

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 22 MAY 23-29, 2014



Customs Scrutiny to Increase With Hundreds of New Employees

By Deborah Belgum *Senior Editor*

For years, U.S. customs officials have been playing a game of cat and mouse with apparel importers, trying to figure out who is undervaluing their goods to get out of paying higher duties.

That scrutiny could intensify now that U.S. Customs and Border Protection announced on May 1 that it plans to hire 2,000 new employees—including customs inspectors.

Those new employees will be sent to 44 seaports and airports around the country in cities such as New York, Los Angeles, Detroit, Houston, Dallas, Chicago, Las Vegas, and towns along the Canadian and Mexican border.

“Every time customs goes fishing for undervaluation, they find something,” said Robert Krieger, president of Los Angeles customs brokerage firm **Krieger Worldwide**. “New employees will be doing inspections and looking at

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Wellen: Established Brand Turns to Startup Tactics for New Line

By Andrew Asch *Retail Editor*

Just after wrapping up its **Free & Swell** collaboration with global Japanese retailer **Uniqlo**, Los Angeles-headquartered label **Wellen** is getting ready to roll out its line for women aged 20 and up called **Wellen Women**.

But the May 29 debut of Wellen Women will not follow the typical rhythm of business for a new division of an existing brand. Wellen founder Matt Jung has no plans to introduce it at trade shows. He has no plans to look for a loan to fund the new line. Instead, the 7-year-old Wellen brand will join a handful of established fashion businesses that intend to raise money and spread the word on their projects in a way typically embraced by new entrepreneurs starting their first venture.

Wellen plans to debut its project on **Kickstarter**, the 5-year-old crowdfunding platform headquartered in Brook-

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MODERN MIX

California College of the Arts student Jun Yin found inspiration in Samurai fighters and Japanese conventional costumes for her collection, shown at the design school's annual fashion show. For highlights from the show, see page 7.

STEVAN NORDSTRÖM

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Where fashion gets down to businessSM

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Westfield Announces Design for The Village

Retail-center developer **Westfield** announced this week the new park-like look of **The Village**, the outdoor extension of **Westfield Topanga**, a regional mall located 26 miles northwest of downtown Los Angeles.

Westfield will spend \$350 million to construct The Village, which is scheduled to take a bow in fall 2015. The shaded, garden-like ambiance of The Village will be a refuge from the congested freeways of Los Angeles' San Fernando Valley, said Stephen Hamilton, Westfield's vice president of design.

"It's our mission to help guests, both local residents and visitors alike, rediscover the beauty of the area. The Village will be a place where they can unwind and a place where they can enjoy a romantic evening," Hamilton said.

The Village will feature outdoor patios distinguished by fire pits, hanging basket chairs, large communal tables and water fountains. Landscaping will be an important part of this new development. Westfield will plant California Sycamore trees, London Plane and Canary Island Pine, which will be 40 to 60 feet tall. Roses and bougainvillea also will be planted in the new area.



GARDEN PLANS: Westfield unveiled its garden-like design for its upcoming The Village development. Rendering courtesy of Westfield.

Westfield Topanga is anchored by department stores such as **Nordstrom**, **Neiman Marcus** and **Macy's** and is also the address of retailers such as **H&M**, **BCBG Max Azria**, **Tilly's** and **Louis Vuitton**.—*Andrew Asch*

Simon Debuts Brand Campaign

Simon, formerly **Simon Property Group**, is one of the largest real estate-investment trusts in America and announced at the **ICSC RECON Las Vegas** convention on May 19 that the company will introduce a new corporate identity and logo, which will be seen in Simon malls' digital experiences and advertising campaigns as well as in signage at its malls.

The new look and branding for Simon is part of a new direction for the company, which will offer improvements to customer services and amenities and develop the experience of its malls, said Mikael Thygesen, Simon's chief marketing officer. "We are excited to launch a fresh, aspiration consumer-facing brand that reinforces our customers' experiences of fashion, discovery and community," Thygesen said.

The new look would portray Simon as an "elevated" brand for fashion consumers, as well as families going to the mall to shop and to look for entertainment. The company has spent more than \$50 million on media in print, television, digital, radio and direct mail on the new branding. The campaign will continue through the end of 2014.

Simon owns **Premium Outlets** malls, including **Desert Hills Premium Outlets** in Cabazon, Calif., which recently unveiled a major expansion. Simon also owns **The Mills** division of malls and major regional malls such as **Del Amo Fashion Center** in Torrance, Calif.; **Fashion Valley** in San Diego; and **The Shops at Mission Viejo** in Mission Viejo, Calif.; as well as **Aventura Mall** in Aventura, Fla.; **The Forum Shops at Caesars** in Las Vegas; and **The King of Prussia Mall** in King of Prussia, Penn.—*A.A.*

Wellen *Continued from page 1*

lyn, N.Y., said Taylor Gramkow, Wellen's marketing director.

"We've been a smaller player going against the grain in the men's surf market," Gramkow said of Wellen's chosen path of maintaining an independent standpoint, even after working with Uniqlo.

There are also financial reasons for opting for a Kickstarter campaign, Gramkow said. "Trade-show costs run a small fortune," he said. "By the time you've paid to show your brand, build out your booth and

take on the costs of traveling out the team, you're keeping your fingers crossed, hoping that show orders will help break even on the expenses." Even with running a small trade-show campaign and renting 10-by-10 booths at six shows a year, a trade-show budget can be more than \$25,000, and some companies spend more than \$150,000, he said.

Wellen hopes to raise \$25,000 on Kickstarter, and the brand also hopes that its Kickstarter investors will serve as passionate advocates who will spread the word on the new brand. Wellen plans to sell the label through a direct-to-consumer channel at its

website (www.wellensurf.com). It also plans to offer the label through a handful of select boutiques. However, it doesn't plan a big retail rollout. "Retail works as long as buyers understand what you are doing with the brand," Gramkow said. "They can curate your brand well. Or they can put it in a small corner." A bigger bricks-and-mortar retail presence will take place once demand for the brand starts taking off, he said. Wellen will continue to exhibit its current brands, **Wellen** and **Grover**, at trade shows such as **Agenda and Liberty Fashion & Lifestyle Fairs** in the upcoming year.

Wellen's crowdsourcing path has already been explored by a handful of fashion labels with a track record. **Gustin**, a San Francisco-based menswear label that has been around since 2006, raised \$449,654 in a February 2013 Kickstarter campaign. The denim-based label now calls itself the first fully crowdsourced premium fashion brand. In May 2012, Brooklyn-based **Flint and Tinder** raised \$291,493 on Kickstarter to make men's underwear. After its first campaign, it has developed its initial product offering into a collection of basics. Patrick Robinson, former executive vice president of Global Design for **Gap Inc.**, launched his new label, **Paskho**, on Kickstarter in April 2013. He raised \$68,770 on the platform.

Jeff Shafer has spent more than 20 years in the apparel business and founded premium-denim brand **Agave** in 2002. It has been sold at **Nordstrom**, **Zappos** and high-profile emporiums such as **American Rag**. In 2013, he introduced his **Bluer** brand on Kickstarter. He raised \$44,529 on the crowdsourcing platform in July 2013. He forecasts Bluer will earn more than \$400,000 in revenue in its first year of business.

Shafer said a crowdsourcing and direct-to-consumer model has become crucial because it has become harder to start a brand through conventional means. "There used to be hundreds of new brands at trade shows," he said. "It's tougher than ever to launch and build a brand today."

Crowdfunding also enjoys a high cachet with the college-age crowd and those enamored of the cyber community found on Kickstarter and other crowdsourcing platforms. However, there are risks. There is no guarantee that a project will be funded on a

crowdsourcing platform, Shafer said.

If a project is funded and sold direct to consumers, it's up to the entrepreneur to spread the word on the product through social media. With no boutique salespeople representing the brand, it's often up to the brand's founders to do all of the marketing and sales.

"There's a lot of new territory. There's no rule book," he said of the burgeoning model of launching a brand through crowdsourcing funding and direct-to-consumer sales.

But he claimed that funding a venture through crowdsourcing, and selling it direct-to-consumer, creates savings, which makes it feasible to manufacture in America, not overseas. Gustin makes a similar argument on its website. At one time, the San Francisco brand priced its selva denim for more than \$205, but the brand can offer it for \$81 because of its crowdsourcing, direct-to-consumer model.

Because the model of established companies

crowdsourcing for funds is new, it has not been seen much by financial professionals such as Nick Hart, managing director for Westlake Village, Calif.-headquartered **Bibby Financial Services**, the prominent factor focuses much of its lending business on the apparel industry. But Hart did not dismiss the crowdsourcing avenue.

"My recommendation is that your business strategy match your cash-flow requirements with an appropriate funding source," he said.

Banks, factors and venture capitalists specialize in funding businesses at different stages, so it is up to the entrepreneur to get advice on what institution would be the best funding partner, he said.

With success, Wellen Women has no plans to remain a direct-to-consumer brand. It hopes to have robust sales with bricks-and-mortar partners eventually. Before that, the new brand will take baby steps before it runs. It will introduce several pieces in its Kickstarter campaign—a maxi-skirt, a pocket T and a pullover sweater.

"We want to make smart strategic decisions that are long term and help us stay in business for a long time," Gramkow said. "Wellen Women is not a two-month project. It is a 12-year project. Retailers will come when the consumer demands it." ●



IMAGE COURTESY OF RIVER JORDAN PHOTOGRAPHY

FIRST UP: Wellen Women was introduced with a few items such as a pocket T and a pullover sweater instead of a full line.

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Supply-Chain Solutions on Display at Texprocess Americas

By Hope Winsborough *Contributing Writer*

ATLANTA—Exhibitors at the recent **Texprocess Americas** trade show highlighted technology and materials designed to streamline production, maximize efficiency and enable custom configurations.

For many, this technology is crucial to address the slow but steady return of apparel manufacturing to the United States.

Both **Tukatech** Director of Marketing Sonia Chhabra and **Computer Generated Solutions** Vice President of Sales Brian O'Connor noted strong interest among domestic attendees in bringing some or all aspects of production stateside. Many Central American companies expressed similar interest in keeping production in their own countries. Over in the show's Supply Chain U.S.A. area, Jim Lovejoy of the **National Association for the Sewn Products Industry** said his 34 members remained busy throughout.

Attendee Steve Luchansky, vice president of manufacturing with **James Thompson and Co.** in Greenwood, Del., was at the show looking at new inspection equipment. "Things are coming back [to the U.S.] slowly," Luchansky said, adding that this past year was the dyeing and finishing operation's best in 150 years.

Formerly called **SPESA Expo**, Texprocess Americas relaunched in the U.S. in 2012 after organizer **Messe Frankfurt** hosted an international edition, **Texprocess Frankfurt**, in Germany in 2011. This year's show ran alongside **Techtextil North America** during the show's May 13-14 run at Atlanta's **Georgia World Congress Center**.

Tim McDaniel of **King American Textile Group** said Texprocess Americas seemed bigger and better than two years ago. (The Dover, Ga.-based mill was recently acquired by **Milliken & Co.**)

Design-driven

A common theme at the show was the importance of better integrating designers into a company's overall operation.

For example, at the **Lectra** booth, attendees gathered for a presentation of the new textile design module of Lectra's **Kaledo Suite**, which lets users develop or expand weaves, knits and prints using tools designed with production in mind.

"Designers are typically isolated from the rest of the process," said Christine Fox, a design solution expert for Lectra. "We wanted to provide for better collaboration and communication."

Easy-to-use tools allow designers to save and locate existing designs on a shared platform. The module automatically generates technical fabric reports and pushes changes to where the textile is used, "so [designers] don't have to waste time looking for the latest version," she said.

A shared platform allows design and product-development teams to review design options, check fit and work efficiently on modifications. Visual libraries of industry-standard weaves give novices an easy start and allow experts to customize ex-

isting patterns. A "Product Genius" feature generates unlimited, slot machine-style combinations of selected fabrics and colorways, and a draper-studio feature provides realistic depictions of prints in use. The suite integrates into Lectra's **Fashion PLM** (Product Lifecycle Management) solution. **Gerber Technology** spotlighted its **AccuMark 9.0** pattern design and marking software, **GERBERSpreader XLs**, and **Paragon** cutting system. When integrated, the technology tracks orders through the cutting room using a standard barcode. Users create and edit cut plans in AccuMark 9.0. Cut plan details—including number of plies, spread length and mode—are passed to the spreader. After spreading, the plan is updated with the actual number of plies spread. This information then travels to the Paragon cutter, where the operator scans a barcode to retrieve the proper cut file. After cutting the job, the Paragon system generates a report that details the number of parts cut and number of units cut, enabling managers to compare the details of the job cut with the original cut plan and accurately track work in progress.

At **American & Efird**, there was strong interest in the relatively new **Anaflax** and **AnaSoft** threads, both of which are well suited to active brands. Director of Sales Mark Hatton also noted an uptick in concerns about sustainability, noting that the company issued its first sustainability report "decades ago."

Also on display were advances in machinery and materials technology. **Alvanon** introduced for the first time in the U.S. its women's intimate/swim **AlvaForm** for the intimate and swimwear markets. Offered in traditional B- and C-cup sizes and priced around \$1,600, the form "opens up a world of vendors" looking for a reliable benchmark, said Fred Magner, regional director for the Americas. "You can still use your favorite fit model," he said. "But when you need to establish consistency, the form gives you the confidence you need." The full torso is constructed of memory foam and is 15 percent softer than the standard soft form for a more realistic evaluation of fit with compression-type fabrics.

Veit-Group's 8326 Shirt Finisher features an electronic dryness sensor for optimizing process cycles. The sensor measures the degree of moisture in the shirt's textile fiber and automatically stops the finishing process when the shirt is dry for shorter cycle times and increased productivity.

Atlanta-based **Softwear Automation** introduced its prototype of the world's first automatic sewing machine, **SAM 1000**, which incorporates the DARPA-funded startup's patented **ThreadCount Technology**. The company's first Threadcount-Enabled Device (TED), SAM is intended to operate autonomously, with a sewing precision of +/-1 thread, thanks to an

advanced high-speed, machine-vision system coupled to an innovative material manipulation and material-handling subsystem that, together, replicate the functions currently performed by a human operator. Other TEDs will eventually include cutting stations, folding stations and other automated material-handling operations.

Industry insight

Texprocess' symposiums also provided insight into efficiency and design issues. During a product-development symposium, [TC]'s Elizabeth White stressed fit-enhancing technologies such as body-scanned avatars that can be imported using 3-D virtual software to test specific garment materials in appearance and behavior.

OptiTex USA President Yoram Burg shared virtual-product-development success stories, such as **Coach's** creation of 3-D samples for its complete line within two weeks after the company's planned production for the physical samples fell through.

The virtual images featured life-like closeups of hardware and styles in all colors and configurations displayed for buyers on a 90-inch LCD screen. Said Burg, "Buyers said, 'That's the way we want to keep buying moving forward.'"

Companies that commit resources and incorporate "smart, predictive tools" can expect dramatic results, Burg added, citing **Jones New York's** reduction of time to market from more than 75 days to less than

30. "Virtual showrooms are probably how we'll be shopping in the future," he said.

Noting that design-centric brands outperform the S&P index by more than 200 percent, Lectra Business Consultant Luis Velazquez argued that, for such companies, isolating designers is a mistake given the rapid development processes required in today's market. "True collaboration allows the line planner to create a budget for the season that can be used by the designers as 'guard rails,'" Velazquez said. "Textile designers can build on the design, pattern designers can pull from the platform, and so on."

When asked whether new technologies ultimately will transform designers into data-entry specialists, Velazquez asked companies to consider whether designers are doing that now.

"By providing more access and connection, technology should free the design team up from those [data-entry] responsibilities and let them come up with product development that delivers on your brand promise," he said.

The third edition of Texprocess Americas will take place in Houston in 2015. ●



Southeast Sewing's Jeff Miller demonstrates screen-printing using a Brother garment printer.

IMPORT/EXPORT

Freight *Continued from page 1*

valuation issues because it is extremely lucrative for the government to do that. There is a lot of improper declaration going on."

Apparel, textiles and footwear have always come under the microscope because they have some of the highest tariffs in the United States—averaging about 16 percent per garment but with tariffs up to 32 percent. In fiscal 2012, textile import duties collected by customs officials totaled \$12.4 billion, or 41 percent of all duties paid by importers to the government, according to CBP.

Most imported toys have no tariff as do a good deal of household furniture and computers.

For years, customs officials have been warning apparel and textile importers to ship their goods free on board, or FOB, which means the apparel importers are responsible for getting the goods cleared at customs. But the overwhelming majority of importers send their goods landed duty price, or LDP, which means the overseas manufacturer, distributor or agent is responsible for having the goods shipped and cleared at customs.

"I have seen an increase in scrutiny in the last couple of years and expect to see more in the next couple of years because customs has been authorized to hire 2,000 new officers," said Tom Gould, senior director, customs and international trade, for international trade law firm **Sandler, Travis & Rosenberg**. "I would expect a significant portion of them

to come to the West Coast."

Often, when customs questions the valuation of imported apparel, people such as Gould are called in to help resolve the situation. "It can be tedious. In some cases, the companies will have to re-track five years worth of paperwork," he said.

If companies want to avoid or reduce paying penalties and fines on top of the additional duty, they sometimes re-file the customs documents under the "Prior Disclosures" program. "If customs feels the company made a mistake and was not trying to defraud the government, they will suggest you file a prior-disclosure statement. You pay the full duties but don't [always] pay the penalties," Gould said. "Sometimes customs doesn't want to put a company out of business but just wants to get the money they are owed."

Gould warned that customs is getting more sophisticated in detecting undervalued goods. Customs inspectors sometimes visit overseas factories to ascertain they are actually making the apparel at the price declared on import documents.

Customs will obtain the original invoices and compare them to the invoices received at the U.S. border. Apparel companies that undervalue goods often have two sets of books or two different invoices for the same order.

This dual-bookkeeping system was seen in a recently resolved trial involving New York apparel maker **Dana Kay Inc.** and affiliates, which makes clothing for major retailers such as **JCPenney**, **Ann Taylor**, **Sears** and the **Dress Barn**.

It was not customs that exposed the clothing company for

undervaluing goods but an employee who had worked as a garment cutter for Dana Kay since 2006.

In a U.S. District court trial, court documents said the "defendants employed two different sets of invoices for paying garment manufacturers versus reporting those payments to CBP."

On average, Dana Kay was accused of undervaluing each garment by \$2.50, saving 55 cents in tariffs per unit, the Justice Department maintained. The apparel maker was ordered earlier this year to pay \$10 million to settle the false-claims case, prosecuted by the Department of Justice.

For exposing the wrongful undervaluation, the whistleblower received 23 percent of the \$10 million penalty.

This kind of case opens another set of problems for apparel manufacturers undervaluing their garments.

"The False Claims Act has become more popular in the customs world in the last three or four years. There have been half a dozen cases in the last year," said international-law attorney Larry Ordet of Sandler, Travis & Rosenberg.

False-claims cases are often initiated by a disgruntled worker, former employee or a competitor. "Under the False Claims Act, the penalties can be higher [than customs penalties]," Ordet said. "The Justice Department requests voluminous records. They will talk to people all the way down the chain, and it slows down your business."

In addition, there are attorney fees to pay and lost production time. Ordet suggests that "companies make sure their compliance program is robust." ●

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PUBLISHED BY
TLM PUBLISHING INC.
APPAREL NEWS GROUP

Publishers of:
California Apparel News
Waterwear
Decorated

EXECUTIVE OFFICE
California Market Center
110 E. Ninth St., Suite A777
Los Angeles, CA 90079-1777
(213) 627-3737
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PRINTED IN THE U.S.A.
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NEWS

ICSC Announces New Trustees, Best of the Best Awards

The **International Council of Shopping Centers** wrapped up its annual **ICSC RECON Las Vegas** convention, which ran May 18–20 at the **Las Vegas Convention Center**, with announcements about new appointments to the international trade group's board of trustees and which malls are the best designed.

On May 19, it was announced that 10 real estate executives were elected to ICSC's board of trustees, said Michael P. Kercheval, president and chief executive officer of the prominent shopping-center trade group.

The new board members are Kim Ellis of the **Regis Corp.**, John C. Dolson of **Nordstrom Inc.**, Douglas H. Tilson of **Express Inc.**, Peter Ballon of **Canada Pension Plan Investment Board**, Joseph F. Coradino of **Pennsylvania Real Estate Investment Trust**, Thomas M. Flexner of **Citigroup**, Jim Sud of **Whole Foods Market Inc.**, John A. Strachan of **Cushman & Wakefield**, Andrew W. Brien of **Suria KLCC** in Malaysia and Mohammed Iqbal B.H. Alawi of **Red Sea Markets Co.** in Saudi Arabia.

The board's primary job is to help provide educational programs and disseminate knowledge on shopping-center development, conduct meetings with other members of the

business, and develop and maintain high standards for those working in the shopping-center business. There are 52 voting board-of-trustee members, all with three-year terms, according to an ICSC statement.

On May 18, ICSC also announced its **VIVA Best of the Best** awards for shopping centers across the globe. **City Creek Center** in Salt Lake City won the "Design & Development" award. **Hysan Place** of Hong Kong took the "Sustainable Design & Development" award. The **Liverpool** department store in Interlomas, Mexico, just outside of Mexico City, took the "Retail Store Design" award. The "Marketing" award went to **Centro** of Oberhausen, Germany, and the "Evolving Marketing" award went to **Harbour City**, a mall in Hong Kong.

ICSC presented **Caruso Affiliated** with its U.S. **MAXI Award**, which honors achievements in marketing in the retail real estate industry. **The Grove**, a Caruso development, was honored for The Grove App for **iPhones** and **iPads**.

Caruso's **The Americana at Brand** was honored for its "Hello, Glendale" campaign, which encouraged people to visit Glendale, Calif., where **The Americana** is located.

—Andrew Asch

Calendar

May 20

Apparel Sourcing Show
Grand Tikal Futura
Guatemala City
Through May 22

May 27

"Speed Consulting" workshop,
presented by **Fashion Business Inc.**
California Market Center, A792
Los Angeles

May 28

Dallas Apparel and Accessories Market
Dallas Market Center
Dallas
Through May 31

FIG

Fashion Industry Gallery
Dallas
Through May 30

June 1

Denver Apparel & Accessory Market
Denver Merchandise Mart
Denver
Through June 2

ITMA Showtime

Market Square
High Point, N.C.
Through June 4

Chicago Apparel & Accessories Market

Merchandise Mart
Chicago
Through June 3

Arizona Apparel, Accessories, Shoes & Gift Show

Mesa Convention Center
Mesa, Ariz.
Through June 2

June 2

Coast
SoHo Studios
Miami
Through June 3

June 4

"Reducing Manufacturing Costs" webinar, presented by **Fashion Business Inc.**
online

June 5

Atlanta Apparel Market
AmericasMart
Atlanta
Through June 8

June 7

Los Angeles Professional Services' Black & White Ball benefiting **National Jewish Health** and honoring **Debbie Steinberg and Paul Zaffaroni**
Beverly Hills Hotel
Beverly Hills

June 8

Los Angeles Fashion Market
California Market Center
Gerry Building
Los Angeles
Through June 11

LA Kids' Market

California Market Center
Los Angeles
Through June 11

June 9

Los Angeles Fashion Market
Cooper Design Space
The New Mart
824 Building

Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through June 12

Designers and Agents

The New Mart
Los Angeles
Through June 11

Select Transit

California Market Center
Los Angeles
Through June 11

Brand Assembly

Cooper Design Space
Los Angeles
Through June 11

"Retailing for Profit" webinar, presented by **Fashion Business Inc.**
online

June 16

CALA
Westin St. Francis
San Francisco
Through June 17

June 17

Licensing Expo
Mandalay Bay
Las Vegas
Through June 19

There's more
on ApparelNews.net.

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

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

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Academy of Art Honors Missoni Family at Graduation Fashion Event

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Members of the Missoni family—including Rosita Missoni, Angela Missoni and Margherita Maccapani Missoni—were the guests of honor at the **Academy of Art University** Graduation Fashion Show and Awards Ceremony, held May 8 in San Francisco.

The event drew representatives from fashion companies such as **Abercrombie & Fitch**, **BCBGMaxAzriaGroup**, **Levi Strauss & Co.**, **Li & Fung USA**, **Old Navy** and **Pottery Barn** and featured the work of 20 students in the design school's Fashion Design, Knitwear Design, Technical Design, Textile Design, and Jewelry and Metal Arts programs.

"Part of our commitment to the designers is to help launch their careers and have their collections seen by as many industry professionals as possible," said Elisa Stephens, president of the Academy of Art University.

The Missonis also participated in a discussion with Suzy Menkes, international *Vogue* editor of **Condé Nast**, and moderated by Gladys Perint Palmer, fashion illustrator and executive director of the school of fashion.



Rosita, Angela and Margherita Missoni with Academy of Art University President Elisa Stephens

On the runway, the students drew inspiration from everything from "traditional Bavarian clothing as well as the formation of glaciers" to seashells to the Megatron character from the movie "Transformers."

Several designers collaborated together to create collections featuring original textiles and jewelry design.

Menswear design student Zonic Kwong worked with knitwear design student José Dojaquez on a collection inspired by the layered looks of nomads and featuring knits that "blended silhouettes from Tibetan monks with those seen on street basketball players." Fashion design student Karina Denery provided the accessories for the runway show.

Fashion design student Morgan Truong worked with industrial design student Han Huynh, who created 3-D-printed accessories inspired by car engines that were worn with Truong's designs, which modernized "the shapes of both the interior and exterior of retro-style cars."



Suzy Menkes, international *Vogue* editor of Condé Nast

Fashion design student and Missoni internship winner Yuko Okudaira worked with graffiti artist Liang Huo, a student in the school's Animation and Visual Effects program, to create the spray-painted fabrics used in her collection.—*Alison A. Nieder*



Bowen Quan and Yucen Wavy Tang

Zonic Kwong designs made with textiles designed by José Dojaquez and accessories by Karina Denery

Morgan Truong designed with 3-D-printed accessories by Han Huynh

Nicole Bell designs made with textiles by Holly Hapka

Yuko Okudaira's designs featured fabric spray-painted by Liang Huo



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CCA Holds Annual Runway Show on New Addition to Its San Francisco Campus



STEVAN NORDSTRÖM

Tasleem Lee Sam Howell Jasmine Smith Sarah Mayer Erick Lopez MK Nguyen Lily Lei Shan Zhang Jeff Pacis Michelle Nam Dagmar Spichale Krynski

Nearly 20 seniors in the **California College of the Arts** fashion design program presented their work on the runway on May 16 at the design college's annual fashion show, held in a tented space on a newly acquired 2.5-acre parcel on the CCA San Francisco campus.

"There is nothing quite like seeing your designs on a human body. The runway show is the capstone experience for a fashion designer," said Amy Williams, chair of CCA's Fashion Design Program. "Our students pour their passions into designs that express their training and individual ideals, anticipating the moment their collections come to life on the runway."

The designers showcased women's, men's and children's apparel that drew inspiration from samurais and Japanese costumes to novels based in the Chinese Tang dynasty to minimalists such as architect Mies van der Rohe, artist Donald Judd and industrial designer Dieter Rams.

Shirley Chong was inspired by René Magritte's 1934 painting "The Collective" to research historical fishermen's gear for her collection, which was made using laser-cut engravings on the fabric. Sindia Lin also found inspiration in surrealism for her childrenswear collection, which she called "Realm of Dreams."

Erick Lopez imagined an "elite athlete, 'Frankensteined' by sci-

entists," for his menswear collection, called "Modified," and Michelle Nam's collection, "Keeper," was inspired by a love of collecting "odd little objects as a child, finding joy in gum wrappers, miniature figurines and so on."

Dagmar Spichale Krynski and Tasleem Lee were both inspired by a sense of fun and happiness while Lily Lei imagined "the world of the grotesque."

Sarah Mayer drew inspiration from her Cambodian and American heritage by "blending the apsara, the traditional dress of the Cambodian dancer, with American resortwear of the 1950s and 1960s," while Jasmine Smith took the "energetic color palette" of her Bahamian heritage and "an added touch of 1990s minimalism."—Alison A. Nieder



Sindia Lin Lichelle-Anne Gonzales Ali Gold Shirley Chong

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/Eis/: Global Bohemian

Growing up and studying in fashion college in Japan, Ayumi Shibata was intrigued by Americana and bohemian looks. Currently, as a fashion designer based in Los Angeles, Shibata questioned the meaning of ethnic and bohemian looks with her new line, /Eis/.

"I'm from a different country," Shibata said. "It depends on a person to define what is ethnic and what is traditional."

Coming from outside the Americana and bohemian fashion traditions, Shibata was not constrained by past looks and styles when she debuted her /Eis/ line in March. It was picked up by retailer **Free People** and sold online (at www.freepeople.com) and at a handful of the retailer's bricks-and-mortar boutiques.

Manufactured in Los Angeles, the line took its bow with a piece that Shibata calls a long cape but ranges somewhere between a cape and a shawl. It also sports a Navajo pattern. The cape covers the whole body, but when the wearer raises her arms, the material creates a draped, oversized batwing look.

Other looks include a long coat made out of sheer, embroidered material and a striped shirt with a boat neck made out of a thin fabric. For the second /Eis/ collection, Shibata hopes to flesh out her view of bohemian styles with dresses, tops and accessories such as handbags.

Wholesale price points range from \$26 to \$100 for /Eis/. For more information, contact (323) 770-2764 or studio@eis-la.com.—*Andrew Asch*



Evleo: Comfort Meets Luxury

Joan Oh, designer of **Evleo**, started a luxury women's contemporary line focused on leggings. The sought-after bottoms were quickly picked up by style icons such as Alessandra Ambrosio, Gwen Stefani, Emily Blunt, Cara Delevingne and Heidi Klum.

The Los Angeles-based premium brand debuted in 2013 at **MAGIC** in Las Vegas, where Oh landed a slew of orders. After a successful first season, Oh learned how to perfect a pair of leggings combining both comfort and style and realized there was room to expand her line.

Building off the launch collection's focus on basic leisure items in lighter shades, Oh added more tops to the collection to work with the leggings as sets. The new Fall/Winter 2014 collection follows a darker trend with "an obvious change in color palette" from the previous season, Oh said. There are fall colors such as mahogany and dark-gray distressed leggings. The new collection also includes outerwear designs, such as a stand-out black leather jacket with an exaggerated wool collar that can be reworked as a scarf coat with zipper details.

"Aesthetically, I put in more daring silhouettes [in this collection], with thicker luxe fabrics for tops. For our bottoms, there's a nice range of slim leggings, unique harem cuts and even joggers. Comfort comes in different cuts and silhouettes, so I touched on all of them," Oh said.

Oh previously worked in advertising in Korea. After moving to Los Angeles, she attended the **Fashion Institute of Mer-**

chandising and moved into jewelry making, eventually exploring apparel.

The pieces are often inspired by Oh's travels. After visiting new places and taking in a city's culture, Oh references wall textures and architectural buildings for prints and silhouettes. The snakeskin print, for example, has been a consistent pattern in her collections from season to season. "It's the perfect



mix of edgy, sexy and cool," she said.

Oh sources fabric from all over the world, using high-end ponte and rayon blends, usually embossed or with a special fabric treatment. All the products are made in Los Angeles out of Oh's own factory. "We found it easier to monitor the manufacturing process when it's closer to home," she said.

Evleo's wholesale price points range from \$45 to \$60 while some of the leather pieces run a bit higher with wholesale price points topping out around \$400. The line is currently available online at **Shoppop** and **Bloomingtondale's** and soon at **Saks Fifth Avenue**.

For sales information, contact Christine Simek at christine@circle5showroom.com or (213) 622-6922.—*Sarah Wolfson*

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PRODUCTION PATTERNMAKER

Maxstudio.Com, a global corporation bringing leading-edge design to today's woman, is seeking a Production Patternmaker.

Candidate must be organized, fast, accurate, detail oriented & able to work with soft fabrics. Must have extensive knowledge of garment construction, fittings, pattern corrections & tailored jackets. Knowledge of Lectra a +.

Maxstudio.com offers a competitive salary and benefits package.

Please fax resume to Human Resources @
(626) 797-3251 or email to: careers@maxstudio.com

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

FREELANCE FRENCH PATTERN MAKER BASED IN DTLA

10 yrs Exp. with Parisians Couture Houses
(Dior, YSL, Balenciaga, Givenchy, Chloe, Isabel Marant...)
Hand Crafted Patterns - Every piece is draped on the form.
www.latelier-la.com info@latelier-la.com

Jobs Available

Powermatic Associates, INC....

Full-time & Part-time/Accounting Managers & Sales Representatives

Requirements - Should be computer Literate, Full charge bookkeeping experiece. Reception and basic accounting knowledge needed. Need a team-player, multi-tasker and a self-starter who can begin any position without feeling stressed. Need someone who can work in a fast paced environment, bring financials current and keep financials current.

For more Details email at ll.fitzgerald0000@gmail.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.

1st Production Patternmaker

Contemporary Clothing Mfg. Company is seeking Patternmaker with experience in PAD System; Specializing in garment dye, spec'ing & testing knits & wovens.

Please fax resume to: Martha @ (323) 231-5231

PRODUCTION MANAGER

Import and Some Domestic
Knits and Woven's. Must be
organized and able to multi task.

Res to: hellodressesandmore@gmail.com

PATTERN MAKER

Development and Production House seeks experienced full time 1st-production Pattern Maker. Work with amazing sample sewers and cutters. Most work is High-End Contemporary and Designer. Detail & quality are paramount.lipstickprophets3@me.com 213-623-5546 #701

PROD & FASHION DESIGN ASST / PT JR. GRAPHIC DESIGNER / SALES ASSC / MKTG INTERN

SoCal apparel co. seeking to fill 5 positions. SKILLS: Photo-shop, Illustrator EXP: Textiles, Garments, Tradeshow, ERP
Send Resume / CL / Portfolio / Salary History to
hr10067@yahoo.com

Buy, Sell and Trade

WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's.
ALL FABRICS!
fabricmerchants.com
Steve 818-219-3002

WE NEED FABRIC

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

Jobs Available

Technical Designer

This position is primarily responsible for maintaining the consistency of fit and quality through the fit-development process and written technical specifications. Works closely with Production and Design to elevate the quality of the product. Ensures Brand integrity throughout fit development process while keeping the customer in mind. Please send resumes to smarin@A4.com

COLORIST

A Fabric Company is in need of a

COLORIST

Email resume at fabtexone@yahoo.com

Raw Materials Planner

The Materials Planner/Buyer will be primarily responsible for planning and scheduling production inventory activities to meet enterprise service level objectives while assuring a continuous production flow at this facility, and will have knowledge and ability to analyze and interpret data, use excel, and ERP systems. Please send resumes to smarin@A4.com

Showroom Sales Rep

A young contemporary women's clothing manufacturer based in Los Angeles is seeking an experienced showroom sales rep with current major retail accounts (such as Nordstrom and Bloomingdales preferred).

Please email: ahyoungkim@latsbrand.com

FLOOR SUPERVISOR

High end quality mfg, seeks bright energetic person to oversee the flow of day to day work: in house QC Room. Duties: Exp in Inspecting, sorting, Scheduling, reporting. Must have excellent people skills.

Email resume to: hr@netnotify.net

Admin & Bookkeeper

Established apparel corp in Downtown LA needs a highly qualified person. Well-versed with Quickbooks, AIMS and current Microsoft Office. Could do AR, AP and simple bookkeeping. Extremely reliable, flexible, team player and detail oriented. Email Isaac@dolcecabo.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

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



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