

Made in America

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

AUGUST 2013

NEW RESOURCES

Coconinno:
Eva Franco's Big Change

Ulf Andersson:
**Swedish Designer Designs Global,
Produces Local**

**Emsig Introduces
Unbreakable Button**

TRADE SHOWS

**LAAS: Made in LA/Designed in
LA Show Launching at CMC**

**Maker's Row Brings Made in
America Concept to Sourcing
at MAGIC**

Made in America Resources

sponsored by

B. Buhler Quality
Yarns Corp.

antex

- Southern California's oldest and largest vertical knitting mill
- Established in 1973, Antex currently occupies a facility of 500,000 sq feet
- ISO-certified Product Testing Facility
- Antex's product line includes:



Matchmaster prints

Antex Premier Performance

PyroSafe by Antex

Dry Inside Performance Cotton

The goal at Antex Knitting Mills is to service the knit fabric needs of the apparel industry with high quality, competitively priced fabrics, backed by outstanding customer service and technical expertise.



PyroSafe
by **antex**

At last! Flame retardant clothing with the comfort of your favorite T-shirt!

antex

3750 S. BROADWAY PLACE, LOS ANGELES, CA 90007
TEL (323) 232-2061 | WWW.ANTEXKNITTING.COM

FOR MORE INFORMATION, PLEASE CONTACT
SALES@ANTEXKNITTING.COM

NEWS

Coconinno: Eva Franco's Big Change

No casual looks. No casual fabrics. That has been Eva Franco's *modus operandi* for 10 years.

She built a reputation for designing an uncompromising look with her self-named **Eva Franco** line, based in Los Angeles. She sourced high-quality fabric, sometimes at \$20 a yard, to make woven dresses that were crafted with a whimsical elegance and a tailored style. This look has attracted buyers from retailers such as **Anthropologie**.

In 2013, she changed course. Franco introduced **Coconinno**, a diffusion line with a lower price point. It is made with casual fabrics, yet it still strives for an unconventional, high-minded style.

Trying something new and working with fabrics she had not used in the past was important to her. However, Franco also was looking for a growth vehicle for her self-funded company. While the Eva Franco line has grown steadily in the past decade, she hopes Coconinno will provide fast growth. So far it is off to a good start. After a soft launch in March, it has been picked up by prominent e-commerce retailer **ModCloth** and about 100 other boutiques.

For her Resort '14 line, Coconinno offers styles such as the "Dakota" dress. It's a sweat-shirt dress with embroidered cotton and an exposed zipper and wholesales for \$58. The "Ginny" and "Emma" dresses feature perforated chiffon lined with a technical fabric called scuba. This fabric serves to give the dress structure. The line's "Rose" and "Beal" tops, both wholesaling at \$38, are made from jersey.

Both Eva Franco and Coconinno are made in America. "It's my mission to keep jobs in America," said Franco, who immigrated with her parents from Romania. "It's why I choose to produce my clothing in Los Angeles. When you're an immigrant and come to America, you want to give back to a country that has so much freedom and opportunity."

For more information, contact **T. Riddle** showroom at (213) 488-3371 or visit www.triddleshowroom.com.—Andrew Asch



Eva Franco



Emsig Introduces Unbreakable Button

New York trim supplier **Emsig Manufacturing Co.** has introduced an unbreakable button the company promises can withstand a compression test of 2,000 pounds per square inch.

Made in Emsig's U.S. factory in Putnam, Conn., the UBD is a pearl-finish button available in four colors—white, two shades of off-white and smoke—and in two sizes. The buttons are **UL**-approved and are manufactured from 100 percent U.S. materials.

"It took us about a year to develop it, but that's what we do—we innovate," said Emsig President Larry Jacobs. "We've been in this business since 1928, producing our product and selling directly to the apparel industry."

The UBD is about 40 percent thicker than typical buttons—making them easier to button—and because they are not made from a petrochemical material, the UBD buttons do not

burn or support combustion, the company said.

"The majority of buttons are made of polyester, which burns with a hot flame and gives off toxic smoke," Jacobs said. "This material—you can hit it with a blow torch, and it will glow red like a piece of steel. It is truly unbreakable."

The family-owned business has operations around the world, including manufacturing facilities in China and India—where Emsig can quickly deliver product to its customers' overseas factories. Since 1940, the company has been supplying the U.S. military with product manufactured in its U.S. facility.

"In December, I will begin my 60th year with the company," Jacobs said, adding, "I've been president for only 40 years. I've been in this business a long time."

For more information, visit www.emsig.com.—Alison A. Nieder

Swedish Designer Designs Global, Produces Local

Ulf Andersson designs his easy-to-wear dresses with fabric that has been printed in India according to his color selections and designs he culls from clothes once found in his grandmothers' closets, on wallpaper or any other inspirational point.

But when it comes to making his dresses and tops, he relies upon patterns he has crafted himself and on seamstresses who work in Los Angeles.

"I tried making samples in China a couple of times, but I never liked the way they came out," said the Swedish designer, who has a studio in Los Angeles on Melrose Avenue. "I have a lot of details in my designs, and sometimes that is hard to transfer to a Chinese factory. ... I can't afford to have huge mistakes."

Andersson started his self-named label in 2000 under the name **Punch Phashion**, but it was later changed to his own name in 2005. With a degree in patternmaking from **Stockholms Tillskärarskolan**, a vocational school in Stockholm, Andersson uses his years of studies to make his own patterns, which account for the level of detail in his creations. His samples are sewn in the back of his studio.

Once orders are placed at the 30 to 40 stores he



SAMMY KATEB

sells to in the United States, his array of **Ulf Andersson** dresses and smock-like tops are cut by the same woman he has employed for more than a decade. "I tell you, I treat her like my wife," the Swedish designer said jokingly, declining to give her name. "You have to be careful. People can be sneaky and could steal her away."

Once his garments are cut, they are sewn by several sewers in Los Angeles.

For his collection, Andersson uses primarily viscose rayon for Spring and Fall and sometimes silk velvet for Holiday. "I like the way the velvet flows," he noted.

His styles, which retail for around \$220, are reminiscent of the 1940s and the 1950s with a contemporary influence. "They are full-figure friendly," he explained. "It looks good on women and very feminine."

If a particular style sells well, he keeps it in his collection and updates it with new prints and colors. He has one style inspired from the 1940s, which has been bought by the same store for the past 10 years.

Andersson's customers range in age from 26 to 70, and his collection comes in sizes 2 to 14.

For more information, go to www.ulfandersson.com.—Deborah Belgium

Made in LA/Designed in LA Show Launching at CMC

Buyers looking for "made in Los Angeles" and "designed in Los Angeles" apparel have a new trade show. The **Los Angeles Apparel Show**, organized by the **Korean American Apparel Manufacturers Association**, will debut Sept. 9–11 on the 13th floor of the **California Market Center**.

Brands signed on to show at LAAS include **Annabelle**, **Ark & Co.**, **Aryn K**, **Cecico**, **Damo**, **English Rose**, **Esley**, **Mak**, **Mystree**, **I.C.U.**, **Idea Collection**, **Love Letter**, **Monoreno**, **Paper Moon**, **C. Luce**, **Very J** and **Wow Couture**. Organizers will host a pre-party on Sept. 5 and a sample sale, followed by an after-party on Sept. 11.

For more information, visit www.laapparelshow.com.

Maker's Row Brings Made in America Concept to Sourcing at MAGIC

Founded late last year in Brooklyn, N.Y., **Maker's Row** is a one-stop resource site for entrepreneurs and established brands looking to connect with U.S. factories and suppliers.

Owners Tanya Menendez and Matthew Burnett launched the website last November and already have about 2,000 manufacturers on board with factory hubs in Los Angeles, New York and Chicago.

Currently, **Maker's Row** focuses primarily on apparel and accessories, but Menendez and Burnett plan to expand the company's services in the future. For now, they help designers throughout the manufacturing process, from sourcing materials to patternmaking.

At the upcoming **Sourcing at MAGIC** show, set for Aug. 18–21 in Las Vegas, the company is expanding beyond the digital

environment into the physical.

"We wanted designers to look at manufacturers and see what we offer in person," Menendez said. The team created a micro-site, **Maker's Row Pro**, which will provide expertise and guidance in the manufacturing, marketing and public-relations industries. The fee for a 30-minute session is \$30.

Maker's Row MAGIC was also installed, specifically for the Sourcing trade show and potential customers to view textile manufacturers, tanning-leather companies and mills.

"We have had a really great response since we launched, and we are excited to see how the [Sourcing] partnership goes," Menendez said.

For more information, visit www.makersrow.com.—Sarah Wolfson

SPIRIT
www.spiritactivewear.com

LA MARKET LOS ANGELES SHOWROOM A303 AUG 4-8	WIIN LAS VEGAS BOOTH# A2007 AUG 19-22	SURF EXPO ORLANDO BOOTH 2611 SEPT 6-8
--	--	--

michele@spiritactivewear.com 213.622.0697
jake@spiritactivewear.com 213.784.0254

*The overall appearance of the Spirit Football Jersey™ is Trademark Registered with the US Patent & Trademark Office.



US Supima Cotton

Preferred by luxury brands for its length, strength, and fineness.

Dedicated to conservation and carbon neutrality.



Lenzing Micro TENCEL®

Superior in moving moisture, reducing bacterial growth, and offering strength and comfort. Made from FSC-certified pulp.



Lenzing MicroModal®

The ideal fiber for flexible clothing. Now with Edelweiss technology for a more sustainable and renewable luxury product.



1881 Athens Highway
Jefferson, GA 30549

706.367.9834
sales@buhleryarns.com

buhleryarns.com



THE AME

The perils of sourcing overseas have never been more apparent. Workers' safety, product quality and lead-times are major concerns, and brands are coming home to US manufacturers.

We manufacture the industry's best yarns right here in the US. We're quicker to market, more communicative, and completely transparent with our materials and partnerships. The value is clear — it's time to get off the boat.

GET MORE THAN JUST YARN.

COME JOIN US AT

**SOURCING
AT MAGIC**

AUG 18-21
BOOTH FTP 51302

RICAN EDGE



APPAREL BY THREE DOTS FALL 2013 COLLECTION
THREEDOTS.COM / MADE IN THE USA

Impulse
California
&
TrueSlim
JEANS

The way you want to look



For 20 years we have been creating novelty and fun clothes for **fashion-savvy women**. We have become a unique design house that creates and

- Our tops, under the label Impulse California, provide a variety of stylish prints and body styles.
- We offer a complete line of colorful jeggings under the label TrueSlim.
- Our exclusive premium denim shapes the body while maintaining superior comfort similar to leggings.
- Our tops and bottoms create a desirable silhouette along with color coordination for today's woman.

Showing at WWIN
In Las Vegas
August 19-22

Corporate Office

939 S. Broadway #200
Los Angeles, CA 90015
Tel: (213) 683-1010



Made in USA

MADE IN AMERICA RESOURCES

Antex Knitting Mills/div. of Matchmaster Dyeing & Finishing Inc.

3750 S. Broadway Place
Los Angeles, CA 90007
(323) 232-2061
Fax: (323) 233-7751
annat@antexknitting.com
Contact: Bill or Anna Tenenblatt
Products and Services: Antex Knitting Mills, a privately owned vertical knitting, dyeing, and printing company in Los Angeles, announces capability of providing full-package garments produced in California or Central America to meet your varied needs. Antex's product line includes Antex Premier Performance—a line of high-performance, technical fabrics with moisture management, anti-microbial, stain resistant, or UV finishes; Pyrosafe by Antex™, a line of flame-resistant cotton knits; Green Line™ by Antex™, offering a variety of organic fabrics; and Matchmaster Prints by Antex California, offering design and development of custom prints. Please contact sales@antexknitting.com.

Buhler Quality Yarns Corp.

1881 Athens Highway
Jefferson, GA 30549
(706) 367-9834
www.buhler yarn.com
sales@buhler yarns.com
Contact: David Sasso
Products and Services: Buhler Quality Yarns Corp. — Get more than just yarn. In addition to the industry's best yarn, we provide unsurpassed technical support, transparency, and 20+ years of supply-chain partnerships. Our U.S.-based facilities allow for quicker delivery and agile responsiveness to market trends. Known throughout the industry for consistency, our products are certified safe by Oeko-Tex® Standard 100, which include Supima Cotton, MicroModal® Edelweiss, Micro TENCEL®, and various blends. Visit our new website at www.buhler yarn.com.

Colormax

1627 Paloma St.
Los Angeles, CA 90021
(213) 746-6060
Fax: (213) 746-6111
info@colormax.us
www.colormax.us.com
Products and Services: Established in 1980, we are Southern California fashion-industry specialists in laundry, fabric framing, enzyme washing, soft hand, over-dye, and any other specialized needs. We specialize in dyeing knit fabric and wovens, as well as enzyme wash. Call Goody or Rea for fast services.

Design Knit Inc.

1636 Staunton Ave.
Los Angeles, CA 90021
(213) 742-1234
Fax: (213) 748-7110
www.designknit.com
shalat@designknit.com
Contact: Shala Tabassi
Products and Services: Designer and better contemporary knit fabrics from sheer to heavyweight.
What's New: New items include novelty sweater knits for cut and sew using specialty yarns. Variety of knits made from cashmere, silk, wool, rayon, Modal blends, Supima/micro-Modal, Supima blends, Tencel, MicroTencel, proModal, linen blends, garment dyeable stripes, as well as yarn-dye solids and stripes. Specializing in 3 ends French terrys and fleece knits using a variety of yarn blends. Large selection of fabrics made with streaky and tri-blends yarns. Customized auto stripes single knits.
Custom Work: Yes
Inventory: Knit to order
Minimum: Varies by fabric
Price Points: Moderate to high
Competitive Edge: We offer new and innovative fabrics every season.
Custom developments also available.
Diabolik 85258
www.Diabolik85258.com
(480) 720-8479
Contact: Jennifer Leibowitz
Jennifer@diabolik85258.com
Products and Services: We look inward toward our American roots of hard work and

integrity to really bring out the cool rock 'n' roll elements of jewelry. From the symbols of rock to the symbols of inner purpose, we strive to really speak to you and have a voice for what you believe in. Our vision is to represent who you are with the jewelry we love. We created an identity, a brand that really speaks to not only us but to you and every element that is you. Handcrafted in the good ole USA. We dedicate ourselves to making the finest jewelry possible. "We rock for you!" Please come see us at Booth #209, POOLTRADESHOW, Mandalay Bay Hotel, Las Vegas.

Diabolik 85258

www.Diabolik85258.com
(480) 720-8479
Contact: Jennifer Leibowitz
Jennifer@diabolik85258.com
Products and Services: We look inward toward our American roots of hard work and integrity to really bring out the cool rock 'n' roll elements of jewelry. From the symbols of rock to the symbols of inner purpose, we strive to really speak to you and have a voice for what you believe in. Our vision is to represent who you are with the jewelry we love. We created an identity, a brand that really speaks to not only us but to you and every element that is you. Handcrafted in the good ole USA. We dedicate ourselves to making the finest jewelry possible. "We rock for you!" Please come see us at Booth #209, POOLTRADESHOW, Mandalay Bay Hotel, Las Vegas.

Impulse California

939 South Broadway - #200
Los Angeles, CA 90015
Attn: Emil Ganjian
(213) 683-1010
www.impulsecalifornia.com
Products and Services: Emil Ganjian, president and founder of the Impulse California women's clothing company, along with brother Jack, knows exactly for whom he is designing. She wants to look stylish, she is not afraid to make a bold color or design statement, and she wants clothes that accentuate the positive—clothes that make her feel good. These are the tops and bottoms that the 20-year-old Impulse California produces. "The silhouettes are always flattering, always very

APPAREL FABRIC ENGINEERED TO PERFORM.



Visit our booth to receive a
King America
Textile Group fabric
color swatch book!
SOURCING
#MAGIC
Booth #51303
America's Pavillion



KING AMERICA
TEXTILE GROUP

WHERE QUALITY AND SERVICE FINISH FIRST

WWW.KAMTEXGROUP.COM | 773.523.8361 EXT158

detailed, and the fabric we use makes a lot of difference," Ganjian says. Another advantage Impulse California has is that its entire manufacturing process is entirely manufactured in Los Angeles and all cutting are done at the downtown factory, and all sewing is completed within five miles of downtown. Even the hangtags are printed in California. "It's much easier for us," says Ganjian. "We can respond quickly and we can quickly bring product to market in two weeks. Our customers love that. That's why they come to us—they know they are guaranteed in season they will have replenishment quickly.

Jams World

1451 Kalani St.
Honolulu, HI 96817
(808) 847-5985
Contact: Pua Rochlen
pua@jamsworld.com
www.jamsworld.com
Products and Services: Jams World continues to explode with color, innovation, and handmade wearable art that inspires. Beautiful print imagery and flattering contemporary silhouettes on exclusive spun crushed rayon. Experience design and quality construction that stands the test of time since 1964 ... and, as always, Made in Hawaii, U.S.A.

King America /
Kamtex Textile
Group

www.kamtexgroup.com
Contact: Bob Mazur
bmazur@kamtexgroup.com
(773) 523-8361, Ext. 158
Fax: (773) 579-4616
www.kamtexgroup.com
Products and Services: King America Textile Group is the premier manufacturer of made in the USA cotton and poly-cotton fabrics. To learn more about the domestic fabrics manufacturer, check us out on the web.

Spirit Activewear

Showroom: 213 622 0697
A302, California Market Center, Los Angeles.
Corporate: 213 784 0254
www.spiritactivewear.com
Products and Services: Spirit Activewear is casual lifestyle, loungewear, and sportswear

linen,
woven, and novelty fabrics in 25 vibrant colors and known for a soft comfortable feel. Find Spirit Activewear clothing in better resorts and stores throughout the USA, Canada, and the Caribbean. , and
unique unisex spirit football jersey —so unique that the overall appearance of the Spirit Football Jersey™ is a trademark registered with the U.S. Patent and Trademark Office. Proudly

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

ON THE COVER: Photos by
Thomas Gapen, Volker Corell

Apparel News Group

68
1945-2013
*Sixty-eight years of news,
fashion and information*

EXECUTIVE EDITOR
ALISON A. NIEDER

FASHION EDITOR
N. JAYNE SEWARD

SENIOR EDITOR
DEBORAH BELGUM

RETAIL EDITOR
ANDREW ASCH

MANUFACTURING/TECHNOLOGY EDITOR
SARAH WOLFSON

EDITORIAL MANAGER
JOHN IRWIN

WEBMASTER
TOM GAPEN

SOCIAL MEDIA COORDINATOR
JENN KOLU

CREATIVE MARKETING DIRECTOR
LOUISE DAMBERG

DIRECTOR OF SALES AND MARKETING
TERRY MARTINEZ

ACCOUNT EXECUTIVES
DANIELLA PLATT
AMY VALENCIA
ACCOUNT MANAGER
LYNNE KASCH

CLASSIFIED SENIOR ACCOUNT EXECUTIVE
JENN KOLU

CLASSIFIED
ACCOUNT EXECUTIVES
ZENNY R. KATIGBAK
JEFFERY YOUNGER

CLASSIFIED ACCOUNTING
MARILOU DELA CRUZ

SERVICE DIRECTORY
ACCOUNT EXECUTIVE
JUNE ESPINO

PRODUCTION MANAGER
KENDALL IN

ART DIRECTOR
DOT WILTZER

PRODUCTION ARTIST
JOHN FREEMAN FISH

PHOTO EDITOR
JOHN URQUIZA

CONTROLLER
JIM PATEL

CREDIT MANAGER
RITA O'CONNOR

PUBLISHER/GENERAL MANAGER
MOLLY RHODES

MNM PUBLISHING CORP:
CO-CEOS
TERI FELLMAN
CARL WERNICKE

PUBLISHER/CHAIRMAN/CEO
MARTIN WERNICKE
1922-2000

PUBLISHED BY
MNM PUBLISHING CORP.
APPAREL NEWS GROUP
Publishers of:
California Apparel News
Waterwear
Jr.

EXECUTIVE OFFICE
California Market Center
110 E. Ninth St., Suite A777
Los Angeles, CA 90079-1777
(213) 627-3737
Fax (213) 623-5707
Classified Advertising Fax
(213) 623-1515
www.apparelnews.net
webmaster@apparelnews.net
Printed in the U.S.A.

BPA
REGISTERED

Fabric Solutions

WE DO IT FASTER AND LESS COST TO YOU

FINISHING <ul style="list-style-type: none">• Framing/ Re-Rolling• Heat Setting & Curing• Anti-Curling• Odor & Smoke Elimination• Soft & Firm Hand• Gum & Trim• Resin Finish• Center Creast Elimination	<ul style="list-style-type: none">• Anti-Static• Brushing• Crushing• Pleating• Crocking Improvement	LAUNDRY <ul style="list-style-type: none">• Wash-Down• Pre Shrinking• Scouring• Bleaching• Enzyme Wash• PFD	DYE AND OVERDYE <ul style="list-style-type: none">• Overdye to Black• Overdye Unused Fabric to Your Colors• Lace• Nylon• Twill• Poly Cotton• Cotton Rayon• And all others
---	---	---	---

Colormax
Good
INDUSTRIES, INC.

1627 Paloma St. Los Angeles, CA 90021
(213) 746-6060 • Fax (213) 746-6111
www.goodmanind.com

(213) 746-6060

WWIN-M1016
sales@jamsworld.com | www.jamsworld.com

JAMS WORLD®
50
Est 1964
made in hawaii

DIABOLIK
85278

ALTERNATIVE JEWELRY
ALTERNATIVE METAL
ALTERNATIVE WORLD

BOOTH #209
POOLTRADESHOW - MANDALAY BAY

A leading manufacturer of high quality knits in Los Angeles

design knit inc.

supima cotton licensee

linen blends
silk blends
wool blends
cashmere blends
micro tencel/tencel
micro modal blends
supima cotton
combed cotton
melange
rayon
streaky
tri-blends
sweater knits

1636 staunton ave. la ca. 90021

phone: (213) 742-1234