

CALIFORNIA Apparel News

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STREETWEAR HOME: The Hundreds boutique, 100 yards off of Los Angeles' Fairfax Avenue, is part of the concentration of stores making the thoroughfare a capital of streetwear style. At right is a worker at The Hundreds who gave his name as 5ive. Also pictured is 5ive's friend, who gave his name as Cali_Ant_Tay.

Fairfax's Streetwear Cred Goes Global

Los Angeles' Fairfax Avenue builds worldwide reputation as streetwear capital

By Andrew Asch Retail Editor

Los Angeles is the address of world-famous shopping streets such as Rodeo Drive, Abbot Kinney Boulevard—and, now, Fairfax Avenue.

The stretch of Fairfax between Rosewood and Oakwood avenues is increasingly acknowledged as the capital of streetwear, the influential youth look that is taking a higher profile at prominent national retailers such as Tilly's, Pacific Sunwear and Zumiez.

Some of America's top streetwear brands—including Diamond Supply Co., Supreme, The Hundreds and Crooks &

Castles—opened flagship stores on the street. The more than 15 streetwear stores on the thoroughfare attract people from around the world, as well as its immediate neighborhood, to see the latest in streetwear, said Aaron Levant, co-founder of the **Agenda** trade show. Agenda produces biannual trade events devoted to streetwear, with shows located in Long Beach, Calif.; New York; and Las Vegas.

"It has a heavier concentration of streetwear than anywhere else in the country," Levant said of Fairfax. "It is known for the most prestigious streetwear."

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Emm Gold: Luxury Streetwear From a Second-Generation Goldschmied

By Deborah Belgum Senior Editor

When Adriano Goldschmied was just starting out in the fashion industry, the denim guru surrounded himself with creative people and learned the clothing business the hard way—through trial and error.

Goldschmied ended up co-founding the Italian brand **Diesel** before moving to Los Angeles more than a decade ago and starting two jeans lines—**AG Adriano Goldschmied** and **Goldsign**. He is also working with the Los Angeles denim brand **Citizens of Humanity** as vice president of product development.

Now his daughter, Marta Goldschmied, is following in his footsteps. But instead of concentrating on denim jeans, she is

trying to make her mark in the luxury streetwear arena.

She and a small band of contemporaries recently launched **Emm Gold by Marta Goldschmied**, a luxury streetwear brand designed to capture the millennial generation's growing interest in urban wear.

"I want to do for luxury streetwear what my father did for luxury denim," said Goldschmied, surrounded by her two colleagues at the Goldschmied family residence in the Hollywood Hills. There is Marika Amegah, the label's designer, and Aris Tunson, the marketing director. Goldschmied is the creative director. They have all known each other since high school.

Goldschmied has been enamored with streetwear ever

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New California Swim Trade Show Riviera by CurvExpo to Launch in 2014

By Alison A. Nieder Executive Editor

California is getting a new swimwear trade show next year when Eurovet, the European trade show organizer and owner of **CurvExpo**, launches **Riviera by CurvExpo** in August.

The show, which will be organized in partnership with **ISAM** (the International Swimwear and Activewear Market), will be held Aug. 11-12 at the **Hyatt Regency Beach Resort and Spa** in Huntington Beach, Calif.

Plans call for 100 swimwear and activewear brands to exhibit. Organizers are targeting 200 of "the most wanted stores from California."

The new show is inspired by Eurovet's **Riviera by Mode City**, launched last year and held annually in Cannes, France, to complement Eurovet's Mode City swimwear and lingerie show in Paris.

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Agenda Plans Expansion on All Fronts

By Alison A. Nieder Executive Editor

Last August, the **Agenda** trade show expanded to include a Las Vegas edition. In 2014, plans are even more ambitious for the event, which focuses on the action-sports, surf, streetwear and contemporary fashion markets.

Aaron Levant, who co-founded Agenda in 2003, recently announced changes and new features to the company's shows in Long Beach, Calif.; New York; and Las Vegas.

The Las Vegas show is expected to double in size in February, according to Levant. The Feb. 17-19 show, at the **Sands Expo and Convention Center**, will include a new surf section, called **The Woods**, and the addition of **Agenda WMNS**, the women's show launched last year in Long Beach.

The Las Vegas launch included a handful of surf and surf-related brands, Levant said.

"We had a few of our surf guys. **Sanuk** was there, **Lost** was

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Where fashion gets down to businessSM



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Wasteland's New E-commerce Site: More Editorial, More Brands

Wasteland, the Los Angeles-area specialty-store chain, relaunched its e-commerce site (www.shopwasteland.com) recently. The retailer's co-founder Cheryl Cohen hopes that the new website will bring Wasteland's unique point-of-view to the rest of the world.

"It allows us to express the Wasteland girl in a visual way," Cohen said about the new website, which debuted on Oct. 30. "It gives us the opportunity to reach beyond California." Wasteland has three bricks-and-mortar locations in the Los Angeles area as well as a physical shop in San Francisco. The website is produced in Los Angeles.

The site has been in business in 2011, but Cohen wanted to improve it after it crashed twice earlier this year. The former site was unable to handle its growing traffic—more than 150,000 unique visits each month—and Cohen also wanted to inject more Wasteland personality into the site.

The new site will feature quarterly fashion editorials and more collaborations with fashion bloggers. Along with the increased editorial, it will offer more room for additional brands.

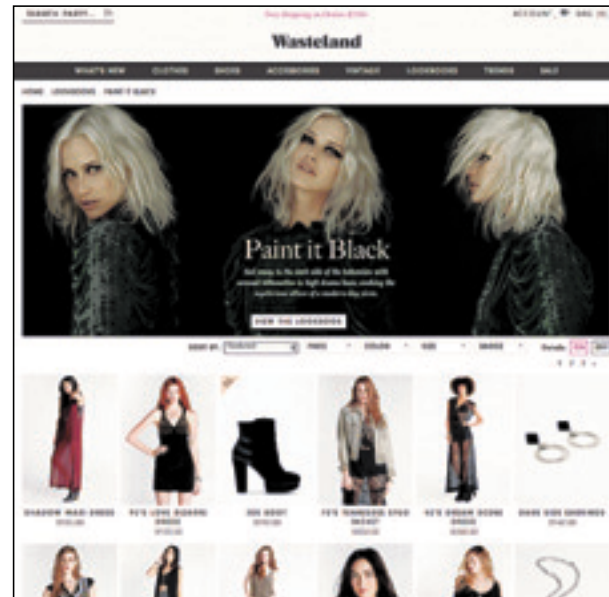
Cohen hired a stylist, Stella Michon, to direct the shoots, which have been shot around Los Angeles, and Cohen hopes to shoot some in New York. The first editorial is called "Paint



It Black." It features model Lauren Hastings wearing heavy black mascara and bohemian-style fashions with a rock 'n' roll edge. Shoppers can view the editorial and buy the shoot's fashions, ranging from jewelry to footwear to dresses.

The retailer also collaborated with *Clothes Encounters* fashion blogger Jenn Im, who styled her picks for Wasteland fashions on her blog. The Wasteland site also will sell vintage fashions and participate in campaigns for nonprofits.

In December, model Erin Wasson will curate a hand-picked collection on the site, and 100 percent of the proceeds will go to **Save the Wild Mustangs**, a Park City, Utah-based nonprofit that promotes the welfare of wild horses in the western U.S.—*Andrew Asch*



THE SHOOT: Wasteland's relaunched website (www.shopwasteland.com) features more editorial style shoots, such as "Paint It Black," with model Lauren Hastings.

Interim Executive Director Takes Over at the Port of Los Angeles

Gary Lee Moore has stepped in as the interim executive director of the **Port of Los Angeles**, replacing Executive Director Geraldine Knatz, who earlier announced she would be retiring at the end of the year.

For the past decade, Moore has been the Los Angeles city engineer and general manager of the city's Bureau of Engineering. He will be head of the Port of LA until a perma-

nent director is selected.

Currently, he and Knatz are in Japan to meet some of the port's Japanese customers and port officials, said Port of Los Angeles spokesperson Phillip Sanfield.

The Port of Los Angeles is the busiest port in the United States, having moved 8.1 million 20-foot cargo containers last year, down from its 8.5 million cargo-container peak in

2006. "The port is a critical economic engine for the city and region," Moore said in a statement that accompanied the Nov. 12 announcement he was heading up the port. "In the face of fierce global competition, my focus will be to keep us on a path of sustained growth that generates jobs and business investment and also assures that we retain our position as the nation's leading port."

A search for a new port executive director is being conducted by Los Angeles Mayor Eric Garcetti's office, Sanfield said. Once a final candidate is selected, the City Council must approve the appointment.

Knatz, who was the first woman to head up the Port of LA and was in that position

for nearly eight years, offered her resignation in early October after the newly elected Garcetti asked all department heads to reapply for their jobs.

Knatz, who previously was at the **Port of Long Beach** for 24 years, where she was the managing director of development and the second in command, will stay on in an advisory role through December and January, Sanfield said.

She also will be teaching at the **University of Southern California's** engineering school and working with the **American Association of Port Authorities** to establish an executive maritime leadership program.

—Deborah Belgum



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StyleShoots Opens LA Showroom at Cooper

StyleShoots, the system that simplifies still-life product photography, has a new home in Los Angeles.

Focus Media Group, the New York-based company distributing the system in the U.S., is opening a new StyleShoots showroom at the **Cooper Design Space** in downtown Los Angeles.

The StyleShoots system has a light table, daylight-simulation lamps, a **Canon 5D Mark II** DSLR camera and an embedded **Apple** computer that can be run using an **iPad**. StyleShoots will take product shots and automatically remove the background imagery in about 20 seconds, allowing users to quickly shoot product shots and upload to a company's website. According to the company, StyleShoots uses a two-shot process (one with LED lighting and one without), which works on delicate items such as lace, fringe and jewelry.

At the Los Angeles showroom, the StyleShoots system can also be rented by the hour. Hourly rates are \$300, and the day rate for a 10-hour day is \$2,500.

Companies can also purchase the StyleShoots system for \$84,995, which includes hardware, software, delivery, installation and training. There are also 36- and 48-month leasing options, starting at \$2,500 per month.

Focal Media Group is hosting a grand-



The StyleShoots system was on display at the Liberty trade show in Las Vegas in August.

opening event on Nov. 19, when guests can test out the system with their own sample garments. There is also a special open house for children's brands on Nov. 20. Both events run from 9 a.m. to 5 p.m. at the StyleShoots showroom in suite 703 at 860 S. Los Angeles St.

To RSVP online, visit www.emailmeform.com/builder/form/afxaijqubidcc or email sales@focalmediagroup.com.

—Alison A. Nieder

City of Hope Honors Frank Kaufman and Kevin Sullivan at Annual Fundraiser

KARINA PIREZ



Frank Kaufman with his wife, Marianne Kaufman, and Joy Sullivan with her husband, Kevin Sullivan



Frank Kaufman with his wife, Marianne Kaufman, and Christie Abella of the La Jolla Group with her husband, Aaron Tom



Darren Beer of CIT, Kevin Sullivan, Richard Contino, and his wife, Maria Contino



Kevin Sullivan with Bob Ezra of law firm Ezra Brutzkus Gubner, wife Bonnie Ezra and Frank Kaufman

With the **City of Hope** celebrating its 100th birthday this year, the annual fundraiser organized by the medical center's Fashion & Retail Group seemed all the more meaningful.

For a change, the event was held in Orange County, Calif., at **The Grove of Anaheim**—a nod to the evening's honorees, Frank Kaufman, a partner in **Moss Adams**, and Kevin Sullivan, the Western region manager and executive vice president of **Wells Fargo Capital Finance**. Kaufman noted that for 30 years he has been driving north to attend these events in Los Angeles, so it was nice to have everyone come south—even if they didn't have a passport to cross the county line.

Sullivan said he appreciated the extra effort people made to come down to Orange County.

"When I look out at the audience, I see friends, family and a lot of great folks. It also reminds me that there are folks



Jeff Kapor of law firm Buchalter Nemer; Sunnie Kim, chief executive and president of Hana Financial; and Kevin Sullivan with a guest



Giovanni Tomaselli, chief executive of Ion Worldwide; Bart Evans of Wells Fargo; his wife, Paula Evans; and Jeremy Weitz of Buchalter Nemer

who can't be here ... because they did not win their battle against the diseases that the City of Hope fights," he said. "I have always been a big believer that there are two kinds of people. There are those who choose to do something about

something, and there are those who stand on the sidelines. Just by being here, you have chosen to be the kind of people who do something about something."

After awarding Kaufman and Sullivan their Spirit of Life honors, the Fashion & Retail Group, headed by Jeremy Weitz of **Buchalter Nemer** and Mike Earnhart of Wells Fargo, presented the City of Hope with a \$625,000 check. The medical center in Duarte, Calif., is a research, treatment and education center dedicated to treating and curing cancer, diabetes and other life-threatening diseases.

Before and after the presentations and buffet dinner, musical entertainment was provided by Brother Yusef, followed by the well-known blues group **The Robert Cray Band**.—*Deborah Belgium*

NEWS

Agenda *Continued from page 1*

there, guys like **RVCA** that have surf roots," he said. "It wasn't anything like we have in Long Beach."

The Woods will be a showcase for specialty lifestyle surf brands, from international indie brands to up-and-coming local brands.

"I don't think right now we're going to be having the big five surf brands on the show floor [in Las Vegas]. That's really what you come to our Long Beach show for," Levant said, adding, "I would love to have them, but it's not necessarily our target right now."

Another change to the Las Vegas show is the new three-day format, which is a departure from the Agenda shows in Long Beach and New York.

"I really like our two-day format in other cities," Levant said.

In Las Vegas, Agenda is part of a strategic alliance—with **Liberty**, **Capsule**, **MRket**, **Accessories the Show** and **Stitch**—under the name **Modern Assembly**. Most of the shows in the alliance already have a three-day format.

"We don't want to be part of the alliance and then have our show have a different date pattern," Levant said. "We want to make it really consistent and have all the information be the same, so people who are visiting our shows can have a seamless experience."

New location in NY

For the Jan. 22–23 run of Agenda in New York, the show will return to its 82 Mercer address in Manhattan's SoHo neighborhood. But for the show's July edition, Agenda will move to a newly built wing of the **Jacob K. Javits Convention Center**.

"California is our mass show—700 brands, a quarter-million square feet. It's a big show," Levant said. "In New York, it's like 30,000 to 50,000 square feet, about 120 brands. It wasn't that we didn't have the brands or the relationships, we just didn't have the space."

The new **Javits North** space will allow Agenda to double its square footage and expand to a "more diverse offering of brands," including more surf and lifestyle lines.

"Javits was not the ideal place for us when we were first start-

ing to establish a vibe and an energy—just like Agenda had been in a bunch of weird venues on the West Coast until we ended up where we are now," Levant said. "Now that we have a few years under our belt, I think it's time to show people the breadth of what Agenda can offer."

The new space is accessible from the existing convention-center facility but has a "cool and industrial loft-type" look, Levant said.

The move to the new space also presents a big opportunity for brands looking to showcase Spring lines.



VEGAS CHANGES: After bowing the first Las Vegas edition in August, Agenda is adding two new sections and an extra day to the show.



NEW YORK MOVES: Agenda New York will return to its SoHo location (pictured) in January, then head to a new venue at the Jacob K. Javits Convention Center.

"All the exhibitors from California—especially the big action-sports guys, the big surf guys—they didn't have anywhere to show their Spring lines in summer. If you're any one of the big five surf brands, there hasn't been a great opportunity at a major national show to see your East Coast customers when you're booking Spring orders."

Agenda Emerge expands

At the Agenda Long Beach show last July, Agenda also debuted a networking forum called **Agenda Emerge**, which, Levant dubs, "our version of the **TED Conference**."

In 2014, the trade show will expand the event to four times per year, twice in Long Beach and twice in New York.

"We have a lot of access with these amazing brands. We have 700 of them, ranging from the biggest brands, multi-billion-dollar publicly traded companies to the smallest, most innovative, cutting-edge brands. And we know all the founders, all the presidents, all these great creative directors, and it's such a pool of talent we can pull from for speakers. It's almost endless. So it's kind of a no-brainer for us to hold these educational conferences."

In addition to the trade show audience of buyers and brand representatives, Agenda Emerge drew consumers, streetwear fans and action-sports athletes, such as snowboarder Danny Kass, an Olympic medal winner.

"Everyone wanted to learn something at the conference, and the audience was so diverse," Levant said.

The lineup for the January edition in Long Beach is still under wraps, but Levant did confirm Greg Selkoe, founder and chief executive officer of streetwear e-commerce site **Karmaloop**, as a key speaker.

Long Beach at the core

The Long Beach show remains Agenda's flagship. The next show, Jan. 7–8, is on track to feature more than 700 brands at the **Long Beach Convention Center**. The show attracts buyers from nearly every U.S. state and nearly 50 countries and features "a true cross-section representing each genre

of subcultures."

"We're really a youth-culture show," Levant said. "It's very different from any other show. We're combining lots of subcultures. You cannot say it's just action sports or it's just streetwear, it's just sneaker culture. There's so many different facets to what we're doing."

Next up: international

In late 2012, **Reed Exhibitions** acquired a stake in Agenda. Levant briefly hosted small Agenda shows in Japan, but the access to Reed Exhibitions' resources has opened up new possibilities for international expansion.

"We are knee deep in exploring international options," Levant said. "Now being a part of Reed Exhibitions, we have a lot of reach internationally. They operate trade shows in over 32 countries. For us to be able to work with them and leverage their expertise and infrastructure in other countries, it's a whole other world compared to what I was doing on my own in Japan. You're going to see some stuff coming down the pipeline using that infrastructure. We're really going to take Agenda overseas in a smart way that's going to work." ●

Riviera by CurvExpo *Continued from page 1*

“Since we have acquired CurvExpo in April 2012, we are now closer to fulfilling the needs of the industry in North America,” said Marie-Laure Bellon, chief executive officer of Eurovet, in a statement. “The success of this first Riviera in Cannes validated our strategy: acting globally and locally by gathering the industry at the most favorable time and place to conduct business.”

ISAM was a longtime organizer of a West Coast swim trade show but in recent years has been holding its event within **WWD**MAGIC in Las Vegas.

ISAM members had wanted to return to the West Coast, said ISAM Director Barbara Brady. Riviera by CurvExpo will be an additional venue for ISAM, which will continue its partnership with WWDMAGIC.

“It is clear that we have the same vision and we think alike when it comes to the swim industry,” Brady said. “It’s going to be a very nice partnership.”

Pierre-Nicolas Hustel, chief executive officer of CurvExpo, said he had been in discussion with ISAM about forming a partnership for some time, noting the shared values of ISAM and Eurovet.

“We have a culture of serving the industry,” he said. “It’s the same for ISAM; they have always been serving the brands.”

The West Coast show is also part of Eurovet’s strategy to expand its global reach in the swimwear and lingerie markets.

“Eurovet has a leadership strategy world-

wide for the lingerie and swimwear trade show market. Everywhere we can be to build a network and offer to the industry our know-how and our community and our connections, we do it,” Hustel said. “Wherever there is the need for a show in this industry, we prefer if we can do it—because we want to take our brand all over the world and we want to build the best retailer and brand network in this industry. We believe we have a card to play on the West Coast.”

The timing was selected to fall immediately after New York market week but before the trade shows in Las Vegas, where CurvExpo hosts its **CurveNV** show.

The timing puts Riviera by CurvExpo after **Los Angeles Fashion Market** and **Agenda** on the West Coast but at approximately the same time as **Swim Collective**, the 4-year-old swimwear show organized by Shannon Leggett.

Swim Collective is scheduled to return to the Hyatt in Huntington Beach for its Jan. 25–25 run. Leggett said Swim Collective will host two West Coast editions in 2014, but the dates and venue for the second show have not yet been announced.

In addition to the CurvExpo shows in Las Vegas and New York, and Mode City in Paris and Riviera by Mode City in Cannes, Eurovet’s trade show holdings include **Salon International de la Lingerie Paris**, also in Paris, and **Shanghai Mode Lingerie** in Shanghai. ●

Calendar**Nov. 18**

“Basic Flats in Adobe Illustrator” workshop by Fashion Business Inc.

California Market Center, A792
Los Angeles
Through Nov. 19

Nov. 19

“Tracing Social Responsibility and Compliance Across Your Supply Chain” webinar, presented by TEXbase online

Nov. 24

DG Expo
San Francisco Hilton
San Francisco
Through Nov. 25

“DG Expo: Costing to Make a Profit” workshop by Fashion Business Inc.

San Francisco Hilton
San Francisco

Nov. 25

“DG Expo: Made in the USA, Production Sourcing” workshop by Fashion Business Inc.

San Francisco Hilton
San Francisco

Dec. 2

“Finding Your Bridal Niche” webinar, presented by Fashion Business Inc.

online

Dec. 3

FBI holiday mixer
California Market Center, A792
Los Angeles

Dec. 5

Divine Design’s opening-night shopping party benefiting Project Angel Food
8767 Wilshire Blvd.
Beverly Hills
(Other shopping days are Dec. 6–8.)

“Business Strategies” webinar, presented by Fashion Business Inc.

online

Dec. 7

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

Dec. 11

66th annual children’s holiday party, presented by TALA and CFF and honoring Hal Kaltman
Cooper Design Space, penthouse
Los Angeles

“Successful Selling” webinar, presented by Fashion Business Inc.

online

Dec. 12

The Professional Club’s networking event
The Palm
Los Angeles

Dec. 13

“Visit Designer’s Couture Studio—Drape to Create With Hanna Hartnell”
1515 Fourth St.
Santa Monica, Calif.

Dec. 16

“LA Fashion District Major Marts Walking Tour,” presented by Fashion Business Inc.
Los Angeles Fashion District
Los Angeles

There’s more
on ApparelNews.net.

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

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Emm Gold *Continued from page 1*

since she arrived in this country 13 years ago as a 12-year-old schoolgirl who didn't speak English. She went on to study at **Venice High School** before working as a salesperson at **American Rag** on La Brea Avenue and studying at the **Fashion Institute of Design & Merchandising**. "I've always been interested in streetwear. To me it is an exciting world and different."

Goldschmied's first collection will be available online in



THE GOLD TEAM: Aris Tunson, Marta Goldschmied and Marika Amegah

December as well as being carried at American Rag. Mark Werts, founder of the American Rag stores, believes talent is genetic. "I think the line is great and new, and I think she has her hand on something that could be very big," he said.

Emm Gold's first collection is called the "Death Row" edition. The edgy moniker is indicative of the plight of today's young people whose future is bleak in a world where a talented and educated younger generation is scrambling to find jobs. "In a world of pre-determined existence, the youth

has been charged and found guilty by the actions of past generations," says the look book's introduction to the collection. "Their sentence is to be carried out by means of minimal accommodations that deem adaptation as a necessity."

The concept behind Emm Gold is that luxury streetwear is the new work uniform for the younger generation—people who are not going into an office and not wearing a suit because jobs are so hard to find. Instead, they may be toiling at home on freelance projects or creating their own businesses. "Everything that is going on culturally and economically has really affected what people wear," Goldschmied said.

She and her colleagues believe streetwear is just at the beginning of its popularity. "I think it has to do with the music and art culture. Everything is influenced off each other," Amegah said. "Lots of rappers are talking about fashion, and streetwear has become more fashion-oriented."

The Emm Gold team was thrilled to see the New York streetwear label **Hood by Air** on the cover of *Style.com's* fifth printed edition in November. Or that **Ashish**, a London streetwear line designed by Ashish Gupta, received solid reviews during the most recent **London Fashion Week**. "People go to their comfort item to wear," Goldschmied said. "And the youth today, whether it is Los Angeles or Paris, their comfort item is streetwear."

Key items in the collection include a green-and-blue poly/satin sublimated-print lounge pant with a matching bra top and printed bomber jacket, a sublimated thermal T-shirt with matching leggings printed with Russian prison tattoos, plaid baggy-fit pants with a baseball vest that has perforated leather details and also has a matching oversized button-up hoodie, and ribbed lounge pants with suede detail that are paired with a ribbed tank top. In a nod to her father's denim background, Goldschmied is doing an indigo baggy jean printed with black Russian prison tattoos.

Everything is made in a factory on Hill Street in down-



THE COLLECTION: Marta Goldschmied shows off some looks from her new streetwear line.

town Los Angeles. Wholesale prices range from \$23 to \$227. "The collection is easy to wear and casual. Some of the pieces are a little wilder," Goldschmied said.

It would seem only natural that Goldschmied would gravitate toward fashion. She has interned at Citizens of Humanity, working on look books for Goldsign and Citizens. But her father hasn't stepped in to guide her new venture. His advice has been limited to words of wisdom such as "Surround yourself with creative people" and "If you are going to do one thing, do it well."

Adriano Goldschmied himself said he has stayed in the wings, letting his daughter find her own way. "This story of elevating the streetwear to luxury is exciting, but it is totally not my thing," he said.

He loves seeing the energy she is pouring into the concept and sees the same energy he invested in his first endeavors. "But I was very clear to Marta when she started out. I said, 'You have a good name in the market and that is it. No more than that. You have to do it for yourself.'"

He said when he started out, nobody helped him, "and I think that is a very good school." ●

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THE RETURN: After an absence of six years, the Crooks & Castles brand has returned to Fairfax. From left: Gee De LA Cruz, Crooks' marketing manager; Dennis Calvero, Crooks' founder/creative director; Emil Soriano Jr., apparel design director

Fairfax *Continued from page 1*

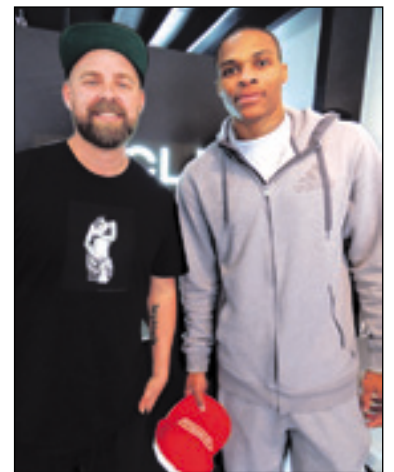
Neighboring streets, such as the Crescent Heights area of Melrose, just off of Fairfax, so far have not been able to support the same heavy concentration of high-marquee streetwear shops. Cities where streetwear is popular, such as New York and Tokyo, don't have a concentrated strip where high-profile streetwear shops line the road, said trend forecasters Sidney Morgan-Petro, retail editor of **Stylesight**, based in New York, and Sarah Owen, juniors editor for **WGSN**, a London-headquartered trend-forecasting company.

Fairfax's reputation has attracted stylists to shop the street, as well as celebrities such as **Grammy** award-winning musicians will.i.am and Drake, and on Nov. 12 basketball players from the **Oklahoma City Thunder**, including Russell Westbrook, the team's high-profile point guard, were seen shopping the street.

Fairfax also developed an underground fashion and music scene since influential hip-hop group **Odd Future** opened the **Odd Future/Golfwang** boutique, devoted to the group's fashion and creative ventures, in 2011. The shop is located at 410 N. Fairfax. Friends of Odd Future's leader, Tyler the Creator, typically hang out at the store, as well as actors and a steady flow of international streetwear heads. "On any given day you never know who will show up," said Palmer Brown of the Odd Future/Golfwang boutique.

With the vast majority of Los Angeles real estate subject to the city's infamous car culture, Fairfax also is one of the few streets in the city that enjoys a steady flow of pedestrian traffic.

If you want to be part of the vanguard of the streetwear scene, Fairfax is the place to start.



Adam Derry of ADBD with Oklahoma City Thunder point guard Russell Westbrook, who was shopping on Fairfax on Nov. 12



A section of the storefront of the Odd Future/Golfwang boutique at 410 N. Fairfax

Street pioneers

Dennis Calvero and Rob Panlilio started their prominent Crooks & Castles brand on Fairfax in 2006, when the thoroughfare was changing from a street lined by neighborhood-style businesses, restaurants and nightclubs into a place focused on streetwear. By 2007, they chose to open a branded store. But they wanted to make their boutique a destination, a place that would be a bit removed from the crowd.

Crooks & Castles moved away from Fairfax, first to the Crescent Heights area of Melrose Avenue. The store closed in 2008, and more than a year later, Crooks & Castles opened a shop just off of the **Sunset Plaza** retail district in West Hollywood. It closed in 2011.

But in September, Crooks & Castles returned to the neighborhood to open a 3,000-square-foot space at 455 N. Fairfax Ave. Designed by an in-house team led by Eames aficionado B.J. Calvero, vice president of sales, the store is a mix of mid-20th-century Case Study House architecture, modernist California style and gangster. The store features mid-century-style couches, Persian rugs and lamp



Diamond Supply Co.'s storefront on Fairfax Ave. It is located at 451 N. Fairfax.

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Interior of RVCA boutique, which is located at 501 N. Fairfax



Exterior of Supreme, which is located at 439 N. Fairfax



REPRESENTING THE GIRLS: Fairfax's streetwear is dominated by men's fashion. However, the Melody Ehsani boutique, located at 424½ Fairfax, sells women's jewelry designed by Melody Ehsani. Her designs feature a street inspiration.



James Rosas of Fairfax store YOUth, holding a custom Vans shoe featuring work from artist @Blue the Great



MURAL TIME: Murals cover the doors of the former Largo nightclub on Fairfax. The nightclub will reportedly become a members-only nightclub.



Exterior of Hall of Fame, 449 N. Fairfax Ave.

stands molded in the shape of automatic weapons. Calvero felt something of a homecoming for his brand on Fairfax, which was celebrated with a block party with performances by popular rappers including Pusha T. "Our customer is rooted to this block," he said. It is important for them to see all of their favorite brands in a two-block stretch, he noted. They also get something special.

Each brand typically shows something new in the stores on Fairfax. The brands often collaborate on limited-edition collections that can be hard to find beyond the district. Crooks & Castles and Diamond Supply Co. collaborated on a T-shirt welcoming Crooks & Castles back to the street in September.

Friendly competition, shared authenticity

The close proximity and the shared sense of style fostered a sense of community among the shops not often seen on other retail streets, said Emil Soriano Jr., Crooks & Castle's apparel design director. "Everyone is competitive," he said of the street's scene. "But there's a camaraderie among the brands. It's a friendly competition."

But there is no welcome wagon to retailers or brands perceived as outsiders, said Adam Derry, chief executive officer of ADBD, a creative brand-development agency that runs a storefront at 430 N. Fairfax Ave. He also is the co-founder of streetwear brands CRCL R and ADBD X High Fairfax.

"It's an exclusive block," he said. "You can't just open up a store here. You have to understand the culture." If a store is perceived as not understanding streetwear, it will be ignored and eventually be forced to close because of lack of sales.

Fortunately for the street's current businesses, Fairfax's culture won't change any time soon. Despite Fairfax being located a few minutes' drive from one of the centers for contemporary shopping in Los Angeles, **The Grove**, contemporary and designer shops most likely will not move onto the street despite prices for commercial space being relatively low.

Jay Luchs, executive vice president for real estate company **Newmark Grubb Knight Frank**, said commercial real estate goes for around \$4 per square foot, compared with Los Angeles streets with a similar bohemian ambiance such as Abbot Kinney Boulevard, where space goes for \$10 to \$12 per square foot.

"It's only a couple of blocks," Luchs said of Fairfax. "It is cool, but it is very targeted. It has an edgy, Lower Eastside kind of customer. ... You won't see a fashion brand from SoHo or Robertson going there."

But dominating the streetwear game doesn't mean Fairfax's reputation is guaranteed, said Owen, WGSN's editor. "I think Fairfax is still really important, especially since some of the big players are there," she said. "The problem going forward is maintaining the area's allure." Streetwear trends change at a breakneck pace, she said. ●



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It's Not Just a Bag: Brand Building at Trade Shows Is All in the Bag

By Andrew Asch Retail Editor

Rod Williams used to serve New Zealand wine at trade-show booths for **Rodd & Gunn**, an Auckland-headquartered company, but when planning for the **Project** trade show in July 2013, Williams wanted something that would place his brand on the tip of every buyer's tongue.

He found his solution in a bag.

Rodd & Gunn distributed around Project canvas bags bearing the brand's name. Almost everybody entering the show picked up the Rodd & Gunn bag at Project's information booths. If Rodd & Gunn was not at the tip of everyone's tongue, it certainly was hanging off everyone's shoulder.

"Having the bags gave us the opportunity to have conversations with people that we don't know," Williams said from his brand's U.S. headquarters in Santa Cruz, Calif.

The bag, perhaps something akin to a welcome-wagon gift or a college-orientation care package, has always been a part of the trade-show scene. Trade-show production companies distribute them as something to hold the piles of look books, business cards and T-shirts inevitably picked up at a show.

But they have become much more important over the past few years, said Aaron Levant, founder of the **Agenda** trade show, which runs biannual trade shows in Long Beach, Calif.; Las Vegas; and New York.

For years, many brands grabbed attention by making their trade-show booths into grand productions, with theme park-like architecture and sumptuous interiors.

But in the past six years, the most influential trade shows have required that brands drop the baroque booths. The trade-show egalitarianism made it harder for any brand to stand out because trade-show rules

required that booths be plain and feature no more than a rack of clothes, a table and a couple of chairs.

It leaves a brand with fewer avenues to make a splash. It's a reason why the trade-show bag has become increasingly important. But it comes with a price tag.

New York-headquartered denim brand **Better in Blue** spent more than \$100,000 for a run of 10,000 bags at the inaugural **Liberty** trade show in Las Vegas in July 2013. Better in Blue Brand Director Vince Gonzales estimated that the bags would have wholesaled for \$45.

The denim brand thought it was crucial to make a statement at the highly anticipated show. "When you launch something, you have to make a big noise," he said. In mid-2013, Better in Blue pitched the management of



Agenda bag by Herschel Supply Co.



Designers and Agents



Rodd & Gunn

Liberty trade show on a branding vehicle. The denim company and the trade-show managers both decided that Better in Blue should produce bags for the show.

The design process for the bags started during a meeting where Liberty managers displayed bags that inspired them, including one from a past Project trade show and another that a Liberty staffer picked up in Japan.

After the meeting, Better in Blue designers combined some of the features of the bags shown at the meetings, then set out to make the bag with an overseas factory that Gonzales had been working with for a while.

The bag was more expensive than Gonzales anticipated, but he has no regrets about the branding exercise.

"It had straps, zippers, snaps and branding," Gonzales said. "People were knocked out by the quality."

Trade shows also do their own branding with bags. The **Designers and Agents** trade show does four trade events annually in Los Angeles and New York as well as a biannual show in Paris. D&A has a commitment to emerging and established independent designers as well as sustainable brands, so many of the trade-

show bags use natural fibers, said Meryl Mandelbaum, creative director for D&A.

"We change them every season," she said of the bags. "We only work in natural fibers, such as canvas, denim or linen. Our goal is that people would want to hold on the bag rather than discarding them after the trade shows."

Mandelbaum works with production agents in designing the bags. Designs can be inspired by the original artwork for the branding of the show. "They're designs that will make the simple tote bag more unique," she said. "Frayed edges, more colors—it's the same thing that goes into any design process."

Trade-show bags are considered something of a billboard in the trade show, but if they are designed well, they can be used long after the trade show ends.

Diane Merrick has shopped various trade shows for decades, having run her self-named veteran Los Angeles boutique, **Diane Merrick**.

"Some of the bags I just leave behind because they're not exciting," she said. But if they are designed well and offer novelty, she will keep them for years. "Bags are the greatest selling point in the world," she said. ●



Liberty



BAG PEOPLE: Trade-show bags complete a stylish look for fashion-savvy people.

NEW RESOURCES

Halladay: Denim Built for Comfort

The owners of newly established women's contemporary line **Halladay**, Greg Duzian and Azi Tchatalbachian, have worked in the fashion industry for more than 25 years. The two have covered everything from design to product development, sales and marketing, production, and sourcing.

"We've been involved in one way or another with companies like **Aeropostale**, **Kenneth Cole**, **Heritage 1981**, **JCPenney**, **Guess**, **True Religion**, **Dickies Girl**, **Anchor Blue** and more," Duzian said.

Duzian and Tchatalbachian are now launching their own brand, Halladay, in partnership with El Monte, Calif.-based **Vibes Base Enterprise**, which owns **Level 7**, **Standards & Practices** and **Bette Paige** sweaters.

Tchatalbachian handles fabrics, fits and washes/finishes while Duzian oversees the production process. Vibes Base Enterprises handles all the back-end work, providing design assistants, technical designers, an in-house fabric print artist and pre-production experts.

Halladay has denim at its core, but Duzian and Tchatalbachian didn't want the denim pieces to overshadow the other components of the line. "Working with denim comes very natural to us, and we wanted to present a more diversified product line that would set us apart from other labels in the stores," Duzian said.

Halladay had a soft launch at the **Project** trade show in Las Vegas last August. Duzian and Tchatalbachian have a vision to dress customers of all sizes. Halladay pieces are

meant to be mixed and matched for different looks. There are versatile tops that can be buttoned down to fit as a sweater, shawl, scarf or open-sleeve soft blouse for a dressier touch.

The Spring 2014 collection includes classic brushed denim, slimming black pants with side-zipper paneling, motorcycle jackets and casual cotton jersey tops. A stand-out piece is a cobalt-blue geometric-shaped dress with a high neck tie. The printed woven bottoms have a clear coating finish that gives them a worn leather hand feel while the soft wash on the indigo denim gives one style a "my favorite jean" aspect, Duzian said.

Comfort fit is built into all the bottoms, tops and sweater knits, which is a major theme throughout the collection.

All the products are manufactured in China, and fabrications include tri-blend indigo stretch denim, rayon/cotton stretch bull denim, cotton/Lycra sateen, rayon-rich Ponte di Roma and a lightweight indigo denim.



Wholesale price points range from \$19 to \$26 for tops and sweater knits. The denim is wholesale priced from \$26 to \$36.

For more information, contact (818) 917-9827 or visit www.vibesbase.com/brand/halladay.—Sarah Wolfson

SIMA Image Nominees Honor the Best-in-Class Surf Brands

Surf Industry Manufacturers Association released a list of its nominees for its 2013 Image awards on Nov. 14.

The awards honor the most influential companies in surf as well as the products, marketing campaigns and stores that made a splash in the past year. Most of the nominees are some of the best-known names in the surf industry. However, some newcomers were nominated this year.

Beach Riot is a women's swim and fashion label that made its debut at Mercedes-Benz Fashion Week Swim in Miami in July 2012. It was nominated for "Women's Swim Brand of the Year" and will compete with

high-profile brands such as Billabong, Rip Curl and Roxy, along with L*Space by Monica Wise, which won the SIMA "Women's Swim Brand" award in 2012, along with Billabong, Rip Curl and Roxy.

Nicole Hanriot, designer and owner of the Costa Mesa, Calif.-based Beach Riot, said it was an honor to be nominated along with some of the most well-regarded labels in her business. "It's an honor because all of the executives of the surf industry nominate the brands," she said. The nomination could help with sales, too. Retailers who would otherwise not stock Beach Riot might hear about the award nomination, or if the retailers are

SIMA members, they will get acquainted with the brand when they vote for the category, she said.

The SIMA Image awards will be presented in a ceremony Feb. 13, 2014, at The Grove of Anaheim in Anaheim, Calif.

One of the highly anticipated IMAGE award categories is the "Breakout Brand of the Year." The 2013 nominees are Captain Fin, based in Oceanside, Calif.; Futures, based in Huntington Beach, Calif.; Matix, based in Los Angeles; RAEN, based in Encinitas, Calif.; and Roark Revival, based in San Juan Capistrano, Calif.

—Andrew Asch

Juicy Heads to Kohl's

One month after Juicy Couture was purchased by Authentic Brands Group from Fifth & Pacific (formerly Liz Claiborne Inc.), the Southern California brand is heading to Kohl's.

Authentic Brands and Menomonee Falls, Wis.-based Kohl's Corp. struck a deal for Juicy Couture women's and girl's apparel, accessories and home décor to be sold at Kohl's stores nationwide beginning next fall.

"Our partnership with Kohl's allows us to build on Juicy Couture's powerful, contemporary heritage and bring the brand—long-recognized as a glamorous wardrobe staple—to loyal and fashionable Kohl's shoppers," said Jamie Salter, chairman and chief executive officer, Authentic Brands Group LLC, in a company statement. "Designed in New York, the collections will combine the very recognizable aesthetic with the signature style of Juicy Couture."

Juicy will join Kohl's lineup of well-known brands, including Simply Vera Vera Wang, Jennifer Lopez, Candie's, Rock & Republic and LC Lauren Conrad.

New York-based Authentic Brands Group, in partnership with Leonard Green & Partners, manages a wide range of consumer brands, including Marilyn Monroe, Judith Leiber, Adrienne Vittadini, Taryn Rose, Misook, Hickey Freeman, Hart Schaffner Marx, Palm Beach, Bobby Jones, Spyder, Prince, Ektelon, Viking, TapouT and Sportcraft.

—Alison A. Nieder

Former Levi's Exec Joins True Religion

Vernon, Calif.-based True Religion Apparel Inc. named Mary Alderete chief marketing officer, overseeing the brand's marketing strategy for retail, wholesale, international and e-commerce.

Alderete's first day is Nov. 18. She joins the denim lifestyle brand from Levi Strauss & Co., where she was vice president of global brand marketing. She has also held marketing positions with Gap Inc.'s Banana Republic and Old Navy divisions, as well as with BBDO West and Foote, Cone & Belding agencies.

The company also named Ilene Eskenazi chief legal officer and senior vice president of human resources. Eskenazi, who begins on Dec. 2, was previously general counsel and vice president of human resources for Red Bull North America Inc.

"Mary brings a strategic mindset to True Religion and will be the architect of our branding and marketing going forward," said David Conn, True Religion chief executive officer, in a statement. "We will benefit from her deep experience building iconic denim brands and from her genuine understanding of how to connect with and engage consumers." Conn continued, "Mary is a natural fit with True Religion and will work closely with our leadership team to make True Religion culturally and personally relevant to customers." —A.A.N.

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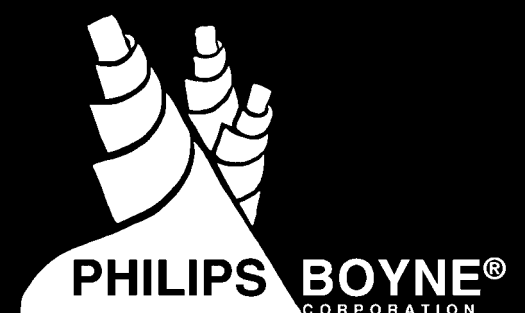
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Trade Shows

A California Apparel News Special Section

November 2013

2014

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Service Minded: Trade Shows Gear Up to Draw Attendees to the 2014 Shows

With a recovering economy underway, trade shows are poised to see increased attendance in 2014. We asked trade-show organizers what programs they have to attract new and returning attendees.

Tom Florio
Chief Executive Officer
Avanstar Fashion Group

We've built a retailer-relations marketing team over the last two years. Pre-show, the relations marketing team is speaking to all the key retailers we do business with, really on an ongoing basis. If there are acquisitions going on, if there are new departments being launched—like a footwear department or a new men's department—our retail-relations team is aware of it. As we're walking around the world finding new brands, we'll start feeding [retailers] brands. We're working with them all the time, so there's this ongoing dialogue. As we get closer to the show, certain retailers—particularly the larger ones—they'll send us what it is they're looking for, and we will start to plan their show for them.

We also have an overarching marketing campaign that markets MAGIC Market Week internationally. We don't market MAGIC as a trade show; we market it as a contemporary market week for men's, women's and sourcing made up of 10 shows. There's a multilingual direct-mail and advertising campaign that's underway pre-show. Last show we had a 35 percent increase in our international buyers, and we're also seeing an increase in e-commerce.

Each of the individual shows and the show directors have their own targeted database [and a] marketing campaign that

goes out to special retailers [talking] very specifically about initiatives taking place on the show floor.

The other pre-show opportunity this year will be with Shop the Floor. All of our brands will have the opportunity to upload their looks on Shop the Floor about six weeks [before] the show actually starts, and our retailers will be able to go on Shop the Floor to preview collections, set up appointments and even do e-commerce if they want.

Even though everyone was running to the digital space, the idea of doing business in this space is a relatively new idea. I see Shop the Floor as an extension of MAGIC Market Week, which allows people to sell through business cycles. We're pleased with the way it's rolling out, but we're surprised to see how comfortable people are in the traditional way of doing business—the brands as well as the retailers. It's the fashion business—people want to speak to the people they do business with.

A lot of brands depend on the show. If you're working with premium brands, they're very protective about who sees their [collection]. Our system is a closed system. You're only able to look at these sites if you're a registered retailer at MAGIC Market Week and we really know who you are. We've added a mechanism, at the request of our brands, that [allows them to] select retailers because they want to decide what distribution channel they're going to be in. At



Tom Florio



Oscar Ben Rodriguez



Olivia Reyes

going to want to do business with brands they can trust, that they know will be behind them in case they don't get the sell-throughs they want. New brands in those same environments with those existing brands have a better chance of

being seen. On the show site, there are a number of initiatives that take place. We have probably one of the largest seminar series at any trade show. It spans everything from sourcing to how to merchandise your booth. The education series continues to be a really big draw for the retailers.

And then there are show initiatives taking place across all the different platforms. An example would be at WWDMAGIC, there's a trend report that takes place with Hal Rubenstein, the former fashion editor of *Instyle*.

Also, White, which is part of WWDMAGIC and moved out of the North Hall last year, will move back to the North Hall to make it easier for the buyers to get around.

Our whole initiative is to make it as convenient as possible for the retailers to shop across all our shows. Part of the way we've done that is the way we organize and curate

Overarchingly—and we get this from our post-show data—the No. 1 thing that drives retailers to a show, when you really cut to the chase on it, is they want to conveniently do business with the brands that they do business with. They want it to be easy to see the brands, and they want to be able to do commerce. The second thing they're looking for is to see new brands.

This is going to be particularly important this year. There's a lot of talk about how promotional the holiday season will be. Buyers may be a little more cautious. They're

Trade Shows page 6

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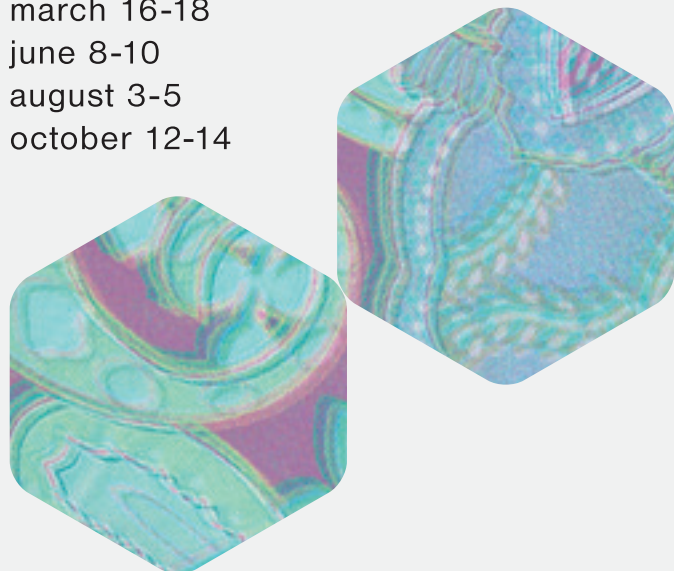
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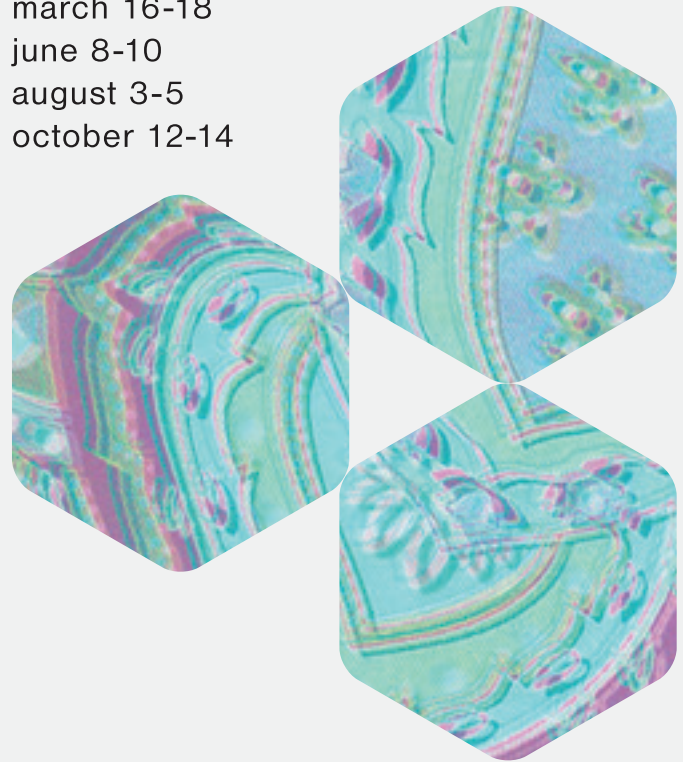
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Trade Shows *Continued from page 4*

and merchandise our shows. We continue to invest in what we refer to as “wayfinding” and attaching the wayfinding to transportation. The response from retailers in the last show [was] that it was much easier to get around the show.

We’re going to continue this evolution [by] setting up all of the MAGIC Market Week sites in an easily recognizable way. You can come off a bus or your town car and rather than just see the name of the show, you’ll be able to see womenswear is at the following shows, here are the classifications, [or], footwear is at the following shows, here are the classifications.

Oscar Ben Rodriguez
Senior Trade Show Manager
Olivia Reyes

Trade Show Manager
California Market Center

In 2014, we will officially have Sunday starts for all LA Fashion Markets and corresponding trade shows at the CMC. We have shifted our market dates to better accommodate our attendees’ schedules, providing more-flexible times to visit, so they are not just during the week. We experimented with a Sunday start in October 2013, and it proved to be a success, so we look forward to continuing this through 2014.

We have increased concentration of resources under one roof. We are seeing significant crossover traffic among all types and categories of buyers in our building. We foresee this as a continued trend for the next year as creative merchandising in retail continues to upswing. Furthermore, in addition to our thousands of permanent resources in the building, we will continue to bring well-rounded groups of exhibitors to each of our

trade shows, providing buyers with unmatched resources all in one place.

Through our continued travel program, our buyers will be able to take advantage of discounted hotel rates, complimentary shuttle services and other convenient benefits to make their travels to LA more enjoyable and easy.

We will continue to strive to create a productive and enjoyable shopping experience at the CMC to all our buyers through continued complimentary hospitality, Internet lounges, giveaways, special events, Market Tuesdays and much more. Furthermore, by continuing our partnerships with prominent industry forecasters and affiliates, we will be



Andrew Olah



Sam Ben-Avraham



Judy Stein

able to deliver insightful and relevant topics as a part of our ongoing retail seminars and discussion panels.

Andrew Olah
Founder/Owner
Kingpins Show
Chief Executive Officer
Olah Inc.

We are very excited about 2014. It is our 10-year anniversary, and it marks the debut of our first-ever European show, Kingpins Amsterdam, which is set to run May 7–8.

Every year we continue to tailor each show to meet the individual needs of the cities and markets we service, but one way that we boost attendance at every show is to offer seminars. Whether focusing on trends, finance, sustainability, cotton prices, the creative process or technical information for product development, we find that our attendees are highly motivated by information, education and inspiration.

So, beyond offering a better range of denim sourcing resources at every show, we also look to up the caliber and creativity behind our seminar offerings season after season.

Sam Ben-Avraham
Founder
Liberty Trade Fairs

As an individual show, our job is always to make sure we have all the relevant brands—a mix of the staples, fashion-forward and trend-based brands. It’s important to us that buyers see their existing accounts but also find something new at our show. At Liberty, we understand and live the market, and that’s what sets us apart from other shows.

We also understand one trade show cannot service every segment of the market without diluting its individual identity. This is why Liberty has aligned with other great shows with the same point of view, each an expert in its own market category. The Modern Assembly consists of Liberty, Capsule, Agenda and MRket and lives under one roof at The Venetian. We understand that our job is to service the industry and the buyers in the best way possible. By uniting, we’ve created one destination providing solutions to nearly every relevant store in the contemporary denim and designer category.

Judy Stein
Executive Director
Miami Swim & Lingerie Show

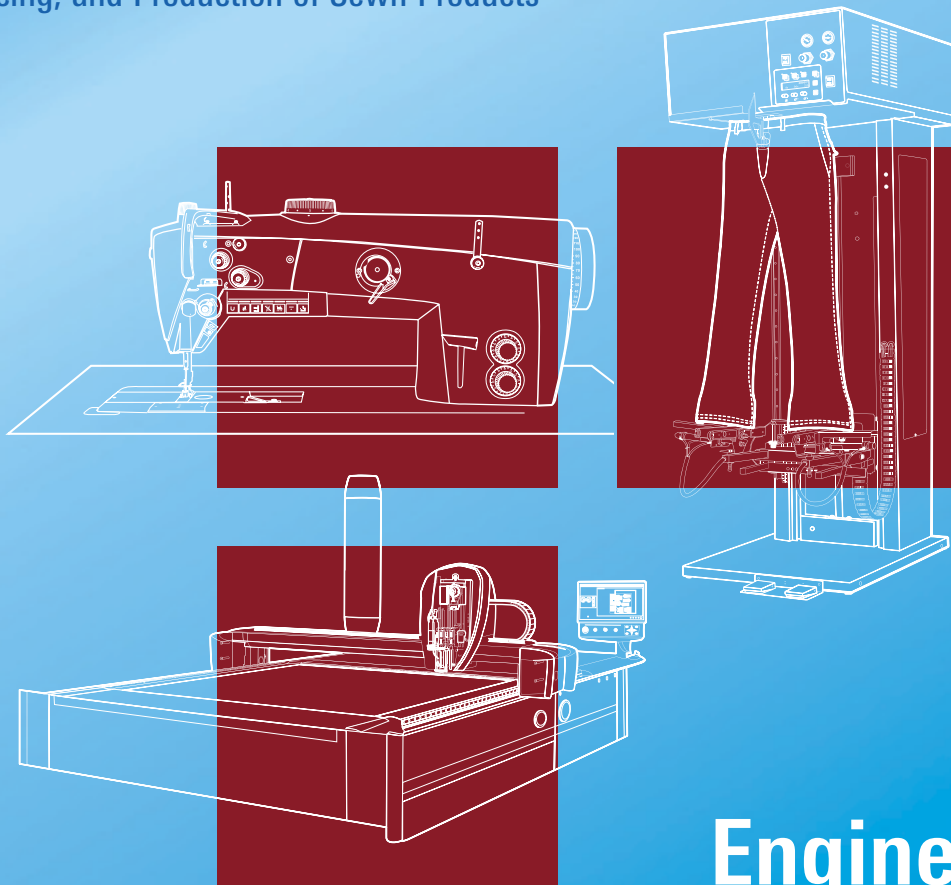
As always, we are tremendously excited about next year’s show. As you know, the Swimwear Association of Florida produces an annual four-day event

➔ Trade Shows page 8

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Fall 2

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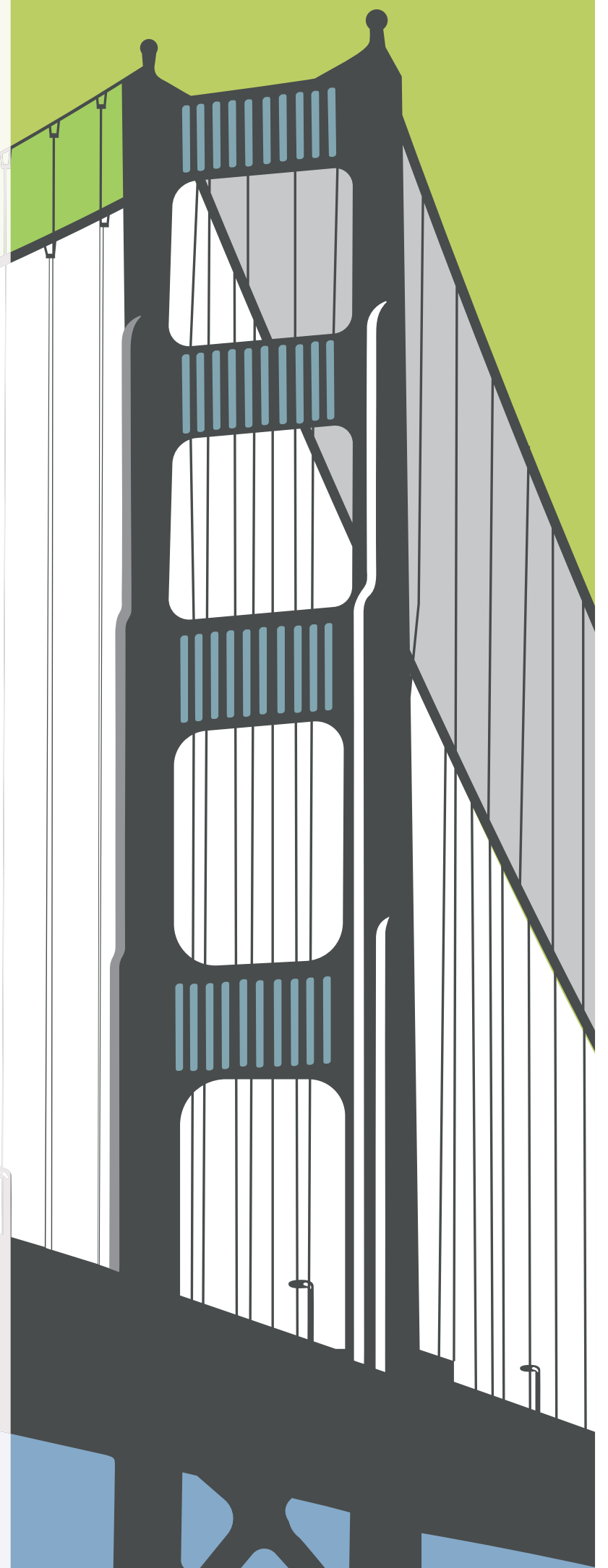
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Trade Shows *Continued from page 6*

titled SwimShow, which is the largest and most comprehensive swimwear trade show in the world. This event has made Miami Beach the No. 1 destination for the swimwear industry.

Each year, over 8,500 designers, buyers, manufacturers, press, and other industry leaders come to Miami Beach in the middle of July—not only to participate in this dynamic, valuable business opportunity but also to enjoy the hotels, nightlife, restaurants and entertainment aspects that this fun city has to offer. We host several programs during the event, including:

- Trend-forecasting seminar

Always on the cutting edge of industry insight and information, SwimShow will team with one of the world's leading fashion and style-forecasting organizations to provide comprehensive trend reports for designers and buyers that will give them the vital advantage of an insider perspective. The seminar will dive into the latest trends seen on runways, trade shows, streets and retail shops and will pinpoint key beachwear concepts, colors, materials and details—all for the Cruise and Resort 2015 buying season—giving attendees an insight into the seasonal trend reports that will assist in reducing risk, saving time and making money.

- Fashion show and after-party

Each year, SwimShow generates wild enthusiasm for the upcoming Cruise/Resort season with the glamor of the highly anticipated runway show. The annual event will be held on-site in the [Miami Beach] Convention Center for the ease and convenience of our retailers and members. The SwimShow Fashion Show is a dazzling highlight, featuring a look from each of the participating brands in the trade show. It is an amazing lineup of the industry's most exciting designers. The after-party is a great way to top off the evening with delicious bites, cocktails and entertainment.

- Swim lounge

SAF invites our members and buyers to relax and unwind in our luxurious swim lounge area. Replete with comfortable sofas and armchairs, the space is perfect to take a quick break or utilize the tabletop seating for a more discrete business conversation. Free Wi-Fi is available for all their needs. Plus, participants and retailers enjoy a Saturday and Monday evening happy hour from 6 to 7:30 p.m.

- Breakfast bar

The breakfast bar—featuring complimentary coffee, muffins and bagels—is open daily from 9 to 10:30 a.m. at the Convention Center and is the perfect way to start out each day.

- High tea

Featuring complimentary fresh fruit, biscotti and mini tea sandwiches, the high tea is the perfect way to add that afternoon kick.

- Informal modeling

This year the SwimShow will bring back informal modeling to the trade-show floor. Scheduled for each mid-morning of the show, this is a great way generate brand awareness and potential leads for participating swimwear companies.

- Design awards

We are also in the finalizing stages of announcing the First Annual SwimShow Design Awards, sure to be heralded as the "Oscars" of the swimwear industry. We will award recognition in the following areas: Swimsuit of the Year, People's Choice Award, Best Full-Figured Suit of the Year, Best Active Wear of the Year, Best Girls' Swimsuit of the Year, Best Men's Swimsuit

of the Year, Best Boys' Swimsuit of the Year, Best Lingerie of the Year, Best Cover-up of the Year and Most Innovative Swimsuit of the Year. Products will be chosen from the samples that are sent for inclusion in the SwimShow runway show, and winners in each category will be announced at the end of the show.

- Social media

Last year's social-media integration initiated interaction with buyers, exhibitors, media and swimwear lovers alike, reaching more than 1 million Twitter and Facebook users in just a few short weeks. We are in the process of developing this platform to become a comprehensive tool to build and grow our targeted attendees.

- International buyers

We have also partnered with the U.S. Commercial Service's International Buyer Program to bring new international attendees to the show. The International Buyer Program recruits qualified foreign buyers, sales representatives and business partners

in more than 80 countries to participate in U.S. trade shows each year.

- Media-sponsorship agreements

In addition, media-sponsorship agreements were generated with national and international publications

that are considered to have the highest circulation and credibility within the swimwear and lingerie industry. Running in conjunction with our ongoing public-relations campaign, these publications will be running ads and featuring news stories about SwimShow on a regular basis.

Ed Mandelbaum Co-founder Designers and Agents

D&A has been—and remains—the most significant trade-show destination in Los Angeles for the past 15 years and continues to present the strongest selection of both emerging and established brands as well as creating a great environment for both exhibitors and retailers to conduct business.

Designers and Agents also continues its longstanding commitment to sustainable, ethical and fair-trade design practices with its "green" programs, which provide support and exposure to those brands that meet the necessary criteria.

Pierre-Nicolast Hustel Chief Executive Officer CurvExpo

After a successful 2013 season, CurvExpo is very excited for 2014. It is important for us to keep the anticipation of each season high with new and exciting programs as well as retaining our loyal attendees and giving them reason to keep returning.

Our attendees are our priority. We have so many devoted attendees. It is important that we maintain our dedicated customer service and an all-inclusive experience. We are a focused team here at CurvExpo, and, as such, we can promise that all needs and/or concerns be met with tremendous care and a personal guarantee. We also offer our attendees an all-inclusive trade-show format. For example, we make the show feasible for our attendees by delivering a luxurious experience, offering breakfast and lunch; our partnerships with hotels can promise discounted rates; and, lastly, we can offer travel reimbursements (in Las Vegas only) to make the show as enjoyable as possible.

Further, we continue to keep our attendance high with insightful workshops for the

➔ Trade Shows page 10

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Trade Shows *Continued from page 8*

buyers and trend seminars for the brands.

We continue to retain and attract our brands with an extensive marketing platform. We market our brands through all avenues of social media: Facebook, Twitter, Instagram (new this season) and Pinterest. We also have a dedicated newsletter issued every month to all our buyers that displays brand news and the lines they will see at the show. This year-round marketing platform starts the day a contract is signed and is a great tool for new brands to promote themselves in the industry and an extra boost for the established brands.

CurvExpo puts a lot of work into attracting new attendees with our brand partnerships and personal shopper services. We have great relationships with our brands that have proven mutually exclusive; as we help them, they help us to attract buyers they want

to see on the show floor. Our personal shopper program gives the buyer a one-on-one experience with a member of our team. You tell us what you are looking for at the show, answer a quick questionnaire to help us understand your shop, and we will then consult and advise you on the best brands to visit during the show and who to book appointments with.

New to this season, we are thrilled to move forward with exclusive and informative events at each show, such as the Fashion Show and the Interactive Trend Wall. The Fashion Show will be an elegant event presenting fabulous lines in New York and



Mary A. Essuman



David Lapidos

Las Vegas. We are particularly enthusiastic for the new 8-by-15 Trend Wall, which will display fabrics, trends and lines from the brands on the show floor for a smarter shopping experience. This Trend Wall will be presented by Pro-

mostyl, and a consultant will be present to explain the benefits and how to use this to your advantage.

The highlight of 2013 was our New Accounts Program: "Love a new brand? Open a new account? Win a trip to Paris!" This program was a huge success at the shows, and we expect the same for the 2014 season. The program motivated buyers to "think out of the box" and search for a new brand. Like-

wise, the brands were excited as buyers were eager to meet them and work with them.

We have many reasons to keep our attendees coming back and much more to attract the new ones. CurvExpo is proud of the 2013 season, and we are working to grow and attract even more brands and buyers in 2014. We anticipate great shows for this season at both CurveNV Las Vegas Feb. 17-18 and at CurveNY New York Feb. 23-25.

Mary A. Essuman
Gerry Building

We like to do what we can to help the market.

We have a sign outside the building that lists the showrooms inside. That's one way that attracts buyers for market. We also have complimentary breakfasts during market.

For market, we're always open to having temporary showrooms. We have several showrooms—between 10 and 15—with room for temporary showrooms.

We had a lot of temporary tenants come in for the Majors Market and some for the LA Market [in October]. We had a really good overall response—especially for our [opening-night] party.

This time around, we'll be doing some other signage and flyers. We'd like to do some kind of promotional party similar to what we did [in October], although there may also be a fashion show on the roof in January.

David Lapidos
Executive Vice President
Offprice Show

We have instituted a loyalty program. Anyone who has attended any of our shows in the last two years will get a special rate at The Palazzo or The Venetian. Buyers will pay an Offprice rate of \$199, which is \$30 less than the hotel's published rate. Also, we have increased our shuttle and limo business by 50 percent because we're taking more people to more shows. As you know, there are a lot of shows that week. We are making a big step to accommodate everybody.

[We offer daily] New Buyer Tours. We take buyers out with a professional buyer [to tour the trade show]. He does this three times a day for the first two days and then once a day for the last day.

Also, we have upgraded our kosher food.

The last show was the first time we changed out floor plan, and people seemed very happy with it.

Our cash-and-carry section has mushroomed. We've got about 80 vendors.

Jeff Yunis
President and Owner of Specialty Trade Shows/organizers of WWIN (Womenwear in Nevada)

We're one of the few that has not been affected [by the recession]. Our show has been sold out for eight years. We just continue to do what we're doing because we think it's working.

We still do some snailmail and we do some emails and some faxes. And we get our exhibitors to work hard at making appointments

Trade Shows page 15

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Shop & Dine

After you hit the trade-show floors and spend hours shopping for the latest merchandise, take some time to try out some new restaurants and visit a few local boutiques. We have a few suggestions on your next trip through the trade-show circuit.

By Deborah Belgium Senior Editor

SAN FRANCISCO

Mason Pacific
1358 Mason St.
(415) 374-7185
www.masonpacific.com

High atop Nob Hill sits a new restaurant that is garnering rave reviews by a large band of picky foodies who populate this city by the sea.

Mason Pacific may be a small eatery at the corner of Mason Street and Pacific Avenue, but it packs a big following with its well-curated menu, which is heavy on starters and appetizers, followed by pasta and main dishes.

Almost everyone touts the fried feta that is molten in the middle and served over a pool of peas and fava beans. Another favorite starter is the braised Spanish octopus or the paper-thin Parmesan-dusted potato skins.

The pasta is made right there in the restaurant's kitchen, and choices range from sweet-potato ravioli to garganelli with lamb and Parmesan.

When it comes to main dishes, despite a limited menu, there is something for everyone. Most everyone gushes over the New York steak served with a celery root puree or the market fish of the day that comes with grated cauliflower and pepperoncini soffritto (a Puerto Rican seasoning).

The décor is that of a neighborhood bistro divided into two sections. The bar/lounge area is darker, with more wood and marble countertops, while the dining area is more elegant and lighter in color.

The people behind the restaurant are Shannon McTiernan Thomson, who decorated the interior, and her husband, Jay Thomson, who has a stake in the Copain Vineyards. The chef is Shannon's brother, Sean McTiernan, who worked in several high-end French restaurants before relocating to this side of the Atlantic.

Be advised that street parking is practically non-existent in the neighborhood, but there is valet parking. Or you can ride the Powell/Mason cable car up the hill and have a true San Francisco experience.

Freda Salvador
1782 Union St.
(415) 654-5128
www.fredasalvador.com

Clothing stores are abundant in San Francisco, but a good independent shoe store is hard to find.

Then along came Freda Salvador, voted by readers at Racked SF as the best new store in the

city. And you can see why.

The décor of the multi-room store is decorated as if you had walked into someone's bohemian-style apartment in some exotic locale such as Argentina. It has hardwood floors, vintage furnishings, bookshelves, and an eclectic assortment of art and tchotchkes.

The store was supposed to be a pop-up until the owners, Christina Palomo-Nelson and Megan

Papay, saw the space and decided to open up a full-time outpost that is also their design studio and a wholesale office for their shoe line of the same name. The store's name comes from Mexican artist Frida Kahlo and Palomo-Nelson's homeland of El Salvador.

Palomo-Nelson comes from a large shoe-making family. She studied footwear construction and design at Ars Sutoria in Milan,

and she got her master's degree in fashion at the Academy of Art University in San Francisco.

Papay studied costume design at the University of Virginia and went on to create her own line of accessories before branching out into footwear.

If you are a person who likes practical but beautiful shoes, this is your place. The footwear, made in a family-run factory in Elida,

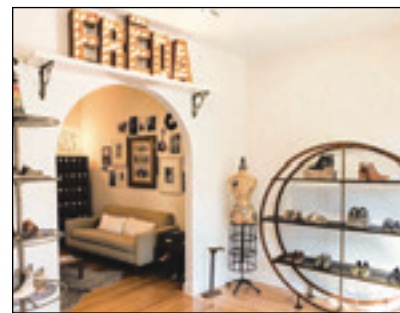
Spain, about 60 miles from Valencia, is rich on beautiful leather and contemporary designs. Many of the shoes are two-tone or have removable hardware.

There are lace-up loafers, ankle boots, knee-high boots, slipper shoes and boots with a wedged heel displayed on artfully designed racks that look like they came from a bakery or a bookstore.

➔ Shop & Dine page 12



Mason Pacific



Freda Salvador

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Shop & Dine

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LOS ANGELES

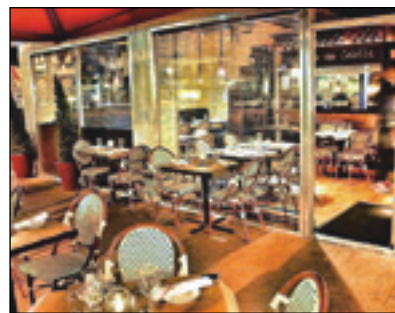
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Terroni



Carl Louisville, Guerilla Atelier



Colette Little French Bistro



Scotch & Soda

The historic National City Bank building, just one block from the California Market Center, is the backdrop for the new southern Italian restaurant called Terroni. It is the sister restaurant to an eatery of the same name on Beverly Boulevard near The Grove shopping center in Los Angeles.

Not only is the food scrumptious, but the décor is stunning. Floor-to-ceiling arched walls let diners get a full view of the pedestrian traffic outside. Massive columns hold up the gilt ceiling, and a red sculpture shaped like an Italian racing track dangles overhead. The interior design makes

good use of lighting that accents the 1924 architecture. A gorgeous chandelier that could have been hanging in a Venetian palace lights up the main dining room.

Now for the Italian influence on the décor. A movie screen on one wall shows an endless track of Fellini's "La Dolce Vita," the bathrooms have piped-in Italian lessons, and the tables are numbered in Italian.

Terroni is known for its thin-crust pizzas that come unsliced (just a warning) and southern Italian dishes where the pasta is made on the premises daily and served almost

al dente.

People rave about the Margherita pizza—which is served with tomato, mozzarella and basil—or the Polentona pizza, which comes with tomato, mozzarella, fontina, smoked prosciutto and pine nuts.

Pastas include cavatelli alla norma, which is handmade cavatelli in a light tomato sauce with deep-fried eggplant, aged ricotta, basil and garlic, and maccheroncini geppetto, which is maccheroncini with dandelions, homemade spicy Italian sausage, fontina, garlic and olive oil.

For those who may be inspired to try their own hand at Southern Italian cooking, there is a small store within the restaurant that sells the Italian ingredients you just ate.

Guerilla Atelier
821 E. Third St.
(310) 365-2194
www.guerillagalleries.com

A touch of Beverly Hills has alighted in the historic Arts District adjacent to downtown Los Angeles.

This spring, Carl Louisville opened a pop-up clothing shop in the industrial neighborhood, which has seen its warehouses and factories converted into artists' lofts. The area is filling up with coffee houses, breweries and hip restaurants.

A month after opening, Louisville was convinced this was the spot to be for the long haul. In June, he committed to a 5,000-square-foot outpost inside a chic warehouse-like space with tall ceilings, red brick walls and cement floors.

There is plenty of room to display the luxe designer labels of men's and women's apparel that hang on rolling racks and mannequins or are displayed on tables. There are high-end European brands as well as local contemporary labels.

One of the best sellers at the store has been a men's jacket made of Japanese denim that is constantly on order. It is made by Los Angeles-based Mister Freedom. Another Los Angeles brand carried is Beckley by Melissa. Loungewear by French label Venus et Judes is also popular.

Louisville is the perfect person to run this kind of shop. He is in love with all things beautiful, which may have come from his 15 years working at Prada's Epicenter store on Rodeo Drive.

While on Rodeo Drive, he was unofficially known as the mayor of Beverly Hills for his extensive knowledge of where things are located.

MIAMI
Colette Little French Bistro
1223 Lincoln Road
(305) 534-7888

French restaurants are a bit of a rarity in Miami Beach, but a new



The Marrow



Blessed Peacemakers

eatery that is run by Frenchmen who love to offer a traditional French menu opened recently on the pedestrian way of Lincoln Road.

Diners rave about the delicious menu and the reasonable prices—you can get a glass of wine for under \$10.

The men behind the menu are Francis Pittilloni and Chef de Cuisine Frederic Boldron, who previously worked at Miami's Tosca and Villa Mayfair.

There is indoor dining for those who want to concentrate on the food and outdoor dining for those who like to people watch while they savor a French appetizer such as mussels meunière served in a white wine sauce.

The menu sticks toward bistro fare. There is plenty of red meat, such as the steak au poivre with a cracked peppercorn sauce or a tender filet covered with a béarnaise sauce.

The décor is heavy on wood. There are wood floors, wood tables and wood wine racks. Woven bistro chairs give the place a Parisian feel. Diners have raved about the attentive wait staff.

Scotch & Soda
442 Lincoln Road
(305) 673-5514

Scotch & Soda may be a retail chain, but sightings of the European brand are rare in the United States. There are less than a dozen outposts in the U.S.

Scotch & Soda opened its first South Beach location in a compact space on the Lincoln Road pedestrian mall.

If you like European-influenced contemporary fashions that veer toward the casual, this place is for you. There are clothes for men, women and children.

The Amsterdam-based line has gone through a makeover in the last decade, having been taken over by three new owners in 2001. The line of mostly menswear was relaunched for Spring/Summer 2002 with offerings for children and women coming later. The retailer launched a new line of premium denim, called Amsterdam Blauw, in 2010.

Prices for most things range from \$100 to \$350. Women's rib-cord skinny-leg pants sell for \$129. A silk Oriental jacquard women's top goes for \$169. And a black dress with lace inserts carries a \$169 price tag.

NEW YORK

The Marrow
99 Bank St.
(212) 428-6000
www.themarrownyc.com

There is life after those reality TV cooking shows. For Harold Dieterle, who was the Season One winner of "Top Chef," it meant going on to create some wonderful restaurants in New York.

His latest addition to the Big Apple is The Marrow, an eatery

with a schizophrenic menu. On one side are listed a number of Italian dishes while on the other is a range of German dishes. The selection is an homage to Dieterle's Italian-heritage mother and his father's German roots.

The menu is anything but ordinary. And that is a good thing. Special call-outs include the duck schnitzel, the ricotta cavatelli with octopus and the grilled lamb loin chop. The front-and-center dish, of course, is the bone mar-

row served with sea urchin. Everyone raves about it.

Other delicacies include pumpernickel-encrusted salmon and the white balsamic-glazed black cod served with roasted mushrooms, fennel and eggplant basil sauce.

Situated in the West Village, the restaurant sits on a corner in a building with rounded windows. The décor is mindful of a 1950s coffee shop with dark red leather booths and 19th-century-style black-and-white flocked wallpaper. It looks very mid-century.

Blessed Peacemakers

149 Ludlow St.
(646) 861-2780

This Lower Eastside shop has a distinctive bohemian feel to it with clothes ranging from fashions with a hippie vibe to sophisticated dresses and shoes.

Stepping into Blessed Peacemakers is like taking a quick trip to Morocco. Oriental rugs line the floor, and one corner is decorated with couches covered in bright Moroccan prints. A swatch of gauzy fabric is draped across the ceiling to give the place the vibe of a Bedouin encampment.

The store is the brainchild of Kim Phan, the designer behind the Yumi Kim contemporary line, carried in stores such as Anthropologie and Bloomingdale's.

There are already two Yumi Kim stores in Manhattan, but Phan went for a more whimsical approach to retail with Blessed Peacemakers, which is a multiline store. Everything is handpicked by the designer, including the housewares.

Labels include Dolce Vita, Jealous Tomato, Flying Toma-

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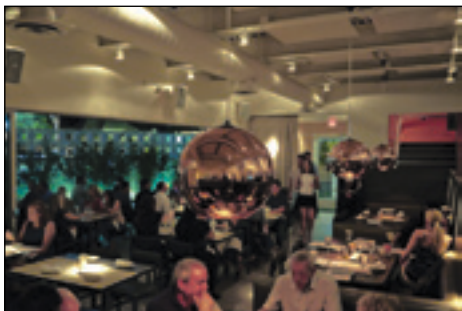
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Chantilly



Mesero Miguel



Chada Thai & Wine



Electric Lemonade Shops

Shop & Dine

Continued from page 13

to and MinkPink. There are gobs of Asian-influenced baubles, rings and necklaces.

It's a fun place to shop, and prices aren't outrageous. Kim's motto is "Spreading peace, love and happiness, one garment at a time."

DALLAS

Chantilly
1130 Dragon St., Suite 190
(214) 749-5757
www.chantillydallas.com

When two designers who love fashion get together, what do they do? They open a boutique with a small manufacturing area in the back.

Chelsea Brogdon and Caitlyn Multanix opened their Chantilly boutique in the Dallas Design District in September. The 3,500-square-foot space has an industrial feel to it with exposed pipes, stained concrete and white walls punctuated with teal accent walls. Diverging from the industrial look is a

nod toward fashion with chandeliers in each dressing room.

For the woman who likes to shop with her boyfriend or husband, there is a "man cave" in the store where men can plop down on a couch and watch whatever they want on a flat-screen TV.

The boutique carries about 15 to 20 lines that include women's clothing, handbags, jewelry and sunglasses. Apparel selections cover casualwear to eveningwear with prices ranging from \$20 to \$175. "It is very affordable," Multanix said.

In the back, two seamstresses work full time on the designers' new label, called Tinsley Radix, which debuts in early 2014. The contemporary line, with several eveningwear pieces, will be available in the Chantilly store next year.

The advantage of having a manufacturing area inside the store is that the two designers offer custom tailoring. "We like the idea of being able to alter things," Multanix said. "One of our customers came in and tried on a dress. She was an extra small, so we took the straps in a little. We don't mind doing that. We want our customers to feel comfortable and confident."

Mesero Miguel
2822 N. Herderson Ave.
(214) 821-6426

Restaurateur Mico Rodriguez created a Mexican-meets-all-American grill menu for his latest eatery, Mesero Miguel.

While the menu has a south-of-the-border feel for some plates, the décor is definitely Southern California. "It's more LA than Los Angeles," said the long-time businessman, whose other outposts include Mi Cocina, Taco Diner and Mr. Mesero.

The two-story establishment has two bars. The upstairs bar is called Pedro, a nod to Spanish film director Pedro Almodóvar. "I love him as a filmmaker and I love his cinematography," Rodriguez said. "And I have developed a wardrobe of restaurants and am an executive producer, too. You start with a blank canvas in the morning and you end with a dark canvas in the evening."

When it comes to creation, Rodriguez had some help from chef Jon Stevens in designing the menu.

Dishes include albondigas, or meatballs, served with white queso and salsa roja, braised beef short ribs, served with Guaillo cheese grits and pickled red onions, as well

as a 14-ounce New York strip.

Signature dishes include La Rosa Pistola (seared scallops, warm coconut and prickly pear broth) and Alaskan halibut. Some special call-outs are the mole enchiladas, the brisket tacos, and the cheese, tomatillo and chicken tacos.

LAS VEGAS

Chada Thai & Wine
3400 S. Jones Blvd., #11A
(702) 641-1345
www.chadavegas.com

Sometimes it's good to get off The Strip and venture out into territory frequented by the locals.

If that's your aim, then you will be well advised to stop by Chada Thai & Wine, which is a 10-minute drive from the gambling casinos and into Las Vegas' Chinatown.

The man behind Chada Thai is Bank Atcharawan, who for years was the sommelier at Lotus of Siam. He was known there for his extensive list of Riesling wines, and that has carried over to his new venture.

At Chada Thai, he is both sommelier and

➔ Shop & Dine page 15

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Trade Shows

Continued from page 10

and sending out information about the show to their clients. We put a lot of effort into making the exhibitors understand that it's a partnership. When we send out an announcement mail, it's propaganda. When they send it out, it's one-on-one, seller to buyer. It's a lot different when a store gets a call or mail from somebody they do business with trying to make an appointment than when they just get a blast email from us.

We give them free breakfast, free lunch, free snacks in the afternoon. But we have no room for seminars and fashion shows. It's a show to do business. We impress upon buyers that this is a buying show. If they want to go sightseeing, they can go to the Grand Canyon or to MAGIC. If they don't buy, the exhibitor has no reason to come back. We let people know they have to do their end of it. They just can't show up and have a drink and schmooze and go home and send an order later. They've got to buy.

For that reason, we've got 855 booths at the show for the next show. We only have 19 left to sell, and our waiting list is half the size of the show.

We deal with specialty stores primarily. We do have Nord-

strom and Ross Stores and TJ Maxx and all the catalogs [attending, as well]. But out of the thousands that come to the show, they make a small percentage. So we look after the small buyers. At our show, they feel they found a home, and that's something we keep promoting. This is a place for specialty buyers. We make them feel very wanted. They never get pushed aside by big buyers walking by. When I used to go to MAGIC as a small buyer, the eyes were always out there looking for the big department store to walk by. At our show, that just doesn't happen. The buyers tell us all the time that they feel comfortable, they feel at home. Everything we do is to make the buyers happy. Even though the exhibitors pay us, we realize that without the buyers we wouldn't have the exhibitors. So we're extremely buyer-oriented. That's our way of doing business.

Aaron Levant
 Founder
 Agenda

We do a lot [to find new retailers]. Our approach is multi-tiered. When we first started, it was [about] going out and

banging on a lot of doors. We still keep that as part of the strategy today, 10 years later.

We have two people on the team who are dedicated to retail. They spend a couple weeks every season getting out there and going to retailers and meeting them personally. I personally go to a lot of retail stores. And everyone else on the team—we try to get to a lot of retail, especially in our backyard. We have to own our backyard and have that personal connection to people.

We do a lot of stuff with social media. I believe that we have the biggest presence in social media. That's a big piece of what we do. It's our generation.

We do a lot of unique print pieces and a multilayer email campaign and more traditional styles of marketing.

The No. 1 thing that we do that separates us from our other shows is our TAP program, which is our Targeted Attendee Program. And that is where we just spend money to help get key people out to the show. We basically poll our brands. They submit to us the retailers they would like to see the most. It isn't just about buying power—buying power is

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Shop & Dine

Continued from page 14

chef, which means there is a spectacular wine list to go with the spectacular food.

The menu is known for its Southern Thai- and Bangkok-style of cuisine, which explores a range of dishes. A favorite has been the crab curry served with thin rice noodles or the shrimp satay with peanut sauce and cucumber salad.

No Thai restaurant would really be authentic without green papaya salad served with a spicy lime dressing or lemongrass soup with shrimp and mushrooms. The menu goes on for three pages, so there is lots to explore.

Chada Thai only serves dinner but remains open until 3 a.m.

Electric Lemonade Shop
 220 E. Charleston Blvd.
 (702) 776-7766
 www.electriclemonade-shop.com

Take a trip to the Las Vegas Arts District to rifle through the vintage and contemporary fashions stocked for men and women at the Electric Lemonade Shop, which is the brainchild of sisters Kinsey and Courtney Peters.

There is not only a full stock of vintage apparel with a modern flair but up-and-coming designer duds that evoke a modern air with offerings in clothing, accessories, jewelry and shoes.

The retail space has concrete floors and white walls punctuated with a splash of lemonade yellow.

The sisters, Ohio natives, have been longtime collectors of vintage clothing, going back to their college days, when they sold items on eBay to help pay for school.

Then they lived in Brooklyn, N.Y., for a while, where Courtney worked at Odd Twin, a vintage store in the Park Slope district.

But their dream was to open their own vintage-clothing store. And now they are expanding. At the end of November, they are holding a grand opening to celebrate another 1,000 square feet of space for vintage clothing on the second floor.

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For more information contact today one of our trade representatives.

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Trade Shows *Continued from page 15*

definitely factored in—but also it could be influence.

It's like a VIP program. It ranges from getting them hotel rooms to a car service to the show to flights. That is something we spend probably a considerable amount of the year on much more than other competitors.

Eva Walsh
Vice President, Business Development
Dallas Market Center

Coming off one of the most successful markets of the year, we are so excited about what's in store for Dallas Market Center in 2014. We are seeing firsthand a recovering economy with increases in attendance and significant growth across the apparel marketplace in the year-end, with many factors reinforcing these positive projections in the new year across all industries. In fact, many of the categories for our January Temp Show were sold out, and others more than 90 percent sold, long before the official start of the fall—one of the many encouraging signs we've seen leading up to the January Apparel Market in Dallas.



Eva Walsh

In addition to providing a diverse, complete product offering, we've continued to expand our programs to offer the resources and education our retailers need to succeed from a business standpoint. Our buyers come to market to gain the competitive advantage whether it's access to the hottest lines and networking opportunities or the many inspiring fashion shows and displays. And most importantly, Dallas is all about helping retailers receive the highest return on investment possible—something that has been increasingly important the past few years. Whether they are new to Dallas or a 20-year veteran, attendees will feel good knowing Dallas is the most efficient marketplace proving to be a strong value year after year.

All of these focus points add up to big savings for attendees in 2014.

•Service

We have an entire department serving as retail ambassa-

dors, working to secure new stores and serving loyal buyers. Our retail-development team works hard to understand a retailer's business needs and provide support. While at market, buyers take advantage of a full suite of complimentary services, including Wi-Fi, on-site parking, shuttle service to and from area hotels, and hospitalities. Dallas equips buyers with critical information throughout the year relating to marketing, social media, prospecting, etc.

•Location

Location, location, location—we've heard it all before. Well, it really does matter after all. Dallas is conveniently located in Mid-America—the strongest economic region in the U.S. And the costs of doing business in Dallas are lower than any other marketplace, so it's a more reasonable investment. With a broad array of leading manufacturers calling Dallas home, buyers get business done across many categories more efficiently.



Guglielmo Olearo

•Travel

We're determined not to let travel costs detract from our customer's bottom line. Being at the center of it all, literally, Dallas offers more direct flights and the lowest hotel rates of any major marketplace (as low as \$78 per night)—saving time and money.

Guglielmo Olearo
International Exhibitions Director
Première Vision

It is our duty to stay very close to the market, [which is] why our U.S. office is in close contact with loyal and potential visitors.

We welcome most of the important companies, but we also expect that due to the recovering economy young designers and new brands with big creative potential will come to us.

We have the capacity to provide them with all the tools to find the best products for their collections.

We continually evaluate our show to meet buyers' expectations in terms of the offerings and services. The rigorous selection of exhibitors means that professionals are sure of finding

a truly creative and high-quality offerings.

Our fashion team creates seminars tailored to the North American market, and the trends are illustrated by products presented by our exhibitors. This is a truly unique service!

The fabric forum, with exhibitors' samples, also gives a very clear vision of the [show's offering].

Outside of the shows, we regularly provide attendees with fabric and fashion news.

Before the show we do everything we can to give visitors the key to a constructive visit, to inspire them and facilitate their business.

Suzanne De Groot
Executive Director
Fashion Market Northern California

Fashion Market Northern California is fortunate to have many loyal buyers who come to all or many of our five shows a year.

That said, we are always looking for ways to encourage new buyers to come and enjoy the show and, of course, welcome anyone back who has not been to our market in a while.

We have recently hired a marketing consultant, who will focus on expanding our current website and Facebook and increasing our presence on other social-media venues. She will also be available at shows to demonstrate how to access and use social media as a selling tool—for both buyers and vendors.

We serve a complimentary breakfast buffet and lunch coupons to all buyers.

We have more than adequate (and easy) parking—with complimentary parking on Tuesdays at most shows.

We have extended our Monday hours to 7 p.m. and have wine and beer available during those hours, with complimentary drink coupons to buyers.

Every afternoon there is a complimentary cart with cookies and snacks, along with iced tea, lemonade and coffee.

We mail out a comprehensive show directory, linked to the website, which facilitates buyers making appointments in advance and planning their show time wisely.

We currently have a program to offer a complimentary night at the Marriott [San Mateo] to any first-time buyer who wishes to come to our show. This is time sensitive and subject to availability.●

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KERI® Gerber's Knowledge, Experience & Reference Interface

EASE OF USE Even inexperienced users learn to operate Paragon in only a few hours and can rely on its built-in intelligence to guide them through any cutting task.	MAXIMUM THROUGHPUT Quick, accurate set-up and self-adjusting cutting intelligence means more parts are cut in less time.	OPTIMAL FIRST-RUN YIELD Paragon's built-in intelligence balances speed and quality to deliver perfectly cut parts the first time, every time.	UPTIME Simple design and intelligent engineering combine to deliver the most reliable cutting system on the market.	METRICS THAT MATTER Real-time metrics enable managers to analyze workflow issues and maximize cutting efficiency.
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GERBER TECHNOLOGY

To explore Paragon® in depth, visit gerbertechnology.com/paragon

International Trade Show Calendar

Nov. 15
Connections
London

Nov. 16
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Nov. 18

Nov. 17
Ocean City Resort Gift Expo
Ocean City, Md.
Through Nov. 20

Nov. 19
The 14th China (Yiwu) International Exhibition on Hosiery, Knitting, Dyeing & Finishing Machinery
Zhejiang, Yiwu, China
Through Nov. 22

Nov. 20
JFW Japan Creation
Tokyo
Through Nov. 21

Premium Textile Japan
Tokyo
Through Nov. 21

Nov. 21
Dye+Chem International Expo
Singapore
Through Nov. 23

Istanbul Leather Fair
Istanbul
Through Nov. 23

Nov. 22
Mid-South Jewelry and Accessories Fair
Memphis
Through Nov. 25

Modaprima
Florence
Through Nov. 24

Nov. 24
DG Expo
San Francisco
Through Nov. 25

Nov. 27
Tissu Premier
Lille, France
Through Nov. 28

Nov. 28
Hong Kong International Jewelry Manufacturers' Show
Hong Kong
Through Dec. 1

Grand Strand Gift & Resort Merchandise Show
Myrtle Beach, S.C.
Through Dec. 11

Dec. 10
WWSRA
Sacramento, Calif.
Through Dec. 11

Dec. 11
Atlanta Fashion Shoe Market
Atlanta
Through Dec. 12

Dec. 13
Baton Rouge Jewelry and Merchandise Show
Baton Rouge, La.
Through Dec. 15

Jan. 4
Philadelphia Gift Show
Oaks, Penn.
Through Jan. 7

Jan. 5
Designers and Agents
New York
Through Jan. 7

Accessories The Show
New York
Through Jan. 7

Fame
New York
Through Jan. 7

Moda Manhattan
New York



Sun State Trade Shows, LLC, is a company that organizes and promotes wholesale trade shows in Mesa, Arizona (for January Market), and Phoenix, Arizona, and San Diego, California. We feature clothing lines for missy, junior, and contemporary sizes: petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate to better price range. Upcoming show dates are Jan. 5-7 (Arizona Apparel, Accessories, Shoes & Gift Show at the Mesa Convention Center). For more information, visit www.arizonaapparelshow.com or www.sandiegoapparelshow.com or email info@arizonaapparelshow.com or chinds@sandiegoapparelshow.com.

Through Jan. 7
Arizona Apparel, Accessories, Shoes & Gift Show
Mesa, Ariz.
Through Jan. 7

TrendSet
Munich, Germany
Through Jan. 7

The ASI Show
Orlando, Fla.
Through Jan. 7

Nouveau Collective
New York
Through Jan. 7

Michigan Shoe Market
Livonia, Mich.
Through Jan. 6

Jan. 6
Accessorie Circuit
New York
Through Jan. 8

Intermezzo Collections
New York
Through Jan. 8

Hong Kong International Licensing Show
Hong Kong
Through Jan. 8

Jan. 7
Agenda
Long Beach, Calif.
Through Jan. 8

Atlanta International Gift & Home Furnishings Market
Atlanta
Through Jan. 14

WWSRA
Portland, Ore.
Through Jan. 9

WWSRA
Denver
Through Jan. 9

Jan. 8
Heimtextil
Frankfurt, Germany
Through Jan. 11

Jan. 9
Surf Expo
Orlando, Fla.
Through Jan. 11

The NBM Show
Los Angeles
Through Jan. 11

Jan. 10
Exponovos
Lisbon
Through Jan. 12

Imprint Canada Show
Toronto
Through Jan. 11

Northwest Shoe Travelers Market
Shakopee, Minn.
Through Jan. 12

International Western/English Apparel & Equipment Market
Denver
Through Jan. 14

Hawaii Market Merchandise Expo
Honolulu
Through Jan. 12

Jan. 11
White
Milan, Italy
Through Jan. 13

Jan. 12
Los Angeles Fashion Market
Los Angeles
Through Jan. 15

Select
Los Angeles
Through Jan. 14

Transit
Los Angeles
Through Jan. 14

Goodman Factors

As the oldest privately held factoring company in the Southwest, **Goodman Factors** provides recourse and non-recourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$2 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small size and centralized-management philosophy, its clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. (877) 4-GOODMAN www.goodmanfactors.com

LA Kids' Market
Los Angeles
Through Jan. 15

Children's Club
New York
Through Jan. 14

Trendz
Palm Beach, Fla.
Through Jan. 14

Retail's BIG Show, NRF Annual Convention & EXPO
New York
Through Jan. 15

Travelers Show
Philadelphia
Through Jan. 14

New England Apparel Club
Marlboro, Mass.
Through Jan. 15

Jan. 13
Designers and Agents
Los Angeles
Through Jan. 15

Hong Kong Fashion Week
Hong Kong
Through Jan. 16

Printsource New York
New York
Through Jan. 14

The Metropolitan New York Shoe, Footwear & Accessories Market
Secaucus, N.J.
Through Jan. 14



DG Expo Fabric & Trim Show features a two-day textile and trimmings exhibit for designers, small manufacturers (producing apparel, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, event/party planners. Exhibitors are wholesale suppliers (including mills, converters, importers, and distributors) who have low minimums, and many have in-stock fabric and trims. And... seminars focused on business growth and profitability, plus textile classes! The next show takes place in San Francisco —on Sunday, November 24th & Monday, November 25th. Seminars begin a day prior to the show opening. Visit our website for details and to register. www.dgexpo.net, info@dgexpo.net or (212) 804-8243



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Trade Show Calendar page 18

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- Purchase Order Finance

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International Trade Show Calendar

Continued from page 17

Couromoda
Sao Paulo, Brazil
Through Jan. 16

MosShoes
Moscow
Through Jan. 16

WWSRA
Salt Lake City
Through Jan. 15

Jan. 14

Première Vision
New York
Through Jan. 15

Indigo
New York
Through Jan. 15

Capsule
Berlin
Through Jan. 15

Premium
Berlin
Through Jan. 16

Seek
Berlin
Through Jan. 16

Bread and Butter
Berlin
Through Jan. 16

Panorama
Berlin
Through Jan. 16

Intermoda
Guadalajara, Mexico
Through Jan. 17

Jan. 15

Dallas Total Gift & Home Market
Dallas
Through Jan. 21

Men's Fashion
Paris
Through Jan. 19

The Deerfield Show
Deerfield, Ill.
Through Jan. 16

WWSRA
Costa Mesa, Calif.
Through Jan. 17

Jan. 16

Chicago Gift Market
Chicago
Through Jan. 22

Jan. 17

Exponoivos
Porto, Portugal
Through Jan. 19

Capsule
Paris
Through Jan. 19



Indigo reveals the best in creative textile and surface designs Feb. 18–20 in Paris, Parc d'Expositions de Paris-Nord Villepinte, Hall 5. Discover a selection of 200 exhibitors' original design concepts, and the Indigo influences wall, presenting the seasonal trends. Other Indigo dates are Jan. 14–15, April 8–9 and July 22–23 in New York for the fashion edition, and Sept. 9–11 in Brussels with the home edition of the show. www.indigo-salon.com

Imprinted Sportswear Show
Long Beach, Calif.
Through Jan. 19

Jan. 18

Seattle Gift Show
Seattle
Through Jan. 21

Tranoi
Paris
Through Jan. 20

Windy City Gift Show
Rosemont, Ill.
Through Jan. 21

Jan. 19

Nor-Cal Apparel & Footwear Show
San Francisco
Through Jan. 22

Northstar Fashion Exhibitors
St. Paul, Minn.
Through Jan. 21

Travelers Show
Baltimore
Through Jan. 21

Chic
Coventry, U.K.
Through Jan. 21

Jan. 20

Haute Couture
Paris
Through Jan. 23

Jan. 21

Texworld USA
New York
Through Jan. 23

Apparel Sourcing
Los Angeles
Through Jan. 27

CMC Gift & Home Market
Los Angeles
Through Jan. 27

ColombiaTex
Medellin, Colombia
Through Jan. 23

Project NYC
New York
Through Jan. 23

Kingpins
New York
Through Jan. 24

Capsule
New York
Through Jan. 22

GALLA Market
Los Angeles
Through Jan. 27

Première Vision
Sao Paulo, Brazil
Through Jan. 22

Jan. 22

Agenda
New York
Through Jan. 23

Outdoor Retailer
Salt Lake City
Through Jan. 25

FIG
Dallas
Through Jan. 24

PGA Merchandise Show
Orlando, Fla.
Through Jan. 24



The OFFPRICE Show in Las Vegas serves the retail industry as a dynamic order-writing show that connects apparel retail buyers with the leading off-price specialists carrying 20 to 70 percent below wholesale prices on clothing, accessories, footwear, and more. Taking place at the Sands Expo at Venetian/Palazzo Feb. 16–19, with over 500 exhibitors throughout the 130,000 square-foot show floor, attracting more than 11,000 industry professionals, it is the largest off-price show in the country. Many national and regional retailers—such as Con-way, Citi Trends, and Beall's—actively shop each and every OFFPRICE Show. No matter what kind of the latest fashions you're seeking—men's, women's, children's, accessories, or swimwear—you'll find it all at the OFFPRICE Show! For more information, check out our website. www.OffPriceShow.com



Come and visit the **Hong Kong Trade Development Council's** Hong Kong Pavilion at Sourcing at MAGIC in Las Vegas. Unique value through quality, creativity, reliability, and sophistication. A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDCC) is the international marketing arm for Hong Kong-based traders, manufacturers, and service providers. Our mission is to create opportunities for Hong Kong companies. With our network of more than 40 offices worldwide and the city's natural business advantages, we provide a range of services to help global trade and promote Hong Kong as a platform for doing business with China and throughout Asia. <http://www.hktdcc.org>, los.angeles.office@hktdcc.org or (213) 622-3194

London Textile Fair
London
Through Jan. 23

JFW International Fashion Fair
Tokyo
Through Jan. 24

Jan. 23

Dallas Apparel & Accessories Market
Dallas
Through Jan. 26

Jan. 24

Swim Collective
Huntington Beach, Calif.
Through Jan. 25

New Orleans Gift and Jewelry Show
New Orleans
Through Jan. 27

Jan. 25

Interfilieri
Paris
Through Jan. 27

Designer Forum
New York
Through Jan. 27

Orlando Gift Show
Orlando, Fla.
Through Jan. 27

Salon International de la Lingerie
Paris
Through Jan. 27

InNaTex
Frankfurt, Germany
Through Jan. 27

Playtime
Paris
Through Jan. 27

Jan. 26

Fashion Market Northern California
San Mateo, Calif.
Through Jan. 28

MRket
New York
Through Jan. 28

Modfabriek
Amsterdam
Through Jan. 27

Travelers Show
Pittsburgh
Through Jan. 27

Toronto Gift Show
Toronto
Through Jan. 30

Bubble London
London
Through Jan. 27

ispo
Munich, Germany
Through Jan. 29

Jan. 27

Dallas Fabric Show
Dallas
Through Jan. 28

Jan. 28

Florida Fashion Focus
Palmetto, Fla.
Through Jan. 30

Jan. 29

Vision
Copenhagen
Through Jan. 31

Jan. 30

Atlanta Apparel
Atlanta
Through Feb. 3

SIA Snow Show
Denver
Through Feb. 4

Billings Market Association
Billings, Montana
Through Feb. 2

Copenhagen International Fashion Fair
Copenhagen
Through Feb. 2

Jan. 31

California Gift Show
Los Angeles
Through Feb. 3

January TBA

Connections (TBA)
Los Angeles

Feb. 1

Premium Order Duesseldorf
Duesseldorf, Germany
Through Feb. 3

NY NOW
New York
Through Feb. 6

India International Leather Fair
Chennai, India
Through Feb. 3

Feb. 2

Michigan Shoe Market
Livonia, Mich.
Through Feb. 3

Chicago Collective
Chicago
Through Feb. 4



Established in 1994, Hana Financial is a commercial finance company specializing in traditional factoring, trade finance, and international factoring. Additionally, it provides SBA loans and residential mortgage loans. Hana Financial has successfully transformed itself from a local start-up, primarily serving a niche market of Southern California, to a nationwide firm garnering businesses from all across the nation. It operates in over 28 industries in four countries, with locations in Los Angeles, New York, Seattle, Chicago, and Denver. It's also a member of Factors Chain International. (213) 240-1234 www.hanafinancial.com



Simparel Inc® has become the fastest-growing fashion and apparel manufacturing software solution provider in the North American marketplace. With an advanced, industry-specific ERP solution like Simparel, fashion-related businesses can experience a range of long-awaited benefits driven by a unified, technically advanced platform—including real-time visibility into inventories, orders, and production processes; smoother and more cost-effective operations; organization-wide collaboration; improved decision-making; and higher levels of customer satisfaction. (212) 279-5800, www.simparel.com or info@simparel.com



THIS JANUARY, LA HAS ONLY ONE CENTER OF ATTENTION

This winter, the California Gift Show will be the center of attention for retailers from across the nation seeking the unique designs and innovative styles that Southern California has to offer.

That's because this is the ONLY time you'll be able to shop from thousands of lines on display in the temporary booths at the Los Angeles Convention Center. Join us in Los Angeles. Be at the Center of attention.

DON'T MISS YOUR ONLY CHANCE TO SEE TEMPORARY BOOTHS THIS JANUARY!

CALIFORNIA GIFT SHOW
JANUARY 31 - FEBRUARY 3, 2014
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Swim Collective

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Showtimes:
Friday 9am-5pm
Saturday 9am-5pm
www.swimcollective.com/register

www.swimcollective.com

Stylemax
Chicago
Through Feb. 4

Kidz at Stylemax
Chicago
Through Feb. 4

NW Trend Show
Seattle
Through Feb. 4

London Edge/The Ledge
London
Through Feb. 4

Spring Fair
Birmingham, U.K.
Through Feb. 6

Feb. 3
WWSRA/SIA National Demo
Copper Mountain, Colo.
Through Feb. 4

Feb. 4
DG Expo
New York
Through Feb. 5

IFLS
Bogota
Through Feb. 7

Munich Fabric Start
Munich
Through Feb. 6

The ASI Show
Dallas
Through Feb. 6

Feb. 5
Giftrends Madrid
Madrid
Through Feb. 9

New York Shoe Expo
New York
Through Feb. 7

International Gift Show
Tokyo
Through Feb. 7

PREMIÈREVISION

The next edition of **Première Vision**, the World's Premier Fabric Show, will be held Feb. 18–20 at Parc d'Expositions de Paris-Nord Villepinte. Three days to discover the collections of some 780 weavers from all over the world, innovations, trends and main directions for Spring Summer 15. A hub for business and inspiration. Next **Première Vision** shows will take place Jan. 14–15 in New York, Jan. 21–22 in Sao Paulo, Brazil, and March 5–6 in Shanghai, China. www.premierevision.com

COEUR

COEUR (French for "heart") is the premiere fashion accessories, gifts, home, and lifestyle show that highlights brands straight from the hearts of national and internationally respected designers and contemporary labels. This twice-yearly event, which takes place in New York and Los Angeles, centers around a core ("COEUR") of well-manicured, curated collections featuring tasteful, classic, and timeless pieces from established lines ideal for artful sophisticates, bohemians, and targeted stores invited to attend. Upcoming dates are Feb. 22–23, 2014, in New York and March 17–19, 2014, in Los Angeles. www.coeurshow.com

Feb. 7
Memphis Gift and Jewelry Show
Memphis
Through Feb. 9

Ambiente
Frankfurt, Germany
Through Feb. 11

Feb. 8
Dallas Men's Show
Dallas
Through Feb. 10

Westcoast Trend Show
Los Angeles
Through Feb. 12

GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through Feb. 10

Feb. 9
Metro-Michigan Women's Wear
Livonia, Mich.
Through Feb. 10

Pure London
London
Through Feb. 11

TRU Show
San Francisco
Through Feb. 10

Feb. 10
Great Ideas Summit
Miami Beach, Fla.
Through Feb. 12

Feb. 11
Shirt Avenue
Milan, Italy
Through Feb. 13

Milano Unica
Milan, Italy
Through Feb. 13

Feb. 13
Atlanta Shoe Market
Atlanta
Through Feb. 15

Feb. 14
Mercedes-Benz Fashion Week Madrid
Madrid
Through Feb. 18

IFJAG
Orlando, Fla.
Through Feb. 18

London Fashion Week
London
Through Feb. 18

Feb. 15
Premium Order Munich
Munich, Germany
Through Feb. 18

Midwest Children's Apparel Group
Deerfield, Ill.
Through Feb. 18

San Francisco International Gift Fair
San Francisco
Through Feb. 18

Wasche Und Mehr
Köln, Germany
Through Feb. 17

Feb. 16
OffPrice
Las Vegas
Through Feb. 19

GERBER TECHNOLOGY

Gerber Technology offers a complete suite of computer-aided design and manufacturing systems for the apparel and sewn-goods industries. These include the industry-leading AccuMark® pattern design, grading, and marker-making software, Vstitcher™ 3D pattern draping software, automated nesting, and textile spreading systems, as well as single- and multi-ply GERBER-cutters. Gerber also offers Yunique-PLM™ product lifecycle management software, which helps retailers, brand owners, and manufacturers manage all of the details associated with their products from concept to consumer and enables them to communicate and collaborate more effectively with their global partners. Gerber Technology supports 25,000 customers, including more than 100 Fortune 500 companies, in 130 countries around the world. (800) 826-3243 or www.gerbertechnology.com



ENK is the most exclusive trade show producer in the United States, with a series of trade exhibitions that include nearly 10,000 design companies in New York City and Las Vegas. ENK shows attract 250,000 domestic and international buyers and press yearly, producing sales of over \$1 billion. Currently, ENK produces 16+ annual exhibitions, including Coterie, Accessorie Circuit, Intermezzo Collections, Children's Club, and ENKVegas. www.enkshows.com

Alberta Gift Show
Alberta, Canada
Through Feb. 19

Moda
Birmingham, U.K.
Through Feb. 18

STYL/KABO
Brno, Czech Republic
Through Feb. 18

Feb. 17
MAGIC
Las Vegas
Through Feb. 17

Sourcing at MAGIC
Las Vegas
Through Feb. 20

WSA@MAGIC
Las Vegas
Through Feb. 20

Liberty
Las Vegas
Through Feb. 19

MRket
Las Vegas
Through Feb. 19

Accessories The Show
Las Vegas
Through Feb. 19

Stitch
Las Vegas
Through Feb. 19

WWIN
Las Vegas
Through Feb. 20

KIDShow
Las Vegas
Through Feb. 19

CurveNV
Las Vegas
Through Feb. 18

Capsule
Las Vegas
Through Feb. 19

Texworld
Paris

Through Feb. 20

Feb. 18
Project
Las Vegas
Through Feb. 20

Project MVMNT
Las Vegas
Through Feb. 20

Pooltradeshaw
Las Vegas
Through Feb. 20

WVDMAGIC
Las Vegas
Through Feb. 20

FN Platform
Las Vegas
Through Feb. 20

MAGIC Men's
Las Vegas
Through Feb. 20

The Tents@Project
Las Vegas
Through Feb. 20

ISAM
Las Vegas
Through Feb. 20

ENKVegas
Las Vegas
Through Feb. 20

Agenda
Las Vegas
Through Feb. 19

Première Vision
Paris
Through Feb. 20

Indigo
Paris
Through Feb. 20

ModAmont
Paris
Through Feb. 20

ZOOM by Fatex
Paris
Through Feb. 20



First Capital's Western Region is a specialized commercial finance company positioned to enable entrepreneurs to achieve their goals through working capital lines of credit in the form of factoring agreements and inventory loans. Our team of professionals is committed to understanding your business plan and providing timely and consistent funding decisions. Our size and scope make First Capital the preferred working capital partner—small enough to build deep personal relationships and big enough to deliver the ideal solutions. (213) 412-1540 www.FirstCapital.com

SURF EXPO

Surf Expo is the longest-running and largest boardsports and beach/resort lifestyle trade show in the world. Produced in January and September the show draws buyers from specialty stores, major resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. Surf Expo features approximately 2,500 booths of apparel and hardgoods and a full lineup of special events, including fashion shows, annual award ceremonies, and demos. The show attracts more than 27,000 attendees and was recently named Fastest-Growing Attendance Show by Trade Show News Network. Surf Expo will be held January 9–11, 2014, at the Orange County Convention Center in Orlando Florida. The show has been chosen as the official kickoff for the 50th Anniversary Celebration of Bruce Brown's iconic film "The Endless Summer." www.surfexpo.com

Expofil
Paris
Through Feb. 20

rooms28
Tokyo
Through Feb. 20

Feb. 19
Macrorueda 50
Bogota
Through Feb. 20

Denver Gift, Home, Jewelry & Resort Show
Denver
Through Feb. 24

ispo
Beijing
Through Feb. 22

Feb. 20
Midwest Children's Apparel Group
Indianapolis
Through Feb. 21

Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through Feb. 23

Feb. 21
Denver Apparel & Accessory Market
Denver
Through Feb. 24

➔ Trade Show Calendar page 20

DESIGNS YOUR WORLD

indigo

Creative textile & surface design show

INDIGO NEW YORK FASHION EDITION 14 & 15 January 2014 8 & 9 April 2014 22 & 23 July 2014	INDIGO PARIS FASHION EDITION 18 - 20 February 2014	INDIGO BRUSSELS HOME EDITION 9 - 11 September 2014
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indigo-salon.com

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Hana Financial

Empowering Your Business

- 2012**
 - Dec. SBA 7(a) lending ranked No. 18 nationwide
 - Aug. Opened San Gabriel Valley Home Mortgage Office
 - Apr. Completed a \$26.6 million securitization; Sunnie Kim named Ernst & Young Entrepreneur of the Year in SoCal Financial Services
 - Feb. Opened Mortgage Call Centers in Orange County and Los Angeles
- 2011**
 - Dec. SBA 7(a) lending ranked No. 22 nationwide; reached \$1.9 billion in factoring volume
 - Oct. Became a HUD (FHA) approved lender
- 2010**
 - Dec. Reached \$1.6 billion in factoring volume, ranked in top 10 nationwide
 - Sept. SBA 7(a) lending ranked No. 33 nationwide
 - Jun. Started Mortgage Banking
- 2008**
 - May. Opened Northwest Regional Office in Seattle
 - Sept. Received the Preferred Lenders Program (PLP) status with Small Business Administration (SBA)
- 2007**
 - Apr. Obtained SBA lending license
- 2006**
 - Dec. Reached \$1.2 billion in factoring volume, ranking in the top 10 nationwide
 - Jun. Secured Private Label Commercial Letter of Credit Services
 - Apr. Secured revolving financing facility
- 2005**
 - Apr. 10th Anniversary of Hana Financial, Inc.
- 2004**
 - Dec. Launched web based version of the proprietary e-Factoring system
 - Jul. Partnership agreement with Korea Export & Import Bank, Seoul, Korea
 - Apr. Became a member of Factors Chain International (FCI)
- 2003**
 - Feb. Opened East Coast Office in Fort Lee, New Jersey
 - Jan. Sunnie Kim appointed as the new CEO
- 1998**
 - Apr. Implemented Hana's proprietary factoring system
- 1995**
 - Apr. Began formal business operations
- 1994**
 - Aug. Founded and incorporated by Charles Kim and Sunnie S. Kim

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Tel: (212) 240-1234 • Fax: (212) 869-2449

Seattle Office 33400 9th Avenue South, Suite 203, Federal Way, WA 98003
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Hana Financial



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Goodman Factors

Since 1972

Please call 877-4-GOODMAN
or visit us at goodmanfactors.com. Simple, right?

International Trade Show Calendar

Continued from page 19

california market center

Five seasons a year, buyers from around the globe flock to the **California Market Center (CMC)** for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel, gift, and lifestyle collections displayed in hundreds of the CMC's showrooms and featured trade shows. Our array of resources includes SELECT Contemporary Tradeshows, TRANSIT LA Shoe Show, LA Kids Market, and the Gift, Home & Design showcase. L.A. Fashion Market at the CMC now offers visiting retailers and brands more show options than ever to exhibit in and shop from. (213) 630-3600, www.californiamarketcenter.com

Feb. 22

Designers and Agents
New York
Through Feb. 24

Coeur
New York
Through Feb. 23

Capsule
New York
Through Feb. 24

Designers at the Jumeirah Essex House
New York
Through Feb. 24

Atelier Designers
New York
Through Feb. 24

Mipap
Milan, Italy
Through Feb. 24

Fashion Exposed
Melbourne
Through Feb. 24

Feb. 23

CurveNY
New York
Through Feb. 25

Sole@Coterie
New York
Through Feb. 25

TMRW@Coterie
New York
Through Feb. 25

Coterie
New York
Through Feb. 25

Midwest Children's Apparel Group
Livonia, Mich.
Through Feb. 25

ABC-Salon
Munich, Germany
Through Feb. 24

Toronto Shoe Show
Toronto
Through Feb. 25

Feb. 24

Accessories The Show
New York
Through Feb. 26

Fame
New York
Through Feb. 26

Moda Manhattan
New York
Through Feb. 26

Feb. 25

Ready to Wear
Paris
Through March 5

Playtime
Tokyo
Through Feb. 27

CALIFORNIA GIFT SHOW

This winter, the **California Gift Show** will be the center of attention for retailers across the nation seeking the unique designs and innovative styles that Southern California has to offer. That's because the January 31 - February 3, 2014, edition will be the only winter timeframe to see the temporary booths at the Los Angeles Convention Center and to take advantage of a full roster of buyer amenities, including discounted hotel rates, free parking, business-building seminars, and more. "Since this will be retailers' only opportunity to see temporaries in Southern California this winter, we're pulling out all the stops to ensure that they enjoy the best possible buying experience," explains Doug Miller, president, Urban Expositions. "Since acquiring the California Gift Show in 2013, we have focused our efforts on bringing back the top-name lines and innovators that once defined the Southern California gift show marketplace. The word is spreading and buyers are coming back to see the fresh, fashion-forward mix that promises to differentiate their stores from the others. Our Winter 2014 edition promises to be the best yet, with even more new resources to explore." Visit www.californiagiftshow.com.

International Fur & Fashion Fair

Hong Kong
Through Feb. 28

CPM
Moscow
Through Feb. 28

WWSRA
Reno, Nev.
Through Feb. 27

WWSRA
Salt Lake City
Through Feb. 26

Trend Selection
New York
Through Feb. 26

Indiana Women's Apparel Club
Carmel, Ind.
Through Feb. 26

Feb. 26

Next Season
Poznan, Poland
Through Feb. 28

Tex-Style
Poznan, Poland
Through Feb. 28

China International Gold, Jewellery & Gem Fair
Shenzhen, China
Through March 1

Feb. 28

Designers and Agents
Paris
Through March 3

Capsule
Paris
Through March 2

Premiere Classe
Paris
Through March 3

February TBA
Coast (TBA)
New York

March 1

JA New York
New York
Through March 4

Mido
Milan, Italy
Through March 4

The Profile Show
Toronto
Through March 4

March 2

Boston Collective
Boxborough, Mass.
Through March 4

The Micam
Milan, Italy
Through March 5

Mipel
Milan, Italy
Through March 5

SMOTA
Miami
Through March 4

March 3

New England Apparel Club
Marlboro, Mass.
Through March 5

Intertextile
Shanghai
Through March 5

Yarn Expo
Shanghai
Through March 5

eTail West
San Antonio
Through March 6

March 4

Travelers Show
Baltimore

NE Materials Show
Danvers, Mass.
Through March 5

Mifur
Milan, Italy
Through March 7

WWSRA
Denver
Through March 6

Asia's Fashion Jewellery & Accessories Fair
Hong Kong
Through March 7

March 5

AAFA Executive Summit
Arlington, Va.
Through March 7

Preview in Daegu
Daegu, South Korea
Through March 7

Osaka International Gift Show
Osaka, Japan
Through March 6

March 6

Dye+Chem International Expo
Colombo, Sri Lanka
Through March 8

International Yarn & Fabric Show
Colombo, Sri Lanka
Through March 8

The NBM Show
Arlington, Texas
Through March 8

Textech International Expo
Colombo, Sri Lanka
Through March 8

Trends The Apparel Show
Edmonton, Canada
Through March 10



Bibby Financial Services is a world-wide market leader in business cash-flow solutions to small and medium-sized companies. With offices in eight North American cities and 14 countries around the world, its product portfolio includes accounts receivables finance, purchase order finance, and specialist expertise in the apparel industry. It is an approved lender for the Export-Import Bank's working capital guaranty delegated authority program. Bibby Financial Services is a subsidiary of a 204-year-old privately held company based in the United Kingdom. Whether you are a start-up or an established company with sales volumes over \$60 million, Bibby Financial Services can offer you fast, flexible funding solutions to help grow your business. (877) 88-BIBBY, www.bibbyusa.com, or sales@bibbyusa.com

March 7

Atlanta Spring Gift, Home Furnishings & Holiday Market
Atlanta
Through March 9

Northwest Shoe Travelers Market
Shakopee, Minn.
Through March 9

March 8

Playtime
New York
Through March 10

I.L.M. International Leather Goods Fair
Offenbach, Germany
Through March 10

Portland Gift & Accessories Show
Portland, Ore.
Through March 10

March 9

Children's Club
New York
Through March 11

Travelers Show
Baltimore
Through March 10

MJSA Expo
New York
Through March 11

March 10

LA International Textile Show
Los Angeles
Through March 12

San Diego Apparel Show
San Diego
Through March 11

March 11

Lineapelle
Bologna, Italy
Through March 13

SpinExpo
Shanghai
Through March 14

Lakme Fashion Week
Mumbai, India
Through March 15

March 12

Kingpins
Hong Kong
Through March 13

NW Materials Show
Portland, Ore.
Through March 13

Global Shoes (GDS)
Dusseldorf, Germany
Through March 14



Fashion Market Northern California is celebrating its seventh year at the San Mateo Event Center with its upcoming Market—Jan. 26–28. The easy-to-shop Fashion Market is the largest open-booth show on the West Coast, with over 2,000 clothing and accessories lines. Our exhibitors are from every category: European to contemporary to updated to juniors lines, plus a wide range of classic to trend accessories. Every market offers complimentary continental breakfast, lunch coupons for buyers, and coffee and cookies in the afternoon—another plus! The buzz is this is the show to attend! The San Mateo Exhibit Center is a convenient location approximately 10 miles south of SFO, easily serving all of Northern California, Northwestern and Rocky Mountain states' retailers. We have introduced "Monday late shopping night." Miss the evening traffic commute and enjoy complimentary wine or beer 4–7 p.m. Sunday 9 a.m.–6 p.m., Monday 9 a.m.–7 p.m., Tuesday free parking all day for retailers 9 a.m. until 5 p.m. closing. Other 2014 dates are April 11–13 (this show has a Friday start day), June 22–24, Aug. 24–26, and Oct. 19–21. Visit our new website with expanded, easy-to-use show and exhibitor information. (415) 328-1221, info@fashionmarketnorcal.com, www.fashionmarketnorcal.com

March 13
ASD LV
 Las Vegas
 Through March 19
Manila F.A.M.E. International
 Pasay City, Philippines
 Through March 16

March 14
Imprinted Sportswear Show
 Atlantic City, N.J.
 Through March 16

March 15
Norton's Apparel, Jewelry & Gift Market
 Gatlinburg, Tenn.
 Through March 17

India International Leather Fair
 Kolkata, India
 Through March 17

March 16
Los Angeles Fashion Market
 Los Angeles
 Through March 19

CMC Gift & Home Market
 Los Angeles
 Through March 19

Select
 Los Angeles
 Through March 18

Transit
 Los Angeles
 Through March 18

LA Kids' Market
 Los Angeles
 Through March 19

Los Angeles Apparel Trade Show
 Los Angeles
 Through March 19

Nor-Cal Apparel & Footwear Show
 San Francisco
 Through March 19

Syracuse Super Show
 Syracuse, N.Y.
 Through March 17

OffPrice Show
 London
 Through March 17

Fashion Week El Paseo
 Palm Desert, Calif.
 Through March 22

March 17
Designers and Agents
 Los Angeles
 Through March 19

Coeur
 Los Angeles
 Through March 19

International Textiles Expo
 Las Vegas
 Through March 19

L'Oréal Melbourne Fashion Festival
 Melbourne
 Through March 23

The Metropolitan New York Shoe, Footwear & Accessories Market
 Secaucus, N.J.
 Through March 18

ModAmont

Modamont, the international trimmings and components show for fashion and design, gathers twice a year in Paris more than 300 international exhibitors proposing a collection of buttons, buckles, textile and metallic trims, labels, packaging, components for jewelry, and also more than 25,000 buyers looking for creative and innovative products. Modamont will be held in Feb. 18-20 at Paris-Nord Villepinte. visiteurs@modamont.com or www.modamont.com

March 18
Hometextile/Intertextile
 Guangzhou, China
 Through March 24

Charleston Fashion Week
 Charleston, S.C.
 Through March 24

GlobalShop
 Las Vegas
 Through March 20

Fimec
 Novo Hamburgo, Brazil
 Through March 21

Kansas City Apparel & Accessory Market
 Kansas City
 Through March 19

March 19
Interstoff Asia Essential
 Hong Kong
 Through March 21

March 23
Northstar Fashion Exhibitors
 St. Paul, Minn.
 Through March 25

Travelers Show
 Pittsburgh
 Through March 24

Montreal Gift Show
 Montreal
 Through March 26

Boston Gift Show
 Boston
 Through March 26

March 24
MosShoes
 Moscow
 Through March 27

March 25
JITAC European Textile Fair
 Tokyo
 Through March 27

The ASI Show
 Long Beach, Calif.
 Through March 27

March 26
FIG
 Dallas
 Through March 28

Chic
 Beijing
 Through March 29

SAPICA
 Leon, Mexico
 Through March 29

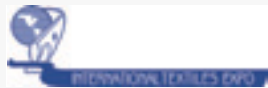
March 27
Dallas Apparel & Accessories Market
 Dallas
 Through March 30

Platforma K
 Barranquilla, Colombia
 Through March 28

Baselworld
 Basel, Switzerland
 Through April 3

March 29
The One
 Dallas
 Through March 31

GTS Florida Expo
 Orlando, Fla.
 Through March 31



The **International Textiles Expo** is your source for fabrics, notions, trimmings, patterns, and supplies in the apparel/accessories, home décor, quilting, and gift industries. Serving the needs of independent manufacturer and retail fabric stores, the show is held twice a year in Las Vegas. Our next shows will be March 17-19, 2014, at the Rio All-Suite Hotel & Casino in Las Vegas and Oct. 6-8, 2014, at Bally's Hotel & Casino in Las Vegas. Visit our website for updated information on future shows. (516) 596-3937 www.textileshows.com

March 30
Arizona Apparel, Accessories, Shoes & Gift Show
 Phoenix
 Through April 1

March 31
Las Vegas International Lingerie Show
 Las Vegas
 Through April 2

APLF Materials, Manufacturing & Technology
 Hong Kong
 Through April 2

Fashion Access
 Hong Kong
 Through April 2

April 1
Interfilierie
 Hong Kong
 Through April 2

Prime Source Forum
 Hong Kong
 Through April 2

April 3
The ASI Show
 New York
 Through April 4

Atlanta Apparel
 Atlanta
 Through April 6

Imprinted Sportswear Show
 Orlando, Fla.
 Through April 5

April 5
National Bridal Market
 Chicago
 Through April 7

Midwest Children's Apparel Group
 Deerfield, Ill.
 Through April 8

April 6
Stylemax
 Chicago
 Through April 9

Kidz at Stylemax
 Chicago
 Through April 9

texprocess

Register now for **Texprocess Americas 2014**, at the Georgia World Congress Center in Atlanta, May 13-15, 2014. Texprocess Americas is the largest North American trade show displaying Equipment, Software and Technology for the Development, Sourcing and Production of Sewn Products. Meet with leading international manufacturers presenting their latest machines, processing, and services for the sewn-products and technical textiles industry. www.texprocessamericas.com or (770) 984-8016 x 428



CURVExpo™ is the only show in North America solely dedicated to designer lingerie, swimwear, and men's underwear. CURVExpo™ will be presenting Fall/Winter 2014 collections of over 350 brands at CURVENV Las Vegas Feb. 17-18, 2014, at the Venetian Hotel & CURVENY New York on Feb. 23-25, 2014, at the Javits Center North. For more information, visit www.curvexpo.com or call us at (212) 993-8585.

Chicago Gift Market
 Chicago
 Through April 8

NW Trend Show
 Seattle
 Through April 8

New England Apparel Club
 Marlboro, Mass.
 Through April 9

Motexha
 Dubai
 Through April 8

April 7
LA Majors Market
 Los Angeles
 Through April 9

The Source/International Textiles Expo
 Atlanta
 Through April 8

April 8
Indigo
 New York
 Through April 9

April 9
Peru Moda
 Lima, Peru
 Through April 11

Made in France
 Paris
 Through April 10

April 11
Fashion Market Northern California
 San Mateo, Calif.
 Through April 13

Denver Apparel & Accessory Market
 Denver
 Through April 14

Hawaii Market Merchandise Expo
 Honolulu
 Through April 13

April 13
The Deerfield Show
 Deerfield, Ill.
 Through April 14

April 16
Luxe Pack
 Shanghai
 Through April 17

April 22
Indiana Women's Apparel Club
 Carmel, Ind.
 Through April 24



Register now for North America's largest apparel fabrics show! **Texworld USA** is a key resource for fabric buyers, R&D, product development, designers, merchandisers, and sourcing executives. Your Texworld USA registration gives you access to the International Apparel Sourcing Show, featuring contract manufacturing, private label, and ODM resources Jan. 21-23, Jacob K. Javits Convention Center, New York, N.Y. www.texworldusa.com

April 24
Jewelry, Fashion & Accessories Show
 Rosemont, Ill.
 Through April 27

April 25
Billings Market Association
 Billings, Montana
 Through April 27

April 27
Metro-Michigan Women's Wear
 Livonia, Mich.
 Through April 28

China Sourcing Fair
 Hong Kong
 Through April 30

Luggage, Leathergoods, Handbags & Accessories Show
 Toronto
 Through April 29

April 29
Atlanta Spring Immediate Delivery Show
 Atlanta
 Through May 1

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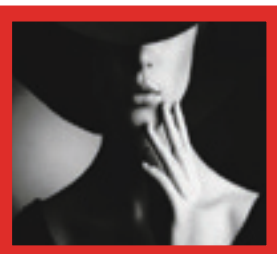
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- San Diego Show is located to cover San Diego, Orange, & Riverside Counties
- Vendors are attending from all around the United States
- Bring to you the freshest fashion for Arizona & California

ARIZONA APPAREL SHOW

NEXT SHOW:

January 5, 6, 7, 2014
Mesa Convention Center
Mesa, AZ

Future Shows:

March 30—April 1, 2014
September 28-30, 2014

SAN DIEGO APPAREL SHOW

NEXT SHOW:

MARCH 10 & 11, 2014
Town & Country Convention
Future Shows:
September 15 & 16, 2014

www.arizonaapparelshow.com & www.sandiegoapparelshow.com
info@arizonaapparelshow.com & chinds@sandiegoapparelshow.com
805. 987.9928



Dallas Apparel & Accessories Markets are held five times each year at Dallas Market Center. As the economy warms up, Dallas continues to welcome thousands of buyers to each market, 70 percent of whom don't shop other apparel marketplaces. Likewise, the Dallas Market Center has recently added additional key rep groups/lines from California to further establish itself as a destination for the leading edge of fashion. For the latest news and upcoming market dates, visit our website. (214) 655-6100 or (214) 744-7444, www.dallasmarket-center.com

April TBA

Printsource (TBA)
New York

Lazr (TBA)
Los Angeles

Trendz (TBA)
Palm Beach, Fla.

Naffem (TBA)
Montreal

Couture, New York Bridal Week (TBA)
New York

May 3

GTS Jewelry & Accessories Expo
Greensboro, N.C.

Through May 5

May 4

OffPrice
New York

Through May 6

Accessories The Show
New York

Through May 6

Fame
New York

Through May 6

Moda Manhattan
New York

Through May 6

IFJAG
New York

Through May 7

May 5

Accessorie Circuit
New York

Through May 7

Intermezzo Collections
New York

Through May 7

Designers and Agents
New York

Through May 7

Apparel Sourcing Show (TBA)
Guatemala City

Through May 8



The California Swimwear Association presents **The Swim Collective Trade Show**, Jan. 24-25, 2014, hosted at the Hyatt Regency Huntington Beach Resort & Spa. The Swim Collective is recognized as the biggest West Coast swimwear trade show, offering buyers more than 1,000 lines across all swim categories. For more information, visit www.swimcollective.com.

May 7

Kingpins
Amsterdam

Through May 8



Finance One, Inc. is a privately held factoring company now celebrating its 15th year. Located in the heart of downtown Los Angeles, they provide factoring, trade financing, and purchase-order financing to small- to medium-sized businesses. As the company's motto, "Win/Win Factoring," displays, Finance One places a top priority on its clients' growth and success. Finance One provides factoring service at the most competitive rates, with exceptional customer service and personalized financial solutions for unique business needs. (213) 430-4888 www.finone.com

May 9

Head to Toe Women's Expo
San Diego

Through May 10

Modama
Milan, Italy

Through May 12

Mid-South Jewelry and Accessories Fair
Memphis

Through May 11

May 13

Techtextil North America
Atlanta

Through May 15

Texprocess
Atlanta

Through May 15

Modama
Guadalajara, Mexico

Through May 15



Proexport Colombia provides you with reliable information about the industry and facilitates your business transactions with Colombian sourcing companies. We can help prepare information tailored to your needs, organize personalized agendas with potential suppliers in Colombia, and walk you through the entire process of connecting you with the country. We invite you to learn more about the Colombian textile and garment companies that showcase new trends. Learn more about trade opportunities featuring competitive advantages and benefit from the Free Trade Agreement: 0% duty on products imported from Colombia. Upcoming shows include Colombiatex (Jan. 21-23 in Medellin), IFLS (Feb. 4-7 in Bogota), Macrorrueda 50 (Feb. 19-20 in Bogota). Call (212) 922-9114 or visit www.proexport.com.co/en.

Celebrating our 75th year as an independent, family-owned factoring company with a large focus on the apparel industry, **Rosenthal & Rosenthal** understands our clients' business and is able to cater to the needs of our clients, including prompt turnaround on requests, flexibility in structure, and a user-friendly state-of-the-art on-line client system. Services include factoring, credit protection, collection, cash application, lending services, and letters of credit. We were established in 1938, and 75 percent of our clients are apparel-related. (818) 914-5904 www.rosenthalinc.com

Riviera by CURVExpo™ is a regionally focused trade show dedicated to developing the swimwear and activewear Californian market, launched by CURVExpo™ in partnership with ISAM, the International Swimwear and Activewear Market™. Riviera by CURVExpo will be featuring the Spring/Summer 2015 collections of the top 100 swimwear and activewear brands and presenting them to 200 of the most wanted stores from California. The show will be held at the Hyatt Regency Beach Resort and Spa in Huntington Beach, California, on August 11th & 12th, 2014. www.curvexpo.com



On the cover: Johnny Was from Fashion Business Inc.'s All Aboard Fashion Fundraiser (Photo by Volker Corell)

All show dates are verified prior to publication but are subject to change. Highlights are provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the International Trade Show Calendar.

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RIVIERA

By CURVExpo
In Partnership with ISAM

AUGUST 11TH & 12TH 2014
HYATT REGENCY HUNTINGTON BEACH



Inspired by the artwork of Daniele Bueti, with his kind authorization
Photo : G. Detax BEING

PREMIÈREVISION

New York - 14-15 January, 2014 - Metropolitan Pavillon & Altman Bldg - premierevision-newyork.com

Paris - 18-20 February, 2014 - Parc d'Expositions Paris-Nord Villepinte France - premierevision.com

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