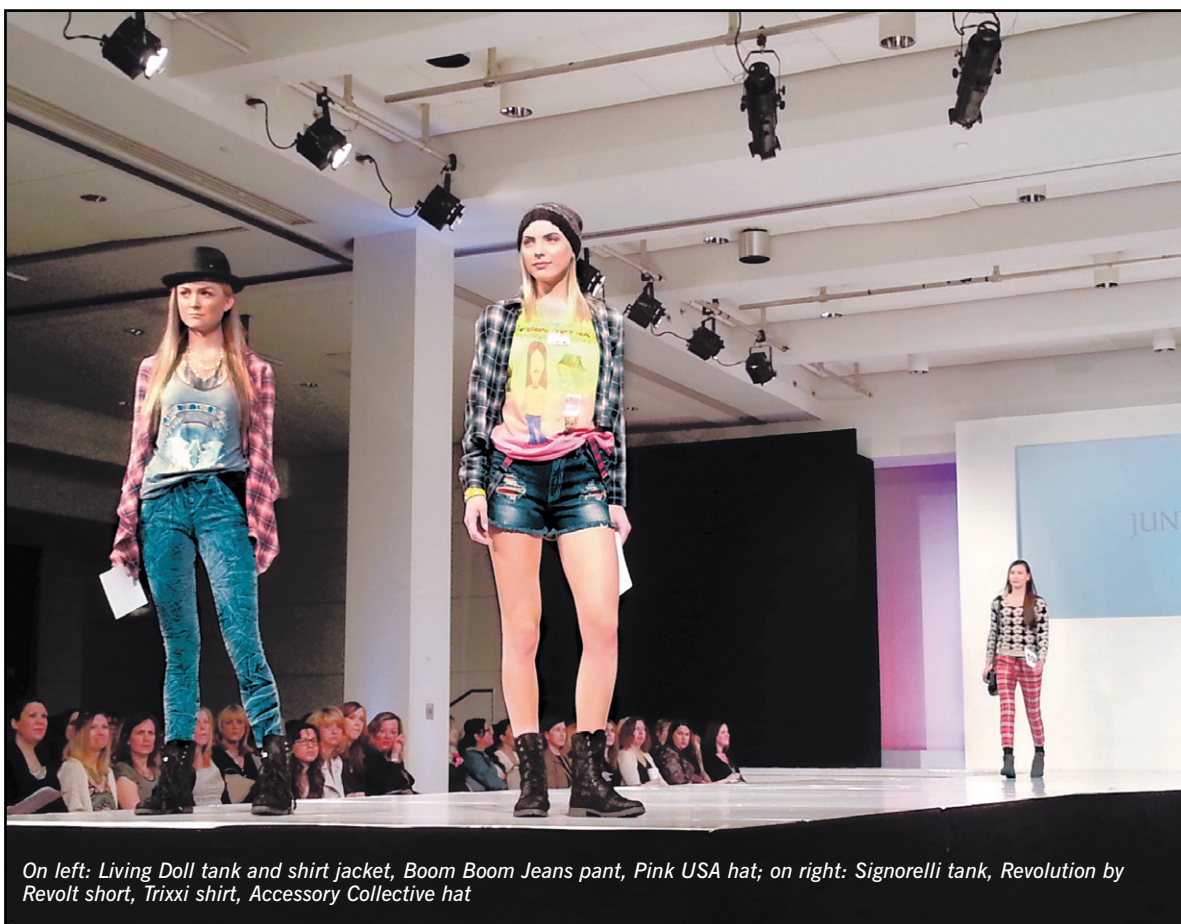


CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 16 APRIL 11-17, 2014



ALISON A. NIEDER

On left: Living Doll tank and shirt jacket, Boom Boom Jeans pant, Pink USA hat; on right: Signorelli tank, Revolution by Revolt short, Trixxi shirt, Accessory Collective hat

FALL FOR GRUNGE: "Nouveau Grunge" was one of the three trends for Fall 2014 featured at the Directives West trend presentation, held on opening day of LA Majors Market. For more from the show, see page 7.

TRADE SHOW REPORT

Retailers Bring More Competitive Biz to LA Majors Market

By Andrew Asch *Retail Editor*

From technology to real estate, the way that major retailers do business is changing, and some of those changes were reflected in the **Los Angeles Majors Market**, a department store-focused event that ran April 7-9 at the **California Market Center**.

"It's becoming a real buyer's market," said Michael Silvestri, vice president of sales and marketing of outerwear for **YMI**, a Los Angeles-headquartered, denim-based line that exhibited in a temporary showroom in the CMC's lobby. "They are fine-tuning their open-to-buy," Silvestri said. "As a manufacturer, you have to become more dead-on with the assortment."

While Majors Market exhibitors had a wide range of estimates on buyer traffic—ranging from an increase to a decline over last year—the vast majority agreed that buying habits have changed.

"When they walk in, they know what they want. If you

➔ **Majors Market** page 8

RETAIL

Fashioning a New La Brea: District La Brea Complex Adds New Retail

By Andrew Asch *Retail Editor*

Boutiques for online clothier **Bonobos**, fashion line **Gant Rugger** and **Undeclared**, a streetwear emporium, will open at the **District La Brea** compound in the next few months. The new shops could bring more retail attention to Los Angeles' La Brea Avenue, which for years has been the address for vacant storefronts and some of the city's most popular destination retail.

The new shops will move into the sprawling 80,000-square-foot District La Brea development of retail and restaurants, located on La Brea between First and Second streets and across the street from high-marquee retailer **American Rag CIE**, said Brandt Leitze, project manager for District La Brea, which is owned by real estate company **Madison Marquette Inc.**

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TECHNOLOGY

Ever-Changing Technology Keeps Apparel Makers and Retailers on Their Feet

By Deborah Belgum *Senior Editor*

Charming Charlie, a nationwide accessories retailer founded 10 years ago in Texas, didn't launch its e-commerce site until seven months ago, years behind many of its competitors.

But during its first two weeks of operation, the website was inundated with 700,000 visitors and 34,000 submissions in the gift-card giveaway contest.

"Millennials [ages 18-34] are our sweet spot online. They are the ones who come and shop the most. They are 47 percent of our online audience," said Kim LaFleur, Charming Charlie's vice president of e-commerce.

Even though Charming Charlie is based in Houston, LaFleur said the retailer opted to set up its e-commerce de-

partment in Culver City, Calif., when it hired LaFleur in late 2012. The Southern California location made it easier to find the necessary technology and fashion expertise needed to get the online shopping site up and running. The retailer, which launched a site in 2011 and then shut it down, didn't want to fail a second time.

LaFleur, who explained how the shopping site is organized, was one of several people speaking at the annual **2014 Tech Conference West**, organized by *Apparel* magazine, on April 2 at the **Fashion Institute of Design & Merchandising** in downtown Los Angeles.

A daylong round of seminars featured tech experts explaining how software systems are boosting companies' pro-

➔ **Tech Conference** page 3

TECHNOLOGY

Lectra Panel Explores Intersection of Technology and Fashion

By Alison A. Nieder *Executive Editor*

Technology's role in the development of fashion was on the agenda at a panel discussion hosted by French technology solutions provider **Lectra** and held April 3 in the Buyers Club at the **California Market Center**.

Moderated by **California Fashion Association** President Ilse Metchek, the panel included **Directives West** Vice President Shelda Hartwell-Hale, **Kellwood** Vice President of e-Commerce Elton Graham, and Luis Velazquez, a business consultant for **Lectra North America** and former executive at **Gap Inc.**

The discussion ranged from trend scouting and crowd source-

ing to realizing efficiencies in the design-development process and unifying a company's brand-building message.

"A lot of e-commerce companies are looking at ways to invite their customers into the design process," Graham said. "Early on in the design process, this could be through focus groups, surveys, communities, and inviting your top clients to rate CAD designs and sketches."

Graham said companies can also gather information about pricing in the same way, by asking qualified buyers what they would pay for a proposed design. "They might say, 'I'd pay \$300 for that,' and you were going to [sell it for] \$199. You've under-

➔ **Lectra** page 2

INSIDE

Where fashion gets down to businessSM



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LA Apparel Show at the CMC ... p. 6

www.apparelnews.net

Bronstein Resigns From Wet Seal Board

Kathy Bronstein resigned from the board of directors of **The Wet Seal Inc.**, according to a company announcement on April 7. She had served on the board of the beleaguered company since September 2012 and also served as its chief executive officer and vice chair from 1995 to 2003.

Wet Seal did not state a reason for Bronstein's resignation. However, in a statement, Bronstein said that "Wet Seal will always have a special place in my heart, and it was an honor to return to Wet Seal to work with my fellow board members and Wet Seal's management team to help define the company's strategic vision for today and beyond."

Wet Seal also announced April 7 that the company's board decided to reduce cash compensation for its directors by 20 percent for the rest of fiscal 2014. It also will reduce the number of director nominees at its upcoming annual meeting from nine to seven.

Lynda Davey, the non-executive chairman for the board of directors, said that by reducing director compensation and the number of directors nominated, the board is supporting cost-reduction efforts that have been taken by management.

However, the initiative comes one month after the board increased from seven to nine members. It appointed Nancy Lublin, Adam Rothstein and Deena Varshavskaya to fill a vacancy on the board and two newly created directorships. The three new directors were to receive an annual stipend of \$55,000 and a restricted stock grant with a cash value of \$110,000, according to financial documents.

On March 20, Wet Seal announced results for its fourth quarter for fiscal 2013. Net sales declined to \$121.8 million compared with \$161.7 million in the same quarter the previous year. Same-store sales declined 16.5 percent.

—Andrew Asch

Joseph Gromek Named to Guess? Inc. Board of Directors

With more than 30 years of experience in the retail industry, Joseph Gromek was appointed to the board of directors of **Guess? Inc.**

Gromek's addition means there are now seven Guess board members, rather than six. Five of those are independent directors.

Gromek was president and chief executive of **The Warnaco Group Inc.**, a New York apparel company whose labels included **Calvin Klein** jeans and **Speedo** swimsuits, from 2002 to 2013. Warnaco was acquired by **PVH Corp.** last year for \$2.9 billion.

Prior to being at Warnaco, Gromek was the president and chief executive of **Brooks**

Brothers Inc. and had executive positions at **Saks Fifth Avenue**, **Limited Brands Inc.** and **Ann Taylor**.

"I have known Joe since he was at Saks Fifth Avenue in the early '80s," said Maurice Marciano, Guess' chairman of the board. "He has had an amazing career in the industry, and he's bringing with him tremendous experience both in the United States and worldwide."

In 2013, Guess had a profit of \$178.7 million on \$2.65 billion in revenues, down from 2012, when profits were \$265.5 million on \$2.7 billion in revenues. Guess, in fiscal 2013, spent \$140 million to buy back 5 million shares.—Deborah Belgium

Lectra *Continued from page 1*

priced," he said.

Technology can also help companies remove some of the cost associated with bringing a product to market, Velazquez said. Using 3-D patternmaking, design and production teams can eliminate the many samples made during the design-development process.

"The way we've always worked in the past is we go and make a sample," he said. "I show it to five or six different people and say, 'What do you think?' As you show each person, you're lengthening the sleeve, you're shortening the hem. You're doing all these things, and you're going through sample orders as you do. That's really expensive. Imagine a world where you can do that digitally. That can take one, two, three iterations out of the process. It saves you time and it saves you money."

Cutting through the "noise"

The panelists agreed that the social networking provides valuable opportunities to gather information about a brand and what its customers want, but all said there's "a lot of noise" to sift through.

"I think there's a lot of noise and very little signal," Graham said. "People and companies are desperately seeking true data points that they can act upon and trying to gather them in a social landscape. There are very innovative tools where you can see what [a blogger's] followership is, what their social ranking is, what their reach is. It's also looking at engagement because I think there's also a false metric when you look at followers. There's a lot of dead weight there."

The right social-networking tools could vary from company to company, he said. "I would encourage companies to really find the levers that are meaningful for them in social media. But I would also caution businesses who think they're going to live and die by social media that they should look at social media as a way to define themselves rather than as a growth mechanism or to follow a trend."

Velazquez agreed, adding that it's important for brands to stay true to their message.

"If you are **Pendleton Mills** and you make the wool products with Native American designs and you're going to do a brand extension, then you focus on the extension that fits in that world you live in. Don't make happy-face T-shirts," he said. "I think that the days of huge brands taking over vast geographies or huge trends taking over whole populations of people—those days are gone. I think what's more probably likely to happen is niche brands who are super focused on a specific population and they deliver consistently to that population. That's what the future looks like. Something I learned from the dot-com world is it's less important that you be first. It's more important for you to be best."

Focus in

Both Hartwell-Hale and Graham stressed the importance of gathering intelligence directly from the consumer.

For Hartwell-Hale, that often means traditional focus groups. "The old-school kind of focus group, these sounding boards, that's still so relevant to brands and retailers," she said. "To me it's the fastest and quickest way. Technology is important, but we need to stay connected face-to-face to really understand who [the customer] is, what she wants, what excites her, what is compelling to her and what she is not happy with."

Metchek questioned whether there was time in the design process that is focused on speed-

to-market to organize a focus group.

"Focus groups take time," she said. "At what point do you say you're responsible for your own design, your own brand?"

Graham said the crucial information gathered from a focus group warrants allocating time for them.

"I'd rather know that I'm wrong early on in a process than later on when I'm chasing something," he said. "So even if I have to elongate my process with focus groups, it's so important."

But he added that there are ways to take the focus group online—and around the country—to quickly gather a broad sample of the market using user-experience testing.

But Velazquez cautioned that many digital versions of the focus group "that almost gamify the experience" are too item-driven. "We don't shop most of the time for items," he said. "We shop a story, we shop a feeling. We walk into a store and we want to buy because that room gives us a feeling. I think you miss out when you break it down into components. I still feel very strongly that merchandising is important, that telling a story is important."

The panel discussed the importance of storytelling in brand building online and in the



TECH GETS FASHIONABLE: Lectra's panel included California Fashion Association President Ilse Metchek, Kellwood Vice President of e-Commerce Elton Graham, Directives West Vice President Shelda Hartwell-Hale, and Luis Velazquez, a business consultant for Lectra North America and former executive at Gap Inc.

store.

"E-commerce requires a storytelling technique for successful visual presentation," Metchek said. "Is visual presentation now more important than the garment?" Great product is "the price of entry," Velazquez said. "Telling that story makes you win."

He recommended using collaborative software such as product lifecycle management (PLM) system to integrate the message from the very first stages of design.

"Imagine a world where the minute a designer finishes her sketch in Illustrator, everybody else can see it in the PLM system that they're working with. And the moment that the technical designer finishes the patterns, she can generate a 3-D rendering of it, and everyone else on the team can see it, including the guy who is making the webpage. That connectivity is something that is going to be more and more important. Because our consumers are smarter now. If a story isn't cohesive and if it doesn't make sense, they're going to see through it. Having that information available to the team from the very beginning is going to tell a better story and be more meaningful to the brand when they actually go to market."

Great stories and great visuals are important, but for Hartwell-Hale, "At the end of the day, I just need to see the clothes. I do want to see them styled. Give me the page so I can speak to my retailers about it."

But Hartwell-Hale added that the level of engagement in a brand's story often depends on the customer's age.

"For the younger consumer, it's entertainment for her," she said. "She wants to be engaged. Going into a store and trying on clothes and taking pictures and uploading to the store's website that's being generated on the store's big screen—that's a cool place for her to be. She's going to spend a few hours, and she's going to buy something. Then you've got the contemporary or designer consumer that wants to be romanced. When they go into the store, that consumer does want to see a story." ●



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Klein Named Fashion Icon at LA Fashion Awards

Typically a man about town, Lloyd Klein, a couture designer for his self-named fashion house, **Lloyd Klein**, made his first public appearance since undergoing chemotherapy for lymphoma. The appearance was at the **Second Annual LA Fashion Awards at Sunset Gower Studios**, held April 5 in Los Angeles.

Klein, bearing a shaved head after chemo but looking fit, went to the event to present an award. He was surprised when he was given the show's honor for the fashion icon category. "This reminds me of [my] Paris days, when [we] were in the same room as Jean-Paul Gaultier," Klein told the audience of 300 at the awards show. "This is my first night out after a few months of chemotherapy. In a few months, I think, I'll be over cancer," he told the cheering crowd as he accepted the diamond-shaped



Dean Roybal and Ginger Boyle of Planet Salon



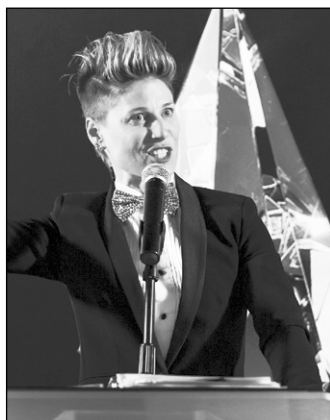
Lloyd Klein

Springs Fashion Weekend, which ran Oct. 25–27 at the **Hard Rock Hotel** in Palm Springs, Calif.

Fashion label **Shail K** received the night's couture award. Another fashion label, **Nathanaelle Couture**, received the award for contemporary women's label. **Amour Swimwear** got the award for resortwear, and the award for emerging designer went to the **Le MaLi** label. The design suite award went to custom leather and accessories line **Straitjacket Sam**. Labels and designers are put on the slate for the LA Fashion Awards after they participate in LA Fashion Weekend, according to an Endless Road Entertainment statement. A panel of judges selects the award winners.

Koffman also presented awards to businesses that have worked with her in the past. The award for radio station of the year went to

97.1 AMP Radio, which provided music for the event. Partner of the year went to the **Nobu Hotel**. The financial partner award went to **Bibby Financial Services**. **Planet Salon** of Beverly Hills received the beauty partner award. Ginger Boyle and Dean Roybal, the salon's co-owners, have been providing hair-styling services to Koffman's projects for years.—*Andrew Asch*



Mikey Koffman



Kimi Verma of Shail K

trophy given by the LA Fashion Awards.

The hour-long awards show was produced by Mikey Koffman and **Endless Road Entertainment**, which until January was called **The Gallery LA**. It produces runway shows such as **Los Angeles Fashion Weekend** that typically take place during **Los Angeles Fashion Week**. Koffman also recently produced the **Palm**

March Sales Mark a Soft Rebound

March retail sales beat Wall Street expectations with a 3.6 percent gain on a year-over-year basis, according to the **International Council of Shopping Centers**, a leading trade group for the mall industry, but things are still tough for retailers, economists and analysts said.

The past month's business had everything going against it. The weather was still cold across much of America, so buying spring clothing was not on the forefront of consumers' minds. The Easter holiday, which typically spurs spending, falls on April 20, so consumers did not do much Easter shopping in March.

(If Easter had taken place in March, 1 percentage point of monthly sales growth would have been added to the sales results for the month, said Michael Ni-

emira, the ICSC's chief economist. Expect the percentage point to be added to April retail-sales results. **L Brands**, the parent company of **Victoria's Secret**, also noted that its same-store sales would have been higher by 2 or 3 percentage points if Easter fell a few weeks earlier.)

Adrienne Tennant of **Janney Capital** wrote in an April 10 research note that Wall Street had "severely low expectations" for March. Although some called March sales a rebound, Tennant wrote that many companies posted negative same-store-sales results during the month. Retail giant **Gap Inc.**, for example, reported a same-store-sales decline of 6 percent. Glenn Murphy, Gap's chairman and chief executive officer, called the month's business "challenging" in a statement.

Tennant and many other analysts believe that Easter, pent-up demand and warmer weather will spur an increase in spending in April. ICSC forecast April retail sales will range from 3.5 percent to 4 percent on a year-over-year basis.

Levi Strauss & Co. reported results for its first financial quarter of 2014 on April 8. Its net revenues declined 1 percent to \$1.13 billion for the quarter that ended Feb. 23. For its net income, which can be defined as the company's bottom line, the company reported a 53 percent decline to \$50 million for the recent quarter compared with the previous year.

The net income decline was due to "restructuring and other charges related to the launch of a global productivity initiative," the company said. Levi's recently announced it would lay off 800 workers, or 20 percent of its non-retailing and non-manufacturing workforce, to save \$75 million to \$100 million a year.

"We knew the first quarter would be challenging, but a heavier promotional environment and unusually bad weather made it even more difficult than we expected," said Chip Bergh, Levi's president and chief executive officer, in a statement. "While we anticipate the market environment to remain challenging for the next few quarters, we are staying focused on what's within our control—product, commercially driven marketing and our cost structure—to drive long-term profitable growth."—A.A.

August Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$106.60	0.0	-1.8%
Gap	\$1,510.00	-3.0%	-6.0%
L Brands Inc.	\$923.70	+3.0%	-1.0%
Stein Mart	\$136.30	0.0	+0.9%
Zumiez	\$63.60	+4.3%	-2.9%

Information from company reports

NEWS

Tech Conference *Continued from page 1*

ductivity and profits as well as reaching the next generation of shoppers, who are more prone to surf the Web rather than venture into a mall for their latest fashion fix.

Charming Charlie was founded in 2004 by Charlie Chanaratsopon, a Thai-American now in his mid-30s whose parents imported sterling-silver jewelry and sold their merchandise to stores such as **Nordstrom**, **Target** and **Walmart**.

The young entrepreneur, who graduated from **Loyola Marymount University** in Los Angeles, took some of his parents' left-over consignment jewelry and opened his first store in Houston in 2004. Now there are 286 stores across the country—most of them concentrated in Texas, Florida and the Southeast—selling everything from hair accessories, hats and handbags to necklaces, earrings and tiaras. The idea is that each new store must be profitable enough to finance the next store.

Charming Charlie stores, whose merchandise is organized by color, carry as many as 10,000 items in each outpost with prices rarely topping \$40. While three generations of women may go shopping at a store together on a weekend outing, LaFleur believes online is where a good portion of Internet-savvy customers will be shopping in the next five years, using smartphones or tablets. Currently, 40 percent of Charming Charlie's online shoppers are using smartphones, and another 10 percent are using tablets. "We will be upgrading our mobile experience," she noted.

Charming Charlie's e-commerce team is also quick to use **Twitter**, **Facebook**, **Pinterest** and **Instagram** to drive traffic to their stores and the online shopping site. "I would invest in these channels. Let your interns or your marketers work on this. They are inspiring your audience and getting them engaged. It is a good investment," LaFleur said. "If you have any doubts about how social media is working, it's working."

Sportswear makeover



Kim LaFleur

While Charming Charlie may be a relatively young venture to the apparel and retail world, **Sport Obermeyer** is a 67-year-old high-end sportswear line for skiers and snowboarders. It was founded by Klaus Obermeyer, a dihard skier who at the age of 94 still hits the ski slopes every day in Aspen, Colo., where the company is located.

The company, which has about 60 employees and just under \$100 million a year in revenues, needed a total software overhaul. The employees were working with a legacy ERP (Enterprise Resource Planning) program and an old PLM (Product Lifecycle Management) system. The supply chain and the distribution center in Denver were managed with spreadsheets and emails. The warehouse was a mess.

The company ended up buying a whole new racking system for the 70,000-square-foot space.

The company's chief operating officer, Greg Bannister, put out eight requests for proposals in 2012 to upgrade the system. Bannister and Obermeyer ended up choosing **NGC Software** for a complete tune-up, said Mark Burstein, NGC's

president of sales, marketing and research and development.

"They wanted to implement all their software in six months," Burstein said. "So we did a fast-tracking implementation."

Before the company started installing the live system, they took the software and installed it in the cloud to test and make adjustments, Burstein said. Then they started converting their data.

"The result is that on-time delivery is up 85 percent over the previous year. And the payback period for the system is 21 months," Burstein said. "Last year, the company's profits were up 9 percent, and they should be up another 17 percent this year."

Software upgrades

Sport Obermeyer is just one example of how apparel and retail ventures constantly have to upgrade their systems to keep up with business practices.

Jennifer Terrill, vice president of information technology at **True Religion**, said technology departments are moving fast. They used to go by a five-year plan. That concept is dead. "It is now year-by-year with a three-year vision," she said. "You have to be agile and switch gears really quickly. Now it is the consumer who is driving everything."

Last year, **TowerBrook Capital Partners** acquired the Los Angeles-based blue-jeans maker and retailer for \$835 million. Terrill said the new owners, who previously bought and sold **Jimmy Choo** shoes, are on board for upgrading the company's software system.

True Religion is shopping for a new PLM system and recently carved out a project-management office to organize new programs. "This is the year we will explode digitally," Terrill said. ●

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Publishers of:
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EXECUTIVE OFFICE
California Market Center
110 E. Ninth St., Suite A777
Los Angeles, CA 90079-1777
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Obituary

Stephen Hyman, Co-founder of Susie's Deals

Stephen Hyman, a long-time discount retailer with nearly 40 years in the business, died on April 7. He was 66.

Hyman had been in the hospital for a dialysis treatment when he went into cardiac arrest, said his niece Mindy Hyman.

Hyman, with his siblings, Susie, David and Howard, founded **Susie's Deals** in 1974, an Ontario, Calif.-based retail chain that sold bargain-basement merchandise at outposts located in California, Nevada, Arizona and Utah.

The company's concept was to have no items selling for more than \$5.99, relying on close-outs and overstock to provide the stores' merchandise, which included misses, juniors, plus sizes, men's and children's clothing. At one time, the chain had more than 100 stores.

In 2011, the company filed for Chapter



Stephen Hyman

11 bankruptcy protection. Susie's Deals was sold out of bankruptcy to Yossi Dangor, head of **Top Top Clothing Inc.** and **PrimeTime Clothing Inc.** in Los Angeles, for \$775,000.

The Hyman family went on to create **Fast Turn Wholesale**, which imported apparel from its offices in City of Industry, Calif. The company also operates three **Fashion Retail** stores in Southern California.

Hyman, who lived in Canyon Lake, Calif., near Lake Elsinore, is survived by his mother, Rose Marie Gruenberger; his wife, Janice; his two sons, Stephen and Joel; his daughter, Lisa Bensusen; and four grandchildren.

Memorial services are scheduled for April 27. For more information on services, call Fast Turn Wholesale at (626) 810-2550.—*Deborah Belgum*

Calendar

April 11

Denver Apparel & Accessory Market

Denver Merchandise Mart
Denver
Through April 14

Fashion Market Northern California

San Mateo County Event Center
San Mateo, Calif.
Through April 13

April 12

Line and Dot Spring Sample Sale
2807 S. Santa Fe Ave.
Vernon, Calif.

April 14

CALA
The Denver Mart
Denver
Through April 15

April 17

"Unblock Hindrances to Creativity for Fashion Designers" webinar by Fashion Business Inc.
online

April 23

Lazr
The New Mart
Los Angeles
Through April 24

Fashion Business Inc.'s fashion show
The New Mart
Los Angeles

April 24

The Professional Club's Year-End Event

Blue Cow Kitchen and Bar
Los Angeles

"Take It to the Next Level," presented by One Step Retail
Old Ranch Country Club
Seal Beach, Calif.

April 29

FGL-LA panel discussion on fashion and tech trends
The Atelier at Maker City LA
Los Angeles

"The Effects of Digital Influencers on Consumer Behavior," presented by the FAB Counsel
8689 Wilshire Blvd.
Beverly Hills

April 30

West Coast Manufacturing Conference
Millennium Biltmore Hotel
Los Angeles

"Reducing Manufacturing Costs" webinar by Fashion Business Inc.
online

May 1

California Fashion Foundation's 2014 Scholarship Awards Luncheon, presented in association with TALA
California Market Center, C855
Los Angeles

Struktur creative conference
Natural Capital Center
Portland, Ore.

Through May 2

May 3

Otis College of Art and Design's 32nd Annual Scholarship Benefit and Fashion Show
Beverly Hilton
Beverly Hills

May 4

DG Textile Expo Fabric & Trim Show
San Francisco Hilton
San Francisco
Through May 5

Accessories The Show Fame
Moda Manhattan
Jacob K. Javits Convention Center
New York
Through May 6

May 5

Designers and Agents
Starrett-Lehigh Building
New York
Through May 7

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La Brea *Continued from page 1*

American Rag CIE, one of Los Angeles' most popular fashion emporiums, has done business on the 100 block of South La Brea for more than 30 years. High-end vintage shop **The Way We Wore** and women's contemporary shop **Bleu** also attract shoppers to La Brea, one of Los Angeles' major thoroughfares, which can resemble a highway during peak traffic hours.

Before The Great Recession, La Brea was home to a number of independent fashion boutiques. More than five shuttered in a quick succession between 2007 and 2008, and until recently few of these shops have been replaced by new fashion boutiques.

However, Michelle Dalton Tyree, a former La Brea boutique owner, believes the street could change its reputation as a place for destination retail. She is among those who believe that La Brea will eventually meet its potential of being one of Los Angeles' streets for fashion design and restaurants such as Melrose Avenue, Robertson Boulevard, West Third Street and Abbot Kinney Boulevard.

"We were too early to the party," Dalton Tyree said of her stint as a La Brea boutique owner. "We're seeing an honest second coming of La Brea." She ran a designer boutique called **Iconology** at 353 S. La Brea Ave. from 2005 to 2007. It was part of a wave of fashion shops that opened on La Brea before The Great Recession, then closed shortly before or during the harsh economic period. Iconology was replaced by a boutique called **My Ulrika**, which sells vintage fashions, home furnishings and jewelry.

The boutique closings were blamed on national problems, such as a shaky economy, and problems specific to La Brea, including a lack of parking. Also, La Brea was just beginning to forge its identity as a contiguous fashion street. Many consumers were just beginning to discover the place's retail beyond a handful of high-marquee destinations, Dalton Tyree said. Not least, there was not enough diversity of

business on the block.

"The stores that were there were not enough of a draw," she said. "You need a mix of large and small businesses."

She believes the major thoroughfare needed bigger anchors to make people get out of their cars and stay. **Mood Fabrics**, a prominent fashion textile emporium, opened at 645 S. La Brea Ave. in 2013, and Dalton Tyree said it has become an anchor. There also needed to be more restaurants and design shops on the street.



NEW STORE: A Bonobos Guideshop is scheduled to open at District La Brea in early May.

Brigham Yen, a real estate broker with **The Agency**, said La Brea is going through a renaissance but it remains hobbled by its great size. "I think the scale of La Brea being still so spread out will make it hard for it to become a truly thriving retail street akin to Colorado Boulevard in Old Pasadena or Melrose Avenue, which are much more densely packed with back-to-back retailers. There could be pockets of activity that will form such as the area of La Brea around Santa Monica Boulevard," he wrote in an email. "It will likely still remain a street with destination retailers for the foreseeable future until the city of LA can figure out how to move pedestrians up and down this long thoroughfare with an attractive transit system that supports and encourages pedestrian activity."

Michael Rielly, executive vice president of **Townsend & Associates**, a real estate consulting and development firm, said that commercial space ranges from \$4 to \$8 per square foot on La Brea. He said that

it would be a primary choice for stores focused on "destination-cool." He said, "La Brea is still developing toward being able to court larger brands."

District La Brea has attracted more fashion retailers to the thoroughfare since it opened in 2011 after renovating an 80,000-square-foot site of the former Continental Graphics building, which once housed a printing complex. Currently, popular shops such as **A+R**, **Kelly Cole**, **Steven Alan**, **Shelter Half** and **Garrett Leight Optical** are District La Brea tenants.

Leitze said the place is currently 87 percent full with boutiques; restaurants such as **Sugarfish**, which opened in January; and creative offices. Leitze said there is more to come.

"Our goal is to curate regional and national designers and restaurants and incorporate creative companies to build a creative destination for the people of this neighborhood," Leitze said. "It is fashion forward. It is unique and will be true to La Brea's landscape and surroundings." District La Brea offers more parking: There

are two parking lots. A garage on Second Street offers 128 spaces, and a surface lot on First Street has 44 spaces.

The upcoming Bonobos and Gant shops will be located by the intersection of La Brea and First. Bonobos' **Guideshop** is scheduled to open early May, and it will be the first Southern California location for the e-retailer's unique boutiques. Shoppers will view clothes on display at the Guideshop and order them, but they will not be able to take clothes home after purchasing them. Rather, the clothes will be delivered from a Bonobos fulfillment center shortly after the order is made. Bonobos runs eight other Guideshops, with one located in San Francisco.

Gant Rugger, which opened a boutique on Los Angeles' Abbot Kinney Boulevard in 2012, is scheduled to open a District La Brea shop later this month. Undeclared is scheduled to move across the street in June. It is currently located at 112 S. La Brea Ave. ●



THE RENEWAL: District La Brea announced a slate of new retailers that will open at its site on La Brea Avenue between First and Second streets. Pictured above, the Sycamore Kitchen restaurant at the District.

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Louis Verdad Hosts Made-to-Order Fashion Event

Los Angeles designer Louis Verdad recently hosted a high-fashion tea to introduce his made-to-order collection of tailored dresses, jumpsuits, shorts and blouses. The event was held April 5 at L'Cheriyve Studios in Gardena, Calif.



FELIX SALZMAN



Fall 2014 Forecast: Marled Yarns, Houndstooth and Ugly Xmas Sweaters

The ugly Christmas sweater will finally be in fashion.

The grimace- and grin-inducing sweaters have been the bane of family gatherings for decades, but trend forecaster Barbara Fields of the **Barbara Fields Buying Office** found more than 20 retailers in London selling ugly Christmas sweaters bearing humorous graphics, some even coming with gift card-like hangtags.

With so many London retailers getting behind the trend, Fields forecast that the unlikely trend will hit America by fall 2014, so it was fair game for a mention in her **Fields Fall 2014 Trend Presentation**. It took place in Suite 855 at the **California Market Center** during the juniors- and department store-focused **Los Angeles Majors Market**. Fields led delegations of buyers from retailers such as **Zappos, Gordmans, JCPenney, Bealls, Rue 21, Wet Seal** and **Gabriel Brothers** through the series of trend presentations, which ran April 7–10. She has been producing biannual trend presentations since 1981 and bases her forecasts on what is trending in fashion capitals such as London, Tokyo, New York and Los Angeles.

The ugly Christmas sweater merited only a mention during the trend presentation, but Fields spoke at length on other trends such as garments made with marled yarns (yarns made with different colors twisted together). “Marled yarns will be one of the rent payers of the season,” she told buyers.

Other important trends include skirts



ANDREW ASCH

FIELDS FORECAST: Barbara Fields, pictured right, goes down a list of forecasts for Fall 2014 trends.

and pants with a tie front or drawstring. One of the major trends for the upcoming season will be anything styled with athletic-style graphics.

A burgeoning trend hailing from Tokyo are garments in houndstooth print, Fields forecast. “It’s just the beginning of checks. Checks will be important,” she said.

During the presentation, she noted that the Aztec and Navajo prints, which were so important more than a year ago, have been replaced in popularity by floral prints. Leggings, skirts and dresses made out of jersey material will be popular for F

all. Clothes featuring details such as quilted cloth and zippers will be embraced. Bomber and flight jackets also will skyrocket in popularity. “One of the million-dollar items of the year will be a fur vest,” she said. In London, the popular jeans are in black, blue and acid, she said. Boot-cut and super-skinny fits will be popular, as well as those jeans tailored to lift the wearer’s bottom. In a preview of Spring 2015, Fields said that denim overalls will be popular along with distressed jeans. —Andrew Asch

TRADE SHOW REPORT

Local-Focused LA Apparel Show Returns for Second Season

By Alison A. Nieder Executive Editor

A tightly curated collection of Los Angeles–designed and Los Angeles–made collections exhibited in the second edition of the **LA Apparel Show**, held April 7–9 on the 13th floor of the **California Market Center**.

Last September, the show, which is sponsored by the **Korean American Manufacturers Association**, launched at the CMC with more than 150 exhibitors, many tenants of the **San Pedro Mart**, located a few blocks east of the CMC. The launch show was judged to be too sprawling, said Annabelle Lee, the designer and creative director of the **See You Monday** label, which exhibited at the show. The new



ANDREW ASCH

SHOW HUDDLE: Annabelle Lee of See You Monday, center, talks to sales rep Monica Reyes, right, and Joyce Sim at the LA Apparel Show.



Comme Toi



Comme Toi



Lulumari



Lulumari



Cecico

tightly edited mix was intended to introduce the most fresh and novel looks from the San Pedro Mart. “This is a meet-and-greet show,” Lee said. “We are meeting retailers who are placing bigger orders.”

Several exhibitors acknowledged that buyer traffic was slow—particularly compared with the bustling traffic many of these brands see at the giant **WWD MAGIC** show in Las Vegas. Still, buyers from **Dillard’s, Forever 21, Ross** and **Overstock.com** were spotted shopping the show.

Cecico’s Peter Ahn said, in addition to several major retailers, he met with buyers from Nebraska and Aruba at the show. “One customer left the Atlanta show to come here,” he said.

Known for its sweater knits, some domestic and some

imported, Cecico designs for a young customer “looking for something edgy,” Ahn said.

Ahn said the LAAS show is another opportunity to meet new retailers. “We don’t want to close any doors,” he said. “It’s not easy to start a show from scratch.”

Other brands showing at LAAS included vintage-inspired **Comme Toi**, young contemporary dress line **Ark & Co.**, Latin-focused **Lulumari** and juniors/young contemporary line **Papermoon**.

Show organizers said the show will return to the CMC for a third edition in October. ●

With additional reporting by Andrew Asch

Ath-Leisure, Folk Inspiration and Grunge on Horizon for Fall '14

Prepare for the athletic-leisure trend to continue, the international-inspired bohemian look to evolve and for grunge to make a comeback this fall.

That was the word from **Directives West**, which presented its Fall '14 forecast for juniors, better/updated and kids to a crowd of buyers on April 7 in the Fashion Theater of the **California Market Center** in Los Angeles.

The "Game Changer" trend mixes sport and street trends for a new Americana look that includes lots of athletic rib trim and team jersey-style numbers. Look for jogger pants, vests and varsity jackets.

The "Folkways" group takes the bohemian trend to the next level with global inspiration, rich colors and plenty of pattern mixing.

"Nouveau Grunge" reinterprets the '90s look as both anti-establishment and sophisticated with lots of plaids and well-washed denim.

The retail consultancy also showcased contemporary trends in a group titled "First LA," which featured candy-colored coats, print mixing, overalls and leather pieces.

—Alison A. Nieder

Game Changer

NORMAN ZELLER



Weavers tank, Denim Society pant, Say What jacket, Betsey Johnson hat, Emperia handbag



Weavers top, Jolt jogger, Accessory Collective hat



Jessica Simpson sweat shirt, YMI jean, Accessory Collective hat



Lily White sweatshirt and skirt, Say What? clutch



Weavers T-shirt, Norah skirt, Elodie jacket, Say What? handbag



Gibson sweatshirt, Lapis jogger, Accessory Collective scarf



Proposal by Sue top, Democracy jogger, MMS Design Studio handbag



Earl Jeans outfit, Emperia handbag



Isela top, Vanilla Star bottom, Imoshion handbag

Folk Tales



Rabbit Rabbit Rabbit dress, MMS Design Studio clutch



Belldini vest, Kandy Kiss top, AGB bottom, MMS Design Studio clutch



Sisters sweater, Democracy legging, MMS Design Studio handbag



Signorelli tank, Lily White pant, Blu Pepper vest



Urban Doll hoodie, Highway Jeans short, Accessory Collective hat, Deb & Dave's backpack



Eyeshadow tank, Generra jean, Band of Gypsies kimono, Deb & Dave's handbag



Ransom tank, Jou Jou pant, Say What? duster, Betsey Johnson hat



Weavers top, Band of Gypsies pant, jolt jacket, MMS Design Studio clutch



Biz coat, Vanilla Star skirt, NB Accessories handbag, Pink USA hat



Eyeshadow tank, BeBop pant, XOXO vest, OMG Accessories handbag



Weavers tank, Vanilla Star jean



Band of Gypsies top, 1822 Denim jean, Pink USA hat

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Nouveau Grunge



Celebrity Pink shirt, Amethyst short, Wallflower sweat shirt, MMS Design Studio backpack, Accessory Collective hat



Mystree jacket, Verve skirt, Steve Madden scarf



Press sweater, Democracy pant



Evil Twin bralette, BLQ Basiq tank, De Philo jogger, Supremebeing jacket and hat



Self Esteem shirt, Denim Society overall, Imoshion handbag



Blu Pepper sweater, Jou Jou jean, OMG Accessories handbag



Self Esteem tank, Indigo Rein jean, Paper Tee duster, NB Accessories clutch, Pink USA hat



Kut jacket and jeans, Tresics Femme tee, Steve Madden scarf



Per Se Sport vest, BLL shirt, Rhythm in Blues jean, Accessory Collective gloves



Love Scarlett sweater, Kut jean, NB Collective handbag



Jill Stuart dress, OMG Accessories clutch



Coin sweater, Olivia Moon T-shirt, Twyla Blu legging, MMS Design Studio clutch

First LA



Minkpink T-shirt, Finders Keepers jacket, Kensi jean, Accessory Collective hat



Nolitha top and skirt, Supremebeing jacket and hat



BLQ Basiq tank, BB Dakota jacket, Bella Dahl jogger, Steve Madden hat



Addison jumpsuit, Blank NYC jacket



Dakota Collective shirt, Blank NYC vest, Winston & Hart jean



Love Sadie shirt and skirt, Joa jacket



BLQ Basiq top, Res Denim jean, MMS Design Studio clutch



State of Being romper



Lovers + Friends jumpsuit, Ashley B. vest



June and Hudson dress, Joa jacket



Whitney Eve dress, Joa jacket, Kiind Of jogger



Lovers + Friends sweat shirt and jogger

Lovers + Friends sweat shirt, Winston & Hart overalls

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TRADE SHOW REPORT



THE LOOK: Stephen M. Kim shows the Rhapsody line to buyers.

Majors Market *Continued from page 1*

want to show them something new, they are not into it. They are on a mission," said Roberta Combs, a sales manager for the juniors knits label **Fade To Pink**, headquartered in Alhambra, Calif.

Stephen M. Kim, vice president of sales for Los Angeles-based label **Rhapsody**, also agreed the give and take between vendors and buyers has changed. "We used to make lines and tell them what is going on," Kim said of sales meetings.

But with store buyers coming in with increasingly specific shopping lists, vendors have had to play a tough game, where they have to be both more flexible to buyers' changing needs and also develop a more organized approach to businesses. "If you don't have a whole team for costing and sourcing, it will be hard to survive," Kim said.

New company **Denim Lounge Inc.** took a two-pronged approach, showcasing its premium juniors brand **Denim Society** and its **Crafting Bar** service, which allows retailers to customize their buy by selecting the fabric, thread, wash, hardware, trim and embroidery for the jeans.

"It's a DIY [do-it-yourself] experience for them and a good private-label vehicle for us," said Darryl Rosenberg, chief executive officer of Denim Lounge.

Rosenberg, whose career includes executive positions with **L.E.I.** and **True Religion**, teamed up with L.E.I. and **Tarrant Apparel** designer Sarah Shelby to launch the Denim Society collection in October.

Rosenberg said he saw a void in the market for a premium, young contemporary denim. The line also includes plenty of non-denim items, including ponte, scuba fabrications and yard-dye plaids in jeans, trousers, skirts, overall and jogger styles, as well as jackets. The Los Angeles-based company participated in the **Directives West** runway show at the CMC (see related story, page 7) but met with buyers at its nearby design studio in downtown Los Angeles.

Changed landscape

The strict shopping lists reflect an increasingly competitive market for major retailers going through an era of big change, said Michael Exstein, a research analyst for **Credit Suisse**. He headlined his Jan. 29 forecast on department stores as "The Year of Living Dangerously." Ultimately, he had strong faith in the majors sector. "It remains an over \$100 billion sales sector that is not dedicated to one merchandise area and has a high degree of brand equity. The key for successful players has been flexibility," he wrote.

However, he also forecast increased experimentation and competition. With bankruptcies declared by off-pricers such

as **Loehmann's**, the market for off-price goods has become more in flux, and department stores such as **Nordstrom** and **Saks** have been rolling out more of their off-price stores, such as **Nordstrom Rack** and **Saks Off 5th**. **Walmart** and **Target** have changed gears in the past couple of years from building their signature big-box stores to rolling out emporiums with smaller footprints in more urban areas.

Lynne Sperling, owner of Los Angeles-area **LS Consulting & Management** and a veteran analyst of major retail, said that this retail sector has become tougher. "To attract consumers they have to have the right product at the right value. They have to provide a reason to come to those stores. Department stores need to change in how they appeal to the customers. They can't say, 'Here I am. Come and get it,'" she said.



THE DISPLAY: Kelly Wilson, left, and Leanna Bartlett model the latest YMI looks at the label's temporary showroom during the Majors Market at the CMC.

Trend-driven

Popular items at the market included jeans designed to lift the wearer's bottom. YMI's **Wanna Betta Butt?** jean has developed a big reorder business of the jean with a lift, said David Vered, YMI's president. He forecast that his sales would double over last year.

The unlikely novelty item, the ugly Christmas sweater, has become really popular for Fall 2014, **Fade To Pink's** Combs said.

"A couple of accounts have asked, 'Can you make them uglier?'" she said. "It is hard to keep them ugly but cute."

Sweaters, maxi dresses and dresses with embellishments have been big sellers, said **Rhapsody's** Kim. ●

With additional reporting by Alison A. Nieder

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- Must have strong communication skills to convey trend forecasts to internal sales team and the retailers.
- Be willing to travel internationally as part of the job.
- Understanding of overseas and domestic manufacturing, garment construction, sample room, pre-production and costing.
- Good sketching ability with excellent design/color/fabric/trims sense. Must be able to oversee all phases of line development.
- Must have extensive knowledge of adobe illustrator and photoshop.
- Must be able to do graphic illustration.

Email to hrdept@rewash.com or fax resume with salary history to (323) 657-5344

ASSISTANT DESIGNER

MAJOR MANUFACTURER OF CONTEMPORARY MISSY/JUNIOR LINE IS SEEKING AN INDIVIDUAL WITH MINIMUM 5 YEARS EXPERIENCE IN STYLING AND DEVELOPING LINES, SPECS, GRADING, FITTING, EXTENSIVE KNOWLEDGE IN SKETCHING, PHOTOSHOP & ILLUSTRATOR NEEDED. MUST BE WELL ORGANIZED WITH GOOD COMMUNICATION SKILLS. EXCELLENT SALARY & BENEFITS E-MAIL RESUME TO Rose@bboston.com



ASSOCIATE DESIGNER

Expert knowledge & interpretation in trends, prints, patterns, & colors for seasonal stories & monthly line offerings. Customer identification & market analysis to promote product development niches. Must have strong follow-up skills & multi-task without losing focus. Must bring high energy, enthusiasm, strong work ethic, commitment & team-player approach. Private Label exp. Illustrator & Photoshop savvy.

Submit portfolio with resume to:
tlamantain@selfesteemclothing.com

LIP SERVICE / KILL CITY

IMPORT PRODUCTION ASST

Entry level position for recent graduate
Photoshop / Illustrator / Excel
super detailed and organized

DOMESTIC QC / PROD ASST

Visit factories and push. Help In-House QC. Measure garments. Energetic team player. Outside QC exp - must have reliable transportation
Send resume to drew@killcity.net

Jobs Available

Costing

Responsible for creating/maintaining cost sheets & working w/Design & Production to ensure accurate information is processed.

Must be computer proficient w/knowledge in Excel. Must know garment construction & be detail orientated. The following skills must apply: Ability to multi-task/ Great Organizational Skills/Good Communication skills/ Hardworking.

Please email resume to: Lita@kashapparel.com

SCREEN GRAPHIC / SUBLIMATION ARTIST

- . Min. of 4 yrs experience in Missy screen print graphics
- . Expert in Illustrator and Photoshop
- . Comfortable with taking direction as well as to give suggestions.
- . Organize, Creative and have a sense of fashion.
- . Up to date with trends and market flow.
- . Ability to work on aggressive deadlines on multiple/ simultaneous projects.
- . Versatile and Flexible
- . Have a great work ethic, a team player and a self-starter.

Please send your resume to vita101@gmail.com

DIRECTOR OF MANUFACTURING & SOURCING

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.

Please send resume to:
apparel sourcing2014@gmail.com



JR DENIM COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITIONS. INCREDIBLE OPPORTUNITY FOR THE RIGHT PERSON

OVERSEAS SAMPLING COORDINATOR

Must have strong written & verbal communication skills as will be coordinating & prioritizing the sample process from beginning to end between local design team and overseas factories. Need the following qualifications:

- Must have good Fabric Knowledge and a good understanding of Tech Packs, Design Sample Request, and Denim Washes
- Be proficient in illustrator and Excel
- Needs to be detail oriented and be able to work well under pressure in a team environment
- Ability to multitask on multiple accounts
- Denim experience, Garment construction and fluent in Chinese a plus

Email to hrdept@rewash.com or fax resume with salary history to (323) 657-5344

PRODUCTION COORDINATORS

Forever 21 is seeking Production Coordinators to add to our rapidly growing team! Candidates must have prior apparel production experience and be fluent in English (verbal/written) to be considered. To apply, please email your resume and a brief introduction to Bailey.H@Forever21.com

Jobs Available



**JR DENIM COMPANY SEEKING INDIVIDUALS
TO FILL THE FOLLOWING POSITIONS.
INCREDIBLE OPPORTUNITY FOR
THE RIGHT PERSON**

PRODUCTION PATTERNMAKERS

Responsible for production patternmaking of a junior denim product line. Qualifications required:

- 5 years experience in the junior denim market
- Must have a good understanding of garment wash and shrinkages
- Candidate must be a self-starter and well organized
- Be proficient with Patternmaking software

Email to hrdept@rewash.com or fax resume with salary history to (323) 657-5344

PATTERNMAKER/COORDINATOR

Los Angeles based Full Package DENIM Company seeking full-time Pattern Maker/ Grader. Must have 5+ yrs experience, able to do Grading & work with Sample makers to get fit approved to release production. Must be well organized. Must have Gerber 8.4 knowledge.
Email: Srhee@me.com,
Fax Resume: 323.752.8575 or
Contact: Patty/Steve 323-752-7775

Sales Manager

A contemporary women's clothing manufacturer based in LA is seeking an experienced sales manager (with current major retail accounts such as Nordstrom and Bloomingdales preferred).
Candidate must have at least 7-10 years of sales experience. Please email ahyoungko@gmail.com. (818) 644-3761

BLACK HALO

PRODUCTION PATTERN MAKER

Minimum 7 years experience
Draping and Gerber software a must.
Full time w/benefits.
Email resume: info@blackhalo.com

INSIDE SALES MANAGER

Apparel Co. in San Fernando Valley seeks an aggressive, organized, well-rounded, highly-motivated energetic person with 5-8 years experience in Sales with the ability to travel, apparel experience and retail math a must. Candidate should be able to multi task with great attention to detail. Proficient in MS office (Word, Excel & Outlook). Must have excellent communication skills both written & oral. Merchandising experience a major plus. Interested candidates please send resume with salary history to: hrsales789@gmail.com

BLACK HALO

PRODUCTION ASSISTANT

Women's Apparel.
Strong organized individual, high attention to detail. Pulling trim & managing BOM
Benefits included
Resume: info@blackhalo.com

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

Jobs Available



ROGERS GARMENTS LLC

We are seeking highly motivated individuals for the following positions:

Tech Room Manager (7+ yrs exp)
Tech Room Assistant (5+ yrs exp)
Outside Quality Control (7+ yrs exp)
First Patternmaker (7+ yrs exp)

Please email qualified resumes to:
arlet@rogergarments.com

PRODUCTION MANAGER

Must have at least 5 years' experience in both domestic and overseas production. Must have worked with contractors. Must be highly motivated, detail oriented, energetic, and willing to adapt quickly in a fast pace environment. Must have good computer skills and know quickbooks, excel and AIMS. Will be part of the planning of buys for fabric. Must know costing, specs and be able to put together tech packs. Must be organized and not afraid to try new systems or develop systems to save time. Must have overseas contacts and ability to source. Contact: recruiting_t@yahoo.com

Karen Kane

SINGLE NEEDLE SEWING CONTRACTORS

Karen Kane is looking for single needle sewing contractors for better sportswear, tops & jackets. Must have valid garment registration & proof of WC insurance.
Contact the production manager at:
(323) 588-0000 ext 1122.

PAIGE

SPEC WRITER - DOMESTIC DENIM

Paige Premium Denim is seeking a Spec writer with 5+ yrs. exp., Candidate will be working closely with the design, pattern room and production team. Responsible to create production tech packs for CMT denim prod.; measure and prepare fit samples for fittings; ensure on-time release of tech packs to the production dept. Must have experience in denim construction, advance computer skills (Illustrator, Photoshop and Excel) required. Experience with PLM a plus. Ability to proactively trouble shoot & problem solve and thrive in a fast paced environment. Must be detail oriented & well organized.

Please fax resume with salary history to
Attn: Human Resources (310) 204-1172, or e-mail to the Human Resources dept. at: elaine@paigeusa.com

WEST COAST ACCOUNT EXECUTIVE (Online)

Alternative Apparel hiring a West Coast Account Executives (Online).
Ideal candidate will have 3-5 yrs previous experience in apparel sales with industry leading brands in the men's &/or women's markets. Responsibilities include Time & Action calendars, analysis & forecasting sales, tracking replenishment business, monitoring sell thru, & driving presentations & product assortments. Bachelor's preferred.
Apply to suzi@alternativeapparel.com

Jobs Available

TECHNICAL DESIGNER

Santa Monica based company seeks an extremely organized Technical Designer w/ strong understanding in garment construction, fit standards, patternmaking, grading & specification packages. Min 7-10 yrs exp. w/ technical design in wovens and/or knits. Excellent written & oral communication skills. Illustrator & Excel required.

GREAT BENEFITS. FULL TIME.

Fax resumes to (310)828-0091 or
Email koirecruiter@koihappiness.com

CUSTOMER SERVICE/ DATA ENTRY

Contemporary company looking for experienced customer service/ data entry/ billing. Must be knowledgeable in Quickbooks & Excel. Must be organized and able to flourish in fast paced environment. Please email resume to nbt1960@gmail.com

Jobs Wanted

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

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

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

SPACE FOR LEASE

* In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District.
* Industrial, retail and office space also available throughout the San Fernando Valley.
* Retail and office space also available just south of Downtown.
213-626-5321 or email info@anjac.net

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ALL FABRICS!
fabricmerchants.com
Steve 818-219-3002

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Silks Wools Denims Knits Prints Solids...
Apparel & Home decorative.
No lot to small or large...
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Stone Harbor 323-277-2777 Marvin or Michael

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jeffery@apparelnews.net**

