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Maggie Barry



Continuous



Mansour Scott



X.R. Collection

LA FASHION WEEK

Los Angeles brands were center stage during the recent run of LA Fashion Week, which ran Oct. 3-23 at events spread out across the city. For highlights from the shows, see pages 6 and 7.

LA SPOTLIGHT



Dena Burton



Harlyn (worn by Portia Doubleday)



Tumbler & Topsy



Nuvula

Helmut Lang and Theory Moving to LA's Brentwood

By Andrew Asch *Retail Editor*

High-profile contemporary brands **Helmut Lang** and **Theory** will open stores in Los Angeles' exclusive Brentwood enclave in Spring 2014.

The two companies will open in a new development called **Brentwood Place** at 13038 San Vicente Blvd., near the corner of San Vicente Boulevard and 26th St. Construction will start this week on the new building, said Daniel Blatteis, co-chairman of **Blatteis & Schnur Inc.**, the developer of Brentwood Place. It is the first new project to be built in Brentwood in recent memory. Blatteis & Schnur constructed the district's last new commercial building, **Brentwood Town Center**, which debuted in 1992.

The 9,500-square-foot Brentwood Place will be located adjacent to Brentwood Town Center and across an alley from **Brentwood Country Mart**, one of the most-popular

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TRADE SHOW REPORT

Fashion Market Northern California Going Gangbusters

By Deborah Belgum *Senior Editor*

SAN MATEO, Calif.—The ever-growing **Fashion Market Northern California** just got bigger.

The five-times-a-year show broke all records with 252 exhibitors showing at the Oct. 20-22 event, held at the **San Mateo Event Center**. One year ago, there were 222 exhibitors. Organizers said buyer traffic was running equal to last year but did not give specific numbers.

The show's executive director, Suzanne De Groot, was upbeat about buyer traffic for the three-day Spring '14 fashion market that caters to specialty boutiques located primarily in Northern California, Oregon and Washington.

"The show has been doing very well," she said. "We are definitely a little bit up from last year."

Buyer traffic was robust the first day, a Sunday, but many

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Where fashion gets down to businessSM



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Iro, Ruti Join Bustling Fashion District on Abbot Kinney in LA's Venice Neighborhood

Abbot Kinney Boulevard in Los Angeles' Venice district is quickly becoming one of the city's most-popular shopping streets, and the latest addition to the diverse thoroughfare is **Iro**, a Paris-headquartered fashion brand that will move into the former space of the **Mystic Journey** bookstore at 1319 Abbot Kinney Blvd.

The high-end Parisian brand's store will take a bow in February 2014, the same time its upcoming Beverly Hills store will open, said Rahav Zuta, U.S. brand manager and

The Venice Iro will offer the brand's main collection. It also will sell the brand's new line of Iro Jeans. The jeans line's first delivery is November. Iro is in the midst of a global rollout of branded boutiques. It runs six stores in Paris and maintains boutiques in Rome, Madrid, Zurich, and Beirut. It soon will open stores in London and Munich as well as a line of shops in Korea, Zuta said.

Another recent entry to Abbot Kinney is **Ruti**, a multi-brand store specializing in Israeli designers.

The boutique opened at 1410 Abbot Kinney Blvd. on Oct. 1. The new store looks similar to the Ruti boutique that opened at 1406 Montana Ave. in nearby Santa Monica, Calif., in June 2012. There's a graphic of a gold disc in back of the cash wrap, and the rest of the store offers the ambiance of an industrial loft space. Ruti's Venice space formerly housed the fitness club **Circuit Works**.

Like the four sister Ruti stores, the Venice shop sells Tel Aviv-based designers including **Maya Negri**, **Alembika** and **Noritamy**, said Shelby Crane, the manager of Ruti in Venice. "We feel at home with Venice's eclectic, artistic nature. Ruti's clothing is unique and eclectic like the Venice lifestyle," Crane said in a company statement. Along with shops in Venice and Santa Monica, Ruti runs boutiques in San Francisco as well as Berkeley and Palo Alto, Calif. The company is headquartered in Palo Alto.



RUTI VENICE: Interior of the Ruti boutique in Venice

chief executive officer for Iro USA. Iro Beverly Hills will move into 325 N. Beverly Drive, which currently houses a shop for pioneering multi-brand retailer **Ron Herman**.

While the Beverly Hills store will feature marble floors, Zuta said that the design for the Abbot Kinney store would be much different.

"We're going to design it to fit with the spirit of the street," Zuta said. "It will not have marble floors. It will be polished concrete. I want to blend in. I don't want to stand out. I want to let the clothing speak for itself."

Abbot Kinney's lively street scene has been a magnet for independent boutiques this summer. Canadian brand **Roots Canada Ltd.** moved a shop into a bungalow at 1505 Abbot Kinney Blvd. in June. Unlike its store at 371 N. Beverly Drive in Beverly Hills, the Venice store mostly sells Roots' leather jackets. Currently, Roots only maintains two stores in California.

San Francisco-based brand **Margaret O'Leary** opened a boutique at 1410 Abbot

Kinney Blvd., adjacent to the Ruti boutique. Margaret O'Leary runs 10 boutiques on the West Coast.

While Abbot Kinney has attracted better priced, contemporary stores, "fast-fashion" retailer **Heavenly Couture** opened a boutique at 1358 Abbot Kinney Blvd. in June. The company sells stylish women's apparel for \$16 or less, and it runs 19 locations across California, according to the company website.—*Andrew Asch*

Volcom Back in LA Area

Volcom, one of the major core sports brands based in Orange County, Calif., is bringing its retail back to Los Angeles County.

The company opened a Volcom boutique on Oct. 15 at 1340 **Third Street Promenade** in Santa Monica, Calif. The street is one of the Los Angeles area's premiere shopping districts, and it hosts shops for vertical retailers including **American Apparel**, **All Saints**, **Spitalfields**, **Anthropologie**, **H&M**, **Hard Tail** and **Forever 21**.

Los Angeles County last saw a Volcom boutique in 2011, when the brand closed its Los Angeles shop on La Brea Avenue. The store was shuttered because retail traffic on the street declined, said Rocky Taylor, Volcom's North America retail director. La Brea continues to be the address for prominent

retailers such as **American Rag**.

Volcom is a division of **Kering**, a Paris-headquartered conglomerate that also owns **Puma**, **Electric**, **St. Laurent**, **Balenciaga**, **Stella McCartney** and **Brioni**. Volcom opened a 2,200-square-foot Third Street Promenade store to show the entire breadth of its collection, which ranges from men's and women's to juniors and children's fashions and accessories, along with retail-only collections such as T-shirts bearing graphics from local artists. Because Third Street Promenade is located a few blocks away

from one of Los Angeles County's most popular beaches, the shop will focus on beach clothes during summers.

The Third Street Promenade store was designed for an urban ambiance. There is little wood in the boutique. Rather, there is exposed brick, metal fixtures and a "heritage" wall bearing posters from Volcom's 22-year history. The store's design was made

unique with an "accordion" door, which can be pushed into the boutique's wall. "The front of the store flows into the street," Taylor said. "It will bring more people in."

The shop was designed by Volcom's in-house team and Paris-based architect group **Interbrand**. The new shop's interior will serve as a prototype for upcoming Volcom stores,

said Eric John, Volcom's vice president of global retail.

The new store will also serve as a space for inspiration and experimentation for Volcom's executives and designers, based in Costa Mesa.

"The proximity allows us to try new things and have events," John said. "It allows the mad scientists in the creative department to interact with one of Volcom's premier retail stores. They'll develop and learn what impacts the products have on our customer and learn how to better serve our customer."—*A.A.*



ROLL IN: Volcom opened a store on Santa Monica's Third Street Promenade. It will serve as a space for inspiration and experimentation for the boardsports and fashion company. (Courtesy of Volcom.)

True Religion Adds to Management Team

The new owners of **True Religion**, taken private nearly three months ago, have added two top management team members to the premium-denim company, based in Vernon, Calif.

Rosella Giuliani, formerly with **Gap Inc.** and **7 For All Mankind**, has been appointed vice president of merchandising. The appointment, announced on Oct. 23, is effective immediately. She reports to Chief Merchandising Officer Lynne Koplin and will be working with the company's new creative director, Gary Harvey, to shape True Religion's merchandising across the company's various platforms.

Joining the denim company on Nov. 4 will be Steve Horak, whose job title is senior vice president of planning and allocation. He will be responsible for the brand's product distribution and will report to Eric Bauer, the company's chief financial officer and chief operating officer.

Giuliani was previously the creative director and vice president of merchandising and design for the **1969** denim label at Gap Inc. Before that, she was vice president of global merchandising and design at **7 For All Mankind**, another Los Angeles premium-denim label.

"I am thrilled to join True Religion at such a key moment in the company's evolution and to work with such an exceptional and forward-looking team, including many people I've worked with previously," Giuliani said. "Denim is my passion, and I look forward to building on True Religion's strong reputation in the premium space to reach our customers."

Horak previously worked at **Guess Inc.** for 12 years, most recently as senior vice president of global planning and allocation. He has held senior planning and allocation positions at **The Wet Seal**, **Warner Brothers Studio Stores** and **Victoria's Secret**.

At a July 29 special meeting, True Religion shareholders approved the company's acquisition by **TowerBrook Capital Partners**, based in New York and London. The purchase price was \$32 a share, or \$824 million.

True Religion was founded as a blue-jeans company in 2002 by Jeff Lubell and his now ex-wife, Kym Lubell Gold.

One day after completing its acquisition of True Religion, TowerBrook Capital Partners named David Conn as the blue-jeans maker's chief executive officer. Most recently, Conn was president of **VF Corp.**'s retail licensed brand groups.—*Deborah Belgium*

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Fire Damages Showroom in the California Market Center

Approximately 40 firefighters and 12 fire trucks responded to a **California Market Center** showroom fire that occurred the morning of Oct. 24 on the second floor of the building in Los Angeles, authorities said.

The fire in the **Creative Concepts** showroom in suite A272 was started when a salesperson walked in around 9 a.m. and flicked on a light switch, prompting an electrical spark to go flying and burn clothing samples, said Peter Jacobson, owner of the space, which houses the Creative Concepts showroom and Jacobson's distribution company, **FashionLink**. Jacobson has been in the building for more than 30 years. "A light blew out," Jacobson said as he was walking down a smoke-filled hallway. "Thank God nobody was hurt."

Capt. Rick Godinez of the Los Angeles Fire Department said several companies responded to the call, received at 9:08 a.m., and arrived a few minutes later. The closest fire station to the CMC is located at Seventh and Wall streets, but other fire companies from South Central Los Angeles, Boyle Heights and close to the **University of Southern California** responded. "A switch blew, which blew a hot piece onto a rack of clothes," Godinez said. "The sprinklers pretty much knocked the fire out."



DAMAGE: An electrical spark from a light fixture ignited samples in the Creative Concepts showroom, according to fire officials.

Water from the sprinklers flowed down to the main floor and flooded the **Citibank** branch below. CMC workers were mopping up water as fast as they could. Sheets of plastic covered a stretch of teller windows. The smell of smoke hung in the air.



RAPID RESPONSE: Nearly 40 firefighters were called when the alarm rang that a fire had broken out at the CMC.

"We are calling our people in to assess the damage," said Albert Pulido, the bank's manager. The bank's doors were open and they were trying to help as many customers as they could, but they were directing most customers to other Citibank branches in downtown Los Angeles.

CMC President Jaime Lee said the building is working with LAFD investigators to assess the exact cause and circumstances of the fire.—*Deborah Belgium*

Calendar

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. 6

"How to Start a Fashion Line on a Budget" webinar presented by

Fab Counsel
online

Nov. 8

Black & Blues Ball, honoring Kevin Sullivan of Wells Fargo and Frank Kaufman of Moss Adams
The Grove of Anaheim
Anaheim, Calif.

Nov. 12

CALA
The Expo Building
Denver
Through Nov. 13

Nov. 24

DG Expo
San Francisco Hilton
San Francisco
Through Nov. 25

There's more
on ApparelNews.net.

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

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

TRADE SHOW REPORT

FMNC *Continued from page 1*

vendors said it dropped off during the next two days as a transportation strike affecting the area's **BART** commuter rail service caused the area's highways to be clogged with motorists.

"Sunday I had the best day I've ever had in San Mateo. I was so busy I didn't even look up," said Melody Fast of **Melody Fast Sales** in the **California Market Center** in Los Angeles. She represents womenswear lines including **Art of Cloth**, **Mill Valley** and **Oh My Gauze**. "On Monday it was consistent but not as crazy."

Traffic was so much of a concern on Monday that one retailer skedaddled out of the show at 1 p.m. to avoid a looming traffic nightmare.

The vast exhibition floor was almost a tale of two trade shows. Some aisles were hopping with buyer activity. Other aisles were quiet. And no one could explain why this was happening. "The traffic is really off," complained Lori Marchand, whose **Impulse Moda** showroom is located at the **Gerry Building** in downtown Los Angeles. "I thought it was going to be jamming."

Nearby vendors agreed with her. "We are wondering if the BART strike has affected the show," said Judy Kurgan, whose **Judy Kurgan Sales** showroom is in the **California Market Center**.

But three aisles over, Linda French—who represents labels including **Stop Staring!**, **Color Me Cotton** and **Effie's Heart**—barely had time to talk. "I'm slammed," she said, dashing to pluck several dresses off clothing racks to show buyers.

Pat Muller was hunched over her worktable, doing paperwork to keep up with the orders she had placed. "This has been a fabulous show. I've worked with several boutiques, catalogs such as **Gump's** and **TravelSmith**, and opened up new accounts," she said.

Her outerwear lines, including fleece-heavy **Janska**, are colorful and made in the USA. Her **Goddess Gear** is made of natural and organic fibers and also is made in the United

States. Wholesale prices range from \$60 to \$115. "I have a lot of company brands from the United States, and that is a plus," Muller noted.

Roni Arteaga, the West Coast sales manager of Los Angeles-based **XCVI** and **Wearables by XCVI**, said she had a super-busy Sunday. Monday was more mellow. Wearables, which has more classic silhouettes, wholesales for \$29 to \$45, and XCVI is more trend-driven and wholesales for \$34 to \$75. The label has gotten some buzz recently for having been seen earlier this fall on the TV show "America's Next Top Model." "I have opened up four new accounts. So there are people shopping," Arteaga said.

Location, location, location

Everyone agreed that Fashion Market Northern California—a venue for womenswear lines, accessories, footwear, jewelry and loungewear—is one of the better-organized shows and has proven to be in an easy location for buyers and representatives to attend.



STYLE WALK: A sampling of the labels being sold at the fashion market



THIRD TIME: This is only the third show Judy Kurgan has attended in San Mateo, but it has helped boost sales of the three lines she brought.



ART WORLD: Melody Fast said her artsy lines sell well because they are unique and appeal to Northern California's customers.

For years, it was located in San Francisco at **The Concourse**, a South of Market artsy district that was long on urban chic but short on convenient parking and easy access. In 2008, the show relocated to the San Mateo Event Center, which has an extensive asphalt parking lot that can accommodate hundreds of cars and is located close to the 101 Freeway.

In the back of the event floor is a restaurant that serves reasonably priced lunches. And at 3 p.m., the show's organizers wheel a food cart around with free cookies. Coffee, tea and lemonade are available in the back.

This year, the organizers decided to extend Monday's

closing hour from 6 p.m. to 7 p.m. to serve free wine between 4 p.m. and 7 p.m. while buyers shopped the extra hour. On Tuesday, buyer parking, which normally costs \$10 a day, was free.

Jo Ellen Newton, owner of **Coco Gets Dressed** in Portland, Ore., said this is her favorite market. "This is the show I make time for. I come here twice a year," she said.

Carol Munson does most of her retail buying in San Mateo. "I fill up my whole store with the merchandise I buy here," said the owner of **Fifth Street Clothing Co.**, a boutique she has owned for 36 years in Chico, Calif. "All the labels I like to stock are here—**Eileen Fisher**, **Barbara Lesser**, **Karen Kane** and **JAG Jeans**."

Budget watch

Northern California is an attractive market for brands that cater to a casual lifestyle with an artistic flair. It is also an area where the economy is bolstered by growing tech companies and tech innovations. **Facebook's** headquarters are a few

miles down the road in Menlo Park, Calif., and **Google's** headquarters are a few miles farther away in Mountain View, Calif.

For the most part, store owners at the show were upbeat about the economy and felt their customers were back to spending money on clothes. But retailers were still playing cautious with their budgets.

"Customers are feeling confident. They are

shopping. They are happy, and they are spending money," said Melanie Goodpasture, who recently bought the **Silk Moon Gallery**, a boutique in the artsy town of Sebastopol, Calif.

But she is still being conservative and stocking her 3,000-square-foot store with casual and ethnic items that sell for under \$100.

Coco Gets Dressed's Newton sees shoppers spending more. But she too is being cautious about price points, keeping her items under \$200.

"We are very much a boutique store. We don't sell a lot of basics," she said. "We do dressy. But if it is dressy, it has to go with denim." ●

Brentwood Continued from page 1

retail centers in the neighborhood.

Theory will take two-thirds of the new space of Brentwood Place, Blatteis said. Helmut Lang will take the other third. They will be the only tenants of the new project. Theory did not answer requests for comment by press time.

Retailers are hungry for more space in Brentwood. The upscale neighborhood is home to many of LA's best-known names in entertainment, sports and business, including Tom Brady, Gisele Bundchen, Arnold Schwarzenegger, Rick Caruso and Steven Spielberg.

High-profile retailers **Intermix** and **Scoop NYC** moved into the neighborhood in 2012, and clothing brand **Velvet** moved

"They like to buy full wardrobes," Garth said.

However, there is a ceiling on this growth story, said veteran commercial real estate broker Chuck Dembo of **Dembo Realty**. "There are a lot of moneyed people around there," he said of Brentwood. "But there's a lack of retail space." The commercial strip of San Vicente and 26th St. only is comprised of a few blocks, and the retail spaces are small.

The lack of growth potential keeps down price. A square foot of commercial real estate costs \$8 in Brentwood's premier areas, the corner of San Vicente and 26th St., said Jay Luchs, executive vice president of **Newmark Grubb Ellis Knight Frank**. However, space in the highly popular—and more spacious—Abbot Kinney Boulevard retail district goes for \$10 to \$12.

Unionmade

Unionmade will open a boutique at **The Grove** retail center next year. The San Francisco-based boutique retailer made waves when it opened its first Southern California store at **Brentwood Country Mart** in 2011.

Co-owners Todd Barket and Carl Chirara wanted a neighborhood that was off the beaten track as well as a building with interesting architecture. They found Brentwood Country Mart, which was ready to take a leap from offering neighborhood shops to high-profile retail.

They've been pleased with the results. "It's a balance of shoppers here," Barket



Unionmade Champion



Unionmade / Gitman



Unionmade / Patagonia



Unionmade / Unis

said. "It's a lot of locals, a lot of Japanese and New Yorkers."

Recently, Unionmade's shoppers have been buying soft fleece such as **Champion by Todd Snyder**. "Todd restyled it all," Barket said of the New York-based designer's re-do of the classic athletic brand. "There's vintage washes, but he kept it straightforward. He brought back the old logo, and he has done some crew necks with pockets. It's an updated basic. It's the easiest thing in the world to wear." The sweatshirt retails for \$130.

Khaki pants do great year round at Unionmade. A top seller is the Los Angeles-based **Save Khaki United** brand. It retails under \$100. "It's a straight, easy fit," Barket said. "It's democratic. It fits most body types."

Another line of chino pants catching a lot of attention is **Unis**. The label is headquartered in New York, but some of the manufacturing is in Los Angeles. "Unis is slim," Barket said of the chinos, which undergo special washes. Among the most popular Unis silhouettes is the "Gio," Barket said. "It is tapered and slim. It's for a younger guy, for sure," he said. It retails for \$198.

Patagonia's classic lightweight down vests have been popular at Unionmade. "It's not super heavy. It's winter outerwear for Los Angeles," Barket said. "Gray and black tend to always be popular. There's a really good jewel tones this year." The vests retail for \$169.

The oxford shirt is a classic silhouette for Brentwood's men. One of the most popular brands is **Gitman Vintage**. "They always do a classic oxford in blue and white. That is a day-in and day-out best-seller," Barket said. Boosting its popularity is that it is made in America and it is offered in novelty patterns. It retails for \$185.

Jenni Kayne

The **Jenni Kayne** fashion brand opened two boutiques in Santa Barbara's exclusive Montecito district recently. The brand's Brentwood Country Mart shop opened in March 2012, and it buzzes with activity. Kayne said the shop's best-selling clothing item is simple and elegant.

"We've also been doing re-



Jenni Kayne collaboration with My Line



Jenni Kayne collaboration with My Line

ally great with the T-shirt collection we did with **My Line**," she said of the collaboration with the T-shirt brand. "I think people appreciate pieces that are classic but still chic."

The lightweight T-shirts are constructed from linen and cotton, and some of them have asymmetric hems to add some spice. The T-shirts retail for \$85 to \$95.

Flannel

Australian brand Flannel has been making contemporary fashions since 2009, but it recently set up shop in America with a boutique at 1223 Abbot Kinney Blvd. in December 2012. Last month, the brand opened a pop-up boutique at 220 26th St., which is across the street from the Brentwood Country Mart.

The most-popular item there is the brand's "Essential Long Dress." The silk maxi dress retails for \$560, said store manager Kristen Garth. "It is very flattering, and it suits all body types," she said. "People love it because they can dress it up for events or make it casual for everyday wear."

Intermix

Intermix helped make Brentwood a retail hot spot when it moved into the Brentwood Country Mart in March 2012.

Recently, top-selling items at its 2,000-square-foot store include Helmut Lang blazers, Iro leather jackets and relaxed blouses from A.L.C.

One A.L.C. top that has been very popular is a sleeveless tank in a leopard print, which retails for \$298. Another top-seller has been the Helmut Lang "Linear Drape" blazer, which retails for \$650. Also popular is a sweater from Paris-based brand Iro that retails for \$548. ●



Flannel



A rendering of Brentwood Place. (Courtesy of Blatteis & Schnur.)

in earlier this year.

Australian women's brand **Flannel** opened a pop-up shop at 220 26th St. in September. Manager Kristen Garth said the brand would like to stay in Brentwood because the wealthy shoppers typically like to stay and shop in their neighborhood. When they do shop, they spend a lot of money.

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Marty Moran: Meet Buhler's New CEO

There's a new man at the top at Buhler Quality Yarns, the veteran purveyor of fine-count yarns, founded in Switzerland in 1812 and with a domestic facility launched in Jefferson, Georgia, in 1996. After 30 years at the helm of the premier cotton fiber company, which includes US Supima cotton, Lenzing Micro TENCEL®, and Lenzing MicroModal®, the much-respected Werner Bieri has retired. Enter Marty Moran, late of the now-late RadiciSpandex Corp., as CEO. Moran, who has a B.S. in Textile Management from North Carolina State University and proudly hails from that state, has spent his 20-plus-year career in the spinning business, starting, appropriately enough, in cotton. After his hiring in June of this year, Moran happily installed his wife, 15- and 12-year-old daughters and 10-year-old son in Hoschton, just north of Atlanta. Now, if only he could find some decent 'cue....



Marty Moran joined Buhler in July.

First off, we must acknowledge that you have stepped into some very big shoes following Werner Bieri's retirement.

Of course. I knew Werner from some of the textile organizations, and so I had huge respect for him. When Werner spoke, people listened—he carried a lot of weight when he would voice his opinion. When I found out about this position and the possibility of my getting this job, I thought, Wow, following someone like Werner would definitely be a challenge.

Has it been?

We have different personalities and management styles. I thought that would be interesting as well, coming at it as a different type of manager. But I've been well received at the company. Werner has been available as a resource to me, and he has been terrific. He just got the Supima award, which they've given only six times in 58 years. It's a great sense of pride for us that he was thought of that highly to get that award.

Did he give you advice?

I think it's not been advice as much as, "Here's why we did this, where my thought process was when we did that." As things have come up, I've been able to talk to him about why things were done a certain way. I've gotten explanations as we've gone along.

Let's step back a bit in time to your days at North Carolina State University. You're the Wolfpack, right?

The Wolfpack.

You majored in textile management. Just how big is the textile Wolfpack at NC State?

The entire textile school is pretty big. NC State is one of the top textile schools in the country for sure, and probably in the world. There was textile management, textile technology, and textile engineering. Basically, I had a business management degree with a concentration in textiles. I would say it was almost a vocational type of education. You come out with a marketable skill.

A family trade?

No, my dad was in hydraulic pumps.

Not the same at all. So, how did you wander over to textiles?

I grew up in Gastonia, North Carolina, which was a huge textile center, had a huge history in textiles and yarn spinning. I knew I wanted to go to North Carolina State. I had a lot of friends whose parents were in the textile industry, and they were going to the textile school. I was considering engineering, but then the textile school came to my high school recruiting. Their presentation was neat, and interesting—there was a lot more to textiles than clothing and sheets and towels. Space shuttle tiles were a textile product, for example.

One of the things the textile school promoted was the placement and salaries you could get right out of school. But yeah, people would say, "What are you doing going into textiles?" I've always been a practical person. I'd say, "How can you argue with 100 percent placement?"

Coming to Buhler was a bit like coming home for you, though. Didn't you start out in a cotton company?

Yes, this is coming home for me. My first job was in cotton spinning. I understand cotton spinning more than I understood spandex spinning, which involved many chemicals.

Working in a cotton mill has to be fascinating.

It's exciting for me to be going back. I got a job in a cotton

“Most of the people who work in a cotton mill are down-to-earth, great, hardworking people. When you go to a mill, people have always been there 20 and 30 years.”

— Marty Moran
CEO, Buhler Quality Yarns

mill the summer of my senior year. The plant manager took me to the department manager and said, "Put him through the management training program." I thought that sounded pretty good. First step was, they gave me a shield for my face, a pair of gloves, and an axe. I had to start busting wires off bales of cotton. I thought, this is a strange introduction to management. For two weeks, I opened cotton bales, then for two weeks I threw cotton into the hopper so it could be carded, then two weeks of roving, maintenance on the frames—I went all the way through the plant that summer.

When I graduated, I got a job immediately at Dixie Yarns. It was the same thing, only months in every department, not weeks, working through all the processes.

Sounds like the best possible education.

The best way is to do the jobs. You get pretty good at them, not as good as the professionals, but when you were supervising them, you knew what they were going through,

what the expectations should be. Nobody could fool you.

Mill workers must be great characters.

Most of the people who work in a cotton mill are down-to-earth, great, hardworking people. When you go to a mill, people have always been there 20 and 30 years. They've seen managers come and go. They've been in the mills for multiple generations and have grown up in the mills. They couldn't be friendlier or nicer to you.

Oh come on, are you saying they didn't prank the college boy?

You'd hear stories about people getting sent to the parts room to look for bolt stretchers or sky hooks. They don't exist. It would depend on how nice the supply room guy was whether you'd find out if you'd been pranked.

I swear this didn't happen to me, but once they sent a new guy for a T-R-Double E. The person in the supply room said, "Find out if they want an O-A-K or an E-L-M." The new guy was going back and forth on this fool's journey.

You sure it wasn't you?

I think I might have been sent for a bolt stretcher once. When everybody starts laughing when you get to the supply room, you get it. Idiot.

You know, the Swiss don't prank.

They are by the book, no nonsense, but very nice to work for.

Now for the real question: Who has better barbecue, Georgia or North Carolina?

That's not fair. I'm going to get in trouble here. The real question is whether North or South Carolina has the best barbecue. North Carolina has the best barbecue in the country. In fact, my oldest daughter is very upset with the fact we can't find barbecue here as good as in North Carolina. But we had a barbecue lunch brought in here not long ago, and it was pretty good.



The Moran family, clockwise from Marty: Jenny, Alaina, Carson, and Riley

Sounds like you are pretty comfortable already.

Yeah, I feel comfortable. The company is in good shape and on good footing. I've been handed the reins to something that is running really well, and that's a nice situation to be in. I'm putting some of my own management stamp on it but not shaking things up too much because it is already working so well.

It being so similar to what I've done, a manufacturing process I understand, a great team already in place, and I found some barbecue that is passable—I have calmed down very quickly and am very comfortable.





Thai Nguyen



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Again



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LA Spotlight

With a packed schedule of runway shows, installations and parties, Los Angeles Fashion Week wrapped up on Oct. 23 after nearly a month of events. Extended coverage of the shows can be found at [Apparel News.net](http://ApparelNews.net).



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NEW RESOURCES

Boswell: Ready-to-Wear Fast Break

Waraire Boswell, who is 6 feet 7 inches tall, built a career by designing made-to-measure suits for the NBA-sized guy. Athletes such as LeBron James were outfitted in the designer's self-named label, **Waraire Boswell**, as well as **Me by Waraire Boswell**.

Now, Boswell hopes to build a business for people of all sizes. He recently debuted a ready-to-wear label called **Boswell**. The designer hopes that it will mix the elegant, the fashion forward and the casual.

The Boswell ready-to-wear line offers the "Workmen" shirt. Its front pockets were inspired by the uniforms of the people working on Detroit assembly lines. However, the blue-collar aesthetic is laced by luxury. The shirt

features leather details. The line's "Lear" suit features a blazer made out of jersey material, and the "Baron Camo" shirt is a black-collared shirt made from Japanese cotton with a subtle camouflage pattern. Wholesale price points range from \$80 to \$90 for shirting, \$450 for leather bottoms and \$880 for suits. His fashions are currently sold on his website (www.waraireboswell.com).

The ready-to-wear line also offers women's versions of these styles.

The designer will be expanding his business beyond ready-to-wear. In 2014, he plans to open a boutique for his lines. For more information, contact (213) 955-5750 or info@wbi.me.—Andrew Asch



THE DESIGNER: Waraire Boswell at his Los Angeles studio

Liberty Sage: Rhapsody's New Contemporary Line

After almost two decades of only manufacturing juniors fashions, Los Angeles-based **Rhapsody Clothing Inc.** is making its first venture into the contemporary market.

Liberty Sage took a bow at **Coterie** trade show in September. It will make its first shipment on Jan. 30. Bryan Kang, Rhapsody's president and chief executive officer, said that the time is right to sell a contemporary line because consumers want a contemporary alternative compared with the fast fashion that has been wildly popular over the past few years.

"They enjoyed disposability," Kang said of consumer choices in the recent past. But times and tastes have changed. "Our customer wants silk, not polyester."

Contemporary styles, typically defined as better-priced clothes for women, is different enough from juniors, which are considered clothes for teens and pre-teens. The markets and manufacturers for juniors and contemporary rarely mix.

While some of the world's best-known fashion brands are labeled as contemporary, there is still opportunity in the crowded market, said Ilse Metchek, president of the **California Fashion Association**, a prominent trade group. "The timing is right because teen spending on fashion is slowing. There's an oversupply of teen fashion," she said.

In June, Kang hired a contemporary designer, Mario Baltazar, to lead his company's contemporary initiative. For its debut collection, Liberty Sage will offer 50 styles. It's intended to outfit women for the office and casual dress.

The line's styles include a tuxedo-style jacket and pant, a chiffon overshirt, a T-shirt with a chain-



link print, a maxi-dress with a variegated stripe, a knee-length tunic dress, and denim-driven tops.

Baltazar hopes that Liberty Sage will eventually be a lifestyle brand. Gene Zuckerman, the brand's national sales manager, hopes to place it in better department stores.

Liberty Sage's core wholesale price points range from \$48 to \$68, and its entire range goes from \$42 to \$80. Rhapsody cast a very wide net for its target market. It will range from young women to those in their middle age. "Women in their 40s and 50s have the buying power," Zuckerman said.

Kang said that women from all age groups will be attracted to Baltazar's designs. Baltazar hopes to attract multitudes of women to the line because it will be easy to wear. "The fit is made to make every wearer comfortable," Kang said. "Necklines that are not too revealing and skirts that are not too short."—A.A.

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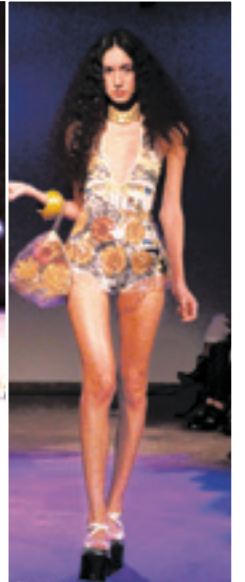
Julia Clancey (pictured with Margo Stilley)



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Beluva: San Francisco Based, San Francisco Made

Firuze Hariri launched her **Beluva** collection in 1996, but the designer and chief executive officer has a rich history in San Francisco's fashion community.

As a freshman at **San Francisco State University** in 1977, Hariri opened her first store—called **Firuze**—on Union Street. Her second store, in nearby Sausalito, followed. Both are still running, selling Hariri's Beluva collection along with other merchandise.

"That's one of the keys to success for us," Hariri said. "We have the store, we test [new items], and if they sell we put them in the line."

A few years ago, Hariri designed an item that has sold well and became her signature piece, an easy-to-wear, easy-to-care-for crinkled top, made from microfiber and available in a range of styles, patterns and colors.

"The fabric has a memory, and it keeps the crinkle in it—it will never come out," Hariri said. "They are all hand-washed and no pressing is needed. They are extremely practical because you can crumple it, stick it in your suitcase and go traveling. If you need to wash it, just wash it by hand and it dries very fast. You don't have to do much with it, and you always look good. Career women are on the road or at work; they want to look good and not fuss about it so much."

The shirts are wholesale priced at about \$65. Beluva is carried primarily by specialty retailers including **B. Real** and **Reeds** in California; **Evelyn and Arthur**, **Dazzled** and **Foxy Lady** in Florida; **Von Maur** in Iowa; **Stonewear** in Connecticut; **Studio** in Massachusetts; and **Julian Gold** in Texas.

In addition to the tops, Beluva also has reversible jackets made from the same crinkled microfiber material.

"We have always produced in San Francisco," Hariri said. "I live in San Francisco, so I definitely want to keep an eye on production."

But that's only part of the reason she keeps her production local. Even though she acknowledges it would be cheaper to send her production to Asia, Hariri prefers to support the remaining manufacturing community in San Francisco. "In the long run, it works for everybody," she said.—*Alison A. Nieder*



Jacob Davis: Denim From Street to Stage

By day, Jason Briggs and Jason Ferro rush between the sewers and denim wash houses in Los Angeles, putting the finishing touches on their contemporary menswear brand, **Jacob Davis**. By night, the two are on stage playing in the band **Whitley Heights**.

Their double lives give them added insight into menswear market research.

"We are designing for our friends," Ferro said. "The aesthetics come from that, but we get ideas from where we travel and what we think is missing in the retail world."

Briggs and Ferro met when they were both twenty-somethings in Laguna Beach, Calif., and they shared a living room that became an art studio turned rehearsal room engulfed by a drum set and musical instruments.

Ferro went on to specialize in denim and served as global denim director for **The Gap**, and has held director positions at **Guess**, **Levi's** and **Hollister**. Briggs owned his own private-label design and production company, **Diverse Production**, which had a clientele of major surf-industry labels.

Ferro and Briggs united to launch Jacob Davis men's jeans for Fall 2012, named for the relatively unknown tailor who invented riveted jeans in the early 1870s.

"We have that heritage card," Ferro said. But "it's never been a heritage brand. We focus on the spirit of what he stood for—the

spirit and attitude of entrepreneurship."

For Spring 2014, Jacob Davis expanded its denim base to include a full collection of men's sportswear that is also made in Los Angeles.

"We want to stimulate the economy," Briggs said. Jackets and shirts are still rooted in denim, such as tailored trucker jackets, indigo-dyed and washed woven shirts, and casual plaid shirts.

The collection is sold at retailers such as **Bloomingdale's** and **Fred Segal**.

Naturally, Ferro and Briggs have tested the jeans on themselves to ensure the jeans' durability after wash processing and comfort after non-stop wearing on workdays that turn into late nights on the town.

"Denim is exciting again," Ferro said. "It's great because the fabric has come to a point that

you can't tell the difference between stretch and rigid. With stretch before, it didn't look masculine."

Jacob Davis' newest denim styles employ the "mechanical comfort" of stretch denim that still looks rugged. "It gives you the stretch but doesn't give you the spandex-y look," Ferro said. "I have stacks of denim. You know what I wear? Two pairs of stretch. It feels good and looks good."

For more information, visit www.jacobdavisusa.com.—*Rhea Cortado*





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Quiksilver Sells Snowboard Business Mervin Manufacturing

Quiksilver announced it is shedding **Mervin Manufacturing Inc.**, which makes snowboard products, in a sale to **Extreme Holdings Inc.**, a strategic holding company in Pennsylvania.

The business deal, announced Oct. 23, did not give a sale price but is an all-cash transaction.

Quiksilver acquired the snowboard maker in 1997 for \$4.3 million plus the assumption of \$3 million in bank debt.

Mervin Manufacturing, located in Carlsborg, Wash., had sales of \$32 million for the previous 12-month period. The company was advised by **Altamont Capital Partners**.

Mervin's brands include **Gnu**, **Lib Tech** and **Bent Metal**. Founded in 1977 by snowboarders Mike Olson and Pete Saari, the company will continue to manufacture Quiksilver's Roxy brand of snowboards.

Quiksilver, based in Huntington Beach, Calif., deals primarily in branded apparel, footwear and accessories that appeal to the surf and snowboard crowd.

In May, Quiksilver announced a multi-year profit-improvement plan to turn around the company from an entity that had a net loss of \$10.76 million in fiscal 2012 to a company that makes money.

The company said it intends to use the cash to strengthen its brands, grow sales and make the company more efficient.

Quiksilver has branched out to buy other industry-related companies before. In 2005, when the economy was riding high, Quiksilver acquired the **Rossignol Group**, a French maker of skis and snowboards, for \$320 million. Three years later, as the economy started to decline, it sold it to **Chartreuse & Mont Blanc** for \$100 million.—*Deborah Belgum*

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SALES/BUSINESS DEVELOPMENT

Sewing Collection, based in LA, is the leading provider of packaging & shipping supplies. Our objective is to increase our account base and increase sales. We are seeking a very serious, goal oriented individual to join our team as a salesperson. Send email to 72@scicorporate.com.

Sales Rep / Brand Enthusiast

Looking for a job you'll enjoy and a product you'll love to sell? Be Up Activewear is seeking fun, motivated sales associates with a strong connection to studios, spas and boutiques. This position requires hands on selling by an upbeat professional. Salary+comission. Able to travel. For info visit www.beup.com. Resumes to office@beup.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 or Call: 213*749*2116

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.

SAMPLE SEWER and DUPLICATES

Growing Contemporary label seeks full time First Sample Sewer. Must have 6+ years experience in the garment industry. and be authorized to work in the US. Please email resume to hrmanagergarment@gmail.com or contact Claudia at (310) 391-9292 # 225.

ASSOCIATE TECHNICAL DESIGNER

- *Opportunity for indiv. w/3-4 years exp. in swim/knit.
 - *Understanding of garment construction, original specs, grading & corrections.
 - *Will measure import samples from 1st fit to TOP's & communicate w/overseas to ensure proper fit, analyze & execute fit comments from development to prod.
 - *Will generate tech packs, T&A and sit in fit sessions, communicate w/design & sample room.
 - *Must have attention to detail, be organized, & ability to multitask.
 - *Proficient in Excel, & comfortable generating sketches/illustrations.
- Email: info@rwdesignsinc.com

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

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

35 yrs Exp'd

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12 yrs on Pad System. In house/pt/freelance
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Call 213-627-3754
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Call 213-627-3755

SPACE FOR LEASE

- * In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District.
 - * Industrial, retail and office space also available throughout the San Fernando Valley.
 - * Retail and office space also available just south of Downtown.
- 213-626-5321 or email info@anjac.net

Buy, Sell, and Trade

FABRICS FOR SALE

All natural fabrics. Silk, Wool, Cashmere, Brocade, Beaded Fabrics, Sequins, Silk Lining & Silk Velvet, etc. Trimmings & Buttons.
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