

# CALIFORNIA Apparel News

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**RON DOWNTOWN:** Los Angeles retailer Ron Robinson is heading to downtown LA to open a new pop-up shop in the Guerilla Atelier store in the arts district. For more about the collaboration, see page 2.

## Allen Schwartz Ventures Into Young Contemporary and Plus Sizes

By Deborah Belgum *Senior Editor*

Allen Schwartz has been in the fashion business for more than 40 years, which has taught him two basic elements needed to survive: Stay on top of the trends and constantly reinvent yourself.

“We are like the Marines. We land first, and we get out first. I don’t want to be caught holding the bag,” Schwartz said, sitting inside his vast headquarters building on the edge of the downtown Los Angeles Fashion District.

The fashion veteran—dressed in a white T-shirt, black-and-white printed corduroy pants and striped turquoise socks—comes by this formula after 10 years of working as the creative director at the original **Esprit Corp.** and after more than 30 years as head of his own company, **ABS by Allen Schwartz.**

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### TECHNOLOGY

## Business-to-Business Technology Solutions for Fashion Are Gaining Traction

By Rhea Cortado *Contributing Writer*

Walk down the trade-show aisles 10 years ago, and most likely every desk had a stack of paper order forms. Today, it’s more common to see customers tapping an **iPad** to take notes and place orders through an application such as **NuOrder**. The splashy company’s online wholesale ordering platform is as intuitive as online shopping, yet it’s built with special features that retail buyers require. Drag-and-drop reordering of chosen items for merchandising and browsing lookbooks, videos and press clips are easy to navigate.

Heath Wells, co-founder of NuOrder, said many brands that use NuOrder to communicate with buyers notice increased sales. “The salesperson has more time to service clients” instead of being inundated with data entry, Wells said.

A few competitive companies that offer a service that’s similar to NuOrder—albeit each with its own specialized features—are **Joor** and **Brandboom**. The glossy and beautiful page design of these sites is a novel approach to business-to-

➔ **Technology** page 3

## ‘Crowdfunding’: Fashion Finds New Revenue From the Multitudes

By Andrew Asch *Retail Editor*

“Crowdfunding” is in fashion.

With traditional funding increasingly hard to get, many entrepreneurs are seeking to raise funds on crowdfunding platforms such as **Kickstarter Inc.**, based in New York, and **Indiegogo Inc.**, headquartered in San Francisco.

The crowdfunding platforms made a splash when they started more than four years ago as fundraising forums for film and music projects. But more fashion entrepreneurs have been trying their luck on them. The new funding avenue is intriguing even for veteran fashion-industry executives with successful track

records such as Jeff Shafer, who sells his **Agave** brand at retailers such as **Nordstrom**. Earlier this year, he launched his new American-made denim line, **Bluer**, on Kickstarter.

Shafer thought crowdfunding would be the answer for fashion designers frustrated with traditional methods of funding.

“You have a great concept, [but] you don’t have an investor or an investment banker or a rich relative,” Shafer said of the situation that leads many to crowdsourcing platforms. “You get 97 percent of your money upfront, and it’s up to a handshake obligation to deliver when you say you will.”

But crowdfunding is no free ride. Many ventures are ignored

➔ **Kickstarter** page 9

## Fields Report: Sweater Sales Are Jumping

The big surprise for fall merchandising for juniors is that sweater sales are skyrocketing.

It’s some of the market intelligence in the November 2013 report, released last week, from the Los Angeles–based **Barbara Fields Buying Office**. The Barbara Fields Buying Office has been forecasting juniors fashion and consulting retailers since 1981.

“Nobody anticipated that this sweater year would be such an enormous year,” Barbara Fields said of retailers she surveyed. “They didn’t plan their stocks accordingly. Everybody is chasing business, and it is hard to catch up. The availability is not there.”

But sweaters, especially those with an “Aztec” print, which features Latin American– and Navajo-inspired designs, were a consumer favorite for fall 2013, according to Fields’ report. Crochet sweaters have been very popular, too.

Mercedes Gonzalez, another trend forecaster and retail consultant, agreed that sweaters are a hot item. “They are making a killing at all departments—men’s, women’s, kids’,” she said. Gonzalez is director of **Global Purchasing Companies** of New York.

So far, styles that have not proved popular, according to Fields’ report, are woven shirts. Denim sales have been flat, but

destroyed denim seems to be doing well. Prints with skulls were losing some of their prominence. Also, studs, jewels and other embellished trims were not as popular as they have been in the past. Over a weekend in early November, Fields surveyed 75 shops on trips to New York’s SoHo neighborhood and the **Westfield Garden State Plaza Mall** in Paramus, N.J.

Other big trends are no big surprise to anyone who has taken a walk around a mall. “The trend of active business is good,” Fields said. The active drawstring pants, athletic varsity tops, jogger pants and yoga pants all have been popular.

Another theme to her trip was that retailers and vendors were not bullish about the upcoming holiday season.

“Vendors were complaining about business,” she said. “Some of the vendors were not optimistic about Christmas; there’s been little traffic in stores,” she said.

Retail organizations have been forecasting a solid Christmas. Last month, the **National Retail Federation** predicted sales will increase marginally during the Christmas season—3.9 percent, compared with 3.5 percent for the 2012 Christmas season. The **International Council of Shopping Centers** forecasts sales will increase 3.4 percent during the Christmas season.

Fields’ next report will cover fashion trends in Tokyo. It’s publishing Nov. 25.—A.A.

### INSIDE

Where fashion gets down to business<sup>SM</sup>



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# Ron Robinson Builds Luxe in Downtown LA With Guerilla Atelier

High-profile Los Angeles retailer Ron Robinson forged collaborations with the **Missoni** fashion house, as well as prominent hotels the **Mondrian** in West Hollywood and **Shutters on the Beach** in Santa Monica, Calif. But in his more than 30 years in business, he has never done a pop-up shop with another retailer.

Earlier this month, Robinson, who runs two **Ron Robinson** locations at the **Fred Segal** boutique compounds in Los Angeles and Santa Monica, opened a pop-up shop at **Guerilla Atelier**, a new specialty store that opened in May in downtown Los Angeles' arts district. The budding retail neighborhood was, until a few years ago, better known for art lofts and homeless people than luxe shopping.

The deal to develop Ron Robinson's first pop-up shop at an independent retailer started on Nov. 2, when Robinson and his wife, Stacy, were scouting real estate for a third location. They walked into Guerilla Atelier and started talking to the shop's owner, Carl Louisville.

"No one has pulled together as beautifully a curated collection as Carl Louisville has in downtown Los Angeles," Robinson said. Before opening Guerilla Atelier, Louisville was the director of the **Prada Epicenter** store on Rodeo Drive. Guerilla Atelier offers men's and women's apparel brands including **Vénus et Judes**, **Mister Freedom**, **Barba**, **Lavera** and **Borrelli**.

Since Guerilla Atelier opened, many entrepreneurs have pitched Louisville on collaborations. He hasn't been interested, but he did think that he needed to extend the opening price point for his store, where items cost from \$300 to \$6,000. "So



**POP-UP ACCESSORIES:** Ron Robinson's pop-up at Guerilla Atelier includes gift items such as Missoni Home by Apothia.

many people wanted to buy something," he said, but not everybody could take something home.

The Ron Robinson pop-up shop will last throughout the holidays, Robinson said. Most of it is located in the middle of Guerilla Atelier. It sells his **Missoni Home by Apothia** fragrances and his **Apothia Fine Fragrance** collection, as well as books, gifts, homewares and sound equipment, which will

be familiar to anyone who has stopped by the Ron Robinson shops in the past few years.

Meeting Louisville confirmed to Robinson and his wife that high-end retailing has a place in downtown Los Angeles. "We were

impressed," Robinson said, adding that there is a customer base in downtown LA who is fashion-savvy and willing to spend money on the right product. "It is a customer that not only has a very simple, urban, fashion direction," Robinson said. "But it's one with a great deal of style and the wherewithal to find the unique products."

Robinson called 2013 a banner year for his business. His Missoni collaboration has been stocked in major department stores such as **Barneys New York**, **Saks** and **Neiman Marcus**. The collaboration will go on through 2014, Robinson said. He worked with Missoni matriarch Rosita Missoni on the collaboration. "There's no tolerance for error," he said of the Missoni fashion house. "There is no 'almost there.' You can go over 100 percent or better." He manufactures all of the Missoni Home by Apothia fragrances in Los Angeles. Missoni distributes them worldwide.—*Andrew Asch*

## INDUSTRY VOICES

# Protecting Your Fashion Designs Before Employees Leave

By Oleg Alexander Stolyar and Edward Woods

Innovation is at the heart of the fashion industry. Each season vast amounts of time and monies are invested to create new and original designs, with the first to the market often being the one to reap the spoils. However, unlike most other creative fields, such as publishing or cinema, the fashion industry offers few intellectual-property protections. Indeed, the most recent efforts to enact such protections

for fashion designs—the Design Piracy Prohibition Act and the Innovative Design Prevention and Piracy Prohibition Act—have so far proved unsuccessful.

Given the lack of recognized intellectual-property rights in the industry, many designers have turned to contract law for protection, requiring their employees to sign broad non-compete and/or non-solicitation agreements. However, such an approach is rife with pitfalls

for the unwary, as state laws regarding the validity (or even the legality) of such agreements differ widely.

Unlike most other states, California prohibits virtually all non-compete agreements, with very limited exceptions. Section 16600 of the California Business and Professions Code states: "Except as provided in this chapter, every contract by which anyone is restrained from engaging in a lawful profession, trade, or business of any kind is to that extent void." California law provides only two exceptions to this broad prohibition: (1) where a person sells the goodwill of, or his interest in, a business; and (2) where a partner agrees not to compete in anticipation of dissolution of, or his disassociation from, a partnership.

In 2008, in the case of *Edwards v. Arthur Andersen LLP*, the California Supreme Court expanded California's ban of non-compete agreements to non-solicitation clauses (typically, a more narrow version of a non-compete, where an employee agrees not to solicit his employer's customers for some limited period of time following his termination). Thus, while non-solicitation agreements precluding departing employees from poaching their fellow employees may still be valid, the poaching of their former employer's customers is now legal in California.

Some employers may be tempted to retain the pre-*Edwards* non-solicitation clauses in their employment agreements, in the hope that, though unenforceable, such clauses may deter employees from trying to steal the customers when they leave. However, such tactics can lead to legal liability. Under present California law, an employer cannot lawfully make the signing of an employment agreement, which contains an unenforceable covenant not to compete, a condition of continued employment.

In other words, refusing to retain an employee because that employee would not sign a non-compete or non-solicitation agreement could conceivably subject the employer to a wrongful-termination claim. Further, even sending a simple "cease and desist" letter based on an unenforceable clause in an otherwise-valid employment agreement may subject the employer to legal liability, particularly if such letter results in the termination of the former employee from his or her new position.

Notwithstanding the above, designers are

not helpless, and fashion designs may still be protected through properly drafted employment agreements. The key is California's trade-secret statute, which was expressly exempted from the *Edwards* decision and which can be used to protect confidential business data and processes, including fashion designs.

However, before rushing to label everything a trade secret, employers should be cautioned that simply labeling certain information as a trade secret in an employment agreement is insufficient. California defines trade secrets to mean information that (1) has independent economic value from not being generally known to the public and (2) is the subject of reasonable efforts to maintain its secrecy. So, while a fashion design in the development stage is still a trade secret, the trade-secret protection would no longer apply after that fashion design is exhibited on a runway.

To preserve the trade-secret protections set forth in their employment agreements (e.g., with respect to customer lists, fashion designs, etc.), California designers should take reasonable steps to maintain the secrecy of all information so labeled. Such steps may include:

- Robust confidentiality and/or non-disclosure agreements;
- Employee education programs that stress the confidentiality of company designs/data;
- Regular evaluations of security protocols to ensure that confidential materials are adequately protected; and
- Effective exit interviews, so that employees are properly cautioned against disclosure of confidential information when they leave the company.

Finally, any designer with employees in California should be careful not to include broad non-compete or non-solicitation clauses in his or her employment agreements, as those clauses may not only prove to be unenforceable but may also subject such employers to legal liability.

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# Brand Building Behind the Scenes

By Alison A. Nieder *Executive Editor*

When a designer is first considering launching a line, the first step may be researching the market and creating mood boards, or it might be shopping for textiles or creating original prints and embellishments—followed by design, patternmaking and samples. For some, the last step before going to market is ordering labels, hangtags and creating a lookbook. But for the team at **Progressive Label**, that last step is their core business.

The 25-year-old, family-run company started with two cousins and a printer. Today, the Commerce, Calif.-based company has about 35 employees in the U.S. (including

Adam Flores, founders of Progressive Label, just as the company started launching several new developments.

At the forefront of those developments is a new online purchasing system that simplifies the process of ordering hangtags and price tickets. **FlashTrak** is a proprietary system developed in-house, which incorporates the company's years of experience providing tags and labels for apparel manufacturers.

"It really streamlines operations," Bill Garcia said. Before launching FlashTrak, most customers were ordering their tags by email. A single order could generate "five or six emails or more," Bill Garcia said.

FlashTrak gives customers a graphic representation of the item they're buying. Placing reorders is also easy, thanks to an order-history function that allows customers to pull up past orders. When you reorder, you can see it and the price comes up. And customers can check on the status of their order online to see if it's in production, being finished or has already shipped. In addition, a chat function keeps a record of all communication regarding each individual order. The system also gives customers an estimated delivery date and lets them know which customer-service representative is assigned to their order.

"The more-technical trim buyers love it," Gus Garcia said. "They can view each ticket per size and SKU—no waiting. They can proof them right there online."

The next step for FlashTrak is to expand the online offerings to include care instructions—but the complexity of care labels makes it hard to automate.

"They keep adding languages," Flores said. "I'm creating one in Arabic now. Some have 10 languages. We had one that had 27. It was like a book."

In the past, a brand could customize a care label depending on where the garment was being sold. But with the proliferation of e-

commerce, companies can no longer predict where the garment will eventually end up, so they hedge their bets and print care labels in multiple languages.

## Tech for every process

Another new addition to the company is the Xerox **iGen4** digital printer, which produces hangtags, price tickets, and marketing materials such as lookbooks, posters, stickers, window clings and other high-quality color printing.

"To the eye, the iGen is equivalent to an offset printing," Bill Garcia said, adding that the iGen might be state-of-the-art, but it's Progressive Label's history that is the real point of difference for the company.

"The big difference I see is we're not the only ones who have the iGen machine," he said. "But we focus on the apparel industry. This is all we do. We bring an added level of experience."

Another new project in the works is a new printable radio frequency identification (RFID) tag. By the end of the year, Progressive Label will be able to produce RFID tags in its Southern California facility, Bill Garcia said. The company will also be able to sell print devices with software for companies that want to have their own system.

"To be able to print on these RFID-enabled tags, you have to have a tech-savvy team," he said.

Progressive Label's label-making capabilities includes a **Duplo DC743** for cutting and perforating tickets, rows of thermal printers for price tickets, hole-punch equipment, and machines that put special coatings on tags, tickets and marketing materials. There are older machines as well, carefully maintained, which cut, perforate and fold blank tickets, which Progressive Label also sells to



**SOCAL BASE:** Progressive Label employs about 35 people in its facility in Commerce, Calif. The company also has operations in Mexico and Hong Kong.

other companies.

For companies that want a thermal printer in house, Progressive Label launched a separate division in January, **PLI Print Tech**, which offers sales, service and support for high-volume businesses that prefer to print product, compliance or shipping labels in-house.

## Consistent message

Progressive Label has an in-house graphics team to help companies develop their marketing materials. "We have the ability to develop a logo, do the layout, select the paper and print," Bill Garcia said.

Most brands will invest time and money in developing their image, Bill Garcia said. But when it's time to print their tags, hang tickets and lookbooks, they'll source each from different companies.

"[We tell them,] 'Why don't you take that image and communicate it through the entire garment? You want the item to have some consistency all the way down to the price ticket.' We have the ability to do all of that," he said. "Tags, price tickets, woven labels, buttons, wash instructions, hangtags, size strips—we build all of that." ●



**FAMILY BUSINESS:** Progressive Label's Adam Flores, Gus Garcia and Bill Garcia

several more family members) and company-owned facilities in Puebla, Mexico, and Hong Kong.

"Having a global presence allows us to serve a broader range of customers," said Bill Garcia, one of the latest family members to join the company.

Garcia retired from **Xerox** in December, where, as vice president of sales, he ran the company's West Coast sales operations. He joined his brother Gus Garcia and cousin

## TECHNOLOGY

### Technology *Continued from page 1*

business (B2B) sales, but the systems behind the shiny exterior is not an undiscovered concept in the wholesale industry.

"It's like the fashion industry woke up to this," said Michael Penchansky, founder and chief executive officer of technology company **Monkey n' Middle**, which offers a B2B system that is used by companies such as **Echo Design**, **The Jones Group** and **Kenneth Cole**. Penchansky was a veteran in the wholesale footwear business before he segued into technology.

"We aren't about eliminating pen and paper," said Penchansky, referring to handwritten paper orders. "What we are about is automation of the process." That means when a customer logs into the manufacturer's wholesale e-commerce website, it appears just like a retail e-commerce site except with wholesale-ordering capability. Penchansky said many of the front-end ordering companies are fantastic for the sales force, but not all of them integrate the buyer's order with all the manufacturer's internal systems—such as its enterprise resource planning (ERP), product lifecycle management (PLM), electronic data interchange (EDI) and third-party logistics (3PL)—neatly. Monkey n' Middle said it can do all of the above.

"I love that there are companies like NuOrder and Joor because it just strengthens the importance of B2B in the fashion industry. It all depends on what the company is looking for," said Penchansky, who said he has referred potential clients to both of those platforms. Penchansky added that Monkey n' Middle targets clients that operate in the \$100 million-and-up range.

**FDM4** is experienced in providing ERP, warehouse man-

agement system (WMS) and customer resource management (CRM) solutions for activewear brands and has offered a B2B e-commerce division for about 14 years. FDM4's strength is that its e-commerce portal connects to all of FDM4's back-end operations, eliminating double entry of information and ensuring integration throughout the whole pipeline from viewing live inventory in different warehouses to shipping products from multiple warehouse locations to multiple retail locations.

"The e-commerce application reads the data directly from the ERP system," said Mike Cutsey, president of FDM4. "If you launch a catalog on the ERP, you turn on a color or a style, there's no uploading, no downloading [to the e-commerce site]. When you change the ERP pricing, the e-commerce pricing automatically happens."

### Finding the right fit

For brands that are not yet functioning at the capacity to require all of the features that the huge, complicated systems provide, there are several software solutions that cater to small to mid-size businesses.

Some brands purchase different system services a la carte. Iva Pawling, co-founder of Capistrano Beach, Calif.-based boutique sock line **Richer Poorer**, employs two systems to satisfy her company's B2B needs: NuOrder—for taking notes, placing orders at trade shows and sending follow-up linesheets—and **Hubsoft** as a "light ERP" system.

Pawling said that Hubsoft is indispensable for its ability to streamline all of the back-end functions to manage and fulfill orders. That includes running multiple warehouses simultaneously, bundling products together to create pre-packs, customize wholesaler's profiles, customize the workflow with its ware-

house, customize all reporting and easily integrating into the accounting system.

Hubsoft also offers a dealer interface system in which buyers can place orders, but Pawling said one of the reasons she signed up for NuOrder is because many buyers were already familiar with the system. She sympathized with the fact that it's confusing for buyers to learn multiple new systems when each vendor uses a different platform.

Still, she said that only a small percentage of buyers are submitting their orders through NuOrder outside of trade-show walls. In some cases, buyers use NuOrder to compile an order and then still submit the actual order via fax or email to the sales rep instead of through the platform.

"People just get really comfortable in the way that they do things, and to ask them to do any other system or to change their behavior is the hardest thing to do," Pawling said.

Lee Decker said that he started Hubsoft to function as the missing technological link for brands on the sales side of the house.

"With the ERP systems, they have only technologically enabled half of their organization. The salespeople are still struggling with reports," Decker said.

Hubsoft's client base includes many brands in the action-sports market such as **Stance**, **Olukai** and **O'Neill** that manage orders from multiple regional sales reps, team riders, B2C e-commerce sites and employees. In addition to its extensive sales reports and order-status visibility on the Hubsoft platform, reps can reference in-depth technical features of each product through extensive online training clinics.

Decker said that many brands falter because they cannot service their buyers operationally once the order is in hand and advises growing small businesses to get the back of their house in technological order early.

"If it's easier for people to submit orders to you [as a brand], that's very valuable to your customers. To have that portal in place saves you a lot of time operationally. It's that much easier for buyers to trust their open-to-buy dollars with you," Decker said. "Order capture is one process." ●



**ONLINE SALES:** A Richer Poorer linesheet selection as shown on NuOrder's platform

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## NEWS

### Ralph Barnes to Helm Beverly Center

Ralph Barnes, operations director at the prominent **Beverly Center** mall in Los Angeles, has been promoted to general manager, it was announced recently.

Barnes joined Beverly Center in 2008 and served as director of facilities. In early 2013, he was promoted to the center's director of operations. Barnes said that he has worked with almost every aspect of the mall's business.

"My experience with tenants, leasing and working with various city departments, as well as day-to-day operations, lends a perspective that will continue to be helpful in delivering the vision of the company as well as ensuring an unparalleled experience for our shoppers and retailers here at Beverly Center," Barnes said in a company statement.

Barnes succeeds Jeff Brown, who left the

Beverly Center in July. Brown had served as general manager since August 2006. Beverly Center declined to state why Brown left. Since Brown's departure, Beverly Center has been run by a team of the mall's managers, which included Barnes and Susan Vance, director of marketing and sponsorship.

Beverly Center is owned by **Taubman Centers Inc.**, a Bloomfield Hills, Mich.-based company that owns, manages or leases 28 regional and outlet retail centers in America and Asia. Beverly Center tenants include **Burberry, Dolce & Gabbana, Fendi, Gucci, Louis Vuitton, Prada, Saint Laurent** and **Salvatore Ferragamo**. The center is anchored by **Bloomingdale's** and **Macy's**. The Beverly Center also is the address for **H&M, XXI Forever** and **Love Culture**.—*Andrew Asch*

### Cherokee Takes Liz Lange to India

Sherman Oaks, Calif.-based **Cherokee Inc.** struck a licensing deal with **Mahindra Retail Pvt Ltd.** to sell **Liz Lange Maternity** apparel in Mahindra's **Mom & Me** stores throughout India.

Liz Lange is one of several brands in Cherokee's portfolio, which also includes **Cherokee, Carole Little** and **Sideout**.

"As we do with all of our partners, we will support this relationship with our unique 360-degree service model," said Henry Stupp, Cherokee chief executive officer, in a statement. "This is an important step toward our globalization of the Liz Lange brand as we continue to pursue additional partnerships around the world. We look forward to a successful partnership with Mahindra and the many possibilities ahead."

Part of the \$16.2 billion Mahindra Group, Mom & Me stores specialize in maternity

and infant-care merchandise. There are 113 Mom & Me stores in 48 cities in India.

"Mom & Me has practically been the pioneer in the maternity-wear category in India and has been the retail brand of choice for over a million mothers in its short history since its inception in 2009," said K. Venkataraman, CEO of Mahindra Retail. "As an organization, we value professionalism and excellence in all aspects of our work, products and services. Our goal is to partner with world-class companies that bring innovation and excellence to our relationship and exclusive and valued products to our customers. We believe that The Cherokee Group is a premier licensing and marketing company that exhibits such traits and the Liz Lange Maternity brand is a perfect fit for our Mom & Me stores, bringing great style and value to our customers."—*Alison A. Nieder*

## 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 Fabric & Trim Show  
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

There's more  
on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

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

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## Alternative Opening New S.F. Store

After building two stores in Los Angeles, basics brand **Alternative**, formerly **Alternative Apparel**, is scheduled to open a store in San Francisco on Dec. 8.

The 1,200-square-foot store in San Francisco's Hayes Valley neighborhood, which also is home to prominent boutique **Azalea**, will be Alternative's third physical store. Selling the brand's eco-fashion and basics won't be its only mission, said Erik Joule, president and chief merchandising officer of Alternative. It also will actively seek to participate in San Francisco's arts and community groups. It will also experiment with retail technology and sustainability.

"It won't be a few events around a store opening, then it goes dark," Joule said of the Alternative store's cultural and community activism. "Commerce happens 12 months a year. Why shouldn't community and culture happen 12 months a year?"

Opening events will include a bike-ride tour of San Francisco. There also will be a dinner party of locally sourced foods cooked by star chef Aaron London, where the topic of discussion will be how Alternative can better engage the citizens of San Francisco, according to an Alternative statement. The manager of the new store also will be expected to be active in local issues as well as helm a boutique, Joule said.

Alternative has long cultivated an ethic in sustainable business and fashion. Part of the ethos is being a community partner, Joule said. Earlier this year, Alternative's Abbot Kinney store held a party for Ron Finley, a "guerilla" gardener from South Los Angeles, who made it a mission to popularize urban gardens that grow fresh produce in economically disadvantaged areas. Alternative also developed the Alternative Grants,



Rendering of Alternative boutique in San Francisco. (Courtesy of Alternative)

which awards money to neighborhood-improvement programs.

The brand also will build a "transparency" program, which is scheduled to take a bow for Spring '14. For this program, marketing materials will explain where Alternative products are sourced and made. "It's being super honest and transparent," Joule said. "Sustainability is about continuous improvement; we have to continue to grow."

For new retail tech, the San Francisco store will feature a digital signage system, which will link the Alternative stores. Video from an event at the Abbot Kinney store could be viewed at the Hayes Valley store, for example.

The interior design of the store was a collaboration between an in-house Alternative team and **McCall Design Group**. The store's look is a blend of rustic and modern styles, Joule said. Film images will be screened on a wall. Modular fixtures and racks will be placed around the store, and this furniture will be easily moved around the store to make space for events and to periodically create a new look for the boutique.

Alternative also plans to open a store in New York City in Spring 2014.

—Andrew Asch

## Alchemy Works, a New Multi-Brand Shop, Debuts in Downtown Los Angeles

After pioneering luxe retail in downtown Los Angeles, **Apolis Common Gallery** has a sister store.

**Alchemy Works** opened Nov. 3 in a 1,300-square-foot space at 826 E. Third St., a few storefronts up from Apolis. The new multi-brand shop will offer men's and women's clothing, homeware, accessories and art, said Lindsay Parton, Alchemy Works'

Los Angeles-based label **Weiss** and military-style blankets from **Faribault Woolen Mills** in Faribault, Minn.

Women's fashion brands at the store include Los Angeles-based leather brand **The Eternal**, shirting by **Heidi Merrick** and items from the collection of **Holmes & Yang**. Men's fashions include the relaunch of classic surf collection **M.Nii** and French nautical-



Interior for Alchemy Works

inspired brand **Armor Lux**, which reportedly was one of Pablo Picasso's favorite brands. Popular men's fashion boutique **Wittmore** also produced a pop-up shop at Alchemy Works. It sells items such as **Gitman Vintage** shirts. Wittmore is located on stylish thoroughfare

West Third Street in Los Angeles.

Raan and Lindsay Parton led the interior design of Alchemy Works, which features the custom-made racks of District Millworks, an arts-district artisan. A classic 1959 **Fiat** convertible sits in the middle of Alchemy Works, and large photographs by Will Adler of surfing scenes at Rincon Beach in Santa Barbara, Calif., and Malibu, Calif., line the walls.

The Partons hope to open other Alchemy Works boutiques, possibly in Newport Beach, Calif., and Santa Barbara. At Alchemy Works, they may test upcoming homewares and a women's line for Apolis.—A.A.

## DESIGNER PROFILE



**NEW LINE:** Allen Schwartz with tops from his new Blue Pearl line



**VINTAGE GATHERING:** There are more than 15,000 blue jeans in Allen Schwartz's archives.



**SAMPLE ROOM:** All the samples for the company are made in the large sample room.



**DRESS UP:** Allen Schwartz holding up a T-shirt dress and lace dress from the ABS by Allen Schwartz collection

### Allen Schwartz *Continued from page 1*

With reinvention in mind, Schwartz last year quietly rolled out a new denim and leather-centered young contemporary label, called **Blue Pearl** by Allen Schwartz, with retail prices ranging from \$200 to \$400. Leather jackets sell for under \$800. "I felt there was a big void in the casual-fashion zone," Schwartz observed.

**Barneys New York** was one of the first outlets to show it. The line has also been stocked at the ABS by Allen Schwartz flagship store in Santa Monica, Calif., where it accounts for half of all sales now.

And the label is growing. The Blue Pearl collection is expanding its offerings with dresses, jackets and tops, and the label is planning to sell its merchandise to more specialty stores. One of the signature pieces for Spring 2014 is a chambray moto jacket made of 100 percent lambskin leather. Designed to resemble washed-out denim, it has white contrast sleeves to make it appear to be a denim vest.

**Polkadots & Moonbeams** on West Third Street in Los Angeles has seen the line and plans to carry it. The store's owner, Wendy Freedman, said she loves the label because of the fit. "I feel confident that the line will look awesome on my customers' bodies," she said. "Allen continues to surprise me with his fresh ideas."

**Madison**, the Los Angeles store chain known for its selection of designer and contemporary clothing, said it will be stocking the Blue Pearl line on consignment, said womenswear buyer Emily Goldstein.

First-year revenues for Blue Pearl tallied up to \$2 million with projections of \$4 million to \$6 million in 2014, Schwartz said. Recently, he added Jody Daly to the Blue Pearl team as assistant designer. Schwartz is the head designer.

### Keep on movin'

Schwartz is constantly reconfiguring his ideas by seeing what is out there in the market and what is not. He rises early and is in his office by 7 a.m., where all creative meetings take place before noon. "I just came out of three meetings and it is only 9 a.m.," he said in a recent interview.

Three or four times a week, he takes off in the afternoon to shop the stores in a particular LA neighborhood. One day it may be Venice and Santa Monica. Another day it could be Beverly Hills. Another day he might stroll

down Robertson Boulevard and Melrose Avenue. He always takes his camera to capture what is on the store racks. "You can't get lazy in this game. I don't care how successful I am. I feel like there is something I could always do better," he explained.

Schwartz not only studies what is in the stores, but he makes a few purchases. Inside his 60,000-square-foot building—which houses designers, sample makers, customer service and shipping—there is a large open space carved out for Schwartz's own vintage collection of clothing he has been gathering for 35 years. "These are my archives," he said. "There are 15,000 pairs of jeans here. I have vintage leathers here. Almost on a daily basis I refer back to this collection."

ABS by Allen Schwartz has always been strongest in the casual dress, career dress and evening-gown category. The company gained a reputation for reinterpreting red-carpet gowns seen at celebrity-studded events such as the **Academy Awards** and the **Emmy Awards**. His dresses, however, don't sell for thousands of dollars but hundreds. "Our mantra has always been 'affordable luxury,'" he said. Almost everything he makes, except for the leather jackets and faux-fur jackets, is manufactured in Los Angeles with contractors he has been using for decades.

Schwartz's designs sell at high-end department stores such as **Saks Fifth Avenue**, **Nordstrom**, **Neiman Marcus** and **Bloomingtondale's**. But he is hoping to expand to more specialty stores with the line. He is constantly shuttling back and forth between Los Angeles and New York to take care of sales, meet with retailers and expand the business.

Eight months ago, the company launched a plus-size version of its dresses, which now are a strong seller at Nordstrom, Schwartz said.

For five years, Schwartz was designing a low-cost line called **Allen B.** for **JCPenney**. But Schwartz, who designed the line, which was sourced by the retailer, said he is ending that deal this December because of the retail chain's schizophrenic behavior—even though during a three-year period he earned royalties on \$290 million in sales. "To be frank, I became uncomfortable with them. Too many changes. One week it was denim. The next week it was dresses. I like to be more consistent," he admitted.

He is now looking for a new mass-merchant partner to carry his Allen B. line.

He is also expanding his licensing deals. ➔ **Allen Schwartz** page 9

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## Kickstarter *Continued from page 1*

and never receive a dime. If an entrepreneur does not deliver, the entrepreneur will be badmouthed online by all of the disappointed people who pledged money to the projects. It's also a rule that entrepreneurs have to refund money donated to them.

Crowdsourcing platforms are a business. Kickstarter, for example, charges a 5 percent fee from a project's total funding if the project proves successful. Because Kickstarter donations are processed by **Amazon Payments**, there is a 3 percent to 5 percent processing fee, according to the Kickstarter website. If a project is not successfully funded, Kickstarter does not collect its fees.

For new entrepreneurs Shuo Yang and Peter Kirk, Kickstarter represents more than a funding opportunity. It's a chance to spread the word on their projects.

"I think the publicity and the interaction with customers is the key advantage," Yang said. He started his Brooklyn, N.Y.-based line, **ASPECD Apparel**, this year.

There is a sense of drama and gamesmanship involved with the venture," the Seattle-based Kirk said. His project is called **Ledge**. It is a chino bottom made with a technical fabric that Kirk says makes the pants more durable and stain-resistant than jeans.

Entrepreneurs have 30 days to fund. People from all over the world surf through the website to look for interesting ventures. Instead of stock, they receive product or some other incentive or reward. The guidelines prohibit project creators from simply selling preorders of finished product. Each project must include detailed progress reports on the state of the project's development.

The benefits of a crowdsourcing campaign are not only monetary, Yang said.

"It's an additional opportunity to do pre-sales and even get direct feedback on the products themselves in a way that engages with your customer," Yang said.

The pledges and donations requested on crowdfunding platforms wouldn't move most Wall Street players. Stars of Kickstarter include **The 10-Year Hoodie**, a New York-headquartered clothing line that received more than \$1 million in funding in April. There's also **Gustin**, a denim line that received \$449,654 in funding in February. A statement on Gustin's website announced that "the future of fashion will be crowdsourced" and that it will take its orders and funding only through crowdfunding.

Yang is looking for \$10,000 to complete the first run of ASPECD Apparel. Kirk is looking for \$24,000 to launch Ledge.

Shafer pre-sold more than \$44,000 worth of Bluer goods on Kickstarter. The line will be made in America and is geared toward a demographic of

## Survey: RFID Poised to Hit \$23.4 Billion in 2020

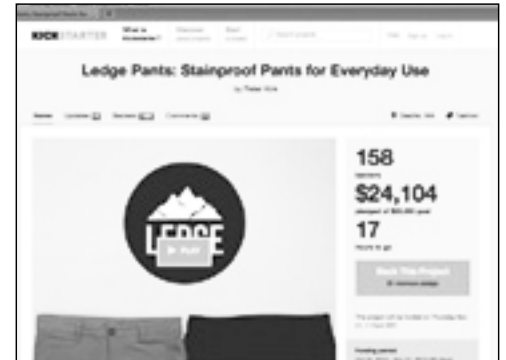
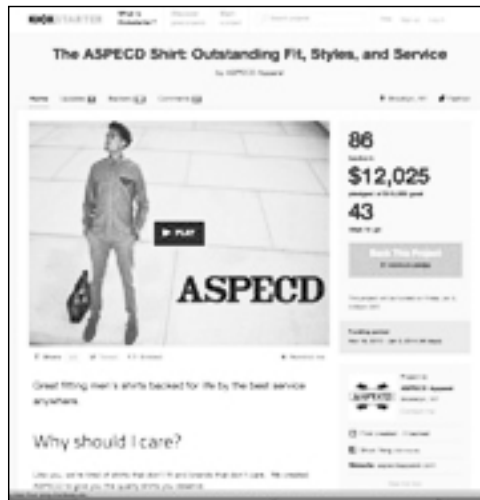
A new survey has RFID—radio frequency identification—technology on track to reach \$23.4 billion in 2020.

According to "RFID Forecasts, Players & Opportunities 2014–2024," released by **IDTechEx Research**, the RFID market—which includes RFID tags, readers and the related software and services for all industries—is currently \$7.98 billion, up from \$6.98 billion last year.

Government usage of RFID tags in transportation, security and specific industries, such as livestock tagging, is driving the demand. For apparel retailers, the use of passive UHF (ultra-high frequency) RFID tags, is also on the rise. According to IDTechEx Research, apparel retailers will purchase 2.25 billion passive UHF RFID labels this year.

The "RFID Forecasts, Players & Opportunities 2014–2024" report covers historical and forecast data for the RFID market by application, tag type and territory.

For more information, visit [www.idtechex.com](http://www.idtechex.com).—Alison A. Nieder



**PLEDGE NOW:** Novice fashion lines such as ASPECD Apparel of Brooklyn, N.Y., and Ledge Pants of Seattle have sought to finance their projects on "crowdfunding" site Kickstarter. Crowdfunding sites ask for donations for projects.

college-age men and women 18 to 24.

Funding is tough for the vast majority of entrepreneurs, but it is even tougher for new businesses, said Frances Harder, founder of **Fashion Business Incorporated**, a Los Angeles-based nonprofit that provides the fashion industry with entrepreneurial education.

"Investors are looking for something already proven to sell," she said. "They're not looking for unknowns."

Nick Hart, managing director of prominent factor **Bibby Financial Services California**, headquartered in Westlake Village, Calif., agreed. "We fund startups," he said. "But they have to be at a point where they are making some sales."

Hart did say that funding a project through a factor is relatively easy. "As long as you can show me receivables to other businesses and meet some simple criteria, we can lend you money." Factors' criteria are typically receivables to other businesses and no tax liens.

Hart considered crowdfunding competition for traditional factors, which typically make their money by funding a company's receivables or product sales.

Bluer's Shafer thought that crowdfunding can

jumpstart innovation in the apparel business." If you look at the number of new designers and businesses in the garment industry in the past five years, the number of new brands declined significantly. The cost of starting a new apparel brand is out of reach for most designers, and financing is harder than ever," he said. But crowdsourcing offers a new avenue. "Crowdfunding is successfully starting new ventures and will continue to be a major player," he said. ●

## Allen Schwartz *Continued from page 7*

That is being handled by Armand Marciano, who more than a decade ago left **Guess Inc.**, which is run by his brothers.

In 2003, Marciano became the co-owner of ABS by Allen Schwartz. He is in charge of licensing deals for things such as denim, which Schwartz designs, as well as jewelry and childrenswear. The company is busy working on adding several licenses for things such as fragrances, accessories and footwear. "Armand has been the driving force behind the licenses," Schwartz said. "It has been a great partnership, so I can deal with developing product." ●

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Design oriented textile/garment importer seeks an aggressive, motivated individuals with strong follow up skills for Design/Merchandising Assistant & Sales Assistant positions.

**DESIGN/MERCHANDISING ASSISTANT**

Duties includes issuance & follow up of purchase orders, lab dips, maintains fabric library & assists in sourcing & product development. Some design background required.

**SALES ASSISTANT**

Exp. in textile and garment industry a must. Extensive email correspondence with customers, in-house sales & in-house production. Must be well organized, detail oriented and with impeccable follow up skills. Design background helpful. Send resume to : resume@meridianatex.com

**SHOWROOM POSITION**

If your not considered a multitasking hustling person, please DO NOT APPLY! Position is NOT for a new learning exp. and must confidently meet the following listed. Looking for forward thinking, proactive showroom assistant with experience in PO Management, EDI affiliation, Production, sample logging, working w/sales reps, communicating with factory, daily showroom managing duties, MS Office for MAC (high importance), DROPBOX, major attention to details! Resume to: showroom2211@gmail.com

**Phone now for Classified  
 advertising information:  
 Jeffery 213-627-3737 Ext. 280**

**Jobs Available**

**AR/Chargeback Clerk**

Apparel Mfg in City of Industry looking for exp. clerk preferably w/vantage point & /or dataview software exp. xlnl PC, customer svc & communication skills req'd. Job Duties incl. AR/Credit functions w/both major retailers and specialty stores including factor chargebacks/collections & processing credit cards. Will report to AR Manager. 3 yrs min. exp. Send resumes to HR@swatfame.com

**360SWEATER**

360SWEATER is growing rapidly and is in need of exceptional people in the following areas:

- Finance and Accounting
- Operations/Customer Service
- Design Assistant
- E Commerce Administrator
- Marketing Assistant/Graphic Design
- Aims/Joor experience is a big plus

Internships are also available to students. If you are an exceptional talent and would love working for a premier brand we want to hear from you. Please send resumes to info@360SWEATER.COM

**PATTERNMAKER**

FIRST-PRODUCTION PATTERNMAKER. PAD SYSTEM LITERATE IS A MUST WITH MIN 6YR. EXP. OF CHILDREN'S GARMENT CONSTRUCTION, GRADING AND TECH PACKS FOR O/S. BILINGUAL IS A PLUS. EMAIL RESUME TO: Design.forsara@gmail.com

## Jobs Available

### Director of Department Stores and Private Label Development

Looking for 5+ yrs exp managing & growing dept store bus. such as Neiman Marcus & Nordstrom. Strong skills on selling & margin reporting. Must be aggressive about new bus. & prod dev. exp w/Aims or similar prog needed. Merch skills are a plus. FT in the office, hvy travel req. Salary plus commission. Email [wendy@bedheadpjs.com](mailto:wendy@bedheadpjs.com)

### Garment importer located in Los Angeles seeks: Warehouse Manager -

Team leader, minimum 5 years experience, well organized, on time shipping schedules, accurate shipping date and inventory count, able to work in a fast pace environment.

### Warehouse Assistant Manager

3 yrs exp, team player, exp. in routing schedules, coordinate with customers, assist in other shipping related matters.

Please send resume to [uniquestylehr@gmail.com](mailto:uniquestylehr@gmail.com) indicating position applied.

### Marker/Grader

Women's Apparel Mfr in LA area needs top notch Marker/Grader. Process yields and grading. Includes private label accts and existing libraries. Knits and wovens.

PAD pattern making system. Full benefits.

Send resume to: [markergrader@yahoo.com](mailto:markergrader@yahoo.com).

### SAMPLE CUTTER

Wilt seeks experienced full time sample cutter. 3-5 years exp. in knits & wovens. English a must.

Must show proof of eligibility to work in the US.

Send resume to [parcandpearl@parcandpearl.com](mailto:parcandpearl@parcandpearl.com) or call 213-380-8071 to schedule a test

### Social Media Specialist

Apparel company in Paramount is seeking an experienced Social Media Specialist. Ideal candidate will have knowledge of how to maintain and grow a social media presence across an array of social networks and technologies; strong understanding within a broader marketing mix. Proven experience with Facebook, Twitter, Instagram, YouTube, Pinterest, etc. required. Knowledge of fashion industry a plus!

In-house position, part-time to full time.

Send resume with salary history to [hrresumes90723@gmail.com](mailto:hrresumes90723@gmail.com)

### HALEBOB

#### PRODUCTION PATTERNMAKER

New Label

Experienced in Tukatech, Garment dye, Knit, Woven Pants

Send resume to: [Dany@halebob.com](mailto:Dany@halebob.com)

### PATTERNMAKER

#### First - Production

Apparel company in Paramount is seeking an experienced Patternmaker. Must have several years of draping exp.

Ability to review and interpret design sketches, check accuracy of sample patterns, ability to work with sample sewers throughout the entire patternmaking process (deciding color patterns and fabric quantity, etc). Advise correct machine/sewing techniques, quality control, check all patterns and final product to maintain design, quality and inspect for errors pre and post process. Must be a team player, accountable and flexible with last minute changes, corrections and additions. Part-time to full-time.

Send resume with salary history to [hrresumes90723@gmail.com](mailto:hrresumes90723@gmail.com)

E-mail your ad to:

[classifieds@apparelnews.net](mailto:classifieds@apparelnews.net)

or Call Jeffery 213-627-3737 x280

## Jobs Available



### PATTERNMAKER-First Through Production

Unique opportunity to work with a fast growing high end sportswear company. Must have great sense of style and strong technical skills. Knowledge in wide range of garments from leather jackets to garment dye. Great studio environment & benefits, full time position with flexible schedule. Exp. with Gerber 8.4 and manual patterns.

EMAIL: [rose@burningtorchinc.com](mailto:rose@burningtorchinc.com)

### PRODUCTION PATTERNMAKER

Established Contemporary label seeks Production Patternmaker to develop first through production patterns. Must have 5-7+ years patternmaking exp. & knowledge of Tuka-Cad software. Applicant must have a solid understanding of sewing construction with novelty fabrics. Must be able to conduct fit sessions and to review overall fit, balance and finish of the garment.

Please send resume and salary history to

[Elaine@completeclothing.com](mailto:Elaine@completeclothing.com)

### Sample Room Coordinator

Immediate Opening at a Carson Based Manufacturer. 3-5 yr working exp min. Bilingual (Eng/Sp). Must have excellent time keeping and organization skills. Able to work with Design/Pattern and Prod Teams. PC Skills. Email Resume to [unleaded\\_92@yahoo.com](mailto:unleaded_92@yahoo.com)

### FABRIC CUTTER

SAMPLE AND PRODUCTION CUTTING FOR WOMENS' HIGH END CONTEMPORARY. EXPERIENCE WITH BETTER QUALITY FABRICS AND SILKS. 7 YEARS MINIMUM EXP.

PLEASE EMAIL RESUME: [arcla101@gmail.com](mailto:arcla101@gmail.com)

### PATTERNMAKER

FIRST TO PRODUCTION FOR WOMENS' HIGH END CONTEMPORARY. MIN 10+ YEARS EXPERIENCE. DRAPING KNOWLEDGE REQUIRED. SEWING/TAILORING A PLUS.

PLEASE EMAIL RESUME: [arcla101@gmail.com](mailto:arcla101@gmail.com)

# PAIGE

### FIELD QUALITY CONTROL PERSON

Paige Premium Denim is looking for a field quality control person with experience in sewing and finishing. The ideal candidate must have a min of 10yrs exp. in managing sewing and finishing contractors, detailed technical knowledge of garment construction and measurements. Be energetic and self motivated. Must be bilingual; good verbal and written communication skills. Must be a team player and thrive in a fast working environment.

Please fax resume with salary history to Human Resources (310) 204-1172, or e-mail resume to [elaine@paigeusa.com](mailto:elaine@paigeusa.com)

### FULL-TIME IN-HOUSE SALES REPRESENTATIVE

Young Contemporary brand looking for a full-time in-house sales rep. Strong department store relations a plus.

<http://www.naked-zebra.com/>

Email Resumes: [jobs298@4j-apparel.com](mailto:jobs298@4j-apparel.com)

## Jobs Available

### SALES REP

Experienced Apparel Sales Rep with Majors - Specialty Account Relationships.

National & East Coast a plus.

Updated contemporary women's line.

Base Salary and Commission.

Unlimited earning potential.

Please email resume & salary requirements to: [abeureka1@gmail.com](mailto:abeureka1@gmail.com) Thank you.

### SALES REPRESENTATIVE & BELT & BRACELET DESIGNER

Experienced, innovative trim factory out of China with showroom and warehouse in LA looking to add energetic and experienced sales representative and designer to its global team. Be part of our global trim solutions.

Please email resume to: [j.reyes@trimnetworks.com](mailto:j.reyes@trimnetworks.com) or [ae@trimnetworks.com](mailto:ae@trimnetworks.com)

### SALES TRAINEE

Sales Trainee for Unique Import Line. Salary plus Commission. Experience not required but would be an asset. Selling to Wholesalers, retailers, manufacturers, event companies.

Send resume to [paolaj.la@orbitexports.com](mailto:paolaj.la@orbitexports.com)

## Jobs Wanted

### 35 yrs Exp'd

#### 1st/Prod. Patterns/Grading/Marking and Specs.

12 yrs on Pad System. In house/pt/freelance  
Fast/Reliable ALL AREAS Ph. (626)792-4022

## Real Estate

### Garment Buildings

Mercantile Center

500 sq. ft. - 16,500 sq. ft. Priced Right.

Full Floors 4500 sq ft.

Lights-Racks-New Paint-Power

Parking Available - Good Freight.

Call 213-627-3754

Design Patternmaker Garment Lofts

300 sq ft - 1,000 sq ft.

Call 213-627-3755

### SPACE FOR LEASE

\* In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District.

\* Industrial, retail and office space also available throughout the San Fernando Valley.

\* Retail and office space also available just south of Downtown.

213-626-5321 or email [info@anjac.net](mailto:info@anjac.net)

## Buy, Sell, and Trade

### WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's.

ALL FABRICS!

[fabricmerchants.com](http://fabricmerchants.com)

Steve 818-219-3002

### WE NEED FABRIC

Silks Wools Denims Knits Prints Solids...

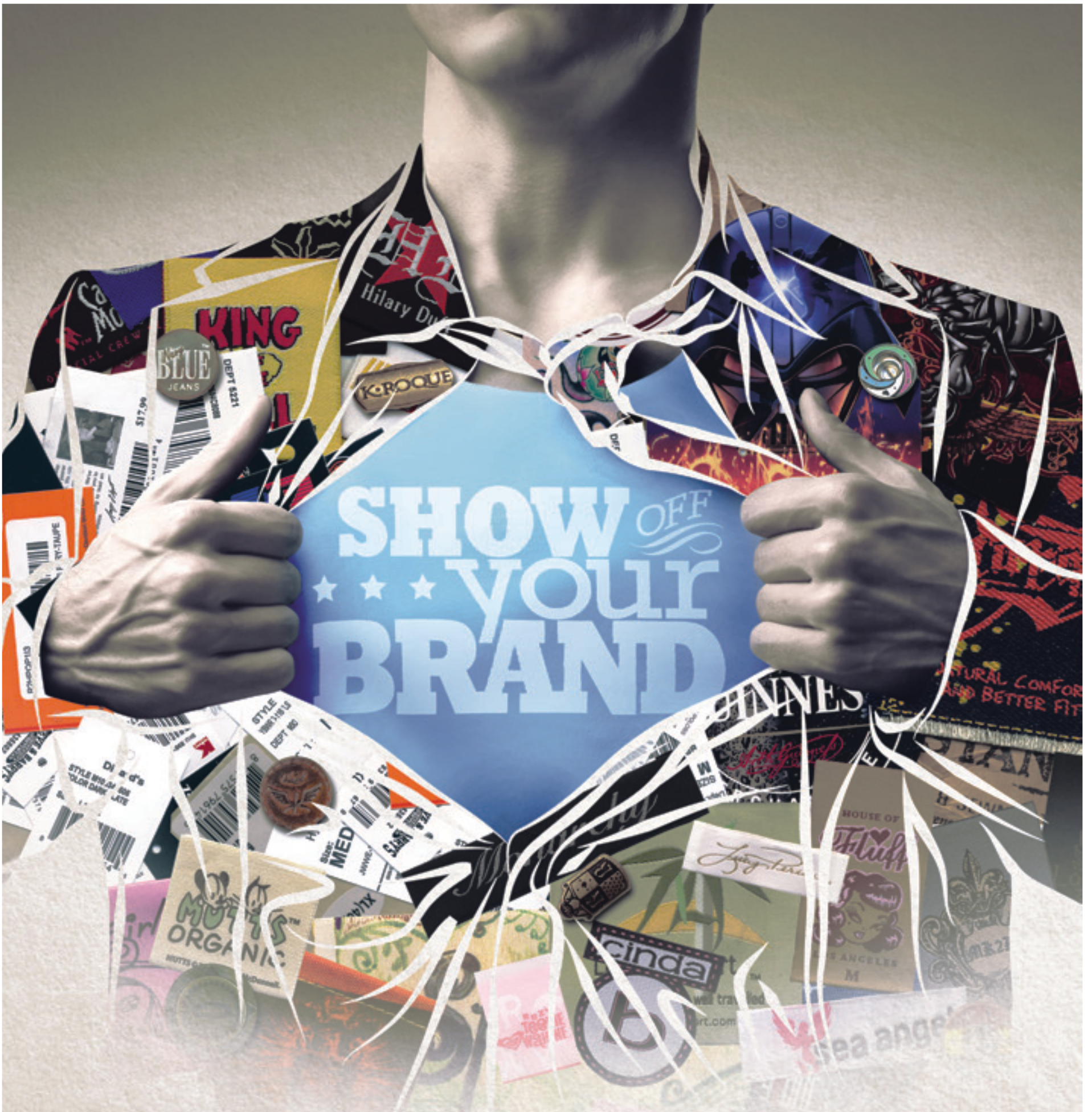
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Stone Harbor 323-277-2777 Marvin or Michael

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