

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 68 YEARS

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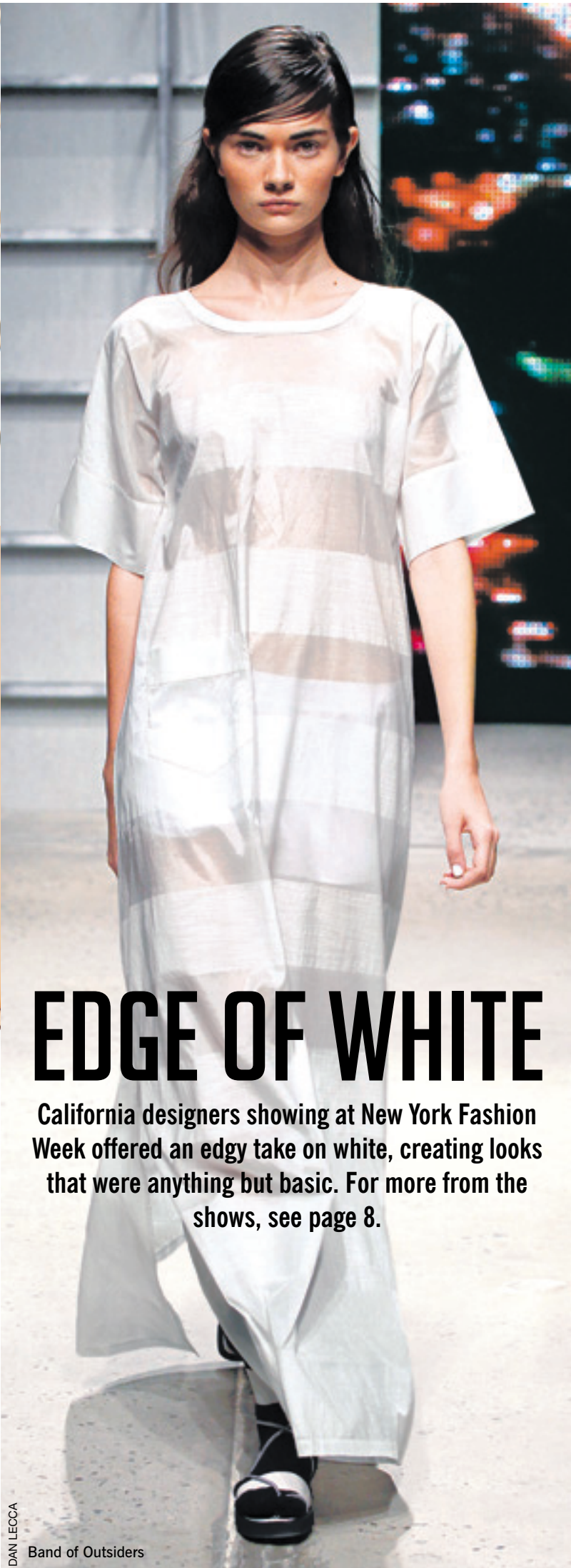
Brian Lichtenberg



Jenni Kayne



Trina Turk



DAN LECCA

Band of Outsiders

EDGE OF WHITE

California designers showing at New York Fashion Week offered an edgy take on white, creating looks that were anything but basic. For more from the shows, see page 8.

West Hollywood Fur-Sale Ban Goes Into Effect

The Southern California city is the first in the nation to outlaw the sale of fur apparel; area retailers find ways to comply.

By Andrew Asch Retail Editor

On Sept. 21, West Hollywood, Calif., will become the only city in America where selling clothing made with fur is a crime.

High-profile stores such as **Kitson**, **Maxfield** and **Balenciaga** will be barred from selling popular items such as shearling boots and sweaters with fur trim.

If West Hollywood's Code Compliance Department catches the retailer selling fur, the department's officers can give the retailer a citation. If the retailer builds a record of three tickets in a calendar year, the shopkeeper could be charged with a misdemeanor.

The city will roll out the new law slowly. There will be a 60-to-90-day period in which West Hollywood's Code Enforcement will issue warnings to bring businesses into compliance, said Michelle Rex, a council deputy for John D'Amico, the city's mayor pro tempore.

➔ Fur Ban page 9

Apparel News Group Purchased by Industry Veteran Terry Martinez

MnM Publishing announced that it has sold its **Apparel News Group**, including its flagship 68-year-old fashion-industry newsweekly, the *California Apparel News*, to Terry L. Martinez and her company, **TLM Publishing Inc.** Martinez, formerly the publication's director of sales and marketing, has taken the reins as CEO and publisher.

In addition to the newsweekly, the sale to TLM Publishing includes all holdings and publications of the Apparel News Group, which has been a mainstay in the fashion marketplace since 1945. Teri Fellman and Carl Wernicke assumed ownership of MnM Publishing in 2000 upon the death of their father, former publisher and CEO Martin Wernicke, who purchased the company in 1974. The Apparel News Group was sold to Martinez for an undisclosed amount.

"With the industry continuing to pick up steam, as was evident from the brisk traffic at **MAGIC** in August, the timing could not be better for the purchase of such an important and

➔ TLM page 2

INSIDE

Where fashion gets down to businessSM



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Planet Blue Launches New Site, Same-Day Delivery

By N. Jayne Seward Fashion Editor

Planet Blue is taking e-commerce to the next level. The Los Angeles-area multi-store retailer relaunched its website (www.shopplanetblue.com) and now offers same-day shipping from Malibu to Pasadena. Soon, it will begin offering free international shipping to 100 countries.

Vice President of E-commerce Eugene Kang was hired in March to relaunch the 5-year-old site, which generates approximately 25 percent of the retail chain's overall business.

"One of my biggest initiatives was to figure out ways to tangibly grow our business and trajectory. I definitely saw a lot of opportunity to improve our site experience," said Kang, who formerly managed e-commerce at **Forever 21**. Key features on the new site include aesthetic improvements as well as functionalities that make the shopping experience easier, such as navigation, filtering, one-page checkout and, most importantly, responsive design.

"One of the major [trends] we are seeing—as well as what all e-commerce or retailers are experiencing—is a shift toward mobile," he explained. "Thirty to 40 percent of Planet Blue's customer base visits the site through their mobile device. So we needed to respond to that."

The site is now optimized for mobile devices and tablets.

Site features such as lookbooks and social components, including a "Selfie Centered" Instagram campaign, are key to branding and sales.

Users can upload and tag images of themselves wearing clothing purchased at Planet

Blue. In addition, social content gets redistributed in the digital space, which ultimately expands the brand's reach and traffic.

"Our particular customer base is very social," Kang said. "So we thought it was very important to incorporate that component into our website."

Delivered same day

By offering same-day delivery, Planet Blue joins a small group of pioneering e-tailers, including giant **Amazon.com**, which has been building distribution centers in California to be able to offer same-day service, and **Net-a-Porter**, which offers same-day delivery in the New York and select New Jersey areas.

"We were seeing a good amount of overnight orders locally," Kang said. "Also, we naturally have a high concentration of our customer base in Los Angeles, and our warehouse is local, too. It made a lot of sense for us from a logistic standpoint to achieve that."

The Planet Blue team built the service from scratch with developers on the existing e-commerce platform and partnered with **DeliverLA** to create the courier-style delivery service.

"It was definitely a lot of work to find the right partner and to develop the technology, [to put] the systems and processes in place, and even the policies of how we wanted to approach it," Kang said. Delivery is available to zip codes within a set geographical radius. Orders must be placed by 11 a.m. and are guaranteed delivery by 6 p.m. The service is available for a fixed \$19.99 fee, and product is shipped from Planet Blue's local ware-

house. Customers can return orders to the warehouse within 30 days for a full refund or return them to any physical retail location for store credit.

According to Kang, the highest usage of the service so far is on Fridays, when people are gearing up for the weekend, and for special events such as weddings.

Global reach

Preparing for international growth, Planet Blue has partnered with **Borderfree**, a technology and services platform that will soon allow the retailer to ship to 100 countries around the globe. Currently, the retailer ships to 39 countries, so the expansion will more than double Planet Blue's reach.

"That's a really important piece [of the growth plan] because we're seeing a growing amount of traffic and buyers internationally," said Kang, who added that the international interest in the store is related to Planet Blue's physical retail stores, which are located in typically touristy destinations. After tourists visit, they go back to their home countries, place more orders and tell their friends.

"We've organically grown our international customer base, but we've been challenged to ship to them in an affordable and also speedy fashion," Kang said. Working with Borderfree, Planet Blue will be able to offer free shipping worldwide on orders over \$100. "Our average order is over \$200, so it's not a big barrier anyway, but we think that will be pretty compelling," Kang said. "We get a lot of traffic from Australia, the U.K., Canada, Japan [where we have stores] as well as China." ●

TLM *Continued from page 1*

quality company," Martinez said. "The *California Apparel News* has been such a major part of my career. I am relishing the opportunity to work with our team to move forward aggressively and serve our industry readership in new and better ways." Longtime Publisher and General Manager Molly Rhodes will remain a critical part of the company.

Martinez, who has extensive sales experience in

apparel retail, manufacturing, textiles, trim and technology, joined the *California Apparel News* in 1998 as an account executive. She was promoted to national



Terry L. Martinez

advertising manager in 2000 and then to director of sales and marketing in 2001.

The *California Apparel News* is known for its wide-ranging coverage of the apparel and related industries, focusing not only on fashion but also on all aspects of the business. In addition to its newspaper arm, the Apparel News Group produces *Apparel-News.net*; *Waterwear*, devoted to the swimwear industry; *Decorated*, devoted to the decorated apparel industry; numerous special sections focused on technology, fiber and fabric, denim, lingerie, and other niche markets; as well as custom innovative marketing concepts for clients. ●

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Wildfox CEO Calls Sexual-Exploitation Lawsuit 'Baseless' Attempt to Garner 'Large Financial Settlement'

Jimmy Sommers, chief executive officer of the prominent Los Angeles-headquartered **Wildfox Couture LLC** fashion label, refuted charges in a sexual-exploitation case that was filed against him in U.S. District Court in Los Angeles. No court date has been scheduled for the case.

Meghan Chereek, currently a Florida resident, accused Sommers of making fraudulent promises of employment in exchange for sex during a time in 2012 when Chereek said that she was 17 years old and was living in the Los Angeles area.

In an emailed statement from Wildfox on behalf of Sommers, the chief executive officer stated that he never promised Chereek any job in return for sex and companionship. Rather, it was a consensual relationship between a 43-year-old man and a woman working as a stripper who allegedly went by the stage name "The 19-Year-Old." Sommers believed that he was dealing with an adult because she represented herself as an adult and minors are barred from working as strippers.

"This is a classic example of filing a base-

less lawsuit to try and squeeze a large financial settlement by alleging facts that don't exist," the Wildfox statement said. Sommers found out about the lawsuit through news reports.

Jeff Herman, partner and founder of **Herman Law** of Boca Raton, Fla., is representing Chereek. "Mr. Sommers admits that he had a relationship with my client, which he calls "consensual." Like many victims of sexual abuse, my client was a compliant victim. She was compliant, but a minor is not able to consent to sex with an adult," he said. Herman Law specializes in civil cases against people accused of being sexual predators.

Sommers also denied that he pressured Chereek into a sexual relationship when she moved into his home during September 2012. Rather, they had gone on a few dates, and Chereek needed a place to stay after leaving her family home. The Wildfox statement said that she moved out of the Sommers residence after Sommers requested that she leave. After leaving the residence, she moved to Florida and contacted Herman Law in the spring of 2013.—*Andrew Asch*

Corrections and Clarifications

In a Sept. 6 story on Beverly Hills boutique **Gratus**, Christine Moon was incorrectly identified as the store's partner and buyer. Moon is partner and stylist. Mikela Swanson serves as buyer and partner for Gratus.

Also in a Sept. 6 story on **Gap Inc.**'s "Reserve in Store," **Macy's Inc.** was incorrectly mentioned in the article. Macy's runs a thriving omni-channel program, but its efforts are not related to Gap's "Reserve in Store" program.

Strategies for Saving on Customs Duties

By Tom Gould *Contributing Writer*

When it comes to importing apparel, manufacturers have dozens of questions about saving money.

They ask things such as “How can I legitimately lower the duty rate on my garments?” or “I think my competitors are paying a lower duty rate than I am. What do they know that I don’t know?”

For many years, importers have been creatively designing—or “engineering”—their imported products in order to achieve a lower duty rate. With the complexity of classifications, apparel importers have many opportunities to make—often, minor—modifications to their garments to change the classification and lower the duty rate for imported styles.

I thought I would share some common—and some not so common—ways apparel importers engineer their garments to lower their duty costs.

Several years ago I was referred to a new client—an importer of low-cost blouses, T-shirts, pullovers and other tops sold to several well-known mass retailers.

The client wanted me to see if I could find opportunities for lowering its duties. One opportunity jumped out at me right away—a small percentage of the blouses and pullovers were made from 50 percent cotton and 50 percent polyester fabric.

The customs classification rules require garments made from 50 percent cotton and 50 percent polyester fabric to be classified as polyester-fabric garments. Polyester pullovers carry a 32 percent duty rate while the same garment in cotton has a 16.5 percent duty rate.

I advised the company to change the content of the fabric to 55 percent cotton and 45 percent polyester, changing the “chief weight” to cotton and requiring the garments to be classified in the lower cotton provision. This resulted in a savings of 15.5 percent of the cost of the tops.

Cotton polo shirts may be classified as blouses (or shirts for men) with a 19.7 percent duty rate or as pullovers with a 16.5 percent duty rate. The difference is based on how tight the stitches are in the fabric. It is not based on the yarn’s gauge.

Customs classifies those shirts and blouses made with a finer stitch (more stitches per centimeter) under the higher duty rate blouse provision, while those made with a coarser stitch are classified as pullovers. Switching to a slightly coarser fabric can result in a 3.2 percent duty savings.

Some design features can change the classification of woven blouses from the higher duty rate blouse provision to a lower duty rate “similar to a blouse” provision.

Customs considers pockets below the waist or any type of tightening at the bottom to be “non-blouse” features. Adding pockets to a blouse can allow an importer to take advantage of the lower duty rate. Adding elastic, a drawstring, rib knitting or other tightening element to the bottom of a blouse will similarly lower the duty rate on a blouse.

Jackets are designed for “warmth or protection from the elements,” according to customs. To make this determination, it has a test. If a garment has three or more “jacket” features, then it is most likely classified as a jacket. Some of the features that customs considers as being “jacket” features

include heavyweight shell fabric, lining or padding, larger coat-style fasteners, pockets below the waist, and others.

If it has only one or two “jacket” features, it may be classified as “similar to a jacket,” resulting in a lower duty rate. For example a classic denim jacket that has two flap pockets on the chest and slash pockets below the waist typically has the requisite three “jacket” features, resulting in a duty rate of 8.9 percent, while the same jacket without the slash pockets may not have the required three jacket features, resulting in a classification of “similar to a jacket” with an 8.1 percent duty rate.

Unisex garments are classified as women’s or girls’, not men’s or boys’. Some women’s and girls’ classifications have lower duty rates than the comparable men’s or boys’ provisions.

Water-resistant garments and garments made from plastic-coated fabrics (think faux leather) carry a lower duty rate. Garments made from silk, linen, hemp, ramie and some other vegetable-fiber fabrics normally result in duty savings.

These are just a few examples of the strategies apparel companies use to control the cost of importing goods. Understanding the rules of classification can result in thousands of dollars in savings. ●

*Tom Gould is the president of **Tom Gould Customs**, a global compliance and trade consultancy based in Los Angeles. He has written “Apparel Classification” a comprehensive guide that serves as a companion to his workshops on importing, duty-saving strategies and apparel classification. For more, visit www.tomgouldcustoms.com.*

Imports Heat Up for Holidays

According to a recent **National Retail Federation** report, merchandise imports at the country’s major ports will be up 5.1 percent in September and 9 percent in October compared with last year.

“Retailers are making up for the slow imports seen earlier in the year,” said Jonathan Gold, the NRF’s vice president for supply chain and customs policy. “It’s too early to predict holiday sales, but merchants are clearly stocking up.”

Ports followed by the NRF’s “Global Port Tracker” handled 1.48 million 20-foot containers in July, the latest month for which figures are available. That was a 1.1 percent rise compared with the previous July and follows year-over-year declines in three of the four previous months.

Volume in August was estimated to be at 1.48 million cargo containers, up 4.1 percent from the previous year. September is forecast to be at 1.48 million containers, a 5.1 percent increase. October should see about 1.46 million cargo containers passing through the ports, which is a 9.0 percent jump over last year, and November will see imports cooling off with 1.31 million cargo containers coming through the docks, which is a 2.2 percent increase over last year. December, traditionally a slow period for merchandise imports, will experience only 1.3 million cargo containers coming through the ports, a 0.7 percent improvement over last year.

Next year will start out on a positive note with January imports forecast to rise 1.9 percent over the same period a year earlier.

“The U.S. economy is on the road to sustained growth,” said Ben Hackett, founder of **Hackett Associates**, which compiles the port report with the NRF. “Second-quarter GDP [gross domestic product] was well above expectations and surprised most forecasters, the unemployment picture is improving, and we believe consumer confidence will translate into increased sales during the fourth quarter.” —*Deborah Belgun*

Coming Soon

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Changes Ahead for LA Fashion Week: New Venues, New Corporate Partners

THE COOL

Bonus Distribution
LA Textile Show 9/30–10/2

September 20

Cover: Fashion
New Resources
Spot Check
Technology

Textile Preview with Tech Focus and LA Textile Resource Guide Fashion Faces

Bonus Distribution
LA Textile Show 9/30–10/2

September 27

Cover: Fashion
Jr. fashion
Webwatch
Fiber & Fabric
Textile Trends

**Fashion Resources
Fiber & Fabric Special Section
Industry Focus: Retail/Boutiques**

Bonus Distribution
LA Textile Show 9/30–10/2
LA Fashion Market 10/13–16
Designers & Agents 10/14–16

October 4

Cover: Market Must Buys
Textile Wrap
Finance Industry Focus
E-tail Spot Check
Eco Report
Denim Report

**Eco Advertorial
Finance Advertorial
Denim Advertorial
Fashion Resource**

Bonus Distribution

LA Majors Market 10/7–9
Concept LA 10/12
Style Fashion Week 10/12–18
LA Fashion Market 10/13–16
LA Gift & Home Market 10/13–17
Designers & Agents LA 10/14–16

October 11

Cover: LA Runway
Spot Check
Surf Report
What's Checking
New Lines & Showrooms
Behind the Scenes
Quarterly Financial Review

**Fashion Advertorial
Education in Focus**

Bonus Distribution

Concept LA 10/12
Style Fashion Week 10/12–18
LA Fashion Market 10/13–16
LA Gift & Home Market 10/13–17
Designers & Agents LA 10/14–16
Coeur 10/14–16
Project Ethos 10/15
LA Fashion Weekend 10/18–20
Denver Apparel & Accessory Market 10/18–21
Fashion Market Northern Calif. 10/20–22
Dallas Market Week 10/24–26

October 18

Cover: LA Runway
Technology
Market Wrap

**Technology Advertorial
Fashion Faces**

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LA Fashion Weekend 10/18–20

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Edit, a New, Upscale Women's Show, to Bow in New York in February

Business Journals Fashion Group—the organizers of **MRket**, **Moda**, **Stitch** and **Accessories The Show**—will launch a new women's trade show in February in New York.

Called **Edit**, the show is designed as a venue for “recognized and emerging designers in the premium women's wear market,” as well as a presentation of emerging trends for contemporary and luxury retailers.

Set to bow at the **Jacob K. Javits Convention Center**, Edit will offer buyer amenities such as concierge assistance, curated lookbooks and trend resources all in an “impeccably staged show floor.”

Admission to the show will be invitation-only and subject to approval. Edit's team has created a targeted, multi-channel marketing

campaign to recruit “select department-store buyers and vetted specialty stores.” These stores will receive trend e-mails, lookbooks and personal calls from Edit's retail development team. Edit's on-site concierge will also review last-minute retail registrants to ensure all buyers admitted to the show are a good fit for the brands exhibiting.

Alexandra d'Archangelo has been named Edit's show director, and Jennifer Park is Edit's branding/merchandising manager. The two have extensive experience as buyers, designers, fashion show producers, trade show organizers, bloggers, marketers, merchandisers and retailers in Canada, the U.S. and France, according to a Business Journals statement.—*Alison A. Nieder*

MAFI Award to Be Presented at FBI's All Aboard Fashion Week Fund-raiser

The **Moss Adams Fashion Innovator (MAFI)** award will be presented to a Los Angeles designer during a runway show and fashion fund-raiser hosted by **Fashion Business Inc.** during **Los Angeles Fashion Week**.

The Oct. 15 event, called “All Aboard... LA's Fashion Platform,” will be held once again at **Union Station** in downtown Los Angeles.

The MAFI award is given to a designer or brand that exemplifies “creativity and innovation through unique and compelling designs, manufacturing and/or marketing.”

Given by **Moss Adams LLP**, the award includes \$5,000 in professional services from

the national accounting firm. Past recipients include **Petro Zillia's** Nony Totchterman, **Frankie B.'s** Daniella Clarke, **Cerre's** Clayton and Flavie Webster, and **Nally and Millie's** James and Nally Park.

The All Aboard event will feature a runway show of established and emerging designers, including **Shay Todd**, **Johnny Was**, **Liberty Sage**, **Maison Castel**, **Jet Age**, **Quynh Paris** and **Rosario**. And “Extra!” weekend co-host **Renee Bargh** will emcee the event.

The event is open to the public. General-admission tickets are \$50, and FBI-member tickets are \$25. For more information, visit www.fashionbizinc.org.—*A.A.N.*

Calendar

Sept. 15

(capsule)
Basketball City
New York
Through Sept. 17

Sept. 16

Coast
Stage 37
New York
Through Sept. 17

Coeur
404 Event Space
New York
Through Sept. 17

Designers and Agents
Starrett-Lehigh Center
New York
Through Sept. 18

Texworld
Paris Le Bourget
Paris
Through Sept. 19

Sept. 17

Accessories The Show
Fame
Moda Manhattan
Jacob K. Javits Convention Center
New York
Through Sept. 19

Coterie
Sole Commerce
TMRW

Jacob K. Javits Convention Center
New York
Through Sept. 19

Première Vision
Parc d'Expositions
Paris
Through Sept. 23

Oeko-Tex webinar on STeP certification
online

Sept. 18

“Protecting Fashion Designs: Fashion Law Basics for Designers and Lawyers”
Bloomingdale's, Westfield Century City
Los Angeles

Sept. 23

Las Vegas International Lingerie Show
Rio All-Suite Hotel & Casino
Las Vegas
Through Sept. 25

Sept. 24

“Working Successfully Across

Borders & Cultures” webinar
online

Sept. 26

Simparel's complimentary breakfast event
California Market Center, C804
Los Angeles

Sept. 27

Designers and Agents
Espace 5 Bis
Paris
Through Sept. 30

Sept. 30

Los Angeles International Textile Show
California Market Center
Los Angeles
Through Oct. 2

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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TRADE SHOW REPORT

Surf Expo Introduces New Lifestyle Section, New Consumer-Focused Partnership

By Sarah Wolfson *Manufacturing/Technology Editor*

Buyers attending the recent **Surf Expo**, held Sept. 6–8 at the **Orange County Convention Center** in Orlando, Fla., had a wide selection of surf and swim merchandise to shop.

There were more than 880 exhibitors in more than 2,000 booths, showing more than 2,500 lines, according to Surf Expo Social Media and PR Coordinator Shannon Park. Major retailers including **Glick's**, **17th Street Surf Shop**, **Surf Diva**, **Coastal Edge**, **Surf Ride** and **Hansen's** and buyers from **Dillard's**, **Macy's**, **Beall's** and **Emerald Surf Shop** walked the floor.

A new lifestyle section, introduced by Surf Expo Swim and Lifestyle Sales Manager Josh Hunter, featured brands such as **Roark**, **Burkhart California**, **Wellen**, **Latitude Supply Co.**, **Mowgli Surf**, **Tavik**, **Pidgin Orange** and **Greenlines**. Organizers said the fashion show—featuring brands **L*Space**, **B Swim**, **Eidon** and **Volcom** and styled by Miami-based online retailer **iShine365**—drew a packed house.

This season, the boardsports and beach/resort lifestyle trade show co-located with **The Boardroom**, an interactive consumer event for surf, skate and sports enthusiasts that featured board-shaping demos by legendary shapers and pro surfers.

New Florida-based brand **Duvin Design** made its trade show debut at Surf Expo. “Their booth was packed each day and [they were] thrilled to be writing a ton of orders,” Park said.

Duvin Creative Director Austin Duvall is the son of professional water-skier and owner Sammy Duvall of **Curl**, located at **Disney's Pleasure Island**. The start-up lifestyle and apparel company officially launched its collection online in 2012 after years of growing the brand slowly while the four owners—Austin Duvall, Cam Martin, Shaun O'Meara and Garrett Watzka—attended college.

Buyers who placed orders for Duvall's Winter 2013 and Spring 2014 collections were entered in a drawing to win a custom-designed surfboard featuring the same pattern as Duvall's floral-print shorts and button-down tops.

“It was busier than expected, being that the January show is known for being larger,” Duvall said. “And it was especially [helpful to be] in the lifestyle section.”

Duvall said a mix of small, local boutiques and major retailers visited the booth. “We were booked with appointments the first two days and even had to move appointments back because we were so busy,” he said.

Anastasia Mazula, a sales representative with Los Angeles-based yoga and activewear women's line **LVR**, said it was the line's first time showing at Surf Expo. **LVR** has been around for about three years and has shown at other trade shows in Las Vegas and Atlanta.

“There is a bit of a crossover with our line where we fit into resort, boutiques and yoga studios, so it seemed like a good opportunity for us to show at Surf Expo, where we would be exposed to all of those outlets,” Mazula said. In addition, “**LVR** seems to sell well in the Florida region, so it seemed like a right decision.”

Mazula said the first day was slow—she guessed that Surf Expo's hardgoods section was busier on opening day—but the remaining days were busier, and the company made a lot of new contacts and retailers placed orders. **Amazon**.

com's yoga buyer stopped by the booth, which Mazula deemed a positive sign for the company.

Brazilian brand **Cia.Maritima Beachwear**, which recently rebranded in the U.S. as **CM Beachwear**, has participated in Surf Expo several times in the past but skipped a few seasons recently. Overall, the show was good and provided a good opportunity to showcase the new 2014 collection, said Candace Alba, CM marketing associate. There was a mix of appointments and stop-by traffic, which was steady, she added.

This season, retailers were looking for new, innovative styles and prints. Buyers liked CM's bold prints and updated body styles, Alba said.

This was the second time at Surf Expo for Australian brand **Tee Ink**, which introduced a new collection this season, inspired by the Virgin Islands.

“We wanted to reach the masses,” said company owner Pete De Gail, who said there were about 40 solid retail leads with quite a few walk-ins. ●



DUVIN DESIGN: Floral-print menswear made for surf boards, as well

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Color-Block Denim



Distressed Denim



Festival Chic



VEGAS WRAP—SPRING '14

From streetwear to festival chic, Las Vegas was the place to find some of the coolest looks for Spring '14. Designers and brands showcased their collections at a multitude of trade shows, including Project, ENK Vegas, MAGIC, Capsule and Pooltradeshows as well as at Liberty and Agenda, two new additions to the Vegas lineup. This season, streetwear is having a true fashion moment, and festival-inspired gear has solidified as a distinct market. The ease of athletic wear continues to inspire sporty fashion, and denim is ever-evolving in design—think color blocking, innovative prints and distressed treatments. Key pieces include bomber jackets, boyfriend jeans, snapbacks, shorts, jogger pants, jerseys, sneakers and easy suiting. Snake, tie dye, ethnic and kitschy all-over prints continue while resort-inspired tropical prints look fresh for the season. Here is a look at Spring '14 from the trade show floor.—N. Jayne Seward

Jersey Girl



Snake Prints



Joggers



Shakuachi



CCR Brand



Kye

Snapbacks



Hollywood Made



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Paislee



Dope



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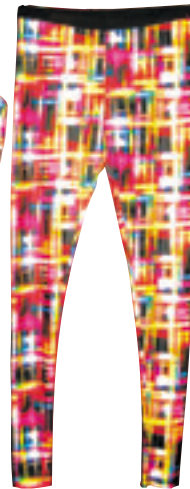
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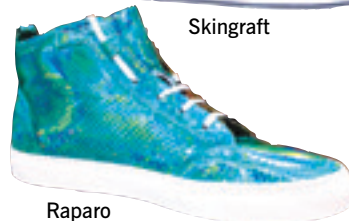
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Insight



Hi! Expectations

New LA Apparel Show Debuts at CMC

More than 100 booths filled with all sorts of clothing filled the vast 13th-floor penthouse at the **California Market Center**, marking the very first **Los Angeles Apparel Show**.

Known by its acronym, LAAS, the new show was filled almost completely with exhibitors who are Korean-American manufacturers and designers based in Los Angeles.

The Sept. 9–11 event was organized by the **Korean-American Apparel Manufacturers Association**, which wanted to hold an event where local manufacturers and designers could exhibit on their home turf. KAAMA, which used to be called the **Korean Apparel Manufacturers Association**, has 1,500 members.

"We are all from downtown Los Angeles, and as manufacturers we have been here for 30 years. We have walked the shows in Dallas, Atlanta and Las Vegas. We were going everywhere to meet buyers, and we thought, 'Why not here?'" said Jeanie Yang, KAAMA's executive director.

The first show was strong with vendors but short on buyers. Most exhibitors, however, were realistic that this is a new event just gaining momentum. "It is pretty slow, and we're pretty disappointed with the results," said Phillip Hazelton, with **Chocolate USA**, a 15-year-old juniors line based in Los Angeles. "Maybe because **MAGIC** was fairly recent or there was **New York Fashion Week**, there are fewer buyers. ... But we will try again."

But several buyers representing big-name retailers, such as **Ross Dress for Less** and **Dillard's**, which have buying offices in the CMC, and **TJ Maxx**, walked the show.

Also, several specialty-store owners and buyers attended the show, which was organized in only three months. By Wednesday morning, there had been more than 500

buyers who passed through the show's doors, Yang said.

One of those was Mario Hernandez, who has three stores, called **Mario's of Palm Springs**, in Palm Springs, Calif. He and his entourage of buyers were busy eyeing the tops, sweaters, jackets, bottoms and dresses wholesaling for \$10 and \$45 at the **Cecico** booth. "I think this show is great," Hernandez said while flipping through racks of clothing and pulling a piece here and there. "We have found a lot of new vendors here."

Francesca Helena, founder and chief executive of a new Seattle-based shopping website called **Live the Look** (www.livethelook.com), happened to be in the building checking out showrooms and saw the signs for the event. "We have been looking for vendors that are a little bit unique and different," she said, noting the show was good for that. She was interested in **Immediates** that would be available for her new site, which launches in October.

Cecico's sales manager, Eric Kim, said the show was okay, but buyer attendance was still lackluster. "This show isn't busy like the **MAGIC** shows, but this is the first time for the show," he said. "We are participating because we want the [garment] community to grow, and the downtown Los Angeles area is a mecca for the clothing industry. We want to see more customers here."

The three-day event also included a job fair on Wednesday where candidates could drop off their resumes at each booth and talk about employment. On Wednesday afternoon, there was a sample sale followed by a party.

Organizers said the next Los Angeles Apparel Show will be held March 16–19, in the same spot, during **Los Angeles Market Week**.—*Deborah Belgum*



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Spring '14 Collections

California designers were among the lineup at the recent New York Fashion Week, on the runways at Mercedes-Benz Fashion Week at Lincoln Center, as well as numerous independent events around the city.

For more from the shows, see *ApparelNews.net*.



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Hermès Rodeo Remodel Surprises

Hermès opened its West Coast flagship Labor Day weekend after an 18-month renovation at 434 Rodeo Drive in Beverly Hills. The shop's style was a big surprise.

To the casual observer, the French heritage brand represents the style of an old-moneyed elegance and the privileged equestrian set. However, the three-story flagship made use of architectural styles that seemed a departure from Hermès tradition. The exterior was reminiscent of Miami architectural flash, what with its palm trees and white walls. The spiral staircase embraced the apex of modern looks—the **Guggenheim Museum**.

The store carries Hermès leather, saddlery, scarves and jewelry, as well as casual styles and elegant clothes for men and women. But the flagship's third floor also offers a homewares section. The only other place in America to stock Hermès homewares is the Manhattan flagship.

Paris-headquartered architectural firm **RDAI**, which works with Hermès on most of its buildings, designed the interior and exterior of the Rodeo Drive store. French visual-display team **Zim and Zou** created handcrafted unique window displays for the store, using paper, not the heritage brand's venerated leather, according to media reports.—*Andrew Asch*



Fur Ban *Continued from page 1*

West Hollywood retailers that sell fur are changing their business plans to balance how they can respect the law and serve a clientele that often demands fur items.

The **West Hollywood Chamber of Commerce** is currently distributing information to members on how to follow the law and what happens next in the chamber's campaign to change the law.

"Retailers are upset," said Genevieve Morrill, president/chief executive officer of West Hollywood's Chamber of Commerce. "It was an arbitrary ban meant to make a statement. ... We still would like to work with the city in a kinder, gentler, business-friendly way on this issue."

The chamber is lobbying to lift some aspects of the ban. It would eventually like to end the ban entirely—but if the city's objective of being fur free continues, perhaps an educational program on animal cruelty could be developed as a compromise, Morrill said.

The **Fur Information Council of America**, a trade group headquartered in West Hollywood, has been lobbying to change the ban. FICA Executive Director Keith Kaplan said that a lawsuit against the city of West Hollywood is an option.

Enforcement of the fur ban is the last step in a legislative journey that gained momentum in November 2011, when West Hollywood's City Council passed the unique initiative with three councilmembers supporting it, one voting against it and one absent. The City Council took a year to produce a study on how the ban would affect the town, with the promise that the law would be changed if the study proved that the city would be hurt economically by the ban.

However, the council's survey found that the ban would have little effect on the city's economy, said D'Amico, who campaigned on animal rights before he was elected to the City Council in May 2011. The rebound of the region's and nation's economies also gave West Hollywood the confidence to move forward with the ban.

"It's clear to me that sales at city fashion boutiques will continue to increase," he said. "I have found that people from Melrose Avenue to Fifth Avenue continue to talk about the [West Hollywood] ban on the sale of wearable fur products. And except for a select group, most believe that the fur ban is an ethical and realistic action, one that continues to elevate the discourse about how we live in the world. Almost from its founding, WeHo has been a city dedicated to actionable humane policies, and this is another step in that direction."

As fashion boutiques learn more on the ban, they are developing ways to deal with it.

Fraser Ross, founder of the **Kitson** boutique chain, runs three boutiques in the area. The **Kitson Men** and **Kitson Studio** boutiques are in West Hollywood; the Kitson flagship store, located a block or so south, lies within the city of Los Angeles.

West Hollywood's city attorney has advised that displaying fur clothing does not break the law, so Kitson's West Hollywood boutiques will display fur clothing on mannequins. But if a shopper wants to make a purchase, the sale will be processed in the Los Angeles store and can be picked up from the Los Angeles store or be delivered from that store.

"The tax revenue for fur purchases will not go to West Hollywood," Ross said about the new arrangement.

At **Kin**, located at 8555 W. Sunset Blvd., owner Darrel Adams plans to move fur items from labels such as **Barbara Bui** and **Derek Lam** to his other Kin store, which is located in the West Los Angeles area.

Kin does not sell much fur, and, at most, it is 1 percent of the store's inventory. But fur's high price points can push the store's finances from red to black. "If you sell \$10,000 in one day, a \$5,000 fur jacket could be half of your day's sales," Adams said.

While West Hollywood's sunny weather typical-

ly requires nothing more than shorts and T-shirts, the tourists and local fashion shoppers patronizing the boutiques often look for cold-weather clothes.

"People in West Hollywood are jet setters. They are constantly going to New York City, where furs are really trendy," Adams said. Tourists from New York, Japan, France and Germany also shop for cold-weather clothes at his stores.

West Hollywood's fur ban specifically bars retailers from selling clothing made with fur, such as boots, gloves, hats and scarves. The ban does not cover leather clothing, furniture and accessories such as handbags. Nonprofit organizations selling fur clothing at a fundraiser are exempt, as are vintage fur items sold at vintage boutiques, second-hand shops and pawn shops. Taxidermied fur items also are exempt.

Businesses with West Hollywood addresses are barred from selling and shipping fur clothing items online. Importing new firm items with the intent of selling them also will be against the law in West Hollywood.

A citation for selling fur could be as pricey as a speeding ticket. A ticket for a first offense will cost \$200 with a \$50 administrative fee. A second offense would cost \$400 with the \$50 administrative fee. A third offense would set a retailer back \$800.

The fur ban might be taken to other cities, said Ellen Lavinthal, co-organizer of Fur Free West Hollywood, which was the premier group that campaigned for the ban.

Since the ban was a success in West Hollywood, leaders of Fur Free West Hollywood have been discussing campaigning for the ban in other cities. The group will produce a rally supporting the ban from 2 to 4 p.m. on Sept. 21 in front of the Los Angeles County Sheriff's Department West Hollywood station on the 700 block of North San Vicente Boulevard.

"It's to bring the world's attention that this city passed a retail fur ban and other cities can do that, too," Lavinthal said. ●

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7 or more years of domestic garment production experience required. Import garment production experience a plus.

Production Coordinator

Bachelor degree in Business Administration and 2 or more years of garment production experience required.

Email resume to recruiting@scta.samsung.com for immediate consideration!

2 Salespeople for Photography/Catalog firm

One English speaker + one Korean bilingual. Mktg & soc. media skills. Min 2 years experience in Fashion Industry working with manufacturers, importers & showrooms. Must be able to travel & have own car. Salary + commission. Send your Resume : sebastian@spacelightdigital.com

Jobs Available

INSIDE SALES REPRESENTATIVE

Intimate Apparel Co. in Chatsworth, CA seeks an aggressive, organized, well-rounded, self-motivated energetic person with 3-5 years experience in Sales with the ability to travel, apparel experience and retail math a must. Candidate should be able to multi task with great attention to detail. Proficient in MS office (Word, Excel & Outlook). Must have excellent communication skills both written & oral. Merchandising experience a major plus. Interested candidates please send resume with salary history to Felinahr@felinausa.com

SALES REP NEEDED

Los Angeles based design house popular with celebrities seeks sales representative. We are women's contemporary line looking for an experienced sales rep with established relationships with Major Department stores as well as specialty stores. Please email inquiries and or resumes to blbidding@gmail.com.

Technical Designer

Carson Area manufacturer has an immediate FT opening. 5+ Yr working exp in Tech Department. Skills & responsibilities include creating BOMs, cost sheets, line sheets, garment specs, tech packs, and sample duplicate coordination. . Email Resume to unleaded_92@yahoo.com

Real Estate

Garment Buildings

Mercantile Center

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

Full Floors 4500 sq ft.

Lights-Racks-New Paint-Power

Parking Available - Good Freight.

Call 213-627-3754

Design Patternmaker Garment Lofts

300 sq ft - 1,000 sq ft.

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Monday, October 14 –
Thursday, October 17, 2013



Monday, October 14 –
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