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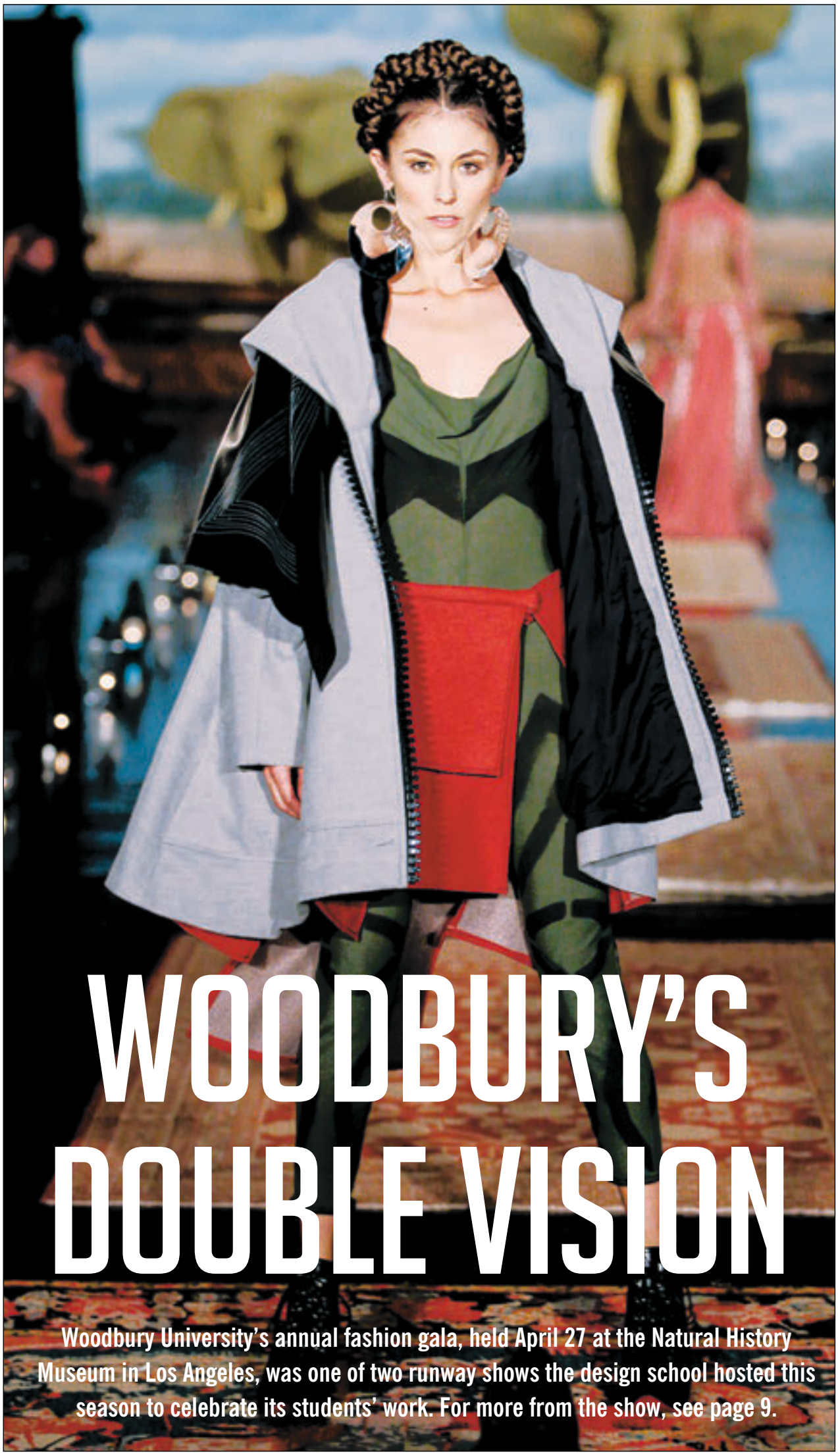

WOODBURY'S DOUBLE VISION

Woodbury University's annual fashion gala, held April 27 at the Natural History Museum in Los Angeles, was one of two runway shows the design school hosted this season to celebrate its students' work. For more from the show, see page 9.

DDR F&M PRODUCTIONS AND JONATHAN ROBERTS PHOTOGRAPHY

EU Duty Triples on U.S. Women's Denim Pants

By Deborah Belgum *Senior Editor*

Los Angeles denim manufacturers were caught off-guard by a quickly enacted European Union decision that tripled the duty on women's jeans made in the United States.

As of May 1, all U.S.-made women's denim pants imported into the EU had their duty raised from 12 percent to 38 percent.

Already, Los Angeles denim makers, who account for 75 percent of all the premium-denim blue jeans made in this country, were contemplating moving production to Mexico or Turkey. Mexico has had a free-trade agreement with the EU since 2000. Others were trying to figure out loopholes that could avoid the high import tax, which will make shoppers think twice about paying more than $250 to $300 for a pair of jeans that would have normally sold for $200 to $250.

➥ **EU** page 3

ECO NOTES

Volcom Aims to Cut 25 Percent of Carbon Footprint by 2016

By Andrew Asch *Retail Editor*

Its motto is "Youth Against Establishment," but Orange County, Calif.–based skate/lifestyle brand **Volcom** will lay a claim to be among the most solid environmental citizens in the fashion world.

Last month, Volcom announced that it would produce an environmental profit and loss audit. It will be one of the few companies that quantifies how much the production of its popular clothes costs the environment.

Once the EP&L statement is complete—possibly by the end of the year—Volcom will judge how it can cut the company's carbon emissions, waste and water usage by 25 percent by 2016.

"Our goal is to make sustainability part of our DNA," said Derek Sabori, Volcom's senior director of sustain-

➥ **Volcom** page 8

INSIDE

Where fashion gets down to business℠

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www.apparelnews.net

Acne to Open Flagship in Downtown LA

Downtown Los Angeles contemporary retail received a big vote of confidence when prominent Swedish contemporary label **Acne Studios** confirmed that it would open a 5,000-square-foot boutique near Los Angeles' fashion district.

Acne is scheduled to open its Los Angeles boutique in fall 2013 at the distinctive, art deco **Eastern Columbia** building at the corner of Broadway and East Ninth Street. The boutique will carry men's and women's ready-to-wear and denim, along with bags, accessories and footwear. The boutique also will feature a café.

Downtown Los Angeles was not on Acne's radar previously, said Mikael Schiller, executive chairman of Acne Studios. "It wasn't our original intention to open in this part of Los Angeles, but we fell in love with the Eastern Columbia building," Schiller said. "We feel that there is something vibrant and interesting going on in downtown LA, and we wanted to be part of this transformation."

The Swedish label will open its flagship a block north of the upcoming **Ace Hotel**. The highly anticipated hotel is scheduled to open at the end of this year at the **United Artists** building, an ornate edifice that opened in 1927. The Ace enjoys an avid following from wealthy, hip and culturally attuned people who stay at its other locations in Seattle; New York; Portland, Ore.; and Palm Springs, Calif.

Property owners and retailers expect that the Ace will attract a steady stream of new tourists to downtown, said Steve Hirsh of the **Cooper Design Space** showroom building, which is two blocks from Broadway and Ninth. With more apartment buildings being constructed in downtown, retailers can expect more consumers to support the neighborhood's contemporary retailers, he said.

Change has come quickly to the corner of Broadway and Ninth. Just 18 months ago, a square foot of commercial space cost $50 and there was little interest in the corner, said Brad Luster, president of **Major Properties** in downtown LA. Recently, a square foot of commercial space on Broadway has shot up to $125, Luster said.

"We're seeing a lot of interest from boutique and high-end users and retailers trying to get into the marketplace," he said. **Urban Outfitters** has reportedly been scouting downtown Los Angeles locations, according to sources.—*Andrew Asch*

The Eastern Columbia building

Kohl's Launches Tech Office in Northern California

In order to deal with a growing online sales market, **Kohl's Corp.** is launching a new information-technology office in northern California.

The 52,000-square-foot office in Milpitas will have more than 30 employees who will be working as an extension of Kohl's IT team based in the company's headquarters in Menomonee Falls, Wis.

The northern California staff will be working to grow the department store's omnichannel initiatives and accommodate Kohl's online shopping site, which has been growing at about 40 percent a year over the last three years. In 2012, Kohl's online sales were $1.4 billion, the company said.

Kohl's, a mid-tier retail chain, already operates a design office in Santa Monica, Calif.

Kohl's has been partnering with famous-named designers and celebrities lately to offer a wide variety of labels not found in other locations. It has an ongoing partnership with Vera Wang, the wedding-dress designer, for clothes and accessories sold under her name and inked deals a few years ago with actress Jennifer Lopez and her ex-husband Marc Anthony for clothing lines that carry their names.

Kohl's is on track this year to open 12 new stores and remodel another 30. Revenues for the Wisconsin-based company last year totaled $19.3 billion.—*Deborah Belgum*

P.J. Salvage Boutique Opens at Fred Segal

Casual chic will get even more space to stretch out at the high-profile **Fred Segal** compound of boutiques in Santa Monica, Calif.

On April 26, pajama, loungewear and lifestyle boutique **Fred Segal Rocks & Silk Presents P.J. Salvage** debuted at 500 Broadway, near the compound's **Babakul** boutique. The P.J. Salvage store took a 775-square-foot space formerly occupied by Japanese brand **Banner Barrett**.

The new boutique is a collaboration between **P.J. Salvage**, an Irvine, Calif.–headquartered pajama and loungewear brand that started in 1997, and **Fred Segal Rocks & Silk** boutique, which is owned by Joi Davis. The venture is P.J. Salvage's first boutique. Davis has been selling P.J. Salvage at Rocks & Silk since 2009, and the brand represents 80 percent of the store's sleepwear and loungewear inventory.

Davis and P.J. Salvage owner Peter Burke said the new boutique will not be entirely a pajama game. Burke had been seeking a place to showcase all of P.J. Salvage's looks, which include categories such as sweaters, T-shirts and sweat pants.

"P.J. Savage has truly become a lifestyle brand with the introduction of items like sweaters, shirts, sweat pants and tops," Burke said. "We will be adding a few more categories like intimates and home products in the near future."

Expect more categories to be introduced, such as intimates, he said. The store will stock the company's two lines, P.J. Salvage, which retails for $60 to $90, and **PJ Luxe**, which generally retails for $10 more than the label's main line.

Although many P.J. Salvage customers wear the company's colorful styles with jeans and shorts during their daily routines, Davis said she designed the boutique to look like somebody's bedroom. The back wall is covered in a textured wallpaper, and the space features vintage furniture such as night stands, armoires and dressers.—*A.A.*

EdgeAX Says Its Apparel PLM Increases Profitability

EdgeAX, a unit of **Visionet Systems Inc.**, announced its new apparel product life management (PLM). The PLM solution is embedded in **MS Dynamics AX 2012** and designed to help companies increase product innovation and maximize product profitability through its advanced integration tools, which help the supply-chain process.

The EdgeAX PLM team has been serving the apparel and retail industry for more than 15 years. "We have designed a tight footprint for quicker and easier installs for our partners and customers," said Executive Vice President Rosetta Gyimesi. "The total cost of ownership is kept at a manageable level so that organizations of all sizes can benefit from this next-generation collaborative PLM system."

The PLM's designer portals contain powerful business instruments that provide focused insights into product trends, process management, supplier performance, profitability, cost optimization and product-line analysis. EdgeAX customers include apparel manufacturers, wholesalers and retailers. For more information, visit *www.edgeax.com*.

—*Sarah Wolfson*

Corrections and Clarifications

In an April 26 story on **The Americana at Brand**, the location of the entrance of the upcoming Nordstrom was incorrectly stated. The store's entrances will be located on Brand Boulevard and Caruso Avenue.

The article also incorrectly stated that tourists compose 30 percent of The Americana's traffic. Tourists make up 30 percent of traffic for The Grove, Americana's sister property in Los Angeles. A company spokesperson declined to give tourist traffic numbers for The Americana but said it is growing.

Denim's Four Megatrends for Fall/Winter 2014

From raw indigo to embroidered allover prints, the style and fit for denim is in constant flux. Amy Leverton, senior denim editor at **Stylesight**, recently outlined four key "megatrend" themes for Fall/Winter 2014, including men's and women's trends in color, fit, construction and finish.

With an appreciation for opulence and vibrant hues and a passion for fusing cultures, "Sentiment" is a trend story that lends itself to embroideries and is dense in color.

Amy Leverton

"Embellishments are not going away; and more is more in the Sentiment story," Leverton said. "Color blocking, especially denim with fabric or leather inserts, [is] key right now. But leather is sleek and minimal; however, pairing denim with jacquard knit creates a new take on fabric blocking, creating winter coziness, almost like a 'cabin-in-the-woods look.' For Fall and Winter 2014, in particular, mixing up knits, jacquards and wooly surfaces with denim will be key."

Creating a rich appeal with print techniques is part of the trend story. The "Gypset flare" is a key item in the Sentiment story, offering a bohemian sensibility. Allover boho prints on a skinny leg with a bell flare creates a strong, '70s-inspired look for women.

Texture is emphasized, Leverton said. "Jacquards are becoming increasingly important with over-the-top engineered weaves," she said. "These weaves easily fit into a couple of our megatrend stories but into Sentiment particularly."

In contrast to Sentiment, another trend story, "Quietude," has a pared-back sensibility in which minimalist details are paramount. "Quietude is a sparse and serene story with minimal branding and a no-nonsense tonal look. However, within that simplicity, surface and texture continue to be key for denim weave and construction," Leverton said.

Tone-on-tone and subtle 3-D techniques are emerging, Leverton said, adding that Australian-based brand **Ksubi** has several examples of the trend in the current collection. "For Fall, Ksubi is offering a beautiful collection that is very ahead of its time, experimenting with a silicone print on the reverse of the denim, giving it a clean yet a 3-D surface that fits beautifully into the Quietude story," Leverton said.

"Rapture" is a trend story emerging for more-youthful markets. "We explore a youth-inspired story almost every season," Leverton said, "as youth markets are integral to emerging looks and styling."

In this trend, tactile surfaces are key. Classic denim pieces are reworked in new fabrics such as a trucker jacket in bouclé or velour. Print is also updated with glossy and almost puff paint–inspired techniques. "This story is playful, bold and brash, with an almost 'bad-taste' element," Leverton said.

The final trend for Fall/Winter 2014 is "Allegory," a subversive trend that speaks of the darker side of life and myth, magic and mystery, Leverton said. "Deep and saturated black is a core denim shade for Fall/Winter 2014," she said. The premium-denim market has become so essential that more men are becoming familiar with selvage denim. Denim mills are moving this trend forward by releasing black-on-black selvage jeans for Fall/Winter 2014.

In addition to Stylesight's Fall/Winter 2014 themes, Leverton discussed other key innovations in the denim industry.

Premium denim continues to be important. "I have been tracking the raw premium-denim market for many seasons, which is growing—especially in the menswear arena," she said. "selvage used to only be associated with serious 'denimheads,' but now there's a large group of guys wearing Japanese selvage denim."

For example, **Missoni** recently featured premium rigid denim pieces in its latest collection, which is something new for the Italian brand. "There is a reworking in the fashion perspective where premium looks are coming to the fore but are reworked with a more directional, fashion-forward handwriting," Leverton said.

From a technical standpoint, technology in the denim market is also driving new trends. "Digital print is being used as the new laundry and is a trend that many brands are starting to pick up on. It is also better for the environment than multiple wash processes," Leverton said.

"Laser laundry" is the most important innovation in the laundry process, Leverton said, describing a process that removes indigo from the denim surface using laser technology. "It can offer camouflage print, marble effects, a photo-realistic scene. ... The possibilities are endless," she said.

—Sarah Wolfson

Guess Names New Chief Design Officer

Guess? Inc. named Sharleen Ernster Lazear as the chief design officer for the Los Angeles–headquartered denim lifestyle brand.

Lazear, who was appointed May 1, most recently worked as executive vice president of design for mall-based lingerie chain **Victoria's Secret**.

Lazear will direct design and development for all product categories for the company's **Guess** and **Marciano** brands, including apparel and licensed accessories, said Guess Chief Executive Paul Marciano. "She brings a new level of leadership in design, beginning with concept all the way through the market." Marciano said. "She has a successful track record of designing brand-right product that captures the emotions of the consumer."

Guess also hired a top merchandising executive recently. On April 12, Hillary Super was named senior vice president and general merchandise manager.

The company is coping with some tough financial times. On March 20, the apparel and retail brand said its net earnings for the fiscal fourth quarter of 2013 were $81.4 million, a 15.1 percent decline compared with $95.9 million for the same period a year earlier. Marciano predicted that a tough market will continue to affect the company's sales. However, expansion into underserved markets will boost profits and "streamlining" operations would create savings, he noted.—*Andrew Asch*

NEWS

EU *Continued from page 1*

"Basically, what they have done is priced the jeans right out of the market," said Deborah Greaves, the in-house counsel for **True Religion**, which last year had 16 full-price and outlet stores in Europe. International sales made up 18 percent of the company's $467.2 million in revenues in 2012. "As a manufacturer you can discount your product, but at some point we have to have [profit] margins, too."

Executives at **Hudson** jeans were planning to keep their EU retail prices the same for the moment. Currently, jeans sell for between $189 and $245 in Europe. "We are committed to not have prices increase," said Peter Kim, the Los Angeles company's founder and chief executive. "We have to make some price concessions and take some margin hits for the most immediate and quickest solution for the shipments that are going out right now."

But Hudson wants to keep its production in Los Angeles. "We are committed to 'Made in LA,' and we strongly believe in it and stand behind it," Kim added.

Koral Los Angeles, a denim company started last July by veteran denim maker Peter Koral and his son, David, has been aggressive about reaching out to the international market. Exports now make up 40 percent of the company's revenues. Europe is a big part of that. "Everyone is scrambling to figure whether to move our sewing to Mexico or Turkey and looking at other options," said one executive at the company, who asked not to be named. "We take a lot of pride in the fact that the Koral label is made in Los Angeles, so this is difficult."

The **AG Adriano Goldschmied** label, made by **Koos Manufacturing** in Los Angeles, has a number of distributors in Great Britain, Germany and Italy for its jeans, which sell in Europe for about 200 euros, or $260 a pair. "Certainly, it will affect our business. Our products are expensive," said Sam Ku, vice president and creative director of the high-end blue-jeans line.

Job loss

The new duties threaten to take a big chunk out of the Los Angeles garment-manufacturing industry, which has seen employment dwindle every year over the last decade. Early this year, there were 44,500 people working in the apparel-manufacturing business in Los Angeles County, down from 45,000 in 2012.

Ilse Metchek, president of the **California Fashion Association**, is putting together a letter urging action to overturn this duty or have it revoked. "The letter basically says, 'Do something,'" Metchek said.

She was planning to send it to Barbara Boxer and Dianne Feinstein, the two U.S. senators representing California; California Governor Jerry Brown; U.S. Rep. Lucille Roybal-Allard, whose district is in California; Fernando Sanchez, an international trade specialist at the U.S. Department of Commerce; and a host of other officials.

The **American Apparel & Footwear Association**, a large trade group based in Arlington, Va., was reaching out to politicians in Congress and in the Obama administration to make them aware of the new duty and ask how they could remedy the situation.

The AAFA is also talking with other apparel and textile trade groups to help in lobbying efforts to be a stronger voice. "It is frustrating that we are getting ready to launch a trade agreement [negotiations] with the European Union, and this stuff is out there," said Steve Lamar, the AAFA's executive vice president.

Last year, the United States shipped $30.3 million worth of women's and girls' denim pants to the European Union, down from the $44 million shipped in 2011, according to the U.S. Department of Commerce

The new duty on women's premium denim was announced by the European Union on April 24 after the European Commission issued a regulation on April 17.

Three U.S. goods currently subject to a 15 percent EU duty—sweet corn, eyewear frames and mountings, and crane trucks—will have their duties increased to 26 percent.

But the big hit came to U.S.-made women's jeans. This category saw its 12 percent duty rise to 38 percent.

The pumped-up duties come from the EU's **World Trade Organization** dispute with the United States over the Continued Dumping and Subsidy Offset Act, also known as the Byrd Amendment.

The U.S. Congress approved legislation in 2006 repealing the Byrd Amendment. However, Congress added transitional provisions that allowed U.S. customs to continue collecting duties for distribution until Oct. 1, 2007. The payments continue to be disbursed on antidumping duties collected.

According to U.S. Customs and Border Protection's annual report, issued on Nov. 27, nearly $120 million was paid out to U.S. firms in the 2012 fiscal year, up from $95 million in 2011.

Tom Travis, with the international trade law firm of **Sandler, Travis & Rosenberg** in Miami, said the Byrd Amendment was found to be in violation of WTO rules, and despite a repeal of the law, its effects were allowed to continue.

As a result, the WTO allows other countries to raise tariffs on goods imported from the United States up to a certain amount, which varies every year. "What this [new duty] does is eliminates the most promising growth export market for these California products," Travis said. "It represents a setback for the resurgence of U.S. manufacturers."

Travis said his law firm is working with its European and U.S. offices to formulate some strategic options.

Many find it odd that the new duties were being added to apparel when most U.S. antidumping disputes have been about food products and steel. "In trade wars, you punch people where it hurts," said Brenda Jacobs, an international-trade attorney with **Sidley Austin** in Washington, D.C. "We have some brands in Los Angeles that are really competitive in Europe."

Thimio Sotos, the chief financial officer at **J Brand**, a well-known Los Angeles premium-denim label, said his company has many European customers and sells to stores such as **Selfridges** and **Harrods** in London and **Bon Marché** in Paris. "Europe is a big market. They love premium denim, and they love premium denim made in the USA, which is an important component," Sotos said.

He said he will be working with the CFA and the industry to resolve this problem. "We want to make sure the industry is speaking with one voice and that we let the legislature [and Congress] know this is a California issue," he said. ●

TALA and the California Fashion Foundation Present 2013 Scholarships

Los Angeles Trade Technical College's Julieta Kleven, winner of the Betty Baumgardner Award for Best Use of Textiles

Los Angeles Trade Technical College's Virginia Dan, winner of the Swat Fame Inc. Award

Fashion Institute of Design & Merchandising's Carol Wong, winner of the Fineman West & Co. LLP in Honor of Gary M. Fineman Award

Otis College of Art & Design's Eun Young Lee, winner of the KWDZ Manufacturing Award

Pasadena City College's Joshua Gutierrez, winner of one of two Best Use of Technology Awards, presented by AIMS 360

California State University, Los Angeles' Christin Disi, winner of the UPS Award

Industry executives and students from several Southern California fashion design programs gathered on April 18 for the **Textile Association of Los Angeles**' annual scholarship awards luncheon, held at the **California Market Center** in Los Angeles.

Before the event, guests mingled and viewed work by students at the **Fashion Institute of Design & Merchandising**, **Los Angeles Trade-Technical College**, **Woodbury University**, **Otis College of Art + Design**, **Mt. San Antonio College**, **Pasadena City College**, **California State University, Los Angeles** and **El Camino College**.

El Camino College's Tamta Kazaishivilli, winner of the Cooper Design Space Award

El Camino College's Andrea McClenaghan, winner of the Best Media Presentation Award, presented by *California Apparel News*

Mt. San Antonio College's Min Choi, winner of the California Market Center Award

Woodbury University's Natalie Yaru, winner of the Fashion Production Award, presented by STC-QST

Fashion Institute of Design & Merchandising's Jimy Shu, winner of the Grand Prize Design Award, presented by Karen Kane Inc.

"That talent we have seen come up this year is amazing," said Ann Davis, past president of TALA and a member of the scholarship committee.

Leah Garvin, founder of **FactoryLA**, a new manufacturing incubator in Los Angeles, discussed what she calls a "global manufacturing renaissance" and the importance of domestic production.

"Without a doubt [there's a] growing demand around the country and around the world for 'Made in USA product,'" she said.

Garvin, who studied apparel manufacturing at FIDM, advised the group to take risks.

"Just a week ago, I signed a lease for a 4,000-square-foot incubator space. That, for sure, is [a big risk]," she said. "Every day is a big leap and a big risk for FactoryLA, and every day I land on my feet because of my experience at FIDM."

During the presentation of awards, Ram Sareen, founder of Los Angeles–based **Tukatech**, presented LA Trade-Tech's Virginia Dan, winner of the "Future Entrepreneur Award," with a **TukaCAD** system.—*Alison A. Nieder*

NEWS

Nike, Disney, Other Brands Join Otis in New Sustainability Drive

Otis College of Art + Design is launching the "Otis Sustainability Alliance," a partnership between industry leaders from the fashion, design, art and higher-education communities who are dedicated in collaborating to create environmental, social and economic change. The "Otis Sustainability Alliance" is being launched at the **Otis Scholarship Benefit and Fashion Show** on May 4, with recognition of its inaugural partners, including **Eddie Bauer**, **Disney**, **Nike**, **Patagonia**, **Quiksilver** and **Todd Oldham**.

"Several megabrands are making major investments in changes that are better for the earth and for its natural capital," said Rosemary Brantley, chair of fashion design at Otis. "Our goal is to create positive ripple effects. The alliance members will collaborate with, inspire and educate our faculty and students about the sustainable practices and priorities facing their industry. In turn, our students, as designers of the future, will have the training and vision to design products that 'do less harm' and help consumers make more-thoughtful decisions about their fashion purchases."

To further promote eco-friendly fashion practices and implement innovative design methods in the classroom, Otis offers a minor in sustainability for students, giving them an opportunity to become conscious of the environment as well as experience hands-on projects and develop strategies where they learn the value and social impacts of their efforts.

According to the design school, the sustainability minor has seen higher enrollment than any other minor at the design school. In recent years, students have been able to connect with companies such as **Nike/Hurley**, **Yeohlee**, **Todd Oldham**, **Billabong** and **Hape Inc.**, working on recycling, sustainable-product development and more.

"Fundamentally, businesses are responsible to their resource base," said Yvon Chouinard, founder of Patagonia and author of "The Responsible Company: What We've Learned From Patagonia's First 40 Years."

"Without a healthy environment there are no shareholders, no employees, no customers and no business," he said.

—*Sarah Wolfson*

Calendar

May 4

Otis College of Art and Design's 31st Scholarship Benefit and Fashion Show
Beverly Hilton
Beverly Hills

May 5

OffPrice
Gotham Hall
New York
Through May 7

Accessories The Show
Fame
Moda Manhattan
Jacob K. Javits Convention Center
New York
Through May 7

May 6

Designers and Agents
Starrett-Lehigh Building
New York
Through May 8

Intermezzo Collections
Piers 92/94
New York
Through May 8

May 8

"Reduce Costs, Increase Profitability With the Latest Technologies"
AIMS
California Market Center
Los Angeles
Available in three separate workshops through May 10

May 15

Surf Summit 16
San Jose del Cabo, Mexico
Through May 18

May 17

California College of the Arts' annual fashion show
California College of the Arts campus
San Francisco

May 21

Apparel Sourcing Show
Grand Tikal Futura Hotel and Convention Center
Guatemala City
Through May 23

May 29

FIG
Fashion Industry Gallery
Dallas
Through May 31

May 30

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through June 2

June 2

Coast
The Moore Building
Miami
Through June 3

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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Lost in Tall Cotton

Why Cotton Prices Differ Around the World

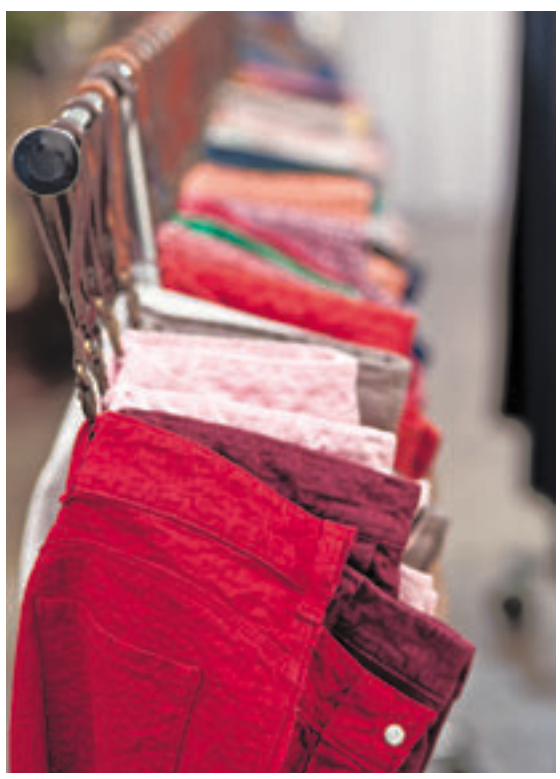
By Robert P. Antoshak
Managing Director
Olah, Inc.

For apparel brands and mills, tracking the cost of cotton—and determining the best time to buy cotton—is often an exercise in confusion and frustration. Prices change, due to a host of factors, and buying at one time versus another can mean the difference between paying less than $1 per pound to paying well over $2 per pound.

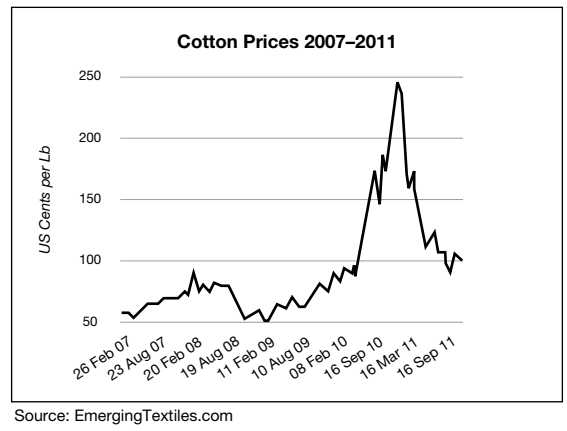
Brands and mills have two questions about cotton. The first is whether or not the price of cotton will go higher or lower. The second is why the price of cotton in the United States is different from the price in China? Or India? Or Pakistan? Or, pick a country?

The fact is that cotton prices can and do vary widely around the globe, much like the cut of clothes varies from brand to brand. As of this writing, the price for cotton in New York is about 85 cents per pound, while in Delhi the price is over $1 per pound and in Shanghai over $1.30. Which is the correct price? The answer is: They all are.

There are numerous types of cotton grown around the world. To name just a few, there are Texas FiberMax®, Memphis Eastern, Egyptian, Pima, Australian, SJV, Shankar 6, West African, Xinjiang, with many subtypes of cotton within each major cotton-growing region. Because of this complexity, growing patterns can easily change from season to season as farmers try to select those types of cotton most likely to give them the most return on their investment. Moreover, farmers may opt to grow other crops, such as corn or soybeans, in addition to or instead of cotton. If alternate crops take available acres away from cotton, prices can be significantly affected.



Like fashion trends, cotton prices are a moving target. Buying cotton—or cotton fabric—at the right time makes a difference in how much it costs a brand to make a pair of jeans, what the wholesale price is and what the consumer ultimately pays for it.



Source: EmergingTextiles.com

Weather adds another layer of uncertainty. Droughts and excessive rainfall can dramatically affect the cost of cotton. For example, the price run-up that occurred in 2011 was due, in part, to flooding in Pakistan that wiped out much of the domestic cotton crop there. In turn, this forced local mills to import cotton from the United States and elsewhere, which created more demand—and thus higher prices—than would otherwise have been the case.

Add to this the lack of a centralized, global cotton market. Instead, each market acts independently, according to government policies, allowing local supply-and-demand issues to skew the price of cotton from country to country.

> ***The first [question] is whether or not the price of cotton will go higher or lower. The second is why the price of cotton in the United States is different from [other countries].***

For example, in 2011, the government of India, in a bid to lower cotton prices for Indian textile mills, imposed an export quota. In effect, this action took one of the largest producers of cotton out of the global market. Cotton soared to over $2 per pound everywhere, except in India, of course, where cotton prices fell. And this year, the government of China has purchased and stored huge quantities of cotton—some estimates put the Chinese reserve at more than half of the world's cotton—in an effort to help prop up the price of Chinese-grown cotton. This action has had the result of taking a sizable percentage of the global available supply of cotton off-line. With reduced global supply, prices in New York, for example, have risen from about 65 cents per pound to about 85 cents per pound.

Contributing another layer of uncertainty are futures exchanges. There are relatively few cotton futures contracts around the world, so hedging against price hikes or declines is difficult from a global perspective. In theory, there is a way to hedge costs over the long haul by using Intercontinental Exchange (ICE) futures prices as a guide. Although ICE only tracks one style of cotton, futures prices all other styles of cotton depending upon quality and availability. Higher-value cotton, in essence, has a way of finding a futures price. Futures exchanges are essential in establishing some basic level of price discovery. There is a problem, though: Not all companies around the world are permitted by their governments to trade futures. Local exchanges have sprouted up to help fill the need—for example, the MCX in India and ZCE in China—but these exchanges track local prices and are not representative of broader global price levels.

All of this can leave mills and brands not only confused and frustrated but also vulnerable. As there is no really true way to measure the global price of cotton other than the ICE price, which acts as a surrogate for global prices, there is no simple way of tracking the global price of cotton other than to become a terrific market researcher.

There are two information sources that allow cotton consumers to keep abreast of the global (and local) market for cotton. First is the Cotton Outlook website (www.cotlook.com), which tracks the latest in prices around the world. The other is the International Cotton Advisory Committee website (www.icac.org), which tracks the latest global supply-and-demand estimates and forecasts.

Fluctuating cotton prices can leave mills and manufacturers hot under the collar if they buy at the wrong time. Sudden and unexpected events can push prices up and down, but being prepared and informed helps brands and manufacturers source efficiently.

When looking at the global market for cotton, buyers have to consider complexity, crop competition, weather, government actions, and futures exchanges. The best tool that sourcing companies have to wade through this flood of conflicting forces is to anchor themselves by gathering as much information about the market as possible.

For now, it appears that prices may decline in the short run, but that can change if the weather wreaks havoc or if some new government policy affects the normal trade of cotton. Here's the point: Don't leave next year's sourcing decisions to chance.

Robert Antoshak has more than 30 years of experience in the cotton world and advises clients globally about the cotton market as Managing Director of Olah Inc.

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Mel Matsui, 68: Denim Expert Launched Simply Blue, Christopher Blue, Indigo Hand and Pulp Brands

Obituary

Denim-industry veteran Mel Matsui died on April 12. He was 68.

*Andrew Olah, president of **Olah Inc.**, organizer of the **Kingpins** trade show, wrote this remembrance of his friend and business associate.*

The quantity and diversity of individuals who actualize a combination of ingenuity, creativity and commerce are the things that make America special. Foreigners like this expatriate move to the United States to be amongst a nation of people bursting with entrepreneurial spirit.

Mel Matsui

One of the lights of this glorious American beacon dimmed on April 12, 40 days before his 69th birthday, when my friend, mentor and hero Mel Matsui died. His memory lives vibrantly in my soul, and I feel his presence, his humor and his love for our industry frequently in my life. His spirit will live forever amongst those who were lucky enough to have been touched by his presence and friendship.

I met Mel sometime in the early 1980s when he was a vice president of **Brittania** in Seattle. He had just returned from Hong Kong, where he had been president of Brittania Hong Kong, whose sourcing office, **Brittsport**, had become the largest buyer of men's jeans in Hong Kong, and Brittsport's factories held the most quota of jeans for the USA during the days of bilateral trade agreements.

Mel was bubbly, busy, ingeniously smart and funny. Brittania was a hugely successful firm—really the first company to make jeans in a huge way outside of the USA. Mel understood the jeans and casualwear industry to its core. He understood and loved design. I've met very few people in my career who carried his passion and understanding of the importance and relevance of new product and good product. In conjunction with that mentality, Mel completely understood the industry trifecta: production, product and profit. He was also skilled at setting up corporate administration, sourcing fabrics and factories, and it was easy for him to build long-lasting relationships with foreign buying agents. Mel's personality inspired the best people to want to work with him.

Once he was interviewed in a magazine and asked what was the single most important element for us to keep in mind when making a brand in our industry. While many industry icons were asked the same question and gave esoteric, complex responses, Mel answered in "Melspeak." "Points," he said. "It's all about margin." But what he did not say or share was that he always assumed the product was excellent and special. For him the business was about the three F's: fit, fabric, finish.

Mel's career after Brittania is an enormous body of either great success or being first.

Initially, there was **Chutes Corp.**, which created the young men's line **Fresh Squeeze**, and then he launched **Code Bleu** in 1983, a line devoted entirely to the best indigo jeans possible. Using Japanese fabric and production, Code Bleu enjoyed huge success and was sold by 1989. Moving to Los Angeles in 1990, Mel worked at **LA Gear** and **Quiksilver** until 1993, when he started **Indigo Hand**, another indigo-centric collection, using the best Japanese fabrics. Then came **Pulp**, using **Tencel** denim. Tencel fiber was new to the market at the time, and it's interesting to note Mel saw the potential of that fiber in denim in its early days on the market. Today Tencel is a seriously important component of premium denim.

Then Mel had the idea of making a jeans brand in the USA after he sold Indigo Hand to **Caitac**, a Japanese laundry in Los Angeles, and partnered with them on a new line called **Origin America**, which was produced in Bellingham, Wash.

In 1997, as the trend for "premium jeans" began, Mel and his wife, Barbara Rosati, started **Simply Blue** and **Christopher Blue**. His target was a more misses customer rather than the hip young clients the Los Angeles premium brands were chasing. Mel's idea was again correct, and he was able to sell that company and all its other brands and **Jag** license in 2005 to **Hartmarx** in Chicago. Serving as president of Simply Blue for a few years, Mel was later able to spend more time with his family, camping, golfing and fishing while cutting traveling from his life.

What is most fascinating about Christopher Blue and the various other brands and licenses that fell under the Simply Blue umbrella was that Mel and Barbara were able to start and run the business from their house for a very long time until it became too big.

First they worked from the front room, then two bays in the garage, and, finally, three bays before going to the traditional route of having corporate offices.

Mel avoided travel yet produced his apparel in China. Building a powerful sales team, he was also able to avoid the need to deal with trade shows and customer visits for the most part. Mel did Simply Blue the way all of us aspire to live and work—his way the whole way and from his residence.

Mel's importance in our industry is gigantic. He innately felt what was coming next. He was a living entity that could synthesize what the market needed and was capable of executing—again, both creatively and physically. Some people in our industry design, some produce, some market, some sell—but Mel did it all. In my 37 years in the industry I have hardly ever met anyone who could perform all these skills at the same time.

I am going to miss Mel enormously. His family has to find the strength to live life without him being physically available, but they too will live with him inside themselves.

We all work in this industry for various reasons. Some of us because we love it; some of us because we do not have any other skills and have no choice. Few of us leave a mark or, as in Mel's case, many marks or exclamation points. He set a high benchmark for entrepreneurs in the jeans business. It's not easy to have one success. It's almost unbelievable to have accomplished what Mel Matsui did. I suppose this can only happen in America. ●

Creative Agency for Brands Launches Its Own Line: Frame Denim

When Jens Grede and Erik Torstensson of the London-based fashion marketing firm **The Saturday Group** met Josh LeVine, the former West Coast director of creative services at **Lucky Brand Jeans**, a business relationship was instantly born, giving life to **Frame Denim**.

The Saturday Group, which is an umbrella company known for leading international fashion campaigns, conceived **Net-a-Porter**'s menswear company, **Mr. Porter**; worked with Natalie Portman for **Miss Dior**; and created digital placements for **Balenciaga** and **Tory Burch** as well as countless other campaigns.

Founders Grede and Torstensson established The Saturday Group in 2003, serving as the creative agency for media and luxury clients, housing 12 private businesses in London, Paris, Milan, New York and Los Angeles. With roughly 200 employees and 140 clients—including **H&M**, **Calvin Klein**, **Moncler** and **Kurt Geiger**—The Saturday Group offers digital, licensing and marketing strategies, as well as an advertising and branding perspective through its divisions **Wednesday**, **RMO Comms**, **Tomorrow**, **Hall London**, **IBE 360** and **Industrie**.

Grede and Torstensson were originally connected with LeVine through a mutual friend. Only after a few months of conversation in late 2011, they decided they should partner up, start a denim line and manufacture it in Los Angeles.

"From day one, we thought it was extremely important to be a 'Made in LA' product," LeVine said. All of the production, manufacturing, wash, logistics and shipping is now done in Los Angeles.

"The inspiration was to create the perfect-fitting jean in amazing fabrics with beautiful washes. At the time we initially created Frame, everyone was doing print and novelty, so we purposely avoided it. We really wanted to focus on a return to blue and core colors like navy, black, white and gray," LeVine said.

In Fall 2012, Frame Denim launched at **Ron Herman LA**, **Barneys New York** and Net-a- Porter, as well as **Ikram** in Chicago, **The Grocery Store** in San Francisco, and internationally at **Liberty** and **Matches** in London and **Isetan** in Tokyo.

They debuted with just one style: the skinny-fit "Le Skinny de Jeanne," partly because the partners wanted to launch with an edited and polished style, LeVine said. "Although we did this [jean] in a few different fabrics, we felt that it was really important to establish one perfect fit so the customer going forward would know [our product] would be impeccable," LeVine said.

For Spring, the company introduced a new fit, "Le Garçon," which is a "boy" fit, as well as a cut-off and high-waisted shorts version. The core jean, "Le Skinny de Jeanne," wholesales for $82, and "Le Garçon" wholesales for $86.50. The new "Luxe Noir Le Skinny" comes in ultra-luxe sateen and wholesales for $90.50.

LeVine said the company plans to expand—but at its own pace. "The plan from inception was to ultimately become a lifestyle brand," LeVine said. When the time is right, I'm sure we will expand into other categories."—*Sarah Wolfson*

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Volcom *Continued from page 1*

ability. Volcom's French-based parent company, **Kering**—which also owns **Puma**, **Stella McCartney** and **Alexander McQueen**—has made environmental citizenship a company-wide focus.

In May 2011, Puma released the first phase of its EP&L and the final EP&L in November 2011. It drew praise from environmental groups, European governments and other businesses. The report found that Puma's worldwide operations, including the manufacturing production of its third-party vendors, cost the environment. "The sustainability of business itself depends on the long-term availability of natural capital," said Jochen Zeitz, former chief sustainability officer of Kering and former chairman of Puma. He currently serves on the board of Kering.

ECO-CHIEF: Derek Sabori is the Volcom label's first senior director of sustainability.

"If we treated our planet as we treat any other service provider, Puma would have to pay 8 million euros [$10.5 million] to nature for services rendered to our core operations such as Puma offices, warehouses and stores in 2010 alone," he said in the EP&L. "In addition, 137 million euros [$180 million] would be owed to nature from Puma's supply chain of external partners." Zeitz said that Puma's economically quantifying its environmental impact will not affect the company's net earnings.

Puma has not released what steps it has taken to cut its environmental waste. But the brand had already committed to a 25 percent reduction of carbon dioxide, energy, water and waste by 2015 in the announcement of its long-term strategy in 2010. Puma also joins Volcom and all of Kering's luxury and sport and lifestyle brands in reaching the group's sustainability targets by 2016.

The mere accounting of a business's environmental costs is important, said Kevin Whilden, a social entrepreneur and co-founder of **Sustainable Surf**, a nonprofit that advises surf companies on sustainable business practices. "Most companies really only look at their direct impacts, such as buildings and employees. The EP&L looks at impacts from a company's suppliers, its raw-material suppliers. ... It is quite impressive," he said.

The apparel industry's credibility in the environmental world took a hit last month when prominent environmental group **Greenpeace International** released its report "Toxic Threads: Polluting Paradise." According to the report, some of the apparel business's most high-marquee names—including **Gap Inc.**, **Adidas Group**, **Brooks Bros.**, **H&M** and Japanese company **Marubeni**—worked with an Indonesian factory owned by **PT Gistex Group**, which has a history of dumping chemicals deemed by the U.S. Environmental Protection Agency to be highly toxic to aquatic life.

In a statement, Gap Inc. said that it does not work with the factory investigated by Greenpeace. Rather, it has worked with another facility run by PT Gistex. "We have established best practices with mills to reduce the environmental impact of fabric dyeing and finishing," said Debbie Mesloh, Gap Inc.'s senior director of public affairs.

"We also have a long-established product-testing program and use accredited independent third-party labs to test our branded products. We know that, as an industry, more needs to be done, and at Gap Inc. we continue to evolve our sourcing practices."

Cleaning up

Other companies have worked to clean the apparel industry's dirty reputation. **Levi Strauss & Co.**, for example, developed a code of conduct for its suppliers to place standards for labor, safety and environment. "We monitor our suppliers to ensure they are following our requirements," said Kris Marubio, a Levi's representative.

The company is working to promote transparency, by the end of 2013, on how manufacturers discard hazardous chemicals, according to Levi's 2012 annual report. It also joined Kering, **Nike** and H&M in the "Zero Discharge of Hazardous Chemicals" program by 2020. It also is a member of the **Sustainable Apparel Coalition**, which was founded in 2009 by **Patagonia** and **Walmart** to help assess standards to make an environmentally friendlier supply chain.

Surf and skate companies are also known for their support of environmental initiatives. **Sole Technology Inc.**, a Lake Forest, Calif., footwear and apparel company, named a manager of environmental affairs in 2007, becoming one of the first surf and skate companies to do so. It also built its headquarters from sustainable materials and powered it with 600 solar panels. In 2007, it also undertook an environmental audit similar to Volcom's EP&L. It aspires to be a carbon-neutral company by 2020, said Pierre André Senizergues, company founder and chief executive officer. He also noted that it is getting easier to be a green company.

"We are seeing more and more materialization available that we can use to reduce our footprint, which was not available 10 years ago," he said. "The suppliers are bringing more options to the table. Unfortunately, the cost of products is going up due to the cost of labor in China, which does make it hard for companies to incorporate specialty materials."

Ecologically minded fashion is becoming good business, said Todd Roberts, co-owner of **ZJ Boarding House** boutique in Santa Monica, Calif.

"I've seen a steady increase in the environmentally friendly product offerings in the last few years, and it's great to see," Roberts said. "In most cases customers get excited to discover sustainable products in our shops. A large mix of the boardshorts we sell are made from recycled plastic bottles. Companies like **Billabong** and **Hurley** have been doing this for years, and they call it out in their ads, with their POP (displays) and on their hangtags."

If these products are marketed well, consumers seek them out, he said.

However, there's a lot more work to do, Sabori said. "The best of the program is still to come," he said. Just getting environmentally sustainable practices on radar screens has been one of Sabori's priorities since starting his job in 2010. "Changing the culture and getting everybody to speak the same language is important. What does sustainability mean to the company? What can I do in my department to help us drive to the goals we have set? Getting to work on supply chain—that is where the real heavy lifting will be." ●

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Fashion First for Woodbury

This year, fashion design students at Woodbury University had two opportunities in the spotlight when the design school hosted a pair of runway events. On April 27, the school hosted its annual fundraising fashion gala at the **Natural History Museum** in Los Angeles, and on May 2, Woodbury invited the public to a second runway event, at **LA Center Studios** in downtown Los Angeles. Pictured is the April 27 event. Photos from the May 2 event will appear at *ApparelNews.net*.

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- Bilingual in Korean/English Designer
- Minimum 2 years experience in Jr. denim
- Knowledge of wash, fabrics & Trims
- Team player, creative, energetic, organized&details

Please send resume to 540jeans@gmail.com

Job Opening in Garment Manufacturer
- Designer
- Pre-Production Manager
- QC

For consideration, please send resume to
siva@4goldengreen.com

BAILEY44

DESIGN ASSISTANT
Contemporary sportswear & dress company looking for a motivated, detail oriented, highly organized team player. Must have good follow-up skills and a good attitude. Sketching ability and knowledge of Illustrator & Photoshop are a must. Needs to be able to work in an exciting fast paced, high pressure environment. Duties include line lists, finding trims, organization, tracking & reporting on production pattern work. Must have minimum 3 years design room experience.
Please e-mail your resume to info@bailey44.com

Sales Assistant
Seeking a full time Sales Assistant. Must have leadership qualities & be a self-starter. Must have fluency in Photoshop, MS Word, & Excel. Experience is required.
Email resume with salary history to: sales@bbronson.com

Customer Service Executive
Searching experienced customer service executive. Must have strong knowledge with order entry and EDI invoicing. Experience in AIMS system. Good communication. 3-4 years experience in the apparel industry.
Please send resumes to missydesignhr@gmail.com

Jobs Available

Self Esteem

GRAPHIC/CAD ARTIST-GIRLS 7 -14
Highly creative, hard-working, committed, and possess a keen eye for GIRLS Fashion Screened Tops. Bring fresh ideas and self-initiative into our fast-paced work environment. Teamwork critical. Highly organized, driven for results, and clearly communicate creative ideas. Proficient in Illustrator and Photoshop. Strong usage of the latest graphic design and CAD software. Great benefits. Please submit Portfolio with resume to: tlamantain@selfesteemclothing.com

CLOVER CANYON
FIT MODEL CASTING
Seeking: Female Fit Model
Only professional fit models apply. Please send your picture, measurements, and resume to HR@rnovate.com for consideration. Location: Downtown Los Angeles
Must be available for a regular fitting 2 times per week.
Must meet the measurement specifications below- exact or as close to:

-height : between 5'7" & 5'9"	-bust: 34
-bra : 34B	-shoulder: 15"
-waist: 26.5"	-high hip: 32.5"
-low hip: 37"	-rise: 27"
-torso: 61.5"	-inseam: 33.5"

CLOVER CANYON
EXECUTIVE TRAINEE POSITION
Well established L.A. based apparel mfr. is seeking an enthusiastic individual with a minimum of a bachelor degree (business and/or marketing), self motivated, organized and detail oriented with great computer skills. Position involves production, shipping, internet sales & other misc. tasks.
Please submit resume to: HR@rnovate.com

Coordinator-EDI /Shipping & Receiving
Los Angeles based clothing company is seeking a well qualified individual to work in a fast paced environment. Must have extensive knowledge working with Electronic Data Interchange (EDI), strong communication skills, able to handle extensive phone & email correspondence with customers and Sales Reps, extremely organized and detail oriented. Responsibilties: Coordinate set-up & testing of all new EDI accounts with both Traading Partner and the company's system provider, Monitor all inbound/outbound EDI documents, Maintain company catalogue with GXS (formally Inovis), Coordinate purchase order fullfillment with warehouse. Candidates must have minimum 2 years experience in Apparel industry. Email Resumbes to: HR@blueplanetint.com

SEWER
Minimum of 5 years experience. Should know all fabrics, but knits & wovens knowledge is required.
Email resume to: careersca@kellwood.com
Fax: 626-934-4128 or apply in person:
3071 East Temple Ave. City of Industry, CA 91746

Jobs Available

1st PATTERNMAKER - DAVID MEISTER
10-15 years experience in better dressmaking. Extensive knowledge of garment fit and construction required. Must have knowledge of the Gerber 8.1 system.
Please email resume: careersca@kellwood.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 woven's. Great place to work. Full benefits Package.
Contact: Aida Vasquez fax 213-683-8390
Email avasquez@eightsixty.com

FULL-TIME 1ST THRU
PRODUCTION PATTERNMAKER
SANCTUARY CLOTHING LLC (Burbank Location)
Fulltime 1st thru Production Patternmaker
-Minimum of 10 years experience
-must be proficient on Gerber system
-Knowledge of knit and woven fabrics
-attend fittings and able to execute Designer's vision
-spec and fit driven, detailed, ability to prioritize and meet deadlines.
Email resume with salary requirements to
rosemary@sanctuaryclothing.com

First-Production Patternmaker
Leading Children's wear manufacturer seeks a First-Production Pattern Maker, PAD SYSTEM literate only min. 5 yr. exp. Good knowledge of children's garment construction, Grading & Specs for o/s. Organized, Positive attitude, Good communication skills also can work on a fast paced environment.
Email resume to: Design.forsara@gmail.com

Karen Kane

PATTERNMAKER
Candidate must have experience in women's contemporary apparel. Strong communication and organizational skills. Attention to detail. Able to work in a team setting. Computer literate is a must, Gerber system a plus. Bilingual English/Spanish a plus.
Fax resume with salary history to 323-277-6830 or email in PDF or Word format to resumes@karenkane.com

Monique Lhuillier

PATTERNMAKER
Seeking highly skilled production patternmakers. Must have 5-10 yrs exp w/ specialty gowns, fabric and high quality production. Salary based on exp. Fax resume & salary history to 213.747.9311 or email: hectorg@moniquelhuillier.com

DOMESTIC PRE-PRODUCTION/
PRODUCTION COORDINATOR
Domestic Full Package company looking for several experienced. Pre-Production/Production Coordinator. 5 years minimum. Candidate must be able to read and analyze design sheets, production tech packs, Time in Action and able to maintain customer support.
Please send your resume and salary history.
SRhee@me.com

Phone now for Classified advertising information:
Jeffery 213-627-3737 Ext. 280
E-mail: *classifieds@apparelnews.net http://classifieds.apparelnews.net/*

Jobs Available

Sales Manager

Est'd & growing contemporary fashion brand seeks seasoned professional with solid sales & marketing skills. 5+ yrs. exp. Able to work in a fast paced environment. Computer & great comm. skills. Majors & S/S current contacts a must. Email to: investing1012005@yahoo.com

SOLD DESIGN LAB

LAUNDRY PRODUCTION MANAGER

Seeking experienced laundry and dye manager to oversee local production. Must have experience with wash development, execute production, solve problems; timely deliveries; be able to work well with design team and production staff; oversee finishing department for final quality. Email: HR@the1721group.com

PRODUCTION ASSISTANT

Exp. private label manufacturer seeks qualified individual with min 5 yrs of exp. in garment manufacturing. Must be organized, detail oriented, computer proficient and a team player with excellent communication skills, ordering raw materials, trims, problem-solving and able to make decisions. Understanding Tech Pack and garment constructions. Great atmosphere & Team to be a part of. Send Resume to:dd@lafayettetextile.com

Production Coordinator

Los Angeles based clothing company is seeking an energetic, qualified individual to work in a fast paced environment. Must be extremely organized with strong communication skills with overseas factories and inter-office personnel. Works well under pressure and maintains all deadlines. Applicant must have excellent computer skills. Detailed tracking of production T&A calendar, managing WIP and other reports, and follow up on fit thru TOP samples are a few of the key responsibilties for this position. Must have at least 2 years experience in garment production. Email Resumes to: HR@blueplanetint.com

Production Manager

Womens contemporary brand is seeking an experienced production manager to handle domestic production with local contractors. Must have thorough knowledge of better garment construction and be comfortable working hands on. email resume to: apply@lagarmentindustry.com

Jobs Available

Quality Control

LA dress manufacturer seeking field QC person for local contractors. Follow up on cutting, sewing, specs and TOP's. Min. 5 yr. exp. Please call Richard at 213-746-6500, ext 228 or email Richard@baileyblueclothing.com

Twin Dragon Marketing Inc.

JUNIOR FABRIC SALESPERSON

Fabric Co. located in the So. Bay is seeking an individual w/2 yrs. sales exp. (fashion/garment industry preferred) to maintain current customers & generate new business. Must have good communication (verbal & written) Comp. Lit. (Word/Excel). Well organized, detail oriented w/ability to work in a fast paced environment required. E-Mail Resume To: tdpt62@yahoo.com

SALES REPRESENTATIVE - MISSY

New Missy and plus size knitwear line seeking talented Sales Representative to be located either in NY or So. CA. Must have an active department store, major retail or specialty store relationships to bring to the table. Email resume : victor@itctextiles.usa

SALES REPRESENTATIVES

Import Textile Company in Los Angeles specializing in imported prints, novelties, and commodities is looking for sales representatives with at least 3 years experience. Fax Resume 213-749-6034 email Nidia@ekbtextile.com

Sales Assistant

Textile oriented/garment importer seeks a motivated individual for a Sales Assistant position. Experience in textile and garment industry a must. Extensive email correspondence with customer, in-house sales and in-house production. Must be well organized, detail oriented and with impeccable follow up skills. Design background helpful. Send Resume to: resume@meridiantex.com

VIMMIA - CORP. SALES REP

Estab'd LA Manufacturer seeks Corp Sales Rep for Western US terr. for new luxe contemp yoga/activewear division. 3+ yrs exp required. Must have exp planning & executing successful road work & travel. Acct. list w/activewear, spas, yoga & fitness buyers a plus! Competitive sal+commis+benefits. If you live a fit, active, positive lifestyle & want to work at a great company, send resume to kim@bordx.com

Jobs Available

TECHNICAL DESIGNER

Premium Denim Co. located in the South Bay is seeking an individual to work with creative director. Must be familiar w/garment construction, excellent communication & follow-up ability. Well rounded knowledge of overseas and domestic garment production & construction req'd. Must have exp. in Adobe Illustrator & Excel to create technical packages. Knowledge of construction & wash processes (denim exp. preferred) required.. E-Mail resumes to: hr90250@yahoo.com

Real Estate

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500 sq. ft. - 16,500 sq. ft. Priced Right.
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Call 213-627-3754

Design Patternmaker Garment Lofts
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Call 213-627-3755

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Call Terry Martinez at (213) 627-3737 x213

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