

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 69 YEARS

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COURTESY GIORGIO BORRUSO

BORRUSO AMERICANA: A view of Giorgio Borruso's building at The Americana at Brand. It houses a Lululemon Athletica store.

The United States Is Manufacturing More Apparel Than in Recent Years

By Deborah Belgum *Senior Editor*

Apparel production in the United States saw an 8.5 percent jump in 2012 over 2011 as American shoppers focused more on buying domestically made clothing.

Despite the rise in apparel production, employment of U.S. apparel workers dipped 2.4 percent to 148,100 jobs. Rising production numbers with fewer employees only indicates that the average U.S. apparel company has become more efficient and productive—either with better machinery, more technology or harder-working employees.

That was the picture outlined in the annual “ApparelStats 2013” and “ShoeStats 2013” reports compiled by the **American Apparel & Footwear Association**, a trade group in Arlington, Va.

Even though domestic clothing production was on the upswing, 97.5 percent of all clothing sold in this country in 2012 was imported from overseas, with China being the No. 1 provider of apparel, a spot it has held since 2002.

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Cross Colours: Bringing the Brand Back

By Alison A. Nieder *Executive Editor*

Carl Jones was caught off-guard by the meteoric success of **Cross Colours** when it first launched in 1989. Nearly 25 years later, he was surprised again when the trademark he had lost so many years ago became available again.

Last August, Jones took a few Cross Colours pieces with him when he went to Las Vegas to show his denim line, **Bleulab**, at the **Project** trade show. “The response was incredible,” Jones said.

The relaunched Cross Colours is officially bowing at the Jan. 7-8 run of the **Agenda** trade show in Long Beach, Calif. (Cross Colours will exhibit at Agenda’s New York and Las Vegas shows, as well.)

The Fall collection will launch with T-shirts, hoodies, track suits, joggers, denim, outerwear, alternative bottom-weight fabrics, caps and premium tees. Plans are in the works to add backpacks and socks, as well.

Targeting a customer base of ages 18 to 40, the new line blends familiar details from the original collection updated

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The Store of the Future

Industry insiders weigh in on the future look—and function—of bricks-and-mortar stores.

By Andrew Asch *Retail Editor*

Through the toughest periods of the Great Recession, the business model of the physical store proved sturdy and tough enough to survive the worst economy in decades and continue to be an integral part of the fashion business.

But the model of the bricks-and-mortar store is changing. E-commerce and technology are transforming physical stores and will continue to change how consumers experience shops and what entrepreneurs and brands expect from their retail lo-

cations. *California Apparel News* spoke to some of the people in the vanguard of this change and what they see on the horizon for what stores will look like and who will work in them.

The panelists include a retailer, a mall owner, an architect and a brand developer.

Erik Joule is the president and chief merchandising officer of the brand **AI-**



Erik Joule

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Retailers See Mixed Holiday Business

By Andrew Asch Retail Editor

Consumers waited until the last minute to shop for holiday gifts. The surge of consumer traffic created a 1 percent sales increase for the final week of December over the previous week, ending Dec. 21, according to the **International Council of Shopping Centers** and **Goldman Sachs** Weekly Chain Store Sales Index. The index was released on Dec. 31.

Statistically, the holiday season ended on a positive note. The Weekly Chain Store Index also noted that retail sales increased 3 percent during the last week of 2013 compared with the same week in 2012. The **Consumer Confidence Index** rebounded after declines in October and November, said Lynn Franco, director of economic indicators at **The Conference Board**, a prominent New York-based research group. In a Dec. 31 statement, she said consumers are feeling more confident about the economy because the labor market and economic conditions have showed signs of improvement.

But it didn't feel like Christmas to many retailers. While official results for holiday business will be released later in January, anecdotal interviews with many retailers gave a mixed view of the season's business.

Jim Jahant, president of the **Rodeo Drive Committee Merchants Association** and general manager of **Brooks Brothers** on Rodeo Drive in Beverly Hills, Calif., forecast that his sales will be fine. "We're seeing an increase over last year," he said. "But it is minimal. We're used to double-digit increases."

Sales picked up after Christmas, Jahant

said. People were attracted to Brooks Brothers' promotion of 50 percent off on some items, which started the day after Christmas and ended Jan. 3. Tourism from the **Rose Bowl** game, which took place on New Year's Day, brought extra crowds in to Los Angeles, he said.

Gila Leibovitch, who runs boutiques in Laguna Beach, Calif., and at the **Beverly Center** in Los Angeles under the nameplates of **Vault** and **Premier**, said that the season started off with a bang on Black Friday. "However, it completely died after that," she said. People only started opening their wallets after Dec. 20. Many were attracted by her shops' big discounts of 20 percent to 30 percent.

"We were busy for the four days leading up to the 24th, but it wasn't enough to compensate for all of the extra preparation we made," she said.

Alan Hall owns two boutiques in beach neighborhoods in San Diego and Laguna Beach, Calif. While summer is the most important season for his shops, **Eden** and **Muse**, Christmas also is significant. "Warm weather made it difficult to sell jackets and coats," he said. "We had higher average sale receipt totals per customer but less walk-in traffic."

The crucial holiday sales season was not forecast to be robust. On Oct. 3, the **National Retail Federation**, a leading trade group, predicted that sales would "marginally increase 3.9 percent to \$602.1 billion" compared with the 2012 holiday. When NRF released that forecast, economists and businesses were anxious over the shutdown of the federal government that took place Oct. 1-16.

After federal government business re-

sumed, holiday forecasts didn't improve much. Boston-area market researcher Ken Perkins of **Retail Metrics** predicted that his group's December Same-Store Sales Index would only rise 2.8 percent. The wan performance was puzzling when juxtaposed against a surging stock market in December and steady increases of housing prices, Perkins said. "What gives? Why aren't sales stronger?" Perkins asked in a Dec. 24 research note.

In a recent interview, Kimberly Ritter Martinez, an economist with the **Los Angeles County Economic Development Corp.**, said consumers started the holiday season with money, but they were hesitant to spend because the economic outlook for much of 2013 was bleak.

In a Dec. 18 research note, Wall Street analyst Adrienne Tennant of **Janney Capital Markets** also said the season was weakened because there was less time to shop—26 days, compared with 32 days in the 2012 holiday season.

Many retailers used aggressive promotions this season, which ranged from 20 percent to 60 percent off. The core promotions were 40 percent to 50 percent off. While promotions drove traffic, Tennant said that strategy of deep discounts will hurt business. "We note that most retailers have already cited severe pressure on margins due to the aggressive promotional cadence thus far in (fourth quarter of 2013) and have lowered 4Q13 (earnings per share) guidance accordingly," she wrote. ●

NYDJ's Leslie Singer to Head Kellwood's New Sam Edelman Division

Former **NYDJ** executive Leslie Singer has been named president of **Sam Edelman Apparel**, a new division at **Kellwood Co.**, formed through a new partnership between Kellwood and Sam Edelman, which is owned by the **Brown Shoe Co.**

The appointment marks Sam Edelman's expansion beyond its footwear roots into a lifestyle apparel brand.

At NYDJ, Singer led sales and merchandising for women's sportswear, covering all distribution channels, including department stores, specialty stores and e-tailers such as **Zappos** and **Amazon.com**. Her career includes serving as president of women's sportswear for **Tommy Hilfiger USA**, executive vice president of **Tommy Jeans** and president of junior sportswear at **Sean John**. She has also held executive sales positions at **Nautica** and **Guess** and has served in the buying departments of **Macy's** and **Abraham and Strauss**.

"When we inked our partnership with Sam Edelman, Leslie was the first person that came to mind when considering who would lead this new division," said Lynn Shanahan, Kellwood's chief executive officer, in a statement. "We are thrilled that she has joined us. She is one of the best merchants in the marketplace and has unparalleled retail relationships."

The new Sam Edelman apparel line will debut for Fall 2014 and will be sold in better department stores and specialty stores as well as in Sam Edelman stores in New York and Beverly Hills.

In addition to Sam Edelman, Kellwood's portfolio of brands includes **XOXO**, **David Meister**, **My Michelle**, **Jolt**, **Democracy**, **Sangria**, **Jax**, **Sag Harbor** and **Briggs NY**. Kellwood is also the parent company of **Rebecca Taylor** and is an affiliated portfolio company of **Sun Capital Partners Inc.**—Alison A. Nieder



Leslie Singer

Portland, Ore.-Based Tanner Goods to Open in Downtown LA

Tanner Goods, a high-end retailer from Portland, Ore., that prides itself on artisan-like leather goods, is opening soon in downtown Los Angeles.

The new store, at the corner of Ninth Street and Broadway, next to the **Umamitessen** restaurant, is taking over a space once occupied by LA photographer Gary Leonard, known for his "Take My Picture" studio.

The retail store, which still is a shell inside with a nice shop window being constructed outside, should open within the next few months. It is on the same block as the recently opened **Urban Outfitters** store in the old **Rialto Theatre** and the new **Acne Studios** apparel store that debuted a few weeks ago.

Tanner Goods makes handcrafted wallets, belts, gloves, leather coasters, leather cases for sunglasses, leather luggage tags, leather business-card cases and leather camera straps, among other things.

Tanner Goods' selection of products sells at **Deus Ex Machina** and at **Mohawk General Store** in the Venice and Silver Lake neighborhoods of Los Angeles, respectively.

Next door to the new Tanner Goods spot is another vacant retail space under renovation. It will soon be occupied by **Aesop**, a cosmetics store operating a pop-up shop around the corner on Ninth Street.—Deborah Belguin

Corrections and Clarifications

In the Dec. 27 article "Small E-tailers Test Price Matching," Brooke Taylor Corcia's name was incorrectly printed as Taylor Brooke Corcia. Brooke Taylor Corcia is the founder and chief executive officer of **The Dreslyn**, a Los Angeles-based e-tailer with a West Coast point of view.



This winter, the California Gift Show will be the center of attention for retailers from across the nation seeking the unique designs and innovative styles that Southern California has to offer.

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JANUARY 31-FEBRUARY 3, 2014

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AAFA

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Domestic gains were also made in the footwear industry. Shoe manufacturing in the United States was up 9 percent in 2012. Still, 98.6 percent of the footwear sold in U.S. stores is imported from other countries. China is the No. 1 supplier of shoes to the United States, accounting for eight out of 10 pairs bought by U.S. consumers.

“While re-shoring efforts are making a measurable impact in the apparel and footwear industry, the vast majority of products are still made outside our borders,” said Kevin Burke, AAFA’s president and chief executive. “The average duty rate paid on all imports hovers at just over 1 percent, yet the average rate for U.S. footwear imports was still more

than 10 percent in 2012 and more than 13 percent for U.S. apparel imports.”

Other key facts from the two reports include:

- U.S. apparel consumption dropped in volume by 0.1 percent in 2012 from the previous year, but it still was above the decades-low hit in 2009. U.S. apparel consumption in 2012 decreased to 19.37 billion garments.
- While the number of garments bought declined, the value of those goods grew 4.8 percent to \$282 billion. Higher clothing prices were due to rising costs for labor, transportation and materials. Also, shoppers were splurging a bit and buying more expensive items.
- With a U.S. population of 314 million, the average man, woman and child spent about \$898 to buy 62 garments in

2012. In footwear, Americans on average spent \$230 on seven pairs of shoes.

- Even though the United States has free-trade agreements with 20 countries, only 20.6 percent of apparel brought into this country qualified for free-trade status. Apparel executives said that complicated rules of origin, cumbersome documentation and uncertainty around expiring preference programs deterred them from using free-trade pacts that allow them to pay no duty on imported garments. However, a newly liberalized preference program with Haiti helped that country see a 5 percent gain in apparel exports to the United States.
- U.S. exports of apparel, textile products and fabric all saw gains in 2012. U.S. apparel exports inched up more

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Estimate of Actual Number of Workers Employed in the Apparel Industry in the United States

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	% Change 11-12	% Change 98-12
Retail													
Clothing Stores	960,300	956,200	1,013,700	1,066,300	1,103,300	1,147,200	1,123,400	1,047,600	1,039,800	1,043,300	1,080,900	2.6%	16.0%
Shoe Stores	9,125	8,965	9,075	8,985	9,370	9,425	9,435	8,940	9,075	9,245	9,470	2.4%	-6.1%
Sporting Goods Stores	73,590	73,400	73,325	75,370	81,305	85,610	87,125	81,475	82,215	86,645	89,705	3.5%	28.7%
Department Stores	1,263,000	1,315,450	1,203,975	1,396,325	1,167,900	1,193,625	1,155,375	1,104,675	1,126,200	1,153,950	1,126,750	-2.4%	-12.3%
General Merchandise Stores	225,600	240,360	251,560	267,840	275,560	285,840	297,020	298,660	299,220	309,320	317,480	2.6%	52.3%
Total Retail*	2,530,615	2,492,375	2,551,635	2,615,820	2,635,235	2,721,700	2,670,535	2,543,350	2,555,510	2,602,310	2,623,305	0.8%	4.8%
Wholesale	150,100	149,400	146,500	147,500	152,000	152,900	148,600	138,000	136,700	138,400	142,900	3.3%	-14.0%
Manufacturing	350,000	301,900	278,000	250,500	232,400	214,600	199,000	167,500	156,600	151,700	148,100	-2.4%	-72.6%
TOTAL U.S. APPAREL EMPLOYMENT	3,030,715	2,945,675	2,976,135	3,013,820	3,019,635	3,089,200	3,018,135	2,848,850	2,849,810	2,892,410	2,914,305	0.8%	-9.3%
Related Employment													
Textile Mills	290,900	261,300	216,900	217,600	195,000	169,700	163,200	124,400	119,000	120,100	118,000	-1.7%	-70.1%
Textile Product Mills	204,200	187,700	183,200	176,400	166,700	157,700	147,200	135,700	119,000	117,600	116,600	-0.9%	-49.8%

SOURCE: AAFA

Average U.S. Import Prices of Apparel by Country

Rank	Country	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Change 11-12	Change 01-12
	World	\$3.30	\$3.24	\$3.25	\$3.32	\$3.38	\$3.37	\$3.35	\$2.96	\$2.89	\$3.25	\$3.24	-0.3%	-7.6%
1	China	\$3.57	\$3.37	\$3.00	\$2.57	\$2.85	\$2.83	\$2.94	\$2.73	\$2.69	\$3.02	\$2.94	-2.6%	-37.7%
2	Vietnam	\$2.84	\$3.23	\$3.30	\$3.40	\$3.40	\$3.42	\$3.42	\$3.34	\$3.08	\$3.32	\$3.31	-0.4%	94.2%
3	Bangladesh	\$2.03	\$2.02	\$2.10	\$2.13	\$2.23	\$2.30	\$2.40	\$2.46	\$2.45	\$2.93	\$2.94	0.3%	35.0%
4	Indonesia	\$3.43	\$3.49	\$3.42	\$3.49	\$3.62	\$3.74	\$3.66	\$3.61	\$3.51	\$3.86	\$3.91	1.2%	4.8%
5	Honduras	\$2.24	\$2.37	\$2.23	\$2.10	\$2.35	\$2.05	\$1.96	\$2.02	\$1.90	\$2.21	\$2.29	3.5%	-0.4%
6	Cambodia	\$2.37	\$2.35	\$2.25	\$2.43	\$2.53	\$2.80	\$2.67	\$2.49	\$2.35	\$2.50	\$2.44	-2.4%	-6.4%
7	Mexico	\$3.44	\$3.49	\$3.53	\$3.57	\$3.59	\$3.74	\$3.88	\$3.84	\$3.72	\$4.02	\$4.12	2.5%	20.8%
8	India	\$3.74	\$3.76	\$3.64	\$3.77	\$3.79	\$3.65	\$3.48	\$3.34	\$3.20	\$3.69	\$3.64	-1.2%	-14.6%
9	El Salvador	\$2.16	\$2.01	\$2.02	\$1.87	\$1.95	\$1.83	\$1.83	\$2.01	\$2.00	\$2.22	\$2.33	4.9%	4.7%
10	Pakistan	\$2.30	\$2.29	\$2.19	\$2.18	\$2.10	\$2.35	\$2.35	\$2.05	\$2.14	\$2.64	\$2.53	-4.4%	-5.8%

SOURCE: AAFA

INDUSTRY VOICES

10 Immigration Tips for California Employers in the Fashion Industry

By Frida P. Glucoft and Janice K. Luo

It’s no secret that the fashion industry is a labor-intensive business in California that is fueled by the availability of foreign workers in various sectors of the industry. In fact, the apparel business employs as many as 45,000 workers in Los Angeles County alone, many of them immigrants.

Given the importance of foreign workers, it’s crucial for California employers in the fashion industry to be very cautious in navigating U.S. immigration laws when they hire new employees. Here are 10 tips to consider for your organization:

1. The “B” tourist visa or a visa waiver (no visa required for those countries that qualify) can be used for conferences, business meetings, conventions and professional seminars in the U.S. The length of stay is a maximum of 90 days.

2. Work visas are required for foreign workers who are performing productive employment in the U.S., regardless of the source of the income (foreign or U.S.) and regardless of whether payment is being received or not. If the foreign worker will be performing any productive employment in the U.S., he/she may be able to obtain a temporary work visa if qualified under the categories that follow.

3. The “H-1B” work visa is the most well-known and widely used temporary work visa. The H-1B requirements for the foreign worker include a bachelor’s degree or its foreign equivalent, a specialized occupation that requires a university degree for entry into the occupation, and prevailing wage for the area of employment and the occupation as determined by the Department of Labor (DOL).

ment of Labor (DOL).

4. There are Labor Condition Application (LCA) requirements by the DOL that include attestations regarding state wages/working conditions; non-displacement of U.S. workers; and mandatory posting of the LCA notice, including job, title, salary, etc.

5. The “O-1” work visa is for foreign individuals with “extraordinary ability” in business, the arts and sciences, including designers and “super” executives. The O-1 visa criteria include honors and awards, articles/press about the foreign individual and his/her work, and evidence of his/her critical and leading roles for distinguished companies in the field.

6. Fashion models are eligible for both H-1B and O-1 visas. They do not need to be employed by one U.S. petitioner company for the O-1, but an agency or management company suffices. The H-1B for fashion models is filed with the DOL first and must indicate hourly and part-time work to avoid issues as well as proof that the position/service requires a fashion model of prominence and that the model is one of distinguished merit and ability.

7. The “L-1” work visa category was designed for multinational corporate groups to facilitate the transfer of executive and/or managerial personnel (L-1A) or personnel with “specialized knowledge” (L-1B). Requirements include the following:

- The foreign worker must have been continuously employed abroad by a branch or corporate affiliate of the U.S. employer for at least one year in the preceding three years before the L-1 is filed;
- The foreign enterprise and the U.S. organization to which

the individual will be transferred are linked by common ownership and control to establish the requisite parent/subsidiary or affiliate relationship; and

•The U.S. enterprise is in need of the services of an executive, managerial or specialized knowledge employee by virtue of the volume of its business operations and number of employees.

8. Section 274B of the Immigration and Nationality Act (INA) 8 U.S.C. § 1324b prohibits discrimination based on national origin or citizenship status. According to the statute, it’s an unfair immigration-related employment practice for a person or other entity to discriminate against any individual with respect to the hiring of the individual for employment—or the discharging of the individual—because of such individual’s national origin. The statute has certain exceptions.

9. The North American Free Trade Agreement (NAFTA) provides for the temporary entry into the U.S. of “professional workers” who are Canadian or Mexican citizens under the “TN” category. NAFTA contains a list of specific professions. An individual can qualify for TN-1 work authorization if he/she has a job offer from a U.S. employer in one of the listed professions and can demonstrate the prerequisite educational and/or employment background.

10. Finally, an employer should conduct an internal audit of the Form I-9 for each and every employee since the industry has been the subject of numerous Immigration Customs Enforcement (ICE) audits. Forms I-9 are required for all employees regardless of nationality and are a matter of establishing employer compliance with U.S. immigration laws/statutes.

Frida P. Glucoft is a partner in the Los Angeles office of Mitchell Silberberg & Knupp (MS&K) and chair of MS&K’s Immigration Practice Group. Janice K. Luo is an associate who splits her time between the firm’s Los Angeles and New York offices and is also a member of MS&K’s Immigration Practice Group. For more information, visit www.msk.com or contact Glucoft at fpg@msk.com or (310) 312-3151. ●



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Calendar

Jan. 5

Accessories The Show Fame Moda Manhattan

Jacob K. Javits Convention Center
New York
Through Jan. 7

Nouveau Collective

508 W. 37th St.
New York
Through Jan. 7

Arizona Apparel, Accessories, Shoe & Gift Show

Mesa Convention Center
Mesa, Ariz.
Through Jan. 7

Jan. 6

Designers and Agents

Starrett-Lehigh Building
New York
Through Jan. 8

Accessorie Circuit Intermezzo Collections

Piers 92/94
New York
Through Jan. 8

Jan. 7

Agenda

Long Beach Convention Center
Long Beach, Calif.
Through Jan. 9

Jan. 9

Surf Expo

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

Jan. 12

Los Angeles Fashion Market

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

Select

Transit

California Market Center
Los Angeles
Through Jan. 14

LA Kids' Market

California Market Center
Los Angeles
Through Jan. 15

Retail's BIG Show, NRF Annual Convention & EXPO

Jacob K. Javits Convention Center
New York
Through Jan. 15

Jan. 13

Printsource

Penn Plaza Pavilion
New York
Through Jan. 14

Designers and Agents

The New Mart
Los Angeles
Through Jan. 15

Hong Kong Fashion Week

Hong Kong
Through Jan. 16

Jan. 14

Première Vision Indigo

Metropolitan Pavilion and Altman
Building
New York
Through Jan. 15

Jan. 17

Imprinted Sportswear Show

Long Beach Convention Center
Long Beach, Calif.
Through Jan. 19

Jan. 19

Denver Apparel & Accessory Market

Denver Merchandise Mart
Denver
Through Jan. 20

Jan. 21

CMC Gift & Home Market

California Market Center
Los Angeles
Through Jan. 27

Texworld USA

Apparel Sourcing

Jacob K. Javits Convention Center
New York
Through Jan. 23

Project

Pier 94
New York
Through Jan. 23

Liberty Fairs

545 & 548 W. 22nd St.
New York
Through Jan. 22

Kingpins

The Tunnel
New York
Through Jan. 22

Capsule

Basketball City
New York
Through Jan. 22

ColombiaTex

Plaza Mayor
Medellin, Colombia
Through Jan. 23

Jan. 22

Agenda

82 Mercer St.
New York
Through Jan. 23

Outdoor Retailer

Salt Palace Convention Center
Salt Lake City
Through Jan. 25

FIG

Fashion Industry Gallery
Dallas
Through Jan. 24

PGA Merchandise Show

Orange County Convention Center
Orlando, Fla.
Through Jan. 24

Jan. 23

Dallas Apparel & Accessories Market

Dallas Market Center
Dallas
Through Jan. 26

Jan. 24

Swim Collective

Hyatt Regency
Huntington Beach, Calif.
Through Jan. 25

Jan. 25

Interfilière

Paris Expo Porte de Versailles
Paris
Through Jan. 27

Salon International de la Lingerie

Paris Expo Porte de Versailles
Paris
Through Jan. 27

Jan. 26

Fashion Market Northern California

San Mateo County Event Center
San Mateo, Calif.
Through Jan. 28

MRket

Jacob K. Javits Convention Center
New York
Through Jan. 28

Jan. 28

"Retail 101," presented by
Global Purchasing Companies
Los Angeles

Jan. 30

"Fashion 101," presented by
Global Purchasing Companies
Los Angeles

Atlanta Apparel

AmericasMart
Atlanta
Through Feb. 3

Jan. 31

California Gift Show

LA Convention Center
Los Angeles
Through Feb. 3

Feb. 1

Stylemax

Merchandise Mart
Chicago
Through Feb. 3

Feb. 4

DG Textile Expo Fabric & Trim Show

Hotel Pennsylvania
New York
Through Feb. 5

Feb. 8

Westcoast Trend Show

Embassy Suites, LAX North
Los Angeles
Through Feb. 10

Feb. 11

Milano Unica

Fieramilanocity
Milan, Italy
Through Feb. 10

Feb. 13

SIMA Image Awards

The Grove of Anaheim
Anaheim, Calif.

There's more
on ApparelNews.net.

For calendar details and contact
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net/calendar.

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Cross Colours Continued from page 1

for the modern streetwear customer.

“Silhouette is a big factor,” Jones said. “Bottoms are much more narrow and fitted. Our tops are a little narrower but still long.”

The original color palette of red, black and green continues as the new collection’s staple colors, but Jones has broadened the range of colors, designs and patterns.

The designer has also brought back some of the original messages from the original graphic tees.

“The fashion [is] updated, but the message, the meaning and the roots are the same,” Jones said. “The world still needs positive messages such as ‘Educate 2 Elevate,’ ‘Stop D Violence’ and ‘Clothing Without Prejudice.’”

The relaunch also includes a new version of the original soutache-trimmed cap, one of many items in the collection packed with special details. A drop-crotch jean has an elastic hem—Jones called it a “jog jean”—which allows the wearer to cinch up the pant. A letterman jacket is lined with an African print, and a track suit features the signature colors in a racing stripe down the sleeve and leg, as well as in the braided drawstring on the hoodie.

“We always paid attention to details, and it’s even more so now—the competition [today] is fierce. You have to do fresh things other people aren’t offering.”

Retail prices range from \$34 to \$44 for T-shirts, \$74 to \$84 for hoodies and \$34 for caps. The collection is currently 100 percent made in Los Angeles, but in the future some items may be produced overseas.



Carl Jones

Right time to relaunch

Over the years, Jones had always kept his eye on the Cross Colours trademark. The European company that had owned the trademark abandoned it, and the name became available.

“After 23 years, here we go again,” Jones said. “I think it couldn’t be a better time, with the resurgence of ’90s fashion and the streetwear takeover that is going on. Timing is everything in this business, and this is a good time for this generation to know the brand.”

Jones knows this generation well. He has a 21-year-old son who runs a weekly focus group with his peers for the brand.

The streetwear category is broader today than it was when



Cross Colours first launched and created a new category everyone called “urban.”

“In the ’90s, streetwear fashion started in the East and came West. Now it’s starting in the West with a blending of street/skate/surf,” Jones said.

Interest and demand for the iconic brand never subsided—even after the original company went out of business. When Jones was researching the market to gauge interest in the brand, he discovered two independent retailers—one on the West Coast and one on the East Coast—that continued to sell Cross Colours product they were producing themselves. In-

stead of slapping the retailers with a cease-and-desist notice, Jones visited the stores, introduced himself and told the retailers he was relaunching the brand.

“People continued to reinterpret the brand because you couldn’t buy an authentic piece,” Jones said. “We told those retailers that the brand was coming back and it will be available to them [and said,] ‘Thank you for keeping our brand alive.’”

Pioneering a category

Jones had a few years’ experience designing and producing a brand before founding Cross Colours. His line **Surf Fetish**, which ran from 1985 to 1989, showed at the **Action Sports**

Retailer Trade Expo. But when he launched Cross Colours in September 1989, the retailer response was instant—and huge.

“We took the brand to **MAGIC** and sold \$7 million at that first show,” he said. “It went big fast—it was an overnight success.” In the second year, **Merry-Go-Round**, **Miller’s Outpost**

and **Macy’s** all picked up the collection.

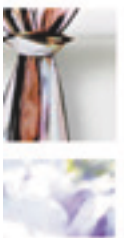
The line looked like nothing else in the young men’s market, and Jones was savvy about getting his brand on hip-hop musicians and other African-American celebrities. Early Cross Colours ads featured a very young Snoop Dogg and **Lakers** star Earvin “Magic” Johnson.

The **CaliforniaMart** (now called the **California Market Center**) awarded Cross Colours with its Rising Star award in 1992 and 1993. *Black Enterprise* magazine named Cross Colours its “Company of the Year” in 1993, as well.

➔ **Cross Colours** page 7

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AAFA *Continued from page 7*

than 7.6 percent, fueled by double-digit increases to Canada, Japan and the United Kingdom.

- Fabric exports grew 3 percent, helped by more exports to Mexico, El Salvador and Japan. Textile-mill exports rose more than 5 percent, but U.S. yarn exports plummeted 10 percent with double-digit declines in exports to Honduras.
- U.S. cotton exports skidded by more than 26 percent, but China is still the No. 1 export market for U.S. cotton. China now consumes more than half of all U.S. cotton. ●

U.S. Imports of Apparel by Country - by Volume

Rank	Country	2004	2005	2006	2007	2008	2009	2010	2011	2012	Change 11-12	% of Imports
	World	19,950,995,982	22,009,812,085	22,539,239,195	23,332,110,801	22,694,039,730	21,317,221,071	24,743,986,749	23,864,261,051	23,684,452,435	-0.8%	100.0%
1	China	2,972,522,846	5,883,430,984	6,506,084,528	8,033,594,192	7,788,658,096	8,623,273,230	10,386,779,443	9,738,200,898	9,884,076,625	1.5%	41.7%
2	Vietnam	777,054,816	801,367,936	947,367,649	1,273,670,148	1,527,740,086	1,612,176,927	1,910,502,973	1,998,370,685	2,145,042,295	7.3%	9.1%
3	Bangladesh	941,684,939	1,124,829,783	1,306,928,705	1,351,828,298	1,436,236,868	1,383,832,929	1,606,062,881	1,539,526,666	1,521,926,271	-1.1%	6.4%
4	Indonesia	703,399,436	823,451,411	1,013,154,780	1,064,246,091	1,099,226,738	1,069,647,199	1,261,775,269	1,307,407,502	1,262,662,539	-3.4%	5.3%
5	Honduras	1,198,533,425	1,246,809,494	1,136,133,232	1,222,852,240	1,332,127,773	1,005,794,434	1,271,899,800	1,182,790,894	1,118,705,422	-5.4%	4.7%
6	Cambodia	634,682,820	709,992,680	842,722,557	866,622,509	888,360,495	750,679,348	947,107,591	1,037,365,799	1,039,162,122	0.2%	4.4%
7	Mexico	1,896,210,937	1,703,425,351	1,477,274,058	1,210,459,669	1,035,166,051	882,903,337	952,341,664	946,167,774	897,026,085	-5.2%	3.8%
8	India	609,338,476	790,197,924	840,297,501	867,894,395	882,750,056	907,213,506	971,113,158	899,523,354	834,972,892	-7.2%	3.5%
9	El Salvador	852,624,499	865,968,922	722,653,173	809,960,353	835,966,760	646,927,828	819,829,124	782,192,442	789,752,483	1.0%	3.3%
10	Pakistan	519,282,224	577,841,672	672,742,372	695,542,834	692,929,633	638,083,508	697,922,363	625,904,837	582,000,457	-7.0%	2.5%

SOURCE: AAFA

Cross Colours

Continued from page 6

“When we launched the original collection, we just thought let’s do some cool stuff,” Jones said. “I had no idea we were creating a whole new market.”

The company struggled to keep up with demand from major retailers. To make matters worse, its top retailer, the now-defunct Merry-Go-Round chain, was heading for bankruptcy. (The retailer, which operated 1,450 stores, filed for Chapter 11 bankruptcy protection in 1994 and eventually went out of business in 1996.)

All about the infrastructure

Now, more than two decades later, Jones is confident about the relaunch and focused on the lessons learned from Cross Colours’ first launch.

“The most important lesson is to make sure we’re producing the best-quality product and make sure it’s delivered on time,” he said.

Like Jones’ Bleulab brand, Cross Colours is a partnership between Jones and Culver City, Calif.–based **Topson Downs**. The two brands are housed at one of Topson Downs’ Culver City facilities, and the companies share some infrastructure and production capacity.

“We’re setting it up with good infrastructure, quality product, great company and great people.”

It’s a changed market, Jones acknowledges, one with fewer retailers, more competition in the streetwear category, and a social-media landscape that can provide instant feedback and promotion.

But bolstered by the initial reaction by retailers and consumers, Jones is confident about the relaunch. The company is talking to a few music celebrities about collaborations with the brand and has already participated in local events in Los Angeles and is looking to do the same on the East Coast.

“We’re looking to do more local events—what I call groundswell events,” Jones said. “It’s so important for the brand. That’s where it starts.” ●



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FEATURE



BORRUSO'S FUTURE: Marina Del Rey, Calif.-headquartered architect Giorgio Borruso has received acclaim for his store designs. At left is a view of his building at The Americana at Brand retail center in Glendale, Calif. At right are views of his work on the Carlo Pazolini boutique in Milan.



FUTURE STORE: Bricks-and-mortar stores are changing quickly, and they are inspired by new technology and omni-channel retail. Marina Del Rey, Calif.-headquartered architect Giorgio Borruso designs new store looks with a futuristic edge. Pictured, an interior of Borruso's design for the Carlo Pazolini boutique in Milan.

COURTESY GIORGIO BORRUSO

The Store of the Future *Continued from page 1*

ternative, formerly **Alternative Apparel**, which has three boutiques inspired by new ideas of how to run a store. The Alternative stores are located in prominent retail neighborhoods—Abbot Kinney Boulevard in Los Angeles and Hayes Valley in San Francisco as well as New York.

Adam Derry is the chief executive officer of **ADBD**, a Los Angeles-headquartered creative brand-development agency, and owner of the ADBD Fairfax retail stores.

Giorgio Borruso is the owner of architecture firm **Giorgio Borruso Design** and winner of international architecture awards, including the "2013 German Design Prize," the "American Architecture Award" (2010 and 2007), the Retail Design Institute's "Store of the Year Award" (2004, 2005, 2006, 2007, 2009 and 2010) and the "RedDot Design Award" (2007, 2008, 2009 and "Best of the Best 2012").

Shaheen Sadeghi is the founder of **Lab Holding** and developer, owner and manager of specialty shopping centers **The Lab**, **The Camp** and **Center Street Promenade** in Anaheim, Calif. In 2003, The Lab celebrated its 20th anniversary of being an "anti-mall," receiving global press attention for being a retail center that defied convention.

How will e-commerce change the experience of the physical store?

ERIK JOULE: With omni-channel in

effect, shopping is simplified because it doesn't matter where the transaction happens. For the companies who have thousands of stores, such as the **Sears** and **Walgreens** of the world, it will transform the less-profitable doors to warehouses. It sounds theoretical, but it is a very real conversation. We are at the cusp of change.

ADAM DERRY: We're going to see them blend and cross over. Physical retail will feel more like a gallery. Retailers are being forced to curate products better. For

stores, they'll hire curators, more than salespeople. They are younger, more in-the-know. Certainly, they are people living the life they are selling. I'll overuse the word "curate." The savvy shop owner has curated a staff and a lifestyle around him. The medium of the Internet and connectivity with cellphones allow shop owners to know consumers holistically. Shop owners know them by name because of their **Instagram** accounts. They really develop a relationship with them.

GIORGIO BORRUSO: We are living and working in a complex and exciting time. The idea of connectivity has finally reached the area of retail design. It has been (and still is) a slow evolution, in which learning to use technology in an intelligent, organic way is the ultimate goal. Virtual and physical stores are two aspects of the same whole; retailers will achieve the greatest impact and



Shaheen Sadeghi



Adam Derry



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The Store of the Future *Continued from page 8*

success if these are imagined, designed and built together, seamlessly and intuitively, able to satisfy the needs of a sophisticated customer base. This is one of the most interesting challenges big retailers face today. E-commerce and bricks-and-mortar stores ideally complement and augment each other. One can't survive without the other for too long. The future of retail belongs to the cohesive and strategic interface fusion of the digital and physical spaces.

What else is influencing the experience of the physical store? Is it farmers' markets? Nightclubs?

ERIK JOULE: It is the layering of a multitude of experiences. At the **Toms** flagship on Abbot Kinney Boulevard in Venice, there is a coffee shop in front and a lounge out back. Like a website, where you can flip back and forth on different pages, stores will create a similar concept in physical spaces. With our very rich digital lives, we want diverse analog experiences that are organic and intimately localized.

SHAHEEN SADEGHI: Twenty years ago, it was all about consumption. We're less about disposable, more about products that are meaningful for us.

We're seeing a cultural shift where customers are consuming less and what they buy is of higher quality and greater longevity. The educated customer now recognizes that it's much more sensible and a better investment to buy one pair of quality jeans to wear the year through rather than half a dozen poor-quality disposable jeans. Retailers now have the added responsibility of just not selling stuff but to develop community, education, the arts and other types of programming. An example within our SEED People's Market [at The Camp specialty retail center] is that we have a juice bar, yoga studio, classes and seminars, and artisan gatherings on a regular basis. This is what we feel will be a significant difference in the physical store of the future. Content will be an essential part of future retailing.

As retailers, we have responsibility not just to educate but to bring out intrinsic value to our customers. It is something that you can't do on the Internet. I want an Eric Clapton CD. Why don't I download it? But what if one store has Eric Clapton come down and speak about the CD? The value of that CD goes up. We have to do a better job at the apparel side of bringing that other aspect of community education to retail.

What is the story with staff and retail workers? Will they have a place in the store of the future? Do you have a forecast on the future of retail staff?

ERIK JOULE: I do believe that there will be an element of self service, though it will not overtake the entire platform.

Mobile payment technology will grow more prominent as it removes the awkward moments of monetary exchange in the store and changes the retail experience into something more interesting. I think store workers will have to be more multifaceted.

As the heightened expectations from consumers continue, staff will have to become storytellers and community managers. At **Apolis** in downtown Los Angeles, you can get a coffee that is organic and natural.

The space can feel like a community center; it's a feeling of life. If you think about **Apple**, it has been delivering that concept for a long time—not just transactional experiences but ones that are meaningful.

ADAM DERRY: There will be less staff. The reality is that there are less people needed. But there will be more of the right staff. They'll be the physical embodiments of the store 24 hours a day. They are the brand—at 1 a.m. at the club or 10 a.m. in the conference room. They are the store. It is such a big role.

How does technology affect retail?

ADAM DERRY: There's 3-D animations, digital reflections of outfits. We're going to be seeing 3-D printing. We're going to be seeing a lot more technology with QR [quick response] coding. It will change the idea of inventory. There will be digital files that have yet to be printed. Inventory control will change with technologies. You can print plastic, metals, textiles in all three dimensions. You will be inspired by the products and be able to print to exact specifications. It is a bespoke movement. That is how fashion used to be—have a tailor put it together. Now we can download it. ●



Giorgio Borruso

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Looking for an enthusiastic fast learner who pays close attention to detail while completing high volumes of sales. Have Experience with majors at Corporate level, & established relationships with Buyers/DMM's. Must be willing to travel. Proficient with Word and Excel.
Info at: rita@danielrainn.com

Independent Sales Representative

WANTED - Jams World
Independent Sales Rep
West Coast

Email resume & references:
hr@jamsworld.com

Sales Director

L.A. Based textile convertor is looking for partner with experience in Sales. Basic and novelty knits, as well as imports on Rayon, Spandex, Modal and Supima Cotton. Excellent opportunity.
Karina@fabkafabrics.com

Jobs Available

1st - Production Patternmaker

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

s a n c t u a r y C L O T H I N G

SENIOR TECHNICAL DESIGNER/BOTTOMS

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

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

SALES REP

LA based, multi-line contemporary showroom is growing! We have sales rep positions available in LA & Dallas locations. Min. 2-3 yrs exp. in wholesale, road travel, & trade shows. Must have established relationship with specialty boutiques in West Coast or Southwest regions; be self-motivated, organized, proactive.

Please send resume to: Melissa@wbcshowroom.com

To Advertise E-mail:

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