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A California Apparel News special section

Hips and Hair

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Lifestyle,
California-Made

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to Hollywood

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American-Made
Mission

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No Limitations

LA Galaxy X UNDFTD

Kicking Off an
MLS Capsule





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3.33 by Citron

American-Made Mission

For more than a decade, the owners of Citron, located in Los Angeles, have been making their printed silk blouses and tops in China because of the intricate prints, designs and fabric used.

But then they heard about TV journalist Diane Sawyer's "Made in America" news series, where she maintained that if every American spent \$3.33 a year on locally made products, there would be 10,000 new jobs created in the United States.

Citron's owners, Ricki and Aviva Wolman, were listening. They put their heads together and decided to create a new line of cotton T-shirts, cardigans and tops that would be made exclusively in Los Angeles. The line, called 3.33 by Citron, launched in 2011 and has been going strong ever since at various specialty stores as well as the Citron clothing store in Santa Monica, Calif.

"We wanted to see if we could make a small difference," Aviva said.

It was also a different kind of garment for the company. Previously, the Wolmans and their staff had been working with woven goods. Now they were working with knits.

"It was a learning process," said Penny Luther, the company's import production manager. "There is different shrinkage and processes. Also, it's a different ballgame producing in China and in the United



States. Here you have to sit on everything and make sure it happens. In China, they give you a complete package and take care of it."

With printed T-shirts wholesaling for \$25 to \$28 and cardigans going for \$28 to \$31, stores have been willing to pay the slightly higher price. In return, the company's profit margin on the "Made in USA" product is 10 percent lower than the rest of the company's merchandise, Aviva said.

Adrineh Baghdassarian, the line's designer, said the key to the label's popularity is the handcrafted, vintage look. "All of the processes are hand-done," she noted. T-shirts are printed first and then overdyed.

Many of the prints used on the T-shirts have an Asian influence. "Oriental prints are our niche," the designer said.

To gather print inspiration for both the knit line and woven line, the company has a huge collection of antique kimonos, Chinese robes, Asian clothing and fabrics acquired by Ricki during his travels around the world.

For the T-shirts, the artwork ranges from leafy bamboo designs or flocks of birds to an intricate Japanese print with a certain Zen feeling to it. For more information, visit www.citronclothing.com.

—Deborah Belgium

Hips and Hair

California Lifestyle

Drawing inspiration from contemporary American pop culture while utilizing a hands-on approach to all stages of production, T-shirt line Hips and Hair has garnered an international following since its inception in 2008.

Southern California native Jonathan Bussiere began toying with screen printing T-shirts after hours in the Loyola Marymount printing lab while studying film and television at the university. Upon graduation, he skipped a career in Hollywood to instead launch a T-shirt line with snappy one-liners and original artwork that reflected the Southern California lifestyle.

One of the core principles of Hips and Hair is to only create art and product that the company connects with and believes in, which includes where it is made.

"Everything we do—from our fabric sourcing, cutting/sewing, dyeing, finishing to screen printing—all happens in Los Angeles, and our warehouse and offices are in Orange County [Calif.]," Bussiere said. "Keeping our production local is a definite conscious choice for us."

"The way we see us standing out from the pack is to have a product that is of quality, with attention being paid to every detail. We feel strongly about keeping our production within the U.S., doing our part to help support the local economy. We try our best to make ethical decisions when it comes to our products, which is a key reason as to why we chose to produce in America," remarked Bussiere.

Being made in the USA does pose some challenges though, as he pointed out. "It is usually a bit higher of a cost to produce, which can tie up cash flow. On the flip side, many of our accounts, espe-



cially stores we sell to in Japan and Europe, love that we are USA made and would probably not buy from us otherwise."

Currently, Pacific Sunwear, Gypsy Warrior, and Mixology carry Hips and Hair in addition to other retailers around the country and the world. Additionally, the line has its own e-commerce retail set up on its website along with its blog and links to social-media channels.

Pieces wholesale between \$15 and \$30 and include men's and women's T-shirts and tanks, beanies, and screen-printed artwork. For more information, visit www.hipsandhair.com or email info@hipsandhair.com.—Alyson Bender

See You Monday

High- and Low-Fashion Mix

Los Angeles-headquartered See You Monday embraces high and low fashion.

One crop top has a chiffon train on the back and the partiers' hashtag "#Rise & Grind" printed on the front. Cats' faces and cupcakes have been among the company's popular graphics, said Annabelle Lee, owner and creative director at See You Monday. The company also makes contrast tops with a printed front and a mesh back. Other styles are made with neoprene, viscose and cotton/Modal. The company's T-shirts and tanks have been sold at Zumiez and Hot Topic Inc. concept Blackheart as well as Karmaloop.

"There are no limitations," Lee said. "We can do whatever we want, whenever we want. There is no 'can't' here." The company's looks, which range from outerwear to bikinis, are manufactured and sourced in Los Angeles. Lee said, "I see the factory downstairs—people are cutting and sewing. I see the fabric archives. Sometimes I go shopping in the factory."

Occasionally, See You Monday's highs and lows have courted controversy. The brand produced pot-leaf T-shirts and leggings for



a collaboration line with rap star Snoop Dogg, which sold at juniors skate, fashion and surf chain Tilly's Inc. But the retailer pulled the marijuana-themed clothing earlier this year when an Orange County, Calif.-based parents group complained.

See You Monday continues to do a thriving business with Tilly's. However, the retailer, Snoop Dogg and the manufacturer did not make a public statement about it. "I totally understood the parents' perspective," Lee said, sympathizing with the groups fears of drug abuse. "Why do men's clothes show pot leaves but get no complaints, but when a women's brand does it, we get complaints. It was interesting."

Lee sees herself as an executive with a lot of right- and left-brain expertise. She even participates in fittings meetings for See You Monday's larger clients. "I can talk numbers but also the creativity aspect," Lee said. "We understand all the angles." She directs a team of 30 people at See You Monday, who do everything from sample making to sales.

Wholesale price points range from \$5 to \$39. For more information, call (323) 887-9900 or email info@seeyoumondayla.com.—Andrew Asch



Sub_Urban Riot

Grassroots Beginning, Hollywood Connection

Sub_Urban Riot is a fashion-forward lifestyle brand that feels luxury is no longer fueled by price point but the quality of life you live and the company you keep. The brand was born in Los Angeles' Venice neighborhood in 2006 and has since moved to the LA Fashion District in downtown Los Angeles.

Since the very beginning, Sub_Urban Riot has had a strong grassroots following, which has since blossomed into sitcoms and celebrities who frequently are seen in the collection. In 2006, Sub_Urban Riot founders Nate Koach and Jason Reed began designing tees for the actors on "It's Always Sunny in Philadelphia." What started out as some friends asking to do a wardrobe pull for their show with a few goofy tees has turned into a planned part of the characters' personalities over the seasons. "It's a unique relationship that has allowed Sub_Urban Riot and 'Sunny' to have fun with the characters and add some dimension to their roles and the ridiculousness they embody," Koach said.



The collection includes tees, tanks, shorts, pants, sweats and outerwear for men and women, plus dresses and skirts for women and numerous unisex accessories. Designs are inspired by simple, modern execution while peppering the pieces with cool design elements, all at mid-level price points.

While roughly 80 percent of the company's business remains wholesale, last year Sub_Urban Riot opened a flagship store at 111 W. Seventh St. above the company's offices.

Downtown Los Angeles plays a role in Sub_Urban Riot's production, as well. The company currently manufactures 80 percent of everything they make in the downtown Los Angeles area. "Profits are smaller, but we enjoy keeping it local," Koach said. "All of our cut-and-sew operations are located within a 20-minute drive of downtown Los Angeles, which keeps a little more money in the hands of real, working Americans."

The line is sold in more than 150 retail locations across the United States, including Bloomingdale's, Nordstrom and Urban Outfitters, as well as retailers in Japan and Canada. For more information, visit www.suburbanriot.com.

—Alyson Bender



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Take a glimpse **INSIDE**



Epson SureColor F2000

Purpose-built for direct-to-garment

IMAGING



The SureColor F2000 White Edition features both white and color inks for imaging versatility.

The all-new Epson® SureColor® F2000 series was created with one objective in mind — making a killer T-shirt. Every aspect of these printers, from the printer mechanism to the ink delivery system, was purpose-built to deliver industrial-level production speeds, image quality, and reliability to redefine direct-to-garment (DTG) imaging.

The SureColor F2000 series features Epson's PrecisionCore™ TFP® printhead — a unique, commercial-grade printhead technology optimized for DTG imaging. It was developed in tandem with Epson UltraChrome® DG garment ink to provide

reliable, high-production operation with minimal downtime or maintenance.

Formulated exclusively for use with PrecisionCore TFP printheads, Epson UltraChrome DG ink is a new pigment-ink technology designed specifically for cellulose-based garment printing. It delivers precise, repeatable color on both 100% cotton and cotton-polyester blends.

To ensure the proper density needed for optimum color, Epson also developed a unique White ink technology that produces very high white ink density with a natural white color.

This combination of new ink and printhead technologies, invented exclusively for DTG printing, sets the Epson SureColor F2000 series apart from all other DTG printers.

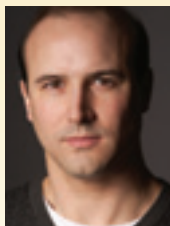


The new Epson PrecisionCore TFP printhead found in the SureColor F2000 series utilizes advanced piezo materials to provide greater print clarity and sharpness.

The SureColor F2000 Color Edition, with dual CMYK inks, is ideal for shops that want to increase production of color-only garments.

Q&A

with Mark Radogna
Group Manager,
Product Strategy
Epson Professional Imaging



Q: What took Epson so long to enter the DTG market?

A: We wanted to build the best DTG printer out there, and the only way to do that was to start from scratch. So we put together a team of engineers to design a new print engine, a new printhead, and a new ink technology specifically for DTG imaging. It took three years of hard work, but now we're finally ready to introduce the SureColor F2000 series.

Q: Who is this printer designed for?

A: We developed the SureColor F2000 series for industrial-level, 24-hour operation, so it's ideal for high-volume shops. But, because of its affordability and simple maintenance, it's also a good choice for smaller shops that want a digital solution for short-run jobs, or even artists and graphic designers who want to design and print their own T-shirts for resale.

Q: Why did Epson build two versions? A white version and a color version?

A: To give print shops another printing option. Not every print job requires White ink. So for the color version, we replaced the White ink with dual CMYK ink, enabling the color version to print up to 80% faster than the white version. This provides larger print shops another option when deciding their production floor strategy.

Simple user-focused maintenance

DTG printers are a lot like classic cars. The better you maintain them, the longer they last. But, because many previous DTG printers are converted photo printers, the maintenance components are difficult to access, and frequent break-downs and frustrations can be common.

The Epson SureColor F2000 series was engineered from day one for DTG printing. So Epson was able to design in technology, making it easy to maintain and ensuring more reliable operation.

Simple maintenance routines and the ability for the user to easily replace key components help reduce downtime, service headaches and costs. The printer even alerts you when parts need to be replaced or cleaned. Thanks to this user-centric design and simple maintenance, you no longer need to be a technician or own a screwdriver to be involved in DTG printing.

The SureColor F2000 series also features a unique dual ink filtration system. The ink passes through two different filters (one inside the ink cartridge and one outside) before it flows to the printhead. This two-stage filtering system, combined with automatic White ink circulation and highly effective individual channel head cleaning, prevents unrecoverable nozzle blockage, protecting the printhead and further improving long-term reliability.

“The Epson SureColor F2000 series is highly efficient. It consistently delivers hour-over-hour of sellable production.”

Ink is filtered as it leaves the cartridge to help extend printhead life and improve reliability.



The SureColor F2000 series is backed by a standard one-year limited warranty, including free phone support and usually next-business-day on-site service.¹

Free support and on-site service

If Epson can't solve your problem over the phone, they'll send a technician to you. Everything is covered during the first year: labor and parts, including the printhead. Best of all, it won't cost you a dime.

Is direct-to-garment a good option for you?

Many screen printers are reluctant to embrace DTG printing, citing everything from cost to complexity. But, as Miguel Garcia of Studio Tee discovered, the Epson SureColor F2000 series is a perfect complement to screen printing and a great way to grow your business.

“Being involved in the SC-F2000 beta test program confirmed for me it's perfect for short runs and intricate color designs. There's virtually no setup, so we can take on smaller jobs we used to turn away. We can even print a single T-shirt if that's what the client wants. With the Epson DTG printer, we've been able to expand our services and gain the edge on our local competition, both of which have helped our bottom line.”

— Miguel Garcia, Studio Tee

High efficiency improves profits

Ink is always one of the main cost considerations when purchasing a DTG printer.

But, as Epson Product Manager Larry Kaufman points out, “When it comes to ink costs, it's about more than just comparing cost per milliliter. It's the bottom-line efficiency of ink usage that really matters.

Because the PrecisionCore TFP printhead, Epson UltraChrome DG Inks, and the color tables in Garment Creator software were developed together specifically for DTG printing,” Kaufman explains, “the Epson SureColor F2000 series is highly efficient. It consistently delivers hour-over-hour of sellable production.

Sellable equates to less waste — a few millimeters of ink, along with labor time and the cost of the garment itself,” Kaufman continues. “By minimizing waste and reducing customer returns, your business is more efficient and profitable.”

To learn more, visit epson.com/tshirtprinter



Simple garment imaging and job costing

You don't have to be a technical wizard to print T-shirts with the Epson® SureColor® F2000 series. The included Garment Creator software lets anyone take a design and produce a T-shirt with ease.

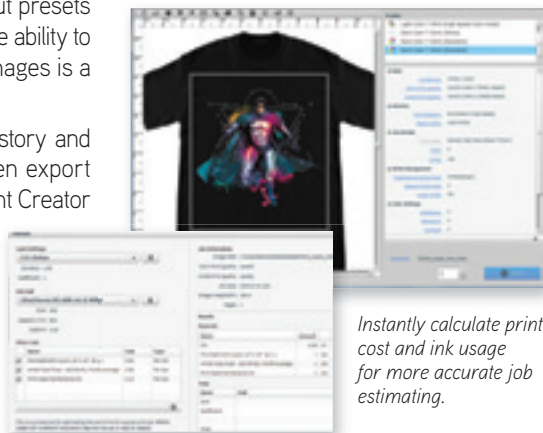
Simply drag and drop the image you want to print into Garment Creator's easy user interface. You can drop out background colors, plus set and save predefined colors and white adjustments and layout presets that deliver consistent results. The ability to scale, rotate, flip and position images is a simple button click away.

You can save and review job history and easily reprint jobs. You can even export files to a USB drive from Garment Creator for long-run PC-free printing.

Garment Creator also includes a built-in job accounting tool that calculates ink usage based on your specific settings. Plus, it allows customized additions for any other costs you

choose to include to help you more accurately estimate cost per garment and track your expenses and margin.

Available for Macintosh® OS X® and Microsoft® Windows®, Garment Creator lets you work the way you want. It's compatible with jpeg, tiff, png and bmp files saved or exported from any software, including Adobe® Illustrator®, Photoshop® and CorelDRAW®.



Garment Creator software is available for both Mac and PC



Beyond T-shirts

T-shirts are a dominant garment in DTG, but just the beginning of what you can print with the Epson SureColor F2000 series. You can custom-print on any cotton (natural fiber) or 50/50 cotton/polyester blend with a flat surface — including scarves, canvas tote bags, aprons, baby clothes, pajamas, pillowcases, sweatpants, pet clothes, quilt patches... the list goes on. With the SureColor F2000 and a little imagination, the sky's the limit.



National support, local presence

To ensure businesses have the help they need to succeed, the Epson SureColor F2000 series is only available through select resellers.

“Our goal is to provide a support team made up of the best people in the industry,”

says Epson Professional Imaging's Mark Radogna.

“By choosing top resellers with DTG experience and providing them with training and resources, we can offer customers exceptional local support, still backed by Epson at the national level.”

To find a certified Epson SureColor F2000 reseller in your area, visit epson.com/tshirtprinter

WHAT TO DO NEXT

Visit www.epson.com/tshirtprinter

- Stay up-to-date on DTG printing
- Find resellers in your area
- See the Epson SureColor F2000 series in action and watch “how-to” videos
- Request product info and samples



See for yourself

Discover more about the purpose-built Epson SureColor F2000 series and what it can do for your garment business. Visit www.epson.com/tshirtprinter to get your FREE product kit packed with valuable information about DTG printing and the new Epson SureColor F2000 series.

1 Warranty coverage for the printhead and ink delivery system is terminated if the printer is ever used with new or refilled ink cartridges, inks or ink delivery systems other than Epson UltraChrome DS system for which the printer was designed.

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LA Galaxy X UNDFTD

Kicking Off an MLS Capsule

In the colorful world of sports logos, the LA Galaxy soccer team has one of those commanding emblems—it's a shield, a quasar star and the words "LA Galaxy."

It would have been enough not to mess with such a logo, but on April 10, the four-time winners of the Major League Soccer Cup introduced LA Galaxy X UNDFTD, a capsule collection in partnership with Undefeated, one of Los Angeles' premier shops and brands for streetwear and sneaker obsessives.

James Bond, the co-founder of Undefeated, got a bit of a headstart on the Galaxy DNA. He worked with former Galaxy midfielder David Beckham on the fashion line Adidas Originals by Originals James Bond for David Beckham from 2008 to 2012, which covered most of Beckham's glory



Galaxy Defenders A.J. DeLaGarza, left, and Omar Gonzalez show off looks from the LA Galaxy X UNDFTD capsule collection at the Undefeated shop in Santa Monica.

years with the team.

For the LA Galaxy X UNDFTD streetwear and fashion-inspired capsule collection, Bond said that he wanted to bring the primal grit of competition into the Galaxy logo. "The tag line is 'Sports Is War.' There's a lot of element of fighting in it. It's simple, clean and not a lot of lines," Bond said.

For one look, there's a graphic of a sword in the middle of the Galaxy shield. The team's quasar and Undefeated's bar logo dance beside the

sword. Bond didn't want to rest easy with one logo. He will try more looks with the capsule collection's fleece, T-shirts, pullover hoodies and sweats, which will be sold at Undefeated shops, Undefeated.com and the Galaxy's home, StubHub Center in Carson, Calif.—*Andrew Asch*

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