

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 68 YEARS

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Irene by Greg LaVoi



LA FASHION WEEK

SPRING FORWARD

With more than 80 runway shows, events and parties, Los Angeles Fashion Week put the spotlight on women's and men's looks for Spring 2014. For highlights from the shows, see pages 6-7.



Civil Society



Krammer & Stoudt



Korovilas



Sue Wong

TRADE SHOW REPORT

LA Market Buzzing With New Shows, Staggered Dates

By Andrew Asch, Deborah Belgum and Alison A. Nieder

Retailers had a lot of ground to cover during the recent run of **Los Angeles Fashion Market** with new shows, concurrent events and, for some of the showroom buildings in LA's fashion district, an early start.

The **California Market Center** and the **Gerry Building** opted to open market on Sunday, Oct. 13, and run through Wednesday, Oct. 16. **The New Mart**, the **Cooper Design Space** and the **Lady Liberty Building** all started market on Monday, Oct. 14, and ran through Thursday, Oct. 17.

The temporary trade shows—**Designers and Agents**, **Select**, **Coeur** and **Brand Assembly**—followed the same schedule as their locations (The New Mart, the CMC and the Cooper, respectively).

This season also saw the launch of two new menswear-focused events in the fashion district. The **Los Angeles** → **LA Market** page 5

Taking the Creative Approach to Growing Fashion and Retail

By Deborah Belgum *Senior Editor*

If Marshal Cohen had his way, retailers and fashion-industry leaders would have started breaking the rules a long time ago.

"The fashion industry needs a big wake-up call to recognize how different the consumer has become," said the retail analyst. He believes it is about time the fashion industry and retailers played catch-up with the technology industry.

Cohen, who is one of the country's most quoted retail analysts in his job with **The NPD Group** in New York, was headlining a one-day conference in Los Angeles called **Fi3**, which stands for **Fashion x Innovation x Insight x Influence**.

The newly minted symposium, held in an art gallery near downtown Los Angeles, was organized by Bernard Campbell and André Warren, both professionals who used to work at **MAGIC**, the large biannual apparel and accessories trade → **Fi3 Conference** page 3

INSIDE

Where fashion gets down to businessSM



3



4

Urban Outfitters goes big in west LA ... p. 2

New Resources ... p. 4

Technology Resources ... p. 9

After Fire Claim Denied, Brand Sues Insurance Company

A car fire outside the warehouse for **Un Deux Trois Inc.** destroyed the facility with smoke and fire damage, and the Commerce, Calif.-based girls and juniors brand had hoped it could recoup losses from the company's fire insurance policy. Instead, the brand ended up suing its insurer, **United States Fire Insurance Co.** The suit alleges that U.S. Fire underpaid its reconstruction expense or costs by more than \$425,000.

Last month, UDT filed a suit in Los Angeles County Superior Court against U.S. Fire for breach of contract and bad faith. The New Jersey-based insurance company has not answered the complaint and did not answer phone calls from *California Apparel News*. Un Deux Trois Chief Executive Officer Colin Shorkend said that the company lost business because of the insurance com-

pany's drawn-out investigation process.

"They were happy to take our premiums, but as soon as we made a claim we were treated like adversaries," Shorkend said. "The claims process was drawn out and very lengthy. Ultimately, they denied a substantial portion of our reconstruction costs, leaving us with a huge unpaid construction bill."

The events detailed in the suit started on Sept. 10, 2010, when a fire destroyed the warehouse. UDT hoped to rebuild quickly after receiving an insurance payout. But according to the suit, the insurance company dragged its feet on investigating and settling the matter. Vagrants squatted in the warehouse, vandals tagged the building with graffiti, and by March 2011, the Los Angeles Police Department demanded that UDT comply with city codes and take down the interior

walls of the building so vandals couldn't deface them, said lawyer Travis Corby of firm **Shernoff Bidart Echeverria Bently**, who is representing UDT.

The insurance company then made a decision. A payout would be denied. The insurance company said that UDT caused extensive damage because it made an elective decision to remove the walls. UDT's complaint also alleges that the insurance company hired biased experts to search for reasons to deny the claims. It also hired an attorney to examine the claim and find a reason to scuttle it.

"U.S. Fire spent almost two years engag-

ing in a protracted, inquisition-style claims investigation and unreasonably delayed the reconstruction of UDT's facility and the reimbursement of UDT's reconstruction expenses," the complaint said. Since then, UDT rebuilt the warehouse out of its own funds.

Bill Kulchin, chief executive officer of Tarzana, Calif.-based **Apparelinsurance.com**, a carrier that specializes in the apparel industry and is not involved in the case, said that everyone in the insurance industry is aware of bad-faith disputes. "The threat of bad faith is prevalent, and it tends to keep carriers in check and forces them to do what's right," he said.—*Andrew Asch*

Urban Outfitters to Expand Westwood Location

Urban Outfitters Inc. is expanding its store in Los Angeles' Westwood Village and making it into a flagship, said **Topa Management Co.**, the landlord of Urban Outfitters' larger Westwood space. The new flagship is scheduled to debut in Spring 2014.

Urban Outfitters is currently located at 1100 Westwood Blvd. and is a short walk from the campus of the **University of California, Los Angeles**. With the expansion, the emporium will more than double its size to 16,556 square feet and will take on a new address: 1028 Westwood Blvd. It will be Urban Outfitters' third-largest shop in California, Topa Management said. The largest California Urban Outfitters is located in San Francisco's **Union Square**. It sprawls

out over 30,000 square feet. Coming in at second place is the Urban Outfitters at the **Third Street Promenade** in Santa Monica, Calif.

Real estate group **The McDevitt Co.** represented the landlord and tenant in the negotiations on the Westwood location, which took several years to complete, according to a Topa Management statement. Urban Outfitters did not reply to an emailed request for comment.

Urban Outfitters is on the move in other areas, too. In August, it opened a 10,000-square-foot store in Malibu, Calif. It also announced construction of a 9,830-square-foot store in downtown Los Angeles, which is scheduled to open by the end of 2013.—*A.A.*

H&M Coming to Downtown LA

H&M is coming to downtown Los Angeles. The Swedish retailer signed a 10-year lease for a new, 30,000-square-foot space at the renovated **Figat7th** retail center, located at Figueroa and Seventh streets.

The retail center is now owned by **Brookfield Office Properties**, the largest commercial-building owner in downtown Los Angeles, which spent \$40 million recently to give the place a facelift.

H&M, known for its trendy fast-fashion selection of inexpensive merchandise, will be joining **Zara**, another fast-fashion retailer, expected to open soon in the center anchored by a **City Target** store. Recently, an upscale **Sport Chalet** sporting-goods store debuted at Figat7th.

With two trendy clothing stores and several culinary options, Figat7th will be giving downtown residents and workers a good reason to shop.

"This lease continues a strong trend overall in downtown Los Angeles for the opening of quality, brand retail in all sectors, from fashion to dining," said Ed Hogan, national director of retail leasing for Brookfield Office Properties. The commercial real estate firm said this was the largest retail lease in downtown Los Angeles in the past 20 years.

H&M said it was attracted to the area because of a demographic survey showing that many downtown residents are more educated and affluent than the average Los Angeles resident.

The new H&M store, which will occupy 30,000 square feet, is slated to open in late spring next year. Meanwhile, H & M fans can shop in the company's other Los Angeles-area stores in areas such as Hollywood, Santa Monica, Glendale and Pasadena.

—*Deborah Belgium*

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Shay Todd Lands MAFI Award at FBI Fashion Event



At the **Fashion Business Inc.** fashion fundraiser at Union Station in downtown Los Angeles, the **Moss Adams Fashion Innovator (MAFI)** award was given to an established LA designer who has been expanding her reach and growing her brand in recent years.

This year's award was given to Shay Todd, the Los Angeles designer who made a name for herself in swimwear and has grown her label into a resort lifestyle brand.

Hawaii-raised and LA-based, Todd runs her business with her husband, music producer Shiro Gutzie. The **Shay Todd** collection combines runway-inspired details with "beach-ready function." Today, her brand is made up of women's swimwear, resortwear, ready-to-wear and a soon-to-launch spa collection. In addition to a flagship store in Los Angeles and an e-commerce site (www.shaytodd.com), the Shay Todd line is sold at boutique stores nationwide.

Presented by **Moss Adams LLP**, the

award includes \$5,000 in professional services from the national accounting firm.

The MAFI award is given to a California-based company that "has, in the past 12 months, significantly impacted the national marketplace by exemplifying creativity and innovation through unique and compelling designs, manufacturing and/or marketing."

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 award was presented at FBI's Oct. 15 event, called "All Aboard ... LA's Fashion Platform," which also featured a runway show of established and emerging designers, including **Johnny Was**, **Liberty Sage**, **Maison Castel**, **Jet Age**, **Quynh Paris** and **Rosario**.

"Extra!" weekend co-host Renee Bargh emceed the sold-out event.

—*Alison A. Nieder*

Mayor Garcetti Addresses Industry at CMC's 50th-Anniversary Event

Los Angeles Mayor Eric Garcetti gave his first address to the local apparel community at an Oct. 14 event celebrating the 50th anniversary of the **California Market Center**.

"I know that that our textile and fashion industry is a cornerstone of our economy," Garcetti told the crowd assembled in the CMC lobby. "It creates jobs and expands prosperity. Making sure that we put the recession in the rear-view mirror is my top priority as mayor. But this industry is more than just an important part of the economy, it's personal for me. My grandfather Harry Roth was one of you. His father, Louis Roth, started a small business during WWI making uniforms for our troops. My grandfather then took it and expanded it to fine men's suits, defined the California cut, and sold **Louis Roth** clothing."

Garcetti recalled visiting his grandfather's factory in downtown Los Angeles as a child.

"I saw what it was to have a family business, to struggle but also have success, too," he said. "I know that Los Angeles can make the finest clothes anywhere in the world, we can design the finest clothes anywhere in the world, we can have the textiles that inspire and move the world, as well. I want you to know you have a true friend—a member of the family, so to speak—at City Hall."

The mayor was introduced by Jaime Lee, CMC president.



Jamison Services owner David Lee; his daughter and CMC president, Jaime Lee; and Los Angeles Mayor Eric Garcetti

VOLKER CORELL

"In 1961, at the ground-breaking ceremony for the building, then-Governor Pat Brown called the ambitious structure that we are standing in today an expression of faith in California in Los Angeles and in the economy of the west," she said. "His words still ring true today. Fifty years, 3 million square feet and thousands of showrooms later, we can verify the tremendous impact that this establishment has had and continues to have on our industry and the city in which it stands."

Garcetti acknowledged the importance of Southern California's \$13 billion apparel and textile industry to the city's economy, as well as the industry's more than 10,000 companies that employ 100,000 people in region.

"I came to the mayor's office with a clear mandate from the people of Los Angeles: to put the recession in the rear-view mirror, to put Angelenos back to work," he said. "With wages rising in Asia and dramatic fluctuation in fuel costs, we have circumstances on our side. Combined with our natural advantages; with our status as a creative capital in film, music, TV; and the nation's leading center for contemporary art, the technology explosion that we're enjoying here—this is now one of the best cities to be a tech start-up—the intersection of fashion—and with these strengths, I think, we're poised to put Paris and Milan in the rear-view mirror, too."—Alison A. Nieder

TECHNOLOGY

Fi3 Conference *Continued from page 1*

show organized in Las Vegas by **Advanstar Communications**. Campbell and Warren's idea is for the fashion industry and other creative ventures to come together for a day-long dialogue and an exchange of ideas to move business forward in a creative way.

Cohen was busy introducing new ideas and smashing old ones. For example, he said, many retailers are used to stocking winter coats in August and bathing suits in December. But consumers aren't ready to buy coats when it's hot outside and bathing suits when it is chilly. "Traditionally, we are steeped in tradition, and retail is all about a set of rules," he observed. "Back to School traditionally is a holiday that starts in June and ends in August. But 43 percent of the consumers I interviewed [this year] are buying in October."

Another misconception is that the millennial generation, those people between the ages of 18 and 34, are a hot consumer market. That may be true, but they are not quite as affluent as the baby boomers, who are between the ages of 48 and 67. "We keep hearing that the millennial customer is the biggest opportunity out there," Cohen said. "They are a big market, but what we should be concerned about is that they are \$1.1 trillion in debt. The average millennial has \$45,000 of individual debt from school loans and auto loans. How much discretionary income would you have if you had that debt? Fifty-four percent of them said that debt is their No. 1 concern."

But millennials are four times more likely to comment about a brand through social media and 10 times more likely to do research about a brand. The No. 1 thing that influences millennials is technology.

That leaves brands and retailers with a host of ways to communicate with a younger customer. And with 36 percent of millennials still living with their parents, it is essential to realize that this millennial generation is influencing the shopping habits of older and younger generations in their homes.

What do millennials care about when shopping online? Seamless integration with a brand. "They want the same information on a smartphone as on a tablet as on their computer," Cohen said. "If your marketing team isn't creating a message in a seamless, integrated way, you are not reaching that millennial properly."

But the boomers are still the biggest spending group in U.S. society and will be for a while. "We need to recognize you can't lose sight of them as a huge opportunity at retail," Cohen said. "By 2015, they will be 27 percent of the population, and they are going to peak by 2026."

When it comes to social responsibility, 74 percent of consumers said they wanted the brands they purchase to contribute to a cause or philanthropy. "The consumer does care," he said.

And when it comes to trends, Cohen said we are entering a new era of more of everything. "It is about more color and more technology and understanding the new era of not being obsolete. **Apple** is saying we are not making obsolete our product anymore. We may have a new style, but we are not getting rid of the old one. So you can buy an **iPhone5**, but you can also buy

an **iPhone4**," he said. "Consumers want to buy the things they like again. They don't want to discover a whole new fit from the same brand of blue jeans."

The role of creative industries

Also speaking at the conference was Mukti Khaire, an associate professor of business administration at **Harvard Business School**. She has spent much of her time studying creative industries and how they influence society. One of her case studies has been on **Chanel**, the Parisian powerhouse label.

"Coco Chanel designed a whole new style of clothes. The prevailing style that was around at the time is something I call the hobble skirt. Chanel's style was more practical, unfussy, simple, straight and elegant in a different way than what was considered as appropriate at the time," she said. "With the arrival of simple, practical and elegant clothes, then women had a different image of themselves."

She noted that clothes are not just clothes but a physical manifestation of political, social and cultural mores about what is right.

Fashion as well as art and music can introduce ideas that challenge our current way of thinking. For example, hip-hop music transformed America's racial vocabulary, Khaire said. "It changed the cultural landscape by making urban society more vital and desirable rather than poor, marginal and untouchable."

Introducing a new fashion or concept requires companies to sell consumers on the value of something different. "If you are introducing 'Made in LA' as a value or 'Made in USA,' what you want is for people to consume it because they see the value in it," she noted. "How that belief is going to come about is not only with advertising and marketing material but also from a general public discourse."

That discourse could be about the disadvantages of manufacturing in Bangladesh after more than 1,100 workers have been killed in clothing-factory fires and building collapses this year.

Finding inspiration

Jade Howe, founder and creative director of menswear line **Howe Clothing**, discussed his place within Southern California's \$230 billion creative economy, citing statistics from the most recent report released by **Otis College of Art + Design** on the region's creative economy.

Howe talked about his moment of inspiration before launching his collection, when he realized that menswear was stuck in a rut.

"Dad, teenage brother and kid looked the same, wearing oversized track suits. Guys were swimming in their clothing," he said. "I'm not saying those styles don't have their place. That's just all there was [in 1999]."

The designer met pro skater Tony Hawk, who was looking to start an apparel line. Together the two launched the label in 2001 under **Blitz Distribution**. (Howe is currently a division of **Seattle Pacific Industries**.) Howe took inspiration from surfing and music and created his first solo collection, which he dubbed "Cowboy Punk Meets English Country Gentleman."

"I predicted a revolution in fit," he said. The line—based on

tailored pieces, slim fits and subtle details—was a hit with buyers, Howe said. "You know the moment when your phone blows up?" he said. "Men are the rudder of the economy. When they find something they like, they go back again."

Shifting model

The Fi3 conference also looked at the changing business landscape for apparel from the shift from traditional models to new ones—and, in some cases, the shift back.

Heath Wells, the co-founder of **NuOrder**, a West Hollywood, Calif.-based tech company, said it is going to be hard to change the way the fashion industry does business.

"The challenge is that people are often committed to pen and paper. There's a generation that's reluctant to change," Wells said.

But his business-to-business digital wholesale ordering system has grown quickly since taking a bow in August 2011. Currently, 50 people work in NuOrder's offices in West Hollywood and New York. The system has handled \$50 million in orders in September alone, Wells said, and it is forecast to handle \$600 million in orders for 2013.

With clients such as **Helmut Lang**, **BCBGMaxAzria**, **Ted Baker**, **Paul Smith** and **Alternative Apparel**, he believes that the entire industry will forget about fulfilling orders through pen and paper in favor of digital means such as **iPads**. Time savings alone could be valuable. Wells contends that it takes 28 minutes to fill out a paper order form with a pen but only three minutes to place an order digitally through a system such as NuOrder.

Content evolution

For many in the apparel and retail industry, social media has revolutionized the way brands talk to their customers. But the competition for eyeballs online and in social media is fierce. The panel "Content Is King ... So What! With Chelsea Matthews" sought to give advice on what attracts fashion people to brands' e-commerce and social media sites. Chelsea Matthews, chief executive officer and founder of **Matte Black**, a Los Angeles-based company self-described as a culture-marketing firm, led the panel. Panelists were Alisa Gould-Simon, co-founder of fashion platform **Pose.com**, and Adam Derry, founder of the consulting firm **ADB**.

Gould-Simon said fashion people are looking for Web content that is timely and offers a unique point of view. For example, even if a content maker reposts a story from another website, it is crucial that the repost is wrapped up with the content maker's point-of-view.

"It has to be relevant and serendipitous," she said.

ADB's Derry said it's important for brands to know who they are trying to communicate with. "Know your consumer. Know your content, and, most importantly, know your brand," he said.

Matthews said that a relatively old fashioned means of communication—email—is becoming a medium of choice for Web professionals. The strategy is that a message sitting in an email box has a very good chance to attract a potential consumer to a brand website. Consumers also are looking for something even more old fashioned, Matthews said. Meeting face-to-face, not online. "Socializing is next. I see a hunger for socializing," she said. ●

With additional reporting by Andrew Asch and Alison A. Nieder



NPD's Marshal Cohen and Mukti Khaire, an associate professor at Harvard Business School

!iT Revamps With New Look, Market



!iT Jeans has grown up. Founded in 2003, the label cultivated a young contemporary following through its placement in retailers such as Nordstrom, where it sold in the company's BP better juniors department.

After scaling back its distribution to boutique retailers, the company is relaunching the brand as **!iT Collective**. For the relaunch, the brand has grown up with its original customer. !iT founder and Chief Executive Kimmy Song refers to the brand's target customer as the "current woman." The customer is age 35 to 45 and is looking for "figure-flattering" denim that is also on-trend.

A key look in the new collection is "Corset" denim, which is available in a range of washes and three styles: the Taylor" an "easy, skinny, ankle" fit; the "Lauren," a slightly longer version of the "easy, skinny" fit; and the "Marty, a "slim, boot" fit. The Corset denim styles offer an "ultra supportive construction" that flattens the tummy, slims the waist and lifts the rear. The hyper-stretch denim offers support and good recovery to maintain the jean's shape.

"Corset Denim is aligned with the needs of the current woman," said Jean Ro, !iT Collective's president and head designer. "She seeks today's fashion but is also adapting to her changing body, so she is looking for that little extra help in certain areas."

Wholesale prices range from \$40 to \$50, and the line is currently carried online at www.nordstrom.com.

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

Are You Our Next Fashion Face?

Vince Lionetti: Continental's Power Hitter

Continental's CEO Vince Lionetti discusses the company's growth and future plans.

Sunnie S. Kim: Champion of Small Business

Sunnie S. Kim shares her expertise on supporting small businesses in the fashion industry.

Marcum's Ron Friedman: The Industry's Strategy Guru

Ron Friedman from Marcum Advisors provides insights on industry strategy and market trends.

Kevin and Heather Maldonado: Studio Bert Forma's Fearless Leaders

Kevin and Heather Maldonado discuss their leadership at Studio Bert Forma.

FASHION faces

Spotlighting the industry's innovators and influencers

Harry Friedman: The Billion-Dollar Man of Rosenthal & Rosenthal

Harry Friedman discusses Rosenthal & Rosenthal's success in the fashion industry.

Lectra's Matthew Cochran: The Racer's Edge

Matthew Cochran from Lectra shares his perspective on the fashion market.

Edward Dada: Dragonfly's Rock 'n' Roll Visionary

Edward Dada discusses Dragonfly's unique brand identity and vision.

Nick Hart: Bibby USA's Bold Brit

Nick Hart from Bibby USA discusses the brand's expansion and market positioning.

Our Fashion Faces sponsored column is a unique format that allows industry innovators to share the personal inspiration behind the business success.

CALIFORNIA Apparel News

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Calendar

- Oct. 18**
LA Fashion Weekend
 Sunset Gower Studios
 Los Angeles
 Through Oct. 20
- Denver Apparel & Accessory Market**
 Denver Mart
 Denver
 Through Oct. 21
- Oct. 19**
Stylemax
 Merchandise Mart
 Chicago
 Through Oct. 22
- Oct. 20**
Fashion Market Northern California
 San Mateo County Event Center
 San Mateo, Calif.
 Through Oct. 22
- Oct. 21**
Coast
 River East Art Center
 Chicago
 Through Oct. 22
- Oct. 23**
FIG
 Fashion Industry Gallery
 Dallas
 Through Oct. 25
- Fifth annual "Designer & the Muse"**
 Mr. C Hotel, 12th floor
 Los Angeles
- Oct. 24**
Dallas Apparel & Accessories Market
 Dallas Market Center
 Dallas
 Through Oct. 27
- Oct. 25**
Palm Springs Fashion Weekend
 Hard Rock Hotel
 Palm Springs, Calif.
 Through Oct. 27
- Oct. 27**
China Sourcing Fair
 Asia World Expo
 Hong Kong
 Through Oct. 30
- Oct. 28**
Coast
 The Moore Building
 Miami
 Through Oct. 29
- Nov. 4**
Lazr
 Cooper Design Space
 Los Angeles
 Through Nov. 5
- CALA**
 Westin St. Francis
 San Francisco
 Through Nov. 5
- Nov. 8**
Black & Blues Ball, honoring Kevin Sullivan of Wells Fargo and Frank Kaufman of Moss Adams
 The Grove of Anaheim
 Anaheim, Calif.



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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LA Market *Continued from page 1*

Men's Market Initiative was held at the CMC's **Area 4**, as well as area showrooms **Flagship, The Foundation** and **The Park**, all located in downtown Los Angeles outside of the CMC. And **Men's Fashion Week Los Angeles** debuted at the CMC Penthouse.

CMC's early start a hit with showrooms

The California Market Center experimented with its schedule by adding an extra day, Sunday, to the Los Angeles Fashion Market, which ran Oct. 13–16, and some showroom owners did anything to accommodate the new schedule.

Alex Um, owner of the **Korner Runway** showroom in suite B507, came into the showroom after partying at both a birthday and a wedding the night before. "I went straight to work," Um said of the all-night, event-hopping revelry. "I wanted to see what was up with it. ... I'd rather make money, even if I am hung over."

Um liked what he saw. "It was the first time that it opened on a Sunday," he said. "I didn't expect much traffic. But Sunday was one of the best days of the market."

He estimated that 80 percent of his clientele was new customers. Many of them represented boutiques from across the United States, and he said many were on their first trip to Los Angeles. Many of Um's former customers go to the **San Pedro Wholesale Mart**. "Customers would rather go there and get a better price. It's cheaper," he said.

Don Reichman of the **Reichman Associates** showroom in the CMC's suite A287 estimated that his sales for the recent market increased 20 percent compared with the LA Fashion Market in October 2012. However, he noted that showrooms have to work for their sales. "Stores are careful with what they are buying," he said. Velma Reichman, also of Reichman Associates, said that many stores are not automatically going with proven, tried-and-true brands. Rather, they want brands that offer the best of both worlds—brands that can sell and provide fresh, new styles.

The CMC devoted new energy to a new showmanship during the recent market. For the 11 showrooms on the second floor of the CMC's "A" building, two models were hired to display outfits from the wing's showrooms and greet buyers throughout the market.

Buzzing at The New Mart

There was definitely an air of optimism at The New Mart, where buyer traffic for many showrooms was up over last year.

"The traffic has been good," said Michael Cohen of the **Work in Progress** showroom, which carries labels such as **Cotton Citizen, So Low Sport** and **Tag Elemental**. "People are very upbeat."

He said it helped to have five of his eight lines made in Los Angeles because more specialty-store retailers were eager to stock "Made in USA" goods.

Michael's daughter, Ainsley Brooklyn Cohen, who runs the **Nine O Seven** showroom in the same suite, said buyers were looking for new resources to add an edge to their merchandise, especially in denim.

At the **LIT Studio** showroom, Sheila Oliver was selling a lot of resort and beachwear from labels such as **Cocobelle**. "We've seen



NEW HOURS: This season, the CMC officially opened for Sunday hours during LA Fashion Market. Above, retailers at a registration line on Sunday, Oct. 13.

people from the Midwest and the Southeast as well as **Shop-bop** and **Nordstrom**," she said. "June was a great market, and this market has been good."

In the corporate showroom that houses the casual lines **Mod-o-Doc** sportswear, **True Grit** and the **Dylan Developed by True Grit** womenswear line, brand manager Michael Kofoed said the Fall season is traditionally the stron-

gest market in Los Angeles but the Spring 2014 market this year has also turned out to be vibrant. He thought his traffic was up 20 percent over last year, with half his increase coming from appointments and the rest from walk-ins. "There is a higher level of optimism among buyers this year," he said, noting that the specialty stores that are around now are the cream of the crop because they have managed their inventory and finances during difficult economic times.

High traffic at Cooper

The lobby hummed with traffic, and the elevators were running full at the Cooper Design Space, where Dena Hanks of the **SuiteShop** showroom said things were "crazy, crazy busy" for the first two days of market followed by steady traffic on the third day.

"Everyone is buying again. They're leaving paper; it's not all notes," she said. Hanks said retailers from all over the country were shopping the market, including Western, Midwest and Southern states, as well as many of the larger retailers such as Nordstrom, **Neiman Marcus, Intermix**

➔ LA Market page 6

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Spring '14 Collections

The LA Fashion Week lineup included multi-designer events organized by Los Angeles Fashion Council, Style Fashion Week LA, Concept La Fashion Week, LA Fashion Weekend, Men's Fashion Week Los Angeles, Project Ethos and Fashion Minga, as well as independent events all around town. Here are highlights from the shows. Complete coverage of the events, which kicked off on Oct. 3 and run through Oct. 23, can be found at ApparelNews.net.



Bohemian Society Ashton Michael Ashton Michael Bettie Page Kittinhawk Anthony Franco



Octavio Carlin Control Sector Sue Wong Sachika Sachika Ina Soltani Katharine Kidd Paul Redmond

LA Market *Continued from page 5*

and **Nasty Gal**.

Particularly encouraging was retailers' willingness to take a chance on new lines, Hanks said. SuiteShop was debuting two new lines at market, **Chalk** from New York and **Nines** from Los Angeles.

Things were equally upbeat at the **Cristina Angarola** showroom, where owner Cristia Angarola said she was particularly busy on the second day of market, when "everybody seemed to come at once."

Angarola said very few retailers were looking for immediate goods. "Everybody was very positive about Spring," she said. "The lines we have are retailing right now—and that's always a good thing."

Growing at the Gerry Building

Buyers walked the floors of the historic Gerry Building, where most of the showrooms have updated misses and bride lines.

Many buyers were playing cautious with their budgets, noting that customers are still watching their bottom line. "Right now, everyone is price-point sensitive, still," said Holly Hill, whose self-named, 1,800-square-foot specialty store is located in the Silicon Valley town of San Carlos, Calif. With most of her items fetching under \$200, she has been selling a lot of skirts, leggings and tunics to her customers, who range in age from 30 to 65.

With that formula, her business has grown 5 percent to 7 percent over last year, she said.

With buyers such as Hill, business was steady for showroom owners, but some felt the debt-ceiling battle and government-shutdown issue in Washington, D.C., was holding buyers back from committing their entire budget. "We had been hearing good things about the economy until this government thing happened," said Arlene Henry of the **Arlene Henry Showroom**.

Neetu Malik, who has a showroom on the same floor as

Arlene Henry, said the market was going very well. "Our customers have had a good season, and their business is picking up," she said. "We carry a lot of 'Made in USA,' and customers are supporting that."

Vibrant D&A

Designers and Agents had a well-curated show that represented everything from cashmere sweaters to hand-crafted baubles. Bright colors seemed to be everywhere for Spring 2014.



STYLISTS LOUNGE: Gentlemen's Closet produced a pop-up lounge at Men's Fashion Week Los Angeles. From left, model Anthony Leslie and Manuel Jackson, founder of Gentlemen's Closet.

brantly colored tunics, dresses, scarves and tops handmade in India. The company is well-known for its cotton, silk, linen, wool and cashmere fabrics, which make up the label's clothing. Wholesale prices range from \$60 to \$93.

The New York-based Matta consistently shows at the Designers and Agents show in New York, which was very busy last September. "This show is steady but not as consistently busy as New York," said Desislava Zhivkova, a Matta sales associate.

She said Matta representatives were able to see many of their West Coast and California clients and were working to develop new clients.

LAMade, a line of T-shirts made in Los Angeles as well as sweaters made overseas, was making a new appearance at the show after a two-year hiatus, said Regional Sales Man-

ager Carly Martinez. "It has been good for us so far," she said, noting she was hoping to open new store accounts at the show. "Traffic has been steady."

While the main room of the Designers and Agents show buzzed with activity, the second exhibition room next door was decidedly quieter. Vendors there felt they were missing out on all the action in the main room.

"I don't feel the traffic as much over here," said Samantha Sung, whose eye-popping prints made her dresses, which wholesale for \$189 to \$249, stand out in her corner booth. "I remember when it was much better."

Sung—whose self-named label is long on color she develops for her fabrics, has printed in South Korea, and cut and sewn in Bali, Indonesia—hadn't attended the Los Angeles version of D&A for a few years. But she was disappointed in the traffic and felt the New York show was much busier.

The colors in her booth should have attracted any curious buyer. But by the second day, Sung had seen only five buyers, and three of them she already knew.

This was Kimberly Sherer's first foray into the Los Angeles version of Designer and Agents. After two days, the designer and co-founder of the **Jordan Louis** contemporary label of separates thought buyer traffic could have been more robust. "We had a great show with D&A in New York, where we opened 30 new stores, and we thought we'd try it out here to expand to the West Coast," she said. "But there is not a lot of traffic, I don't know if it's this room or what."

Coeur co-locates with Brand Assembly at the Cooper

This season, the Cooper hosted two shows on the 11th floor, upscale accessories show Coeur, now in its fifth season in LA, and Brand Assembly, which officially bowed in June.

This season, Coeur featured 100 brands, including lines from France, the U.K., Australia, Norway, Italy and Canada, as well as San Francisco, New York, Portland, Seattle and LA, said show organizer Henri Myers.

"It was the busiest Monday we've had so far," Myers said. "And they're writing [orders]."

Retailers shopping the show included **Saks Fifth Avenue**, **Holt Renfrew**, **Ron Herman**, **Bluefly**, Shopbop, **Isetan**, **Elyse Walker**, **Clover**, **Amazon.com**, **MGM** and **Wendy Foster**.



Anthony Franco



Jen Awad



Linden



Malan Breton



Mathiasen



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XCVI

First-time exhibitors Mark and Donna Schons from Louisiana were at Coeur to build West Coast business for their **Johnny Loves June** collection of jewelry handmade in the U.S.

“Thirteen of our stores are in the LA area,” Mark Schons said.

The company, which launched last year, is already in 42 states, as well as Canada, Puerto Rico and Mexico.

Also new to the show was **Marmol Radziner Jewelry**, the unisex collection from the architecture firm of Leo Marmol and Ron Radziner, whose work includes the restoration of the Kaufman Desert House in Palm Springs, Calif., as well as a residential project for Tom Ford.

In the works for two years, the jewelry line officially launched in March, according to Sonia Huang, director of sales, who said the collection is unisex but does slightly better with men. So she thought she would try a trade show with predominantly women’s offerings.

At Coeur, Huang said she met with several Southern California stores that already carry the line. “We have a big following with museum stores,” Huang said, adding that the company was hoping to meet with some of the fashion retailers who shop Coeur. “I did pick up a couple of stores we’ve been wanting to work with,” she said.

On the Brand Assembly side of the room, **Black Halo** was working a full schedule of appointments. The Los Angeles company recently took sales in house and was represented at the show by Richard Baker and Megan Flynn.

“Because we’re based in LA, the dresses are made in LA and have that strong West Coast feeling. The feedback has been amazing,” Baker said.

The company is expanding its dress offerings to give the customer something she can wear to different occasions, Baker added. Maxis, jumpsuits, fit and flare cocktail dresses were all doing well.

Brand Assembly was the first West Coast show for Los Angeles line **Sjoberck**. Chief Operating Officer JesseRay

Vasquez said he liked the intimate feel of the show but was persuaded to exhibit when he heard which retailers were attending.

“You have every store you can think of on the West Coast—and also New York—attending,” he said.

Strong debut for Los Angeles Men’s Market Initiative

New trade event Los Angeles Men’s Market Initiative attracted high-marquee retailers to its debut Oct. 14–15. The

Vendors said the new event brought a fresh buzz of excitement to Area 4. “I’ve seen more traffic in two days than I can remember in four years at the CMC,” said Jason Bates of **Derelict** showroom. Bates ran Derelict in Area 4 from 2009 but moved out in May. He is currently headquartered in New York. At the Men’s Market Initiative, he debuted contemporary men’s line **The New Standard Edition**, which also is headquartered in New York.

Shawn Swanson of the **Wellen** brand said that he saw buyers he would not see at other prominent streetwear and fashion trade shows. “I opened two Japanese accounts and one Hawaii account. It was unexpected,” he said.

Vendors showed Holiday and Spring ’14 lines. Adam Ahdoot of Flagship said most of the show’s business was immediate. Retailers were looking to fill in gaps in their merchandise mixes for holiday. “The main question was, ‘How soon can I get this?’” he said.

Michael Pieters, sales chief for Kill City, said the show helped draw traffic to Area 4. “It hasn’t added business, but it was cool because it added excitement to the floor and made it a destination,” he said. “The energy has been amazing. We haven’t had anything like this.”

Roland plans to make the show a biannual event, which will specifically offer fashions for Holiday and Summer. He hopes it will continue to bring retailers to downtown Los Angeles showrooms. “There is such a high concentration of brands and retailers in Los Angeles, he said. “LA Men’s Market is the first step in bringing consistent foot traffic to West Coast showrooms. It’s similar to what we see in New York and Paris,” he said of the fashion districts where, he contends, showroom traffic is high.

Men’s Fashion Week bows

Men’s Fashion Week Los Angeles debuted at the CMC Penthouse, where event producer Pamela Williams organized

➔ LA Market page 8



CO-LOCATED SHOWS: The Brand Assembly (pictured) and Coeur trade shows shared space on the top floor of the Cooper Design Space during market.



CAPTURING COLOR: Samantha Sung designs her bright prints, which are produced in South Korea. She was showing at Designers and Agents.

event was held at Area 4 of the CMC, which is located on the fourth floor of the CMC’s “B” wing, as well as in showrooms Flagship, The Foundation and The Park, all located in downtown Los Angeles outside of the CMC.

Retailers **American Rag, Revolve Clothing, Active, Zappos, Tilly’s, Tradition, Attic** and **Kitson** browsed the men’s streetwear and lifestyle brands. High-profile brands such as **Obey, Stüssy, Comune, Kill City, Slvdr, 10Deep** and **Brixton** rented temporary space in Area 4 for the show. Trade show co-producer Kellen Roland, who also serves as president of **The Ntrwk Agency** showroom, said that 100 buyers dropped by the event, where 90 vendors showed their brands. About 65 percent of the vendors worked out of temporary showrooms.

LA Market *Continued from page 7*

runway shows by emerging men's brands such as **Krammer & Stoult**, **NoRal Apparel**, **My Vice Sweats** and **Control Sector**. The packed shows attracted more than 1,000 people to the penthouse, Williams said. More than 50 retailers visited the show. Also appearing at Men's Fashion Week Los Angeles was a showroom for men's stylist **Gentleman's Closet**. The new fashion week also offered a market where some of the brands presenting runway shows took orders from retailers. Other brands never took the runway, but they exhibited at the market. Los Angeles-headquartered accessories brand **Pocket Square Clothing** exhibited at the event, as did **The Finer Things**, a novelty socks brand headquartered in Anaheim, Calif., along with five other brands.

Tedd Monney of The Finer Things said that he only met with a couple of retailers during the first Men's Market Week Los Angeles. However, the event paid for itself through spreading the word about the brand. "The social networking has been amazing," he said of the stylists and bloggers who wrote about the show on various social-media channels such as **Instagram**, **Pinterest**, **Facebook** and **Twitter**. "So many people are coming through here, and saying, 'Oh my gosh, I got to send this to my friend.'" Mainstream newspapers, TV news and niche magazines also covered the event.

Williams plans to schedule the next Men's Fashion Week for March 2014.

Extra day, business at Select get mixed reviews

An extra day for Select contemporary trade show at the CMC got mixed reviews.

In the past, the contemporary trade show, located at the building's **Fashion Theater**, had been a three-day event. But for its recent run, a fourth day was added. The show opened a day early, on Sunday, Oct. 13. (This season, the CMC opened market on Sunday rather than the typical Monday opening day.)

For veteran Select show vendor Gillian Julius, the extra hours were a waste of time. "Sunday was a bust. The fourth day was a bad idea," said Julius, who owns and designs her self-named Los Angeles brand, **Gillian Julius**. The show's

such as **LF Stores**, **Wasteland** and **Kitson**.

Some vendors said the show had a slower pace than last October. However, the show was still lucrative. Julius said that her booth typically gets 70 percent new customers at Select and 30 percent returning buyers. At this show, 70 percent of her customers were returning. She estimated that orders were 50 percent bigger than last October. "With a slower pace, orders are a lot larger," she said. "We get a chance to really work with the clients instead of just being order takers, which usually happens at a faster-paced show."

Dan Butler of the **Lines of Denmark** company, which sells Danish apparel and footwear lines in America, said that show business was excellent. "It is a national show for us," he said. "We pull people from all over [the U.S.]" At the show, he worked with stores from Athens, Ga.; Miami; and Boston.

The show's vendors were a mix of veterans and novices. Taking a bow at the show was contemporary line **In The Black**, a Boca Raton, Fla.-headquartered line, and **Mamie Ruth** of Savannah, Ga. Marilyn Graff of In the Black said retailers gave good comments on her contemporary line, but most were looking for a lower price point. In

The Black's core price points range from \$57 wholesale to \$123 wholesale.

Emily Barger of Mamie Ruth said that the key to her show success was being flexible. One retailer asked to cut the hem of a dress two inches shorter. Another asked to add straps to a dress to make it more modest. While she was taking orders for February to March 2014 delivery dates, one retailer wanted orders delivered in July.

For the Lady Liberty, a New Boutique

It was a busy week for Eric Martin, owner of **The Park** showroom at the Lady Liberty building.

He not only co-produced the Los Angeles Men's Market Ini-



FIRST DAY: Crowds at the first day of Select. The first day was Oct. 13.



SHOW MAN: Kellen Roland co-produced Los Angeles Men's Market Initiative.



WORKING IT: Shawn Swanson shows the Wellen brand to retailers at Los Angeles Men's Market Initiative.

traffic and business became vibrant on Monday. (Vendors did not have to pay for booth space on the extra day, Julius said.)

Mike Farid, the founder of **Bgreenapparel** of Rancho Dominguez, Calif., agreed that Sunday's traffic was slow, but he supported the extra show date. It's generally a good idea to have an extra show date, he said. Buyers just have to get used to the new day.

There were 56 vendors at Select, said Alyson Bender, a representative for the CMC. A wide range of retailers shopped at the show. Retailers included **Neiman Marcus**, **Nordstrom**, **Amazon.com** and **Zappos** as well as boutiques

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TRADE SHOW REPORT

LA Market *Continued from page 8*

tative during the LA Fashion Market, he held a soft opening Oct. 14 for **Seven Points**, his new retail store at the Lady Liberty.

The 1,000-square-foot boutique is located adjacent to the main entrance to the Lady Liberty. It offers men's clothing from brands such as **Billionaire Boys Club**, **Jachs** and **Scotch & Soda**. Martin opened the boutique to create an extra revenue stream for his showroom, The Park. Seven Points also will serve his wholesale operations. It will present the showroom's brands in a boutique atmosphere, which will give retailers a reference point on how the

brand could look in their shops.

He reported that business during the market was good because of his participation with the Los Angeles Men's Market Initiative, which sought to attract more local and national buyers to downtown Los Angeles showrooms. "We saw 43 accounts. The strategy of teaming up with multi-line showrooms really paid off," he said. Other showrooms participating in the Los Angeles Men's Market Initiative were Flagship, The Foundation and the Ntwrk Agency.

Other Lady Liberty showrooms reported good business during the LA Fashion Market. "Every day has been really busy," said Karli Bell, manager of One showroom. She reported

retailers such as Revolve Clothing and Nasty Gal as well as some Japanese retailers shopping at the building. The market represented a debut for women's basics line **Rad + Refined** and contemporary line **Bellen Brand at One**.

At **L'Atelier** showroom, men's sales representative Reno Calabrese noted that market traffic was fair. He mostly saw existing accounts. These retailers showed high interest in ordering brands that they already stocked. However, he noted that lines with a popular price points did well during the market. L'Atelier's client **Chldr** caught the notice of retailers with its wholesale price points of \$18 to \$22 for a T-shirt and \$34 to \$42 for a sweatshirt. ●

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Van Nuys manufacturer is looking for a grader/marker. Prefer someone experienced on PAD but will train the right candidate, however must be proficient on one of the major computer systems. Minimum 3 years' experience. Applicant will be tested.

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GRAPHIC ARTISTJR's

Graphics leader for JR's fashion & screened tops. Fresh ideas, self-initiative, fast-paced work environment. Teamwork & coordination critical. Strong visualization & creative input. Knowledge of screen printing, separations & embellishment techniques to create print-ready artwork. Highly organized, results driven & clear communicator. Proficient Illustrator, Photoshop, latest graphic design & CAD software. Submit portfolio.

FIRST PATTERN MAKER

PAD system trained with knowledge of T-shirts & Fashion Tops. Knits, woven, cotton jersey, novelty knits, etc. Juniors, Active Wear, Missy, & Girls 7-14. Private Label & Branded accounts. Use of Illustrator. Strong communicator, urgency-minded, report work progress, & meet deadlines. Min 2 yrs exp.

We offer great benefits.

Send resumes to: tlamanain@selfesteemclothing.com

PURCHASING COORDINATOR

Source, Develop, and Purchase Fabric, Trims, and Blanks. Issue and track POs Monitor inventory levels

All candidates send in resumes w/salary history to job4891@gmail.com or fax to 213-406-6099

1st thru PRODUCTION PATTERNMAKER

- Minimum of 5 to 7 years experience
- Must be proficient on Gerber system
- Knowledge of Knits and woven fabric
- attend fittings and able to execute Design Version
- Spec and fit driven, detailed, ability to prioritize and meet deadlines.
- Full time.

DESIGN ASSISTANT

-Minimum 2 years experience in women's apparel. -Proficient in Excell, Adobe Illustrator, Adobe Photoshop. -Must be organized and able to perform multi task. Email resume with salary requirements to: Kelly@Scrapbookclothing.com

SAMPLEMAKER

Wilt seeks "better" line samplemaker with 5 years experience. Must show proof of eligibility to legally work in the US. Please send resume to parcandpearl@parcandpearl.com to set up test date.

Jobs Available

FIRST PATTERNMAKER

Van Nuys based manufacturer is looking for a first patternmaker for our Junior Sportswear & Dress Division. PAD experience a Plus but will train the right candidate as long as they are proficient on one of the current computer systems. Must have minimum 3 years experience making computer patterns, be self-motivated and be able to work in a busy environment.

Please fax resumes along with salary requirement to hrbestgarments@yahoo.com

PATTERNMAKER

Seeking Patternmaker for Denim Manufacturer. Must have 3yrs. Exp. With Gerber Patternmaking version 8.4 or higher.

Please email resume to lauram@atomicdenim.com

PRODUCTION PATTERNMAKER

Established Contemporary label seeks Production Patternmaker to develop first through production patterns. Must have 5-7+ years patternmaking exp. & knowledge of Tuka-Cad software. Applicant must have a solid understanding of sewing construction with novelty fabrics. Must be able to conduct fit sessions and to review overall fit, balance and finish of the garment.

Please send resume and salary history to hrmanagerhiring@gmail.com

ASSOCIATE PRODUCTION COORDINATOR

China base manufacturing company with Los Angeles based offices. We are currently manufacturing for some of the major brands in the US. We also have a private label division that is making apparel for major US retailers. Candidate must be fluent in Mandarin Chinese and English. Great detail and follow up a must. Great opportunity for the right person. Email resume to: hr2528@yahoo.com

IMPORT APPAREL PRODUCTION ASSISTANT

Urgent Gear seeks an experienced high energy import apparel production assistant to join our team. Must have a minimum of 2 years experience with import apparel production, be detail orientated and have great written communication skills. Duties include speccing garments, corresponding with overseas factories and maintaining the production and sample calendars. Please email resume and salary history to bob@urgentgear.com



OUTSIDE QC SUPERVISOR

NYDJ is seeking an experienced QC Supervisor with experience in laundry responsibilities, cutting, and sewing. Independent, proactive, and comfortable working with outside vendors. Works well under pressure, is motivated, reliable, organized, and can make and direct the decision-making process of quality assurance staff. Must be bilingual English/Spanish and have experience in women's denim. Excellent benefits & work environment. No phone calls please.

Forward resumes to: eric.ueno@nydj.com or rocio.ramirez@nydj.com

ACCOUNT EXECUTIVE

Just For Wraps, Inc. is seeking a business-minded, focused, highly organized and self-motivated sales executive for its Kids Div. (2-Hip/Paperdoll) 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.

Email resume to albam@wrapper.com

Jobs Available

SALES ASSOCIATE

A Leading Activewear Manufacturer is seeking an energetic, self driven and motivated sales associate to call on new and maintain current accounts. Able to travel to trade Shows to set up and make presentation. Min. of two years experience required. Salary plus commission. Send resume to Sion@expertbrand.com



Sales Rep

Petunia is seeking a motivated and experienced Independent Territory Sales Manager or Experienced Rep group to lead and develop wholesale sales for Petunia Handbags (www.petunia.com) brand in the following markets: California and NV, TX (and surrounding area) FL (and surrounding area) and NY (and surrounding area).

email resume to cheryld@petunia.com



Software Support Rep/Client Success Rep

AIMS360 is hiring for: 1) Software Support Rep: Knowledge of AIMS software, apparel business, EDI, detailed writing/speaking skills, helpful attitude. 2) Client Success Rep: Coordinate/schedule/motivate clients to implement AIMS by deadline. Follow-up & communicate regularly. Professional phone/email skills. Send resume to: resume@aims360.com

PRODUCTION SAMPLEMAKER

Junior Dress Manufacturer seeking a production sample maker with at least 6yr minimum experience in dresses. Able to work with all different types of fabrication; chiffon, lace, satin, knits, etc. Must be able to work under pressure in a fast paced environment.

Please email resume to aurora@beedarlin.com

SAMPLE MAKER

Established Contemporary label seeks full time Sample Maker. Must have 6+ yrs' exp. in the garment industry. Applicant must speak English and be authorized to work in the US. Please email resume to hrmanagerhiring@gmail.com or fax resume to 323-277-1467.

TECHNICAL DESIGNER

Follow up on ALL fits; Track & submit all fits, 1sts, PP's, TOPS in a timely manner, managing deadlines. Create in excel precise spec sheets. Must know all the private label protocols to execute fits. Attend all fittings. Work close with pattern makers, design & QC personnel to understand the company fits & quality for construction. EMAIL: Richard@baileyblueclothing.com

TECHNICAL DESIGNER

Great opportunity for an individual with 3-5 yrs exp, strong understanding of patterns & garment construction, original specs, grading & 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

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

Jobs Wanted

Assistant Domestic Production Manager

Assistant Domestic Production Manager: Oversees all domestic contractors. Must be able to create and adhere to production calendar every season, issue and allocate cuts, QC bulk, handle paperwork for invoicing and actualizing costs. Position is 85% fieldwork. Must be experienced preferably in Woman's Contemporary, have knowledge of fabric and wet processing, excellent communication skills, basic computer skills and be able to meet deadlines.

Send your resume to: denise@lagencefashion.com (323) 549-9482

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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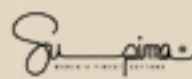
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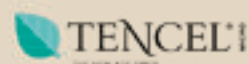
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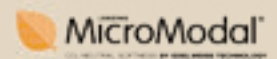
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