

CALIFORNIA Apparel News

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ANDREW ASCH

SUNDAY START: Some of the showroom buildings kicked off Los Angeles Fashion Market on Sunday, Jan. 12. The early opening was good for California Market Center showroom Reichman & Associates, which saw its busiest days on the first two days of market.

TRADE SHOW REPORT

LA Market Beats Expectations as Buyers Stock Up on Immediate and Higher-End Goods

By Andrew Asch, Deborah Belgum and Alison A. Nieder

Los Angeles Fashion Market in January typically draws a smaller crowd than the city's market weeks in March and October, but the recent January market exceeded expectations for many showroom owners and reps.

Some reported meeting with local, national and international retailers who were scrambling to replenish inventory. Others said holiday sales were good for retailers who carried higher-end merchandise.

For the second season, the market featured a split calendar, with the **California Market Center** and the **Gerry Building** open Jan. 12-15 for market and **The New Mart**, the **Cooper Design Space** and the **Lady Liberty** open Jan. 13-16 for market. Temporary trade shows **Designers and Agents**, **Select** and **Brand Assembly** also had staggered dates. D&A ran Jan. 13-15 at The New Mart, Brand As-

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FINANCE

Economists Say a Tough Year Can Only Lead to a Much Better 2014

By Deborah Belgum Senior Editor

Apparel manufacturers and clothing stores are taking stock of 2013 and shaking their heads.

It wasn't exactly a horrible year, but retailers and manufacturers are wondering whether they are in for more of the same.

"I have a feeling that 2014 will be better than last year, but that's not saying much," said Jane Siskin, chief executive of Los Angeles-based **Jaya Apparel**, formerly called **L'Koral Industries**, which takes in more than \$150 million in annual revenues. "Being more key-item driven and responding to early good sales definitely helped us fare better than in prior years, when we relied on newness to grow sales."

Those key items included occasional dresses and blouses that could be worn with jeans for daytime or a skirt for a

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COMPANY PROFILE

Etnies' Next Step: Expanded Clothing Line

By Andrew Asch Retail Editor

For much of its more than 20 years in business, **Etnies** mostly sold footwear for skateboarding, which is today sold in more than 70 countries. This year, the Lake Forest, Calif.-headquartered brand will forge a new direction and give equal time to clothing.

At the recent **Agenda** trade show in Long Beach, Calif., which ran Jan. 7-8, Etnies introduced its expanded men's fashion line. The company hopes to carve out a new identity for the new line by calling it **Etnies Apparel**. Before Agenda, Etnies grouped its apparel along with its footwear all under the Etnies name. The brand is taking a big risk, said James Appleby, global

brand director for Etnies, which is run by parent company **Sole Technology**, also headquartered in Lake Forest.

Etnies Apparel will represent an entirely new look. Instead of emphasizing graphic T-shirts, the expanded line will emphasize outerwear and woven shirts, Appleby said.

"It was a strategic decision," Appleby said. "We needed to elevate. [Clothing] is not an accessory to the brand. It's a long-term strategy, not a short-term fix. We're changing client base and making a slow increase in the jacket category and cut and sew."

Sole Technology owner and Chief Executive Officer Pierre-André Senizergues said there was wide interest in the new line

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Cherokee Acquires Tony Hawk Brands

By Deborah Belgum Senior Editor

Looks like **Cherokee Inc.** is going to be getting a little air with two new brands, **Tony Hawk** and **Hawk**, which it acquired for \$19 million in cash.

Cherokee—the Sherman Oaks, Calif.-based company that has a stable of brands that include **Cherokee**, **Carole Little**, **Liz Lange** and **Sideout**—bought the skateboard-centric brand from **Quiksilver** in a deal that closed on Jan. 10.

Tony Hawk, a renowned Southern California skateboarder, is the man behind the label that was sold to Quiksilver in 2000. The Tony Hawk brand will continue to be exclusively licensed to **Kohl's**.

"We identified the Tony Hawk brand for a variety of rea-

sons, including the opportunity to further expand into the department store and specialty channels of distribution globally," Cherokee Chief Executive Henry Stupp said. "We expect the transaction to be immediately accretive and look forward to continuing to execute our long-term growth plan that seeks additional new markets for our existing brands, expands our product offerings with our current partners and identifies additional lifestyle brands to add to our portfolio."

Quiksilver—the Huntington Beach, Calif.-based company whose labels include **Roxy**, **DC Shoes** and its namesake brand—said it plans to use the proceeds from the sale to pay off debt and invest in emerging markets.

In December, Quiksilver announced it sold snowboard subsidiary **Mervin Manufacturing** for \$58 million. ●

INSIDE

Where fashion gets down to businessSM



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Port Traffic Predictions This Year Indicate a Healthier Economy on the Way

If cargo container volume at the nation's ports is any indication, 2014 should be a good year for retailers.

The **National Retail Federation** predicts steady increases in imports this year while the ports are expected to see a 2.8 percent rise in cargo-container volumes in 2013 over 2012.

In its monthly *Global Port Tracker* report, the retail federation predicts that cargo-container volumes at the country's major ports will increase 4.8 percent in January. They will decline 7.5 percent in February when Chinese New Year's takes place, jump 15.9 percent in March and then inch up 7.7 per-

cent in May.

"The new year looks to be stronger than the outgoing one, with better-than-expected GDP figures, lower unemployment rates and continued low inflations," said Ben Hackett, founder of consulting firm **Hackett Associates**, which prepares the *Global Port Tracker* report for the NRF.

In the Los Angeles area, cargo-container volumes at the two local ports were up a combined 3 percent. However, cargo-container volumes slumped 2.59 percent at the **Port of Los Angeles** last year. That was offset by the **Port of Long Beach**, which showed an 11

percent rise in its cargo-container traffic.

Last year, the Port of Long Beach had its third-busiest year, with 6.73 million 20-foot containers coming and going through its docks. The biggest banner years were in 2006 and 2007, when the Long Beach port handled more than 7 million cargo containers right before the last recession.

For 2013, the Port of Los Angeles processed 7.86 million cargo containers, compared with 8 million in 2012. Its best years were in 2006, with 8.5 million containers, and 2007, with 8.4 million containers.

—Deborah Belgium

Fashion Valley Names New Marketing Director

Christopher Lane was named director of marketing and business development for **Fashion Valley**, the **Simon Property Group's** regional mall in San Diego.

Lane will be responsible for driving marketing efforts and producing events at the mall as well as business-development efforts and local media relations.

He has climbed up Simon Property's jobs ladder, having worked as a marketing assistant at **Santa Rosa Plaza** and later as the assistant director of marketing and business development at **Stanford Shopping Center**. Lane also worked as the director of marketing and business development at the **Anchorage 5th Avenue Mall** in Alaska.

Fashion Valley hosts a mix of department stores and luxury and fashion retailers, including **Neiman Marcus**, **Nordstrom**, **Bloomingdale's**, **Macy's**, **Burberry**, **CH Carolina Herrera**, **Gucci**, **Hermès**, **Louis Vuitton**, **Michael Kors**, **Prada**, **Ted Baker London**, **Abercrombie & Fitch**, **Bebe** and **BCBG Max Azria**.—Andrew Asch

Fashion Law Boot Camp Headed to San Francisco

For the first time ever, the **Fashion Law Institute** in New York is partnering up with **Levi Strauss & Co.** in San Francisco to offer a six-day intensive fashion law course geared to fashion professionals, attorneys, and law and design students.

The Fashion Law Institute, based at **Fordham Law School** in New York, had never offered this program outside of New York. "After three years of planning this, we're quite excited," said Susan Scafidi, the Fashion Law Institute's founder, in an email.

The boot camp—which will cover topics such as intellectual-property rights, copyrights, trademarks, finance, business, government regulations and civil rights—will take place Aug. 4–9 at **Levi's Plaza** in downtown San Francisco.

There will be guest lecturers from the fashion industry as well as attorneys who have worked in this discipline.

"Since its launch in 2010, we have been looking forward to helping the Fashion Law Institute in its efforts to share knowledge and information," said Thomas Onda, chief intellectual-property counsel at Levi Strauss, who spearheaded Levi's collaboration.

In Southern California, **Loyola Law School** recently started offering a concentration of fashion law classes at its downtown Los Angeles campus. In late July, the law school will offer a 10-day intensive fashion law seminar.

For more information about the Fashion Law Institute and the San Francisco boot camp, visit www.fashionlawinstitute.com.

Calendar

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. 20

Nor-Cal Apparel & Footwear Show
Embassy Suites
South San Francisco
Through Jan. 21

Jan. 21

CMC Gift & Home Market
California Market Center
Los Angeles
Through Jan. 27

GALLA Market

LA Mart
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

Road Retail Design Show

1999 Bryant St.
San Francisco
Through Jan. 31

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

"How to Market Your Fashion Product," a webinar by **Fashion Business Inc.**
online

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

Interfilère

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

There's more
on ApparelNews.net.

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

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

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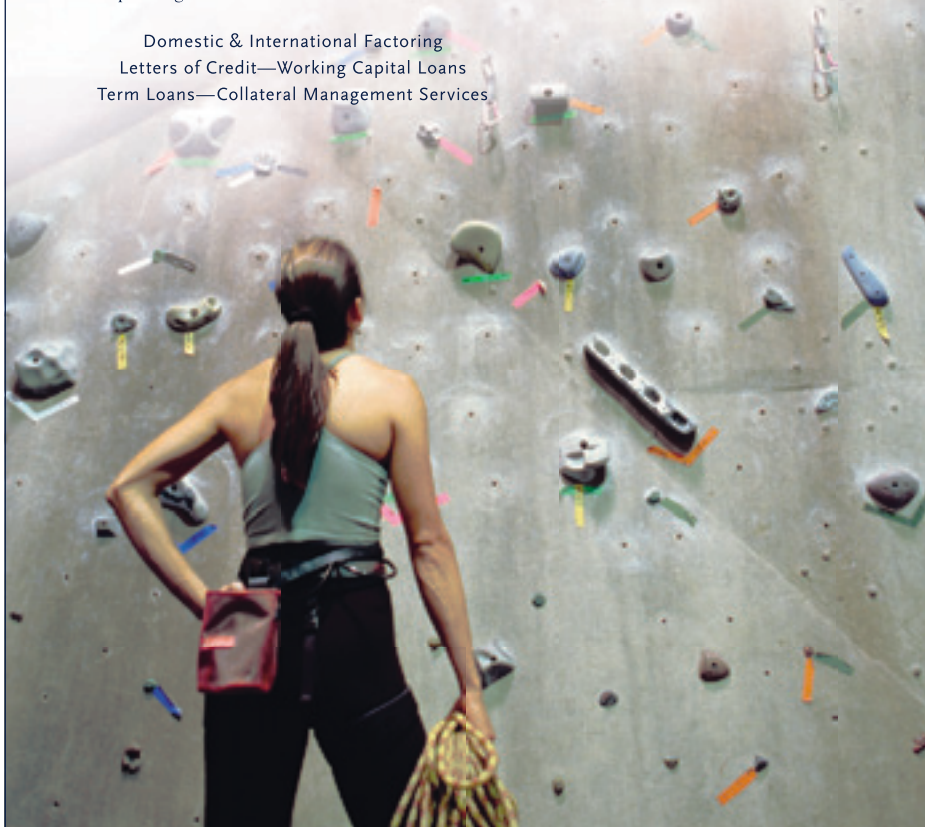


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Finance *Continued from page 1*

night on the town. That strategy helped beef up Jaya's revenues by 10 percent in 2013. "We shipped a lot of margin builders," Siskin noted.

With no new trends in sight, the apparel executive said the company will concentrate on putting a twist on current trends and delivering more color throughout its juniors, contemporary and misses brands, which include **Elizabeth and James, Patterson J. Kinkaid and Olsenboye**.

Economists pouring through the latest statistics believe that 2014 will be slightly better than 2013, with the gross domestic product poised to rise as much as 3 percent. Healthy GDP growth hovers between 2 percent and 4 percent.

"We have been stuck at 2 percent, plus or minus, for the last few years," said Robert Kleinhenz, chief economist at the **Los Angeles County Economic Development Corp.** "But we seem to be looking at an economy that is accelerating a little bit in 2014 compared to 2013."

Ringing out the holidays

With national unemployment down to 6.7 percent and more people with jobs, retailers were betting on a better holiday season. But the results have been disappointing even though big sales and promotional deals were flying high in late November and early December to entice customers through the doors.

Shoppers may have come, but retailers were underwhelmed when the cash registers were rung up. "What made Christmas a challenge for retailers is that more consumers wanted to buy in the \$25 to \$35 gift range, and last year it was in the \$35 to \$50 gift range," said Britt Beemer, a retail analyst and founder of **America's Research Group**, which polls 1,200 consumers a week to take the pulse of their retail-spending habits and attitude. "People were spending less and waiting for bigger and bigger sales."

Beemer noted that unemployment figures may be down, but that doesn't tell the whole story. "Ten years ago, 18 percent of consumers polled said someone in their home was unemployed, underemployed or took a job that paid less. Today it is 38 percent," he observed.

A highly promotional holiday season took its toll on department stores and retail chains. Anaheim, Calif.-based action-sports retailer **Pacific Sunwear of California**, which has 629 stores, struggled during the holidays. It is expecting same-store sales to be flat or up to 1 percent when the results are tallied for the latest quarter. It predicts revenues to be \$211 million to \$214 million in the fourth quarter, compared with a previously expected \$216 million to \$225 million.

"After a strong start to the holiday season in November, the first three weeks of December were significantly below our expectations, primarily due to a decrease in traffic and softness in denim," Gary Schoenfeld, Pacific Sunwear's chief executive, said. "Business picked up in the final few days prior to Christmas and then finished the month strong as self-shoppers came back to the mall."

Specialty retailer **Express Inc.**, based in Columbus, Ohio, was down in the dumps when it analyzed holiday sales at its approximately 625 mall-based stores, which sell men's and women's clothing.

"What we experienced was a drop in traffic that was even deeper than anticipated, as consumers waited until much closer to Christmas to shop," said Michael Weiss, chairman and chief executive of Express Inc. "To ensure that

we captured customer dollars when customers ultimately arrived, and with a view to preventing inventories from building, we extended the duration of our promotions and deepened the discount being offered. January traffic to date has been weak, [but] we have remained promotional and expect to maintain this stance throughout the month."

The retailer said its same-store sales are expected to be flat to low single-digits.

California cruising

Retailers in California had to not only deal with bargain-hunting shoppers but with an unemployment rate of 8.5 percent, which is nearly 2 percentage points higher than the national average.

But economists such as Esmael Adibi, director of the **Anderson Center for Economic Research** at **Chapman University**, expect the state's unemployment rate to drop by 1 percentage point this year. Most of those gains will be made in the coastal regions of the state rather than around the Central Valley, which includes Bakersfield and Fresno.

"Job creation in California is gaining mo-

Apparel and Textile Employment

California

	Nov. 2013	Nov. 2012
Apparel manufacturing	51,500	55,300
Textile mills	7,900	8,500
Wholesaling	33,700	32,700

Los Angeles County

	Nov. 2013	Nov. 2012
Apparel manufacturing	41,600	45,000
Textile mills	6,100	6,500
Wholesaling	23,000	22,100

Source: Los Angeles County Economic Development Corp.

mentum," Adibi said. "That suggests the year should be decent for apparel makers and retailers, but it depends on pricing," he said.

California's retail sales, Adibi said, are expected to be up almost 6 percent this year. The big drivers will be furniture and appliances, expected to jump 9.6 percent, and building materials, predicted to surge 10 percent. Car sales will rise 8.2 percent, and apparel sales will inch up 5 percent.

This year, there won't be as many federal economic barriers as last year to impede economic growth. In 2013, the country saw the Social Security payroll tax rise 2 percent. That meant a household earning \$50,000 a year was paying \$1,000 more in taxes.

The government shut down for 16 days last October and furloughed 850,000 federal employees while Congress worked out differences over appropriating funds for fiscal year 2014. Many government offices shut down, halting federal permitting and reviews necessary for transportation and energy projects. Import and export licenses were put on hold, negatively affecting trade, and confidence in the U.S. economy eroded.

A shutdown won't be in the works for at least nearly two years because in December, Congress approved a federal budget for fiscal year 2014 and fiscal year 2015 (which ends Sept. 30, 2015).

One more government hurdle last year was sequestrations, or automatic federal budget cuts, which shaved about \$85 billion of federal spending in 2013, affecting government jobs and services. This year, Congress is trying to ease some of those budget cuts.

"Last year I think government policies such as sequestration and the increase in the payroll tax rate and a few other measures knocked off a half to three-quarters of a percent from the GDP [gross domestic product]," said the LAEDC's Kleinhenz. "We don't have that problem in 2014. We should get a good strong dose of private-sector growth and not be knocked off by public-sector action." ●

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Epson Introduces 64-Inch Sublimation Printer and Solution

By Alison A. Nieder Executive Editor

Epson America Inc. took its first step into the textile market last January when it introduced its 64-inch **SureColor F7070** and 44-inch **SureColor F6070** dye sublimation printers. This month, the company is expanding its dye sublimation offerings with the **Epson SureColor F7170**, a 64-inch printer with a take-up reel system for roll-to-roll printing, a printhead engineered for sublimation ink and a built-in platen heater.

For many years, Epson technology and printheads have been used for sublimation, but the company had not released its own sublimation printing solution until now, said Product Manager Catalina Frank.

"Dye sublimation is new for Epson," she said. "This is the first time we are launching products that are built and dedicated to do dye sublimation on textiles. We're bringing to the market a complete Epson solution because we design and built the printers to perform under dye sublimation environments."

Epson's previously introduced sublimation printer, the 64-inch SureColor F7070, was best suited to handle heavier materials such as vinyl for banners.

The SureColor F7170 was designed to handle thinner materials. "We looked at what it meant to print and to wind transfer paper that is as thin as one [sheet]," Frank said.

The SureColor F7170 has a longer "nose," allowing the paper trays to easily feed the take-up reel system. The printer also has a built-in platen heater to help speed the drying process.

"We have to make sure, at the speeds we print, that the inks are ready and dry to be bonded into the paper," Frank said. "The new post-platen heater accelerates the drying process before it goes into the take-up reel. Also, users don't need to wait [for the inks to dry]. They can stack paper or roll paper and go to the transfer paper process right away."

The take-up reel system also keeps printed rolls from "wandering," eliminating opportunities for creased or skewed printed paper.

The F7170 is a fast printer, thanks to Epson's **MicroPiezo TFP** printhead, which has 360 nozzles per channel and can handle 10 separate ink channels.

"If you are replacing [a printer] with new technology, you can achieve more with fewer printers and your square-foot productivity is increased," Frank said.

Total solution

In addition to the SureColor F7170, Epson is offering ink, paper, software and service for companies looking to create their own sublimation-printed designs.

The inks are manufactured by Epson using its own formula and optimized for durability. Epson also redesigned the packaging to reduce shipping costs and minimize waste. "We developed a bag [that looks] pretty much like a **Capri Sun** juice package," Frank said.

The **Epson Ultra Chrome DS** ink system comes with a chip that monitors how much ink is being used and alerts the user when it's time to refill the printer. "This is something that also helps the user keep track of how much ink is being used in the workflow process," Frank said.

Epson engineered its MicroPiezo TFP printhead to work well with sublimation inks, which are typically heavier than solvent inks, Frank said.

"The printhead is the hero of our dye sublimation technology," Frank said.

Epson's printhead can reproduce very intricate and detailed designs, as well as very small fonts, according to Frank. "Four-point [fonts] are readable despite the fact that the fiber expands," she said. "The registration is very good."

The Epson MicroPiezo TFP printhead helps users "accurately manage the amount of ink that you need to reproduce your digital file with the best fidelity possibly," Frank said. "With this, we can tell the end user, 'You're using the right amount of ink to get the color [range] that you're looking for.'"

Optimizing the printhead with the ink helps reduce the amount of ink used and reduces the chance of damage to the printhead, Frank said.

"Dye sublimation inks are thick, heavy. They're solids, really," she said. "In the past, they've been known to damage printheads frequently, and, within a year, people are replacing printheads, depending on the ink types they use. With the improvements we've made to the technology, we've prolonged the life of the printhead, which is the most valuable and costly piece of the printing technology."

Improved paper and RIP solution

The company is also launching several new papers dedicated for transfer for either textile or rigid surfaces, Frank said.

For textiles printed on a calendar

press, there is a **DS Transfer Multipurpose** paper for rigid and textile applications. There is also a new **DS Transfer Production** paper, which is a thinner paper that comes in 575-foot rolls. "It really supports unattended printing, which is what we ultimately want with a 64 roll-to-roll printer—to be able to support long print shifts," Frank said.

There is also the **DS Transfer Adhesive** textile paper for use with flatbed printers to help eliminate "ghosting" and improve yield ratio, Frank said.

Epson has partnered with **Wasatch Computer Technology** to use its **Wasatch softRIP TX** printing software. (A RIP, or Raster Image Processor, helps printers render high-resolution images and ensures consistent color and enhanced workflow.) "They are very well known in the dye-sublimation world. They were doing a lot of screen-printing software design before, and then dye sublimation started booming about four years ago. They have experience in what end users need. They offer six months of free support once the user registers the new license."

Epson's parent company, **Seiko Epson Corp.**, also is working with other RIP software providers such as **ErgoSoft** and **Caldera** to develop compatible software to use with its sublimation printers. "If a shop is in a Caldera workflow, they can access a Caldera RIP for the printer," Frank said.

Rewarding loyalty

There is also an Epson Reward program, which was designed to encourage "a loyal base of end users and reward them for staying with the Epson solution."

Priced at \$19,995, the SureColor F7170 comes with ink, Wasatch softRIP software, a sample of Epson's paper and a one-year warranty. The company will begin taking pre-orders in March with shipping expected to begin around May or June. ●



Epson's SureColor F7170



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COMPANY PROFILE

Etnies *Continued from page 1*

at Agenda, adding that appointments were up almost 50 percent compared with the Agenda show in July. Retailers were intrigued by the new looks from an established brand such as Etnies, and, eventually, the expanded Etnies Apparel brand will add value to Sole Technology, which also produces clothing brands such as **Altamont**, **EAmerica** and **ThirtyTwo**.

The current market for any new venture is tough, said Willard Ford, a partner with the Los Angeles-headquartered **Flagship Agency**, a showroom that focuses on new and emerging brands. "It's easy to get people to look at it," Ford said of a new brand. "To get them to buy it is another matter."

Selling new brands to boutiques is "a hard road to travel," Ford said. "But if anyone can do it, he can," Ford said of Senizergues.

The French-born Senizergues was a European skateboard champion in the 1980s. With Sole Technology, he earned a reputation for brand building and taking risks by investing in eco-friendly architecture. He installed 616 solar panels on the 74,000-square-foot Lake Forest headquarters. Last year, he built a new headquarters in Amsterdam heated and cooled by geothermal power. He also made a promise that his company would be carbon neutral by 2020 and not release carbon dioxide into the atmosphere.

Etnies' decision to expand its apparel offerings was a calculated one. Rival companies have begun to offer more than just T-shirts, and Etnies wanted to meet the challenge. The brand also had recently redesigned much of its footwear and deemed that an emphasis on its graphic-driven shirts does not entirely match the new directions of its footwear.

Graphically driven caps and T-shirts will continue to play a role in the line. But Sole Technology Design Director Danny Reyes and



NEW LOOKS: Etnies Apparel will focus on jackets and cut-and-sew woven shirts rather than graphic T-shirts. The company recently redesigned much of its footwear, and the new apparel line was designed to complement the new direction.

Appleby said more young people are adopting more upscale looks like those offered by fast-fashion powerhouse retailers such as **Topshop** and **Hennes & Mauritz** (H&M).

Etnies Apparel looks include a military-inspired puffer jacket and a pullover with a built-in face mask. There is also a cold-weather track suit with a skinny silhouette called "The Artex." Wholesale price points range from \$30 to \$85. If the description of the clothes sounds like cold-weather clothes, it's because more than 60 percent of Etnies' products are sold in Europe and Canada. However, Appleby expects more business internationally and in the United States.

"Good key accounts in the U.S. will follow us as well," Appleby said. ●

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Market *Continued from page 1*

sembly ran Jan. 13–15 at the Cooper building, and Select ran Jan. 12–14 at the CMC.

CMC starts off with a bang

For CMC showrooms, the first LA Fashion Market after the Christmas retail season started with a bang but ended on a slow note.

The market started busy on Sunday, Jan. 12, said Don Reichman, co-owner of the **Reichman Associates** showroom. By Tuesday, Jan. 14, and Wednesday, Jan. 15, the last day of the market, activity had declined. “If it kept up like Sunday, it would have been a record breaker for sure,” Reichman said.

Fueling demand for the market was burgeoning, post-Christmas demand. “Some of the stores were underbought for January, February and March,” he said.

One of those stores was **Lisa Z** of Redondo Beach, Calif. Lisa Z owner Lisa Zagha said she was so busy with Christmas that she had not had time to shop for her boutique since October.

“I always want something new coming in,” Zagha said. “But I looked at the store, and I thought, ‘I don’t have any clothes!’ I got on the phone,” she said, recalling that she asked showrooms, “Do you have any jackets? Can you ship it earlier?”

With Christmas sales, the Lisa Z open-

to-buy budget was slightly larger than it was last January, Zagha said. She ordered lines such as **Allen Allen.usa**, **Hale Bob** and **Free People**.

Most CMC showrooms experienced a similar market pattern of a busy Sunday and Monday and a slow Tuesday and Wednesday. Jerry Wexler of the **J.Wexler Sales** showroom said most of the buyers shopping

the market hailed from Southern California. There was a good representation of boutiques from Rocky Mountain states such as Colorado and Utah, he said. Retailers dropping by his showroom included **Holly Hill Urban Style** of San Carlos, Calif., and **O Koo Ran** of Big Bear, Calif., as well as

Brackers department store, headquartered in Nogales, Ariz.

He was hopeful that possible business missed at the recent LA Fashion Market could be captured at **MAGIC**, scheduled for Feb. 18–20 in Las Vegas, and **Fashion Market Northern California**, scheduled for Jan. 26–28 in San Mateo, Calif.

With a show scheduled at the beginning of the year, possible sales were missed because some samples did not come in, said John Risdon of the **Pearlmanrep** showroom. “Our lines are European mostly,” Risdon said. “They come in at the end of January. ... But the excitement in the showroom was fantastic, and the new lines were well-received.”



SELECT BUSINESS: The Select show returned to the California Market Center's Fashion Theater with a focus on contemporary apparel and accessories lines.

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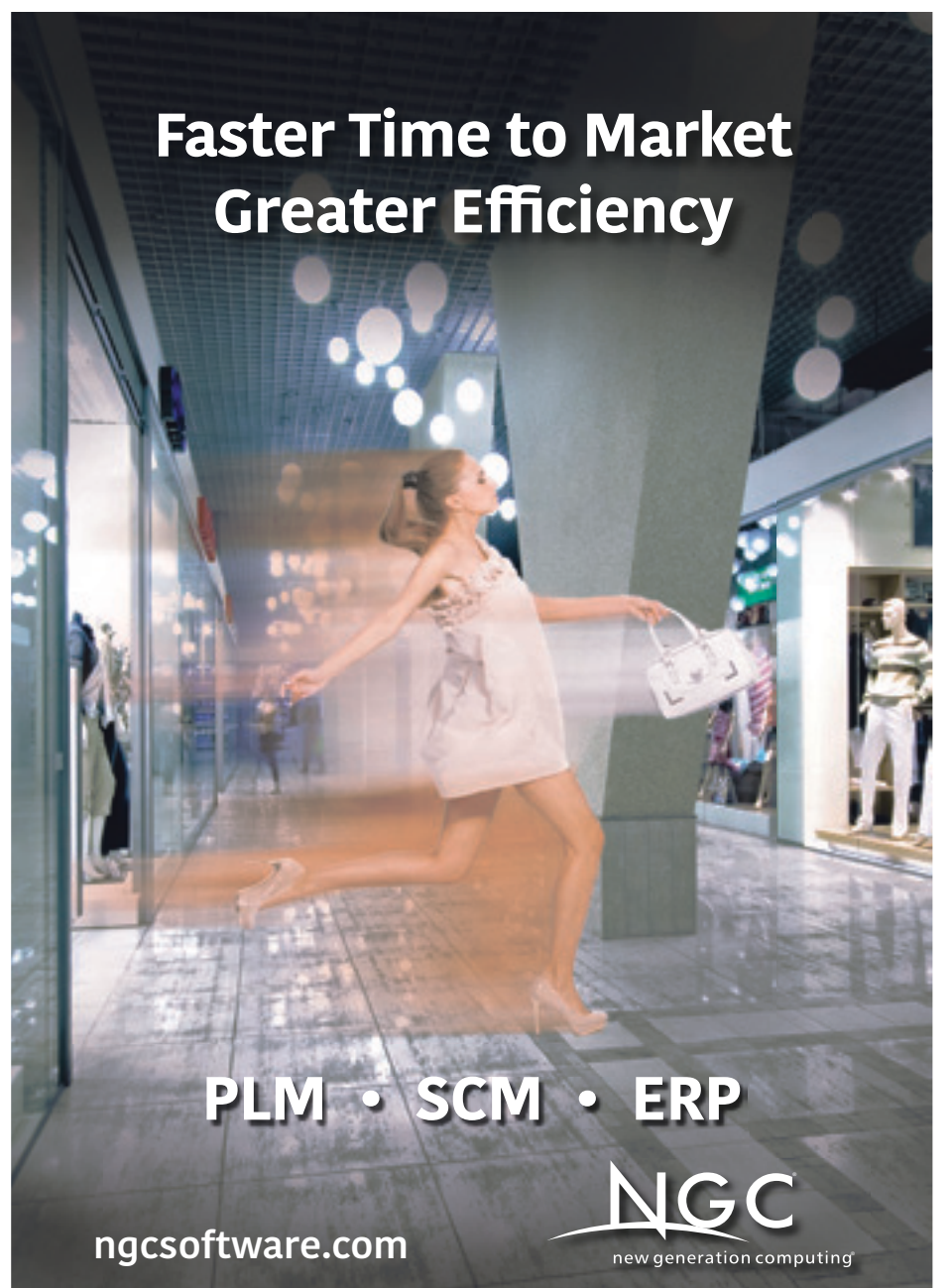


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Newness key at The New Mart

Kathy Kulesh was wandering down a wide hall at The New Mart, peering into glass-walled showrooms to check out the merchandise.

Kulesh, who has five **Charmed Avenue** stores in the Scottsdale, Ariz., area, was on the prowl for tops that had color and anything made of a comfortable fabric.

She is a die-hard regular at the Los Angeles Fashion Market, season after season, because she wants to make sure she has new items not carried by her retail competitors. "I don't want stores to have things I don't have," she said, noting her market is competitive with regular stores and e-commerce sites.

Even though her customer is more affluent than most, she is still trying to keep her retail price points below \$200. "People are still resistant to price and watching their money a lot closer," she noted.

That means her budget is about even with last year's. "I think that is about all we can ask for," she said.

Kulesh was just one of many store buyers checking out the contemporary-clothing showrooms displaying Spring to pre-Fall

merchandise inside the 12-story building.

Most showroom reps agreed that this January fashion market was better than last year, but they weren't quite sure why. Holiday sales were challenging for department stores, and specialty stores had their ups and downs.

John Meyer, owner of **Complete Clothing** in Vernon, Calif., which has lifestyle brands **Willow & Clay**, **Matty M**, **Search for Sanity** and **Max & Mia**, said the market had been busy.

His representatives were swamped, seeing buyers from **Nordstrom** and **Von Maur**, among others. "The first two days were very strong. It has been mostly a two-day market," he said.

He felt store budgets were pretty even with last year. "Holiday was tough at every level,"

said the former investment banker turned apparel maker, who keeps up on all things financial.

Because of budget restrictions, Meyer said his lines were helping retailers keep their price points under \$100. **Matty M**, a more misses line, had wholesale prices of \$22 to \$34, and **Willow & Clay**, made for a younger market, had wholesale prices of \$24 to \$36.

Buyers were looking for basic bodies with novelty fabrics, which were proving to be the best sellers. "Textured wovens and knits have been key," he said.



POP-UP SHOWROOM: Melanie Schwartz of the Coast to Coast Showroom at The New Mart said newness was the name of the game during the recent Los Angeles Fashion Market.

➔ Market page 8

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Market Continued from page 7

At the **Rande Cohen Showroom** on the 11th floor, sales representatives were busy with customers looking at the 10 lines carried at the space. They ranged from **PJ Salvage** loungewear to **Old Gringo** boots to **Peace Love World**, a lifestyle line. “Stores were pretty upbeat. It was a very positive feeling,” Cohen said.

Her showroom was doing well with T-shirts for Spring and Summer and even selling some cashmere for the pre-Fall season. “Everyone is looking for color to brighten the mood,” she noted. That meant that one of her lines, **Crown Jewel**, which offered T-shirts in 60 hues, was having a good season with wholesale prices between \$20 and \$26.

At the **Coast to Coast Showroom**, a pop-up space that carried up-and-coming lines as well as some more-established brands, Melanie Schwartz said buyers were trying to freshen up their merchandise to draw customers through the doors. “I feel people are tired of old stuff,” she said.

She pointed to one of her more novelty lines, **Val-larino Saltonstall**, which does hand-painted silk blouses. It was doing well.

Bustling at the Cooper

Showrooms at the Cooper Design Space bustled with activity as buyers turned out for what many expected to be a typical January market.

“January market is usually slow, but yesterday was nuts,” said **Brand Equity**’s Brian Stark on the second day of market.

Out-of-town retailers from as far away as Canada, as well as “a few from New York,” and local buyers were shopping Brand Equity’s collections, including **Antony Morato**, **Eleven Paris**, **Superdry**, **Topo Ranch**, **Kennington** and **Fresh Brand**.

“Eleven Paris has been getting crazy attention, Antony Moreto, I’m sold out of everything until Fall, and Superdry consistently does well,” Stark said.

Stark said his retail accounts were reporting a strong finish to the year.

“Most people did well toward the end of the season—the last week before Christmas,” he said. “November was not bad. December was great.”

Jillian Kirk was putting the finishing touches on her new showroom at the Cooper building on opening day of market. But she reported a good turnout and positive response to her newly opened **Core Showroom**.

“It’s been really busy—lot of local [buyers, but] mostly out of state,” she said. “I’m happy I made the move. I love my neighbors.”

Katherine Marinaro, owner of **27 Miles Malibu**, also reported a good turnout as well as an upbeat mood among buyers.

“There’s a surge of business that’s coming back,” she said. “They’re coming back, and they are leaving paper for 3/30, 4/30 and 5/30 [deliveries].”

Retailers who carry higher-end lines and have loyal customers are doing well, Marinaro said. “They have that customer base; they service their customers. They had a really

who said they were coming came. Overall, it was my best market so far.”

Bloom carries jewelry lines **Linda Marie**, **Keelin Brett**, **Fotini Designs**, **Amanda Jordan Designs**, **By Natalie Frigo**, **Naarstick** and **Joanna Morgan Designs**, as well as a resort collection of apparel and accessories for mother and daughter called **Etsi**.

Dermer said she landed orders from three stores that usually shop in New York. The retailers—based in Seattle, Arkansas and Nebraska—said they skipped New York because of the cold weather and opted instead to come to Los Angeles.

In fact, as of the third day of the show, Dermer had not seen any of her Southern California retailers but said she expected to meet up with them between markets. “I’m going to see my Palm Desert stores next week,” she said.

Good turnout at Gerry

Showroom owners at the Gerry Building were pleasantly surprised by the turnout of store buyers. “It was actually pretty good,” said Jerry Neckanoff of the **Nek-Enuf?** showroom. “I think it was a little more consistent than the traffic has been in the past. There were new accounts that came in, and good customers are still buying fairly solidly.”

He noted that store budgets are up a bit, but retailers are still cautious but upbeat. Orders placed were for Spring/Summer items with a few nibbles at pre-Fall pieces.

Neckanoff said he had three main lines that did well: **Lysse Leggings**, which wholesale for \$25 to \$44; **Gretty Zueger**, a Peruvian line of cotton and knit tops that wholesale for \$41 to \$70; and **Paparazzi by Biz**, a collection of vegan-leather jackets and easy-fit tunics with wholesale prices of \$26 to \$38.

Jamie Prince of **Jamie Prince Sales** also had a good fashion market. “Last January was okay, and this one showed a nice little improvement,” she said.

Most of her brands are European lines, which make up seven of the 10 brands she represents. She found most of her buyers were looking for closer-to-the season items. “It was all about February, March, April delivery,” she said.

One of her brands that did the best was **Inizio**, an Italian line



FASHION FORWARD: The French men’s and women’s line Eleven Paris was a strong performer at the Brand Equity showroom in the Cooper Design Space.




good year.”

The cashmere knits line launched a year ago in Malibu, Calif., and has grown to 400 stores, Marinaro said.

Lady Liberty draws traffic from NY

For Jennifer Dermer, owner of the **Bloom Showroom** at the Lady Liberty Building, January was her best market yet.

“I’ve been down here since April, so this was my first January market. I didn’t have a lot of appointments, but the people



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of linen dresses that wholesale for \$56 to \$60 and come in many colors. "A lot of people this year were coming in for that," she said.

Traffic good at D&A

Down on the third floor of The New Mart, the Designers and Agents trade show was smaller than its other shows, but this is typical because the major Las Vegas trade shows are in February. Nearly 40 lines were registered in the trade show directory.

Denise Sheedy—national sales manager for **Letarte**, a line of luxury swimwear, coverups and cashmere tops—said the show had been good for her. "It seems there is more traffic," she said.

Exhibitors noted that buyers who couldn't make it to the New York trade shows in early January were finding their way to D&A. "The traffic is good, considering the size of the show," said Julie Watson, who works with **MA + CH**, formerly known as **Marika Charles**, a tops company based in

Schenectady, N.Y.

Immediates at Select

The **Select** contemporary trade show took place in the CMC's Fashion Theater on Jan. 12–14, and veterans of the show said that business was not good.

For Yukiko Kawabata of **Beagle House NY**, sales declined 30 percent compared with the Select show that took place in January 2013.

"January is my best show," Kawabata said. Business at other shows had been sub-par during the past couple of weeks, she said. "New York was bad because of the weather," she added. "I'm trying to find out what happened here."

Select veteran Gillian Julius also forecast that sales, compared with the January 2013 Select, would be down slightly for her self-named **Gillian Julius** brand. She felt that the timing was all off.

A lot of retailers are still busy with wrap-

ping up Christmas business in early January. For those boutiques that placed orders, more than 65 percent were writing orders with "Immediate" deliveries, such as Jan. 30 and Feb. 28.

Retailers dropping by Select included **Blue Eyed Girl** from Laguna Beach, Calif.; **Q Boutique** from Beaver Creek, Colo.; and **Zazen** of Coronado, Calif.

Edited lines, retailers at Brand Assembly

The **Brand Assembly** show returned to the top floor of the **Cooper Design Space** with a tightly edited mix of designer and contemporary apparel and accessories brands, including returning exhibitors **Sachin + Babi**, **Tibi**, **Faith Connexion** and **Black Halo**, as well as newcomers **Rebecca Minkoff** and **Lina Noel Jewelry**.

On the third day of the show, co-founder Hillary France said the show had already drawn about 200 buyers, and exhibitors were

reporting good business.

New exhibitor Lina Mati was showing her New York-based jewelry line, **Lina Noel**, for the first time on the West Coast.

Mati praised the organizers for the quality of the retailers shopping the show and the assistance with backend operations provided by Joor, the online fashion platform that allows retailers and designers to access the wholesale buying process online.

For returning exhibitor **Mara Hoffman**, the turnout was good at Brand Assembly, but January is an in-between market for the brand, said Stacey Spigel, vice president of sales and merchandising for the New York-based swim and resort collection. "We're exhibiting Spring and some Summer," she said. The brand heads next to **Swim Collective** in Huntington Beach, Calif., for the swimwear show's Jan. 23–24 run.

Spigel was also enthusiastic about the organization of Brand Assembly, praising the quality of exhibitors. "The brands all feed off each other," she said. ●

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Talented, prolific, current knit designer! Mixmaster! Take charge. Full knowledge, create, source, tech fit. Full process.

TECHICAL DESIGNER

Work with design team in creating. Must be fast efficient, excellent sketched, follow thru with makers All categories. Min 3 yrs experience.

Send resume with sample of work and salary requirement to : Debra @ sanctuaryclothing.com

Jobs Available



ASSOCIATE TEXTILE & GRAPHIC DESIGNER

Los Angeles (bebe - LA Studio)

Description:

Assist/execute in all graphics needed for the apparel/non apparel businesses;

Color separate and repeat all prints;

Create new prints upon request

Requirements:

Bachelor's degree;

2-4 years of experience in the field or in a related area;

Must have MS Office and PC skills

Must be Photoshop/Illustrator savvy

To apply for this position, please visit our website at www.bebe.com. Click on our Careers page. Apply to req# 13-0393.

Shipping Clerk & Customer Service

We are hiring for two new positions for Johnny Was. Please send resume to: rachel@johnnywas.com or fax to (323-231-5231

ACCOUNTS RECEIVABLE/BOOKKEEPER

Textile/garment importer seeks a well organize and multi task individual with exceptional communication skills. Candidate should have knowledge of the general ledger, factoring, chargebacks, credit and collections. Please email resume to: resume@meridiantex.com

WANTED-ASSISTANT DESIGNER

Duties:

Source trim, work with pattern-maker/cutter/sewers. Track sample request & meet sample deadlines. Maintain linesheets. Write PO's & reconcile with packing slips/work with AP. Track samples to/from retailer. Track store samples & complete expense report on a monthly basis. Tag/photo/download/label samples going out daily. Communicate with retailers' product development team re: trim & daily sample sent out. Prepare Fed ex box.

Skills:

Strong computer skills, AI, excel, outlook, photo shop a plus. Able to read t/p's. Confident & articulate, responsible and trustworthy, able to work under pressure, uses initiative, team player & professional, resourceful, persistent. Strong knowledge of textile/fashion products. Ability to prioritize workload & manage design room. Flexible & willing to go the extra mile to get things done. 3+ yrs in jr. room design with similar responsibilities.

Send resume to MAR PACIFICO FABRIC SERVICE
attention Manny at manuelmarcar@yahoo.com
a PRIVATE LABEL CO.

CUSTOMER SERVICE ASSISTANT

Fast paced junior dress manufacturer seeking a CUSTOMER SERVICE ASSISTANT to Assist Warehouse with operations, order entry, & Logistics. Must have Customer Service Exp. in junior apparel manufacturing. This position consists of high volume order entry and email correspondence. -

Excel, AIMS and EDI knowledge strongly preferred.

Please send cover letter and resume to:

productionjobs123@gmail.com

FULL-TIME DRIVER

Textile company needs a full time driver with class C license & clean driving record. Company will provide truck.

Please call 323-582-9100 for appointment

1st- Production Patternmaker/ Pre-Production & Production Coordinator

LA juniors company seeking a Patternmaker 1st- Production skilled in knits & wovens. Min 5 yr exp. Pre-Production & Production coordinator must be focused & have production knowledge. Min 3 yrs exp. Brenda@dluxbrands.com

Jobs Available



SPEC WRITER

Seeking team player to be responsible for writing specification sheets, and creating line sheets in our Pre-Production Denim dept. Candidates must have 2 yrs exp. and be proficient in PC applications. Must be detail-oriented, and possess the ability to work well under pressure. Garment construction knowledge a must. We offer a great working atmosphere, competitive benefit package. Qualified exp. candidates fax resumes to 626-934-5201 or email to HR@swatfame.com

PRODUCTION PLANT MANAGER

Artisanal luxury linen manufacturer looking for a Plant Manager with exceptional leadership abilities and people skills. Minimum 10 years experience. Must be bilingual (English/Spanish) College Degree. Send cover letter and resume to: ehernandez@matteohome.com.

MERCHANDISER

Import textile company seeking an experienced Knit/Woven Merchandiser & Print designer merchandiser. Must have an excellent management/sourcing/multi tasking skills & ability to work in fast paced environment. Send resumes to: weselltex@gmail.com



Full Charge Bookkeeper

Successful mid-sized L A Apparel Company seeks experienced full charge bookkeeper with potential to grow into a controller position. Candidate should have knowledge of Quickbooks, AIMS, Factor experience and the ability to supervise the accounting department. Must be organized with exceptional multi-tasking & communication skills. Salary and benefits commensurate with experience.

For immediate consideration, e-mail resumes to: officefrw@aol.com



IMPORT COORDINATOR

Manage & direct workflow for assigned factories. Communicate, negotiate, & define Import processing needs. Deadline sensitive & results oriented. Independently problem-solve, analyze & articulate information to clearly communicate/coordinate issues with factories to meet production needs.

Please send resumes to: tlamantain@selfesteemclothing.com

Junior/ Missy Pattern Maker

Downtown LA based Junior/ Missy company seeking 1st - production Pattern maker. Must be proficient at Gerber system. Must be able to interpret a style from a sketch and carry that style thru production. Must have extensive garment construction knowledge. Must be able to keep up with a fast paced schedule and communicate well. send resume to: Yvonne@evolutionandcreationinc.com

Salesperson

LA based KIDS LINE looking for an experienced salesperson to join a growing team. Must have strong buyer relationships and successful experience selling to major regional and national retail accounts. Please email resume to: joe@3streetapparel.com

Textile Sales

Textile company primarily in silks and novelties looking for full time sales person. Must have experience and existing clientele. Must be able to leave office and travel within Los Angeles area. Salary + commission. Please email resume to Directfabric@gmail.com

Jobs Available

LF SPORTSWEAR 1st PRODUCTION PATTERNMAKER

LA contemporary company seeking 1st - Production Patternmaker. Min 5 years exp. Must be proficient at Gerber system. Must specialize in garment dye knits and denim garments. Assist in creation and execution of product. Expert at fit, construction, draping, textiles, shrinkage. Ability to work in fact paced environment. Email resume to: careers@lfstores.com

PATTERN MAKER/COORDINATOR

Los Angeles based Full Package DENIM Company seeking full-time Pattern Maker/Grader. Must have 5+ yrs experience, able to do Grading & work with Sample makers to get fit approved to release production.. Must be well organized. Must have Gerber 8.4 knowledge. Email: Srhee@me.com Fax Resume: 323.752.8575



PRODUCTION PATTERNMAKER

Must have min. 10 yrs exp. Expertise in Advanced Contemporary construction. Exp. with garment dye, washes, shrinkages a must. Must be Gerber proficient. Must be able to keep to schedule, communicate well and work well with others.

Please send resumes w/work and salary history to: HR@Raquelallegre.com



Production Patternmaker

Seeking right candidate to work in Women's contemporary Denim Division. Ideal patternmaker must possess excellent technical & verbal skills to assist in fittings with designer and production. Must have recent experience with gerber pds 8.2. We offer an ideal working environment and competitive benefits package. Send resumes to rvasquez@swatfame.com

FABRIC BUYER

Fabric buyer with 5+ years' experience (knits, woven, denim). Must be able to source, negotiate, and track open orders. Monitor in-house inventory levels. Strong communication skills, team player. Trim or accessories buying experience a plus, but not required.

All candidates send in resumes w/salary history to: job9167@gmail.com or Fax to: 213*406*6099

KASH APPAREL, LLC IMPORT PRODUCTION COORDINATOR

Candidate must be a detail-oriented person responsible for all phases of production management: from garment development, purchasing and shipment follow through. Will ensure that all details are handled in a timely basis. Must have the ability to communicate effectively with overseas manufactures. Must be a thorough, organized, strategic planner with strong verbal communication skills and able to work under pressure. Must be computer literate with proficiency in Excel and Word. Five years experience preferred.

Email resumes to: lita@kashapparel.com

Division Sales Manager

Established wholesale clothing line searching for experienced Sales Manager to support and grow both new and existing accounts by leading and directing a team of seasoned Sales Representatives. See our online ad posted on www.apparelnews.net to apply!

Junior Knit Top Sales Executive

LA/Mexico based Junior and Missy manufacturer/factory that has been in business for 20 years, is seeking an experienced sales person with strong buyer relationships. Specializing in quick turn and sharp pricing with direct factory. send resumes to: Yvonne@evolutioninc.com Richard@evolutionandcreationinc.com

Jobs Wanted



OUTSIDE QC INSPECTOR

NYDJ is seeking an exp'd Quality Control Inspector with exp. in sewing. Independent, proactive, and comfortable working with outside vendors. Works well under pressure, is motivated, reliable, and organized. Must be bilingual English/Spanish and have exp. in women's denim. Excellent benefits & work environment.

No phone calls please. Forward resumes to: eric.ueno@nydj.com or rocio.ramirez@nydj.com



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

QC Field Inspector

Karen Kane, Los Angeles

Must have strong knowledge of garment construction, quality standards, specs, measurements, sewing and various machines.

Fast paced environment.

Excellent communication.

Minimum 2 yrs experience.

Bilingual English/spanish.

fax resume and salary history to (323)277-6830 or email to resumes@kareneane.com

Jobs Wanted

35 yrs Exp'd

1st/Prod. Patterns/Grading/Marking and Specs.

12 yrs on Pad System. In house/pt/freelance
Fast/Reliable ALL AREAS Ph. (626)792-4022

Real Estate

Garment Buildings

Mercantile Center
500 sq. ft. - 16,500 sq. ft. Priced Right.
Full Floors 4500 sq ft.
Lights-Racks-New Paint-Power
Parking Available - Good Freight.
Call 213-627-3754
Design Patternmaker Garment Lofts
300 sq ft - 1,000 sq ft.
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

WE NEED FABRIC

Silks Wools Denims Knits Prints Solids...
Apparel & Home decorative.
No lot to small or large...
Also, buy sample room inventories...
Stone Harbor 323-277-2777 Marvin or Michael

WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's.
ALL FABRICS!
fabricmerchants.com
Steve 818-219-3002



GREAT DESIGN DESERVES SUPERIOR TECHNOLOGY

Lectra Fashion PLM redefines each element of the apparel development lifecycle, from initial design concept to finished product. From fast fashion to luxury to ready-to-wear, this end-to-end solution brings increased visibility and collaboration to the industry.

- Textile and technical design
- Color management
- Pattern making
- 3D virtual fitting
- Merchandising

Trust your design to Lectra, a leading provider of innovative technology solutions.

TAKE YOUR COLLECTION
TO THE NEXT LEVEL WITH
LECTRA FASHION PLM.