

# CALIFORNIA ApparelNews

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**BLACK FRIDAY:** Like many retailers, Macy's opted to open on Thanksgiving night this year, giving consumers a head start on Black Friday shopping. The early opening was a success. The Macy's location at South Coast Plaza in Costa Mesa, Calif., was packed with shoppers looking for a deal.

## Law Firm Gets U.K. to Strike Down Steep Tariff on Hudson Jeans

By Deborah Belgum Senior Editor

In a major legal and financial victory for U.S.-made jeans, law firm **Sandler, Travis & Rosenberg** has won a ruling in the United Kingdom that exempts Los Angeles-based **Hudson Clothing** from paying a steep 38 percent tariff on its women's premium-denim jeans made in the United States.

"This is a big win," said Elise Shibles, the attorney in STR's San Francisco office who won the ruling.

Calls to Hudson Clothing seeking a response to the legal victory were not returned by press time.

The Dec. 2 ruling could apply to other U.S. blue-jeans

companies and be honored by the other 27 European Union countries where the tariff on U.S.-made women's blue jeans shot up from 12 percent to 38 percent on May 1. "My understanding is that the EU has to recognize each other's binding rulings," Shibles said.

The increased tariff, which can be renewed after one year, sent shock waves through the Los Angeles apparel industry, which manufactures about 75 percent of all U.S.-made premium-denim pants.

High-end blue jeans that sell for \$180 to \$399 have been a bright spot in the U.S. apparel export market. Many of those

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## LAmade: Fashioning Casual Basics in America

By Sarah Wolfson Contributing Writer

Jack and Georgia Chang have been producing apparel in Los Angeles since 1989, manufacturing garments for premium brands.

When their customers began asking for quality, quick-turn items, they saw an opportunity to launch their own brand. **LAmade** was introduced in 2004—first as a women's brand, which then expanded to kids', as well.

With a third family member, son Elbert Chang, who serves as vice president of sales, the business has now grown to employ 150 workers, including a design and sales team, a product-development group, and an e-commerce and marketing team. Beatrice Guapo and Ayumi Williams lead the design team, homing in on the laid-back LAmade sensibility.

LAmade makes understated clothing achieving a harmony of soft "go-to" basics with novelty knits and outerwear pieces, Elbert Chang said. The designs have an effortless quality that can be worn all day and into the evening. The core of the collection, which is made in Los Angeles, is manufactured

in-house.

"We are strong supporters of the local fashion community and find pride in manufacturing in the U.S.," Elbert Chang said.

Vertical integration and manufacturing locally have helped the brand stay flexible. LAmade can run smaller quantities to test the market as well as deliver on short lead times. For some higher-end items, the company sources handmade embroidery and beading from India.

LAmade includes core basics and seasonally updated collections. Pieces are designed to be fashion forward yet easy-to-wear. The line focuses on the hand and feel of the fabrication. Whether it is cotton jersey, silk chiffon, leather or cashmere, the designers select and develop materials that feel soft, Elbert Chang said. LAmade uses fabrics such as Supima cotton, MicroModal, viscose, angora, French terry, silk and leather, with a majority of the fabrics purchased in Los Angeles.

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## Holiday Forecast: After Mixed Black Friday, Retailers Push for More Business

By Andrew Asch Retail Editor

After a tumultuous beginning of the holiday retail season on Black Friday, Nov. 29, retailers are wondering how the crucial month of December will play out.

Unlike robust Black Fridays of previous years, sales results this year read like headlines from a manic stock market.

An estimated 141 million people shopped in malls and on retail streets during Thanksgiving weekend and Black Friday, which is considered the traditional start of the holiday retail season. But the weekend's sales declined 2.9 percent compared with last year, to \$57.4 billion. It was the first time that happened since 2009, during the height of the Great Recession, according to the **National Retail Federation**, a prominent trade and advocacy group based in Washington, D.C.

However, online retail sales soared and broke records.

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## Apparel Factories Are Bracing for California's New Minimum-Wage Hike Next Year

By Deborah Belgum Senior Editor

A rise in California's minimum wage from \$8 to \$9 an hour next summer will cost Los Angeles clothing manufacturer **Tianello** at least \$208,000 a year.

"That's a lot of money," said the company's owner, Steve Barraza, doing a quick calculation of what a \$1-an-hour wage increase will mean to his bottom line. "It adds to the cost of a garment, big time."

Barraza has about 100 workers who cut and sew garments in his one-story red-brick headquarters building, located on Broadway south of downtown Los Angeles and the LA Fashion District.

Around 50 percent of his employees—instrumental in making the label's Tencel and silk blouses, scarves, jackets, pants and dresses—earn minimum wage or a salary that is very close to that. "And then those who earn more than minimum wage will want to earn a dollar more an hour,

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### INSIDE

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



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## Ondademar Bows on Robertson

Colombian swimwear brand **Ondademar** took its West Coast bow last month on Los Angeles' Robertson Boulevard.

Located in a 1,300-square-foot storefront at 130 S. Robertson Blvd., which once housed a **True Religion** store, the Ondademar shop will serve as a beachhead for the Colombian label. By the end of 2014, the brand plans to open three other Los Angeles-area stores. The company runs three Miami-area stores and more than 46 stores in South America and Mexico.

High-profile Robertson Boulevard also is the address to swimwear stores **Beach Bunny Swimwear**, at 136 S. Robertson Blvd., and **Zimmerman**, at 110 S. Robertson Blvd. However, the street is not becoming a swimwear hub, according to Kazuko Morgan, vice chairman of real estate company **Cushman & Wakefield**. She handled the deal to bring Ondademar to Robertson.

Rather, Robertson will continue to cultivate its role as a retail street where companies introduce retail concepts to the West Coast. Earlier this year, **Tommy Hilfiger** opened a flagship store at 157 N. Robertson Blvd. French con-

temporary brand **The Kooples** recently signed a lease on Robertson Boulevard, where it will open its first American boutique. In late 2012, U.K. brand **Joseph** took its American bow at 156 S. Robertson Blvd.

"You get a lot of tourists, a lot of locals," Morgan said of Robertson. "It's a highly trafficked street for vehicles. ... Everyone in the world knows where Robertson is." Morgan is headquartered in San Francisco but travels extensively to Southern California and also is involved with a prominent commercial real estate venture in Hawaii.

Cushman & Wakefield was appointed as the retail leasing agent for the 31,000-square-foot mixed-use project **The Shops on Kalaakaua** in Waikiki. The project will break ground next year. It is slated to open in 2016. The project is part of the renovation of the **Ainahau** hotel tower and a new hotel and residential tower.

The project is located in one of Waikiki's most popular retail areas. Morgan said that the new project and its upcoming stores will considerably raise the profile of the neighborhood's retail.—*Andrew Asch*



**2nd LAX KITSON OPENS:** Boutique chain Kitson opened a 1,500-square-foot boutique in the Tom Bradley International Terminal of Los Angeles International Airport on Nov. 26. A Kitson location also opened in LAX's Terminal 7 last year. Both boutiques sell items for the traveler, such as books, pillows and novelty T-shirts from the DiLascia's Bakery brand bearing the slogan "LAX to JFK," a popular route for LAX travelers. The boutique also sells items from two of Kitson's most popular brands, Boy London and Homies. (Image courtesy of Kitson.)—A.A.

## Former Forever 21 Executive Named CEO of Uniqlo USA

**Uniqlo's** new chief executive officer for the United States comes directly from Los Angeles.

Larry Meyer, who joined the Japanese retail chain at the beginning of this year as the chief operating officer, has been promoted to CEO of Uniqlo USA, a division of **Fast Retailing**, based in Tokyo. Meyer is based in New York.

Until last year, Meyer was the executive vice president at Los Angeles-based **Forever 21**, which is also a fast-fashion retail chain, founded nearly 30 years ago in Los Angeles by the Chang family.

In his new position, Meyer will oversee the day-to-day operations of the brand and will have responsibility for expanding the chain's stores in the United States.

"Larry's steadfast leadership has been a

tremendous asset to the company and a key component to our successful growth this year," said Tadashi Yanai, chief executive of Fast Retailing, in a statement. "Building a U.S.-based executive team is a very important step in the next phase of our expansion in the U.S., and this promotion is a logical step."

Uniqlo recently opened 10 stores in the United States in New York, New Jersey and San Francisco. It currently operates 17 stores in the country and an e-commerce site, but it still has no stores in Los Angeles.

Prior to joining Forever 21 in 2001, Meyer was the chief financial officer and senior vice president at childrenswear retailer **Gymboree**. He also spent five years as the chief financial officer for **Toys R Us**.

—*Deborah Belguem*

## Unifi Purchases American Drawtech

Greensboro, N.C.-based fiber maker **Unifi Inc.** purchased the assets of **American Drawtech** from **Dillon Yarn Corp.** for an undisclosed amount.

The purchase includes American Drawtech's draw winding equipment, which will help Unifi further its "mix enrichment strategy" to introduce Unifi's **Repreve** recycled polyester yarns and other "premier value-added products" into the mid-tenacity flat-yarn markets.

Dillon had moved American Drawtech to its manufacturing facility in Yadkinville, N.C., earlier this year.

The purchase will also bolster Unifi's production capacity and position in the regional market, allowing the company to "expand its presence in targeted industrial and thread markets," the company said.—*Alison A. Nieder*

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## American Apparel Adds In-Store Shop in Amsterdam

Los Angeles-based **American Apparel** opened a 645-square-foot shop-in-shop in the **De Bijenkorf** department store in Amsterdam.

Located in Dam Square, the De Bijenkorf concession is the company's third location in Amsterdam. American Apparel operates stores in the city's Jordaan and Grachtengordel neighborhoods. Earlier this year, the company also hosted a factory flea market in the city.

"We are excited to open this new location in the heart of the city center," said Marsha Brady, a creative director for American Apparel, in a company statement. "Our brand has always resonated well with the Dutch customer, and we've been looking forward to bringing this new shopping experience to them."

In addition to American Apparel's fash-

ion basics, the De Bijenkorf concession will carry leather, denim and winter products.

"We've found that our shop-in-shop locations are perfect for metropolitan customers who desire access to a variety of products during a shopping trip," Brady said. "We've also found that it exposed us to new customers and demographics who have gone on to become regular shoppers and fans of the American Apparel, Made in USA brand."

American Apparel operates 245 stores in 20 countries, including the United States, Canada, Mexico, Brazil, United Kingdom, Ireland, Austria, Belgium, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, Australia, Japan, South Korea and China. The company employs approximately 10,000 people in its retail and manufacturing wholesale operations.—A.A.N.

## Trina Turk Opens Store in Manhattan Beach

Los Angeles designer Trina Turk is hitting the retail trail again.

On Nov. 30, she opened her ninth U.S. store just a few blocks from the ocean in the upscale, seaside community of Manhattan Beach, Calif.

The creator of everything that makes you think of Palm Springs said the venue is perfect because the surf and resort culture has been such an influence on her brand.

The space, at 333 Manhattan Beach Blvd., has floor-to-ceiling windows on two sides and

a modern, loft-like space. There are flexible floor fixtures to adjust the store's layout.

Turk ventured into the retail world in 2002 when she opened her first boutique in Palm Springs. Then it was on to New York, Miami, Dallas and Atlanta as well as more California stores in Los Angeles, Newport Beach and Burlingame.

Currently, she is showing her Winter 2013 ready-to-wear collection in the store. But her Spring 2014 collection is around the corner.—*D.B.*

## WGSN Acquires Stylesight

London-based trend forecaster and retail consultancy **WGSN Inc.** has acquired New York-based forecaster **Stylesight Inc.** for an undisclosed amount.

With the merger, WGSN will create a new "trend and information hub" in New

York "made up of trend creatives, researchers and technologists from both companies," the company announced. WGSN also announced the newly merged companies will be "exploring ways the customer experience will be enhanced."

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jeans end up in top-notch department stores such as **Selfridges** and **Harrods** in London.

In the legal argument submitted by Shibles on Oct. 4, she maintained that the jeans should be classified under the tariff provision as cotton women’s trousers because they are made of a “fugitive” dye and therefore don’t meet the definition of denim. “Fugitive” dyes are not colorfast and fade.

“If you made a jean with a synthetic dye or another color like black and it is colorfast, this ruling would not apply,” she said. “Hudson jeans are definitely made of denim as the term is used in the apparel industry, but they don’t fall within the legal definition of denim within the Harmonized Tariff Schedule.”

The legal strategy got rolling this summer when attorneys at Sandler, Travis & Rosenberg met with five Los Angeles blue-jeans makers to discuss a way to avoid the steep EU tariff.

Hudson Clothing stepped forward to have its name used for the legal proceedings and produce clothing samples. Shibles said the other companies include **Paige Denim**, **Koral Los Angeles** and **True Religion**.

“I think this is really good for us, obviously, but it takes a little bit of digging to determine whether or not the actual fabrics you are using fall under the guidelines they issued,” said Deborah Greaves, True Religion’s in-house legal counsel. “It has to deal with the manner the yarns are dyed and not readily apparent. But overall it is a lot better outcome than it was.”

Sandler, Travis & Rosenberg decided to file the legal argument with the U.K. customs and tax department because it is known for its quick response to cases, its historic legal system and the fact that English is its official language.

“We felt working with the U.K. is similar to working with the U.S. legal system, where they have a shared language, a good process, good time line and communications,” Shibles said. “They were communicative throughout the process by email. It didn’t go into a black hole.”

Shibles said Hudson Clothing can now ask for refunds on the blue-jeans that were subject to a 38 percent tariff. Women’s cotton trousers only pay a 12 percent tariff.

Tom Travis, a principal in the law firm, said his company is working with Hudson and other West Coast blue-jeans companies to seek refunds and obtain rulings on other items that should have been exempt from the tax.

The higher denim tariff was in response to the EU’s **World Trade Organization** dispute with the United States over the Continued Dumping and Subsidy Offset Act, also known as the Byrd Amendment.

The U.S. Congress approved legislation in 2006 ending the Byrd Amendment, which imposed antidumping duties on imported goods being sold in the United States for less than it cost to make them in their own country. Companies complaining that their business had been hurt by these undervalued imports could receive money from the antidumping duties collected.

Even though antidumping duties are no longer in effect, there is a pool of funds still out there being disbursed from the antidumping duties collected before the Byrd Amendment’s appeal. Last year, \$120 million was distributed to U.S. companies. The EU is retaliating for this multi-million-dollar disbursement. ●

Definition of denim under the Harmonized Tariff Schedule

Denim means fabrics of yarns of different colors, of three-thread or four-thread twill, including broken twill, warp faced, the warp yarns of which are of one and the same color and the weft yarns of which are unbleached, bleached, dyed gray or colored a lighter shade of the color of the warp yarns.

Minimum Wage *Continued from page 1*

too,” Barraza observed.

He said the new minimum wage will force him to augment his wholesale prices to cover higher costs.

In September, the California Legislature approved a boost in the state’s minimum wage, which is sending ripples of concern throughout California’s apparel industry. The salary increase takes effect July 1. Another jump in the minimum wage, to \$10 an hour, takes place Jan. 1, 2016.

Sewing contractors, wash houses, garment dyers, fabric printers and other companies connected to the fashion industry are weighing how to cope with the added cost. “We are still looking at the impact,” said Wesley Chung, owner of **U.S. Garment Inc.**, a denim dye and wash house located next door to the **7 For All Mankind** headquarters in Vernon, Calif. “I don’t know how it is going to affect our bottom line.”

Some contractors have already notified their clients that prices will go up when the new minimum wage goes into effect. “I’ve already gotten messages from my contractors,” said Firuzé Hariri, a San Francisco designer whose line of blouses and reversible jackets is cut and sewn by contractors in San Francisco and Los Angeles. “They are all concerned.”

Hariri said she will undoubtedly have to pay the higher price to make her **Beluva** label because she wants to maintain the quality of her fashionable, polyester blouses, tunics and skirts, which have a distinctive crinkled look to them.

She is being hit with a double whammy. Currently, San Francisco’s minimum wage is set at \$10.55 an hour. At the beginning of 2014, that goes up to \$10.74.

California’s minimum wage has been stagnant since 2008,

when it went from \$7.50 an hour to \$8 an hour. But with the cost of living inching up every year, minimum-wage workers have seen their standard of living shrink.

The minimum-wage bill’s author was Assemblyman Luis Alejo (D-Watsonville), who said it was time to provide relief for hardworking families. The bill was opposed by the **California Chamber of Commerce** and business lobbyists who maintained the proposed minimum-wage increase went up too quickly and was a job killer.

California currently has the eighth-highest minimum wage in the country, surpassed by states such as Washington, whose minimum wage is \$9.19 an hour. The federal minimum wage is set at \$7.25 an hour.

Blue-jeans capital

Apparel manufacturers say the minimum-wage hike is just one more obstacle to keeping apparel production in Los Angeles even though everyone is touting the “Made in USA” concept.

One of the hardest-hit sectors will be the factories that cut and sew blue jeans in Southern California, which account for 75 percent of all the premium blue jeans sold in the United States. Already, there is a movement for premium-denim brands to shift their production to Mexico after tariffs on U.S.-made women’s blue jeans exported to Europe rose from 12 percent to 38 percent.

Esmael Enriquez, the general manager at blue-jeans factory **JS Collections**, said about 50 percent of the company’s 70 garment workers make minimum wage.

Even though the company’s operating budget will take at least a \$134,000-a-year hit, Enriquez doesn’t think JS Col-

November Sales Slow

After mixed sales results were reported on Black Friday, which is the day after Thanksgiving and the official start of the holiday retail season, sales results for the entire month of November were announced, and prominent trade organization **International Council of Shopping Centers** said the month’s sales missed forecasts.

ICSC had predicted that November sales would range from 2.5 percent to 4.5 percent, but U.S. chain-store sales posted a gain of 2.1 percent, according to a tally compiled by the ICSC, said Michael Niemira, chief economist for the trade organization.

“November was a very competitive environment for retailers, and the softness in the November tally suggests some cautiousness by consumers. We expect that the sales momentum will return in December,” he said.

In a statement, Niemira said that apparel sales were weak during the month. Some fashion retailers’ sales reports supported his statement.

**L Brands Inc.**, the parent company of **Victoria’s Secret**, reported total sales of \$988.5 million in November, but it reported a decline of 5 percent in its same-store sales. **The Buckle Inc.** reported total sales of \$101.2 million in November but reported a decline of 0.6 percent in same-store sales for the month. Off-pricer **Stein Mart Inc.** had a good month. It reported total sales of \$119.9 million in November, and its same-store sales increased 3.1 percent.

Retailers reporting quarterly earnings gener-

ally reported that business slowed down. On Dec. 5, **Pacific Sunwear of California Inc.** announced that net sales for its third quarter of fiscal 2013 were \$206.6 million, compared with \$215.5 million for the same quarter last year. However, its same-store sales increased 1 percent.

On Dec. 4, **The Wet Seal Inc.** announced results for its fiscal third quarter. Net sales totaled \$127.7 million, compared with net sales of \$135.5 million in the same quarter last year.

November Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
<b>DISCOUNTERS</b>			
<b>The Buckle</b>	<b>\$101.20</b>	<b>+4.6%</b>	<b>- 0.6%</b>
<b>Gap</b>	<b>\$1,630.00</b>	<b>+8.0%</b>	<b>+2.0%</b>
<b>L Brands Inc.</b>	<b>\$988.50</b>	<b>+8.0%</b>	<b>-5.0%</b>
<b>Stein Mart</b>	<b>\$119.90</b>	<b>+7.7%</b>	<b>+3.1%</b>
<b>Zumiez</b>	<b>\$62.40</b>	<b>+16.3%</b>	<b>+1.7%</b>

Information from company reports

Same-store sales declined 0.8 percent during that quarter.

Liz Pierce, a retail analyst with **Ascendant Capital Markets**, wrote in a Dec. 5 research note that a tough economy and heavy discounts offered by retailers across the board hurt Wet Seal Inc.’s business during its third quarter, and she lowered her rating from “strong buy” to “buy.” However, she noted that the company’s long-term growth potential was good.

—Andrew Asch

RETAIL

Sanuk Opens in Waikiki

After opening stores in Santa Monica and Cabazon, Calif., earlier this year, **Sanuk** headed to Hawaii.

The Irvine, Calif.-based footwear brand kicked off the opening of its store in Honolulu’s Waikiki beachfront neighborhood with a party that included a traditional Hawaiian blessing ceremony and performance by musician and surfer Donavon Frankenreiter.

“This is just the beginning of Sanuk’s expansion plans to increase our overall brand presence in key markets,” said Sanuk President Jake Brandman in a company statement. “Sanuk’s heritage is rooted in surfing, so it only makes sense that we give love to Waikiki. We’re incredibly excited to bring the Sanuk store and brand experience to the islands.”

Sanuk was named “Footwear Product of the Year” twice by the Surf Industry Manufacturers Association at the group’s SIMA Image Awards, in 2007 and 2010. The footwear brand is a division of Goleta, Calif.-based **Deckers Outdoor Corp.**, which also owns **Ugg Australia**, **Teva**, **Tsubo**, **Ahnu**, **Mozo** and **Hoka One One**.—Alison A. Nieder

lections can augment its wholesale prices. “Customers don’t want to pay more,” he said. “Our income will probably remain the same, but our expenses will definitely increase.”

The factory cuts and sews 9,000 pairs of pants a week. Its biggest client is **Vince**, the high-end Los Angeles-based label whose denim pants retail for \$185 to \$245 at high-end stores around the country. Other customers include New York label **Bonobos** and Los Angeles-based **Guess**. JS Collections recently developed its own blue-jeans label, **Post-age**, which makes up 10 percent of production.

Not far away at **American Garment Sewing**, also known as **AGS USA**, the minimum-wage effect will be more pronounced because the company has 200 workers, who make 30,000 units a week.

“We are waiting to see how the new minimum wage is going to impact our costing,” said Anton Pavel, vice president of operations at the 30,000-square-foot factory.

The factory’s principal client right now is **Lucky Brand**, but customers come and go, Pavel said. “More and more high-end production is moving to Mexico,” he said, noting that last year the factory employed 300 workers. “We are always looking for more customers.”

While many apparel factories pay minimum wage, others are committed to higher salaries in order to keep well-trained workers, who are at a premium, in the industry.

“We pay much more than the minimum wage to our sewers because of the skills required,” said Noah Landis, owner of **Ark Apparel**, which has a full-time staff of 10 people. The 2-year-old company in Vernon, Calif., does much more structured design pieces and manufactures entire collections. An average run is 700 to 1,000 pieces per project. “Paying more is key to what we do.” Landis said. ●





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## Texworld Teams With Tradegood

Texworld USA, the biannual fabric show in New York, has struck a partnership with Tradegood, the online B2B sourcing site founded by Intertek.

The partnership will help Texworld attendees "set benchmarks according to their specific requirements," according to a statement released by the trade show.

"Texworld USA actively seeks new avenues to assist our buyers and exhibitors in building stronger relationships," said Kristy Meade, group show director of Messe Frankfurt Inc., owner of Texworld USA. "Partnering with Tradegood will provide match-making support, enabling buyers to make accurate and insightful decisions when selecting a sup-

plier. We are excited to offer this new feature to our buyers and exhibitors."

Buyers attending Texworld, as well as exhibitors at the show, will be offered access to Tradegood's services when they register for the show. Match-making and other support services will be provided onsite at the show.

Texworld USA will next be held Jan. 21-23 in the North Hall of the Jacob K. Javits Convention Center in New York. In addition to Texworld, the International Apparel Sourcing Show will be co-located at the show.

Quality and safety-service provider Intertek developed and launched Tradegood last year to connect buyers with suppliers in more than 100 countries.—Alison A. Nieder

## Morrell to Lead Olah Inc.'s Textile Sales Division

Olah Inc., the textile and apparel-development firm and organizer of the Kingpins denim trade show, announced a shift in the leadership of its textile sales division.

Olah President Michael Morrell will oversee the division, taking over for Chief Executive Officer Andrew Olah, who will no longer be in charge of the company's textile unit but will instead focus on the Kingpins show and the company's consulting division.

Olah's consulting division has helped grow Bayer CropScience's cotton-seed brands Stoneville Cotton and Fibermax and Bayer's e3 sustainable-cotton program.

"I am looking forward to focusing my energy on Kingpins, and possibly other new shows, as well as working on Bayer's amazing cotton programs," said Olah, who took over leadership of Olah Inc. in 1973 from his father, John Olah, who founded the company in 1959. "I am confident that I am leaving the textile division in extremely capable hands, allowing me to focus on new ideas for Olah

Inc.'s future. Michael loves the industry and has worked with textiles and dyeing since he was a child. I am excited to see the successes the textile division will enjoy under his leadership. He represents the third generation of leadership in the company."

Morrell has been with the company since 2003 and is a partner in the company. He previously was corporate manager of garment processing at Jones Apparel Group, a denim consultant at Swift Denim and plant manager at Roxboro Dye Co. A sixth-generation textile and apparel-industry worker, Morrell is an expert in textiles, denim and garment dyeing.

"We've been planning this shift for some time, and I am happy for the opportunity to evolve our textile sales division and continue to help our mill partners develop the best textiles possible," Morrell said.

New York-based Olah Inc. supplies U.S. manufacturers and retailers with denim, corduroy and piece-dyed fabrics.

—A.A.N.

## Calendar

### 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

"Color of the Year" webinar, presented by Pantone  
online

### Dec. 12

The Professional Club's networking event  
The Palm  
Los Angeles

### Dec. 13

"Visit Designer's Couture

Studio—Drape to Create With Hanna Hartnell"

1515 Fourth St.  
Santa Monica, Calif.

### Dec. 16

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

### Dec. 18

"The Production Department Process" webinar, presented by Fashion Business Inc.  
online

### Jan. 6

Designers and Agents  
Starrett-Lehigh Building  
New York  
Through Jan. 8

### Jan. 7

Agenda  
Long Beach Convention Center  
Long Beach, Calif.

Through Jan. 9

### Jan. 9

Surf Expo  
Orange County Convention Center  
Orlando, Fla.  
Through Jan. 11

### Jan. 12

Los Angeles Fashion Market  
California Market Center  
Gerry Building  
Cooper Design Space  
The New Mart  
824 Building  
Lady Liberty Building  
Primrose Design Building  
Academy Awards Building  
Los Angeles  
Through Jan. 15

There's more  
on [ApparelNews.net](http://ApparelNews.net).

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

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## Holiday Retail *Continued from page 6*

E-commerce sales on Black Friday skyrocketed to \$1.198 billion, which was a 15 percent increase over last year, according to **comScore Inc.**, a Reston, Va.-based company that analyzes e-commerce sales. It was the season's first billion-dollar day, according to comScore.

The one-two punch of good and bad news underscored some of the issues involved in the biggest sales season of the year, such as the shaky economic recovery and whether big promotions will hurt retailers' business.

The NRF is predicting the holiday retail season will end on a positive note, said Matthew Shay, the organization's president and chief executive officer. The season's sales are forecast to increase 3.9 percent compared with Christmas 2012.

"We're encouraged that we saw increased shoppers," he said in a Dec. 1 conference call on Black Friday business. "There are positive signs. The overall prediction of growth is on target."

**The International Council of Shopping Centers**, another prominent trade group, predicted that retail sales will increase 3.4 percent during the holiday retail season. Jeff Van Sinderen, retail analyst for financial firm **B. Riley & Co.**, forecast that retail sales will perform anemically from 1 percent to 2 percent. However, he considered it a decent performance in light of all the pressure retailers have been working against.

Consumers' economic anxieties and uncertainty about the future were blamed for a decline in sales during the Black Friday weekend. According to the Consumer Confidence Survey, released by nonprofit business group **The Conference Board**, consumer confidence declined in November following a similar decline in October.

Stubbornly high unemployment numbers and falling wages across the American economy made people cautious, said Kimberly Ritter Martinez, an economist with the **Los Angeles County Economic Development Corp.**

"People were out there shopping," Ritter Martinez said of the Black Friday weekend. "But they made budgets for

themselves, and they're sticking to them. They may have money, but they are hesitant to spend."

It also was a Black Friday weekend when a lot of people don't have money. The unemployment rate for the U.S. is 7.3 percent and 9.5 percent in Los Angeles County, according to the **Bureau of Labor Statistics**. If all the people who stopped looking for work are counted, the number is 13 percent of the U.S. population.

### More-promotional year

Another pressure point is the race to offer big promotions, which has seemingly overtaken the entire retail busi-

ness. During Black Friday, mall-based teen brand **Hollister** gave a discount of 50 percent off of everything in the store. **Macy's** gave 60 percent off of some selected women's coats. E-commerce store **Moose Ltd.** gave 35 percent off for its Cyber Monday sale.

NRF's Shay forecast that retailers' generous promotions will continue over the next few weeks. "This year is more promotional than last year," he said.

Retail analyst Van Sinderen wondered if the big discounts will hurt retailers' bottom lines and eat into their gross margins. "It's extremely promotional out there," he said. "The quality of business probably won't be great."

With deep discounts being the rule of the day, there's not



**THE DEAL:** The 2013 holiday retail season will be highly promotional. Deals are what attracted crowds of people to the South Coast Plaza Macy's on the night of Thanksgiving. One of the most popular items was a doorbuster deal for Rampage-brand boots. Macy's sold the popular boots for \$19.99.

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**FULL LOT:** While analysts were disappointed with Black Friday business—sales declined by 2.9 percent—many mall parking lots were full. A South Coast Plaza parking lot by Bear Street in Costa Mesa was full by 8:30 p.m. Thanksgiving night.

They also can ensure the staff is fully informed on the store's priorities and plans to increase conversion or convincing consumers to purchase an item after trying it on the shop floor.

### Not all bad news

With the daunting news, there are factors working in retailers' favor. In Southern California, weather turned cool, said Gila Leibovitch, who runs boutiques in Laguna Beach, Calif., and **Beverly Center** in Los Angeles under the nameplates of **Vault** and **Premier**. "Black Friday was especially great at the Beverly Center location due to poor weather. We had rain!" she said. "The bad weather probably forced more shoppers our way."

One discussion going around retail circles is that business might be better than what analysts have forecast. Retail consultant Ebert felt that the headlines created a gloom. "I'm concerned," she said of the pace of retail sales. "But I'm not in full handwriting mode. I'd like to see new ways of measuring holiday sales."

She noted current methods of measuring holiday sales might not fully count all of the new ways consumers purchase goods from retailers. For example, growing omni-channel retail blends categories such as physical stores and mobile commerce. If all the different categories of retail were counted as one, it would show a more robust number, she said. The NRF's Shay also said that the separate categories were not giving the most accurate picture of retail.

"All of those platforms must be integrated," he said. "They must be seamless from one platform to the next." ●

much more retailers can do to pull consumers in with lower prices, said Liz Ebert, a principal in the Chicago office of consulting firm **North Highland**. But retailers can make last-minute differences with their staff. If a store's staff is well prepared for their jobs and good at communicating with their customer base, sales will increase, she said. "If I had confidence in a store's planning for the season, I'd focus on how the workforce is treating customers."

Managers can motivate their sales force by giving incentives for selling certain products, for example.

## People vs. West Jean: Denim Roots and Bespoke Inspirations

When denim veteran Shay Sudry thought about creating a new jeans line, he knew that he had to do something different to carve a niche in what is still a crowded denim marketplace.

He wanted to make a pair of jeans that no other label was doing. He wanted to make the new label affordable, and he also wanted to make it both fashionable and sturdy.

All of his priorities were sewn up in the new denim line, called **People vs. West Jeans**, he said. In October, Sudry delivered the first shipment of the line to boutique chains such as **M.Fredric**, which has more than nine locations in Los Angeles County.

**People vs. West**, which is manufactured in America, is wholesale priced from \$44 to \$69. One of Sudry's goals was to make premium denim at a medium price point.

The line took its inspiration from the jeans of the 19th century and bespoke suits. Like bespoke pants made by a tailor, **People vs. West Jeans** offers subtle details. There's a dotted indigo fabric in the lining of the back pockets and brown canvas taping at the pants' fly, and some pants have a unique "accordion-fold," double-pleated back pocket.

It comes in four fits: slim, straight, extra slim and relaxed straight.

But like the denim of pioneer days, Sudry planned for the fabric to be strong, and the strength and denim heritage inspired the name of the brand. "I felt like that denim originated from the West," Sudry said. He wanted to make jeans that would honor in denim that heritage of the working people who built the Western United States. "They were fighting the elements," he said.

For more information, contact Julianna "Jana" Flumiani at [jana@la-show-room.com](mailto:jana@la-show-room.com).—Andrew Asch



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# Stone + Cloth: From Kilimanjaro to Downtown Los Angeles

Traveling to an underprivileged foreign country can be an enlightening reality check, and, in the case of Matthew Clough, his hike in 2008 up the highest peak in Africa, Mount Kilimanjaro in Tanzania, inspired the mission for his accessories company, **Stone + Cloth**.

During the long climb, Clough learned that his hired porter, named Benson, didn't earn enough income to put a child through school.

"I was just about to graduate from design school and wanted to use those skills to honor my experience," Clough said. He bought a sewing machine when he returned stateside and began constructing a mountain-inspired rucksack that became "The Benson."

Since the brand's launch in 2011, the minimal canvas Benson backpack is the best-selling item in the Stone + Cloth range.

Through the brand's partnership with the **Knock Foundation**, a charity and non-governmental organization that organizes education, healthcare and clean-living projects in Tanzania, a portion of the Stone + Cloth profits is donated toward scholarships for children in Tanzania near the Mount Kilimanjaro summit.

"Our goal is to grow up to be a brand that advocates for education on a global scale and uses commerce as a way to do so. We're really passionate about leaving this world better than we found it and hope that we find

like-minded people along the way that believe in this vision as well," Clough said.

As a growing start-up brand, it was important to Clough to check in on his production runs often, which was one reason he chose to manufacture all of Stone + Cloth's products in downtown Los Angeles.

The canvas, waxed canvas, twills and brass hardware materials are sourced from across the United States and Asia.

"I think the advantage in producing close



to home is the ability to build solid relationships with the people that make your products. We've been able to build great friendships that allow our business to succeed," Clough said. Stone + Cloth has been carried by **Nordstrom** and more than 50 specialty boutiques. Stone + Cloth's backpacks and totes are sparse in external design but feature internal padded laptop sleeves and convenient pockets for traveling light—perhaps inspired by Clough's long hikes carrying only the essentials.

"We love simplicity, so we put just the right amount of features on our products—and nothing more," Clough said.

—Rhea Cortado



## LAmade *Continued from page 1*

LAmade has recently expanded its offerings to include more-contemporary women's clothing, including outerwear, leather jackets, cardigans and blouses, as well as cocktail, wrap and jersey dresses. Some of the bottoms feature leggings with jacquard knit patching while the tops range from over-sized knit ponchos to crew necks with long-sleeve suede piecing and alpaca-blend cowlnecks with contrasting elbow patches.

"Due to the overwhelming positive reaction to our finer novelty items, we are increasing this category, called LAmade Black

Label, which will preview in Fall 2014," Elbert Chang said. The Black Label is a subsection of the line that includes higher-end fabrications and cotton blends.

Wholesale price points range from \$16 for basics up to \$175 for specialty items.

LAmade is currently sold online at **Piperlime**, **Amazon.com** and **Revolve Clothing** as well as a number of large retailers, including **Nordstrom**, **American Rag**, **Loehmann's** and **Abstrakt**.

For sales information, contact Elbert Chang at [elbertc@lamadeclothing.com](mailto:elbertc@lamadeclothing.com) or Sales Manager Carly Martinez at [carlym@lamadeclothing.com](mailto:carlym@lamadeclothing.com) ●

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# Marika Inks Licensing Deals for Footwear and Hosiery

Activewear brand **Marika** is expanding into shoes and hosiery with two new licensing agreements with Hackensack, N.J.-based **SG Companies**, which will produce and distribute women's footwear under the Marika brand, and New York-based **Wiesner Products Inc.**, which will produce and distribute Marika women's hosiery. Both licensing agreements cover the U.S. and Canada, and small collections began shipping this holiday season.

Both collections will blend function, performance and design aesthetics, including incorporating signature Marika details and themes. Hosiery will have performance-enhancing features such as contour arch support, double-layer cushioning, moisture wicking and seamless toes and will be made with technical fibers and yarns. The Spring 2014 collection will include training socks, anti-blister socks, cotton/poly crew socks and a studio yoga sock, which will feature Marika patterns and complement Marika apparel. Retail prices will range from \$6 to \$18.

The "Body Wellness" footwear collection will include three categories: performance training, fitness studio and sport-active lifestyle. Features include aero-tech engineered breathable uppers, light and flexible compression, 3-D-molded midsoles, and Dry Wick linings. Retail prices range from \$24.99 to \$59.99.

"The Wiesner Products team is very excited to have the opportunity to license the

Marika activewear and yoga brand name for hosiery and look forward to developing and building this line over the next several years," said Wiesner President Charles Mizrahi. "We are already off to a fast start with several major retailers on board for Holiday and expect Marika hosiery to be an important player in the category, especially as the yoga-inspired activewear category continues to propel as a major lifestyle trend."

Bernard Leifer, chief executive officer of SG Companies, was equally upbeat. "We are looking forward to our Marika footwear launch," he said. "The name is extremely powerful in the activewear arena, and thus we are confident that the new Marika footwear category will be well-received and extremely successful at retail."

Marika is part of a portfolio of brands owned by Commerce, Calif.-based **FAM Brands**.

"These new categories are just the beginning of what we have intended for the Marika name. There are dozens of related categories that fit into our grand plan, said Rob Stone, who works with FAM Brands on strategic planning and licensing projects.

Founded in 1982, Marika has grown to more than \$3.5 billion in sales with a focus on activewear with attention to design, quality and affordability.

FAM Brands recently hired John W.

Spotts as executive vice president of international business development and licensing to pursue licensing opportunities for all the company's brands, which include **Balance Collection**, **Zobha**, **Tehama**, **Peace and Pearls**, **Bally Total Fitness** and **La Vie Jet Setter**. (The company also produces licensed lines for **The Limited** and **Eddie Bauer**.)

"We are pleased that both Wiesner Prod-



John W. Spotts



Marika activewear

ucts Inc. and SG Companies have joined Marika's growing licensing portfolio," said Frank Zarabi, chief executive officer and owner of FAM Brands. "Both companies are experts in their classifications and have strong retail relationships, superior design and sales teams, as well as outstanding expertise in both product development and sourcing. We are confident that they will continue to grow and enhance the Marika brand."

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### PATTERNMAKER

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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

### PRODUCTION ASSISTANT

ASSIST IN PRODUCTION FOR HIGH END CLOTHING COMPANY. MUST HAVE EXPERIENCE AND KNOWLEDGE OF APPAREL PRODUCTION. COMPUTER SKILLS REQUIRED. PLEASE EMAIL RESUME: arcla101@gmail.com

### WAREHOUSE ASSISTANT

ASSIST IN SHIPPING STORES AND WAREHOUSE MANAGEMENT FOR HIGH END CLOTHING COMPANY. MUST HAVE EXPERIENCE IN APPAREL COMPANY ENVIRONMENT. COMPUTER SKILLS REQUIRED. PLEASE EMAIL RESUME: arcla101@gmail.com

### Fabric Sales

For a domestic line of knits w/ great product & reputation. Must have min 5yrs of experience & existing customer base. Your information is kept confidential. Send your resume to newfabricrep@gmail.com

### In House Sales Representative

Major accessories & footwear company seeking in-house sales representatives for offices in Los Angeles & New York. Salary and commission to commensurate with experience. Email resume: resume90058@yahoo.com

**Go to our Self-Serve Website [classifieds.apparelnews.net](http://classifieds.apparelnews.net)**



## Jobs Available

### SALES & DESIGN/MERCHANDISING ASSISTANT

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

### 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.

### 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. Send resume to : resume@meridianatex.com

### Sales

Living Doll LA is excited to add to its SALES TEAM. The right seller needs a minimum of 3 years experience handling retail accounts. This person should have strong understanding of how to sell, prioritize and analyze information. Needs to be extremely proficient on the computer. Please submit your confidential resume and account list to HR@ldlacllothing.com

## sanctuary CLOTHING

### SENIOR TECHNICAL DESIGNER/BOTTOMS

5+ yrs. experience in the fashion industry and in the technical area responsible in creating complete technical packs from pre-development stage to end production in full cycle. Must have denim and non denim washed and fashion bottoms experience. Familiar with specs and fitting interpretations. Sit in fittings with designer. Communicate overall fit comments/approvals to oversea factories. Proficient with Illustrator, Photoshop, Word and Excel. Patternmaking knowledge a plus.

Email resume along with salary requirement to:  
rosemary@sanctuaryclothing.com

### Technical Designer

Tommy Bahama is looking for a qualified Technical Designer to join our efforts to create an island lifestyle that inspires the world to relax. For consideration, please apply online <https://www1.apply2jobs.com/TommyBahama>.

### DESIGN ASSISTANT

Entry Level position to work with our Kid's division. Responsibilities include but not limited to tagging, pictures, sample room tasks, putting garments up to cut, etc. Must be energetic & self-motivated. Prefer min. 1 yr. exp. working in a design room but will consider a new graduate with the right attitude. Computer knowledge a must. Email resume to: melissak@kandykiss.com

## Jobs Available



### Sexy Jeans looking Fashion Designer

Fashion leader Jean Maker company looking for talented fashion designer for Teens (6-14 y) and Junior Market.

Decide on what materials and patterns to use and create fast-fashion collections. Negotiate deals with suppliers/retailers. Research current and future trends. Sketch preliminary design ideas. Supervise seamstresses

Skills: Ability to meet deadlines, Creative thinker, Good drawing and management skills, Great attention to detail and leadership, Well organized, Works well in a team. - Willingness to travel to Mexico by seasons

-Bachelor's Degree, fashion design

We offer: Development opportunity and international work experience for Mexico

Interested in LA, please send professional information to e mail mentioned (igarduno@sexyjeans.com.mx)



### Sexy Jeans looking Patternmaker

This role requires an individual who has worked with detailed patterns as well as having an excellent eye for detail.

Supporting the Design, Product Development and Production team in all technical related issues. Design and construct accurate patterns manually and in Lectra System. Quick response for fast-fashion collections. Advanced technical understanding of fit, proportion and grading. Preparation of spec sheets, Achieving a high quality outcome in the areas of fabric usage and clever construction methods without affecting initial look. Create patterns to meet design brief and seasonal timeline for fast-fashion. Garment fitting. Liasing with designers, production and machinists. Proven experience working within a similar role and product. 2-3 years production experience in clothing manufacturing, with speciality in denim. Willingness to travel to Mexico City by seasons

We offer: Development opportunity, international work experience for Mexico.

Interested in LA, please send profesional information to e-mail mentioned (igarduno@sexyjeans.com.mx)

### Sales Person

Better Sweater Co. is looking for in-house Sales Person with existing clients, majors and specialty stores, with at least 5 years experience.

Resume: info@lovetokenus.com

## Jobs Available

### Sales Representative

Miss Me is seeking a Sales Rep for the Miss Me Girls line to work in their LA Showroom. Candidates must have a min of 2 yrs. exp in wholesale apparel sales and a min 2 yrs. exp in kids or teen apparel industry is preferred. Must be willing to travel. Please e-mail resumes to hr@missme.com.

### Controller

We are looking for a Controller to join our dynamic management team. Responsibilities include: Supervises all accounting functions & staff- general accounting, payroll reporting, banking, accounts receivable & accounts payable and prepare internal financial statements. Interfaces with outside CPA firm regarding all financial processes and assist with financial due diligence as needed. Strong MS Office skills, MAS 90, Quickbooks required. Qualified candidates send your resume and salary history/requirements to: theguiagroup@gmail.com

## Jobs Wanted

### 35 yrs Exp'd

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

12 yrs on Pad System. In house/pt/freelance  
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## Real Estate

### Garment Buildings

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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

## Buy, Sell, and Trade

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# VELOCITY TO MARKET

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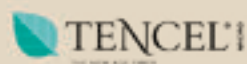
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