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Desert Hills Premium Outlets Brings More Bling to Desert

By Andrew Asch *Retail Editor*

Desert Hills Premium Outlets, known as a Rodeo Drive for discount designer clothes, unveiled the biggest expansion in its more than two decades in business.

Simon Property Group, the owner and operator of Desert Hills, located in Cabazon, Calif., a 20-minute drive from Palm Springs, Calif., spent \$100 million on the 146,000-square-foot expansion, which debuted on April 24. The retail center will host 50 new shops, including the first **Alexander McQueen** and **Helmut Lang** outlet shops in the United States. Other designer brands opening outlet shops at Desert Hills include **Belstaff**, **Max Mara**, **Wolford**, **La Perla**, **CH Carolina Herrera**, **Fendi**, **John Varvatos** and **Valentino**, which will open on Aug. 1. A **Marc by Marc Jacobs** shop is scheduled to open in May.

Prada will introduce an expanded 7,500-square-foot

➔ Desert Hills page 4

Plus Sizes, New Technology and Retail Mix Key to Wet Seal's Turnaround Strategy

By Deborah Belgum *Senior Editor*

For years, teen retailer **Wet Seal Inc.** has stocked its shelves with clothing for high-school students and stylish young contemporary women looking for the latest trends when shopping at the company's **Wet Seal** and **Arden B.** boutiques. Now it is banking on a new customer to pull it out of its economic slump.

Last fall, Wet Seal opened up its first plus-size-only store in central California at the **Clovis Crossing Regional Shopping Center**, and two new plus-size store openings are planned for 2014. One will be in Visalia, Calif., and the other in South Gate, Calif. The company's goal is eventually to have 40 to 50 **Wet Seal +** stores, measuring around 2,000 square feet, in its retail lineup. Meanwhile, 37 Wet Seal stores have a plus-size shop-in-shop, and plus-size

➔ Wet Seal page 9

BLUE NOTE

Fashion met technology on the runway when Fashion Business Inc. teamed up with Centric Software to present looks from FBI members and supporters at a fashion show held during the Lazr footwear trade show's April 23–25 run at The New Mart. For highlights from the show, see page 6

Liberty Sage

INSIDE

Where fashion gets down to businessSM

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Robert Talbott's Shop-in-Shop Roll-Out

After more than 50 years making neckwear and shirting with roots in Monterey, Calif., the **Robert Talbott** label will be rolling out a number of shops-in-shop at high-end menswear boutiques across America.

A Robert Talbott shop-in-shop debuted April 24 at **Carroll & Co.** in Beverly Hills, Calif., said Bob Corliss, chief executive officer and president of Robert Talbott. It will sell Robert Talbott's full line of styles, ranging from neckwear to sportswear and formalwear.

The 300-square-foot shop will offer design elements reminiscent of the Monterey Peninsula, such as redwood panels and Carmel stack stone. Later this year, it will open four more shops-in-shop. One will be located at **The Hound Clothiers** in San Francisco with others at **Ascot Shop** in La Jolla, Calif.; **Avant For Men** in Chicago; and **Fitzgeralds Men's Store** in Grand Rapids, Mich.

Robert Talbott runs a few company stores on the Monterey Peninsula, but Corliss doesn't forecast opening more stand-alone shops in the near future. "We're a designer, a manufacturer and a brand," Corliss said. "Retail is not at the top of our agenda."

The Talbott shop-in-shop was produced to give a more in-depth view of the brand's products, Corliss said. For John Carroll, president of Carroll & Co., the shop-in-shop represents a shift for his business. "The growth in our made-to-measure business allows more space in our store to showcase the Robert Talbott collection. The Talbott sportswear collection is as much a representation of Carroll & Co. as our private-label Italian sportswear," he said.—*Andrew Asch*

New Era Bows Dodger Stadium Shop

A few years after it opened a Los Angeles flagship, Buffalo, N.Y.-headquartered **New Era** introduced a **New Era Team Store** at Los Angeles' landmark **Dodger Stadium**.

The store, opened March 27, is located in the right-field pavilion plaza area of Dodger Stadium, where Sandy Koufax and Fernando Valenzuela brought the team to **World Series** championships.

The flagship-sized store is more than 2,200 square feet, according to a New Era statement. It will offer an expansive assortment of New Era headwear, men's and women's apparel as well as accessories

such as backpacks and wallets. The store also features a "history wall," which tells the story of the Dodgers' Brooklyn beginnings to its more than 50 years in Los Angeles.

"We are excited to partner with New Era, a dynamic brand. The product offering now stretches beyond amazing headwear and into apparel for men, women and kids," Dodger Director of Merchandise and Retail Allister Annear said in a statement. "Together we have developed a new and diverse retail footprint at the ballpark and will continue to focus on making the best product available

for Dodger fans."

New Era is the official cap maker for **Major League Baseball** and the **National Football League**. It runs 14 flagship stores around the world and claims to have manufactured 40 million caps in 2012.

New Era is not the first company to open a branded shop in an MLB stadium. The **Nike**, **American Needle** and **47 Brand** labels also run stores at Dodger Stadium. In 2013, **Oakley** opened a boutique offering its apparel, eyewear and accessories bearing logos of the **Angels** baseball team at **Angels Stadium** in Anaheim, Calif.—*A.A.*

Oak to Open 2nd LA Boutique, on Beverly Blvd.

Oak, the **American Apparel**-owned high-fashion chain of boutiques, is on the move.

It will open a second Los Angeles boutique in the next few weeks. However, a specific date has not been announced, said Conor Riley, Oak's social-media director.

The upcoming store will be located at 7228 Beverly Blvd., which is less than a five-minute drive away from **The Grove**, one of Los Angeles' most popular retail centers, Riley said. "While it will certainly look, sound and feel like Oak ... Beverly will have its own unique personality as well," he said.

In March, Oak opened its first Los Angeles store at 910 S. Broadway, across the street from the **Ace Hotel** in downtown Los Angeles.

The company also announced it will open its first Japanese shop in Tokyo's Shibuya

district. The shop will offer the retailer's brands **Oak Collection** and **A.OK** along with a curated selection of shoes and accessories.

The 700-square-foot Tokyo store is located above an American Apparel boutique. American Apparel acquired Oak in 2013. Media reports quoted American Apparel

founder Dov Charney stating that his company would support Oak through back-office capabilities such as American Apparel's retail technology and manufacturing support.

Oak also opened a Paris shop this year. The company was founded in Brooklyn, N.Y., in 2005 and also runs Manhattan boutiques.—*A.A.*

NEW RESOURCES

Beyond Black & White: New Fabric for Casual Luxury

Casual luxury is a signature California look, and veteran fashion executive Derek Tucker thought he could up the ante on this style with a fabric that he developed. It's called **Luxmere**.

The cotton and cashmere blend is the foundation for his Los Angeles-headquartered men's and women's line, **Beyond Black & White**, which he and his wife and business partner, Max Lucus Tucker, introduced in 2013.

"There was a need to have a true luxury T-shirt," he said. He was looking for something with the feel of a favorite cashmere sweater but with the durability and ease of the care of cotton. He believes that he found it with **Luxmere**, which developed with fabric mills in Australia.

Signature looks for the line include the men's "Two V Continued" T-shirt, which is a double V-neck T-shirt. It comes in heathered shades of gray, white and black. A women's

look is the blouse-like T-shirt called the "Saturday Matinee," which features a drapery silhouette and cowl neck. Another look for women is "The Edge," a tight-fitting T-shirt with a scoop neck and vegan-leather sleeves.

The collection also uses **Luxmere** in pants for men. There's the "Pacifica," a slim chino pant, and the "Tan Foran" slim jean. The line also offers a stiletto jean and jeggings for women. Wholesale price points range from \$45 to \$75. For more information, contact tuckeroutnow@yahoo.com.—*A.A.*



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Desert Hills *Continued from page 1*

outlet store at Desert Hills this year. Other existing designer discount stores include high-marquee brands **Michael Kors**, **Salvatore Ferragamo**, **St John**, **Polo Ralph Lauren**, **Versace**, and **Armani**, all selling fashions typically a season to one year old, at 25 percent to 65 percent off.

The expansion will make Desert Hills one of the flagships of Simon's more than 65 **Premium Outlets** chain of discount brand boutique centers located across the United States and in Puerto Rico, said Coleen Conklin, Premium Outlet's senior

been built but only one traditional regional shopping center, said Linda Humphers, editor-in-chief/director of *Value Retail News*, a publication owned by the **International Council of Shopping Centers**, a shopping-center trade group.

About 11 outlet retail centers are scheduled to open in 2014, including two in California. **The Outlets at Tejon Ranch** is being developed 40 miles south of Bakersfield, Calif., by the **Tejon Ranch Co./Rockefeller Group**. **Shamrock Group LLC** is developing **The Outlets at the Border**, which is scheduled to open in fall 2014 in the San Diego area.



DESERT EXPANSION: Desert Hills Premium Outlets unveiled the largest expansion in its history on April 24. It has been in business since 1990.

vice president of marketing.

"It offers a list of stores not available at outlet centers in the U.S.," Conklin said.

Desert Hills has been a popular retail attraction since it opened in 1990, and it attracts more than 10 million visitors annually. Last year, more than 3,000 chartered tour buses brought international tourists from China, Japan and Brazil to Desert Hills. Conklin said the average sales per square foot is \$1,300 annually.

The coveted tourist business is joined by shoppers from all over the West—primarily California, Nevada and Arizona—seeking designer and discounted merchandise from popular brands and retailers. Teen retailers **Pacific Sunwear** and **Zumiez** operate Desert Hills outlets. **Levi's**, **Lacoste**, **Joe's Jeans**, **Juicy Couture**, **James Perse**, **Quiksilver** and **Volcom** also operate stores there. **Hurley** and U.K.-based **Ted Baker London** opened outlet stores on April 24.

Ted Baker operates 18 outlet stores across the globe, said Craig Smith, the company's communications director. Outlet stores bring in benefits that are not entirely financial, he said. "They introduce our brand to a broader scope of clients in high-tourist areas and allows us to further protect our brand image," he said.

The outlet-center business is one of the growth areas of the shopping-center business. Since 2006, 40 outlet centers have

About 17 outlet centers are scheduled for major expansion this year, according to *Value Retail News*. In December, Simon placed its portfolio of strip malls and smaller retail centers into a new company, **SpinCo**, so it could focus more on its Premium Outlets properties, Mills properties and larger malls such as **Del Amo Fashion Center** in Torrance, Calif. However, Humphers noted, the outlet business is just a small part of the retail landscape.

"There are more than 200 outlet centers in North America. There are 1,200 regional malls in the U.S.," Humphers said. "It's a tenth of the size of the regional mall industry."

Perhaps one reason why the business is still small is that many manufacturers will not open an outlet store near a wholesale account. "Retail sensitivity does still exist," Humphers said. "The old rule of thumb was that an outlet center had to be 30 miles from a regional mall. We are seeing some centers open closer than that, but there still are retailers who will not open in those centers."

Architects Orange of Orange, Calif., designed the expansion of Desert Hills, which features wider walkways, a new roofed parking area that is the length of three football fields, and new desert-friendly landscaping (including 125 palm trees). "It feels like a premium outlet that belongs in the area," Conklin said. ●

Forever 21 Opening New Store Concept

Fast-fashion retailer **Forever 21** is going after the bargain shopper with gusto.

The Los Angeles-based company said it will debut a new store concept called **F21 Red** with a grand opening on May 3.

The first store, at 18,000 square feet, will be located at the **Azalea Shopping Center** in South Gate, Calif., a densely populated, working-class neighborhood south of downtown Los Angeles.

The new concept will offer a larger selection of starting price points, including \$1.80 camisoles and \$7.80 denim for women and girls. For men, there will be T-shirts and tank tops for \$3.80.

In addition, the store will carry select pieces of Forever 21 apparel and accessories and looks from the company's other brands, including **21Men**; **Forever 21+**, a large-size line; **Forever 21 Girls**; Forever 21 lingerie and shoes; and **Love & Beauty**, the company's cosmetic line.

"We are very pleased to unveil the first F21 Red store in the Azalea Shopping Center," said Don Chang, the retailer's founder and chief executive, in a statement. "With

F21, we are able to deliver greater quantities of the styles our customers seek while maintaining the value with entry-level category price points Forever 21 is known for offering."

Forever 21 is a retail chain known for replenishing its on-trend merchandise often with affordable clothes for young women and men. The first store opened in 1984 on Figueroa Street. It was called **Fashion 21** and was only 900 square feet.

Now there are more than 600 stores in the United States with international operations in Canada, China, Europe, Hong Kong, India, Israel, Japan, South Korea, Latin America, Mexico, the Philippines, South America and the United Kingdom. Revenues are estimated to be more than \$4 billion.

The Azalea Shopping Center is a new retail hub being developed by Los Angeles-based **Primstor Development Inc.**, headed by Arturo Sneider, the founding partner. The 32-acre shopping space will accommodate 42 tenants, ranging from **Wal-mart** and **Marshalls** to an **In-N-Out** outlet.

—Deborah Belgum

Calendar

April 29

FGI-LA panel discussion on fashion and tech trends

The Atelier at Maker City LA
Los Angeles

"The Effects of Digital Influencers on Consumer Behavior," presented by the FAB Counsel

8689 Wilshire Blvd.
Beverly Hills

JS Apparel Factory Tour, organized by Fashion Business Inc.

1751 E. Del Amo Blvd.
Carson, Calif.

April 30

West Coast Manufacturing Conference

Millennium Biltmore Hotel
Los Angeles

"Reducing Manufacturing Costs" webinar by Fashion Business Inc.

online

"Future Hope," a committee meeting hosted by City of Hope's Fashion & Retail Industry Group

Terroni
Los Angeles

May 1

California Fashion Foundation's 2014 Scholarship Awards Luncheon, presented in association with TALA

California Market Center, C855
Los Angeles

Struktur creative conference

Natural Capital Center
Portland, Ore.

Through May 2

May 3

Otis College of Art and Design's 32nd Annual Scholarship Benefit and Fashion Show

Beverly Hilton
Beverly Hills

May 4

DG Textile Expo Fabric & Trim Show

San Francisco Hilton
San Francisco

Through May 5

Accessories The Show Fame

Moda Manhattan
Jacob K. Javits Convention Center
New York
Through May 6

May 5

Designers and Agents

Starrett-Lehigh Building
New York
Through May 7

May 6

"Fashion Technology" webinar by Fashion Business Inc.

online

May 7

Fashion Digital Los Angeles

Directors Guild of America
West Hollywood, Calif.

May 8

Imprinted Sportswear Show

Music City Center
Nashville
Through May 10

"Starting a Business Plan for a Fashion Product," presented by Fashion Business Inc.

California Market Center, A792
Los Angeles
Thursdays through May 22

May 12

Fashion Culture Trade Fair, presented by Fi3

Barker Hangar
Santa Monica, Calif.
Through May 13

May 13

Techtextil North America

Texprocess
Georgia World Congress Center
Atlanta
Through May 15

May 14

"Become Your Own Sales Rep," presented by Fashion Business Inc.

California Market Center, A792
Los Angeles

May 20

Apparel Sourcing Show

Grand Tikal Futura
Guatemala City
Through May 22

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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Footwear Show Lazr Bows at The New Mart

By Alison A. Nieder Executive Editor

The **Lazr** footwear show kicked off in its new home on the third floor of **The New Mart** in Los Angeles for its April 23–25 run with a small group of higher-end shoe brands and an eye on the next edition of the show in August.

The show drew buyers from **Nasty Gal**, **ModCloth**, **Sportie LA** and **Lush**, said show organizer John Ruffo. “We’re getting quality buyers; it’s just very selective,” he said, adding that many buyers were taking the time to visit every booth.

Many exhibitors said they were looking to meet California shoe stores and fashion boutiques at Lazr.

“We’re based here, so it’s easy for us,” said Carl Kuhlman, whose Torrance, Calif.–based **Kuhlman USA** represents **Swedish Hasbeens**, U.K. label **Laidback London**, and Spanish brands **Pura Lopez** and **Lola Cruz**.

“It’s late in the season, but we’re hoping so pick up some business, including some Immediate business for Hasbeens,” Kuhlman said.

The **Laidback London** collection includes sandals made in Kenya from locally sourced materials in order to employ as many people in the region as possible, Kuhlman said. The line also includes boots made in a small family-owned factory in Bangladesh. Like the sandals, the boots are made from locally sourced materials to boost regional employment, Kuhlman said.

This was the first time at Lazr for Nick Keenan, account executive with New York–based **PLV Studio**, which produces **Pour La Victoire** and **Kelsi Dagger Brooklyn**

footwear, which is currently being rebranded as **KDB**.

“I’m looking for the right venue for my brands in the LA Market, Keenan said, adding that he was looking for small independent specialty clothing and lifestyle stores.

Both lines are sold in California although **Pour La Victoire**, which was founded in 2007, has a stronger presence in the region than **Kelsi Dagger**, which was founded in 2011.

KCD’s ethos is “effortless fashion” that a woman can wear all day “and still run and catch that train,” Keenan said. The collection is primarily manufactured in China although a few wood-sole styles are manufactured in Brazil, where the company sources some of its materials. Retail prices range from \$100 to \$225.

Longtime footwear manufacturer **White Mountain** was at the show with a brand-new high-end line called **Summit**. The Italian-made collection ranges in retail price from \$179 for a bootie to \$279 for a tall boot.

Among the returning exhibitors was **Consolidated Shoe Co.**, which brought several of its brands, including **Poetic License**, **Nicole**, **OTBT** and **Dimmi**, the company’s collection with a philanthropic mission. All of the sales of Dimmi shoes are donated to charity. Currently, Dimmi sales are raising money for ALS charities. The collection has been picked up by **Zappos**, **Nordstrom**, **Amazon.com** and **Modcloth**, said Brand Director Mike Berkis.

Ruffo was pleased with Lazr’s new location and said he is anticipating greater turnout for the next show, when it will run concurrently with **Los Angeles Fashion Market**.

“We’re going to stick with it and grow the brand,” he said. ●



Kelsi Dagger Brooklyn footwear, which is currently being rebranded as KDB, is designed to be “effortless fashion” that a woman can wear all day.



Longtime footwear manufacturer White Mountain introduced a new high-end line of Italian-made footwear called Summit.



U.K. label Laidback London launched boots produced in a small family-owned factory in Bangladesh and made from locally sourced materials.



KDB is a sister line to Pour La Victoire, which was founded in 2007 and has a strong presence in California.

EVENTS



Bacci Couture



International Citizen



Doubtless USA



Hanna Hartnell

VOLKER CORELL

FBI and Centric Host Runway Show at Lazr

During the April 23–25 run of the **Lazr** footwear trade show at **The New Mart**, **Fashion Business Inc.** and **Centric Software** presented a runway show featuring fashion from FBI members and supporters, including **Liberty Sage**, **Hanna Hartnell**, **Bri Seeley**, **Aratta**, **Bacci Couture**, **WearMena**, **International Citizen**, **Lexinie**, **Doubtless USA**, and the **Shana Landa Showroom**’s **NikkiRich** and **Aratta**.



WearMena



Lexinie



Bri Seeley



Aratta/Shana Landa Showroom



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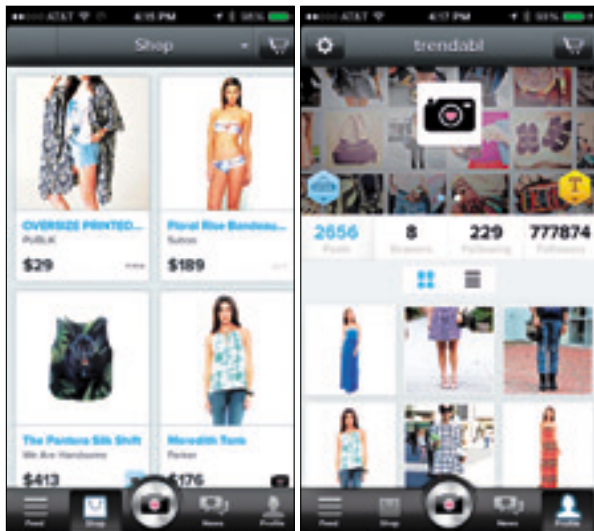
After a new wave of photo sharing via social media emerged roughly three years ago, Jon Alagem, chief executive officer and founder of **Trendabl**, noticed his friends were posting their outfits and style shots to their social networks, but there was a major disconnect in that followers were unable to find and shop the looks directly. Alagem set out to create an e-commerce space with a customized solution that would be seamless for merchants and users alike.

Trendabl officially launched in April 2012 and began strictly as a social-networking app for **iOS** devices. This March, boasting over 1 million users, Trendabl launched an app compatible with **Android** devices, and its own official URL, and has been revolutionizing how consumers are able to shop with their mobile devices.

Participants can upload fashion-specific images straight from their smartphones and tag the product information, including the brand, store, category, color and price. This enables everything on the site to be searchable through filters. The company also recently launched a "Find It" feature.

"For products that aren't for sale in our native shopping experience, you will see a Find It button," Alagem said. "When you tap that button we use image-recognition technology to find you either that exact product or products that look very similar to it from our affiliate partners. You can also use this feature in search. So if you see a cool pattern, you can take a picture and we will show you similar-looking items."

The platform offers a completely native shopping experience, meaning users can shop multiple vendors at once and check out with one cart—all within one to three clicks (after storing credit-card



information) while never having to be redirected away from the site.

"We see a lot of issues with affiliate links and having to be redirected to each store's website," Alagem said. "We feel the future of e-commerce will be completely native, enabling a simpler shopping experience for users and merchants."

Alagem went on to say that they are not only focusing on user experience but retailers as well. Trendabl is integrated with retailers' backends, which enables them to track their stock instantaneously as it is sold. Returns are also processed through Trendabl, which sends the consumer a label to return the product back to the merchant directly.

"We are trying to make shopping as simple as possible for consumers and merchants," Alagem said.

For more information, visit www.trendabl.com.

—Alyson Bender

Guess and Garcetti Support Denim Day

Los Angeles Mayor Eric Garcetti joined Los Angeles Police Chief Charlie Beck, musicians Aloe Blacc and Maya Jupiter, and **Guess? Inc.** founders Maurice and Paul Marciano April 23 in kicking off Denim Day 2014 in Los Angeles.

Organized by **Peace Over Violence**, Denim Day is an annual event to raise awareness and prevention of sexual violence. Peace Over Violence Executive Director Patty Giggans launched Denim Day 15 years ago in the wake of an Italian court overturning a rape conviction because the victim was wearing tight jeans.

Guess and its philanthropic arm, the **Guess Foundation**, served as the official fashion sponsor of Denim Day 2014. The company donated \$100,000 to the cause and promoted the event in its U.S. and Canadian stores, as well as online.

Paul Marciano pledged to bring the event to Italy next year.

"We will fully commit to this cause, not only here but everywhere we are in the world," Maurice Marciano added.—Alison A. Nieder



Musician Aloe Blacc performed at the Denim Day Los Angeles event at Guess? Inc.'s headquarters in downtown Los Angeles.



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AGENDA AT-A-GLANCE:

Behind the Screen: Who Are Your Customers, Really?
One Man's Treasure: The Personalized Shopping Experience
Measure What You Manage: Customer Acquisition and Retention Strategies
Digital, Disrupted: Innovations in E-commerce
Shopping Cart, Einkaufswagen, Panier: Challenges in a Global World
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Wet Seal

Continued from page 1

fashion now is sold on the company's e-commerce site.

"Going forward, we think this could be a sizable part of our business over the next few years," said John D. Goodman, Wet Seal's chief executive officer, speaking during a March 21 conference call about the company's fourth quarter and fiscal 2013 results. "It's just the beginning stages, but we feel like the investment is not that significant in terms of what we need to do to drive the performance of junior plus."

Goodman, hired last year to give the retailer a new lease on retail life, took over the company when it was hemorrhaging money and on a rocky course.

In fiscal 2012, Wet Seal had a net loss of \$113.2 million on revenues of \$580.4 million. In fiscal 2013, Wet Seal had a net loss of \$38.4 million on revenues of \$530.1 million.

Since 2009, the company has had 14 quarters of negative same-store sales. Most recently, in the fourth quarter of 2013, same-store sales plummeted 16.5 percent as bad weather affected all retailers and put a damper on mall traffic.

The rest of Goodman's turnaround strategy is concentrated on improving online sales, moving them from 6 percent of total sales in 2013 to 10 percent this year. New **Demandware** software was implemented in November to make it easier to buy items using mobile apps and tablets. In addition, three new tech-savvy members were added to the company's board of directors last month.

When it comes to real estate, company executives are weighing the pros and cons of keeping stores in traditional malls. As of Feb. 1, the retailer had 475 Wet Seal stores

and 57 Arden B. stores. Over the past two years, 20 percent of the company's stores have had negative sales.

Sales at the stores have been less than spectacular. In 2013, Wet Seal's annual sales per square foot were \$236, and for Arden B. they were \$284, which doesn't even come close to **Guess** or **Urban Outfitters**, where sales top more than \$500 per square foot.

To cope with poor-performing stores, the retail chain will shutter some Wet Seal and Arden B. stores as their leases expire in traditional malls and open more stores in outlet malls and off-mall locations.

"In 2014, we plan to close approximately 17 Wet Seal stores and open 10 new locations, [including] six outlet stores, two off-mall and two Wet Seal Plus stores," Goodman said. Another 13 Arden B. stores will be closed this year.

In addition, the company is working to improve its merchandise offerings, making sure key items and trends are in stores and well displayed while shrinking the stores' denim selection and moving it to the back of the box.

Plus-size risk

While Wet Seal executives noted that the plus-size business in the United States is expected to reach \$10 billion by 2017, industry analysts say it is hard to make a profit right away on plus-size-only stores. Sometimes it is better to confine those plus-size sales to existing stores. That is the model **Forever 21** has followed, and even **Hot Topic** continues to stock plus-size clothes in its stores even though it has a separate plus-size retail chain called **Torrid**.

"It is a very tough space to be successful in—even for those who are doing plus

sizes," said Jeffrey Van Sinderen, a **B. Riley & Co.** senior analyst who follows Wet Seal and its stock, which is trading at around \$1.16, near its 52-week low and far from its 52-week high of \$5.20. "I am skeptical that [plus sizes] are going to be the great success that saves the company. ... The plus-size stores that are out there took a long time to get the formula honed, and there have been struggles along the way."

Van Sinderen believes the plus-size push may be too late to move the company into profitable territory. In a report, he recommended that investors sell their Wet Seal stock.

More optimistic was Liz Pierce, a senior research analyst for **Ascendant Capital Markets**, who also follows Wet Seal's financials and stock. "I have long been of the belief that the plus-size market is vastly underserved, especially on the teen side," she said, noting that every time she visits **MAGIC Market Week**, the biannual apparel trade show in Las Vegas, she sees more manufacturers catering to the plus-size customer.

"In certain ethnicities, being plus size is not the stigma it might have been years ago," Pierce noted. "Why should there be discrimination? Before, the argument was that it was not economical to manufacture plus sizes because people do gain weight differently. It is not where you can make something for everyone. It is hard to come up with a prototype and sizes. But technology has helped with that."

In her report, she recommended investors buy Wet Seal stock.

While the success of the plus-size venture is still undetermined, analysts applaud Wet Seal's push to improve its e-commerce platform, which can only grow as that core teen shopper spends more time on her smartphone. ●

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Please email resume to cecy@lunachix.com

Jobs Available

Sales Assistant

Seeking a full time Sales Assistant. Must have leadership qualities & be a self-starter. Must have fluency in Photo-shop, MS Word, & Excel. Exp. is required.
Email resume with salary history to:
hrapparelwarehouse@gmail.com

Jobs Available

SALES REP

looking for sales rep for Missy and Junior line who has current buyer accounts in budget and better and also can develop new customers too.
pls send over resume to cool1383@msn.com

Jobs Available

Customer Service Specialist

Women's contemporary apparel brand needs a well spoken individual with excellent verbal, writing, and problem solving skills to interface daily with boutique store owners. Prior experience in apparel a must. Send resumes to contact@americangarment.com



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Seasoned professional with factory contacts throughout Asia (China, Vietnam, Cambodia, etc), Central America & Mexico. Extensive knowledge of JRs, Girls, & Missy product development, specializing in screen t-shirts & fashion tops. Factory articulation, supply chain mgt, duty rates, quotas & FOB/LDP. Customer scope includes specialty, dept. & discount stores. Heavy private label. Top-to-bottom knowledge of compliance, testing, & QA. Must be a hands-on & resourceful mgr for quick-turn mfrg. Travel to global factories.

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Manage & direct workflow for assigned offshore factories. Organized, deadline-sensitive & result-oriented. Independently problem-solve, analyze & articulate information to clearly communicate issues with in-house staff and overseas factories.

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- Good sketching ability with excellent design/color/fabric/trims sense. Must be able to oversee all phases of line development.
- Must have extensive knowledge of adobe illustrator and photoshop.
- Must be able to do graphic illustration.

DESIGN ASSISTANT

Must be a detailed oriented assistant with strong computer skills. 1-2 yrs exp. Must be familiar with garment construction and the following qualifications:

- Well versed in Adobe Illustrator, Photoshop, Excel & Word
- Basic knowledge of pattern-making, fabric sourcing, woven and denim wash processes
- Pre-production experience preferred.
- Self-motivated and pro-active.
- MUST be able to multi-task.

Email to hrdept@rewash.com or fax resume with salary history to (323) 657-5344

Sales Trainee

For Unique Import Textile Line. Salary plus Commission Experience would be an asset. Selling to retailers, manufacturers and event companies.
Send Resume to paolaj.la@orbitexports.com

Jobs Available

Shipping Manager

Established wholesaler seeks a Shipping Manager. Well spoken. highly organized and efficient person. Must have 5 years experience in the apparel industry, routing compliance for all major/specialty stores.
Send resume with salary history to: hrapparelwarehouse@gmail.com.

YOUNG CONTEMPORARY IMPORT DESIGNER

- Must have strong concept of Specialty store trends.
 - 5 Yrs experience at a contemporary fashion company
 - Knowledge of garment construction and import tech pack
 - Able to handle 6 collections & travel to Asia 3 times per year
 - Work well in fast paced environment, Photoshop and illustrator skills
- Email resume to hr4design14@gmail.com



ASSOCIATE DESIGNER

Expert knowledge & interpretation in trends, prints, patterns, & colors for seasonal stories & monthly line offerings. Customer identification & market analysis to promote product development niches. Must have strong follow-up skills & multi-task without losing focus. Must bring high energy, enthusiasm, strong work ethic, commitment & team-player approach. Private Label exp. Illustrator & Photoshop savvy.

ASST DESIGNER

Creative organized team player. CAD processing. Illustrator/Photoshop knowledge a must. Work closely with Design Team to maintain & update Line Books, Fabric/Trim Cards, & Pattern Cards. Coordinate Sample Requests. Exposure to overall Design Room functions/needs.

Submit portfolio with resume to: tlamantain@selfesteemclothing.com

IMPORT PRODUCTION ASSISTANT

Provide support on freight assignment, ensure and improve on time delivery of our products, and provide other production/Traffic support as needed.

- *Review PO ship date and customer delivery date on the PO to ensure appropriate ship method is being used.
 - *Consolidate the freight from multiple factories, assign shipment, & send shipping instructions to the vendors.
 - *Run and send weekly scheduled shipment report to each forwarder, communicate and coordinate last minute shipment changes between internal departments, vendors/factories, and forwarders.
 - *Follow up on shipment issues/date changes; communicate potential shipment delays to LA Merchandising Operation team.
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 - *Back up on other department functions as needed
- Experience: Minimum three years experience in apparel or soft goods import production, freight forwarding.
Education: Associate's Degree or equivalent
Skills: Email, MS Office Suite, Royal 4
Please submit resumes to: TheresaHernandez@PVH.com

Swimwear Sample Sewer

Luxury Swimwear company is looking for experienced swimwear sample makers for better swimwear line. Must have experience in swimwear using single needle, cover-stitch, zig zag, and elastic overlock.

Please call
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Warehouse staff, Driver Needed for Fast Pace Apparel Warehouse!

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Email: hrapparelwarehouse@gmail.com.

SALES ASSISTANT

TEXTILE IMPORT COMPANY looking for sales assistant familiar with QuickBooks, know fabric or at least with 2-3 yrs experience. Data encoding and coordinate with factory in handling PO. Office located at Monterey Park
Please sent resume to Textile0710@gmail.com

Road Rep Position

A high-end women's resort clothing manufacturer is seeking an in-house sales rep with established high-end boutique and resort relationships. Must have 5+ years of experience in the high-end women's market, be willing to travel and have an aggressive motivated energy to grow business. Please send resume to: salesrep1454@gmail.com

Samsung C&T America in Commerce, CA is hiring!
Email resumes to: recruiting@scta.samsung.com

SALES/DESIGN ASSISTANT

Min 5yrs exp with garment mfg or textile company
Good multitasking & communication skills
Proficient with Adobe Illustrator & Photoshop
Quick learner with ability to retain information
Self starter that can take initiative

EDI/DATA ENTRY - Better Contemporary Womens

Seeking professional exp'd, energetic, organized, detail oriented candidate to handle all aspects of EDI order processing, including order entry, distribution, picking, Invoicing. Must have knowledge of setting up trading partnerships in house / & or with 3rd party vendors. Apparel Magic knowledge a plus; Dept store compliance exp also a plus.

Email resume to HR@ddaholdings.com

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Downtown Los Angeles company is seeking a First through Production Pattern Maker for private label production and other Specialty Stores. Applicants must have 5 - 10 years of experience in pattern making and know both Tuka Tech and Gerber software. All candidates must be fluent in English; both in writing and speaking in order to adequately communicate with outside clients. This job demands a keen eye for details and handling multiple tasks in a high-pressure environment. Please send resume/salary history to jobs@xcvi.com

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Supervise the team responsible for production patterns, tech design, and TOP tracking
- Maintain production patternlist; and timeaction deadlines for SSP's, and grading and marking, to stay on schedule.
- Distribute workload among patternmakers, following daily progress, manage daily workflow based on fabric status & customer fit schedule.
- Facilitate flow of 1st fit, PP, TOP's thru pattern room.
Send your: resume: Richard@baileyblueclothing.com

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Strong visualization & creative input for Fashion Tops. Processing knowledge of screen printing, separations, & embellishment techniques to create print-ready artwork. Proficient Illustrator, Photoshop, and CAD software.
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Please fax resumes along with salary requirement to davidz@kandykiss.com

PRODUCTION PATTERNMAKER

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Please fax resumes along with salary requirement to: cathyk@kandykiss.com

PRODUCTION COORDINATORS

Forever 21 is seeking Production Coordinators to add to our rapidly growing team! Candidates must have prior apparel production experience and be fluent in English (verbal/written) to be considered. To apply, please email your resume and a brief introduction to Bailey.H@Forever21.com

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Email resume to nick.cpr126@gmail.com

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