

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR **69** YEARS

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INTO THE BLUE

Denim designers go into the blue to create innovative looks for Fall. The full story appears on pages 8-9.

Left: LEVI'S Western shirt (call for pricing). THVM—THIS HERE VERY MOMENT skinny indigo raw jean (\$63). Right: MCGUIRE "Mercenary Shirt" (call for pricing). TORTOISE T-shirt (\$45) and distressed "Slouch Twist" jean (\$165).

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RETAIL FOCUS

End of the Mall?

By Andrew Asch *Retail Editor*

The traditional mall is losing relevance. It might already be a dinosaur.

Making the provocative statements was Rick Caruso of **Caruso Affiliated**, who popularized mixed-use, lifestyle-center malls such as **The Grove** in Los Angeles and **The Americana at Brand** in Glendale, Calif. His comments were made last month as part of the **National Retail Federation's 2014 Big Show** keynote address.

"I've come to the conclusion that within 10 to 15 years, the typical U.S. mall, unless completely reinvented, will be seen as a historical anachronism that no longer meets the needs of the public, retailers or communities," Caruso told the crowd of retail executives. "I believe the rebirth of retail will come as developers, retailers and cities understand the retail paradigm of the future is based on something timeless and enduring. People want to engage and feel a sense of community. They

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Legendary Surfer Shaun Tomson Buys Back Solitude Label From Oxford

By Deborah Belgum *Senior Editor*

World-champion surfer Shaun Tomson, who started up the apparel line **Solitude** in the late 1990s, has bought back the surfwear label he sold to **Oxford Industries** nearly 10 years ago.

In an interview, Tomson acknowledged he wrapped up the deal at the end of January and is shooting to relaunch the brand in spring 2015. He declined to reveal the purchase price.

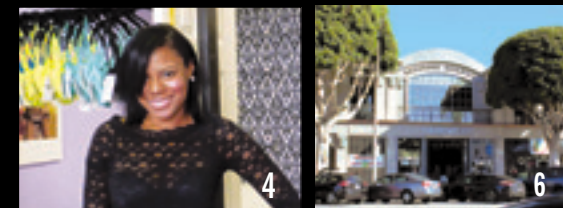
The newest edition of Solitude will be designed by Tomson's wife, Carla Tomson, who was the designer of the menswear label sold to Oxford Industries in 2005 and distributed exclusively through **JCPenney Inc.**

Under Oxford Industries—whose other labels include

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INSIDE

Where fashion gets down to businessSM



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SOURCING & FABRIC with TECH

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

Gap Closes 1969 Design Studio in Downtown Los Angeles

When **The Gap Inc.** opened its artsy denim design studio in the heart of downtown Los Angeles nearly four years ago, the company later went on a big media campaign touting the creative spirit wrapped up in the new locale.

But the San Francisco-based retail and apparel giant has been relatively low key about its decision to shutter the loft-like space, where designers worked on the company's **1969** brand, named for the year the company was founded.

Gap executives said the studio officially closed Feb. 1, which is the end of Gap's fiscal 2013 year. But many designers had already moved to New York, where all the creative work is being done now for the 1969 label, which launched in 2009 with prices that hover around the \$69.50 mark.

"The LA market remains important to the denim industry, and we'll have eyes in the market to ensure we're on top of emerging

trends," Gap said in a statement issued on Feb. 5. "Today, we have a centralized, global design approach and powerful creative engine based in New York."

Although the 5,400-square-foot studio opened in an old brick building on West Pico Boulevard and Olive Street in 2010, near the **Los Angeles Fashion District**, the company didn't make much noise about its existence until the summer of 2011.

Then Gap launched a big public relations and media blitz touting the creative spirit being generated inside the building, where, according to a press release, "the 1969 studio feels like the personal atelier of a denim architect, not the headquarters of a global brand."

It was noted that the structure used to house a cigar factory. "This Gap denim epicenter is an ever-changing canvas for ideas," the press release explained, "featuring art books, mood boards, vintage buttons, Japa-

nese work-wear catalogues and back issues of surfer magazines set against a backdrop of sun-filled, floor-to-ceiling bay windows."

The establishment of a gritty design studio near LA's fashion district was intended to boost the authenticity of the trend-driven 1969 brand, which was competing with more Los Angeles-centric brands such as **True Religion**, **7 For All Mankind** and **Joe's Jeans**.

But apparently the experiment didn't work out in a section of downtown that is being inundated with new restaurants, hotels and apartment buildings. "If Gap didn't get out of these designers any kind of new direction, I don't doubt they closed it," said Ilse Metchek, president of the **California Fashion Association**, whose members are apparel manufacturers, retailers, finance people and legal experts. "So I don't blame them for closing what is now a very, very expensive piece of property."

Denim designer Adriano Goldschmied,

who is a partner and executive vice president of product development at **Citizens of Humanity**, a Los Angeles premium-denim maker, was sad to see another design source close its doors. "I believe the engine of our business is design, so this is not good news," said the Italian, who designed the very first 1969 jeans in 1999 to celebrate the 30th anniversary of Gap Inc. The premium jeans, which sold for \$98, were out for only one year before being revived in 2009. "I am sure this means they have a stronger design team in New York to support the line."

Gap Inc.—whose retail nameplates are **Gap**, **Banana Republic**, **Old Navy**, **Athleta**, **Piperlime** and **Intermix**—reported that its same-store sales for the holiday season in November and December were up 1 percent. In fiscal 2012, the company had revenues of \$15.65 billion, up from \$14.5 billion in fiscal 2011.—*Deborah Belgum*

Solitude *Continued from page 1*

Ben Sherman, **Tommy Bahama** and **Lilly Pulitzer**—the surfwear line launched in February 2006 in 500 JCPenney stores. Men's cotton woven shirts sold for \$42 to \$45, and linen and microfiber shorts fetched \$38 to \$50. The Tomsons had a contract to stay on for three years after the purchase, but early on in their contract, a family tragedy hit, which put a damper on their participation in the brand.

By 2009, Oxford Industries shuttered the label, citing Securities and Exchange Commission documents that the impairment charges to exit the Solitude business and

other non-Solitude costs were \$8.1 million.

The label has been dormant ever since.

Tomson, who has written several books, is a motivational speaker and is also a senior associate with apparel-company adviser **Walter Wilhelm Associates**, said he and his wife are deciding how to go forward with the surf-inspired label, which will have clothing for both men and women.

"We have the hard decision of deciding where we want to position and sell ourselves," said Tomson, who is originally from South Africa and won the **IPS World Championship** in 1977. "We are definitely looking at a premium brand."

In January, Tomson attended **Surf Expo**

in Orlando, Fla., to check out the surfwear scene and touch base with some of his old retail clients.

The line was carried by many surf shops up and down the California coast as well as around the United States. Jeremy Woodul, floor manager at **Surf-n-Wear's Beach House** in Santa Barbara, Calif., said the line was a solid brand that sold to a middle-aged guy who could afford the higher price points. "It was not for the kids, which was nice because there was nothing out there for the middle-aged guy. All the surfwear out there was youthful in the cuts and prints. Solitude was classier and age appropriate for surfers in their 30s, 40s and 50s," Woodul recalled.

Channel Islands Surfboards, which has stores in Santa Barbara and Los Angeles, carried the line from its inception until it was sold to Oxford Industries in 2005. Scott Martinson, who was the retail manager and buyer at the time, liked the line for the different fabrics that made it stand out from other menswear lines. "The quality and craftsmanship were there. It set itself apart from what we were carrying, but it was high-end quality and comfort. We were a little sad when it went to Oxford Industries."

When Solitude started in 1998, the Tomsons were using high-end fabric from Italy and other countries for their beach-oriented line, which had men's woven shirts retailing for \$75 to \$150. It was stocked by **Nordstrom** and **Bloomingdale's**.

When Shaun Tomson talks about the beginning of the line, he remembers walking along a deserted beach on an offshore island, 90 miles from 14 million people, and what captured the moment for him was the feeling of solitude. "That day was a genesis for our company," he recalled. He wanted to create clothing for people who had the same attraction to the ocean and the need to get away from the pressures of the modern world as he did.

In the beginning, the line was cut and sewn in Los Angeles and Orange counties. Later, production shifted overseas. But qual-



A look from the original Solitude line



Shaun and Carla Tomson

ity was always the company's main concern. "We were the first in the surf market to use Modals, Tencels and have digitally printed boardshorts. We believed 15 to 20 years ago that sustainability was really important," Tomson said.

Message in a brand

The brand's success was not only because of good design and premium fabrics but also because there was a message behind the label.

It was a message carried forth by Tomson, an introspective surfer who has written about courage, achieving goals and supporting the environment. He stands behind his message as a board member of the nonprofit **Surfrider Foundation**, an environmental group whose goal is to keep the oceans and beaches clean. In 2003, the **Surf Industry Manufacturers Association** named Tomson as its "Environmentalist of the Year."

"While profits and sales are good, you need to stand for something," the world-class surfer said. "Everyone in their lives is so busy. We are busier and busier every day. While technology has been great, it has created a 24-hour, seven-day-a-week cycle. We want to convey the concept in our clothes of people taking time for introspection and solitude and how it affects their ethos."

Tomson tries to convey those ideas in his motivational speeches to corporate groups and in his talks to schoolchildren. The Montecito, Calif., resident travels around the world, talking to executives about imparting the power of positive living, making a difference, and commitment to your community and your business.

After his 15-year-old son died in 2006 playing the "choking game," a game in which kids asphyxiate to get a brief high, Tomson began sharing his thoughts with students, teaching them to think twice before they do something because it was a lesson he never got to teach his own son. ●

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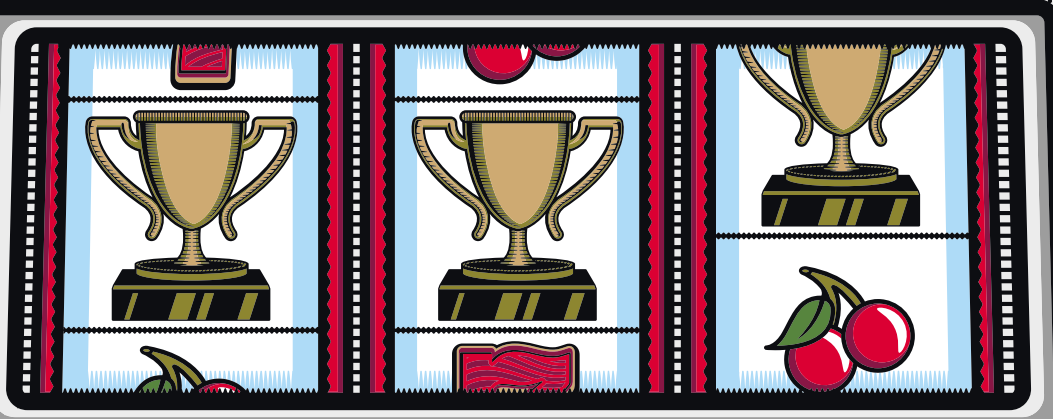
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LAUNCHING BLACK LABEL

Agenda



Las Vegas



FEBRUARY 17-19

Catherine Martin to Be Honored by Rodeo Drive Walk of Style

Catherine Martin, a costume and production designer who gained note for working with Miuccia Prada on costumes for the 2013 film "The Great Gatsby," will be inducted into the **Rodeo Drive Walk of Style**, it was announced on Feb. 5.

Martin will be the second costume designer to be inducted on the Rodeo Drive Walk of Style. The first was Edith Head. However, Martin was the most fitting choice for a year when Beverly Hills will be looking back at its history, said John Mirisch, Beverly Hills' mayor.

"We are delighted to honor Catherine Martin with the Rodeo Drive Walk of Style Award during our centennial year," Mirisch said. "As

we look back on our own glamorous past, celebrating her re-creations of 1920s design while working with three of Rodeo Drive's key luxury brands is particularly gratifying." Along with working with Prada on the film, Martin also worked with **Brooks Bros.** and **Tiffany & Co.**, which maintain stores on Rodeo Drive.

The award will be celebrated with a Feb. 28 party at 1927 estate **Greystone Mansion**, which is located in Beverly Hills. Other inductees for the Rodeo Drive Walk of Style were Giorgio Armani, Tom Ford, Gianni and Donatella Versace, photographer Mario Testino, and Diana Vreeland.—*Andrew Asch*

Vestar to Acquire, Redevelop The Village at Orange

Vestar, a privately held real estate company headquartered in Phoenix, recently announced plans to acquire and redevelop regional mall **The Village at Orange** in Orange, Calif.

Vestar said that it secured acquisition financing for the 855,728-square-foot regional mall and the total loan consideration from **Bank of America** was \$45.4 million.

The Village at Orange has anchors such as **Wal-Mart**, **JCPenney**, **Sears**, **Ross Dress for Less** and grocery **Trader Joe's**. It also is the address for fashion shops such as **Old Navy**,

Pacific Sunwear, **Active Ride**, **Wet Seal**, **Tuesday Morning**, **Melissa Bleu** and **Weiman Shoes**.

Vestar will be redeveloping the mall and adding new major and juniors anchor stores, along with upgrading the mall's common areas. Construction is scheduled to start in 2015. Vestar owns properties in California that include **Peninsula Center** in Palos Verdes, **The District at Tustin Legacy** in Irvine, and **Long Beach Towne Center** and **Buena Park Downtown** in Buena Park.—*A.A.*

MAGIC Promotes Griffin and Gallin

Advanstar Global, the company that produces the **MAGIC Market Week** trade shows, announced a pair of executive promotions.

Christopher Griffin was named president of the **WWD**MAGIC and **Sourcing at MAGIC** shows. He had previously served as vice president at both shows.

Leslie Gallin was named president of footwear for **Advanstar Global**, the parent company of **MAGIC**. She had previously served as vice president of footwear for Advanstar Global. She will direct trade shows **FN Platform** in Las Vegas and **Sole Commerce** and **ProjectSole NYC** in New York.—*A.A.*

RETAIL SALES

Tough January Showed Bright Spots

Extreme weather made the traditionally low sales month of January even tougher for retailers. However, businesses rallied, said the **International Council of Shopping Centers**, and sales increased 3.5 percent, according to its tally of comparable-store sales.

"Comparable-store sales posted a moderate gain in January—in line with its prior-month performance," said Michael Niemira, ICSC's chief economist.

Other analysts seemed less confident about January's performance. Adrienne Tennant of **Janney Capital Markets** said the comparable-store sales of most of the retailers that she followed were below expectations because extreme weather across much of America kept people from shopping and big sales and promotions hurt margins. The next month wouldn't be that much better, she said. "We believe the consumer malaise experience in January will continue into February," she wrote in a Feb. 6 research note.

Some retailers reported good performances during January. **L Brands**, the parent company of **Victoria's Secret**, posted a 9 percent same-store-sales increase. **Gap Inc.** reported a 1 percent increase in its same-store sales for January. "We're pleased to deliver a strong finish to the year," said Glenn Murphy, Gap's chairman and chief executive officer, "with another month and quarter of comp-sales growth."

January was particularly tough for retailers who serve juniors and young adults. **The Buckle Inc.** reported a same-store-sales decline of 6.6 percent, and **Zumiez Inc.** posted a decline of 7.6 percent in January. **The Wet Seal Inc.** announced results Feb. 6 for its fis-

cal fourth quarter. Same-store sales declined 16.5 percent for the quarter. Its total net sales were \$124.8 million.

Wet Seal Chief Executive Officer John Goodman said that the decline was greater than expected. "We had a difficult fourth quarter, marked by ongoing softness in mall traffic, a highly promotional environment throughout the teen sector and elements of our assortments that did not resonate as well as we anticipated with our customers," he said.

The January gloom will be broken by stronger business in the rest of 2014. During a Feb. 6 conference call, the **National Retail Federation** forecast retail sales will climb 4.1 percent compared with the 3.7 percent growth of 2013.

"Measured improvements in economic growth combined with positive expectations for continued consumer spending will put the retail industry in a relatively good place in 2014," NRF President and Chief Executive Officer Matthew Shay said.

During the conference call, Jack Kleinhenz, NRF chief economist, said retailers should expect difficulties during the year. "2014 won't be any less challenging, but we will see more strength," he said.—*A.A.*

January Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$56.90	-27.9%	-6.6%
Gap	\$899.00	-2.0%	+1.0%
L Brands Inc.	\$731.20	-2.5%	+9.0%
Stein Mart	\$64.40	-1.8%	-0.7%
Zumiez	\$38.10	-24.3%	-7.6%

Information from company reports

LaTres Lingerie: Bringing a Feminine Touch to Downtown LA

When Tray Hayslette decided to open a lingerie store in Southern California, she scouted several popular retail neighborhoods—including West Third Street, Fairfax Avenue and Encino—before selecting a space on Main Street in downtown Los Angeles.

"There are no lingerie stores like mine in downtown—and there aren't that many in LA," said Hayslette, who opened LaTres Lingerie last year and said she wanted visitors to her store to feel like they're "stepping into a woman's boudoir."

"I love girly things, I love lace, I love nice lingerie," Hayslette said. "Women should always have beautiful lingerie no matter what they're doing"

When Hayslette opened LaTres at 111 W. Seventh St., she also launched her e-commerce site (www.latreslingerie.com).

The boutique and online shop carry lingerie brands **Mimi Holiday**, **Maison Lejaby**, **Private Arts**, **Addiction Nouvelle**, **Splendid** and **Spanx**. New collections ordered for spring include **Cosabella**, **Eberjay**, **For Love and Lemons**, **Stella** and **Zimmerli**.

The boutique also carries loungewear, tights, candles, books and massage oil—"things you can't find in a **Victoria's Secret**." In spring and summer, the store carries swimwear, as well. Hayslette's online shop saw a nice boost for **JimmyJane** massage-oil candles when the brand was featured on a recent episode of the **HBO** show "Girls."

When Hayslette teamed up with **LivingSocial**, she saw her traffic shoot up to 2,000 visitors on the day that the daily-deals website offered a discount voucher for her boutique and website. One customer arrived at the store with a \$50 coupon and purchased \$350 in lingerie, Hayslette said.

"It shows me people are really interested in lingerie," she said.

Hayslette specializes in providing plen-

ty of customer service, educating women about the brands she sells, carrying special sizes or special ordering if it's out of stock, and wrapping every item sold in pretty tissue paper like a gift—whether it's a high-end item or a less-expensive item.

The average price for a bra and panty



Tray Hayslette

set is \$60, although LaTres has higher-end items that sell for up to \$180.

"I also have five-for-\$20 panties everyday," Hayslette said. "I don't care if you're buying \$4 panties, I want to make it look nice and special."

Because she's based in downtown LA, Hayslette can easily shop the **Los Angeles Fashion District** for new brands and replacement orders. She also scouts for new independent designers. One recent example is the Los Angeles-based eco lingerie collection **Claire Bare**, which Hayslette is adding to her inventory. She also shops the **CurvExpo** trade shows in Las Vegas and New York.

"I do a lot of research," Hayslette said. "I'll call lingerie stores in Paris or Portland to make sure I get a lot of information—to see what women are buying."

—*Alison A. Nieder*

Calendar

Feb. 8

Westcoast Trend Show
Embassy Suites, LAX North
Los Angeles
Through Feb. 10

Vintage Fashion Expo
LA Convention Center
Los Angeles
Through Feb. 9

Feb. 9

ShopWalk
Various merchants
Downtown Los Angeles

Feb. 12

FCI's fashion design orientation
Fashion Careers International
Los Angeles

"Think Like a Buyer" webinar by Fashion Business Inc.
online

"Oeko-Tex Standard 100 Updates for 2014" webinar
online

Feb. 13

SIMA Image Awards
The Grove of Anaheim
Anaheim, Calif.

"E-commerce Fashion for Omnichannel Retailers," presented by Infor
California Market Center, Suite A727
Los Angeles

There's more
on ApparelNews.net.

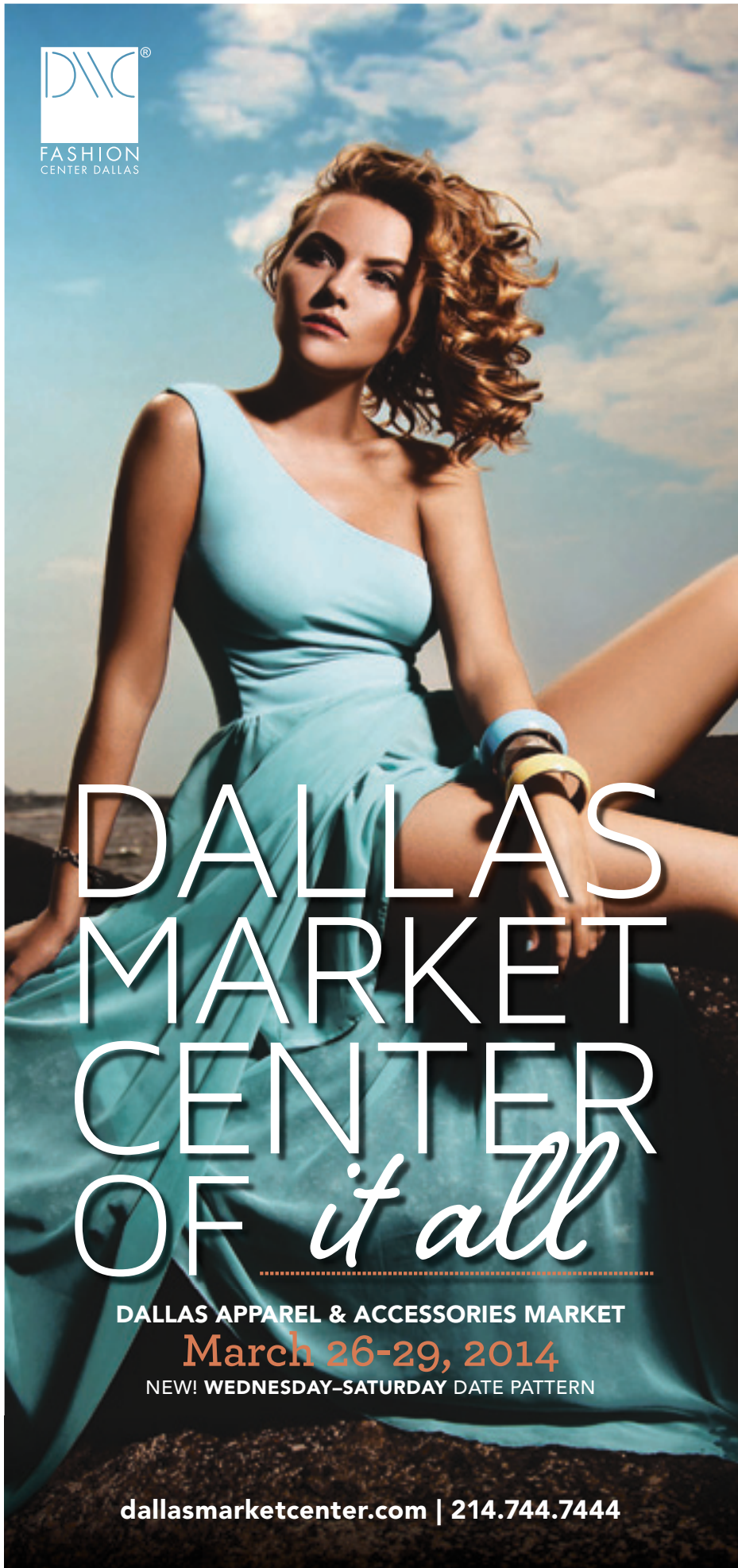
For calendar details and contact information, visit ApparelNews.net/calendar.

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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WHAT'S CHECKING

Checking In on LA's Larchmont Boulevard

By Alyson Bender *Contributing Editor*

Tucked away in the midst of the hustle and bustle of Los Angeles, Larchmont Boulevard is a friendly street with a small-town feel. The area serves as a Main Street retail district to the Hancock Park and Windsor Square neighborhoods (including nearby **Paramount Studios**) and is located between First Street and Beverly Boulevard.

Although the community is quaint in comparison with its surroundings, the block-long stretch of Larchmont Boulevard houses a variety of boutiques—many longtime tenants on the thoroughfare. Corporate retailers are virtually non-existent, and locals keep the boulevard bustling year-round.

Hardwear

152 N. Larchmont Blvd.

For **Hardwear** owner **Renee Mizrahi**, the emphasis of her 3-year-old boutique is on the feel and fit of the clothing. She focuses on eco-friendly elements, such as organic-cotton tees and vegan-leather jackets, and likes to showcase local designers when possible.

“At Hardwear, we are all about quality basics and fresh merchandise,” said Mizrahi, who restocks her store weekly. “Our customers are community based.

They will buy a top, fall in love with how soft and comfortable it is, and come back later that week to purchase the same item in every other color.”

Free People and **Genetic Denim** are two of the bestsellers at Hardwear, where the denim retails for \$68 and \$200, respectively. Vegan-leather jackets retail for under \$100, and leggings are under \$60.



Library

121½ N. Larchmont Blvd.

Around the same time Renee Mizrahi opened Hardware, her son, Michael Mizrahi, opened **Library** across the street. Library offers all the latest styles from some of the most coveted labels in retail today and counts locals, actresses and movie executives in its stable of customers.

“**J Brand** and **Rag & Bone** are definitely our top-selling brands,” said Hillary Schwartz, store manager. “Our customers also love **IRO** jackets.”

Other brands that can be found at Library include **Helmut Lang**, **ALC**, **LnA** and **Pendleton**, to name a few.

Most denim retails for around \$200. The best-selling J Brand navy leather moto jacket retails for \$1,052 (pictured on the left mannequin below).



Picket Fences

214 N. Larchmont Blvd.

Established in 1994, **Picket Fences** has been a Larchmont staple for nearly two decades. Appealing to locals, it offers a wide selection of contemporary fashion, lingerie, loungewear and gifts for all occasions.



“Denim, candles and pajamas are our top three-selling categories,” said

Sol Kojababian, store manager. “Our customers are casual and chic, and our merchandise reflects that.”

“**AG Jeans** and **Eberjay** sleepwear are extremely popular among our customers, as are **PJ Salvage** separates.”

Beyond the extensive selection of loungewear and denim, other brands carried by Picket Fences include **Vince**, **Velvet by Graham & Spencer**, **Milly**, **Toms**, **Ella Moss**, **Equipment**, **Clare Vivier**, **Maison Scotch** and **Michael Stars**, plus many more.



LF Store and More

LF Store, a women’s retailer known for its unique style, is having its semiannual, storewide sale for the next month and can be found at 120 N. Larchmont Blvd.

Other retailers to visit on Larchmont Boulevard include **Alternative**, **Nicole**, **Goorin Bros. Hat Co.**, **Diptyque Paris** and **CH Boutique**.



Fineman West Welcomes Wendy On



Fineman West welcomes **Wendy On** as Tax Director, to which she brings over 12 years of experience and expertise serving clients in the fashion retail and apparel industry. From inbound and outbound logistics to manufacturing and import/export processes, Wendy will provide business and tax planning strategies and share best practices in the industry to help companies achieve their financial goals. Wendy will also identify new business opportunities to enhance client development as well as grow our Chinese practice group.

Prior to joining Fineman West, Wendy was with Deloitte for over 10 years, where she served as a trusted tax adviser to her clients. In addition to apparel, Wendy has extensive knowledge in the manufacturing, real estate, entertainment, and technology industries, having served both public and privately held companies. She obtained her Bachelors in Accounting and Masters in Business Taxation from the University of Southern California. Wendy also serves as a Board Member for Ascend, where she mentors students and future business leaders pursuing a career in accounting and finance.

Fineman West & Co. LLP is a full-service CPA firm located downtown servicing start-ups to well-established companies in the garment industry as well as clients in the home, jewelry, furniture, and real-estate industries. Below is a list of our representative clients in the apparel business:

- Jaya Apparel Group, LLC
- J Brand, Inc.
- R.N'Ovate, Inc. dba Clover Canyon
- Star Fabrics & Affiliated Companies
- Stony Apparel Corp. dba Eyeshadow
- YMI Jeanswear, Inc.
- YS Garments dba Next Level Apparel

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Left:
LEVI'S "Trucker" jacket and 501 jean (call for pricing). KILL CITY "Shut Down" V-neck tee (\$24). THE FRYE COMPANY "Phillip Lace-Up" boots (call for pricing).
Right:
LEVI'S "Trucker" jacket (call for pricing). GEORGE LOVES tank top (\$33). CALVIN RUCKER "Heartbreaker" zip skinny in "Pretty in Patches" (\$119).



FRANKIE B "The Shop" jumper (\$112).



ETIENNE MARCEL destroyed vest (\$85). CITIZENS OF HUMANITY "Kai" drawstring pant (\$113).



TORTOISE "Kinixys 2003" jean jacket (\$193). NEUW "3 Crowns Enkel Tee" (\$20). KASILRARE "Gunslinger" green vintage jean (call for pricing).

INTO THE BLUE

From vintage inspiration to distressed treatments, denim is reworked to create an original take on the classic blue jean. Innovative washes, patchwork and shredding are some of the best looks of the season. —N. Jayne Seward



MCGUIRE "Work Wear" jean jacket and "Mrs. Robinson" pant (call for pricing). H BY HUDSON "Encke" suede boots (\$134.09).



Left: TORTOISE denim coat (\$175) and "Chelys 1014" jean (\$175). KILL CITY "Gazzarri" destroy-wash tee (\$26). THE FRYE COMPANY "Phillip Lace-Up" boots (call for pricing). Right: CITIZENS OF HUMANITY "Borderline" denim jacket (\$145) and "Daria" miniskirt (\$81). GEORGE LOVES tank top (\$33). THE FRYE COMPANY "Engineer 12R" boots (call for pricing).

PHOTOGRAPHER: BEN COPEZ/ARTISTMANAGEMENT.COM; PRODUCER/STYLIST: N. JAYNE SEWARD/NORMAJAYNE.COM; MAKEUP: ANNA BRANSON using MAC at THE REX AGENCY; HAIR: TARA JEAN for ARTIMIX BEAUTY/RENE FURTERER; MODELS: HARRY HAINS and ANGEL RUTLEDGE for FORD LA; STYLIST INTERN: NICOLE WHITTED



JACOB DAVIS "The Crosby" two-tone jacket (\$62). NEUW "3 Crowns Enkel Tee" (\$20) and "Lou Slim" jean (\$78). THE FRYE COMPANY "Phillip Lace-Up" boots (call for pricing).



CULT OF INDIVIDUALITY "Morrison" vest (\$78) and "Rebel" jean in "Etson" (\$82). NEUW "3 Crowns Enkel Tee" (\$20).

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Malls *Continued from page 1*

are driven by the experience.”

Caruso’s bombshell comments were accompanied by uncomfortable news for mall operators. **ShopperTrak**, a market-research firm that measures foot traffic in malls, found that consumer foot traffic plummeted 14.6 percent during the 2013 Christmas retail season despite a 2.7 percent increase in retail sales across several channels. The statistic suggested that while those shopping at malls made more purchases, many more were shopping at home through e-commerce.

California Apparel News spoke with a group of analysts, retailers and real estate players to gauge the state of the mall. While all agreed that the “A”-level mall will continue to thrive, the majority of speakers agreed with Caruso that the business will have to change.

The panelists included Fraser Ross, founder of the **Kitson** chain of boutiques, which has opened—and closed—locations in some of the most exclusive malls, including the **Beverly Center** in Los Angeles and **The Americana at Brand**, as well as in hip retail streets and more-unconventional locations such as airports.

Paco Underhill is an environmental psychologist who studies what makes people shop. As founder of market-research company **Envirosell**, and as author of books such as “*Call of the Mall: The Geography of Shopping*,” published in 2004, he has long analyzed what attracts and repels people from malls.

Giorgio Borruso is the owner of architecture firm **Giorgio Borruso Design**. He has built stores in malls such as **South Coast Plaza** in Costa Mesa, Calif., and **Americana at Brand** and is the winner of international architecture awards, including the 2013 **German Design Prize**, the **American Architecture Award** (2010 and 2007) and the Retail Design Institute’s **Store of the Year Award** (2004, 2005, 2006, 2007, 2009 and 2010).

Jay Luchs is an executive vice president in the West Los Angeles office of **Newmark Grubb Knight Frank** and has brokered deals on top retail streets such as Rodeo Drive and Abbot Kinney Boulevard. He is a partner in the **Malibu Village** retail center in Malibu, Calif.

Larry Kosmont is president and chief executive officer of the **Kosmont Companies**, specializing in economic development, real estate

and public finance. He consults with cities on public and private deals with retailers and mall developers. In 2009, Kosmont created the **Kosmont Muni Horizons Fund**, which sources private financing for public projects, government programs, infrastructure funding and economic development. He is a managing partner of the **Renaissance Community Fund**, which invests and develops mixed-use, residential and commercial projects throughout California.

Do malls need to change? How do they need to change?

FRASER ROSS: Malls are not bringing



Rick Caruso, founder and chief executive officer, Caruso Affiliated

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in freshness. You have got to provide more activities, fashion shows and celebrity signings so more people will have a reason to go. They have to be more experiential. Malls need to do a better job of integrating entertainment and dining. The cookie-cutter model is gone.

There are so many things that [mall operators] can do to keep people in malls, but [they] don't do them. There should be stroller-rental services. You have to create a fun experience for kids in the mall—a kids' store, a kids' play area and a toy store. If kids visit the mall and have a great time, they'll keep asking their parents to bring them back. Happy children equal a happy family. You need coffee shops and theaters. You don't need another mass chain store in a mall. ... Malls are not looking at longevity, they're just looking to get the highest rent.

I don't see a great future for malls that open



Giorgio Borruso, owner of architecture firm Giorgio Borruso Design



Larry Kosmont, president and chief executive officer of the Kosmont Companies



Paco Underhill, environmental psychologist, founder of market-research company Envirosell and author of books such as "Call of the Mall: The Geography of Shopping"



Jay Luchs, executive vice president in the West Los Angeles office of Newmark Grubb Knight Frank

The next minute, headbands are popular. In a boutique, you have the ability to be much more agile and to respond quickly to changes in taste.

It's multi-brand stores that bring people to malls. We bring convenience shopping to the shopper. Stores also have to become mini department stores. That's how you're going

➔ **Malls** page 12

more stores for publicly traded companies that open their stores to satisfy their investors. In the long term, those stores won't bring in much money. A lot of branded stores say, "Let's open our own store and get double margin," but you're not getting the same sales. [Shoppers] come out of the store with one small bag—not 20 pieces. People want to diversify their wardrobes. A lot of people don't know how to diversify stores quickly, and the market changes quickly. One minute, scarves are popular.

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Malls *Continued from page 11*

to survive. You edit the best of the best collections. You have a beautiful cashmere sweater and a funny pillow next to it. You have every different price point.

If you don't have a large, national book-seller in the mall, Kitson can bring people to the mall to buy books. We sold \$3 million in books last year in minimal square footage due to the editing and attitude of the selection we provide.

Another point for consumers is that parking is important. [Malls] are overcharging for parking. That is one of the consumers' biggest issues. Why do people have to pay for parking when they can have merchandise delivered to their home, no questions asked, no hassle?

What does Kitson look for in mall space?

FRASER ROSS: We need to be in a high-traffic lifestyle center with great dining, retail and movies and a mixture of international tourists and local clients. It is critical to us that the management team of the center be willing to partner with us on aggressively marketing our business and giving us the flexibility to do what we need to in order to be successful. For instance, if we are next to a theater or dining venue that attracts late traffic, we want the flexibility to stay open later. We expect that the center will commit to employing all available resources, signage, events, social and traditional media, to benefit us and, in turn, themselves.

Are malls in crisis?

PACO UNDERHILL: The cutting edge of the modern mall left North America long ago. Every developer outside the U.S. has been developing "alls" rather than "malls." Think about **Tokyo Midtown**, **Time Warner Center** in New York and **Darling Harbour** in Sydney. In those places there is commercial shopping. There are offices, hotels and residential space. The mall itself offers a complete shopping solution—there are grocery stores, hardware stores, a place to arrange travel, a childcare facility. Look at **Westfield** properties outside of the United States. There has been an effort to bring a cross-section of tenants and improve the relevance of the shopping malls.

Clearly, for U.S. malls, the most underdeveloped asset is the asphalt that surrounds them. Many U.S. malls are crying out for redevelopment. Most U.S. malls have no connection to public transportation. Japanese malls are on top of railroad stations.

What do malls need to do?

PACO UNDERHILL: In the short term and the long term, they have to bring in a broader tenant mix. They have got to get over the paranoia of the shopping cart. The have to bring in grocery stores. They will have to bring in tenants that don't necessarily pay high rent but tenants that bring in high foot traffic.

They also have to think about land. They have to think about better ways to utilize asphalt. "B" and "C" malls might build housing for the generation of baby boomers who don't want to mow lawns. Many "A" locations are going to be fine. We don't have the sophistication to meet [consumers'] desires. For example, in Korean subway stations, there are virtual stores, [e-commerce stores where consumers view walls lined with pictures of consumer products, make a purchase with their phones and have the products delivered to an address of their choice.] What if you went to **Dodger Stadium** and there were a series of tents where you could look at something?

What are malls doing right? Why do people need malls?

JAY LUCHS: [Retailers] can do high sales volume because there is a lot of foot traffic. People want to browse and shop, and malls are great places to do it. You go to malls to do the sales. A lot of brands go to streets for the image. But streets only have so much space.

Malls have a lot of space.

Tenants want to be on [retail] streets because they are more eclectic. They go to places where they have great flooring and brick walls. For hip brands, image is everything to them. It is why streets are very important. Tenants' images are created on the street. It is hard to create an image in the mall when all of the spaces look the same. I'm a fan of both [malls and retail streets].

You've made a career advising cities on retail. What are you telling them now?

LARRY KOSMONT: Cities are still starved for taxes and jobs, but we've seen huge turnover in retailers. The old days are over when retail centers were built and populated with big boxes. A lot of big boxes went dark, and a lot, like **Best Buy**, are going to a smaller footprint.

[Cities] need to attract tenants and retail projects that merge the bricks and clicks, bringing jobs and vitality that will last. If they do not focus on this, they are risking hard-earned public monies unnecessarily.

What do malls need to do?

LARRY KOSMONT: You're going to see multi-faceted businesses with medical, education and housing. The retail center is going back to the old days. It is going to be about the village center and market squares. The key is to focus on infill sites and rethinking civic uses. The Internet is accelerating this trend.

Retail has become more about showmanship, events and entertainment value. Overall, we're thinking that the way retail centers will change, a lot will have to be more trip-based. They'll have to think about what people will make a trip for and what gets them out of the house more consistently.

What do malls need? Do they need more green space? More buildings that would evoke a sense of wonder?

GIORGIO BORRUSO: To be relevant today, the belief of maximizing dollars per square foot with schemes of recurring banality, based on simple grids and repetition, all masked by efficiency, needs to be replaced by a sense of discovery, variety and a willingness to sacrifice potential sales floor square footage in favor of enrichment of "public spaces," such as gardens, fountains and playgrounds. In terms of architectural language, it is fundamental to introduce variety, embracing a holistic approach that transcends the "shop-plus-food court" model, favoring a non-linear, complex center of different activities that mimics the intermix of uses of an urban environment, a "surrogate city," combining leisure, gathering spaces, eateries and high-level entertainment and incorporating the use of natural elements, flora and water. Articulation between open exterior spaces and covered areas, interspersed with shopping, can be a model for the future metropolis. I am not sure that architects need to "reinvent" the mall at all. As Rick Caruso astutely pointed out, describing people of the Paleolithic era sitting around the fire, humans have a natural desire—in fact, almost a biological need—to congregate, exchange stories, laugh, linger. My suggestion is to look at extraordinarily successful examples in our distant past—from **Trajan's Market** [in Ancient Rome] to the ancient streets and piazzas, integral components of the texture of the built city. These places were vital points of social gathering, the very lifeblood of the city, where people couldn't wait to spend time, interact, be seen, learn, work, play and shop.

Maybe, with an eye to those utopic models, the mall could be a place that recognizes you—not just salutes or sells you, [is] able to understand your needs and aspirations, ambitions and even frustrations, the same way a good friend would do, thus providing temporary "warmth" and a sense of belonging that will brace you to return to the complicated life we all live. ●

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A large apparel Company located within the San Fernando Valley is experiencing a growth phase. With our continued success and growth we are looking for a talented, zealous, detail orientated Product Manager. The right person will be an enthusiastic team player who is able to work with sales and design, communicate with factories, and be able to negotiate costs. Knowledge of garment construction and fabric is a requisite. A required minimum of 7 years of experience in sportswear along with being able to maintain the full cycle of product management. Experience with the mass retail market would be an advantage. We employ a diverse team of individuals dedicated to our mission by offering an excellent salary and benefit package, such as health, optional dental, gym membership and 401K. If you're dedicated and ready to work for an organization that cares about you, we have an opening for a Product Manager.

Please send your resume and cover letter along with pay history to: employeescout@gmail.com.

sanctuary CLOTHING

SENIOR KNIT/SWEATER DESIGNER

Growing Company, Great Team, Burbank location needs: SENIOR KNIT/SWEATER DESIGNER

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

Matty M, Willow & Clay and Search for Sanity DESIGN ASSISTANT

Contemporary lifestyle brands seeks a Design Assistant who is creative, detail-oriented and motivated individual with 3+ years of experience to join creative team.

- o Must be able to identify trends, colors and assist in line development.
- o Must be organized, able to multi-task and work in fast-paced environment.
- o Excellent communication skills, able to work with domestic and import vendors.
- o Team player with positive, professional attitude and understanding of deadlines.

A real opportunity for someone who is disciplined, driven and focused on fashion.

Please send resume and salary history to
elaine@completeclothing.com

ASSISTANT DESIGNER

Local company seeks Assistant Designer for Contemporary Missy denim & woven bottoms division. Must have 2+ yrs. design exp., CAD sketching, garment construction knowledge, Photoshop & Illustrator required. Web PDM is a plus.

Pls send resume with cover letter to:
Human.Resources@sunrisebrands.com or
fax to (323) 881-0375

Jobs Available

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

Senior Account Executive

Contemporary multi-line showroom looking for a senior account executive for in-house and show sales.

Aggressive compensation package. Established relationships a must. Please email resumes to salesexecresumes@gmail.com.



CHARGE BACK ACCOUNTANT

Well established apparel company working specifically with Juniors Knit tops is currently looking for applicants to the following available positions:

Applicants must be able to work in a fast environment and be very detail oriented.

Charge Back Accountant:

Applicant must have a minimum of 3 years in Charge Backs experience. Background in the garment industry is a big plus. Candidate must also be able to communicate clearly and work on several projects at once. Part Time job available.

Please email us your resume at: jnrdsn@aol.com. Do not send resume in body of email. Put on the subject the position for which you're applying"

WEST COAST ACCOUNT EXECUTIVE (Boutique)

Alternative Apparel hiring a West Coast Account Executives (Boutique). Ideal candidate will have 3-5 years previous experience in apparel sales with industry leading brands in the men's and/or women's markets. Responsibilities include Time and Action calendars, analysis & forecasting sales, tracking replenishment business, monitoring sell thru, & driving presentations & product assortments. Bachelor's preferred.

Apply to suzi@alternativeapparel.com

PATTERNMAKER

Needed for Denim Manufacturer. Must have 3 yrs. experience with Gerber patternmaking version 8.4 higher. Or Style CAD 8.0.

Please email resume to: lauram@atomicdenim.com

SAMPLE SEWER and DUPLICATES

Growing Contemporary label seeks full time First Sample Sewer. Must have 6+ years experience in the garment industry. and be authorized to work in the US.

Please contact Claudia at (310) 391-9292 # 225.

CAD OPERATOR

We have an immediate opening for an exp'd, highly creative Team Player to work with our fast paced Design teams. Exp. with Photoshop & Illustrator CS 3 a must. Duties include flat sketching, line sheets, Illustration boards, screen print graphics, all over print artwork, re-coloring & CADs. Min. 3 yrs. exp.

Email resumes to: caricua90@gmail.com

TECHNICAL DESIGNER

Swimwear technical designer needed. Fittings, QC, self-starter. AI and Microsoft Excel a must.

Full time / benefits. Salary D.O.E.
anne@sunsetsinc.com

Jobs Available

Fast growing Apparel company is need of the following for immediate employment;

1) Spec writer - must have a minimum experience of 2 yrs & exposure in contemporary line preferably and with good communication skills.

2) Shipping - Must have experience in shipping & receiving both fabric & garment and exposure with EDI process is preferred.

Please send your resume to: textsmart@aol.com

BAILEY44

HEAD PATTERNMAKER

Looking for a candidate who is highly organized and motivated with great people skills to manage a team of production patternmakers and keep them on schedule. Must be highly skilled and knowledgeable in fit and quality. Must be able to direct fittings along with design, and also be able to assess and correct problems and clearly explain solutions to production staff and contractors. Must have at least 10 or more years' experience in the better market.

Please e-mail your resume to info@bailey44.com



PRODUCTION COORDINATOR

LA based consultant/agent seek exp prod coord 3+ yrs exp. to communicate w/our China office. GREAT communication is a MUST. Organized in fast pace environment. Knowledge of garment prod & construction needed. Mandarin is A+ but not required. Email resume to Peter@phasheninc.com

Production & Compliance Manager

Duties: follow products from development/sampling, production & shipping/delivery to final customer. Good organization & follow daily details in various stages of completion. MS Office & Outlook email necessary. Pay DOE, but provide desired amount. Pls send resume to linda@soxnetinc.com.



QC POSITION AVAILABLE

Seeking highly qualified Individual w / min 5 yrs exp. Understands all aspects of sewing construction, repairs and finishing. Must have excellent follow up skills. Valid DL and transportation.

Email resume to HR@raquelallegra.com

Matty M, Willow & Clay and Search fo Sanity PRODUCTION PATTERNMAKER

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

Please send resume and salary history to elaine@completeclothing.com

Production Patternmaker

Looking for a production patternmaker who is fluent in tukatech. Knowledge of import and domestic production. We produce woven tops and dresses, & knit dress. Style is contemporary. Self motivated and organized. Friendly atmosphere. Atleast 10 years of pattern making experience. We are located in downtown Los Angeles. kris@azizla.com

Jobs Available

APPAREL PRODUCTION MANAGER

Established clothing manufacturer located in Vernon, Ca growing rapidly has following positions available immediately. We offer a professional, team orientated work environment, competitive compensation including health plan and 401k .

APPAREL PRODUCTION MANAGER.

Production and Quality Control of Domestic Production. Qualifications & current experience to include supervisory skills in Sewing, Garment Construction, production quality control, tech pack's, costing and knowledge of domestic sewing contractors.

CUSTOMER SERVICE REPS (3 positions available)

Customer Service Reps for data entry of purchase orders, invoicing, customer and sales rep support via email and phone. Qualifications to include current Apparel Customer Service experience, accurate data entry skills, good skills on excel, emails, industry software, and professional phone manner.

ACCOUNTS PAYABLE SPECIALIST

Self-motivated individual to help with accounting tasks and focus on accounts payable, must have strong attention to detail, computer skills, good typing speed, must have previous accounting experience, able to reconcile accounts, strong work ethics, team player, problem solver and able to follow direction. Candidates will be tested on their skills, only apply if you have relevant exp.

PLEASE EMAIL YOUR RESUME INCLUDING SALARY REQUIREMENTS TO:abeureka1@gmail.com Thank You.

CITY PRINTS

PRODUCTION ASSISTANT and MIMAKI PRINTING MACHINE ASSISTANT

- Receive and organize fabric approvals
 - Send out daily packages
 - Assist Mimaki technician
 - Ability to work with a team and meet strict deadlines.
- contact_us@cityprintsny.com

Sample/pattern/production Maker needed

Must be experienced. Needs to do structure gowns, boning and must work at fast pace. Contact Stephanie C (213)689-3020 Wanted sample maker

SANCTUARY CLOTHING

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

TECHNICAL DESIGNER

4+ yrs. experience with denim & non-denim fashion bottoms & tops. Responsibilities include measuring & fitting samples with designers, sending fit comments, approving graded specs & communicating with our overseas factories on a daily basis proactively solving fit issues.

Email resumes to fit@ymijeans.com

Jobs Available

TECHNICAL DESIGNER Min 5 years exp. Knowledge Flat Pattern, Photoshop, Illustrator, Excel. Create tech packs for overseas & domestic vendors, specs garments. andrew@andrewchristian.com

Technical Designer

Technical Designer
Garment importer and wholesaler in City of Brea is looking for a full time technical designer.
Min 3 year experience in the fashion industry (women swimwear experience is a plus) responsible in creating tech pack from sample development to final production. Familiar with specs, fitting, garment construction. Communicate fit comments to overseas vendors. Proficient with Illustrator, Photoshop, Word and Excel. Pattern making knowledge a plus. Friendly working environment, full health and dental coverage. Please email resume together with salary requirement to: karl@ajglobaltexinc.com

Jobs Wanted

Freelance Patternmaker

Expert draper/patternmaker. 20+ years experience all categories. Patterns, tech packs, fittings, samples, duplicates, small production. Highest quality available. Downtown location. mod@margaretondemand.com 818-679-2007

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fabricmerchants.com
Steve 818-219-3002

Line Wanted

LA sales rep looking 4 junior fashion line tops, bottoms, drs to sell in budget mrkt. Please email jenniferannwaites@gmail.com.

We buy women's contemporary, name brand clothing, shoes, and accessories

We buy contemporary, name brand women's clothing, shoes & accessories. They can be overstock merchandise, out of business, end of season, etc.
480-612-2886 or tensbums@cox.net

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