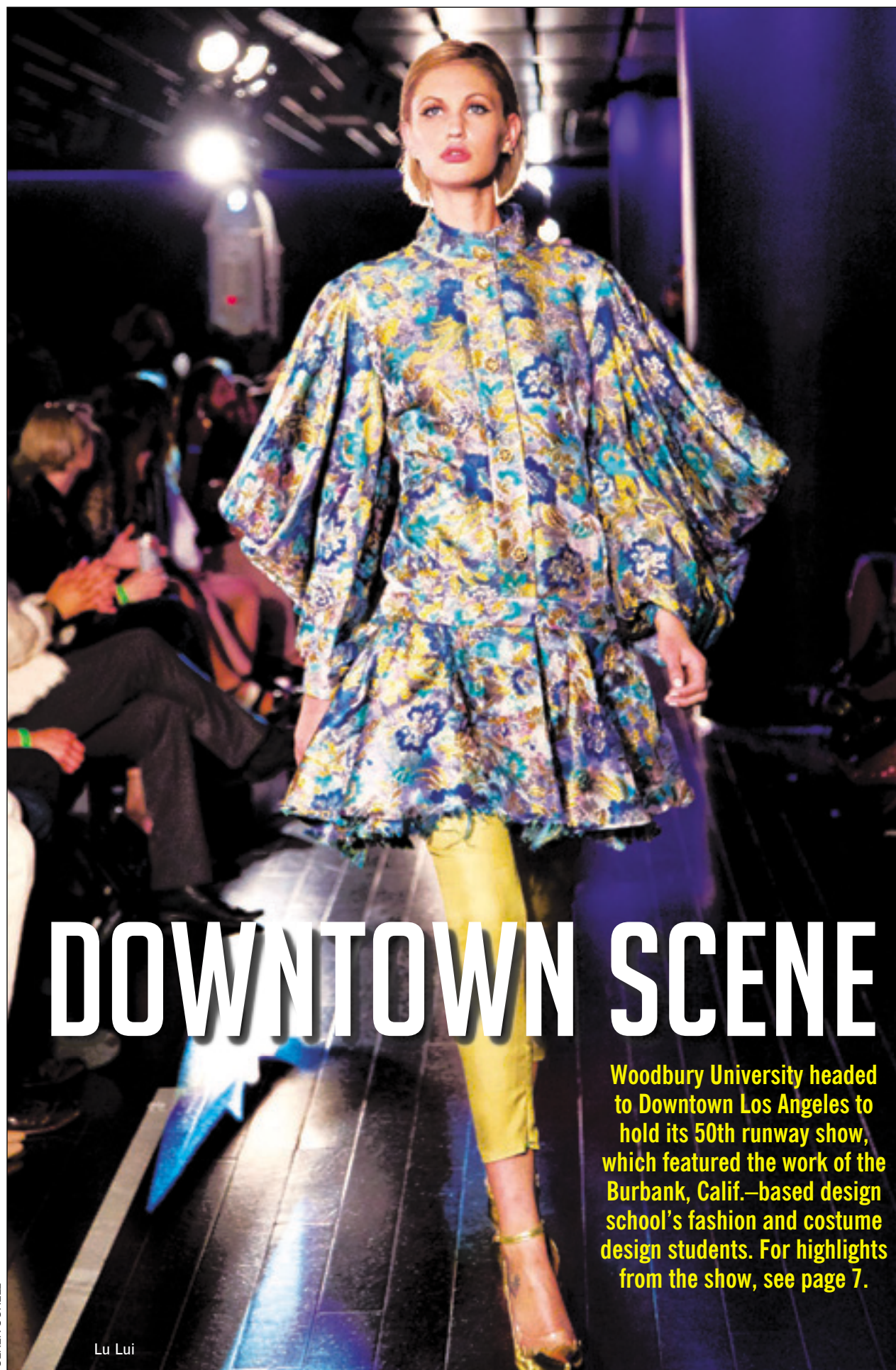


# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 21 MAY 16-22, 2014



## DOWNTOWN SCENE

Woodbury University headed to Downtown Los Angeles to hold its 50th runway show, which featured the work of the Burbank, Calif.-based design school's fashion and costume design students. For highlights from the show, see page 7.

Lu Lui

VOLKER CORELL

## Retailers: FCC Ruling on Net Neutrality Will Create Turmoil for E-tail

By Andrew Asch *Retail Editor*

The **Federal Communications Commission** approved proposed changes to net-neutrality rules on May 15, and e-commerce executives are seeing big roadblocks to their booming business.

The newly proposed rules would allow Internet service providers to charge extra fees for "fast lanes" on the Internet. It will be several months before the FCC makes a final decision. E-commerce executives and other content providers who stream video on the Internet have mostly voiced support for net neutrality, or the current policy, which requires all Internet traffic to be charged the same rate.

They believe smaller companies will be priced out of business if rates increase. Cable companies such as **Verizon** and **Comcast** have been lobbying for more than a decade to

➔ **Net Neutrality** page 2

### TECHNOLOGY

## The Secret Formula to Finding and Keeping Online Customers

By Deborah Belgum *Senior Editor*

When the online shopping site **Ruche** started analyzing the buying habits of its customers, it found that 50 percent of the company's revenues were coming from 25 percent of its return customers.

"Our best customers are buying 50 times a year," said Vu Bui, chief marketing and multimedia officer for Ruche, a vintage-inspired clothing site started in 2008 in Fullerton, Calif. "We decided we should be providing them with a lot of TLC."

So Ruche slips little handwritten notes into the orders of its most loyal customers and hands out a perk here and there

➔ **Fashion Digital** page 3

### INSIDE

Where fashion gets down to business<sup>SM</sup>

Record fine for counterfeiters ... p. 2

New bio-based Lycra launched ... p. 4

XCVI adds retail ... p. 5

Surf Report ... p. 8

Visual Display ... p. 9

[www.apparelnews.net](http://www.apparelnews.net)

# Trade Shows

2014

A California Apparel News Special Section



# West Hollywood's Fur Ban Stands

The city of West Hollywood, Calif.'s municipal ban on sales of new fur items survived a court challenge. It remains the only city in America to ban the sale of new fur items.

The United States District Court for the Central District of California last week dismissed a suit that claimed West Hollywood's ban violated the U.S. Constitution and the California Constitution.

Chief Judge George H. King wrote in his opinion that prohibiting sales of new fur items was a "legitimate" step in the city's mission to be a "cruelty-free zone for animals." The city declared itself to be a cruelty-free zone in 1990 and banned use of animals in non-medical testing as well as holding animals in steel-jawed traps in city limits, according to

media reports.

The federal court's decision does not mark the end of the challenge, said Larry Lasoff, an attorney for **Mayfair House**, the West Hollywood retailer that submitted the challenge. He said that the court's dismissal does not constitute a validation of the ban.

"We are considering all legal options, including moving Mayfair's state claims to the California courts," Lasoff said. "As you know, the federal court did not assert jurisdiction over those claims but indicated that they could be reasserted in the state courts."

Mayfair House sells popular **Uggs**-brand footwear and shearing products. Johanna Judah, Mayfair's owner, said that the ban needs to be overturned. "This ban violates the very

core values of freedom of choice for us and our customers that drew us to West Hollywood," she said in a September 2013 statement when her suit was filed.

When the fur ban was passed last year, the law's enforcement was going to be entrusted to West Hollywood's Code Compliance Department. If code-compliance officers found a retailer was selling new fur items, the retailer could be given a citation. If a retailer builds a record of three tickets in a calendar year, the store owner could be charged with a misdemeanor.

Mayfair House received a citation, Lasoff said. "[We] have requested a hearing in connection with that citation," he said.

—Andrew Asch

## Net Neutrality *Continued from page 1*

change those rules. Change has been on the horizon since January, when the U.S. Court of Appeals for the District of Columbia nullified much of the current policy. With Internet traffic skyrocketing, cable companies say that they have financed the construction of Internet routes for years, and they need to charge higher rates for some users.

Greg Selkoe, chief executive officer of Boston-headquartered **Karmaloop**, one of the largest pure-play e-commerce retailers in America, said that he strongly opposes the loss of net neutrality. Business will not change in the short term with the newly proposed rules. However, rates might increase in the future, and that might put the whole e-commerce business into turmoil.

"Big cable companies that provide Internet connectivity pushed this change because they want content services to pay more for stream-

ing video content. If businesses don't pay more for streaming video content, cable companies will slow their Internet speed down. That's not the case with e-commerce yet, but it could be a real danger in the future," he said. His business might be hurt if higher Internet fees force his customers to limit their Internet surfing habits. It also might cause the cost of running a website to skyrocket.

Josh Olivo of Fullerton, Calif.-based e-commerce retailer **Ruche** said the proposed rules could spell disaster for companies who cannot pay for fast Internet lanes. "It's common knowledge that consumers avoid slow sites, and if companies have the power to charge a premium for faster-loading sites, what's going to stop them from doing so and holding a company's site speed hostage? Any time fees are increased to businesses, directly or indirectly, it's reasonable to infer that there are more significant challenges to operating. No matter how you dice

the onion—call it increased fees for hosting, or call it increased fees to customers to pay for a fast lane, or however else fees are increased—it only makes the landscape more challenging for e-com sites to operate," he said.

Rob Wright, co-founder and chief executive officer of Las Vegas-based **Bungalow Clothing** ([www.bungalowclothing.com](http://www.bungalowclothing.com)), does not forecast business for luxury e-commerce companies will decline if rules are changed. "I don't believe that consumers from higher household incomes will change their Internet-usage habits even if they are billed more for bandwidth," he said.

If rules are changed, Wright believes, the m-commerce market will gain a big boost. "Higher bandwidth rates through cable/DSL may make mobile bandwidth rates more competitive, thus driving consumers to use their mobile devices more often. Mobile web usage has almost quadrupled over the last four years anyway, so this will make apps/mobile-ready websites that much more important," he said.

FCC categories divide wireless devices from computers that use a wire, said Judah Phillips, an author of books on digital analytics and founder of Boston-area analytics consulting firm **SmartCurrent**. Wireless devices are exempt from net-neutrality rules. "If consumers and e-commerce brands truly want unrestricted, fast, speedy Internet access, then the only way to get it is to support net neutrality across both wireline and wireless," he said. Phillips is an opponent of proposed fast lanes.

This issue is breaking as e-commerce skyrockets and shows itself to be one of the brighter spots in retail. Veteran Internet market-research group **comScore** released a study May 13 saying that the first quarter of 2014 marked the 18th consecutive quarter of positive year-over-year growth and 14th quarter of double-digit growth.

Digital commerce reached \$63.4 billion in the first quarter. Desktop e-commerce increased 12 percent to \$56.1 billion in the first quarter of the first quarter of 2014. M-commerce added \$7.3 billion to the quarter, according to the Reston, Va.-based comScore.

In the past couple of weeks, e-commerce retailers across the board have registered opposition to changes in net neutrality. Last week, more than 100 Internet companies, including retailers **Amazon.com** and **Etsy**, signed a letter petitioning the FCC to not change net-neutrality rules. ●

## Apparel Counterfeiters Banned From LA Fashion District and Fined \$26 Million

Los Angeles City Attorney Mike Feuer secured a permanent injunction barring two apparel and accessories merchants from the **LA Fashion District**, where they allegedly sold counterfeit items.

In addition, a Los Angeles County Superior Court judge fined the two, Sergio Falcon and Jonna Garcia, \$26.245 million in penalties. This is the largest counterfeiting judgment in the city's history, the city attorney's office said.

"Counterfeiting is highly corrosive to our community, victimizing the consumer and legitimate businesses as well as endangering public safety," Feuer said in a statement issued on May 9.

Previously, the defendants were convicted of selling counterfeit goods on five separate occasions and given nine cease-and-desist letters, advising them to stop selling counterfeit goods, the city attorney's office said.

In an order written by Superior Court Judge Richard Rico, Falcon and Garcia were prohibited from returning to the LA Fashion District area, bounded by Ninth Street to the north, 16th Street to the south, San Pedro Street to the east and Broadway to the west.

Additional restrictions also prohibit the defendants from operating any business in California related to the manufacture, sale or storage of goods commonly counterfeited, including clothing, related apparel, shoes, hats, bags, electronics, pharmaceuticals or software.

Falcon and Garcia previously operated **T.J. Accessories**, a clothing business at 310 E. Olympic Blvd., not far from the **California Market Center**.

Undercover investigations by the Los Angeles Police Department, in coordination with the Federal Bureau of Investigation, resulted in the recovery of more than 10,498 counterfeit apparel and related items.

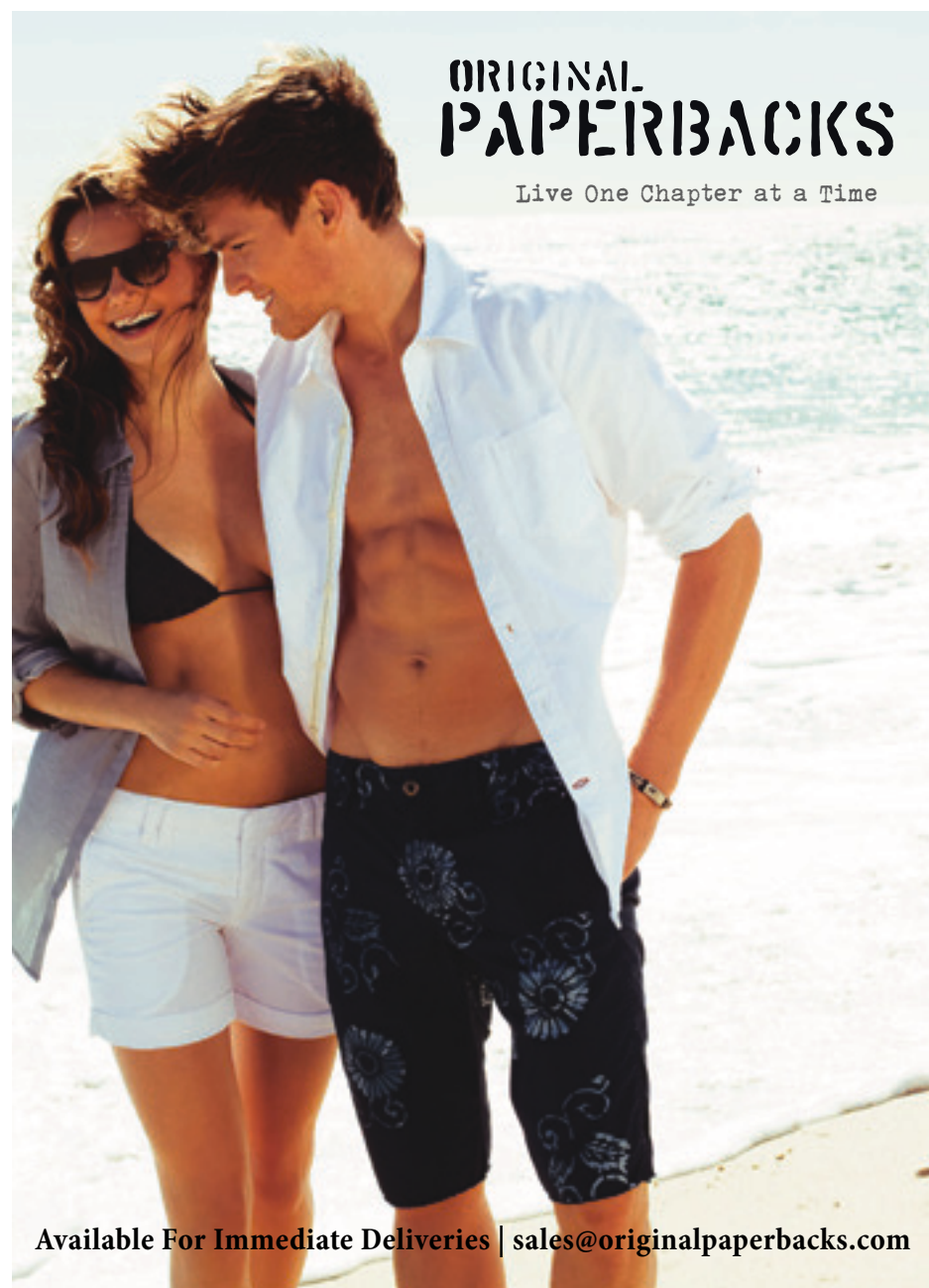
The court assessed the maximum civil penalty of \$2,500 for each counterfeit item recovered from the store.

Deputy City Attorney Kevin A. Gilligan, from the city attorney's counterfeit abatement prosecution program, prosecuted the case. Funding for the counterfeit abatement prosecutor is provided by a grant from the U.S. Department of Justice.

Earlier this year, the LA city attorney was successful in getting a permanent injunction banning Maria Luisa Sanchez, a downtown merchant, from the Maple Avenue area of the LA Fashion District.

She was found guilty of committing 1,596 trademark violations by selling counterfeit clothing, jewelry, handbags and other items from different storefronts. She was fined \$3.96 million. Her most recent store was located at 1034 Maple Ave.

—Deborah Belgium



**ORIGINAL PAPERBACKS**

Live One Chapter at a Time

Available For Immediate Deliveries | [sales@originalpaperbacks.com](mailto:sales@originalpaperbacks.com)

## The Row Opens 1st Store at Melrose Place

Ashley and Mary-Kate Olsen were embraced by fashion tastemakers in 2012 when **The Council of Fashion Designers of America** named the twins as "Womenswear Designers of the Year." This week the twins opened the first flagship for their high-end label, **The Row**, at 8440 Melrose Place in West Hollywood, Calif.

With boutique neighbors such as **Carolina Herrera**, **Oscar De La Renta**, **Marni**,

**Isabel Marant**, **Monique Lhuillier** and **Marc Jacobs**, The Row boutique supported the shaded street's reputation as a destination for designer fashion.

A company statement noted that The Row was started in 2006 with a mission to support high-end manufacturing in the United States. The label offers high-end fabrics, knitwear and some leather goods such as handbags. It also has offered accessories such as eyewear.—A.A.

# SoCal Mall Store Openings Include Uniqlo, Topshop, Tilly's and Lululemon

By Andrew Asch *Retail Editor*

Recently, it was announced that Japanese fast-fashion emporium **Uniqlo** will open five locations across Southern California later this year. However, they will not be the only high-marquee stores scheduled to open in Southern California in the next few months. What follows is a list of mall store openings to watch out for.

## Fashion Valley, San Diego

Hip U.K. retailers **Topshop** and **Topman** are scheduled to open this fall in adjoining 17,500-square-foot stores on the lower level of Fashion Valley, near **JCPenney**.

Also opening later this year in Fashion Valley will be **Urban Outfitters**' sister store, **Free People**. It will open a 3,800-square-foot shop at the San Diego mall this summer.

**Victoria's Secret**'s sister store, **Pink**, is scheduled to open a 3,800-square-foot shop in Fashion Valley this summer.

## Glendale Galleria, Glendale, Calif.

High-profile leather-goods shop **Coach** expanded its store at the Glendale Galleria and added a men's department this month. The newly expanded store will be located on the mall's second level by **Macy's**.

The Armani fashion house is scheduled to open an **Armani Jeans** boutique at the Galleria in July 2014. It will be located near **Bloomingdale's**.

**Uniqlo**, the highly anticipated Japanese retailer, is scheduled to open at the Glendale Galleria on Sept. 26. Uniqlo locations are also scheduled to open at the **Northridge Fashion Center** on Sept. 26, **Beverly Center** in Los Angeles on Oct. 10 and **Los Cerritos Center** in Cerritos, Calif., in spring 2015.

## Moreno Valley Mall, Moreno Valley, Calif.

The Irvine, Calif.-headquartered **Tilly's** will be opening an emporium to sell popular action-sports brands such as **Volcom**, **Vans**, and **RVCA** at Moreno Valley Mall. It is scheduled to open in July in a 7,148-square-foot space located on the lower level near **Macy's** and **Harkins Theatres**.

A contemporary retailer offering affordable prices, **Mix & Match Fashion** opened its first mall shop at Moreno Valley Mall earlier this month. Mix & Match moved into a 1,578-square-foot space and offers trendy fashions with an emphasis on clothes for going out.

## Plaza West Covina, West Covina, Calif.

Intended to be the new "temple" for basketball fanatics, **House of Hoops** is **Foot Locker**'s newest concept store, and it opened on May 10. The store, which provides elite athletic apparel and footwear, occupies 6,008 square feet and is located on the upper level of the mall's **Macy's Court**. House of

Hoops offers tons of athletic shoes and clothing, including basketball and casual shoes, sneakers, running shoes, new releases, and exclusive styles from **Nike**, **Adidas** and **Under Armour**.

## The Shops at Mission Viejo, Mission Viejo, Calif.

**Sperry Top-Sider**, the maker of the popular boat shoe, is opening its own stores. It will open a 1,783-square-foot boutique at The Shops at Mission Viejo. The Sperry Top-Sider store will offer a full range of men's, women's and children's apparel and footwear.

A **Lululemon Athletica** is scheduled to open a 3,700-square-foot shop at The Shops at Mission Viejo on May 16.

## Santa Monica Place, Santa Monica, Calif.

The **DVF** brand will open a boutique at this beachside retail center, and it will offer the brand's full collection of ready-to-wear and accessories, including shoes, handbags, small leather goods, scarves and fine jewelry. It also will offer luggage, eyewear and home furnishings. The 2,222-square-foot store is scheduled to open in the fall of 2014.

## South Coast Plaza, Costa Mesa, Calif.

South Coast Plaza has recently celebrated renovations of its **Valentino** and its **Max**

**Mara** stores. On Sept. 5, a Uniqlo emporium is scheduled to open at the retail center.

## Westminster Mall, Westminster, Calif.

In April, **Windsor Fashions** opened a 5,771-square-foot shop. It offers contemporary fashions, but its focus will be special-occasion dresses for proms, weddings and going out.

## Westfield Valencia Town Center, Valencia, Calif.

**Hennes & Mauritz (H&M)** is scheduled move into this retail center more than 30 miles north of downtown Los Angeles in fall 2014. The 23,000-square-foot store will offer H&M clothes for women, men, juniors and young men. It also will offer "store-in-store" sections for accessories, lingerie, sports apparel and plus sizes.

H&M is scheduled to open a similar store in **Westfield Fashion Square Mall** in the Los Angeles neighborhood of Sherman Oaks this fall.

Also later this year, H&M's sister-store concept, **COS**, is scheduled to open a Los Angeles-area store by the end of the year, according to a COS representative. COS recently introduced its American online store at [www.cosstores.com](http://www.cosstores.com). COS is described as high-end design and good quality at an affordable price, according to a company statement. COS has been doing business in Europe, Asia and the Middle East since 2007. ●

## TECHNOLOGY

### Fashion Digital *Continued from page 1*

because it is five to seven times more costly to find a new customer than to keep one.

When it comes to selling your product—whether it is via smartphones, tablets, computers or bricks-and-mortar stores—customer service still reigns supreme in the world of online and offline retail.

That was one bit of technological wisdom that came out of



**PERSONALIZED SHOPPING:** A panel explained how to create engaging content and tips for individualizing consumers' shopping experiences.

the second annual **Fashion Digital Los Angeles** conference, held May 7 in West Hollywood, Calif.

The one-day tech confab featured several panels filled with online retailers and software experts sharing their experiences about email marketing, blogging, social media, software innovations and how to convert browsers into buyers.

But many of the panelists circled back to the idea of stellar customer service and making a good first impression. Han Wen, vice president of digital and e-commerce for **Clarins Group Americas**, said making sure that a new customer receives an attractively packaged box with her new order of beauty products is key to making a good first impression. "The service you promise has to be the same if not better than that of another site," Wen explained. "When she opens the box, she gets to see the merchandise and touch and play with it for the first time, and it makes a huge difference how that looks when it arrives in her home."

In 2007, Clarins outsourced its logistics, which was in charge of packaging and delivering online orders. But the packaging was no different than for a box of detergent, and mistakes were

made in providing the right product and getting it delivered. The result was higher returns. "I started to notice that it was impacting revenue and profit," Wen said.

So Clarins brought logistics in-house and trained the company's warehouse people on how to create a beautiful package. At the same time, the beauty-products company lets consumers select samples of other beauty products to be included in their packages.

"Sampling is really the start of the second conversation you have with a customer," Wen said. "A week after getting the order, we send an email asking what she thought of the samples and would she like to buy them. You make it very easy to add to their cart. This way you are trying to extend the relationship beyond a single conversation."

After bringing logistics back in-house, Wen said, orders increased by 30 percent and returns declined by 50 percent.

### Peer pressure

Building a brand and finding customers is a challenging experience. You can do online ads, offline ads and employ celebrities to market your product.

But Jason Griffin Reidel, co-founder and chief executive of **Gorjana & Griffin**, said he has noticed that peer-to-peer word of mouth is shaking up the Internet and driving consumers to sites. "Traditionally, sales were media driven, then celebrity driven, and now it is peer to peer," said the co-founder of the online jewelry site, based in Laguna Beach, Calif. "That shift has been in the last year and a half."

Many sites are working with fashion bloggers as part of that peer-to-peer traffic driver. Last year, Gorjana & Griffin hired fashion blogger Courtney Kerr, who has a show on **Bravo**, to develop a 20-piece capsule collection of jewelry. "She has a following, and now we have a following," Reidel said.

Fashion bloggers have been helpful in getting **RocksBox**, a membership site that sells jewelry, off the ground. "Small- and medium-sized bloggers have been very fruitful," said Meaghan Rose, the San Francisco-based site's chief executive. "It has been our second-biggest driver. ... We gave 100 bloggers a six-month membership to RocksBox so they could talk about it. We found there were a handful who were really powerful and

talked about us all the time, but they weren't necessarily the biggest bloggers. They took beautiful photos and they wore the jewelry."

RocksBox executives also encourage members to invite friends to join the site with \$10 off the first month's membership. "We have made it easy to tell the RocksBox story through different channels. Empowering our members to say something about the brand has been very important for us," Rose noted.



**SHOE IN:** Zita Cassizzi, chief digital officer for Toms Shoes in Los Angeles, said the company's customers are checking their email and social-media sites before they even get out of bed in the morning. On the right is John Squire, president of Dynamic Action.

### You've got mail

Regular email messages to customers are still a great way to keep a brand's name out-front even though that tactic has been around for years.

Some sites are trying to personalize emails and suggest complimentary purchases that might be made after an initial buy.

"When we send an email, we rarely offer discounts," said Veeral Rathod, co-founder and chief executive of **J. Hilburn**, founded in 2007 as an online custom-clothing site that also provides stylists for men. "We haven't figured out yet how to get a guy to buy impulsively. They buy on need. So, for us, it

is all about thinking what that guy needs."

With that in mind, J. Hilburn sends out emails with content that is not hyper-personalized, so customers don't get freaked out, but is relevant to the customer's previous purchases and the season. "We've just started testing emails that are sent 60 days after someone buys something. If they bought a shirt, we will have a picture of that shirt and then a sport coat, ties and belts that match as well as five other shirts they may like," Rathod said. "We are helping them to understand that we want them to look good."

Everyone agreed that most online customers are addicted to their phones and constantly check emails, **Instagram**, **Twitter**, **Facebook** and other social-media sites. Staying in front of that customer is mandatory to increasing sales.

"Mobile and social are inseparable, and we refer to it as 'mocial'" said Zita Cassizzi, chief digital officer for Los Angeles-based **Toms Shoes**. "Our customer has a phone at arm's length 24 hours a day. And that is the kind of intimacy we want to develop with our tribe member. We want them to engage in our brand." ●



National Jewish Health  
and the LA Professional Services

# Black and White Ball

Presented by Debbie & Stu Steinberg and Paul Zaffaroni

Join the  
**SOLD OUT!**  
Friday, June 7, 2014  
The Beverly Hills Hotel

Honoring  
**Debbie Steinberg & Paul Zaffaroni**  
CIT Trade Finance ROTH Capital Partners

For their outstanding professional  
achievements and humanitarian work.



Join 2014 sponsors **CIT Trade Finance, ROTH Capital Partners, Vera Campbell, KWDZ Manufacturing LLC, Moss Adams LLP, Signal Products Inc., Ezra Brutzkus Gubner LLP, 360 Sweaters,** and many more at this year's highly anticipated Black and White Ball supporting National Jewish Health.

To register or become a sponsor go to

[LAPSDBlackandWhiteBall.com](http://LAPSDBlackandWhiteBall.com)

or contact Catina Lesavoy at  
[lesavoyc@njhealth.org](mailto:lesavoyc@njhealth.org) or **800.821.3670**.



For 115 years, the leading  
respiratory hospital in the Nation.

 **National Jewish Health®**  
Science Transforming Life®

## TEXTILES

# Invista Launching Bio-Based Lycra

By Alison A. Nieder *Executive Editor*

This fall, **Invista** will begin shipping a new version of **Lycra** made with a biologically based ingredient that will replace the petroleum-based chemical traditionally used to make Lycra.

Invista has been looking to replace some of the petroleum-based chemicals in Lycra with bio-based versions.

The bio-derived Lycra uses a chemical called BDO (butanediol) made from corn sugar instead of typical petroleum-based BDO. Because there are several chemical ingredients used to make spandex, Invista is describing the new fiber as "approximately 70 percent by weight" made from a renewable resource: dextrose from corn.

"The way we make Lycra fiber is a three-step process," said Invista Executive Vice President of Technology and Marketing Bob Kirkwood. "We start with BDO, which is the original chemical that we and anyone in the spandex business starts with. [BDO] we turn into a chemical called PTMEG (polytetramethylene ether glycol). We combine that with a chemical called MDI (methylene diphenyl diisocyanate) to make spandex fiber."

(Spandex is made from 70 percent PTMEG and 30 percent MDI.)

"We have been looking for bio-based forms of MDI, but there aren't any on the market," Kirkwood said.

The new bio-based Lycra has the same properties as traditional Lycra, Kirkwood said.

"We have made sample quantities of the fiber in our research and development lab, and all of the fiber we have made performs exactly like standard Lycra fiber," he said. "It's the same stretch and recovery properties, the same durability properties. Our belief is it will work exactly the same [as traditional Lycra] because the starting material has been made to the same specifications. It's just made from a different source and made through a different route, but chemically these all look the same."

Bio-based Lycra will be commercially available to mills by the third quarter of the year. Invista is anticipating high interest from

activewear brands and denim makers.

"It wouldn't surprise me if someone ends up combining this with a recycled polyester to make activewear garments," Kirkwood said. "We also know there's a lot of work on sustainability in denim through the use of organic cotton and the more environmentally friendly denim techniques."

Because bio-Lycra performs like traditional Lycra, the new fiber could be combined with Lycra's T-400 fiber to make **Lycra DualFX**, the high stretch-and-recovery fiber used by many premium-denim brands.

Invista has a sustainability program called Planet Agenda, which is dedicated to minimizing the company's environmental footprint "by conserving resources, reducing emissions and eliminating waste at its manufacturing plants; offering competitive products that meet the needs of the apparel markets using fewer resources and to enhance the environmental performance of all fabrics; and protecting the health and safety of Invista workers and communities and participating in local stewardship initiatives."

Kirkwood said Invista has been working on the bio-based Lycra for the last year.

"We've been working with some suppliers to look at how to develop these materials, and, when quantities became available, we said, 'Let's make a commercial fiber and see who's going to be interested,'" he said. "Obviously, there are a lot of initiatives in the apparel industry around sustainability and around dyeing and finishing. We're trying to address sustainability in our part of the apparel value chain."

Mike Farid, president of Rancho Dominguez, Calif.-based **Nature USA**, has spent nearly two decades producing sustainable and eco-friendly apparel as a full-package manufacturer and founder of eco-friendly activewear line **Bgreen**.

Farid had not heard about the new bio-based Lycra but said it sounds promising—provided the price and the performance are in line.

"How is it going to dye? How is it going to perform?" he said. "On face value, if it is the same, then definitely there is a market for it and people would be interested." ●

## Calendar

### May 20

**Apparel Sourcing Show**  
Grand Tikal Futura  
Guatemala City  
Through May 22

### May 28

**Dallas Apparel and Accessories Market**  
Dallas Market Center  
Dallas  
Through May 31

### FIG

Fashion Industry Gallery  
Dallas  
Through May 30

### June 1

**Denver Apparel & Accessory Market**  
Denver Merchandise Mart  
Denver  
Through June 2

### June 2

**Coast**  
Miami  
Through June 3

### June 5

**Atlanta Apparel Market**  
AmericasMart  
Atlanta  
Through June 8

### June 7

**Los Angeles Professional Services' Black & White Ball benefiting National Jewish Health and honoring Debbie Steinberg and Paul Zaffaroni**  
Beverly Hills Hotel  
Beverly Hills

There's more  
on [ApparelNews.net](http://ApparelNews.net).

For calendar details and contact information, visit [ApparelNews.net/calendar](http://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.

**POSTMASTER:** Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources**, **Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Apparel News**, **Southwest Images**, **Stylist** and **MAN (Men's Apparel News)**. Properties of TLM PUBLISHING INC., California Market Center, 110 E. Ninth St., Suite A777, Los Angeles, CA 90079, (213) 627-3737. © Copyright 2014 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly first week of January, second week of July and first week of September. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit [www.apparelnews.net](http://www.apparelnews.net). For customer service, call (866) 207-1448.

# XCVI's Pop-Up Mall Concept Turns Permanent

By Alison A. Nieder Executive Editor

What started as a month-long pop-up shop for Los Angeles-based contemporary brand XCVI has become a chain of seven stores across California with plans to expand.

"We started with one shop in Thousand Oaks in 2012. It was a full-on experiment," said Daniela Zeltzer, XCVI's marketing and communications director.

The store remained open for a month, then XCVI took the concept to Santa Barbara. In February, the company returned to Thousand Oaks to open a permanent store at **The Oaks** shopping mall, and next month the Santa Barbara store will move to a new location in **La Cumbre Plaza**.

XCVI's other California stores are at **The Shops at Mission Viejo** in Mission Viejo, **Fashion Island** in Newport Beach, **Stoneridge** in Pleasanton, **Hillsdale** in San Mateo and **Hollywood & Highland** in Los Angeles. The company has also tested the concept at **Santa Monica Place** and **Westfield Topanga**, as well as one outside California at **Pioneer Place** in Portland, Ore.

Dubbed "traveling stores," the XCVI boutiques are located in shopping centers, are typically about 3,000 square feet and remain open for anywhere from a year to two.

"We're not considered permanent because we don't have such long leases," Zeltzer said. "We like the idea of dabbling in the market, seeing where our customer is and meeting the women. If it works, it turns into a permanent space."

Zeltzer said the company wanted to find a way to boost its presence in shopping malls and showcase the full scope of XCVI's collection.

"We are finding that there's more and more demand for our

brand, but mall stores and, in particular, department stores are buying it very differently. They are focusing on items," she said. "In order for us to really show our line the way we want it to look and to show how comprehensive and versatile it is, it's really up to us to open our own mall stores and have that mall presence to tell our story."

At each retail location, the company also brings in local artisan jewelry lines and local art. If XCVI also sells to a specialty boutique in the area, the company will cross promote merchandise to try to drive traffic to the boutique, as well.

For example, Zeltzer said, shoppers at an XCVI mall store might receive a discount coupon to buy XCVI merchandise at a local retailer.

"We do still have a thriving specialty boutique business," she said. "Obviously, we don't want to compete with them, we just want to have a better presence in malls."

The mall stores introduce the mall shopper to the XCVI brand, and the cross promotion introduces her to the specialty boutiques, as well, Zeltzer said.

The company is finding that the mall stores are also driving traffic to the XCVI e-commerce site ([www.xcvi.com](http://www.xcvi.com)).

"Our line is huge," Zeltzer said. "Even when we work with our specialty boutiques, they have limited budgets and they can't buy every item in every color."

## Return to retail

The XCVI traveling stores are a return to retail for the brand, which launched in 1996 after founders Gita and Marik Zeltzer decided to launch their own clothing line from the back room of **Better Be Wear**, their retail store on Melrose Avenue in Los Angeles. Eventually, they opened a second store carrying only XCVI merchandise and began wholesaling the brand, as

well. As the wholesale side of the business grew, the Zeltzers closed the stores to focus on manufacturing. These days, Daniela Zeltzer and her brother, Alon Zeltzer, have taken the reins from their parents in running the business, which includes the branded XCVI division and **The Trend Chasers**, a separate division focusing on full-package production from design development through production.

With much of XCVI's production based in Los Angeles, the company is able to quickly deliver merchandise to the traveling stores.

"If a store is doing well with a certain top, we're able to replenish that immediately," Daniela Zeltzer said. "That's an advantage to being your own manufacturer."

The company can also create special capsule collections for each store, and inventory is replenished weekly.

"Retail is a hard business," Zeltzer said. "We know that from our own retail customers. But I think we're at an advantage because we have a brand and loyal following and we're making new styles. It's a little bit easier for us. Now that it works, we say it's a no-brainer."

## Brand building coast to coast

Although all of XCVI's traveling stores are based in California, the company has its eye on other markets.

"We are looking to expand to Arizona and make our way through the Southwest and hopefully make it to the East Coast at some point," Zeltzer said. "We've had a lot of requests. We'd love to open shops all over the country."

In addition to courting the mall shopper and helping drive traffic to its specialty boutiques, the XCVI traveling stores help the company build the brand and refine its message. This is a strategy XCVI has been pursuing since it began showing its collection on the runway at **Los Angeles Fashion Week**.

"We're doing a lot more of our own talking," Zeltzer said. "We relied so much in the past on having other retailers tell the story and show our line the way they understood it. It did well, but we think we can express it more fully. We're able to really tell the full story through the runway shows and [the retail stores] and marketing to the consumer directly." ●



**FULL COLLECTION:** XCVI retail stores are typically 3,000 square feet, enabling the company to show the full breadth of the collection.

**SPIRIT**  
spiritactivewear.com

The unique combination of features of the Jersey sold under the trademark Spirit Football Jersey® is a Registered Trademark. Spirit Football Jersey® and Spirit Jersey® are Trademarks of Spirit Activewear.

Spirit Football Jersey® Spirit Jersey®



# Ralph Lauren Fall '14 Featured at The C.H.I.P.S. Benefit for CII

The **Colleagues Helpers in Philanthropic Service**—a group known as The C.H.I.P.S.—hosted its Spring Luncheon on May 8 at the **Four Seasons Hotel** in Los Angeles to raise funds for the **Children's Institute Inc.**

Presented by **Saks Fifth Avenue**, the event featured the first showing of Ralph Lauren's Fall 2014 collection since it showed at **New York Fashion Week**.

The C.H.I.P.S. is a sister organization to **The Colleagues**. The two Los Angeles-based groups raise funds for CII, a nonprofit organization that annually helps more than 20,000 children and families, many of whom are victims of abuse, neglect, community violence or poverty. CII provides clinical services, youth development programs, early-childhood programs and family-support services. ●



Actress Garcelle Beauvais, C.H.I.P.S. President Marni Pozil and actress Ming-Na Wen



Actress Morgan Fairchild



Singer Katharine McPhee



Bridget Gless Keller and Cameron Silver



DONATO SARDELLA/GETTY IMAGES FOR CHILDREN'S INSTITUTE INC.



ASHER

fabric concepts

www.asherconcepts.com

sales@asherconcepts.com

323.268.1218

Asher [F3] Fashion Forward Fabric

Made in the **USA**



# Woodbury University Runway Show: Alice in Wonderland Meets Streetwear and Fabergé

For its 50th runway show, **Woodbury University** showcased the work of its fashion design and costume design students at the Burbank, Calif.-based design school's May 8 runway gala at **Club Nokia** in downtown Los Angeles. The event marked the first time Woodbury took a bow at Club Nokia.

Setting the colorful tone of the evening were the "Alice in Wonderland"-inspired designs by students in Woodbury's costume design department. Graduating senior Tina Pogolian designed the looks of Wonderland's Red Queen and her court. Pogolian outfitted the Red Queen in a Tudor-era gown that was made surreal. The front panel of the queen's gown was stripped away, revealing a series of staircase-like straps.

Another senior, Britnee Holmquist, made the conventional Alice look—a blue dress and white apron—but made it more playful with ballet dress-like details.

Kelly Jerski, a senior, designed the look for the Cheshire Cat, with a head-dress bearing graphics of many eyes. The dress for the story's White Queen was designed by Vicky Miranda and Jessica Zavala. The queen's dress was inspired by the Japanese art of origami.

Graduating seniors also opted for bright and bold during their runway shows. Kate Anderson mixed Japanese street style and California skateboarding looks for her show. Lu Liu's senior runway show featured neon colors and some Asian silhouettes. Sara Monsour displayed a line that mixed Middle Eastern inspirations with Western looks, including some graphics of arabesques with sheer fabrics of her line's scarves and jackets. Angie Ortiz made activewear with a futuristic edge in her Tesselated collection. Grecia Rodriguez mixed Nicaraguan motifs and avant looks. Cynthia Arias used some recycled fabrics for her line, which is inspired by Latin American culture as well as designer lines **Stella McCartney** and **Ralph Lauren**.

Woodbury's junior, sophomore and freshman classes also displayed their design chops at the show. The junior class was given the assignment of creating collections inspired by famous towns such as Malibu, Calif., and the Los Angeles neighborhoods of Silver Lake and Hollywood. Sophomores designed swimwear inspired by **Fabergé** eggs as well as Thai jewelry. They also made a contemporary line inspired by the Amish people of Pennsylvania. Freshmen were required to make backless dresses from Kona cotton, which featured a 1980s color scheme.

Making appearances at the show were mentors to the fashion design department, designers Ashton Hirota and Jared Gold. Fashion department chair Kathryn Hagen said the apparel know-how of Woodbury students has been getting more sophisticated. "We did our own embroidery, our own original prints, silkscreens. Everything was custom-done. The level of hands-on crafts is increasingly distinguishing the department."—*Andrew Asch*



Kathryn Hagen, chair of Woodbury Fashion Design Dept.



Red Queen costume by Tina Pogolian



Design by Angie Ortiz



Design by Sarah Mansour



Design by Cynthia Arias



Design by Grecia Rodriguez



Design by Kate Anderson



Design by Juan Olivera



Alice costume by Britnee Holmquist

## Cinergy Textiles, Inc.

Specializing in a variety of stocked novelty knits, wovens, linings and more!  
For sales inquiries feel free to contact Kam, Roya or Ramin.  
One roll minimum for stocked items.

Thousands of fabrics online at [cinergytextiles.com](http://cinergytextiles.com)



WE KNOW FASHION! VISIT OUR WEBSITE OR SHOWROOM AND EXPERIENCE PROFESSIONALISM AT ITS BEST!

1422 Griffith Avenue, Los Angeles, CA 90021

Tel: 213-748-4400 | Fax: 213-748-3400

[cinergytextiles@aol.com](mailto:cinergytextiles@aol.com) [www.cinergytextiles.com](http://www.cinergytextiles.com)

## TRIM NETWORKS

Fashion Karma  
Created Daily!

Labels,  
Patches &  
Paper Tags

Bracelets

Rhinestone  
Buttons

Decorative  
Rivets &  
Buttons

Belts

Come visit our factory in China!

U.S.A. +1 213 688 8550

Showroom: 910 S. Los Angeles St., Suite 405, Los Angeles, CA 90015 USA  
Factory: Shigu Industrial Zone, Nancheng, Dongguan, Guangdong, PC 823070 China  
[www.trimnetworks.com](http://www.trimnetworks.com) [ae@trimnetworks.com](mailto:ae@trimnetworks.com)



# OPEN UP ALL YOUR POSSIBILITIES

Accessories Bra Hook & Ring Buckles Chains Charms Conchos God Locks Elastic Eyelets & Grommets Fasteners Hook & Eyes Hook & Loops Jean Rivets Loops Machine Dies Machinery Nail Heads Purse Frames Rhinestones Rings Rivets Safety & Kilt Pins Sliders Snaps Suspender Clips Tack Buttons Tips Webbing Wood Beads Zippers



**KEYLIN INC.**

312 E. Jefferson Blvd.  
Los Angeles, CA 90011

Tel (323) 232-6700

Fax (323) 232-6858

[www.keylininc.com](http://www.keylininc.com)

[support@keylininc.com](mailto:support@keylininc.com)



**riri**  
**zippers**

Swiss Made

Mid and West Region  
Distribution Center

## SURF REPORT

# The Surf Shop in a Town With No Waves

**Seventh Wave Surf Shop** attempts the seemingly impossible. It's a surf shop in a town with no waves. Its specialty is showcasing independent surf brands looking for space in a very crowded market.

It also has the distinction of being the only surf shop in Long Beach, Calif. There have been no waves in this port city—hence, no surfing—for decades.

A breakwater structure was constructed in Long Beach harbor during the 1940s to protect ships from the incessant beating of ocean waves. The breakwater has been a big success in reducing the intensity of waves. But it has driven many surf dogs living in Long Beach to the nearby towns of Huntington Beach and Palos Verdes Estates to catch a wave. But if Long Beach people surf glob-



Kelli Koller

**boards** and a bunch of local, independent surf brands.

"I enjoy supporting local," Koller said. "I feel that most industries, including the surf industry, have become sterile and impersonal. I enjoy supporting local, and there is a lot of creativity close to home."

She contends that indie brands have given her shop a competitive advantage. "You can't just walk into another surf shop or retail store and purchase the same thing," she said.

Popular brands are **Poster List**, **Port** and Koller's brand, **Seventh Wave**. The lines are obsessed with Long Beach surf culture. A popular tee from Port bears the slogan "Sink the Breakwater." Poster List T-shirts also get in the game with their tees that bear the slogan "Surf LBC." Caps and T-shirts from Seventh Wave bear the logo of the shop. Because surfers tend to be some of the most supportive consumers, soft goods bearing the name of the Seventh Wave have been popular. Retail price points for Seventh Wave are \$20 for T-shirts and \$18 for caps.

—Andrew Asch



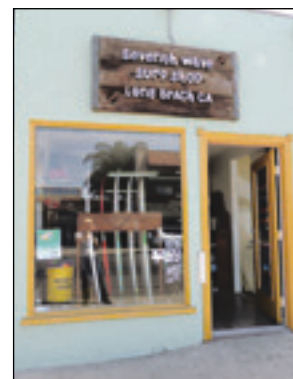
**SURF SHIRTS:** Seventh Wave tees have been top sellers.

ally, Seventh Wave owner Kelli Koller bets that they'll be shopping locally, and so far she has been right.

The shop has been important for Long Beach's surf scene. Seventh Wave created a hangout for Long Beach surfers, said Cliff White-Kjoss, a Long Beach surfer and Los Angeles County lifeguard. "She's building bridges for surfers here," he said.

Seventh Wave does business at 2714 E. Fourth St. at the edge of the city's popular Retro Row shopping district, which is lined with vintage-clothing shops, stylish new boutiques and cafés all infused with a laid-back hipster ambiance.

Koller designed the Seventh Wave as a garage packed with hand-me-down furniture, surfboards from Seal Beach shaper **Stamps Surf-**



**INDIE LOOKS:** Interior and exterior shots of the Seventh Wave, which focuses on indie surf brands



**Pacific Coast Knitting**  
high quality - fast delivery - low minimum

MADE IN USA



Over 3000 Knit Styles  
Sweater Knit-Crochet-Cashmere  
Silk-Linen - Organics - DurnOuts  
MicroTencel -Dambboo- MicroModal



Pacific Coast Knitting 6051 Maywood Ave. Huntington Park, CA 90255  
Tel: (323) 501-0000 [www.pacificknitting.com](http://www.pacificknitting.com) [info@pacificknitting.com](mailto:info@pacificknitting.com)

### Apparel News Group



Sixty-nine years of news,  
fashion and information

CEO/PUBLISHER  
TERRY MARTINEZ

EXECUTIVE EDITOR  
ALISON A. NIEDER

SENIOR EDITOR  
DEBORAH BELGUM

RETAIL EDITOR  
ANDREW ASCH

EDITORIAL MANAGER  
JOHN IRWIN

CONTRIBUTORS  
ALYSON BENDER  
BEN COPE  
VOLKER CORELL  
RHEA CORTADO  
JOHN ECKMIER  
CAITLIN KELLY  
TIM REGAS  
FELIX SALZMAN  
N. JAYNE SEWARD  
MIGUEL STARCEVICH  
SARAH WOLFSON

WEB PRODUCTION  
IAN BRAMLETT  
ALISABETH MCQUEEN  
CREATIVE MARKETING DIRECTOR  
LOUISE DAMBERG  
DIRECTOR OF SALES  
AND MARKETING  
TERRY MARTINEZ  
ACCOUNT EXECUTIVES  
DANIELLA PLATT  
AMY VALENCIA  
ACCOUNT MANAGER  
LYNNE KASCH  
SALES & MARKETING COORDINATOR  
JENNIFER STURTZ  
SALES ASSISTANT/RECEPTIONIST  
DAVID MIZE  
ADMINISTRATIVE ASSISTANT  
RACHEL MARTINEZ

CLASSIFIED  
ACCOUNT EXECUTIVES  
ZENNY R. KATIGBAK  
JEFFERY YOUNGER  
CLASSIFIED ACCOUNTING  
MARILLOU DELA CRUZ  
SERVICE DIRECTORY  
ACCOUNT EXECUTIVE  
JUNE ESPINO  
PRODUCTION MANAGER  
KENDALL IN

ART DIRECTOR  
DOT WILTZER  
PRODUCTION ARTIST  
JOHN FREEMAN FISH  
PHOTO EDITOR  
JOHN URQUIZA  
CONTROLLER  
JIM PATEL  
CREDIT MANAGER  
RITA O'CONNOR  
BUSINESS DEVELOPMENT  
MOLLY RHODES

PUBLISHED BY  
TLM PUBLISHING INC.  
APPAREL NEWS GROUP  
Publishers of:  
California Apparel News  
Waterwear  
Decorated  
EXECUTIVE OFFICE  
California Market Center  
110 E. Ninth St., Suite A777  
Los Angeles, CA 90079-1777  
(213) 627-3737  
Fax (213) 623-5707  
Classified Advertising Fax  
(213) 623-1515  
[www.apparelnews.net](http://www.apparelnews.net)  
[webmaster@apparelnews.net](mailto:webmaster@apparelnews.net)  
PRINTED IN THE U.S.A.





# Making Architecture at the Trade Show

For Giorgio Borruso, a structure does not have to be made of marble to make an architectural statement. A structure can be bold, elegant and have the shelf life of a few days or weeks—perfect for a trade show.

The Los Angeles-headquartered Borruso of **Giorgio Borruso Design** has been honored with awards for designs for permanent stores and buildings at places such as **South Coast Plaza** and **The Americana at Brand** retail centers. But he has also flexed his creativity in design for temporary structures for trade shows and exhibitions.

For the 2006 **BIO Exhibition** in Chicago, Borruso, a native of Sicily, was appointed to design the biotechnology exhibition's Italian pavilion. The booth was inspired by the concept of metamorphosis—the process of changing from one form to another, just like the mythological creature the chimera.

One side had a more defined form, which enclosed a formal space for registration. The other side featured a more loose, open structure, which was intended to inspire exchange and interaction.

"It was built with fabric and aluminum pipe," Borruso said. "We were exploring the use of fabric in temporary structures, which, at some later point, began to influence our more permanent designs."

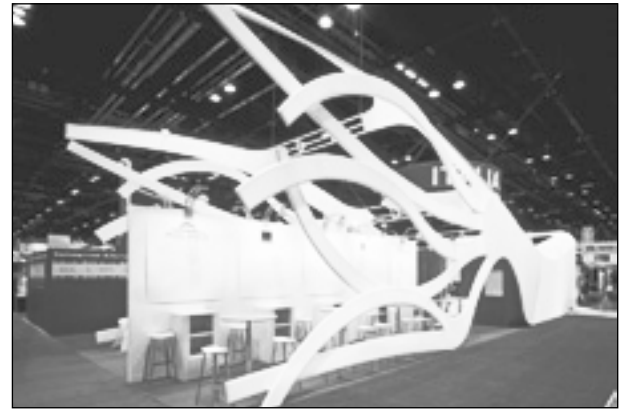
In fall 2007, Borruso was commissioned to design an Italian piazza for "Italy at South Coast Plaza," a celebration of Italian cultural events, fashion and display of artisanal crafts.

"We wanted to reimagine the special and programmatic experience of a traditional Italian piazza in a contemporary way," Borruso said.

The villa was built to be a flexible space and was frequently rearranged for different events such as runway shows, film screenings and food festivals.

The temporary structure sprawled over 18,000 square feet over three levels, using 9,000 linear feet of stainless-steel cable, over 2,000 square feet of fabric and a dozen projectors, with seating and tables at the ground level.

"We calculated for efficiency, maximizing the enclosed volume with a minimal surface area," Borruso said. The materials



**FLEXIBLE:** Borruso's booth at the 2006 BIO Exhibition was inspired by the multi-faceted creature the chimera.

used to construct the temporary piazza were reusable cable and a translucent cotton/spandex poly blend.

The temporary items could be easily taken down, and, after the show was over, all of the fabric and cable was put away in duffle bags, Borruso said.—*Andrew Asch*

## Directory of Professional Services & Business Resources

### ACCOUNTING SERVICES

**HOVIK M. KHALOIAN**  
**CPA**  
ACCOUNTING • AUDITING  
TAXATION SERVICES FOR THE APPAREL INDUSTRY

520 N. CENTRAL AVE., SUITE # 650  
GLENDALE, CA 91203

TEL: 818.244.7200  
HMKCPA@JPS.NET

### FIT MODELS



**EXPERT FIT MODEL!**  
**Rockin' Rate\$\$\$**

**310.993.0079**  
Email:  
RockinRobinRox@icloud.com

### MODEL SERVICES



**FIT MODELS**  
**ALL SIZES!**  
FIT, PRINT, E COMMERCE & SHOWS!  
WOMEN, MEN, KIDS,  
PLUS & PETITE SIZES TOO!  
INFO@PEAKMODELS.COM  
**818-889-8800**  
WWW.PEAKMODELS.COM

### CONTRACTOR

**Cutting/Sewing**

Under one roof • Orange County Contractor  
Specialists—Sportswear • Tennis wear • Board Shorts  
Lycra experts • Special Design Cutting

**BELLAS**  
**FASHION**

1581 E. St. Gertrude Pl.  
Santa Ana, Ca 92705  
bellasfashionco@yahoo.com

**(714) 709-3035**

Fax: (714) 556-5585

**bellasfashion.com**

### FIT MODELS – ALL SIZES

Fit • Print • Runway • Showroom • Trade Shows

**MAVRICK**  
*Models*  
**323.931.5555**

"Contact Ms. Penny to set up a Fitting or Casting."  
Penny.Middlemiss@mavrickartists.com  
Tiffany.Stubbs@mavrickartists.com

**Rage MODELS**  
"Real Models for Real Clothes for Real People!"  
**FIT MODELS**  
MODELS OF ALL AGES & ALL SIZES  
FIT, SHOWROOM, TRADE SHOWS, PRINT, COMMERCIAL, RUNWAY  
**818-225-0526**  
teamrage@ragemodels.com  
www.ragemodels.com

### LINE SHEET & PHOTOGRAPHY

**ZIZICO** 123.zizico.com

**Linesheet & Photography services**

FAST AFFORDABLE HIGH QUALITY

800-594-2126, 1031 S Broadway Suite 725, LA, CA, 90015

To advertise in

the Directory of Professional  
Services & Business Resources

call June 213-627-3737 x250

or E-mail: [june@apparelnews.net](mailto:june@apparelnews.net)

# CLASSIFIEDS

P 213-627-3737 Ext. 278, 280 F 213-623-1515

[www.apparelnews.net](http://www.apparelnews.net)

## Jobs Available

### Raw Materials Planner

The Materials Planner/Buyer will be primarily responsible for planning and scheduling production inventory activities to meet enterprise service level objectives while assuring a continuous production flow at this facility, and will have knowledge and ability to analyze and interpret data, use excel, and ERP systems. Please send resumes to [smarin@A4.com](mailto:smarin@A4.com)

## Jobs Available

### PATTERNMAKER

FIRST - PRODUCTION  
UPDATED MISSY SPORTSWEAR.  
DOMESTIC AND IMPORT  
PRODUCTION.  
PAD EXPERIENCE PREFERRED.  
VERNON LOCATION  
[hr@kimandcami.com](mailto:hr@kimandcami.com)

## Jobs Available

### TEXTILE IMPORT COMPANY looking for Intelligent Individual

\* familiar with QuickBooks,  
\* know fabric or at least with 2-3years experience  
\* Data encoding and coordinate w/factory in handling PO  
Office located at Monterey Park  
Please sent resume to [Textile0710@gmail.com](mailto:Textile0710@gmail.com)



## Jobs Available

### ASSISTANT TECHNICAL DESIGNER

- Full time position
  - Daily interaction with Domestic and Overseas vendor's via email, phone, and meetings.
  - Ability to request, track, and log all necessary materials on a garment for production.
  - Maintain/ organize/ approve all Import production fabric and trims submissions.
  - Ability to effectively communicate with overseas vendors and respond to all inquiries in a timely manner.
  - Understanding and general knowledge of commonly used fabric and trims in the industry
  - Strong Illustrator, Photoshop ,Excel & Outlook skills
  - Understanding and general knowledge of garment construction and fit.
  - Ability to spec garments, attend fittings, issue tech packs and organize fit samples and trims as well as other various tasks
  - Ability to request, track, and log all incoming fit samples from 1st fit to shipment stage
  - Ability to request, prepare and send out necessary samples and materials to private label customers, including follow up
  - Send out outgoing packages and advise courier details to vendors
  - Track, log and receive all incoming packages
  - Must be detail/ deadline oriented, organized, have strong time management skills, ability to work in a fast paced environment, must be a team player, be able to manage workload during the absences of supervisor/ staff, and handle any other various tasks administered
- Please send resume and salary history to  
elaine@completeclothing.com



### VP MANUFACTURING & SOURCING

VP MANUFACTURING & SOURCING  
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.

### IMPORT COORDINATOR

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.

Send resume to: tlamantain@selfesteemclothing.com

### Office & Operation Manager

Responsible for the shipments (EDI/non-EDI) & the administration of office. Applicant must have a well-rounded background in Operations, Accounting (A/P & factored or non-factored A/R) in fashion wholesale. Proficient in Office, QuickBooks & KPI. hr@zeldallc.com

Plus size professionals. We are looking for Plus size professionals for young and contemporary fashion.

- Plus Size Designer -Minimum of 5 yrs exp
- Plus Size Fit Specialist - Minimum of 3 yrs exp
- Plus Size Model

Please email resume to andrew@doublezerousa.com

**www.classifieds.apparelnews.net**

## Jobs Available

### DESIGN ASSISTANT

Contemporary Women's Fashion Company in DTLA is looking for a self-motivated, energetic design assistant to join our design team.

Duties Include:

- Manage all design samples: photos, reports, design sheets, etc.
- Organizing swatch cards, fabric library and Design room.
- Proactively partners with the design team & production team to ensure deadline are adhered to.
- Self-starter personality; driven by deadlines with a high sense of urgency.
- Handle design room tasks, coordinate and organize samples.
- Issue sample requests & prepare bundles for send out.
- Social media for company's fashion website.

Looking for a candidate with:

- Associates/Bachelors degree in relevant field
  - Knowledge of Adobe Illustrator and Photoshop
  - Must be detail oriented, open to take direction, and able to work well under pressure
  - Knowledge of fabric and garment construction
- You will be working with a team of very supportive and fun people!

Send resume to: avasquez@eightysixty.com or  
Fax to: 213-683-8390



### GRAPHIC ARTISTS and COLOR SEPARATORS

Graphic Artists w/knowledge of Juniors, Girls, & Missy/Contemporary. Candidates must have strong visualization & creative input for fashion tops & screened t-shirts. Processing knowledge of screen printing, separations, & embellishment techniques to create print-ready artwork. We want your fresh ideas & self-initiative for our fast-paced environment. Teamwork & team effort are critical. Responsible for creating innovative designs & artwork with a keen understanding of our customers' needs. Must be highly organized, driven for results, & able to communicate creative ideas clearly. Strong experience with the latest graphic design & CAD software, Photoshop, & Illustrator.

Submit portfolio with resume to:  
tlamantain@selfesteemclothing.com

### DESIGN ASSISTANT

Wilt is seeking a full time design assistant- Experience in garment dye a plus, proficient in Photoshop, Illustrator, Excel, Word, good communication skills and the ability to multi task. Min 1 year exp a must, CDL, insurance and a reliable vehicle. email parcandpearl@parcandpearl.com

### DWP ASSISTANT DESIGNER

DWP is expanding their design dept. and looking for an asst. designer with min.3- 5 yrs. Exp. in the premium denim and contemporary markets. Be familiar with the fit process and knowledgeable about sewing and tech details. Must have a terrific style and fashion sense, exp. in wash and dyeing trends a must and be able to work in a fast environment, organized, highly motivated and be deadline oriented. Must be proficient in Illustrator and Photo shop. We offer a great working environment and excellent benefits.

Fax resume to HR at 323-973-1505 or  
email : jobs@richandskinnyjeans.com

### Office Assistant

Fashion company seeking part time office assistant to assist with general office duties. Organization skills a must, ability to multi-task, light lifting required, some driving as well. No fashion experience required, easy going personality needed  
Send Resume to info@ssiprivatelabel.com

## Jobs Available

### Production Coordinator

Domestic Production Coordinator with a focus on managing cutting allocations. Divisions include RTW, TD, TTT and Mr Turk.

Essential Duties and Responsibilities:

- Upon receipt of confirmed seasonal buys (11 times per year) issues sized purchase orders in SAP.
- Review Purchase Orders with Domestic Prod'n Manager to ensure bulk trim purchases correspond with estimated cut units.
- Run reports daily or every 2 days for all 4 division to figure out what is sold out. We usually worked on 3- 4 deliveries at the time. Example: If we are sold out on 1 style and not on another, maybe the garments purchase order need to be adjusted to the demand. I'm feeling this function needs to be re-evaluated and the responsibility moved to Merchandising. The production coordinator will work closely with merchandising on making adjustments where possible, but the monitoring of sold outs will happen in merchandising.
- Receive bulk yields from Production Pattern Makers and update BOMs in SAP with actual yield.
- Purchasing Dept will pass fabric/lining receipts to this position. Review fabric lots and available fabric stock to issue cutting tickets accordingly
- work with merchandising/sales to determine what to do with over/under shipments.
- Once cut tickets are created - cancel open Purchase Orders that correspond to "planned" cut ticket.
- Pass cut tickets to marking and grading.
- Upon cut completion of cut enter finalized yield into the BOM/Cut Ticket and pass manual cut ticket to Production Manager for "release" in SAP.
- Work with Customer Service on any shortages prior to start ship so "cut backs" & be determined & conveyed to sales.
- Issue all "re cut" cut tickets based on end of month fabric inventory and advice from Merchandising/Sales.
- Issue "cut up" cut tickets based on advice from Merchandising/Sales.
- Attend weekly Production Meetings to update cut status by style/division.
- Hold self accountable that all cut tickets are issued to production in a timely manner that ensures finished garments are received 1 week prior to our start ship date.

Experience/Training/Education:

- Minimum 5 years in this previous position in the garment ,manufacturing business- need to be responsible and really detailed orientated as this person will be giving cutting orders to the cutting managers.

Email resumes to: ltappe@trinaturk.com



### PRODUCTION ASSISTANT

**We are looking for a dynamic individual to add to our production team.**

Duties include:

Assist Fabric Buyer on POs. Strong vendors communications phone/email. BOMs and cost sheets. Import specs, measure samples. Communicate with overseas vendors. Other admin duties as assigned

Requirements:

Min 2 yrs exp in the industry. AS400/VPS Software plus Strong communication skills, oral/written. Strong MS Office especially Excel. Strong organizational skills. Great benefits

email resume in Word/PDF format to  
resumes@kareneane.com or fax to 323-277-6830

### Accounting Clerk

Clothing mfg. needs exp'd personnel for immediate hiring. Proficient in QuickBooks, AIMS, Excel, knowledge in A/P, A/R and general accounting. Must be reliable, flexible, detail oriented and multi-tasked.

Email resume to: Corinne@seksesdist.com



## Jobs Available



### Fashion Distribution Center and Warehousing looking for:

- Operation Manager 5 years' experience or more
  - Shipping Manager min 5 years' experience must be bilingual in both English and Spanish
  - Receiving Manager 5 years' exp. must be bilingual in both English and Spanish
  - Assistant Shipping manager 2 years' experience must be bilingual in both English and Spanish
  - Customer Service 2 years' exp., knowledgeable in apparel software(Aims, Apparel Magic, etc), routing, & EDI
  - Ecom Specialist - knowledge of all ECOM sites (Amazon, Groupon, etc).upload product, customer online follow-up,
  - Data Entry Clerk -responsible , detailed oriented , with minimum 65 WPM
- Please remit all resumes via email to [resume@pixior.com](mailto:resume@pixior.com)

### MERCHANDISER

#### \*\*ONE NEW POSITION AVAILABLE\*\*

Operations Role. Process sales projections; Create and maintain styles within proprietary system; Enter purchase orders and send to vendor, ensuring accuracy in styles, special directions and pricing; Continuously follow up with suppliers on delivery and status of all open POs; Communicate relative delivery changes to internal departments as needed for follow up with freight forwarders, customers, plan production and order processing time; Coordinate with salesmen directly regarding delivery of programs; Utilize pivot tables to review merchandise inventory report on a weekly basis. Identify and develop action points for the following, including but not limited to, over/under sold, sub brands validation, excess/aged inventory; Spearhead all additions of any new programs in area of responsibility, which includes finalizing spec details, trims, deliveries, and any special needs as required by Sales and Design. Work with internal departments to execute product changes in a fiscally responsible manner; Negotiate with vendors for all costs for new programs, prepare and analyze cost sheet to review with Sr Manager to ensure costing objectives are met. Maintain Master Price List for all programs and suppliers in area of responsibility; Complete sample lists for all assigned lines seasonally as necessary. Follow up on all samples orders (TOP, Testing, Fabric, etc.) Complete status recaps for production, sampling dept.

PLEASE SUBMIT RESUMES TO:  
[THERESAHERNANDEZ@PVH.COM](mailto:THERESAHERNANDEZ@PVH.COM)

### MARKER/GRADER

Growing manufacture is seeking marking/ grading individual with min. experience 5+yrs. Must have knowledge of both grading & marking, using Gerber system. Need to be able to work in fast pace company.  
Email: [Elsa@secretharm.com](mailto:Elsa@secretharm.com)

### Experienced Customer Service Supervisor

An established apparel company is seeking the right fit. The perfect candidate will be Bilingual (English and Spanish),problem solver and be a #'s person. Duties: Fedex, cc pay, order entry, invoicing, email, calling customers & follow up. Multi-tasker, quick learner, self motivated. Attitude # 1  
Email resume to: [jobs@intouchclothing.com](mailto:jobs@intouchclothing.com)

## Jobs Available

### GRAPHIC ARTIST

Girlswear Co. in Burbank needs graphic & print designer. Must know separations & prod. ready artwork. Min 5 yrs exp. with CAD, Illustrator & Photoshop.

Send resumes to: [Annetter@vesturegroupinc.com](mailto:Annetter@vesturegroupinc.com)

### EDI/ Shipping assistance

Must have  
- basic knowledge of EDI and how to create UPCs  
- EDI invoicing and ASNs

email resumes to [cquestdeux@gmail.com](mailto:cquestdeux@gmail.com)



### PRODUCTION PATTERNAKER

Maxstudio.Com, a global corporation bringing leading-edge design to today's woman, is seeking a Production Patternmaker.

Candidate must be organized, fast, accurate, detail oriented & able to work with soft fabrics. Must have extensive knowledge of garment construction, fittings, pattern corrections & tailored jackets. Knowledge of Lectra a +.

Maxstudio.com offers a competitive salary and benefits package.

Please fax resume to Human Resources @ (626) 797-3251 or email to: [careers@maxstudio.com](mailto:careers@maxstudio.com)

### Pattern Maker

5 years minimum experience  
Proficiency in Gerber system software a plus  
Understands spec details and tech packs  
Understands sewing construction/details  
Long Beach, CA Email Resume: [HR@mydyer.com](mailto:HR@mydyer.com)



### SINGLE NEEDLE SEWING CONTRACTORS

Karen Kane is looking for single needle sewing contractors for better sportswear, tops & jackets. Must have valid garment registration & proof of WC insurance.

Contact the production manager at:  
(323) 588-0000 ext 1122.

Samsung C&T America in Commerce, CA is hiring!

Email resumes to:[recruiting@scta.samsung.com](mailto:recruiting@scta.samsung.com)

### PRODUCTION COORDINATOR

Costing, Order Allocation, Vendor Mgt  
Work-In-Progress, Chargebacks/Credit memos  
Over 5yrs of offshore production required  
Meticulous, organized, proficient with MS Office

### FIELD QUALITY CONTROL PERSON

Busy Junior dress company seeking field quality control person to check cutting, sewing, inline inspections and audits. 5 years exp, own car.  
Email: [Richard@baileyblueclothing.com](mailto:Richard@baileyblueclothing.com)

## Jobs Available



### SALES REPRESENTATIVE

WE ARE AN ESTABLISHED OFFPRICE COMPANY LOOKING FOR AN EXPERIENCED SALES REPRESENTATIVE FOR THE OFFPRICE MARKET (PREFERABLY FEMALE) W/ GOOD COMPUTER & COMMUNICATION SKILLS. PLS CONTACT MARYLOU (213) 744-0400

### Seeking PFD Fabrics Salesperson w/ Customer Leads

To Work with Local Garment Dye House  
Specializing in Reactive, Union & Pigment Dyeing.  
Good Commissions!!  
Call 323-267-1377

### Swimwear Sample Maker

Looking for an experienced swimwear sample maker. Must be knowledgeable in bathing suit construction, setting up folders, handling full flex elastic, and working with elastin. -Single needle, Overlock, Cover Stitch- Part time, Flexible Hours, or Freelance. Please call 310-266-1550

### Technical Designer

This position is primarily responsible for maintaining the consistency of fit and quality through the fit-development process and written technical specifications. Works closely with Production and Design to elevate the quality of the product. Ensures Brand integrity throughout fit development process while keeping the customer in mind. Please send resumes to [smarin@A4.com](mailto:smarin@A4.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. 818-679-2007. [mod@margaretondemand.com](mailto:mod@margaretondemand.com)

### 35 yrs Exp'd

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

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

## Real Estate

### Garment Buildings

Mercantile Center  
500 sq. ft. - 16,500 sq. ft. Priced Right.  
Full Floors 4500 sq ft.  
Lights-Racks-New Paint-Power  
Parking Available - Good Freight.  
Call 213-627-3754  
Design Patternmaker Garment Lofts  
300 sq ft - 1,000 sq ft.  
Call 213-627-3755

## Buy, Sell, and Trade

### WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's.  
ALL FABRICS!  
[fabricmerchants.com](http://fabricmerchants.com)  
Steve 818-219-3002

### WE NEED FABRIC

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

**To place a Classified Ad Call**  
**Jeffery 213-627-3737**  
**Ext. 280**  
**or [jeffery@apparelnews.net](mailto:jeffery@apparelnews.net)**

**[www.classifieds.apparelnews.net](http://www.classifieds.apparelnews.net)**





---

LABELS • HANG TAGS • LOOKBOOKS • HARDWARE • & MUCH MORE

---

---

[WWW.PROGRESSIVELABEL.COM](http://WWW.PROGRESSIVELABEL.COM)

---

{323} 415.9770

2545 YATES AVE • COMMERCE, CA 90040