

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 68 YEARS

\$2.99 VOLUME 69, NUMBER 14 MARCH 29-APRIL 4, 2013



Michael Cinco



Odylyne



Jen Awad



Sarah Scott

LOS ANGELES FASHION WEEK FALL STYLE

For trends from the runways, see pages 6 and 7.

What's in a Name? Rebranding Helps Nudge Clothing Lines to a New Level

By Andrew Asch *Retail Editor*

Last year, iconic fashion house **Yves Saint Laurent** re-named itself **Saint Laurent Paris**, and just recently, its parent company, **PPR**, one of fashion's most esteemed companies, announced its own name change. It will be called **Kering**, according to Chief Executive and Chairman Francois-Henri Pinault.

The new name demonstrates growth and new focus, Pinault said. "In a few months' time we will have completely transitioned from a holding company with an unfocused portfolio into a cohesive, integrated, international group focused on apparel and accessories," he said.

Some veteran Los Angeles-area fashion lines are in the process of renaming, or "rebranding," themselves, too. The process is risky, but rebranding can make the difference between sagging sales and stellar business.

In January, Los Angeles-based **Corey Lynn Calter**, a contemporary womenswear line, unveiled its new company
➔ **Brands** page 4

StudioCL Loses Court Case Against Chinese Manufacturer

By Deborah Belgum *Senior Editor*

After deliberating for one day, a jury ruled on March 25 that **StudioCL** must pay a Chinese manufacturer more than \$400,000 for money the Los Angeles apparel maker still owes the garment factory. StudioCL is also responsible for the plaintiff's attorney fees, which could add another \$400,000 to the tab in a trial that started March 11.

StudioCL said it would appeal the ruling.

In October 2011, **Donshen Textile** sued StudioCL in Los Angeles County Superior Court for \$309,000 plus interest in unpaid bills due in early 2011 for clothing made under **LinQ**, StudioCL's contemporary label.

Studio CL, owned by Carole Little and Leonard Rabinowitz, maintained it didn't pay its latest bills because the apparel factory, based in Hong Kong, and a middleman, Andrew Stein of **Savvy Sourcing**, purposely undervalued the merchandise in documents presented to customs officials in Los Angeles. This meant the import duty paid was reduced by as much as

➔ **StudioCL** page 2

INSIDE

Where fashion gets down to businessSM



4



3

Billabong bidding wrapping up ... p. 2

Techtextil/SPESA coverage ... p. 3

Education in Focus ... p. 8

Denim Resources ... p. 9

www.apparelnews.net

Billabong Wrapping Up Bidding

Final bids were submitted March 28 in the high-profile competition to acquire Australian-headquartered surf giant **Billabong International Ltd.**

The bids came from two prominent American groups. One bid, submitted on Jan. 14 by **Vans** owner **VF Corp.**, headquartered in Greensboro, N.C., and **Altamont Capital** of Palo Alto, Calif., was for 1.10 Australian dollars per share in cash.

Another bid was submitted in December by Paul Naude, president of Billabong's Americas region, and New York-based **Sycamore Partners Management**, owner of women's retailer **The Talbots Inc.**, which also was for AU \$1.10 per share in cash.

The purchase of the troubled surf giant could bring calm after a long period of turmoil for Billabong, which has been recently marked by departures of top executives, as well as two suitors, **TPG Capital** and, reportedly, **Bain**

Capital, dropping their bids for Billabong. No explanation was given by Billabong why the bids were being dropped.

Billabong was riding a multi-year buying spree that ended in 2010 when Billabong acquired troubled Canadian retailer **West 49 Inc.** for 99 million Canadian dollars.

Burdened by debt and hit by a struggling economy, Billabong reported a steep decline in its earnings, 70 percent, when it announced in February 2012 the six months' earnings for the period that ended Dec. 31, 2011.

To stabilize the company, Billabong sold 48.5 percent of **Nixon**, one of its most popular brands, to TPG. However, Derek O'Neill, Billabong's chief executive officer, was fired and replaced by Launa Inman, who was a former managing director of **Target Australia**.

Inman worked to set Billabong on the right track with a program that called for closing 82 bricks-and-mortar stores, building a greater

e-commerce presence, and investing more in Billabong's California-based brands, **RVCA** and **Element**, as well as **Da Kine**, which is based in Hood River, Ore. A turnaround was attempted in a global economy that was deemed poor by Billabong management, and there was more turbulence in November when Ted Kunkel, the chairman, retired from the company.

Last month, Billabong announced financial results for the six-month period that ended Dec. 31 2012. The company reported a net loss of AU \$536.6 million. "We have continued to address issues of the past and are seeing some positive signs emerging in several markets," Inman, the chief executive, said in a prepared statement. "Our focus remains on simplification of the business, reducing costs, and continuing to build a culture of transparency and accountability, providing a platform for future growth for our brands." —*Andrew Asch*

LA Firm Buys Retail-Security Unit From Checkpoint Systems

An affiliate of California private-equity firm **Platinum Equity** purchased the U.S. and Canadian **CheckView** units from Thoro-fare, N.J.-based retail security solutions provider **Checkpoint Systems Inc.**

CheckView is a security solution created for retailers that includes digital video monitoring; intrusion and fire safety alarms; a 24-hour call center for alarm dispatch; and online tools to monitor safety and theft and generate reports for follow-up and to identify crime patterns.

Last year, CheckPoint Systems' board of directors decided to spin off CheckView as a stand-alone business and reported in its 2012 annual report that the unit discontinued operations.

"We are excited about the prospects for CheckView under our ownership," said Platinum Equity principal Jason Leach in a statement. "Platinum has an extensive track record of acquiring corporate divestitures and maximizing their potential as standalone businesses. CheckView will act as a platform acquisition and allow us to focus on the core business while pursuing organic growth initiatives and strategic add-ons in a highly fragmented space."

Founded in 1995 by Tom Gores, Platinum Equity has holdings that include businesses specializing in manufacturing, medical equipment sales and services, telecom, transportation and logistics, IT services and software, distribution, entertainment, equipment rental, and service and hospitality.

—*Alison A. Nieder*

Studio CL *Continued from page 1*

75 percent in some cases, even though StudioCL was paying the higher value, court documents said.

Four years ago, U.S. Customs and Border Protection launched "Operation Mirage" to deal with a wave of undervalued textiles coming in from China.

The merchandise was shipped landed duty paid (LDP) as opposed to free on board (FOB). Rabinowitz, who for years shipped his merchandise FOB, switched to LDP in 2010. But he said in court documents he was concerned there were risks in this shipping method. Consequently, all his confirmation orders had a clause that stipulated that "seller warranties that the subject goods conform to all U.S. laws

governing textiles and apparel."

StudioCL filed a cross-complaint in the case, maintaining that Donshen Textile, owned by John Chen, and Savvy Sourcing had been getting StudioCL merchandise through customs using false dollar amounts, which is illegal.

Rabinowitz said this went against assurances from Donshen Textile that everything was being done by the books.

But the jury disagreed. "The jury ruled for the plaintiffs on all counts," said Paul Kurtzhal, one of the attorneys for Donshen Textile and Savvy Sourcing.

Attorney Betty Levine, also representing Donshen Textile and Savvy Sourcing, said StudioCL was using the FOB/LDP issue as a "red herring" to get out of paying its in-

voices. "Leonard Rabinowitz's allegations were clearly a desperate attempt by a desperate man to avoid paying his bills," she said after the court case was over.

In the apparel contract with Donshen Textile, Rabinowitz and Little personally guaranteed any monies owed the Hong Kong apparel factory. That means they cannot have their company declare bankruptcy to avoid paying the judgment.

Rabinowitz said the jury did not make a determination for the undervaluation of the garments and that Customs and Border Protection has an open investigation into the transactions.

"We were disappointed that the jury was unable to connect the dots," Rabinowitz said. "We feel confident that justice will be had." ●

Five Star Blue Lands Izod Denim License

New York-based **PVH Corp.** struck a licensing deal with New York-based **Five Star Blue LLC** for a collection of men's denim under the **Izod** label. The agreement runs through 2018.

The deal calls for Five Star Blue to produce and distribute men's denim pants and shorts in regular and big-and-tall sizes for

sale at major department and specialty stores in the United States, Canada and Mexico.

Five Star Apparel produces sportswear and denim for men and children for **Hudson Kids**, **WESC**, **Company 81**, **Wendy Bellissimo**, **Vigoss Girls**, **Akademiks**, **Enyce** and **NBA-licensed Zipway** activewear.—*A.A.N.*

www.progressivelabel.com

WORLD WIDE MANUFACTURING & DISTRIBUTION

PROGRESSIVE LABEL

Show Off YOUR BRAND!

Labels & Tags. Service & Quality. We Get it Done...

CALL 323.415.9770

info@progressivelabel.com

2545 Yates Ave., Commerce, CA 90040

Calendar

April 2

"How to Create a Press Kit That the Media Will Love" webinar, presented by Fashion Business Inc. online

April 6

Stylemax Merchandise Mart Chicago Through April 9

April 8

LA Majors Market California Market Center Los Angeles Through April 10

CALA

Westin St. Francis

San Francisco Through April 9

Coast

River East Art Center Chicago Through April 9

Las Vegas International Lingerie Show

Rio All-Suite Hotel & Casino Las Vegas Through April 10

April 9

Printsource Penn Plaza Pavilion New York Through April 10

Indigo

Altman Building and Metropolitan Pavilion New York

Through April 10

April 10

PeruModa Jockey Exhibition Center Lima Through April 12

April 11

Atlanta Apparel Market AmericasMart Atlanta Through April 15

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.

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by MnM PUBLISHING CORP. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources**, **Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Apparel News**, **Southwest Images**, **Stylist** and **MAN (Men's Apparel News)**. Properties of MnM PUBLISHING CORP., California Market Center, 110 E. Ninth St., Suite A777, Los Angeles, CA 90079, (213) 627-3737. © Copyright 2013 MnM Publishing Corp. All rights reserved. Published weekly except semi-weekly first week of January, second week of July and first week of September. Periodicals Postage Paid at Los Angeles, CA, and addition additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.apparelnews.net. For customer service, call (866) 207-1448.

Technical Textiles and Equipment Converge at Techtexil and SPESA in Anaheim, Calif.

By Sarah Wolfson *Manufacturing/Technology Editor*

The international **Techttextil** North America trade fair, in conjunction with **The Sewn Products Equipment & Suppliers of the Americas** (SPESA), was held March 19–21 at the **Anaheim Convention Center** in Anaheim, Calif., where technical textiles, nonwovens and functional-apparel makers displayed new and innovative machinery and materials.

“Fifteen years ago or so, there was a lot of manufacturing in this country for textiles, but now it is more high-tech textile products with different types of fibers and composite materials, like carbon fiber woven materials,” said Erik Witzenzellner of **Zwick USA**, the Kennesaw, Ga.-based U.S. division of German machinery maker **Zwick/Roell Group**, which produces machinery for compression testing, tensile testing and seam-slippage resistance.

The market is changing, Witzenzellner said.

“[In the past,] we had a niche market in Lyrca and spandex [for] intimate apparel and workout apparel,” he said. “Now, we have needs for higher-strength and performance materials that have a lot of physical and chemical properties in them.”

Gehring Textiles, a family-run domestic mill based in Garden City, N.Y., with facilities in upstate New York, has been in business for more than 70 years, manufacturing stretch wovens and circular knits. The company’s diverse customer base specializes in products for the military, aerospace and automotive industries, as well as intimate apparel and upholstery makers.

“Four years ago, during the recession—when it almost killed the textile trade—people were going out of business,” said William P. Christmann, a Gehring representative. “The

overheads were so top heavy, and costs were going up because [prices for] every fiber—from nylon to polyester—went up. People went out of business unless they had a specialty-niche capability.”

In particular, Gehring supplies U.S.-based technical textiles for personal-protection markets such as fire protection, cut resistance, impact absorption and engineer driven, said Christmann, who added that U.S.-made products can command a higher price.



TECH WEST: Techttextil, organized by Messe Frankfurt, was held March 19–21 at the Anaheim Convention Center.

designed to focus on quality and efficiency improvements and reduction of lead time in the manufacturing sector. “So we are reviewing cutting-and-sewing technology, addressing material handling and better managing tools for products.”

Fralix said there has been “tremendous” talk about production returning to the United States. “In Los Angeles, there is already a strong base for domestic production, so they are already one of the leaders in the U.S., but companies are [still] looking at what are the things that are going to drive the decision where the product gets made,” he said.

French machinery and software maker **Lectra** was one of the presenters at the SPESA conference. Paul Epperson, Lectra vice president of sales, discussed the integration of

Efficiency and ‘Made in America’

Maximizing efficiency and improving productivity to offset the cost of domestic production was among the talk at SPESA’s concurrent conference for apparel manufacturers looking for information about new technologies and techniques for the factory floor.

Michael T. Fralix, president and chief executive officer of **TC2**, based in Cary, N.C., said the SPESA program was

technology solutions, specifically Lectra’s automated cutting techniques, and the concept of “change” on the cutting floor.

“There is a rebirth in the cutting room with an intensity to make improvements,” Epperson said. Maximizing efficiencies in the cutting room can offset rising fabric costs.

However, “everyone is on a different journey with automation, but the want to produce quality products is still there,” he said.

Creative tools and software can build efficiency, but Epperson stressed that analytics or Overall Equipment Efficiency (OEE) is necessary in order to evaluate why a company should turn to automated cutting.

According to Epperson, fabric can be anywhere from 50 percent to 75 percent of the cost of products, so companies should question if the automation software will help with improvement and eliminate over-consumption of fabric.

Other ways new technology can improve the production process include increasing capacity, optimizing space and reducing costs.

The right tools—such as proactive and predictive maintenance and real-time support—can maximize “uptime,” Epperson said.

“You want the machine running as much as possible,” he said, adding that “a blade should be in a material 30 to 40 percent” of the time.

He also recommended an integrated system that links a company’s Enterprise Resource Planning [ERP] systems with Computer Aided Design and Computer Aided Manufacturing [CAD/CAM].

Fralix also pointed to a future beyond sewing using new technologies such as 3-D printing.

“This will have a significant impact on the fashion industry,” he said, “Today, we can do 3-D printed nylon. It doesn’t have the soft characteristics of cotton or other natural fibers, but the thinking is there. Ten years from now, we may have developed some nano-particle fiber substances that could create 3-D garments that have the characteristics of cloth. If that happens, sewing will not die—but it will transform the industry.” ●

AMM
Apparel Merchandising & Management

Cal Poly Pomona
Apparel Production & Fashion Retailing

industry resources bachelors program

study abroad field study trips internships

Design your career!

AAFA accredited high-tech labs

job placement

computer based courses

hands on learning



For more information: 909-869-3377
www.csupomona.edu/-amm

STYLECAREERS.COM FASHION CAREER FAIR - LA

THURSDAY, APRIL 18TH - CALIFORNIA MARKET CENTER - 2PM TO 7PM

GET A JOB!

THE GROWING LIST OF COMPANIES AND BRANDS INCLUDE...

- | | | |
|-----------------------------|-------------------------------|----------------------------------|
| 7 FOR ALL MANKIND | KELLWOOD COMPANY | ROSS STORES |
| BARCO UNIFORMS | KIDS FOR FOREVER 21 | SPLendid |
| C&C CALIFORNIA | LA MADE | TARGET |
| CALLAWAY GOLF | LAUNDRY | TORRID |
| COLDWATER CREEK | LEVI STRAUSS & CO. | TRUE RELIGION BRAND JEANS |
| DOCKERS | MY MICHELLE | VANS |
| ELLA MOSS | NIKE SWIM | VF ACTION SPORTS |
| FIDM | ORIGINAL PENGUIN | VF CONTEMPORARY BRANDS |
| FOREVER 21 | PERRY ELLIS INTL | VINCE |
| FOURTH FLOOR FASHION | RALPH LAUREN CORP | XOXO |
| HOT TOPIC, INC | REBECCA TAYLOR | ZOBHA |
| JANTZEN | REEF | ...MORE TO BE ADDED SOON! |

**FACE-TO-FACE INTERVIEWS
ONE DAY ONLY!**

PRE-REGISTER AT FASHIONCAREERFAIRS.COM

Admission: \$10. Bring Resumes (20 min), Portfolio (if applicable) & Photo ID
See FashionCareerFairs.com for education & experience requirements

APPLY TO JOBS BEFORE THE FAIR AT STYLECAREERS.COM

Bret Schuch: Goodman's Premier Deal Maker

Bret Schuch (pronounced "shook"), together with managing partner Keith Reid, co-owns Goodman Factors of Dallas, Texas, the Southwest's oldest factoring company. A dyed-in-the-wool Dallasite who admits to the occasional use of "y'all," and possibly even "fixin' to," Schuch has spent 20 years expertly expanding Goodman's reach nationwide to companies generating monthly volume in a range of \$10,000 to \$3 million. When he is not playing golf or hitting the court for thrice-weekly basketball games, Schuch dedicates himself to his family, including 10- and 13-year-old daughters, and his faith.

When people think of Texas and big money, they think oil. Maybe cattle. But apparel?

There are certain misconceptions about that. Dallas happens to have a huge financial service and banking presence. And during the day it had a decent apparel wholesale and manufacturing trade. Haggard, for instance is here, and of course we have JC Penney and Neiman Marcus. And Dallas remains very relevant when it comes to fashion. Refinery29 refers to Dallas as the third most fashionable city in the U.S., behind New York and L.A.

Does your location make it difficult to do apparel business?

Not at all. We have clients spread all across the country and Canada. All business is conducted from our office here, by telephone or email. It's always been pretty easy. We could be anywhere, really. In fact, there are many clients whom I've never met, and when I do it's usually something like "I pictured you much taller."

So, how tall are you?

Five-nine.

You definitely sound taller. Say you were an apparel manufacturer, would you use a factor?

I absolutely would. I'm a big believer in what we do here and how we distinguish ourselves from our competition. We make it real easy for someone to get started. We don't impose a lot of requirements or limitations on a client. We deal with startups—companies with little or no capital, just a great idea and a few orders. Our contracts are very flexible, no big exit fees if they opt out. But even though we make it easy for folks to leave, we happen to enjoy one of the lowest attrition rates in the business. Our clients stay with us for an average of 40 months—about 12 months longer than average, I'm told.

What is the biggest misconception about the work you do?

Factoring is so prevalent that few if any misconceptions remain. But from time to time we hear things like "If a company is using a factor that must mean they are going out of business." But this could not be further from the truth. Typically it's a company growing way too fast and therefore unable to obtain sufficient financing. With us, there's no limitation. A company could need \$100,000 today and \$1 million next week, which is not a problem so long as long as there are orders to support it.

How much do you love going to work every day?

It's very rewarding. We've contributed to some wonderful success stories—Under Armour, for instance, was a client during its infancy years. But we've also had a few clients who spent time in jail for not treating us quite right. We have to keep our ears and eyes open at all times.

You are credited with growing this

Goodman Factors
Since 1973

Fashion Faces is a special sponsored series of columns.

company beyond its borders.

When I started here 20 years ago, the idea of firms like us hiring full-time business developers had not fully caught on. I was one of a very few, at least locally. I called on my banking resources, attended a lot of trade shows, and built referral relationships. We're about eight times the size of when I started, but the industry itself has grown exponentially as well. And through it all we are doing the same thing we've always done, which is treat people right and offer something that many other firms can't or won't do.

Now you're a partner. You co-own the store. Tell that story.

I joined these guys in 1992 after spending 11 years in banking. Mr. Goodman and Keith Reid, his right-hand man at the time, sold Goodman in 1998 and within a couple of years the business was sold again to a West Coast bank. In 2002 the bank approached Keith and I to buy the company—Mr. Goodman had since stepped away from the daily operation. But actually my association with Mr. Goodman goes all the way back to 1973 when he made

his very first hire. It happened to be my mom. She was still with the company when I started some 20 years later.

How did that go? Did she ever straighten your tie?

No, it was fine actually. I never would have imagined it working out as well as it did. Fortunately she didn't tell any embarrassing stories of my childhood, at least not all of them!

Your mom still there? You didn't fire her or anything.

No, Mom was not fired. She retired in 2003. She's well cared for, believe me!

Let's talk Texas. You are born and bred, right?

I was born in Missouri but my parents moved here before I was 1. And with the exception of my time at Baylor and a few years in Houston I've lived in Dallas my entire life.

What's an important thing people should know about Bret Schuch?

The things that are most important are my family and my faith in the Lord. My faith defines who I am way more than any worldly accomplishment or failure I've experienced. And it plays an important part in how Keith and I manage people and the values we employ in running our business.

Last question: You got money on Baylor in the NCAA basketball tournament? Wait—is Baylor even playing?

Okay, the men's team did not make the big dance, but women are poised to win it all again this year. So, yes, my money is on Baylor—the Baylor women!



The Schuch family in their natural habitat

Brands *Continued from page 1*

name, **Corey**, at the **Coterie** trade show in New York. And women's contemporary line **Alpinestars by Denise Focil**, headquartered in Torrance, Calif., will debut its new name, **AS by DF**, in mid-July, along with the line's more sophisticated looks, said designer Denise Focil. In Irvine, Calif., lifestyle/action-sports brand **Ambig Clothing** shortened its name from **Ambiguous**, the name with which it started business in 1995, said Brian Young, the company's marketing director.

Renaming a line should not be taken lightly, said Nathan Fuja, a Los Angeles-based brand consultant. Companies sometimes rebrand a line when it has lost steam and is looking for a strategic boost. Others hope a new name will appeal to a new consumer. Businesspeople should ask themselves several questions before rebranding, Fuja said.

"Why are they making the change? Will the consumer care? Will the product offering match the new brand image? Are they trying to emulate the competition, and, if so, why?" he said.

For trademark lawyer Doug Lipstone of **Enestein & Ribakoff** in Los Angeles, rebranding is a matter of degrees. "The Trademark Act recognizes that trademarks evolve over time because companies often update their marks over time," Lipstone said. "If [the new trademark] is something materially different, and not a mere evolution of the existing

trademark, it is a brand-new trademark."

If the change is material, Lipstone recommends filing a new trademark application with the U.S. Patent and Trademark Office. He cautions companies that if they voluntarily replace a current trademark with a materially different trademark, as opposed to a mere evolution of the existing trademark, that may constitute abandonment of the original trademark, and it may not be possible to switch back to original trademark a few years later.

However, a decision to change a brand eventually is made by the entrepreneur.

Here the designers, owners and marketers of **Corey**, **AS by DF** and **Ambig** talk about their name changes and rebranding.

Corey Lynn Calter, owner of Corey

Q: What were you thinking when you decided to rebrand?

C.L.C.: When I started the line [in 2000], I wanted the opportunity to use

initials in my brand. I sat down with some branding people, and we all thought using double C's looked too much like **Chanel**, which is not a little company. We ended up using "Corey Lynn Calter." It worked, but it was a little long.

Now we live in the age of **Twitter**, where messages are 140 characters or less. It would be nice to have a shorter name.

This is happening after the 10-year mark for the company. It is time to refresh the brand



JUST COREY: Corey Lynn Calter has been making fashion under her full name since 2000. This year, she shortened her line's name to Corey.



for my own personal creative energy. The essence of the brand is still the same. It is feminine with a playful edge. The company has always been more than a pretty dress.

Q: How will the name change help your company grow? How will it affect your customers and partners?

C.L.C.: We showed 30 percent growth in gross sales last year. I want steady, strong relationships with accounts. We want the right business, but I'm not out to chase it. We want people to buy Corey because they love the line.

The collection is growing up with me and our customer. We will continue to have a broad age range, from 25 to 45, but the new brand will have longevity in the customers' wardrobe well beyond the season. The elements are simpler and cleaner. Our focus is on classics in great prints mixed with bold fashion statement pieces.

Q: What's next?

C.L.C.: I'd like to expand our specialty-store business by 20 percent because I really believe in them. Ultimately, I would like to open free-standing Corey stores. It sounds crazy, but I believe in it.

Denise Focil, designer of AS by DF

Q: Why the name change?

D.F.: "Alpinestars by Denise Focil" is a mouthful. It is a lot to say. Everyone has been abbreviating it. It came to a point where it was time to bring growth and make it easier for everyone. We made it more impactful. We shortened and abbreviated the name. It stands for the same thing.

Q: Will you lose any of your customers because of the rebranding?



DENISE'S NEW LOOK: Alpinestars by Denise Focil changed its name to AS by DF and debuted a more contemporary look.

creative doors to me where I could take the line. [Our new line's] leather-banded **Krista** collection and some of our beautiful **Ana** maxi dresses—those pieces speak to the new look of our logo and our name. They're very sleek. They're very edgy. They have a lot of character. They're very intricate and well made. ... We curate every single detail.

Q: What else did you have to do to rebrand?

D.F.: We redesigned the main label and hangtags and are still redesigning our website now. I'll have to redo signage for trade shows, have to redo signage for line sheets. To do this is time-consuming and costly but has proved well worth it.

Brian Young, marketing director for Ambig Clothing

Q: When and why did you change the name of the brand?

B.Y.: It's been two years now. We shortened the name of the brand from **Ambiguous** to **Ambig**. With the logo, we filled in

D.F.: A lot of people didn't even notice. It was a smooth transition. It's not like I changed it to a completely different name. People found it to be interchangeable; I have not encountered any resistance or people who are confused. We don't want to lose any momentum.

Q: How did the line change during the rebranding?

D.F.: Leather is our forte, I've evolved, I found the heart of the line, I expanded on it. The DNA was always there, but it grew up a bit.

I made the logo sleeker to elevate the line; it opened



FROM AMBIG: Lifestyle/active-sports line Ambig shortened its name and started offering looser-fitting jeans. Pictured are Ambig's "Civilian" straight-fit jeans

the letter "A" and made it solid. It was easier to put on shirts. With our foreign accounts, they had problems saying the word **Ambiguous**, except in Japan, where they love it, and they still call it **Ambiguous**.

The brand was metrosexual-focused in the 1990s. Metrosexual has not been a big focus in the past four years. We wanted our brand to reflect the people who work here now—the skate team and the musicians we work with.

Since we shortened the name, the brand has its own identity. The word "Ambig" doesn't mean anything. When you think of **Ambig**, you think of the clothing company and nothing else.

Q: Did your company receive any complaints on the brand name Ambiguous?

B.Y.: We never had complaints. But the only group that liked the old name was Japan. The older people liked it, too. But younger kids think it is a new company. That's good. The actual clothes and marketing are new—even though the company has been around for a while.

Q: How will the name change help your company grow? How will it affect your customers and partners?

B.Y.: A lot of our vendors were psyched. We picked up a few accounts. ... We've grown 25 percent in overall sales from 2008 to 2012. 2012 was the best year for the brand ever.

Q: What's next for Ambig?

B.Y.: We've been concentrating on a lot of skate in the past couple of years. We're going to start focusing more on music and art programs now. We're sponsoring some cool bands that we are stoked on—**Blackfeet Braves**, **Audacity** and **Hindu Pirates**. We pay for some of their tour stuff—like we paid for a trailer when **Hindu Pirates** went to **SXSW** [music festival in Austin], and we produce the bands' [merchandise]. We give them 300 T-shirts that they sell on tours. We're coming up with a new logo for this program—**AM**, **Ambig Music**. ●



VISIT US AT

CALIFORNIA MART
Show Room C-323

APRIL 8-10

CORPORATE HEADQUARTERS
Blue Planet International Inc.
1526 E. Washington Blvd.
Los Angeles, CA 90021
213.742.9999

NEW YORK SHOWROOM
1407 Broadway
Suite #909
New York, NY 10018
212.768.2600

instagram: **BOOMBOOMJEANS**

twitter: **BOOMBOOMJEANS**

www. BOOM BOOM JEANS.com

Black & White



Quynh Paris



Nikki Rich



Sarine Marie

Peek a Boo



Jen Awad



Michael Cinco



Ermelinda Manos



Ermelinda Manos

'90s Grunge



Sarah Scott



8000 Nerves



ISM Mode



Bryan Hearn

Military Chic



Nikki Rich



Sarah Scott

Los Angeles Fashion Week

All-Over Prints

FALL STYLE

Designers showing at LA Fashion Week played on the city's multi-faceted lifestyle. From casual-chic street looks and denim to red-carpet gowns, there was plenty of variety on the runway. Key trends included shorts, military chic, sexy crop tops, luxe leather and black-and-white color palettes. There was a grunge and streetwear influence along with colorful prints and an ode to Old Hollywood glamour. Here are some of the key trends of the season.

—N. Jayne Seward



VOLKER CORELLI, JOHN ECKMIER

Odylyne



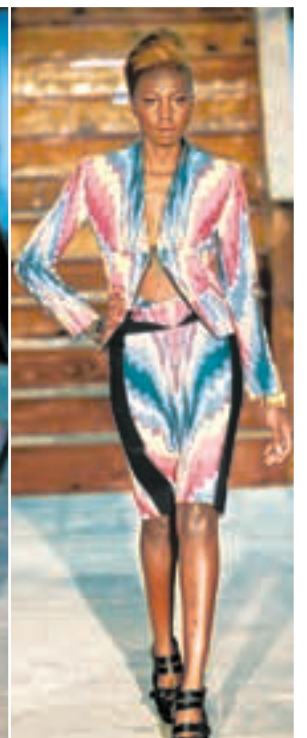
8000 Nerves



Nikki Rich



Odylyne



Soldat

For the Boys



Jen Awad Sarah Scott Soldat

Get Shorty



Sarah Scott 8000 Nerves Nikki Rich

Old Hollywood



Irene by Greg Lavoi Ash Haute Couture Jen Awad

Red Carpet Glamour



Michael Cinco Pia Gladys Pery Irene by Greg Lavoi Gregorio Sanchez

Cropped



Brandi Estwick Brandi Estwick Soldat

Luxe Leather



Bryan Hears Ina Soltani Sarah Scott Irene by Greg Lavoi

The apparel industry is one of the major driving forces behind California's economy, so it is no wonder that educational opportunities abound here for those interested in pursuing apparel-related careers. With curriculum ranging from the creative process to hardheaded business know-how, schools offer programs and degrees for everything from design to manufacturing, technology to textiles, sewing to sourcing. Our education participants answered a few pertinent questions about their offerings.

Who are your students?

**Jared Gold
Designer & Senior Mentor
Woodbury University**

Our students are focused, creative problem solvers who are not afraid to have an opinion and who want to make a difference.

**Peter Kilduff Ph.D
Professor & Chair, Department
of Apparel Merchandising &
Management
Cal Poly Pomona**

Apparel Merchandising & Management (AMM) students are drawn from the diverse cultures that comprise Southern California. Some have a creative background, but all have an interest in the business of fashion.

What sets you apart from everyone else?

Woodbury University

At Woodbury University, we emphasize experimentation and problem solving. Located on a beautiful, safe campus in the heart of the fashion and entertainment industries, Woodbury couples Old World techniques with cutting-edge technology. Our highly artistic, international, and industry-savvy faculty offers excellent training in the design process, illustration, and digital skills. The four-year major includes innovative electives such as shoe and handbag design, styling, and denim specialties. Our expanding costume-design track offers strong



Images from Woodbury's Lookbook

Rancho Santiago CITD Interim Director Jetza Torres

industry connections and collaboration opportunities with our new film program. Seniors produce individual themed collections for two runway events and a curated Lookbook, while sophomores and juniors design mini collections for the runway show. Meaningful internships and job placements are paramount.

Cal Poly Pomona

Cal Poly's hands-on, learn-by-doing approach emphasizes the practical application of knowledge, the use of cutting-edge technologies, and the education and professional skills needed for tomorrow's industry.

**Henry Cherner
Managing Partner
AIMS**

AIMS is the fashion industry's leading apparel software and the only ERP software being taught in colleges and trade schools around the nation. Schools are using AIMS primarily to

teach the business side of the industry. Some offer an AIMS certification class that helps students understand a full inventory management system necessary to run an apparel business. Los Angeles Trade-Technical College (LATTC) has used AIMS since 1998 in Fashion Merchandising Math (FMO40), a class currently taught in the spring session. AIMS classes are also offered at FIDM, Saddleback College, Cal Poly Pomona, and the Art Institute in San Diego.

How have you kept your curriculum relevant to the demands of the industry today?

Woodbury University

Woodbury continuously adjusts the curriculum to reflect recent developments and technology. We have a variety of amazing faculty members directly involved in the industry, including Gerard Dislaire, the Parisian denim specialist who helped build the Juicy Couture

brand, as well as renowned designers and senior mentors Jared Gold and Eduardo Lucero.

Cal Poly Pomona

All of our full-time professors have extensive industry experience as well as academic qualifications at the highest level. This combination is unique in our field and is supported by an active advisory board of industry executives who help guide our curriculum development.

AIMS

Saddleback College is offering its students the first retail e-commerce Shopping Cart using AIMS "EasyShop." This class is so popular and in demand that it fills up within the first few hours that it is made available. Using EasyShop, students learn to create and manage the full process of an online store for their fashion business.

What's new, and what is on the horizon for you?

Woodbury University

Woodbury is planning graduate programs in both costume and fashion design. New experimental classes in draping and design encourage originality, while an art history class focusing on the past ten years of fashion ensures relevance.

Cal Poly Pomona

Currently, we are pursuing our Apparel Made For You (AM4U) business partnership project with leading technology companies. AM4U integrates body scanning, 3-D CAD and virtual-reality fitting, waterless, digital dyeing and printing, and computer-integrated garment manufacturing to create customized-design garments that are custom fit. Our objective, with the involvement of our AMM students, is to introduce AM4U to the industry.

AIMS

We are going to be introducing AIMS360,

Your software solution
tailored
to grow business
and increase ROI

The **ONLY** order entry software available on the App Store.
The **ONLY** ERP software taught at trade schools
and universities across the nation.

Imagine a system that can do:

- Sales & Invoicing
- Inventory Management & Distribution
- Order processing
- Purchasing
- Production & Materials Management
- Ecommerce retail & B2B
- Licensing & royalties
- Customizable reporting
- EDI integration
- Accounting Integration with QuickBooks and other systems
- Order taking with iPad Anytime, Anywhere
- Runs in the cloud or on Premises
- ...AND MUCH MORE!

AIMS360 is the industries leading fashion ERP software system for managing your business and showroom.

AIMS

Find out why more than 2,500 companies have trusted AIMS to fit their growing business needs and see why AIMS is the leading "Software for the Fashion Industry"

Contact us today for a **FREE** demo. 310.243.6652
Email: info@aims360.com Visit: www.aims360.com

FASHION INDUSTRY TRADE MISSION TO MEXICO
Guadalajara, Mexico
July 16-19, 2013

IM INTERMODA

OPPORTUNITY IN MEXICO TO GROW YOUR BUSINESS

Rancho Santiago CITD cordially invites you to participate in this trade mission to develop new international business opportunities for your company. Through the California STEP (State Trade Export Promotion) program, you will attend the IM Intermoda Fashion Trade Show in Guadalajara, Mexico. Established some 28 years ago, **IM Intermoda is the most important fashion industry expo in**

Mexico and the second most important in Latin America. Due to this event's success, it creates new business opportunities with the presence of countries like Argentina, Colombia, Peru, Spain, Chile, USA and India, among others. It features fashion runways, cutting-edge seminars, and networking events.

2013 SHOW PROFILE

DATE: July 16-19, 2013

WHAT: Trade mission to attend IM Intermoda in Guadalajara, Mexico.

WHO: First time or current exporters in the fashion/textile industry

DEADLINE: Register Now. Space Is Limited!

PARTICIPATION BENEFITS:

- Discounted booth space at IM Intermoda
- One-on-one counseling
- Localization of your marketing approach
- Customized market research
- Introduction and matchmaking with potential buyers, distributors, and business partners
- Introduction to industry leaders

PARTICIPATION FEE :

- \$1,300 *includes 50% cost-offset for eligible companies through the STEP program.

*NOTE: You are responsible for your travel costs and arrangements

MORE INFORMATION AND TO REGISTER:
www.RanchoSantiagoCITD.org
JETZA TORRES • 714-564-5414
torres_jetza@rscdd.edu

DENIM RESOURCES



AIMS focuses on the business.



Field studies for Cal Poly Pomona students

our newest and most robust system ever. The new system will run the latest Microsoft server platform and SQL databases and runs optionally in the Cloud. We are adding many more new features, including reporting and the ability to manipulate data as needed.

What special events do you have coming up?

Woodbury University

Woodbury's 49th Annual Fundraiser Fashion Show will be held April 27 at the Museum of Natural History, followed by a public Runway Event on May 2. For tickets and information, please visit www.woodburyfashion.com.

Cal Poly Pomona

In summer 2013, we will launch for-credit courses taken from our AMM baccalaureate program via our College of the Extended University. These courses may be taken independently or as part of a 16-18-unit certificate program. Each of our nine certificates centers on a different aspect of the industry. All courses or certificate programs will be open to the public, and university enrollment is not required.

AIMS

AIMS' commitment to the apparel industry is readily apparent by its involvement and support of educational institutions and organizations such as CFA, TALA, and FBI. AIMS will also be sponsors and donate to scholarship funds at the upcoming TALA Scholarship Awards and The Fashion Symposium being held at the California Market Center in April 2013.

Jetza Torre
Interim Director
Rancho Santiago Center for
International Trade Development (CITD)

The Rancho Santiago CITD is a state- and federally funded program housed at Rancho Santiago Community College District. We help small- and medium-size companies, from various industries located in Los Angeles, Orange, Riverside, and San Bernardino counties, that are looking to expand their businesses internationally. We provide international trade consulting at no cost and other services such as seminars, workshops, market research, and trade missions.

We currently are coordinating a trade mission to participate in the international fashion expo IM Intermoda, which runs July 16-19, 2013, in Guadalajara, Mexico. This trade mission, which has been made possible through federal funding from the California STEP program (www.californiastep.org), is designed to help California apparel companies grow their sales and profits. Whether you are exporting for the first time or an experienced exporter, you may qualify to participate.

Attendees will receive a full array of benefits. Qualified participants will showcase their products in the California Pavilion and take part in the California Runway. All participating companies are guaranteed high visibility and brand exposure; inclusion in the event directory; preset screening meetings with potential buyers, distributors, and business partners; introductions to industry leaders; inclusion in all marketing collateral; international trade counseling; and more. This is an opportunity not to be missed.

The cost of participation per company is \$1,300, which includes a 50 percent cost offset provided by the California STEP program. All participating companies are responsible for their own travel costs and arrangements.

For registration and more information, see our website at www.RanchoSantiagoCITD.org.

Boom Boom Jeans

1526 E. Washington Blvd.
Los Angeles, CA 90021
(213) 742-9999
www.boomboomjeans.com

Products: The inspiration for this season's collection stems from the essence of California and all things that embody its great beauty. From the beats of Indio to the strokes of Zuma, the Boom Boom customer personifies all the sensations of this gorgeous place we call home. A wind of boho, a trace of rock, and a surge of youthful spirit are added to all of our pieces to vamp up the boom in all girls from coast to coast. The Boom Boom Jeans collection brings you pieces for those warm sunny days to the cool sensational nights!

Denim of Virtue

2425 E. 30th St.
Vernon, CA 90058
(213) 800-3527
Contact: Elizabeth Bae
Elizabeth@denimofvirtue.com
<http://denimofvirtue.com>
info@denimofvirtue.com

Products: This season Denim of Virtue re-launched with various styles that accommodate different consumers. A must have for the season is the contrast color cuffed pants that's available for both males and females. This one style is cut differently to tailor the body of the male and female. "TENACITY" is the men's style while the women's style is titled "WISDOM." It is offered in four luscious colors for both men and women. Perfect for the "Match-y Match-y" couple! Other intriguing fashion pieces are also included in this extensive collection. These pieces are adorned with studs and laser printed to perfection. From indigo denim washes to must-have color skinny, these jeans are all manufactured in Los Angeles. Every Denim of Virtue jean is embellished with a D.O.V. key charm to signify that we all have the key to a Virtuous life.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within Denim Resources.

Fashion Resource

for APPAREL, ACCESSORIES,
FOOTWEAR, PHOTOGRAPHERS
and PR FIRMS



WWW.COSTELLASHOP.COM
HANDMADE BAGS AND JEWELRY

(323) 210-7566

info@costellahandbags.com

For more information,
contact Terry Martinez
at 213-627-3737 ext. 213
or terry@apparelnews.net

Apparel News Group



1945-2013
Sixty-eight years of news,
fashion and information

EXECUTIVE EDITOR
ALISON A. NIEDER
FASHION EDITOR
N. JAYNE SEWARD
SENIOR EDITOR
DEBORAH BELGUM
RETAIL EDITOR
ANDREW ASCH
MANUFACTURING/TECHNOLOGY EDITOR
SARAH WOLFSON

WEBMASTER

TOM GAPEN

SOCIAL MEDIA COORDINATOR

JENN KOLU

CREATIVE MARKETING DIRECTOR

LOUISE DAMBERG

DIRECTOR OF SALES AND MARKETING

TERRY MARTINEZ

ACCOUNT EXECUTIVES

DANIELLA PLATT

AMY VALENCIA

ACCOUNT MANAGER

LYNNE KASCH

CLASSIFIED SENIOR ACCOUNT EXECUTIVE

JENN KOLU

CLASSIFIED

ACCOUNT EXECUTIVES

JEFFERY YOUNGER

CLASSIFIED ACCOUNTING

MARILOU DELA CRUZ

SERVICE DIRECTORY

ACCOUNT EXECUTIVE

JUNE ESPINO

PRODUCTION MANAGER

KENDALL IN

CONTROLLER

JIM PATEL

CREDIT MANAGER

RITA O'CONNOR

PUBLISHER/GENERAL MANAGER

MOLLY RHODES

MNM PUBLISHING CORP.: CO-CEOS

TERI FELLMAN

CARL WERNICKE

PUBLISHER/CHAIRMAN/CEO

MARTIN WERNICKE

1922-2000

PUBLISHED BY

MNM PUBLISHING CORP.

APPAREL NEWS GROUP

Publishers of:

California Apparel News

Waterwear

Jr.

EXECUTIVE OFFICE

California Market Center

110 E. Ninth St., Suite A777

Los Angeles, CA 90079-1777

(213) 627-3737

Fax (213) 623-5707

Classified Advertising Fax

(213) 623-1515

www.apparelnews.net

webmaster@apparelnews.net

PRINTED IN THE U.S.A.



Directory of Professional Services & Business Resources

CONTRACTOR

Cutting/Sewing
Under one roof • Orange County Contractor
Specialists—Sportswear • Swimwear • Board Shorts
Lycra experts • Special Design Cutting

BELLAS FASHION
1581 E. St. Gertrude Pl.
Santa Ana, Ca 92705
bellasfashionca@yahoo.com

(714) 709-3035
Fax: (714) 556-5585
bellasfashion.com

MODEL SERVICES

MAVRICK Models
Fit Print Runway Showroom Trade Shows

FIT MODELS - ALL SIZES
323.931.5555
"Contact Ms. Penny to set up a Fitting or Casting."
FIT - Penny.Middlemiss@mavrickartists.com
PRINT - Stephanie.Pabalinas@mavrickartists.com

PRIVATE LABEL

BLU
LINE DEVELOPMENT FOR
PRIVATE LABELS
FULL PACKAGE
SPECIALIZES IN
GARMENT DYE & KINTS/WOVEN

e-mail us at: sales@blu.net
234 W. 24th St., Los Angeles, CA 90007
T: 213-765-0044 F: 213-765-3344

GARMENT RACK

Moving, Expanding or Consolidating
Consulting • Design • Engineering • Installation

- Garment storage racks
- Rolling racks for garments
- Speed rail systems with packing stations
- Chain link fencing and gates
- Packing tables and work tables
- Mezzanines
- Pallet racking and shelving
- Conveyors live and gravity roller

J.C. Rack Systems
5232 Alcoa Ave., Vernon, CA
1-323-588-0137 fax 1-323-588-5067
www.jcracksystems.com

Rage MODELS
"Real Models for Real Clothes for Real People!"
FIT MODELS
MODELS OF ALL AGES & ALL SIZES

FIT, SHOWROOM, TRADE SHOWS, PRINT, COMMERCIAL, RUNWAY

818-225-0526
teamrage@ragemodels.com
www.ragemodels.com

SEWING MACHINE SERVICES

ACE SEWING MACHINE INC.

214 E. 8th St.
Los Angeles CA 90014
Tel (213) 622-8345
Fax (213) 622-0142
Acesewing.com

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hunger tape
- Cutting room supplies

CLASSIFIEDS

P 213-627-3737 Ext. 278, 280 F 213-623-1515

www.apparelnews.net

Jobs Available

Position: Designer

Seeking a designer with experience designing for major department stores. Must be able to meet deadlines in a fast paced environment. Import experience required.

Position: Assistant Designer

Seeking assistant designer who has exp. with discounter department stores. Must be able to sketch, use Illustrator, Photoshop, have strong communication skills, work in a fast paced environment, and is very organized.

Position: 1st Pattern Maker

Looking for 1st pattern maker for women's contemporary with 10yrs min exp. Must be able to work with knits, wovens and jackets Strong knowledge of construction, shrinkage, garment dye, and fit. Must be able to speak English fluently.

Please send resume to:
Kaitlyn.Fashionclick@gmail.com

Front Office Assistant

Min 2 yrs garment industry exp. Must be computer literate, a team player, multi tasker and have great comm skills. English a must! email janice@parcandpearl.com

Account Specialist/Production Assistant

Excellent communication skills. Apparel background a must. Daily interaction with specialty customer on inventory levels, production and order status. Heavy data entry and phones. Production knowledge a must. Issuing PO's, follow up with vendors. Receiving and processing invoices. Monitor inventory levels and make stock recommendations.

Knowledge of Microsoft programs: Excel, Word Outlook etc. MAS200 knowledge a huge plus. Send resume to latestinfo@headlineent.com

CUSTOMER SERVICE

Garment Mfr. in LA is seeking a motivated, self starter person. Must have exp. in apparel industry & be familiar w/ showrooms, customers, order processing for major dept & specialty stores, domestic & international shipping, etc. Computer proficient, organized & detail oriented is a must. E-mail resume to HRopen13@aol.com

CUSTOMER SERVICE

Contemporary women's clothing company has an opening for CUSTOMER SERVICE. Must have strong organizational and follow-up skills. Must be highly motivated and self starter. Candidate must be highly computer literate and possessed strong communication skills. Exp. In the garment industry a must. Min. 3 years experience.

E-mail resume to: mpaguio@velvetheart.com

Fabric Buyer

Fabric Buyer:

Looking for an individual with experience in sourcing fabrics wovens and knits Domestically and Internationally. Amazing opportunity to work with inspiring design team and company.

Email salary requirements and resume to:
anne@sanctuaryclothing.com

1st PATTERNMAKER

Kellwood brand needs 1st patternmaker with contemporary experience.
Please email resume:careersca@kellwood.com

Jobs Available

JUST PANMACO INC. - Denim

- 1) Denim Designer and Asst. Designer
 - * Min. 2-3 yrs exp. with denim design
 - * Be able to forecast denim line, pace with current trend create and analyze designs suitable for marketing
 - * Knowledge of washing, fabrics&Trims
 - * Illustrator and Photoshop required
- 2) 1st thru Prod. Pattern Maker; Min. 3-5 yrs denim exp.
 - * Must have knowledge of denim garments washing/dye/shrinkage
- 3) Denim Quality Control; Min. 2 yrs exp. Spanish & English Team player, Creative Energetic, Organized & detail oriented. Bilingual in Korean and English is a plus, Health Ins. Submit resume to cindy@justusajeans.com

swatfame
truth in fashion™

COSTING SPECIALIST

Seeking detailed-orientated candidate for our design room. w/exp. creating & completing cost analysis in an accurate manner. Must possess excellent communication skills & must be able to perform in a fast-paced environment. Ideal candidate has min. 1 yr recent costing exp.

DESIGN ASST.

Must detailed-orientated, organized, and able to work in a fast paced design room. The right person must be able to work w/ trim vendors, patternmakers, and sewers. Must possess excellent communication skills, will be working closely with designer, and sales reps. Min. 2 yrs recent exp in the Denim fashion industry.

PRODUCTION PATTERNMAKER

Production patternmaker needed for junior dress & sportswear. Must have min. 2 yrs exp. making production patterns. Must be able to function in busy environment. Gerber V8 PDS required no exceptions. Only candidates with Gerber V8 exp. will be given skills exam.

SEWING ROOM SUPERVISOR

Seeking candidate with experience and knowledge managing fast paced sewing operation. Will be responsible for the distribution and coordination of work for 40 - 50 Sample Sewers. Maintain records of time worked, productivity, materials used, and inventory. Requisitions sewing supplies, materials, and equipment. Supervises and assists in ensuring the proper maintenance of equipment. Bilingual Spanish a must.

We offer a great working atmosphere competitive benefit package. Qualified exp. candidates fax resumes to 626-934-5201 or email to: HR@swatfame.com

MANAGER/OPERATOR

Manager/Operator to oversee and run new e-commerce site for established L.A. based clothing manufacturer.

Minimum 3-years' experience with on-line retail.
Please e mail resume to: mpaguio@velvetheart.com

1ST/PRODUCTION PATTERN MAKER

Missy/Plus Size manufacturer seeking exp'd 1st/Production Patternmaker. Must have exp. in design thru production process, specs, TOP, garment construction, sewing, fit, marking, grading. Must possess strong verbal/written communication skills/exp'd on Tukatech preferred.
Email resume to: hiromi@novemberdesigngroup.com

Jobs Available

DENIM PATTERNMAKER

Company located in the So. Bay area is seeking an individual with at least 5 yrs. exp. in 1st to production, denim fabric and Gerber V8.5. Must have knowledge of shrinkage, fittings and garment construction. Detail oriented, a team player w/ability to work in a fast paced environment required.

E-Mail resume to: hr90250@yahoo.com

EIGHT SIXTY

1ST PATTERNMAKER WANTED

First Pattern maker contemporary line. Minimum 5+ years experience. Gerber V8 system. Fast paced environment. Variety of fabrications, knits and wovens's. Great place to work. Full benefits Package.

Contact: Aida Vasquez fax 213-683-8390
Email avasquez@eightsixty.com

WOODLEIGH

PATTERNMAKER 1ST AND PRODUCTION

PATTERN MAKER 1ST AND PRODUCTION
PATTERNMAKER WITH MINIMUM OF
5 YRS EXPERIENCE IN CONTEMPORARY
READY TO WEAR

- ABLE TO WORK WITH KNITS AND WOVENS
- STRONG KNOWLEDGE OF CONSTRUCTION
- MUST HAVE EXPERIENCE IN SHRINKAGE AND GARMENT DYE
- MUST BE ABLE TO CREATE TECH PACKS
- PROFICIENT WITH GERBER AND EXCEL

Please contact: Monique@woodleighclothing.com

The JENIUS GROUP

PATTERNMAKER - 1st Through Production

Experienced mid to senior-level Patternmaker for 1st through Production patterns needed for Womens Knits, Wovens - Tops,Bottoms & Dresses- Full Time

Candidates MUST have the following skill sets:

- *Complete working knowledge of Tukatech
- *Advanced knowledge of garment construction and fit
- *Excellent ability to communicate technical information in writing,verbally & via email
- *Private label experience mandatory
- *Ability to work under pressure with tight deadlines with precision
- *A+ Performance is EXPECTED in this critical position, as well as a POSITIVE ATTITUDE

Email Resume with Salary History to
info@thejeniusgroup.com

CLOVER CANYON

Well established LA based apparel mfr. Is seeking individuals for the following positions
Production Cutters Needed

Well organized with min 5+ yrs exp, having specialized in placement and cutting of prints & stripes. Experience with cutting Chiffon, CDC & Sequined fabrics is a must. Must be used to working in teams, and a team player.

Fabric Spreaders Needed.

5+yrs exp in spreading better contemporary fabrics like Chiffon, CDC, & Sequined is a must. Extensive nail exp. for proper placement of prints & stripes. Q/C exp. with spotting defects & shading problems during spreading.
Please call Michael at: 213*489*1617

Phone now for Classified advertising information:

Jeffery 213-627-3737 Ext. 280

E-mail: classifieds@apparelnews.net <http://classifieds.apparelnews.net/>

Jobs Available

PRODUCTION COORDINATOR

LA based Co. is looking for a Garment Production Coordinator with heavy experience in overseas production. Must be a team player, strong analytical skills, detail oriented and highly organized. Strategical thinker and hands on employee. Responsibilities include and not limited to production processes, scheduling, costing. Email resume to: carlos@designcollection.com

Production Assistant

2 yrs exp garment dye, trim buying, issuing PO's. Computer efficient. Must have drivers license and car. Must speak English. Email Jose@parcandpearl.com

QUALITY ASSURANCE ASSISTANT

Fast-paced denim company seeks expert and responsible QC person for inspection of denim goods. Must have experience in denim fabrics and ability to work under pressure. Problem-solver, good organizational skills, team-player, excellent eye for quality/detail, and solid understanding of garment construction/spec sheets/tech packs are a MUST. Computer skills and bilingual Spanish highly desirable. Competitive pay and benefits package. Please forward resumes to rocio.ramirez@nydj.com or resumes@nydj.com. No phone calls please.

INDEPENDENT SALES REPRESENTATIVE

Western, Midwest & So. East USA & South/Central America Modern Contemporary Apparel & Graphic Tees. MUST HAVE CONTACTS WITH MAJORS. Email res. to INFO@IN-CITYLA.COM or call (213) 747 6300 Visit our website: WWW.IN-CITYLA.COM

SEEKING SALES PERSON

YOUNG CONTEMPORARY LINE SEEKING IN-HOUSE SALES PERSON. MUST HAVE PREVIOUS RAPPORT WITH MAJOR DEPT STORES. SEND RESUME TO: INFO@CHOOKACHOOKA.COM

Jobs Wanted

35+ Yrs Exp

1st thru Production Pattern, Sample, fitting, consultation. ALL AREAS: Wo/Menswear, Lingerie, Swim & Sportswear, Toddler, Kids, Jr, Special Occasion. Sketches available. Christine 213-627-9191

FREELANCE PATTERNMAKER

Expert Draper/Pattern Maker 20 Years Experience Patterns, Tech Packs, Fittings, Samples, Duplicates, Small Production, Highest Quality Available. Downtown Location. Cell: 818-679-2007 Email: 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

Real Estate

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

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

WE NEED SILKS - WOOLS & OTHER NATURAL FABRICS

RAGFINDERS OF CA 784 S. San Pedro St. Los Angeles, CA 90014 email ragfinder@aol.com 213-489-1732

APPAREL CLOSEOUTS WANTED

We buy it all! Call Alex or Peter 213-749-7629 mgwebuy1@gmail.com

<http://classifieds.apparelnews.net/>

BOOK YOUR AD

online

Place print and online classified ads through our NEW self-serve website:

classifieds.apparelnews.net

CALIFORNIA ApparelNews Classifieds

Coming Soon

April

April 5

Cover: Fashion Webwatch Technology

Industry Focus: Finance Fashion Resource Fashion Faces

Bonus Distribution

LA Majors Market 4/8-10 Atlanta Market Week 4/11-15 Fashion Market Northern California 4/14-16

April 12

Cover: Fashion Quarterly Financial Report

Finance Advertorial Tech Focus

Bonus Distribution

OC Fashion Showcase 4/18-21 SDI Executive Summit 4/21-23 TALA Awards Luncheon 4/18

April 19

Cover: Fashion Surf Report Technology Visual Display Made in the Americas

Made in the Americas Supply Chain with Tech Focus*

Bonus Distribution

April 26

Cover: Fashion Spot Check Stores to Watch Technology

Decorated Apparel News Fashion Faces Retail Focus with Tech

Bonus Distribution

AccessoriesTheShow/FAME/Moda Manhattan 5/5-7 Designers & Agents NY 5/6-8 Offprice NYC 5/5-7 Intermezzo 5/6-8



Call Terry Martinez for more information and to reserve space: 213-627-3737 x213



Senior Melin Mayilyan

Relevance at Woodbury

We have a variety of amazing faculty who are directly involved in the industry. We recently hired Gerard Dislaire, a denim specialist from Paris, who helped build the Juicy Couture brand. Well-known designers Jared Gold and Eduardo Lucero are senior mentors. We continuously adjust the curriculum to reflect recent developments and technology.



Senior Drew Kessler

Our students are focused, creative problem solvers who are not afraid to have an opinion and want to make a difference in the creative community.

Woodbury University Fashion Design Points of Difference

- Old-world techniques coupled with cutting edge technology.
- Meaningful internships and job placement are paramount.
- Students spend four years in their major.
- Training by top professionals in design process, illustration, and digital skills.
- A highly artistic, international, and industry savvy faculty.
- Cool electives like shoe and handbag design, styling, and denim specialties.
- Sophomores and juniors design mini collections for the runway show.
- Seniors produce themed collections for a Lookbook and two runway events.
- Transfer students from community colleges and associate programs are welcomed and mentored.
- An expanding costume design track with powerful industry connections and collaboration opportunities with our new film program.
- A beautiful, safe campus in the heart of the fashion and entertainment industries.
- Emphasis on experimentation and creative problem solving.



Join us May 2
for our 49th annual Runway Event
Center Studios Los Angeles
for FREE tickets and information
www.woodburyfashion.com

Summer fashion courses & Fall registration info @
www.woodbury.edu