

CALIFORNIA ApparelNews

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CHRISTMAS ON RODEO: Rodeo Drive kicked off the holiday season on Nov. 24, when the iconic shopping street hosted a ceremony with fanfare and electricity. The Beverly Hills High School marching band played while confetti and streamers were shot over the street and the holiday lights were switched on.

MADE IN AMERICA

The Trend Chasers: Full-Package Production in Downtown LA

By Alison A. Nieder *Executive Editor*

Randa Allen has given so many tours of **The Trend Chasers** facility in downtown Los Angeles, she speed-walks through the factory, listing the different departments at breakneck speed: “fitting room, pattern-making, traffic department, bookkeeping and accounting, marking and grading, cutting, sewing, finishing, screen-printing and sublimation, EDI.”

On a recent tour of the 80,000-square-foot facility, Allen covered some of the services available to retailers and brands looking to produce with The Trend Chasers.

“You can bring your own fit model or we will provide one. You get one fit and one tweak. If it goes beyond that, the price goes up,” she said, walking through the fitting

➔ **Made in America** page 6

Off-Price Demand Fuels Growth for Retailers

By Andrew Asch *Retail Editor*

This year is shaping up to be a banner year for off-price retailers, the market segment best known for selling clothes at 20 percent to 70 percent off full price.

“It’s the only segment of the market that is growing,” said Vince Gonzales, director of brand development for the **Better in Blue** denim line, who has been working in fashion since 1979. Flash-sale sites such as **Gilt Group** regularly sell out the high-end designer inventory they acquire, and many bricks-and-mortar off-price stores are merchandised to look like full-line stores, Gonzales said.

This year, **Nordstrom Rack**, **Nordstrom Inc.**’s off-price division, announced plans to build 28 stores throughout America. The company only opened two full-price stores, including the full-line Nordstrom that opened at the **Americana at Brand** retail center in Glendale, Calif., in September. The retailer did close a Nordstrom Rack store in Long Beach, Calif., this year, said Geevy Thomas, president of Nordstrom Rack,

➔ **Off-Price** page 4

Planet Blue Takes It to the Beach

By Andrew Asch *Retail Editor*

The beach is the place for **Planet Blue**, and the Malibu, Calif.-headquartered multi-brand boutique chain has introduced a private-label women’s swim line called **Blue Life Swim**.

Its first delivery will be March 30, said Ling-Su Chinn, Planet Blue’s president and owner. Planet Blue has four physical boutiques and an e-commerce shop, where its private-label knits and wovens lines are sold among brands such as **Twelfth Street by Cynthia Vincent**, **BB Dakota** and **Jet by John Eshaya**.

Chinn said the Blue Line Swim label is not for a woman who prefers modest swim looks. “It’s an extra-sexy line,” she said.



To increase head-turning, the Blue Life Swim line features cut-out paneling on many pieces. In the line’s “Malibu Racer Back” top, there’s large keyhole cutout between the cleavage. In the “Island Fever” triangle top, two straps of fabric create an “X” in the back of the top. For bottoms, there also are cutouts in the sides of the line’s “Surf City Brazilian” bottom, and the aptly named “Cheeky Bottom” is another version of the tiny Brazilian bottom.

Planet Blue’s swim-line debut comes in different schemes, such as a tie-dye mixed with indigo, white and lime colors. Solids come in lime greens, blacks and reds. There’s also a paisley print in the line. The

➔ **Planet Blue** page 2

Best Dressed Monk to Debut Store, Fashion Line

When men’s fashion label **Best Dressed Monk** opens its first boutique in Santa Barbara, Calif.’s exclusive Montecito enclave today, it hopes to give men a sartorial choice between fashion extremes.

After age 25, men don’t have to dress like nightclubbing college kids. They don’t have to dress in a stodgy way either. Best Dressed Monk co-owners Allen and Kira Gold believe they have a sartorially unique alternative.

The debut line of Best Dressed Monk features South Asian- and California-inspired clothes that Allen Gold hopes offer a panache and an elegant ease. “Not a single shirt in the line is designed to be tucked in,” he said.

The 32-inch-long shirts are intended to hang with the grace of a summer blazer but also have the casual feel of a

polo shirt. Some feature a spread collar, others have banded collars, and one shirt has a unique shawl collar reminiscent of a Nehru jacket.

With a South Asian-influenced line, there had to be a Nehru jacket—albeit, the line calls it a “fitted military safari jacket,” or a Nehru translated through an urban, California prism. Other looks include vests, overcoats, pants with a narrow silhouette and yoga-inspired styles.

In an effort to make sustainable fashion, Best Dressed Monk’s clothes are made out of Sea Island cotton, Tencel and Khadi cotton from India. Retail price points range from \$225 to \$375 for shirts, \$700 to \$900 for coats and \$250 for pants. Gold said the line has not formally confirmed wholesale prices.

➔ **Best Dressed Monk** page 2

INSIDE

Where fashion gets down to businessSM



Swim Collective moves to Dana Point ... p. 2

Made in America ... pp. 6–9

Made in America Resource Guide ... p. 9

Swim Collective Heading to New Home in August

Swim Collective, the 4-year-old West Coast swimwear trade show, will have a new home in August at the **St. Regis Monarch Beach** in Dana Point, Calif.

The five-star resort and spa overlooks the Pacific Ocean and the hotel's private beach.

Swim Collective Executive Show Director Shannon Leggett said the venue provides a fitting location for his exhibitors to showcase their 2015 collections.

"The luxurious setting reflects their lifestyle brand message and places them in the correct context. Buyers become inspired," he said in a statement.

Among the companies committed to show at the Aug. 11–13 run of Swim Collective are **L*Space**, **Luli Fama**, **Vix** by **Paula Herman-**

ny, **Maaji**, **Eberjey**, **PilyQ** and **Tigerlily**.

"We're excited to appear at the Swim Collective Trade Show in August 2014," said L*Space founder Monica Wise in a statement. "This is our go-to West Coast swim show. We have exhibited since Day One and love the show."

Also a longtime Swim Collective exhibitor, **Raj Manufacturing** will return to the show, said Marketing Manager Holly Harshman in a statement.

"We have been really pleased with the growth and success of the Swim Collective since its launch in 2010," she said. "We will be showcasing all of our collections at the St. Regis in August."

Raj's portfolio includes its own brands, as

well as licensed collections such as **Luxe** by **Lisa Vogel**, **Athena**, **Hurley**, **Guess**, **Nautica**, **Splendid Swim**, **Ella Moss Swimwear** and **Reef**.

New swimwear show **Riviera** by **CurvExpo**, organized by swim and lingerie show **CurvExpo** in partnership with **ISAM** (the International Swimwear and Ac-

tivewear Market), will debut Aug. 11–12 at the **Hyatt Regency Beach Resort and Spa** in Huntington Beach, Calif., where Swim Collective has been held. Before relocating to Dana Point, Swim Collective will return to the **Hyatt Regency** for its Jan. 24–25 run.

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

Victoria's Secret and Bath & Body Works Coming to Figat7th

Two more retail nameplates have signed on to **Figat7th**, the downtown Los Angeles mall owned by **Brookfield Office Properties**.

Victoria's Secret will open in an 8,400-square-foot space in spring 2014. In addition to the brand's selection of intimate apparel, beauty products, sleepwear and hosiery, the space will include a freestanding **Pink** store, Victoria's Secret's lifestyle brand for collegiate women.

Bath & Body Works will open a 2,570-square-foot space in spring 2014, as well. The store will carry the brand's line of skincare, fragrance and bath products.

Bath & Body Works, Victoria's Secret and Pink are all divisions of **Limited Brands**.

The new stores join a mix of tenants, including **H&M**, **Zara**, **City Target**, **Sport Chalet**, **Sunglass Hut**, **LensCrafters** and **Gold's Gym**, as well as a growing roster of restaurants ranging from casual to fine dining.

In 2006, New York-based Brookfield acquired the subterranean shopping center with the purchase of **Trizec Properties**. The mall opened in 1986 under the name **Seventh Market Place**. A \$40 million makeover of the property was completed in 2012.—*A.A.N.*

Lectra Hosts 3-D Tech Demo in LA

An intimate gathering of Southern California designers and manufacturers turned out on Nov. 14 in downtown Los Angeles to see a demonstration of **Lectra's** Modaris 3-D pattern-making software.

The event, held in a private room at **The Palm** restaurant, highlighted how Modaris can help companies streamline the pattern-making and fit process and bypass some of the expense of producing fit and design samples.

Carlos Jimenez, Lectra's Montreal-based solutions expert, led the demonstration, opening with the results of a **Kurt Salmon** study on fit that found 62 percent of consumers said they were unhappy with the fit of their clothing. In fact, one in five said they

had returned garments because of poor fit.

Modaris "bridges the gap between the design and technical teams," Jimenez said, adding that it allows designers and pattern-makers to make changes to the flat pattern and see it instantly in 3-D. They can access Lectra's digital library of 150 different types of material to help see what the finished garment will look like, and they can test different grading and adjust print or embellishment sizes and share information across the team about changes.

Paris-based Lectra specializes in integrated technology solutions for industries using soft materials—such as apparel, accessories and footwear—as well as automotive and other industrial applications.—*A.A.N.*

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Best Dressed Monk

Continued from page 1

Kira Gold has worked as a costume designer. Allen Gold started his career in fashion publicity in the 1960s era of Swinging London. Later, he ran boutiques and most recently worked in finance. Also joining the Best Dressed Monk team is Greg Niebel, who ran the pioneering boutique **B.NY** in Santa Monica, Calif. It closed in 2009, but during its 20-year run it introduced designers such as **Yohji Yamamoto** and **Issey Miyake** to the Los Angeles area. Niebel will be running Best Dressed Monk as a retail business manager and merchandiser.

After the debut of the Best Dressed Monk boutique, Gold hopes to wholesale the line



Best Dressed Monk's snap-collar overshirt, left, and military safari-style jacket

and perhaps open several Best Dressed Monk boutiques in the future. For more information, contact (805) 324-4600 or email allen@bestdressedmonk.com.

—*Andrew Asch*

Planet Blue *Continued from page 1*

beach won't be the only place for the swim line. Chinn hopes that women will wear it as outerwear and with jeans and dresses as outfits for concerts. "It's festival swim," she said. "Festival" is a label often used to describe fashion styles intended for concerts and festivals such as the annual **Coachella Arts and Music Festival** in Indio, Calif.

Planet Blue will be wholesaling the line, and Chinn said that e-commerce emporiums

Revolve Clothing and **Shop Bop**, along with swim specialty shop **Diane's Beachwear**, will be selling it. Wholesale price points will range from \$60 to \$80 per piece.

Diane's Beachwear buyer Sharleen Guerieri praised the line's look. "The fabric is amazing," she said. "The styles are very up-to-date, and they have an extra edge."

Up next, Planet Blue will introduce a yogawear line. Its first delivery will be July 30. "Yoga is the new denim," Chinn said. For more information, contact cassie@shopplanetblue.com. ●

Corrections and Clarifications

Two captions in the Nov. 11 story about Allen Schwartz were reversed. The photo on the left shows Schwartz with two dresses from his **ABS** by **Allen Schwartz** collection. The photo on the right shows Schwartz with tops from his new **Blue**



Pearl line, which is currently sold at **Barneys New York** and the **ABS** by Allen Schwartz flagship store in Santa Monica, Calif. Los Angeles retailers **Polkadots & Moonbeams** and **Madison** are also planning to sell the line.

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NEWS

Off-Price *Continued from page 1*

in a statement. However, it wasn't entirely a setback. The Long Beach store closed because its lease expired, and the company operates three Rack locations a short drive away.

Ross Stores Inc., headquartered in Pleasanton, Calif., opened 27 stores over the summer. Between July 2012 and August 2013, the chain opened 79 stores.

Smaller off-price chains have expanded, too. **Gabriel Bros. Inc.**, headquartered in West Virginia, opened a new store in Toledo, Ohio, this year and expanded its Erie, Penn., store to 86,000 square feet. **Fallas Paredes**, a division of **National Stores Inc.**, headquartered in Gardena, Calif., opened new stores this year, including locations in Lompoc, Calif., and Santa Maria, Calif.

The rise of off-price retail also is a shopping-center story. In 2013, nine outlet retail centers opened in the U.S. These shopping centers are devoted to off-price boutiques run by individual brands, and 10 more are forecast to open in 2014. Compare that with their full-price counterparts. No regional malls that focus on full-price stores opened this year, according to the **International Council of Shopping Centers' Value Retail News** and **International Outlet Journal** publications, which report on the outlet-center business. The last regional mall opened was **City Creek Center** in Salt Lake City, which took a bow in 2012. It was developed by **Taubman Centers**, headquartered in Bloomfield Hills, Mich.

Past stigmas attached to off-price retail no longer exist, said Liz Pierce, senior research analyst for **Ascendiant Capital Markets** in Irvine, Calif. "It's chic to look for value," she said. The macroeconomy is making consumers cautious. They are increasingly looking for deals, and off-pricers have them every day. "The off-price sector will be one of the big winners for the holiday," she said. "You don't need coupons for a deal. You don't have to wait for a sale."

The leading trade show for this market is growing, too. The **Off-Price** show is expecting the largest trade event in its history—more than 1,300 booths—said Todd Fabos, marketing manager of the Off-Price show, a biannual event that takes place in Las Vegas. The next one is scheduled for Feb. 16–19. The show also will increase its cash-and-carry section, which will feature more than 80 booths, compared with 50 booths at the August show.

Even if off-price's giant discounts fueled

some of the biggest growth of this year, the ride has not been without turbulence. Last week, Ross Stores' stock slipped in value after the retailer announced that its third-quarter sales were \$2.40 billion, missing analysts' guidance of \$2.43 billion.

In a statement, Michael Balmuth, Ross Stores' vice chairman and chief executive officer, noted that the missed guidance should be taken in context of the retailer's continuing good sales.

"Third-quarter sales were in line with our guidance while earnings were better than expected mainly due to above-plan merchandise gross margin," he said in a prepared statement. "Operating margin of 11.3 percent was relatively flat to last year. As a percent of sales, an improvement in cost of goods sold was offset by an increase in selling, general and administrative expenses."

The TJX Companies Inc., headquartered in Framingham, Mass., bills itself as the largest off-pricer in the world, managing a fleet of 3,000 **TJ Maxx** and **Marshalls** stores across the globe. On Nov. 19, the company announced increases in its third-quarter results for 2014. Net sales increased 9 percent to \$7 billion, and same-store sales increased 5 percent over the previous year.

The company raised its guidance for its 2014 fiscal year, which ends Feb. 1, 2014. The company expects a full year of diluted earnings per share to be in the range of \$2.91 to \$2.94, compared with \$2.55 in fiscal 2013.

The company maintains its solid outlook for its fourth quarter, with same-store sales forecast to increase 1 percent to 2 percent. The solid number takes into account that there are six fewer days in the holiday shopping season compared with the 2012 Christmas shopping season, according to a TJX statement.

Compared with other apparel retail sectors, off-price is a solid performer. Off-pricers reported a 2 percent gain to sales of \$22.3 billion in the 12-month period between October 2012 and September 2013 over the same period in the previous year, according to information gained by the **NPD Group**, a market-research company based in Port Washington, N.Y.

The department-store sector also reported a 2 percent change in sales to \$29.1 billion during the same period. National chains did not fare as well, reporting a 6 percent decline during the same period. National chain stores—which includes retailers such as **JC Penney**, **Kohl's** and **Sears**—reported sales of \$23.2 billion in the 12-month period ending in September. ●

Calendar

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. 4

Vendor-Seeing Day at Directives West
California Market Center, A525

Los Angeles
Through Dec. 5

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.

There's more
on ApparelNews.net.

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

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

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MADE IN AMERICA

Made in America *Continued from page 1*

room to the pattern-making department. “We use **Tukatech** and **Gerber** [pattern-making software]. People can bring their own patterns. We make [patterns] first through production,” she said.

She slowed down slightly in the book-keeping department. “If [the customer is] factored, if they’re paying cash, if they’re paying with terms, the [accounting] team needs to know what I’m negotiating. We handle each customer as if it is our only customer.”

In the sewing room, where rows of employees pulled pieces of brightly colored cut pieces to sew into activewear garments for **New Balance**, Allen said, “Once they see what we’re capable of doing, they can design what our ability is. It doesn’t have to leave the building, and that’s amazing.”

The Trend Chasers is a division of **XCVI**, the manufacturer of garment-dyed contemporary casual fashions founded in 1996 by Gita Zeltzer. The company remains a family business with Gita Zeltzer and her husband, Marik Zeltzer, turning the reins to son Alon Zeltzer and daughter Daniela Zeltzer. These days, XCVI splits its business between branded apparel and private-label manufacturing. More than three years ago, XCVI formed a partnership with Deborah Kirkland to start The Trend Chasers as a separate division focusing on full-package production from design development through production.

The company’s clientele includes big retailers and brands such as **Chico’s**, **Guess**, **New Balance**, **Rag and Bone**, **Aiko** and **Aether**.

“All customers are [important]—big or

small. This is their baby,” Allen said. “Our service and attention to their needs are all handled. We figured out how to be full package from design to delivery.”

There are about 160 employees working in The Trend Chasers facility, located in the south side of the Los Angeles fashion district where downtown LA meets Vernon, Calif.

Typically, The Trend Chasers can turn a new order in 90 days or less. Re-orders are



Deborah Kirkland and Randa Allen

even faster, taking between 45 and 60 days to complete.

“We can produce 2,500 units in an eight-hour shift,” Allen added.

Some customers arrive with a fully developed concept. Others are looking for input.

“If someone comes in with a T-shirt graphic and wants to spice it up, we might suggest foil or sublimation. It depends on the customer,” Allen said. “We come back with newness or listen to what they want.”

It’s the same for a customer’s preferred vendors.



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“We will use your nominated vendor. I don’t want you to lose your relationship,” Allen said. But if she can get fabric or trim at a better price, Allen said, she is obligated to let the customer know.

“I’m doing a disservice if I don’t tell them,” she said.

Experienced team

Allen joined The Trend Chasers a few months after XCVI launched the business, joining Kirkland, who oversees prod-

tion and certification company with offices in 140 countries around the world.

“They taught us how to do bigger business with social compliance,” Kirkland said.

The Trend Chasers is certified by Bureau Veritas and by **Worldwide Responsible Accredited Production (WRAP)**, the independent nonprofit group that certifies factories around the world to ensure companies are “engaged in lawful, humane and ethical production.” The Trend Chasers is one of only 12 factories in the United States to pass the or-

tings or what to do if the fabric doesn’t work. There’s such a learning curve. They can’t afford to do it on their own.”

Keeping sourcing options open

Although The Trend Chasers works with small businesses as well as large brands and retailers, the “sweet spot” is a mid-size company that can meet The Trend Chasers’ minimum-order requirement of 500 pieces per style. The Trend Chasers can produce up to 10,000 units of basic knits per week and



MAKING IT EASIER TO MAKE IT HERE: With 160 employees and an 80,000-square-foot facility in the Los Angeles Garment District, The Trend Chasers offers brands and retailers a full-package option for domestic production.

uct development, merchandising and sales for The Trend Chasers. Kirkland’s background is in bridge and contemporary merchandising for companies such as **Johnny Was** and **Levi Strauss**. She led XCVI’s private-label division before launching The Trend Chasers.

XCVI’s private-label division started out developing trend-based concepts to pitch to retailers but soon shifted to simply providing design development and production services based on retailers’ needs.

“We said, ‘Why don’t we just do what the customer wants us to do?’” Kirkland said. When Chico’s became a customer, the Fort Myers, Fla.-based retail chain arrived with an extensive list of production requirements, including certification by **Bureau Veritas**, the European-based testing, inspec-

ganization’s rigorous requirements.

Before joining The Trend Chasers, Allen ran her own contemporary dress label, **Notice**, which was produced in Los Angeles.

“My world was cut-and-sew dresses,” Allen said. “When I got here, I didn’t know PFD and sublimation. I was on learning curve 101.”

But she dove into the garment-dye side of the business and quickly got up to speed.

“There are so many different hats to wear here,” Kirkland said. “You have to have the knowledge.”

These days, Kirkland calls Allen “the teacher.”

“It’s an education for a lot of people,” she said. “They don’t know how to find the fabrics, how to make the fit-

5,000 units of novelty pieces per week.

“A lot of people want to do business domestically but can’t afford it. It’s the higher-end companies that can,” Kirkland said.

For companies that want to produce domestically but find they can’t afford the price of made-in-America manufacturing, The Trend Chasers also offers offshore production options.

“Most people ask for American made, but we have China and Vietnam relationships—if that’s where people need to go,” Allen said.

For some companies, The Trend Chasers provides an opportunity to test new product, Kirkland said. “We’ll do a small run domestically, and the larger order goes offshore,” she said. “The biggest thing we do is chase business—business they missed or an opportunity they can’t do offshore.” ●

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Jessica Faulkner: Wardrobe for All Seasons

Los Angeles-based designer Jessica Faulkner embraces the smart side of clothing. Using her world travels, education, sports background and industry experience, Faulkner creates a well-rounded apparel line filled with sophistication, flirtiness and versatility.

Faulkner is largely influenced by tailoring, and each collection injects this sensibility, from her jumpsuits to ikat-printed capes. Before launching her **Jessica Faulkner** collection in early 2012, Faulkner worked with **Fashion Week San Diego** as a designer on a costume and wardrobe project and as a design assistant for the women's contemporary line **Jane Oh**, for which she did everything from sketching to designing, sourcing and pattern-making. Jane Oh owner Alison Andrews served as a role model for Faulkner and inspired her to launch her own label.

The native California designer split her time growing up between San Diego and Big Bear, Calif., where her parents owned a restaurant, and Faulkner developed a love of snowboarding and outdoor activities. She studied international business, Spanish and fine arts, with an emphasis on fashion design, at **San Diego State University**, which gave her a broad foundation to launch her own business.

A trip to Scotland inspired Faulkner's Fall/Winter '13 collection, which includes a men's-inspired wool/leather blazer, pinstriped trouser, mini kilts and plaid fabrics.

For Spring 2014, Faulkner mixes light and dark hues in a mosaic-print design. A



white laser-cut leather top is lined with a soft pastel pattern, and a pair of turquoise leather shorts was inspired by a recent trip to the Middle East.

"I went to Kuwait for a wedding, so I decided to include Middle Eastern influences without being too aggressive with prints," she said. "I was inspired by palms, waterfalls and the Arabian sea offset with pink sunsets and the dust storms, which is seen in the [allover] printed [suit], dresses and tops."

The architectural elements are evident in the lace fabrics as well as the shapes and volume of the silhouettes. Faulkner uses leather, Tencel/cotton and natural fiber/polyester blends. All products are manufactured in the U.S.

"Keeping manufacturing local is a huge part of what we do," Faulkner said.

Wholesale price points start at \$32 for a basic tank and \$40 for shorts and run up to \$200 for one of the leather designs. A floor-length dress made with six yards of fabric is wholesale priced at \$98.

For sales information, contact Jaclyn Prophet at jaclyn@jessicafaulkner.com.

—Sarah Wolfson

Vendor Seeing Day at Directives West

December 4th & 5th
9am-11am; 2pm-4pm

Directives West is hosting an open house to discover new and emerging resources in ladies, men's and juniors apparel and accessories.

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Lola Getts: Plus-Size Performance

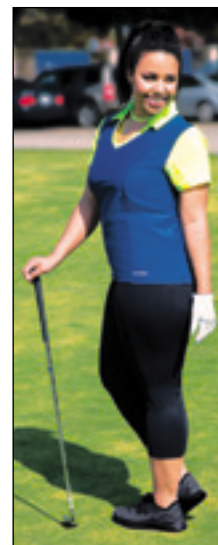
Lola Getts is an activewear company that makes functional sports-performance clothing in plus sizes. Founders Stacey Goldstein and Jodi Geiger saw a void in the activewear industry for plus-size styles. As an avid cyclist and yoga participant, Goldstein noticed that women of various sizes in her classes were wearing baggy sweats and white tees.

Goldstein met Geiger, who is also an avid athlete and has worked in the garment business for 25 years. The two decided to partner up and make clothes dedicated to the "curvy woman," Geiger said. They wanted to create a brand that empowered women of all sizes to appreciate their bodies and help pursue a fit and healthy lifestyle. Geiger has experience in sales, selling trims and novelties to activewear and swimwear companies, which helped the design process.

Lola Getts launched in 2012, selling its first collection on the Lola Getts e-commerce site. The West Coast company makes all of its products in the U.S., with an emphasis on Made in America designs. "We both want to reinvigorate the economy here in the U.S.," Geiger said. The line is designed, cut, sewn and packaged in downtown Los Angeles using some of the finest active and technological performance fabrics available, according to Geiger.

"We use a real woman who is a plus-size model for all of our fittings, along with a patternmaker who has an extensive background fitting plus-size women," Geiger said. "We create styles that enhance her curves and the use of fabrics helps to shape and smooth the problem areas by lifting the rear, flattening the mid-section."

The tops offer stylish fits with razor backs, V-neck fronts and elongated flattering dimensions. The "Lola Club Tee" has a sporty collar, a shirttail for added coverage and mesh sleeves. An added moisture-wicking fabric is inserted to keep the customer



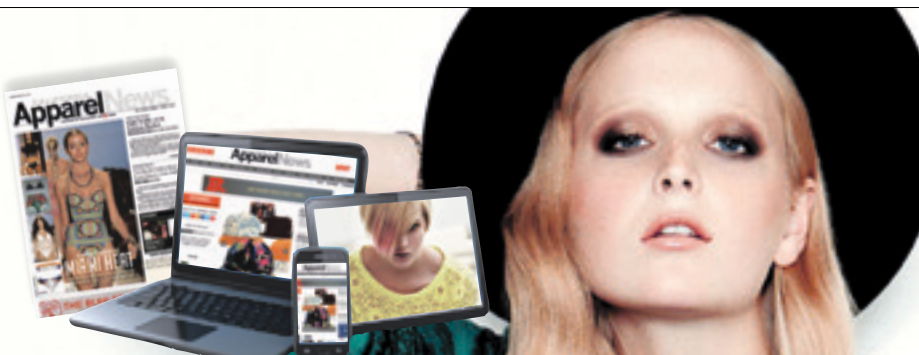
dry. There are a jacket and bottoms in the collection, as well. A key element added in the pieces is flat-lock

stitching, which gives the pieces smooth lines, better fit and added comfort.

"All of our bottoms and some of our tops use a high grade of weight with compression for added support—however, they are all soft to the touch and breathable," Geiger said.

The pieces in the collection come in three sizes—0 (14/16W), 1 (18/20W) and 2 (22/24W)—with plans to add additional sizes in the future. Lola Getts plans on expanding into other niches of the sports market such as hiking, golf and skiwear.

Wholesale prices range from \$28 to \$65. In addition to the Lola Getts website, the line is sold at boutiques and fitness centers such as **Ganesha Yoga & Adventures** in Chicago; **Scarlett Boutique**, in Charlotte, N.C.; Texas fitness chain **Luke's Locker**; and **Aries Apparel** in Hillsboro and Happy Valley, Ore. For sales information, contact Jodi Geiger at (602) 321-4149 or at info@lolagetts.com.—S.W.



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CONTRIBUTORS
BEN COPE
VOLKER CORELL
RHEA CORTADO
JOHN ECKMIER
TIM REGAS
FELIX SALZMAN
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U.S. ADVANTAGE: With the "Made in USA" label growing in popularity here and abroad, Martin Danek, vice president of JS Denim in Los Angeles, is promoting a line of American denim shirt under the label Post-ge. Denim. It's made of vintage denim made by Coe Denim Mills in White Oak, N.C. Danek was in attendance at the recent panel discussion on U.S. manufacturing held June 17 at the Los Angeles Chamber of Commerce (see related story, below).



European Tariff Hike Leads LA Manufacturers to Look for Alternative Markets and New Marketing Strategies

By Deborah Helgen, Senior Editor


Premium denim manufacturers in Los Angeles are sorting out new ways to boost their global market and enhance their marketing programs now that Europe has tripled the duty on women's jeans made in the United States.



Urban Outfitters to Open in Malibu

By Michael Smith


Urban Outfitters is planning to open its first store in the Malibu market, and we look forward to becoming a part of the community.



Direct to Consumer: Blazer Denim's New Line and Business Model

By Susan Helgen, Senior Editor


Blazer Denim's new line of blazers is a testament to the company's commitment to sustainable and philanthropic practices.



Steady Regional Business at FMNC for Established Brands and New Resources

By Susan Helgen, Senior Editor

San Mateo, Calif. – Business was steady and productive at the Fashion Market Northeast California (FMNC) June 25-26 at the San Mateo County Event Center. The regional trade show served as a showcase for existing and new brands, including several with a sustainable or philanthropic message.



INSIDE

Blazer Denim's new line of blazers is a testament to the company's commitment to sustainable and philanthropic practices.

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