

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 68 YEARS

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West Third Street Keeps Independent Flavor

By Andrew Asch *Retail Editor*

Kate Spade Saturday, the younger concept collection from New York brand **Kate Spade**, just recently opened a store on Los Angeles' West Third Street, generally considered to be a thoroughfare of independent boutiques.

The brand is a division of fashion juggernaut **Fifth & Pacific Companies**, formerly **Liz Claiborne**, but there has not been a land rush for the thoroughfare's storefronts quite yet. While prominent boutique companies **Alexis Bittar** and **Trina Turk** maintain boutiques on the road, West Third Street remains an island of independence surrounded by national and international nameplates at nearby places such as **The Grove**, the **Beverly Center** and **Robertson Boulevard**.

Jay Luchs, executive vice president of **Newmark Grubb Knight Frank**, a global real estate-services firm, said he is in talks with a couple of prominent boutique companies to open shops on West Third Street, but he believes the place will keep its independent flavor. "It's an alternative to Melrose," Luchs said. One reason why it should stay independent is the

Kevan Hall's New Diffusion Line, QVC Appearances and Fiji Fashion Week

By Deborah Belgum *Senior Editor*

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Where fashion gets down to businessSM

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This past year, Los Angeles designer Kevan Hall has been jetting around the world for a number of new fashion projects that are taking him to Europe and beyond.

Hall is flying to the Fiji Islands to be the only U.S. designer participating in **Fiji Fashion Week**, an event being held Oct. 1–5 in the capital city of Suva, where 13 international designers as well as local designers will show their lines.

Hall was invited to present his "Signature" collection there several years ago but couldn't fit the event into his schedule. This year, some time opened up. "I'm really excited about being able to present my Spring 2014 collection there," said the designer inside his atelier on Beverly Boulevard. "The Spring collection is inspired by flowers."

Hall is employing the blues and lavenders found in hydrangeas into his prints as well as bright yellows from marigolds and the deeper orange/reds seen in geraniums. "It fits in well with Fiji," Hall said.

About 25 to 30 looks will be on the runway—half day dresses and cocktail dresses and the other half evening gowns with

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Men's Showrooms to Bow at New Trade Event

Men's fashion, showrooms, Ping-Pong. It all will be part of the debut **Los Angeles Men's Market Initiative**.

A group of Los Angeles-based men's fashion showrooms have partnered to put together a new, independent trade event. The Los Angeles Men's Market Initiative will be held in various showrooms around downtown Los Angeles' fashion district. Its debut run is scheduled for Oct. 14–15, during **Los Angeles Fashion Market**.

Showrooms **The Park**, **The Ntwrk Agency**, **Flagship** and **The Foundation**, headquartered in New York with a Los Angeles office, have pooled resources to produce parties, marketing materials and, in some cases, transportation for buyers to the event, said Willard Ford, partner for Flagship.

One of the main goals for the event is to invite buyers to order goods at showrooms in a business environment. Showroom salespeople increasingly travel to boutiques to sell clients'

goods and meet retailers at trade shows, Ford said.

"We expect 200 buyers to come through, and we're expecting more at-once buyers," he said. "We're hoping to establish a culture where people take advantage of showrooms."

Eric Martin, owner of The Park showroom, said that Los Angeles Men's Market Initiative will offer buyers an environment where they can do business without being rushed. "If you're going to a trade show, you're going to be rushed," Martin said. "It's easier to come to Los Angeles and take your time to write your lines." He also said a buying trip to Los Angeles is less expensive than a buying trip to New York. "It's moderately priced, and you can get everything done here at your own pace."

The first night's festivities are scheduled to feature a Ping-Pong tournament, drinks and music at **The Standard** hotel in downtown Los Angeles. A party at the fashion-district water-

ing hole **Pattern Bar** is scheduled for another night, and the last night will feature a reception at Flagship's **Kim Sing Theatre**, which is a renovated kung-fu cinema.

Brian Heslop, West Coast sales manager of The Foundation, said the new trade event will expand the LA Fashion Market. "For the most part, LA Fashion Market is predominantly geared toward women's fashions, so the intent of the LA Men's Market Initiative is to begin drawing in more clients for the men's category," he said.

Kellen Roland, president of The Ntwrk Agency, said he hopes the LA Men's Market Initiative will be scheduled to coincide with every LA Fashion Market. "Having everyone act individually was not getting great results," he said. "Getting everyone to act together will produce the best results of getting the best buyers, locally and nationally, to LA Men's Market."

—Andrew Asch

Kevan Hall Continued from page 1

Hall's well-known, red-carpet feel. Day dresses have a slim, linear look with the hem falling a few inches below the knee. Cocktail dresses have a fluid and soft silhouette for a romantic feel.

Earlier this year, the former **Halston** designer created a diffusion line called **Inspiration**, which consists of separates that take their creative cue from Hall's travels and from his list of places he would like to visit.

Currently, the line is being sold on home-shopping networks in Europe. In March, during his first stint with **QVC** in London, the designer quickly sold 3,000 tops, skirts and pants whose looks were influenced by Africa. Original prints included ethnic batiks, tribal geometrics, tie-dyes and blurred ikats. An animal print morphed from a zebra print to a leopard print.

In September, Hall was in Rome with a translator to present his Inspi-



Kevan Hall

ration line on **HSE24**, an Italian home-shopping network. Then it was off to London for a QVC presentation again.

Hall, who often was on the **Mercedes-Benz Fashion Week** runway when it was a regular event in Los Angeles between 2002 and 2008, is returning to London in November to show a collection that will look to Russia for a bohemian, peasant feel using paisleys and folk-like prints. There will also be faux-fur accessories.

The TV-based shopping opportunity came about when Hall formed a partnership with a Korean-American company that has offices in New York and Commerce, Calif. Everything is manufactured in China.

"We come up with the concept and the creative, and they put the production together," Hall said. "I am free to design."

When not traveling to foreign countries, Hall is busy holding trunk shows at the specialty stores around the country that stock his high-end "Signature" collection, made primarily in Hall's Los Angeles studio. ●

West Hollywood Retailer Sues City Over Fur Ban

The city of West Hollywood, Calif., on Sept. 21 became the first municipality in America to start enforcing a ban on the retail sale of fur. **Mayfair House**, a store located at 8844 Beverly Blvd. in West Hollywood, challenged that ban by filing a lawsuit Sept. 26 in federal court.

The suit hopes that a court will declare the law violates the U.S. and California constitutions. It hopes that the ban will be overturned and that the city also will repay attorneys' fees.

Mayfair House owner Johanna Judah said the ban violates the rights of West Hollywood businesses and residents. "This ban violates the very core values of freedom of choice for us and our customers that drew us to West Hollywood," she said in a statement. Mayfair House sells fur products such as **Canada Goose**-label parkas with fur trim, as well as fur-lined footwear by **Ugg**s.

Attorney Michael O'Connor, who represents Mayfair House, said the City Council overstepped its boundaries. "It is crystal clear that California's Constitution grants the state legislature the only authority to enact legislation relating to the protection of wildlife, including the exclusive power to pass laws regulating the market for products of wildlife, such as fur," he said. "As a result, the city was preempted from, and had no authority to, enact the ordinance."

O'Connor is a senior litigator in the LA office of **Kelley, Drye & Warren**.

On Sept. 26, the city of West Hollywood issued a statement about the complaint:

"The city attorney's office is reviewing the complaint (which it just received late this afternoon) and is not prepared to comment on the specific details in the lawsuit at this time. The city adopted the ordinance banning the sale of fur apparel products because the sale of these products in the city of West Hollywood is inconsistent with the city's reputation as a Cruelty Free Zone for animals and the city's goal of being a community that cares about animal welfare. The city's position is that the ordinance is a constitutional means to further that goal." —A.A.

Showroom Buildings Stagger Opening Dates for October Market

The **California Market Center** recently announced plans to open its **Los Angeles Fashion Market** Spring '14 on Oct. 13. The event will run through Oct. 16.

The news marks a change from recent years, when the four-day market started on a Monday. Many of the building's showrooms opted to open on Sunday to meet with buyers who preferred to shop on the weekend.

The **Gerry Building** will also open on Sunday, Oct. 13, but **The New Mart**, the **Cooper Design Space** and the **Lady Liberty Building** will all open on Monday, Oct. 14. All four buildings will remain open for Market through Thursday, Oct. 17.

Temporary shows and specialty markets

Temporary trade shows **Designers and Agents**, at The New Mart, and **Coeur and Brand Assembly**, at the Cooper building, will also open on Monday, Oct. 14. The three shows will run through Wednesday, Oct. 16.

The CMC's temporary trade shows, **Select**, in the fashion theater, and **Transit**, the footwear and accessories show on the CMC's 13th-floor Penthouse, will run Oct. 13–16.

Other CMC changes include extended days for the **LA Kids' Market**, which will run Oct. 10–16, and the CMC's **Gift & Home Market** will also run concurrently with Los Angeles Fashion Market, Oct. 13–16 on the ninth, 12th and 13th floors.

CMC celebrates 50th

This market, the CMC will also celebrate its 50th anniversary with a fashion installation and reception on Oct. 14 in the main lobby. The fashion installation will cover the evolution of trends over the years featuring current fashions from CMC tenants and pieces from **The Way We Wore** vintage boutique.

The CMC will also offer a free seminar for buyers, titled "Omni-Channel Marketing for Retailers." The Oct. 15 event is presented by the **California Fashion Association** and will be held from noon to 1 p.m. in Suite A218.

Gerry celebrates new owners, opens for Majors Market

The Gerry Building, which is under new management since it was purchased earlier this month by the **Vertigo Group**, will host a Market party on Oct. 14.

The building will also be open during **LA Majors Market**, which is set for Oct. 7–9. The LA Majors Market has traditionally been limited to temporary and permanent exhibitors at the CMC, but, during the upcoming run of the show, the Gerry Building will have a mix of contemporary and juniors resources, including permanent tenants and temporary exhibitors. The building will also host a Majors Market party on Oct. 7.

—Alison A. Nieder

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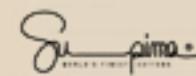


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TEXTILE WEEK 2013 CALENDAR

MONDAY, SEPTEMBER 30*

FREE SEMINAR: HOW TO BECOME A MORE POWERFUL, EFFECTIVE AND AUTHENTIC LEADER
Presented by Robert Silverstone, Conscious Business Leadership
Time: 10 am - 11 am

WORKSHOP: ADOBE ILLUSTRATOR
Presented by Chris Schiots
Time: 11 am - 1 pm
Members: Free | Non-members: \$25

FREE SEMINAR: SO YOU WANT TO LAUNCH A LINE
Presented by Designer Consulting Co-op
Time: 1 pm - 2 pm

FREE SEMINAR: SOURCING - FROM CREATION TO PRODUCTION 2013
Moderator: Frances Harder, FBI / Fashion for Profit
Panelists: Bruce Antrobus, MAGIC Sourcing
Farah Bhatty, Buchalter Nemer
Susan Power, About Sources / DG Expo
Time: 2:30 pm - 3:30 pm
Location: 13th Floor Penthouse Suite, Cal-Mart Building

TUESDAY, OCTOBER 1*

WORKSHOP: ADOBE PHOTOSHOP
Presented by Chris Schiots
Time: 10 am - 12 pm
Members: Free | Non-members: \$25

FREE SEMINAR: SUCCESSFUL BRAND BUILDING
Presented by Howard Lim, HOW Creative
Time: 11 am - 12 pm

FREE SEMINAR: UNDERSTANDING APPAREL PRINCIPALS AND COSTING
Presented by Henry Chermer, AIMS 360
Time: 1 pm - 2 pm

ALL TEXTILE WEEK EVENTS WILL TAKE PLACE AT THE FASHION BUSINESS INC OFFICE UNLESS SPECIFIED OTHERWISE.

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APPAREL WORKSHOP

Presented by Frances Harder, FBI / Fashion for Profit
Mary Wilberding, Design Alliance Group LLC
Aaron Rento, Call and Jensen
Time: 2 pm - 4 pm
Members: Free | Non-members: \$25

FREE SEMINAR: BUSINESS, BORROWING AND INVESTMENT 101

Presented by Union Bank

Time: 4 pm - 4:30 pm

FREE INDUSTRY MIXER

Sponsored by Designer Consulting Co-op

Time: 4:30 pm - 6 pm

WEDNESDAY, OCTOBER 2*

FREE SEMINAR: THE WEST COAST POINT OF VIEW ON COLOR AND HOME TRENDS FOR FALL 2014

Presented by Design Options

Time: 10 am - 11 am

FREE SEMINAR: HOW TO OPEN A POP-UP STORE

Presented by Storefront

Time: 11 am - 12 pm

FREE SEMINAR: FASHION LAW STRATEGIES TO PROTECT YOUR BUSINESS

Presented by Scott Shaw, Call and Jensen

Aaron Rento, Call and Jensen

Time: 12 pm - 1 pm

FREE SEMINAR: PREPARING TO FIND A SALES REP

Presented by Frances Harder, FBI / Fashion for Profit
Mary Wilberding, Design Alliance Group LLC

Michael Cohen, Work in Progress Showroom

Time: 1 pm - 2 pm

FREE SEMINAR: PET FASHION & PRODUCTS

Presented by Julia Szilka O'Conor, Academy of Art University

Time: 3 pm - 4 pm

NEWS

Dueling Designer & The Muse Events for L.A. Fashion Week

Los Angeles Fashion Week prides itself on diversity, but when it starts in October, two separate events will be named **Designer and the Muse**.

New to L.A. Fashion Week, **À La Mode Productions** will produce an Oct. 3 event called **Designer and The Muse** at the **Riviera 31** lounge at **Sofitel Hotel**, across the street from **Beverly Center**. What is being described as red-carpet event, **Designer and The Muse**'s featured designers include Gilbert Chigoury, Louis Verdad, Sue Wong and Lloyd Klein.

The Los Angeles chapter of **Fashion Group International**, a nonprofit professional organization, will produce the **Fifth Annual Designer & The Muse** on Oct. 23 at the **Mr. C Hotel** in Los Angeles. The event will be hosted by Kathy Hilton, designer and mother of socialite Paris Hilton. The event's red carpet will be hosted by Richard Hallmark, a designer who appeared on season 11 of "Project Runway."

While both events are taking place in the litigious environment of the Los Angeles area, neither production house is talking about a lawsuit.

"We are in support for FGILA," said Dorothy Mannfolk, who helms **À La Mode Productions** with Susan Stein, creative producer and director of **Fashion Week El Paseo** and a former president of **FGI Palm Springs**. "The more opportunities for brands, the better," Mannfolk said.

Linda Arroz, co-chair of programming of

FGILA, agreed that there was room for many fashion events in the city but also hoped it was clear that FGILA had been producing the event annually since 2008.

Designer & The Muse started when former FGILA Regional Director John Arguelles helped create an event that would mix celebrity with fashion. Fashion designers would bring a celebrity muse to the event and talk about how they are inspired by the celebrity and more about their designs.

Arguelles stopped participating in the FGILA event in 2010 after disagreements with the organization's national headquarters. As director of media relations for Lloyd Klein, he will be participating in the **À La Mode Productions** event. "It's all about celebrating fashion," he said. "There's room for everyone, I guess."

À La Mode Productions named its event **Designer and The Muse** in late 2012 after FGILA's website and Facebook page seemed to be inactive. "It is not a hostile takeover," Mannfolk said of the **Designer and The Muse** name. "It is not copyrighted and is not unique to FGILA."

Arroz said the group maintains a page on the national FGI website. The local chapter's website was taken down after a national FGI directive required all chapters to have a presence on the national **FGI.org** site. "We're not on hiatus," Arroz said.

In June, the Los Angeles chapter of **Fashion Group International** hosted a luncheon in Los Angeles in honor of Ilse Metzke, president of the **California Fashion Association**.—Andrew Asch

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For these stories:

- **Gap, Grove Debut Best New Menswear Designers**
- **California's Apparel and Textile Employment Decline**
- **World Trade Numbers Take a Hit**



The Gap x GQ

Calendar

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

Oct. 1

Fashion Business Inc. networking mixer
California Market Center, A792
Los Angeles
"Launch Your Line" free Q&A presented by the Evans Group
500 Molino St., Suite 102

Los Angeles

"Fashion 101," presented by Global Purchasing Cos.
Hub LA
Los Angeles

Oct. 4

Driven by Design
LA Mart
Los Angeles

Oct. 5

"Rock for Fashion," presented by Fashion Industries Guild and honoring Vera Campbell and Steve Schoenholz
Beverly Wilshire hotel
Beverly Hills

The Boardroom
Orange County Fair & Event Center

Costa Mesa, Calif.
Through Oct. 6

Oct. 7

LA Majors Market
California Market Center
Los Angeles
Through Oct. 9

Oct. 10

Fi3 Fashion Conference
Lot 613
Los Angeles
Through Oct. 11

There's more on ApparelNews.net.

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

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50 & 6

In Los Angeles, a cup of coffee brings Michael and his wife together as they prepare for a day at the office.

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Dita Von Teese Brings Back the Overwire at Faire Frou Frou

Call it the return of the overwire in lingerie.

Last popular in the 1950s, the overwire gave bras a certain panache and style, according to vintage lingerie enthusiasts such as Dita Von Teese, Los Angeles resident, burlesque performer and advocate of the 1950s pinup-girl look.

Von Teese adds overwires, which are placed at the top of a bra cup, to give a vintage style to some pieces in her lingerie line, **Von Follies by Dita Von Teese**, which was introduced in 2012. Manufactured by Australia-based **DCI Corp.**, the line has been sold in Australia and at American retailers such as **HSN Inc.** Von Teese hopes more U.S. stores pick up her lingerie line, which retails for \$27 to \$170. On Sept. 24, she made an appearance at **Faire Frou Frou**, the first boutique to sell the line in the United States. It is located in Los Angeles' Studio City neighborhood.

A group of Dita Von Teese fans greeted her at the shop, and several were dressed like 1950s starlets and pinup girls. Many of them were looking forward to buying new lingerie with a vintage style. "It's very difficult to find a bra that has an overwire," said Ashleeta Beauchamp of Los Angeles, whose pinup-style portraits have appeared on websites such as Burbank, Calif., retailer **Unique Vintage**. "She's bringing it back," Beauchamp said of Von Teese.

"It oozes sex but in a classy way," Tara Al-

exander, another woman at the event, said of the Von Follies line.

Von Teese said many women are bored of basics such as the white bra. "People want something more exotic, more risqué," she said. The designers and marketers she worked with at first dissuaded her from using details such as overwires, but, as the more exotic pieces in the line started selling well, they gave it a green light, according to Von Teese. "When I do things my way, I succeed," she said.

The Von Follies line offers exotic-looking lingerie, such as the "Madame X" bra and panty. It features pleated silk and straps. It also has simpler pieces, such as the "Leading Lady," a lilac bra and panty set that features bows and lace. Unfortunately for the vintage-obsessed, the overwire bra in Von Teese's "Her Sexellency" line is not yet in stock at Faire Frou Frou, said Alison Rubke, co-owner of the store. But the store will be getting it soon.

Von Follies is part of a booming market for lingerie. American women spent more than \$10.7 billion on lingerie during the 12-month period from August 2012 to July 2013, according to market-research firm **NPD Group**. It was a 2.2 percent increase in lingerie sales from August 2011 to July 2013, when American women spent \$10.4 billion.—Andrew Asch



Dita Von Teese



From left, Faire Frou Frou's Gail and Alison Rubke



AMERICANA NORDSTROM: A full-line Nordstrom opened at the Americana at Brand in Glendale, Calif.

Nordstrom Opens at Americana at Brand

Nordstrom Inc. opened a full-line store at the **Americana at Brand** in Glendale, Calif., after being located across the street at the **Glendale Galleria**.

The Americana Nordstrom includes **Topshop** and **Topman** departments, which will offer fashions from the popular U.K. fashion retailer. It will be the first Topshop department in a Nordstrom in LA County. There are several Nordstrom Topshops in Orange County. Another new Nordstrom department is **via C**, which features fashion from new designers such as **Rachel Zoe, Helmut Lang, Current/Elliott, Alice + Olivia and Rag & Bone**, a company statement said.

The new store also offers its consumers services such as personal stylists, complimentary gift boxes, in-store alterations and a tailor shop, bra fitters, and prosthesis fitters. There is a restaurant, **Bar Verde**, which is a farm-to-table eatery, as well as a café, **Ebar**.

The 135,000-square-foot, three-level Nordstrom features a glass exterior to bring more natural light into the store. There are entrances on Brand Boulevard and Caruso Avenue as well as in the Americana's new Grand Lobby. The store's neighbors include **Barnes & Noble** and **Trattoria Amici**. It is currently the only department store located at Americana at Brand. The luxury retail center offers a range of retailers such as **Urban Outfitters, XXI Forever, True Religion, H&M, Anthropologie, Madewell and American Eagle Outfitters**. Another important mall tenant is **Barneys New York Co-op**, which will change nameplates to **Barneys New York** next year.

Before opening, Nordstrom produced a gala party at the Americana and raised \$107,600 for nonprofits **Hillsides**, an education and services provider for at-risk youth and their families, and **Ascencia**, a group with the mission to end homelessness in the greater Glendale area.—A.A.



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CHANGE AHEAD FOR LA FASHION WEEK: New Venues, New Corporate Partners
By Leslie Meltzer, Editor

Los Angeles fashion brands dominate coastal fashion and the city's apparel market, but the industry's influence on the city's fashion week has struggled over the past decade. Now, after years of uncertainty, the future looks bright. Recently, two producers of independent Los Angeles designers—L.A. Apparel Week and L.A. Fashion Week—joined forces. Los Angeles Fashion Council will be taking over both shows, which will be held at the same time during L.A. Fashion Week page 20

TRADE SHOW REPORT
Brands Turn Out at Swim Collective for the West Coast Market
By Leslie Meltzer, Managing Editor

More than 200 emerging and veteran swimwear brands, including many from the West Coast, gathered at the first ever Swim Collective trade show held at the Hotel Bel-Air in Los Angeles. The event, which was organized by the West Coast Marketing Association, featured a variety of styles and trends, including a focus on sustainable materials and ethical manufacturing. The show was a success, with attendees reporting high levels of interest in the products and services offered.

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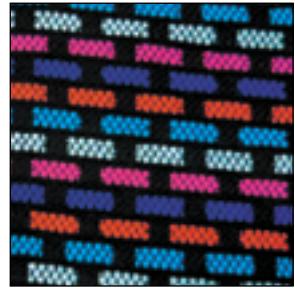
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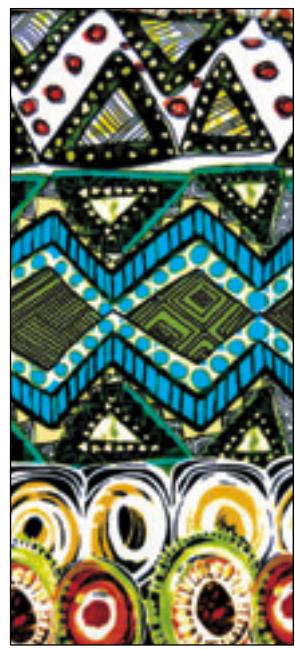
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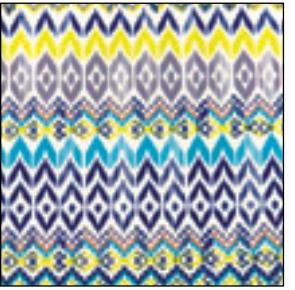
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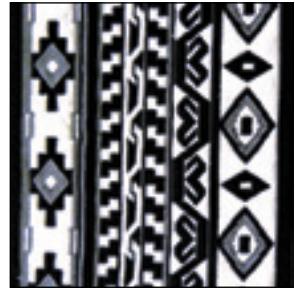
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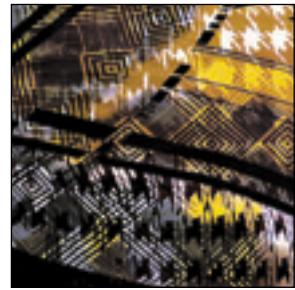
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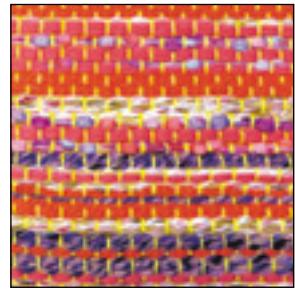
Sportek International #4400-
1026



Nipkow & Kobelt Inc. #RB-
12487



Triple Textile Inc. #RSP-I-T



Malhia Kent #T65922
"Helisa"



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World Traveler

Designers go on a world tour for inspiration culled from traditional textiles and updates in modern colorways and fabrics.

Watercolors

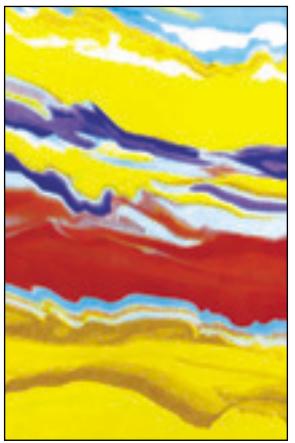
Designers use painterly techniques and fluid color play to give textiles a watercolor effect.



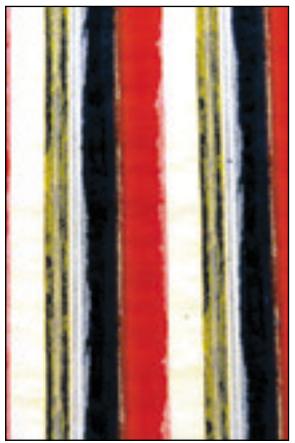
Pine Crest Fabrics Inc. "Neon
Tracks"



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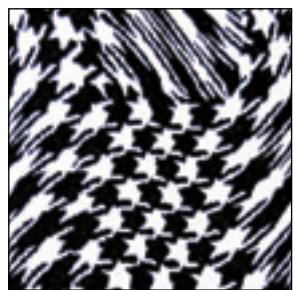
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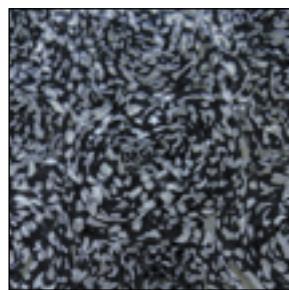
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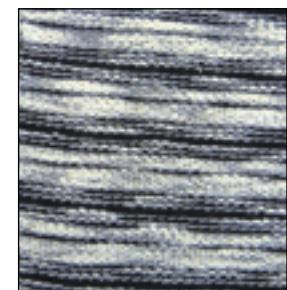
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Ciabatti s.r.l. "Sissi" jacquard



Pinx International
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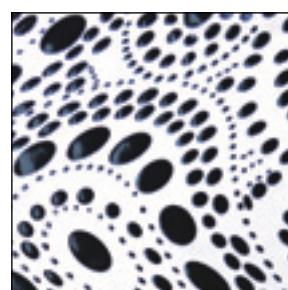
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"Bravo"



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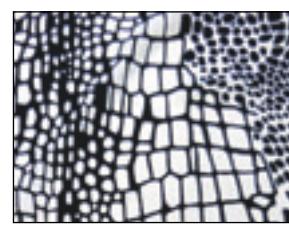
Home Fashion Fabrics
"Heritage"



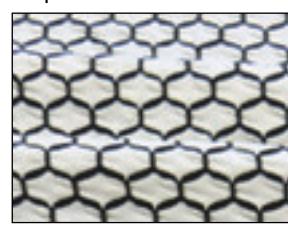
Colorway by Nasrin #CWLX-
3415 "Lurex Basketweave"



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"Marles"



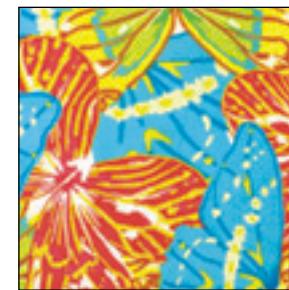
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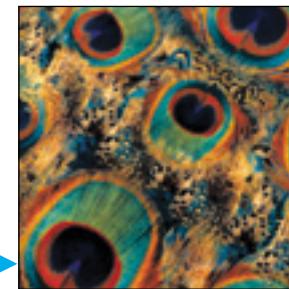
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Gildan Looking to Open Two U.S. Spinning Facilities

Montreal-based **Gildan Activewear Inc.** will be investing at least \$200 million in 2014 and 2015 to build two new yarn-spinning facilities in the United States.

Located in the southern region, the new facilities will "support its projected sales growth and further reinforce its position as a global low-cost manufacturer," the company said in a statement.

Last year, the company announced plans to build a new ring-spun-yarn facility in Salisbury, N.C., and plans to modernize its open-end facilities in Clarkton, N.C., and Cedartown, Ga.

In all, the company's investment in U.S. yarn-spinning operations is expected to add

more than 700 jobs and "further solidify the important domestic U.S. component of its vertically integrated manufacturing," the company said.

Gildan produces T-shirts, fleece items, sport shirts, socks and underwear. The company produces socks sold under its own brands—Gildan, **Gold Toe** and **Anvil**—as well as under licensing agreements with **Under Armour** and **New Balance**. The company also manufactures imprimable products and is currently looking to expand the Gildan brand to underwear and activewear. The company's vertically integrated manufacturing operations are primarily located in Central America and the Caribbean Basin.—Alison A. Nieder

Invista Buys Advansa's Specialty Poly Business

Wichita, Kan.-based fiber maker **Invista**, producer of **Lycra**, purchased the specialty polyester business from its licensee, European polyester fiber producer **AdvanSA**.

The acquisition includes assets related to specialty polyester products for apparel, including Advansa's **Thermocool** brand. The deal also includes the reversion of Advansa's licensed rights in greater Europe for **Coolmax** and **Thermolite**. Both brands are owned by Invista. Advansa had held the license rights to Coolmax and Thermolite in Europe, the Middle East and Africa.

The deal allows Invista to market its Coolmax and Thermolite brands and technologies globally, the company said in a statement.

"The new unified global business in specialty polyester gives Invista's clients an

outstanding spectrum of branded technologies to choose from, encompassing both the warm and cool fabric spaces with the Thermolite and Coolmax brands, respectively, and the Thermocool brand will enhance our specialties technology portfolio," said Dave Trerotola, Invista's president of apparel.

AdvanSA will retain its branded home textiles fiberfill business, its specialty fiber businesses for nonwovens and paper industries, and its manufacturing facility in Germany.

Terms of the acquisition were not disclosed, but Invista said, "Key staff and consultants involved in the Advansa business have been hired and engaged by Invista, and sales and critical business support processes are already operational."—A.A.N.

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West Third Street *Continued from page 1*

spaces are typically smaller than what national retailers desire. Luchs also forecast that the street's prices will remain reasonable. The average is \$4 to \$4.50 per square foot. Influential indies such as **Satine** started on West Third Street and continue to attract fashion-savvy people to the street. And the street is still home to concept retailers, new multi-line stores and niche boutiques, such as men's store **Wittmore**, suiting shop **Duncan Quinn** and eco-fashion boutique **Show Pony**. Trade show **Liberty Fairs** runs a space for pop-up shops at 8366½ W. Third St. Los Angeles-area eco-denim brand **Tortoise** is opening a pop-up shop there on Sept. 29.

Melissa Richardson Akkaway, owner of West Third Street boutique **Beckley**, said independent retailers such as herself are attracted to the vibrant nature of the street.

"It's really alive," she said of West Third. "It creates a reason for people to park their cars and shop."

Polkadots & Moonbeams

Wendy Freedman was one of West Third Street's pioneers, having opened the **Polkadots & Moonbeams** boutique in 1982. But she recently moved the shop to 8361 W. Third St., which is at the intersection with Kings Road. The move was made to take possession of a corner space with superior foot traffic and to take advantage of a better lease, according to Freedman.

One of the best-selling items at Polkadots & Moonbeams is a green dress from U.K. brand **Ted Baker**. It retails for \$295. "The colors and the shape are top notch," she said of the fitted dress. "The peplum doesn't stick out too much. It's done right."

Veronica M's palazzo pants also sell well, Freedman said. It retails for \$72 and above. "She knows how to make a fit for every woman," she said.

The **Bailey 44** Hacker jacket is another big seller. Retailing for \$328, the jacket mixes the silhouette of a peacoat and a tuxedo. The jacket's front buttons up similar to a peacoat, and the hem is reminiscent of a dashing tuxedo. The juxtaposition of twill and vegan-leather materials give the jacket a compelling mix of looks.



Ted Baker at Polkadots & Moonbeams

➡ West Third Street page 12

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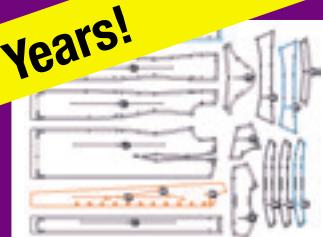


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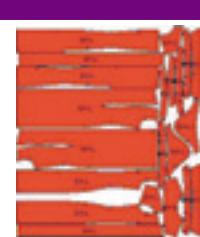
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WHAT'S CHECKING

West Third Street Continued from page 1

Wittmore

Wittmore moved onto West Third Street this summer as a pop-up shop. Owner Paul Witt tested his men's retail merchandise at a space at 8366 ½ W. Third St., leased by fashion trade show **Liberty Fairs**. Los Angeles eco-denim brand **Tortoise Jeans** is scheduled to move into the space Sept. 29. Wittmore put down permanent stakes on the street Sept. 1 at 8236 W. Third St., which was formerly occupied by the boutique **Ethel**.

One top-selling item at Wittmore is a tailored sweatshirt by **Ian Vellardi**, which bears the letters USA. The French-terry sweatshirt retails for \$145. "People love the fact that it is made in the USA," Witt said. "People love the fact that it is an '80s-style sweatshirt, it is fitted and short, and it has a thumb hole in the cuff."

A polar fleece jacket by Toronto company **Creep by Hiroshi Awai** is popular for its unique material. "It's Muppet-y," Witt said of the unique look, which he thought was similar to one of Jim Henson's Muppet characters. "It is soft and fuzzy." But the inside of the jacket is lined with a perforated **Dri-fit** fabric, which gives the jacket an airy and light feel. It retails for \$296.

T-shirts by the **Jungmaven** brand have been selling briskly, Witt said. "It's the core basic we didn't have here," he said. The crew neck retails for \$38. The "Pocket T" retails for \$42.

The T-shirts are made out of a hemp blend. Label founder Rob Jungmann has made a career of advocating Congress to legalize hemp farming in the United States. Hemp is currently grown overseas.

Super-slim fitted cargo pants by **Gant Rugger** have been big sellers at Wittmore. They retail for \$175. "The pockets lay flat," Witt said. Unlike many cargo pants, the pockets don't pop out, which gives them a unique and stylish look.

Duncan Quinn

The name Luzer Twersky has a literary feel to it, but Twersky serves as operations director for **Duncan Quinn**, the Saville Row-inspired boutique that maintains a shop at 8234 W. Third St.

The label's custom-made suits start retailing at \$2,500 and go

► **West Third Street** continued on next page



Gant Rugger at
Wittmore



Luzer Twersky of Duncan Quinn



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up past \$50,000, Twersky said. He noted that suits are made by well-compensated artisans. "People might wear jeans and T-shirts every day, but a man needs a suit. The ones with taste and means come here," he said. Also look out for the Duncan Quinn ties featuring graphics of guns wielded by action-movie heroes such as James Bond and Dirty Harry. They retail for \$185.

Show Pony

Since 2012, **Show Pony** has focused on selling eco fashion lines mostly headquartered in the Pacific Northwest.

Selling briskly is the long cloak hoodie from **Prairie Underground**. It retails for \$264. The fitted coat is made out of organic cotton, said Greg Laverseyn, the boutique's co-owner. Stephanie Hara, the second co-owner, said almost anything in the Prairie Underground line sells well. "This line has built a fanatical following for its phenomenal marriage of edgy, urban style, high functionality, and unwavering quality," she said.



Prairie Underground at Show Pony

The **Modaspia "Fiji"** dress is another big seller. "We can't keep this in stock," Hara said of the dress, which retails for \$198. "It fits beautifully with the shirring at the waist, front welt pockets and hem, which goes to the knees."

The "Ireland" faux-fur vest by the **Velvet by Graham and Spencer** label is moving briskly. It retails for \$198. It looks like it was made for carnivores, but it was manufactured using faux fur and faux suede, Laverseyn said.

Beckley

Beckley started business on Melrose Avenue in 2008 but moved to West Third Street in November 2012. The multi-line store sells everything from denim to cocktail dresses, said owner Melissa Richardson Akkaway.

The top-selling jeans are the "Rocket" jeans by **Citizens of Humanity**. The jeans retail for \$209. It fits a lot of body types and also offers a high waist—an alternative from the low-waist



Beckley by Melissa at Beckley

style that has been popular, Richardson Akkaway said.

The "Kingston" dress from **Opening Ceremony** has been commanding attention at Beckley. It retails for \$455. "Its black-and-white print is very on trend," she said. The dress's circle ring zip pull also makes it unique.

House brand **Beckley by Melissa** produced the top-selling cardigan-style navy-blue leather jacket. It retails for \$595. Richardson Akkaway introduced it in spring 2013 and repeated it in fall because it sold so well. "It's timeless," she said. Navy is on trend. It can be worn in a cool Southern California night or used in layering for much cooler weather in the northeast. ●

For an extended look at What's Checking on West Third Street, see ApparelNews.net.

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sanctuary CLOTHING

DESIGNERS

BOTTOMS/OUTERWEAR DESIGNER

Must have experience in fashion bottoms, wash, dye, denim. Imports & domestic. Must be prolific in design & ideas. Must be able to sketch, tech, fit and follow thru.

COLOR & PRINT DESIGNER

Must have experience in re-coloring & designing prints, embroidery and embellishments. Creative and technical. Excellent computer skills required. Keen eye.

Pls send resume along w/ sample of work
and salary requirement.

Debra@sanctuaryclothing.com
Burbank location



JR DENIM COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITIONS INCREDIBLE OPPORTUNITY FOR THE RIGHT PERSON

DESIGNERS - JUNIOR DENIM LINE

Responsible for development, design and execution of Junior denim product line. Must be original, edgy, and able to interpret fashion trends. Qualifications required:

- 3-5 years experience as a designer and an in-depth knowledge of junior denim, along with extensive denim wash experience.
- Must have strong communication skills to convey trend forecasts to internal sales team and the retailers.
- Be willing to travel internationally as part of the job.
- Understanding of overseas and domestic manufacturing, garment construction, sample room, pre-production and costing.
- Good sketching ability with excellent design/color/fabric/trims sense. Must be able to oversee all phases of line development.
- Must have extensive knowledge of adobe illustrator and photoshop.
- Must be able to do graphic illustration.

PRODUCTION PATTERNMAKERS

Responsible for production patternmaking of a junior denim product line. Qualifications required:

- 5 years experience in the junior denim market
- Must have a good understanding of garment wash and shrinkages
- Candidate must be a self-starter and well organized
- Be proficient with Patternmaking software

Email to hrdept@rewash.com or
fax resume with salary history to: (323) 657-5344

DIRECTOR OF PRODUCTION

Manufacturer of Woman's and Girl's knit and woven garments needs a Director of Production. This person will live in China and operate out of our Shanghai office. This position will oversee all aspects of Production; including negotiations, placement, tracking, compliance, testing, etc. Must have strong, effective management skills and be knowledgeable of major retailer's such as Target and Wal-Mart processes/requirements. Must have minimum 5 years experience in a similar capacity.

Please send your resumes to Robert@kandykiss.com

Jobs Available

B. Bronson

Sales Assistant/Customer Service

Seeking a full time Sales Assistant/Customer Service. Must have leadership qualities & be a self-starter. Must have fluency in Photoshop, MS Word, & Excel. Exp. is required. Email resume with salary history to: sales@bbronson.com

DESIGN ASSISTANT

Van Nuys based company looking for energetic and self-motivated assistant for Junior & Missy Knit Dress Division. Candidate must have minimum 2 years' exp. working in a Design Room, be detail oriented and have excellent organizational skills. Responsibilities include but not limited to; process garments for costing, tagging and taking photos of samples, follow up with fabric, trim and garment development, communication with Shanghai office, organizing and maintaining libraries, follow through with buyer request, and the ability to multitask and work efficiently. Photoshop & Illustrator is a big plus.

Send resumes to ericab@kandykiss.com

CLOVER CANYON FABRIC BUYER

Seeking a Fabric Buyer with minimum 5 years experience with better/contemporary, Domestic & International development & purchasing with strong knowledge of printing specialty fabrics.

Please send your resume to HR@clovercanyon.com.

CUSTOMER SERVICE REP

Dynamic contemporary knitwear company based in Santa Monica, is looking for a full-time customer service rep to assist in all facets of operations, including order entry, customer support, invoicing and returns processing. Ideal candidate should be an energetic, team player, ready for a challenging experience with an amazing company! Experience with AIMS and Excel a big plus. Email resume to Jaci@360sweater.com

CUSTOMER SERVICE REPRESENTATIVE

Multi-Division apparel firm is seeking an exp. Cust. Svc Rep to support our expanding contemporary product lines. Min. 3 years exp with major apparel customers is req. Strong PC skills a must. Must be very organized, detail-oriented, & able to work with a min of supervision.

Send resume with salary history to:

Tom Stevenson
MGT Industries, Inc.
13889 S. Figueroa Street
Los Angeles, CA 90061
Fax: (310) 538-1343 E-Mail: tstevenson@mgtind.com

Customer Service

LA base woman's market seeking well organized, team-player, and computer proficient customer service specialist.

Candidate will assistance with warehouse operations, order entry, email correspondence, and logistics.

email resume: apparel2013@gmail.com

PRODUCTION

Well established L.A. junior & missy apparel manufacturer seeks detailed and motivated person for the following positions:

1. Production Manager - min. 5 yrs. experience
2. Production Coordinator - min. 3 yrs. experience.
3. Production Assistant - min. 1 yr. experience.
4. Fabric Purchaser - min. 3 yrs. experience.

Fax or email resume & salary history to:
323-277-3227, Attn: Kris or
email: hrapparel@gmail.com

Jobs Available

MERCHANDISER

TWO NEW POSITIONS AVAILABLE

Process sales projections; Create and maintain styles within proprietary system; Enter purchase orders and send to vendor, ensuring accuracy in styles, special directions and pricing; Continuously follow up with suppliers on delivery and status of all open POs; Communicate relative delivery changes to internal departments as needed for follow up with freight forwarders, customers, plan production and order processing time; Coordinate with salesmen directly regarding delivery of programs; Utilize pivot tables to review merchandise inventory report on a weekly basis. Identify and develop action points for the following, including but not limited to, over/under sold, sub brands validation, excess/aged inventory; Spearhead all additions of any new programs in area of responsibility, which includes finalizing spec details, trims, deliveries, and any special needs as required by Sales and Design. Work with internal departments to execute product changes in a fiscally responsible manner; Negotiate with vendors for all costs for new programs, prepare and analyze cost sheet to review with Sr Manager to ensure costing objectives are met. Maintain Master Price List for all programs and suppliers in area of responsibility; Complete sample lists for all assigned lines seasonally as necessary. Follow up on all samples orders (TOP, Testing, Fabric, etc.) Complete status re-caps for production, sampling dept.

Email resume to: AngieMedina@pvh.com

Exp'd Workers Needed for fast paced apparel co:

Quality Control Professional, Sewing Professional, Warehouse Workers, Driver Warehouse duties include, but are not limited to, picking, packing, sorting, shipping, inventory control. Must have strong organizational skills. Exp'd Driver must have a valid driver's license & exp. driving a large commercial truck. Must have an excellent driving record. English/Spanish bilingual skills are preferred, but not req'd. Email: shipping@bbronson.com

GRADER

Childrens co. needs a Grader with at least 10 years experience. Must know PAD. Please email resumes to resumesgv@gmail.com

OUTSIDE QC SUPERVISOR

Experienced individual in laundry responsibilities, cutting, & sewing. Works well under pressure, is motivated, reliable, organized, & can make & direct the decision-making process of quality assurance staff.

Excellent benefits package & work environment.
No phone calls please.
Forward resumes to: Rocio.ramirez@nyjd.com or resumes@nyjd.com



MARKER/GRADER

Knits/woven tops & dresses. Private Label accts with established libraries. Perform & recommend yields. Knowledge of PAD system, 5 yrs exp.

FIRST PATTERN MAKER

PAD system trained with knowledge of T-shirts and Fashion Tops. Knits, woven, cotton jersey, novelty knits, etc. Juniors, Active Wear, Missy, and Girls 7-14. Private Label and Branded accounts. Use of Illustrator. Strong communicator, urgency-minded, report work progress, and meet deadlines. Min 2 yrs exp. Great benefits
Send resumes to: tlamantain@selfesteemclothing.com

Jobs Available

L.A. established based Manufacturer has immediate openings for the following position.
JUNIOR SALES REPRESENTATIVE
Great opportunity for a Sales Representative with strong relations with major Jr. Retailers. Sales background in garment industry only.
Excellent employee benefit package.
Please e-mail resume to Attn: H.R. at garment2002@gmail.com

SENIOR ACCOUNTANT

Reconcile assigned general ledger accounts including inventory variance reports. Prepare &/or reconcile journal entries as necessary. Assist in the preparation of financial statements & support. Perform cost accounting & inventory functions, work with auditors as internal audits occur, and provide overall support for the company's operational initiatives. Successful candidate must have 2 - 4 yrs of Big 4 Public Accounting exp. Bachelor's degree in Account or Finance, exp in cost accounting, advanced Excel skills & related programs, & a proven track record of solving capabilities and analytical thinking. Must be detail-oriented & very organized. No phone calls please.

Forward resumes to:

waleed.ibrahim@nyjd.com or resumes@nyjd.com

1st - Production Patternmaker

LA contemporary company seeking 1st - Production Patternmaker. Min 10 years exp. Must be proficient at Gerber system. Must specialize in garment dye knits, denim and woven garments. Attend fittings and assist in creation and execution of product. Expert at fit, construction, draping, textiles, shrinkage. Ability to work in fast paced environment. Competitive Salary & Benefits. Send resumes to: patternmakerforus@gmail.com

PATTERNMAKER

FIRST - PRODUCTION
UPDATED MISSY SPORTSWEAR.
DOMESTIC AND IMPORT
PRODUCTION.
VERNON LOCATION
hr@kimandcami.com

PATTERNMAKER

Growing Girls Clothing Company in Burbank seeking a First through Production Patternmaker. Min. 10 years exp. and knowledge of PAD a plus.
Please email resume to keemao@vesturegroupinc.com or call 818-842-0200 ext. 105

PRODUCTION MANAGER

Manage production team
Maintain Time and Action Calendars
Source & work with vendors and contractors to provide sharper margins, meet quality standards, and delivery deadlines.

Production Coordinator

Issue and Maintain Production Orders.
Manage vendors to ensure that production meets quality standards, costs, delivery deadlines, and customer requirements.
All candidates send in resumes w/salary history to job4891@gmail.com or fax to 213-406-6099

Production Assistant/Coordinator @ Pinup Girl Clothing

Min 2 years experience in Women's Apparel production. Must have reliable car, clean driving record. Excellent communication skills, able to multitask. Experience in Excel, Outlook and a production software system. Must perform well under pressure and within deadlines.
Resumes to laprodmgr@gmail.com

Jobs Available

Monique Lhuillier

Production Coordinator

Seeking indvdl w/ 5 yrs exp w/ coordinating sewing flr. Knowledge of construction, QC and inventory req. Must have exclnt attn to detail & communication skills.
Email resume & salary history to: hector@moniquelhuillier.com

DENIM SALES ASSOCIATE

SALES ASSOCIATE wanted for Denim manufacture located in the City of Industry. Candidates with Sales/Marketing background in the garment industry are preferred. Excellent opportunity for goal orientated candidates who are organized, self-motivated and a team player. Email resumes to: sabrinamorga@gmail.com / 626-991-0264



NATIONAL SALES PERSON

Well established L. A. based designer and contemporary label seeks a dynamic, ambitious Salesperson with no less than 4 years of sales exp. in both L.A. and New York Markets. Individual must be a strong communicator with an intuitive understanding of current trends and Direction of the international contemporary market place. An updated connection to specialty stores and major stores as well as on line retailers - is a definite plus.

Email resume to: emil@emilrutenberg.com or
Fax to: 213 489-4402

SALES EXECUTIVE

Just For Wraps, Inc. is seeking a business-minded, focused, highly organized and self-motivated sales executive for its Junior top division (Love Squared) to contribute to expand its current business. Must have 5yrs experience in the area with established relationships with specialty and department stores. Must have strong sales, interpersonal, organizational, analytical, and follow-up skills and the ability to work as a team.

TECHNICAL DESIGNER

-3-4 months Temporary Position. Must have 3-5 years exp strong understanding of patterns and garment construction, original specs, grading and corrections. Will measure import samples from 1st fits to TOP's, check correct construction, fabric, trims and labels, attend fittings, work closely with designer & pattern makers to ensure correct fit and construction. Will communicate and release fit comments/corrections to overseas contractors including making necessary spec and grading changes. Will work with production manager to prioritize/manage work based on delivery deadlines. Attention to detail and proficiency in Excel a MUST.
Email resume to albam@wrapper.com

DESIGN ASSOCIATE

Our denim company is seeking a person with minimum two years experience to work under our Design Director in putting together lines for all markets, using our vendor base out of Asia. Understanding of design, product development, fit, trims and denim wash. Expert in sketching, photoshop, Adobe illustrator, word and excel. Must be a team player with great work ethic and be able to work in a fast paced design room environment.
Email patty@the1721group.com

SALES REP (IN-HOUSE)

Seeking sales rep with experience in dealing with department and chain stores.
- Junior Fashion Top (Screen & Solid)
- Domestic
jun@adornfashion.com

Jobs Available

SALES REP - ACCOUNT EXECUTIVE

for LA Based Casual Lifestyle Clothing Manufacturer. Must have Relationships with Majors, Regionals & Specialty Stores, entails Travel, Trade Shows & Markets. Sales Management & Great tech skills a plus.
Base Salary, Benefits and Commission.
Please email resume w/ Salary History & requirements to: Abeureka1@gmail.com

Sales Rep

Young Contemporary LA mfg. seeks sales person with Established accounts majors, specialty stores, Lg Volume, private label. Some road work, travel. salary plus commission fax 213-623-2062 velvettorchwildangels@gmail.com

Jobs Wanted

35+ Yrs Exp 1st thru Production Pattern, Sample, fitting, consultation.

ALL AREAS: Wo/Menswear, Lingerie, Swim & Sportswear, Toddler, Kids, Jr, Special Occasion. Sketches available. Christine 213-627-9191

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I am 46 years old w/ 25 years in the industry. Please call my cell: 301-672-1000 or send me a link at marct1000@yahoo.com

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Call 213-627-3755

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213-626-5321 or email info@anjac.net

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