

Trade

May 2014



Shows

A California Apparel News Special Section

2014



Buyers' Market:

What's New for
Trade Shows in 2014



Trade Show Calendar



Shop & Dine:

Los Angeles, San Francisco, New York,
Miami, Dallas, Las Vegas





PRODUCTS + TOOLS + COMMUNITY + COMMERCE

M
WWD^{MAGIC}
 Women's sportswear, WHITE, updated contemporary, outerwear/eveningwear, active/yoga, juniors, YC, premium, sub-culture, accessories and swim

PROJECT
 Men's and women's advanced contemporary, premium denim and designer collections

W
WSA^{MAGIC}
 A global representation of Fast Fashion
 Footwear
PLATFORM
 Emerging-to-established branded footwear for men, women, juniors and children

S
SOURCING^{MAGIC}
 Apparel, footwear and accessories contract/original design manufacturers, fabric & trim suppliers, print design studios and service providers
POOLTRADESHOW
 Art and design-driven emerging and independent brands

MEN'S
 Classic menswear, young men's, licensing and manufacturing brands — all at accessible price points

ENKVEGAS^{WOMENS}
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THE TENTS^{@PROJECT}
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Buyers' Market: What's New for Trade Shows in 2014

New tools, perks and resources for buyers

Trade-show organizers offer buyers and attendees everything from a one-stop shopping experience to a chance to shop a targeted selection of merchandise. Either way, the attendee is the star attraction, and show organizers are always on the lookout for ways to attract new attendees and to keep existing visitors coming back again and again.

California Apparel News caught up with several trade-show organizers—from the giant companies with a huge portfolio of shows to the boutique shows merchandised with a highly curated mix. Here's what they had to say about buyer tools, perks and resources in the coming year.

Leslie Gallin,
President Footwear
Advanstar Global,
including FN
Platform, MAGIC, Sole
Commerce, WSA,
Project Sole NYC
Christopher Griffin
President
WWDMAGIC,
SOURCING at MAGIC
www.magiconline.com



Oscar Ben Rodriguez,
California Market Center



Aaron Levant, Agenda



Henri Myers, Coeur



Eva Walsh, Dallas Market
Center



Britton Jones, Business
Journals

for contemporary and trend-driven apparel; ENK Vegas, which represents contemporary women's; Pool, which is our incubator; and our men's, our sections, MVMT and Men's—we clearly curate and map out by classification and price point to enable the buyers to navigate the floor from a retailer's perspective.

C.G.

[No. 2 is] our retail-relations team, [which] is the backbone of what secures attendance. We're making 12,000 calls per show cycle, reaching out to buyers, helping them get registered, and helping them with all sorts of logistical things so they know where to go and what show to see.

We do that by market segment. We've got people in New York, [in the Midwest], in Santa Monica [and in] Europe. We do store visits, we send emails, we make phone calls, we're working industry events. We coordinate matchmaking with teams of [buyers] like Lord & Taylor and Bloomingdale's, where we'll assist them in setting their appointment sched-

➔ Q&A page 4

L.G.

At MAGIC, we believe there are five critical components to making sure that our buyers and attendees get the most out of their MAGIC experience.

We feel that merchandising is No. 1, along with way finding, because they go hand in hand.

The No. 1 comment [I get from retailers] about our shows is how easy we made it for them to get around—whether it was between venues, whether it was in each individual show. We've created our neighborhoods within our shows to make it easy to navigate for the retailer. They [find] it

refreshing that they are able to search by color-coded areas for certain types of products.

Something else we do pre-show and post-show is we listen. We're really out there—both on our retailer side and our vendor side—with post-show surveys and follow-ups. We want to hear what everyone says. We feel that being in direct communication and listening to our customers on both sides of the table is key. [On] each show floor within our clearly identified shows—WWDMAGIC for juniors and women's apparel; FN Platform for footwear; WSA for fast-fashion footwear; Project

TEXWORLD
USA The largest apparel fabrics show in North America

July 22–24, 2014
Javits Convention Center
New York, NY

NEW YORK
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LENZING INNOVATION
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Home Textiles Sourcing

messe frankfurt

Q&A *Continued from page 1*

ule. In this day and age, when buyers are pressed for time and there are so many resources out there, they need someone to curate it a step further.

No. 3 is Shop the Floor, [which] is a 24-seven, 365-days-a-year engagement between buyers and brands.

If you exhibit with us, you're on Shop the Floor for free. We currently have 950 active brands with over 3,500 products on Shop the Floor, and we've got 4,500 active retailers day in and day out searching Shop the Floor for product. In the months in between MAGIC [shows], they can engage with each other and see product. As it gets closer to the show, [Shop the Floor is] used as a way of driving appointments. A buyer can create a list of favorites and use this to direct their appointment schedule. It's been a really successful platform for us. [It is] taking us into that digital space and beyond just a twice-a-year engagement.

L.G.

No. 4 [is MAGIC's] unparalleled seminar series. We realize in order to really ensure that we're building quality retailers [and] exhibitors, we need to educate them—whether it be business knowledge to make them better businesspeople [or] trends to help them validate their purchases. It could be a town-hall meeting where vendors and exhibitors have a real dialogue about the issues that are important to the industry today. On the sourcing side, whether it's [California Proposition] 65 or [the proposed Trans Pacific Partnership Act], our industry represents all facets of everything that goes into a product in the fashion sector. We have over 50 free seminars, bringing experts in from all over the world. If you want to be in the know, we feel we offer the right environment.

The last quotient is the fun and the networking. Coming together twice a year for an industry is key. We have daily parties and events on each one of our floors. We have installations with activation. And we do the fun stuff. We had David Cassidy [perform], we had the Commodores, we have contests. We've done



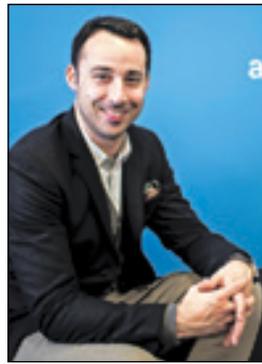
Lucia de Sander, Apparel Sourcing Show



John Ruffo, Lazr



Judy Stein, Miami Swim Show



Pierre-Nicholas Hurstel, CurvExpo

everything from wacky to serious to "Shark Tank." (If you think about what that television show represents, it's all about finding the next new idea. Where else to come but us?) We're the complete think tank and gene pool for the next new thing. [Retailers] can see more product in three days in a cost-effective manner—and have fun, which is all about seeing old friends and building relationships.

C.G.

With sourcing, we typically [designate] a focus country [or] a region. This year, instead of focusing on a country, we're going to be focusing on a category of business. August 2014 is all about denim. We're looking to have the most comprehensive fashion sourcing denim event ever. We've got Jeanologia out of Spain coming to demonstrate new treatments in processing denim that use less water. Some are even dry treatments. Some are more organically based and use less chemicals. They're more eco friendly and more sustainable. We've got Cotton Inc. coming in to show us different ways to grow cotton. In some cases, they're using some modified cotton strains to create colored cotton. There's also using organic and vegetable dye to dye the cotton [for] colored denim.

We're curating a special area of the best denim factories from Vietnam, Egypt, China and the USA. We will still have a denim area on our floor that will cover everything else.

But this section will live in a distinct space where Jeanologia and Cotton Inc. and some other folks will have trends and galleries that speak to new treatments. Adjacent to that will be booths of upwards of 50 factories from all over the planet that represent the best practice for denim processing today.

[With] LA having one of the largest premium-denim bases in the world in terms of brands and washhouses and processing facilities, it makes sense on the West Coast for us to host something that's denim-centric.

Guglielmo Olearo
International Exhibitions Director
Première Vision
www.premierevision-newyork.com

This year the reasons to visit our show are multiple. [The show features] the richest offer[ing] ever displayed in New York of high-end fabrics, trimmings and designs. More than 250 exhibitors will join Première Vision New York at Piers 92 July 22–23. Among them, [exhibitors from] Italy, France and Turkey play the main role [as well as] a large number of American design studios. For the first time the visitors will find three [trend] forums fully dedicated to the universes displayed at PVNY.

[The show is also an opportunity] to find the preview trends of the next Fall/Winter season selected by the PV fashion team and presented by our deputy fashion director, Sabine Lechatelier, during the Trend Vision seminars. The color cards as well as the color wall will be available to help designers, buyers and product managers to confirm or inspire them in the build of their collection.

[There will also be] a rich list of seminars linked to the fashion industry's leading trend forecasters [including Promostyl, Trend Stop, Design Options, Sharon Graubart and] ➔ Q&A page 6

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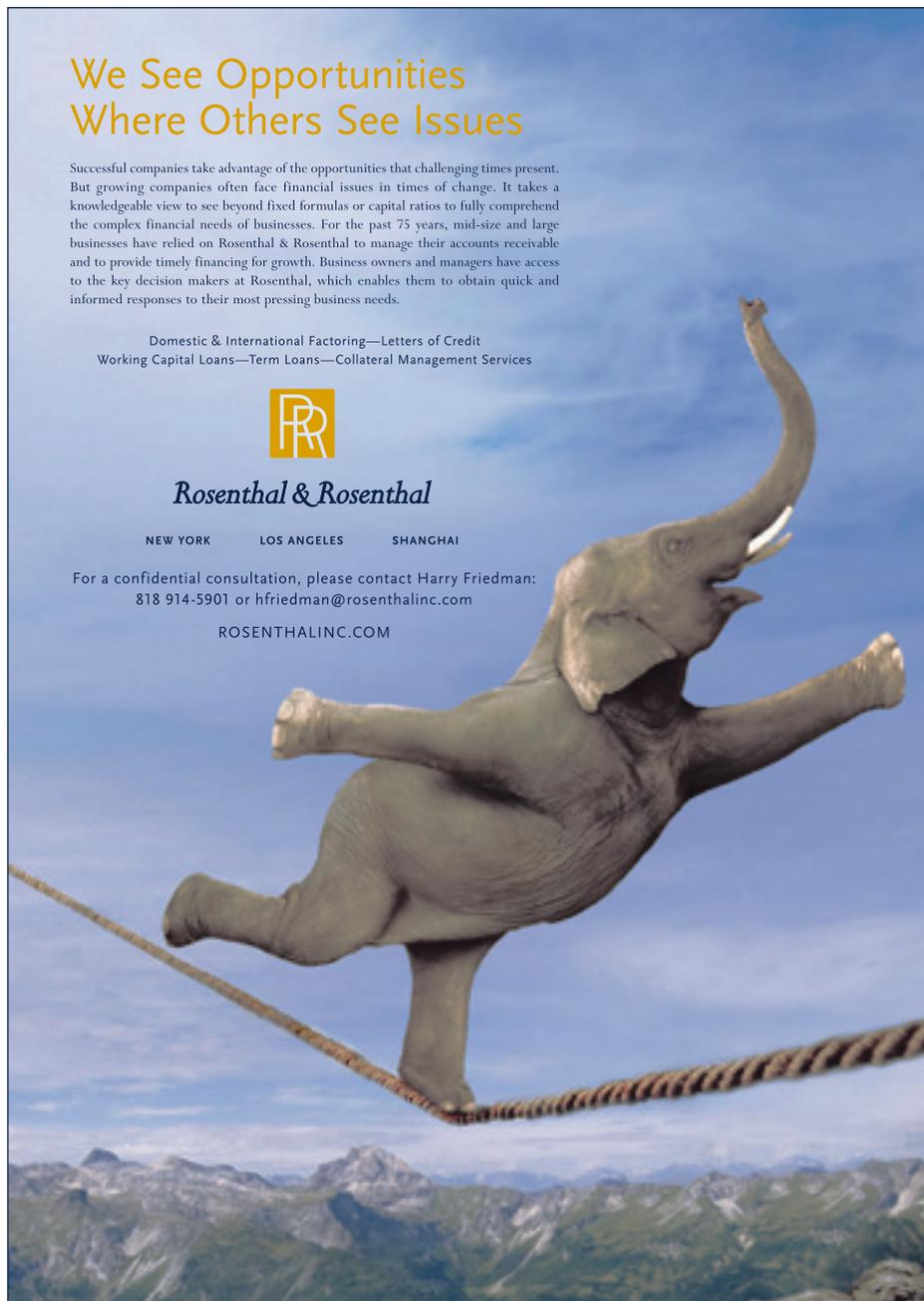


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Q&A *Continued from page 4*

Carol Meek].

We [also will] organize a special event dedicated to responsible creation in the USA. This panel, [which will include members of] the Council of Fashion Designers of America and the most important fashion and luxury brands, [will be] a conversation about sustainability with different people having roles [and] experiences [with sustainable manufacturing].

Oscar Ben Rodriguez
Senior Trade Shows Manager
California Market Center
www.californiamarketcenter.com

We focus on pre-show programs such as store visits and call campaigns, which familiarize buyers with the lines at the show.

[We offer] communication through online marketing and social media to keep attendees updated on the latest news and trends. [We also provide] buyer perks such as lounges with free Wi-Fi, product giveaways, complimentary snacks and drinks, validated parking, and, lastly, entertainment, including opening-night receptions and runway shows.

Our trade-show management also provides personal boutique services to buyers by offering product recommendations and being readily available and accessible to them.

Kristy Meade
Group Show Director
Messe Frankfurt North America
Texworld USA
www.texworldusa.com

We're very excited about the wide range of programs, services and attractions we have planned for the 17th edition of Texworld USA, which will be held July 22–24, 2014, at the Jacob K. Javits Convention Center in New York City.

Texworld USA will be co-located with the International Apparel Sourcing Show and Home Textiles Sourcing Expo, providing visitors access to all three shows with one registration. Since our shows cover the entire spectrum of textile sourcing options from apparel fabrics and manufacturing to finished soft goods for the home, we make sure we have a wide range of programs in place that appeal to all of our visitors.

Here are just a few of the show features:

Complimentary Seminars: Organized by our show partner, Lenzing Innovation, our complimentary seminars are always popular with our visitors. Each show offers a wide range of seminars throughout the day regarding specific segments of the business, delivered by industry experts. A sampling of topics covered includes: The Creation of Sustainable, Eco-Friendly Textiles, Innovations in Bedding for 2015, How NOT To Start a Fashion Line and FTC Labeling Guidelines.

Two Trend Forums: Texworld USA will feature its own Trend Forum forecasting trend and color direction for Fall/Winter 2015–2016. Texworld USA will be designed by Paris Art Directors Louis Gerin and Gregory Lamaud and will include a complimentary Trend Book for visitors. Mark Woodman, creative consultant, will develop the Home Textiles Sourcing Expo Trend Forum, featuring the theme "Progress! Revive!"

Interactive Vignettes: Partnering once again with Texworld USA, Manufacture NY will feature an interactive vignette on the show floor providing live demonstrations of fashion design and apparel production.

Resource Center: Our Resource Center provides visitors the opportunity to meet face-to-face with industry partners that offer a wide range of services related to the industry, including research and product development, industry trends, fabric sourcing, color trends/direction and media/advertising.

Tulip Club: Located off the show floor, the Tulip Club is a members-only VIP lounge for our top buyers.

Tradegood: Back by popular demand, Tradegood will provide complimentary onsite buyer/supplier matchmak-

ing services. This free service allows buyers to easily and quickly identify suppliers who meet their sourcing needs, saving them time and money.

Mobile App: In addition to the printed Visitor's Guide, we will offer a complimentary mobile app that can be easily downloaded to any smartphone. This app will provide visitors access to show features, floor plans and exhibitor information, all delivered directly to their phones.

Oeko-Tex Reception: On July 23, Oeko-Tex will host a complimentary reception allowing visitors and exhibitors a chance to mingle after show hours and provide them information regarding their various certification programs.

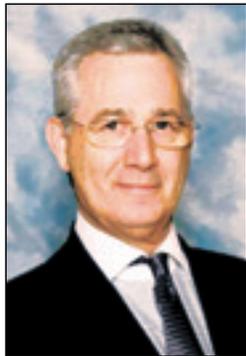
Eva Walsh
VP, Business Development
Dallas Market Center
www.dallasmarketcenter.com

Dallas continues to see firsthand growth throughout the apparel marketplace—something that is unique to our region—located in the strongest economic area of the U.S. This March, after measuring buyer-traffic patterns and soliciting valuable feedback from buyers and exhibitors, we changed to a Wednesday–Saturday date pattern to better address our customers' needs. The new date pattern has been received very well. We are always looking at new ways to engage our customers before and at market. Here are a few program offerings that are targeted to help attendees have the most valuable market experience in Dallas.

Buyers
In addition to providing a diverse, complete product of-



Guglielmo Olearo, Première Vision



David Lapidos, OffPrice



Leslie Gallin/Christopher Griffin, Advanstar



Alex Repola, Hillary France, Brand Assembly

fering, we've continued to expand our programs to offer the resources and education our retailers need to succeed in business.

Market Mavens: New to Dallas Market? Attend a complimentary breakfast to meet our New Market Mavens—associates available to answer any and all market queries including the latest retail news, trends and information about our mobile app and on-site events. Afterward, get oriented with a personal tour of the market on a Market Orientation Tour.

Fashion Shows and Industry-Leading Displays: Our buyers come to market to gain the competitive advantage, whether it's access to the hottest lines and networking opportunities or our leading fashion shows and displays.

Touring for Success: For new or returning buyers, retail expert Rawlins Gilliland, previous national director of sales and product at Neiman Marcus, shows buyers what's hot for the next selling season in his Discovery Tours, exclusive to Dallas Market Center.

Pinterest: Dallas Market is the industry leader when it comes to social media. We've really ramped up our Pinterest presence in the past year, providing inspiration for your store—from product to display ideas. Get "pinning" at www.pinterest.com/dallasmarket.

Dining and Entertainment: Dallas is the mecca of food, fashion and fun. Discover the places, spaces and events that make every Dallas experience with our new Dining and Entertainment Guide at www.dallasmarketcenter.com/hotelandtravel/diningandentertainment.

Exhibitors

Whether exhibitors are new to Dallas or a veteran, attendees feel good knowing Dallas is the most efficient marketplace, proving to be a strong value year after year.

Cost-Effective. The cost of doing business in Dallas is lower than any other marketplace, so it makes good business sense. We are all about helping our customers receive the highest return on investment possible—offering lower costs, allowing for a faster ROI compared with any other marketplace.

Convenient. We have an entire department serving as

retail ambassadors assisting new and loyal buyers. Our retail-development team works hard to understand a retailer's business needs and provide support. While at market, buyers take advantage of a full suite of complimentary services, including Wi-Fi, on-site parking, shuttle service to and from area hotels, and hospitalities.

Lowest Travel Costs in the Industry. We're determined not to let travel costs detract from our customers' bottom line. Being at the center of it all, literally, Dallas offers more direct flights and the lowest hotel rates of any major marketplace (as low as \$78/night).

Aaron Levant
Founder
Agenda
www.agendashow.com

Last season, we introduced the Admirals Club, inviting our most influential buyers to join an exclusive VIP group, where they received a variety of perks both on and off the show floor. In exchange for these perks, these buyers agreed to connect with a special curated list of both emerging and established brands on the show floor that our team hand-picked. This ensured that they would connect with brands that they normally may have missed or do not currently do business with. The first edition was a huge success by generating more than 800 meetings with retailers and brands that normally would have not been exposed to each other.

Our Retail Relations team also embarked on a nationwide retail trip to four major markets, which included 10 different states and [more than] 200 stores this past off-season to gather information on what we can do to enhance their

trade-show experience and share with them information about new brands and new show segments that are exhibiting at Agenda to help them prepare for the show. By implementing these practices we hope to create a deeper understanding and relationship with our retailers and their needs.

These are just a few examples of the many things we are doing to ensure our buyers and exhibitors make the most of their show experiences.

Britton Jones
President & CEO
BJI Fashion Group
MRket, AccessoriesTheShow, Stitch
www.mrketshow.com
www.accessoriestheshow.com
www.stitchshows.com

Promotional Portfolio—how we connect with our retail community:

MRket, AccessoriesTheShow and Stitch are closely connected to the retail community through a multitude of forums, such as the show websites, pre-show, onsite and post-show marketing materials, our My Market app and social-media outlets in addition to our extensive personal outreach programs. Our diverse mix of communication is designed to serve the needs of every one of our retailers. Some prefer looking through our printed, pre-show pieces while others like previewing our show resources through our vast digital media. Our websites present a complete story for each show by providing lookbooks, show guides, exhibitor profiles, article and brand buzz sections, and detailed amenity and show information pages in addition to almost daily email blasts. Our social-media channels provide a robust flow of buzz-worthy news and imagery geared to engage our audience, and special sections are produced by our sister properties, *Accessories Magazine* and *MR Magazine*, and are accessed via print and digitally. Our comprehensive print and searchable digital programs facilitate the ability of retailers to discover new resources and pre-shop the shows in addition to connecting retailers with our designers post-show.

Modern Assembly:

The third edition of Modern Assembly is set for this August market week. After two successful runs, Modern As-

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INTERMEZZO COLLECTIONS

August 3.4.5 @ Javits Center.NYC

CHILDREN'S CLUB

August 3.4.5 @ Pier 94.NYC

October 19.20.21 @ Javits Center.NYC

ENKVEGAS

August 18.19.20 @ Mandalay Bay.LV

COTERIE / SOLE COMMERCE / TMRW

September 14.15.16 @ Javits Center.NYC

WWW.ENKSHOWS.COM

ENK

Q&A *Continued from page 6*

sembly's alliance of AccessoriesTheShow, Agenda, Capsule, Liberty, MRket and Stitch will present its unified presence at The Venetian/Sands Expo Center. Modern Assembly's six unique and tightly focused shows present a uniformed presence that has created a new platform for some of the world's best retailers. This alliance has transformed the Las Vegas Market Week and is continuing to change the way both designers and retailers view the February and August markets.

MRket, AccessoriesTheShow and Stitch Room Incentive Programs:

We continue to evolve our hotel program in an effort to offer our exhibitor and retailer communities enticing incentives to "Book With Us!" The demand to stay at The Venetian/Palazzo's five-star property—coupled with being under the same roof as MRket, AccessoriesTheShow and Stitch—has made our hotel incentive program a very important resource to our audience. We continue to add elements of fun and excitement to the Las Vegas experience for our retailers through programs such as the room lottery, upgrades, the Lavo party, and exclusive special offers from other Venetian and Palazzo retailers and restaurants. These programs help our attendees further explore the five-star luxury that the property has to offer.

Creating a diverse shopping environment:

MRket, AccessoriesTheShow and Stitch take great pride in being recognized as the order-writing shows in Las Vegas. Retailers come to our juried, impeccably merchandised show floors to discover new resources, meet current accounts and write orders. What makes MRket, AccessoriesTheShow and Stitch unique is that we provide an experience that truly caters to conducting business in an uplifting, inspirational, amenity-filled environment. Special curated sections are developed and executed each season and provide visual presentations of current trends with the resources on the show floors. Lounges are created to support community interaction and networking while our amenities—which include complimentary breakfast, lunch, cappuccino bars, cocktail receptions and taxi reimbursement—are designed to enhance the experience. Designers know that if they exhibit in MRket, AccessoriesTheShow or Stitch, appointments are made and orders are written.

Pierre-Nicolas Hurstel
Chief Executive Officer
CurvExpo
www.curvexpo.com

Our attendees are our priority; we offer them an all-inclusive trade-show format and a great product offering of intimate, swimwear and men's lines on both coasts.

Our brands are marketed through all avenues of social media: Facebook, Twitter, Instagram and Pinterest. We offer a year-round marketing platform that not only starts the day the contract is signed, but it is a great tool for new brands to promote themselves in the industry and provide an extra boost for the established brands.

CurvExpo puts a lot of work into attracting new attendees with our brand partnerships and personal shopper services. Our personal shopper program gives the buyer a one-on-one experience with a member of our team. You tell us what you are looking for, answer a quick questionnaire to help us understand your shop, and we will then consult the best brands to visit during the show.

We are particularly enthusiastic to present the second edition of the CurvExpo

Trend Wall presented by Promostyl. This will display fabrics, trends and lines from the brands on the show floor for a smarter shopping experience. A consultant will also be present to explain the benefits and how to use this to your advantage.

The highlight of the past Spring/Summer season has been our New Account Program: "Love a new brand? Open a new Account. Win a trip to Paris!" This program was a huge success at the shows, which motivated buyers to "think outside of the box" and search for new brands. Likewise, the brands were just as excited as buyers were eager to meet and work with them.

We have many reasons to keep our attendees coming back and many more to attract the new ones. We anticipate great shows for this season at CurveNY in New York Aug. 3-5 and in CurveNV in Las Vegas Aug. 18-19.

David Lapidos
Executive Vice President
OffPrice
www.offpriceshow.com

The Offprice show has a number of perks and services for buyers, including greatly reduced lunch prices (still no such thing as a "free lunch"), courtesy Wi-Fi at the show site and shuttle buses to take buyers from the Sands Expo Convention Center to other shows.

We have an interactive floor plan that will save buyers a lot of pre-show planning time and our own tour guides leading buyer tours of the show twice a day for the first three days.

Through our Loyalty Program, buyers who stay two or more nights at The Venetian or Palazzo will save big.

And, as always, buyers can count on the genuine warmth and knowledge of our entire staff, who are always at hand.

Suzanne De Groot
Executive Director
Fashion Market Northern California
www.fashionmarketnorcal.com

Fashion Market Northern California (FMNC) has changed dramatically in the last five years. Our sold-out show continues to attract new up-and-coming designers, European collections and national brands, some coming from the East Coast to represent their lines/collections to receptive new buyers.

We also offer the largest accessories and shoe collections on the West Coast, providing plenty of options for our crossover customers.

Trend, contemporary and artisan designers make this a destination, and, of course, we are located near one of the major travel destinations in the country as well.

Our buyers are noticing. The word from buyers is that our show is very friendly and easy to shop, and we do our best to promote and expand on this feeling by offering the following:

A complimentary one-night stay at the Marriott in San Mateo to all first-time buyers, which includes free parking and a shuttle to the [San Mateo] Event Center.

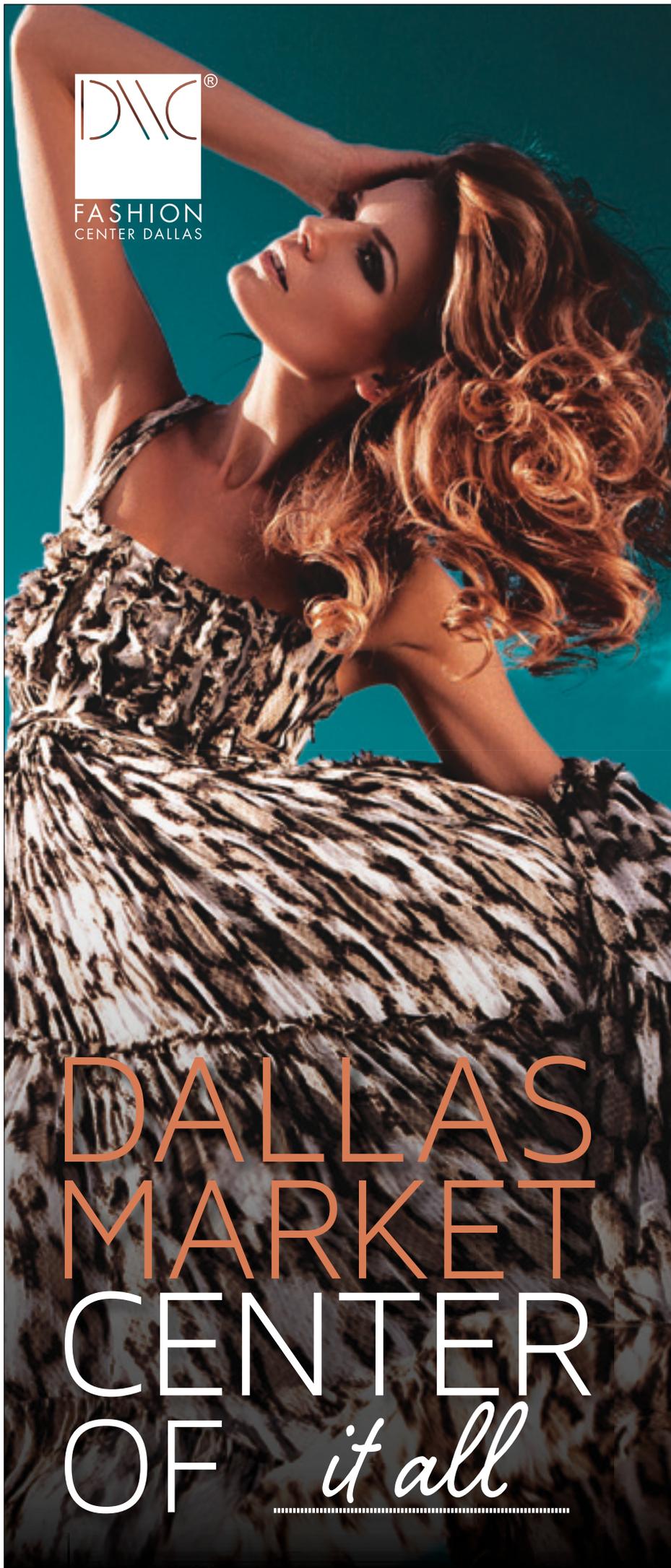
A free continental breakfast, a sponsored lunch and snacks in the afternoons.

Parking specials at every show and details in our show directory and on Facebook and the website for each show.

We have extended our hours on Monday nights to add more shopping time and have complimentary wine and beer (coupons given at registration) from 4 to 7 p.m. on Monday as well.

Our show directory is sent to over 1,500 buyers before the show to facilitate schedul-

➔ Q&A page 10



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Q&A *Continued from page 8*

ing appointments and travel plans.

We are constantly updating our website and social media to better inform and serve buyers.

We believe that we create an atmosphere that supports our buyers, allowing them to have a productive visit in a relaxed, friendly environment that hopefully inspires and energizes them both personally and in their businesses.

Lucía de Sander
 Director
 Apparel Sourcing Show
www.apparelexpo.com

The Apparel Sourcing Show is the only trade show in the CAFTA region, and we have a unique Matchmaking Meeting Program.

This year, we have changed the dynamic of this activity with the purpose of creating the adequate structure not only for customers or buyers visiting the show but also for the full-package manufacturers. In this activity, [we] offer the service of creating a business agenda for the buyers who attend, where their profile is matched with the producing factories and are guided throughout the show. These business meetings take place in a special pavilion of manufacturers, where they expose their most competitive products to the visiting buyers.

On average, the show [schedules] around 300 business meetings between 40 manufacturers and 55 buyers. For the attendees in general, we have an activity for all, from workshops for operative training to the most innovative and up-to-date conferences with highly recognized speakers, finishing with targeted networking events.

Henri Myers
 Co-founder
 Coeur
www.coeurshow.com

What we've done with Coeur since day one is try to create an experience for buyers that is both interesting and cu-

rated for them. They see so much product, and it's usually overwhelming.

For our show, we really like to make it a nice, easy process for them from the minute they register online to getting to the venue. Once they are at the venue, they can find known brands and discover new labels that may not be on their radar.

Each season, we target specific stores with the brands we have. We ask that every one of our brands that participate create an email flyer announcement that really highlights their brand image and lifestyle. Because we have the relationships with stores, we can cater the email to them [to include] things that are going to pique their interest. That might be a mix of brands they already do know, but we also like to fill it with a few other images of brands they may not know but still fits [with] what they carry in their store. Buyers are super busy these days, running around from show to show. Curating strong designers makes it easier for them to see something they're familiar with and also something that makes them think, "That's interesting. I definitely want to make this show a priority."

They also get a personal phone call every season, which makes it easier to identify who we are and what we are doing. We also mail hard-copy invites to buyers and press. Not everybody opens an email or the mail or accepts a phone call. We feel that's been a benefit—to get in touch with them with those three points of [contact].

Since starting Coeur three years ago, we have had so many buyers continuously and graciously recommend brands they think would be a good fit for the show. We also hear from brands that come on board that certain retailers suggested they do the show because they want to make sure they're seeing the brand there.

We try to work with brands that participate at Coeur as much as we can.

We send a top 10 pointer list out to brands on how to have

a successful show and what it takes to be successful in the industry.

We do an online seminar that's like Trade Show 101. It's specifically for those newer brands that may not be fully versed in how trade shows work, especially when you're dealing with LA. That's something we started offering about three seasons ago. It's an online virtual conference where we feature a brand or two, a buyer, and myself and [Coeur co-founder] Lisa [Elliot Rosas] on the line. Lisa and I both get so many questions from a lot of brands about how trade shows work. And, of course, LA is slightly different from New York, so we try to make it as easy and informative as possible. [The brands] are able to ask questions about things that they might not be aware of like,

when is the best time to outreach to buyers to prepare for market? Also, the seminar will cover everything from setting up their booth and making sure their marketing materials are very strong. We also give information about pricing, line sheets/lookbooks, P.O.s. Most importantly, we want to make sure brands are targeting and also reaching out to key stores they want to be in on all contact methods: calling, emailing and sending strong marketing materials. That information is helpful for those newer brands, but it's also helpful for those brands that have been around for a while but might be moving away from a showroom setup to representing their own line. Our show is really about having an all-inclusive [experience], making sure that most people can conduct business while they're there.

We [also] like to have an installation or visual presentation at each show. Our whole makeup is about having lifestyle, accessories, gift, home. We try to work with a different product or brand to bring something eye catching each season.

This season at Coeur, we are collaborating with *Kinfolk* ➔ **Q&A** page 12



Sam Ben Avraham, Liberty Fairs



Kristy Meade, Messe Frankfurt/Texworld

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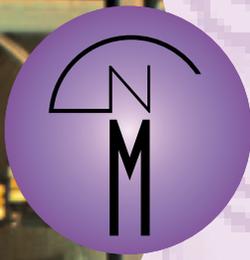
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Tagliapietra
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Calvin Klein
Cambio
Cameo and Myth
Cameo Clothing
Caroline Grace by Alashan Cashmere
Case Mate
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Chan Luu e.f.i.
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Chaser
Chelsea Flower
Christa Louise
Christopher Fischer
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Cino Blouses
CJ by Cookie Johnson
Claudia Nichole by Alashan Cashmere
Clo Intimo
Cocobelle
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Complete Clothing
Contempo/Kirakira
Cookie Couture
Cop Copine
Corinne Simon Jewelry
Corina Collections
Cotton Citizen
Covet
Cowboys Belts & Handbags
Crown Jewel
Cult of Individuality
Current Elliott
Dakota Collective
Daniel Friedman West
Daniel Rainn
Daniela Corte
Legging Bar
Darlene Valle Showroom
Datscat
David Galan
David Kahn Jeans
Dear John Denim
Deca
Deep or Shallow/Ju's
Denimocracy
Desigual
Deux Lux
Dial M
Diane von Furstenberg
Dittos
Divine Rights of Denim
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Double Zero
Dream Monstar
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dylan
developed by true grit
E. Victor Gabriel

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Ecrú
Elan
Elan Beach
Elle Sasson
Elise M. Belts
Emi Jay
Engel's Showroom Inc.
Enza Costa
Equipment
Eric Javits
Everleigh
Fate
Feather 4 Arrow
Feel the Piece
Fever Sweaters
Fickle
Fifteen Twenty
Fig & Bella
Finley Shirts
Fluff Accessories
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Forever Unique
Forgotten Grace
Formation Showroom
Fraiche by J
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Frenzii
Friends of Natives
Frock Shop
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George Loves
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ginger.
Gold Hawk
Green Dragon
Grethel
Guess Belts
Gypsy 05
Gypsy 05 Sand
h.i.p.
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HATCh
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Heather and Gold
Heather G Showroom
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Ivan Grundahl
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Lilla P
Lily
Line
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Line 3
Liquid Metal by Sergio Gutierrez
Lisa Freede
Lit Studio
Livefree Showroom
Liza Stewart, Inc.
Lodis Handbags, Belts & Small Accessories
Lolly
Lori Jack
Love Marks

Love Nail Tree
Love Quotes
Love Sadie
Love Sam
Love Token
Lucky Brand & Accessories
Luli Fama
Lulla By Bindya
Lumier by Bariano
Luz de la Riva
Lysse
M Group Showroom
Mad Mac
Maison Close
Maison Lejaby
Mantra
Margaret O'Leary
Marigold
Mark Holden Scarves
Marseilles
Mary Hardie Showroom 605
Mary Joya Showroom
Matty M
Mavi Jeans
MAY The Label
Mayasutra
McGinn
Mel by Melissa
Melody
Mia and Moss
Michael Kors
MICHAEL Michael Kors
Michelle Jonas
Mickey + Jenny
Mila & Mila Trends
Milk The Goat
Miss Me & Miss Me Jeans
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Mofi
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Mother
Moyuru
Muubaa Leather
My Line
My Other Bag
My Pakage
My Tribe
Nalukai
Nana Nucci
Nanavatee
Nanette Lepore
Nation LTD
Neesh by D.A.R.
Nesh
Newbark
Niche Showroom
Nick and Mo
Nikki Rich
Nor
Notify
O1 Johan Ku
O2 Collection
Oats Cashmere
Obbaki
Olcay Gulsen
Old Gringo Boots
Olive & Oak
Om Girl
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Onzie
Oober Swank
Oonagh by Nanette Lepore
Others Follow
Paige
Pam and Gela
Paper Denim & Cloth for Men and Women
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Simply Irresistible
Sita Murt
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Skif
Skinny by Jessica Elliot
Skinny Tees
Sky
Sloane Rouge
Sloane&Tate
Smash
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Soludos for Men, Kids and Women
Spanx
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STS Blue
Studio Two Clothing
Sue Goodman Showroom
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T. Smith & Co.
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Talia Hancock
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The Pink Powder Room
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The Vonderheide Showroom
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Three of Something
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Yoona
Yoshi Yoshi by PJ
Yosi Children/Yosi Samra
Zelda
Zoa
Zoe Couture
Z Supply

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Q&A *Continued from page 10*

Magazine and Neutra VDL Studio with [architect] Richard Neutra's son, Dion Neutra, who will be formally debuting their new jewelry line and showcasing a selection of furniture at Coeur LA.

For New York, this season our show is Sept. 14–16. The 14th is going to be a buyer cocktail reception to give top buyers that we feel should definitely come to the show a little bit of a head start. It will be the first time that we do that for the New York show. That's going to be from 6 to 9 at the 404NYC event space.

We try each season to connect the buyers to as many brands as possible. It is about making it easier for everyone involved to have a really good show. Our show is curated to the point where every brand has the potential to be placed in every targeted store. It's a matter of whether those buyers are taking the time out to look at each of them and discover what they have to offer. It is also a matter of designers having a strong marketing, lifestyle, product and store outreach to gain success. We are in the business to give exposure to curated brands and showcase and connect them to stores.

Hillary France
Alex Repola
Co-founders
Brand Assembly
www.brandassembly.com

Starting with the June Market, Brand Assembly LA will begin a telephone buyer outreach several weeks prior to the show, inviting buyers and providing information and assistance. Through our partnership with JOOR, the premier online wholesale marketplace, we will continue to make the buying process easier by having Joor personnel available to assist with the Joor iPad application sales reps use to process orders.

Our lounge will continue to be a focal meeting point with juices from Pressed Juicery. Ultimately, though, besides facilitating access to buyers, providing services, and mak-

ing sure we offer a casual and fun environment, what really sets Brand Assembly apart is the careful curation and mix of brands and categories. As one of the participants told us, "If Brand Assembly was a boutique, I would only shop there."

John Ruffo
Founder
Lazr Trade Show
www.lazrtradeshow.com

Our August show is a first for us. We will hold Lazr during Los Angeles Fashion Market to attract the more-focused, targeted market already shopping The New Mart. We are looking at mid- to high-tier designer brands. We worked really hard to find out what aspect of the market needs to be addressed during this time, as well as finding dates when buyers would be available in Los Angeles and not attending events in New York.

Because many showrooms will be open on Sunday during LA Fashion Market, we have plans to make the first day a "coming out" event of sorts so that buyers can meet with the brands they want to see but also have the opportunity to indulge in entertainment and an interactive, business-oriented event.

Going forward, we plan to present an even broader show in October.

We are working on several buyer programs, including an event-guide app to help people navigate the show's exhibitor list, browse in-show events, and create a schedule of brands they want to see and events they want to attend. The app is currently under development and will officially launch in October.

Fashion Business Inc. will produce another amazing runway show for the opening day of the show in August and October.

Other plans for October include a live shoe-review panel discussion organized by Last-Report and featuring a local buyer, educational seminars hosted by our industry peers and organizations, and a trend forecast.

We will continue to have the Lazr Market, the open-to-public aspect of the show, and want the show to have a B2C environment like we did at our first event, when we had bloggers, stylists and trendsetters participating in the event, as

well as the market. We want to connect the consumer to the brand. Zappos and American Express are already on board to sponsor the B2C portion of the show.

And we are planning an opening-night party for the October show, but with so many choices of venues in LA, details are TBA!

Jeff Yunis
President
WWIN (WomensWear In Nevada)
www.spectrade.com/Shows/WWIN

Our focus has always been on making the show experience as good as possible for the buyer because that's what it's all about. Without the buyers, there are no shows.

So, we will continue with our free breakfast, lunch and afternoon refreshments. We will continue with free Internet connections for all attendees. We will continue to offer buyers personal assistance with any questions or problems that they have related to the show. We will continue to accept other show badges so that buyers do not have to stand in line again. We will continue to treat each buyer as though they bought for Walmart or Macy's.

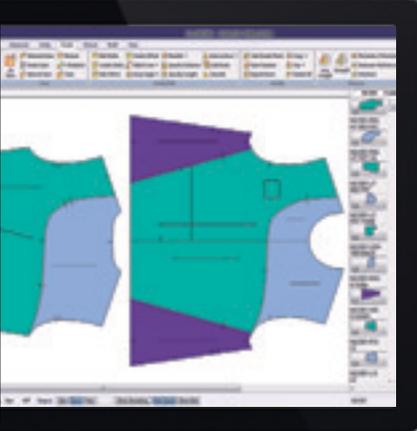
Sam Ben-Avraham
Founder
Liberty Fairs
libertyfairs.com

We are constantly working on merchandising the show in the most efficient way for buyers. We're working with the buyers year round on the planning of our shows and events. They're constantly giving us feedback throughout our process in the lead up to the show, which is a key factor in creating an environment and show floor that caters to them.

We're also distributing printed and digital versions of our show map before the show to help buyers pre-plan and set appointments, which is something we highly recommend.

We will, of course, be hosting events designed to bring the industry together this season. In New York, we'll have our second biannual industry bowling event, and in Las Vegas we'll host another panel discussion. ●

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Shop & Dine

By Deborah Belgum Senior Editor

Now that the economy is moving forward, the number of new restaurants and clothing stores is starting to pop again.

In downtown Los Angeles, it seems there is a new eatery opening every week. The same goes with Manhattan.

This is a win-win situation for trade-show attendees, who like to explore the city they are visiting in the evenings to check out new spaces for eating and shopping.

Here's our take on some fun and interesting boutiques and restaurants to explore when you are out and about attending your favorite trade show.

SAN FRANCISCO

Pretty Penny

1201-A Guerrero St.
(415) 401-6616
www.prettypennyclothing.com

If you are a vintage-clothing fan, you're in luck. A new vintage-apparel store opened up in San Francisco early this year with scads of offerings as well as a selection of locally made jewelry and garments.

The woman behind the emporium is Sarah Dunbar, who honed her vintage chops by working for several years for other shops that carried vintage threads.

She went on to open her first vintage shop in Berkeley, moved to Oakland and now has added a San Francisco outpost because she noticed many of her customers were traveling across the bridge to peruse her merchandise.

The Pretty Penny at Guerrero and 24th Street has a homey feel to it, with hardwood floors and plenty of distinct merchandise to keep you busy for hours.

"About 85 percent of our merchandise is vintage, from the 1920s to the 1970s, with some very select and edited pieces from the 1980s and 1990s," Dunbar said. "Then we carry new items that complement the vintage."

Prices are not outrageous, with items fetching \$16 to \$225. "We have



Pretty Penny

a consciousness to make things affordable, so even a high-school student can afford to come in here," the shop owner said.

Three days a week, Dunbar works the retail side of her business, and the other three days a week she is out scouting and buying vintage apparel.

Dunbar started her career at Mars Mercantile in Berkeley, where mostly vintage apparel from the 1920s through the 1970s was stocked. Then she moved to the East Coast to work as a buyer at Beacon's Closet in hip and happening Williamsburg in Brooklyn, N.Y.

Returning to Northern California, she knew she had to run her own business. Now she has two shops: one in Oakland, which has been around eight years, and her newest in San Francisco. "We have a really loyal clientele in the Bay Area and Oakland," Dunbar said.

COQUETA

Pier 5

The Embarcadero
(415) 707-8866
www.coquetasf.com

You can rarely go wrong with a restaurant that overlooks the vast waters of the San Francisco Bay.

But the view is not the only thing this trendy spot has going for it. Owner and chef Michael Chiarello has been winning kudos for his Spanish-inspired cuisine ever since he opened Coqueta, his first San Francisco restaurant, at The Embarcadero.

Before he even launched this lauded eatery, he spent a great deal of time in Barcelona studying the various ways this seaside region's restaurants serve up seafood and other delicacies.

Coqueta, which means "flirt" in Spanish, got rave reviews from *Bon Appetit*, and he was a finalist this year for the James Beard Award for best new restaurant.

Chiarello has a lot of experience running eating establishments. After graduating from The Culinary Institute of America in Hyde Park, N.Y., he opened a new restaurant called Toby's in Miami before moving back to his native California to helm his own eatery, Tra Vigne, in St. Helena. He still operates Bottega in Yountville as well as the Chiarello Family Vineyards.



Coqueta

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In the past, Chiarello has focused on his southern Italian roots for much of the menu, but Coqueta is his ode to Spanish cuisine with a Northern California flair.

Appetizers include Iberian cheeses and cured meats, wood-grilled octopus with potato fingerlings, and crispy shrimp and chickpea flour pancakes with saffron aioli.

For the main course, there are larger family-style plates that include a "Gaucho" bone-in rib eye with aromatic Moorish pepper, a whole-grilled branzino with green olive and preserved Meyer lemon salsa, and a pork shoulder loin with honey-chili glaze.

And then there's the view.

NEW YORK

Personnel of New York

9 Greenwich Ave.

(212) 924-0604

www.personnelofnewyork.com

Kristi Paras was getting ready to open a clothing boutique in Los Angeles when the building where she hoped to debut her retail spot at Sunset Junction was razed to make way for a condominium project that is still stalled by controversy. But lucky for the denizens in Greenwich Village, Paras moved back to New York City with her boyfriend, Emilio Ramirez, and they carved out a welcoming apparel outpost last year on Greenwich Avenue.

This indie store in an old brick building is welcoming with its large bay windows that offer a wonderful view of the interior.

Inside, the décor is uncluttered and refreshingly bright with the help from some exquisite fixtures by the lighting company Apparatus.

Paras used her background as a buyer for Divine and Canal Jean Co. to curate the men's and women's collection, which is drawn from a wide variety of labels that range from Won Hundred, 69 and Loup Charmant to Creatures of Comfort, Objects Without Meaning and Mara Hoffman.

The customers who frequent the emporium range in age from 20 to 70. "We think of the store as a neighborhood store," Paras said. "But one moment you will have Susan Sarandon walking in, and then you will have Zooney, the crazy art lady, walking in. They all need stuff right now."

Paras said she is interested in stocking clothes that are wearable and useful. "The things that become the go-to-things you wear every day," she explained. "There are a lot of very comfortable, artful pieces that are appealing to this very broad age range."

Prices range from \$28 to around \$350.



Personnel of New York

Gato

324 Lafayette St.

(212) 334-6400

www.gatonyc.com

Inside a 100-year-old building sits Gato, a new restaurant opened at the beginning of the year by two old hands at putting together well-liked eateries.

For 15 years, chef Bobby Flay and Laurence Kretchmer ran a place called Bolo, known for its Spanish-influenced cuisine, but a real estate development put an end to that venture when their building was demolished to make way for a new structure.

Rising up from the ashes of destruction, they have carved out a beautiful brasserie in a former homeless shelter transformed into



Gato

an outpost straight from the artsy 1920s.

There is a certain industrial vibe to the restaurant's décor, complete with thick black columns, mirrored walls, a rustic brick ceiling and a wraparound bar topped with marble.

Flay, who is known for his frequent appearances on the Food Net-

work, has infused his menu with a Mediterranean flavor accented with a dash of Spanish olé.

Many restaurant critics believe this is Flay's best eatery so far. He is also the owner of Bar Americain in New York City and Connecticut, Mesa Grill in Las Vegas, Paradise Island in the Bahamas, and Bobby Flay Steak in Atlantic City.

The menu at Gato has much to offer. There is an array of appetizers that include oven-roasted shrimp with oregano; roasted octopus with tangerine, bacon and oregano; and pizza with lamb sausage. At the bar, you can order a mussel and clam salad with saffron pickled shallots; artichoke heart with quail egg and sea urchin; and eggplant with manchego cheese, oregano and balsamic vinegar.

The entrées are just as interesting with dishes such as the Berkshire "porterhouse" pork chop sweating an osso buco-like ooze of red wine and tomato. There is a vegetarian paella; steamed halibut with Sicilian olives, mint, anchovy and an orange saffron-tomato broth; and tarragon chicken with crispy potatoes and goat cheese.

This is definitely a place where you need to make reservations.

MIAMI

Rick Owens

3841 NE Second Ave.

Miami Design District

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➔ Shop & Dine page 16

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Shop & Dine

Continued from page 15



Rick Owens

California-born designer Rick Owens recently opened his second store in the United States at the Miami Design Center, which caters to a selection of high-end boutiques.

To go with Owens' "grunge-meets-glamour" approach to fashion,

his new outpost is designed to look like an industrial temple with lots of open space. From the ceiling hangs a life-size sculpture of the 51-year-old designer, who got his training in Los Angeles at Otis College of Art and Design as well as at Los Angeles Trade-Technical College.

The fashion is edgy and expensive. It's hard to find much for under \$300, but the pieces are beautiful. Inside the 2,150-square-foot space, you can find his men's and women's runway collections along with his DrkShdw and Lilies lines. The new store also features the designer's exclusive Hun line of furs and exotics exhibited in a specific VIP salon tucked away at the back of the store.

There are grunge-influenced

jackets in the \$1,500-to-\$2,200 range, leather jackets for as much as \$5,600, pants for \$300 to \$500, and tops for \$257 to \$516.

1826 Restaurant & Lounge

1826 Collins Ave.

Miami Beach, Fla.

(305) 709-0000

www.1826collins.com

New to Collins Avenue is a four-story glass cube of a restaurant and lounge helmed by Danny Grant, the culinary expert who in 2012 was named *Food & Wine's* "Best Chef."

Grant won this award while working in Chicago at the Waldorf Astoria's prestigious RIA restaurant. Now he has ventured south to Miami Beach, where his new 1826 Restaurant & Lounge adds a more formal

flavor to the eateries lined up along the avenue.

Grant partnered up with the Cypress Hospitality Group to develop the outpost, where no expense was spared on the interior design. There are lots of brushed concrete, burnished wood floors and wood tables, ultra-modern white chairs, and tall walls of glass that overlook Collins Avenue.

The restaurant holds court on the second floor. The bar and lounge on the third and fourth floors get a loftier view of the pedestrian traffic below.

The eatery's seasonally driven menu provides a wide range of contemporary American plates whose entrées are split between seafood and meat.

Special call-outs for appetizers include the cucumber gazpacho with



1826 Collins

almond dill and the Florida avocado salad with grapefruit and hearts of palm drizzled with a citrus emulsion. Diners say they can't get enough of either of these.

The entrées are divided into two categories: the Hook and the Hunt.

On the Hook side of the menu is an array of seafood. Particularly appealing is the lobster and king crab poached with scallop dumplings, spring onions and pastis.

If you're traveling on a business expense account, you might want to try the golden egg (\$50), a golden osetra caviar with a sliver of gold served in an egg shell.

Less exotic is the wild Atlantic cod roasted with arugula, heirloom tomatoes and served with a garden cassoulet.

For meat eaters, there are short ribs grilled with artichokes and served with Brussels sprouts. Diners rave about the beef tartare served in miniature cornets.

If you like to eat big, you can always order the 14-ounce grilled New York strip steak.

LAS VEGAS

Dynamite

Fashion Show Mall

3200 Las Vegas Blvd. South

(702) 734-0180

www.dynamiteclothing.com/us/

For the trend chasers out there who don't want to spend a month's salary on their next fashionable outfit, Las Vegas has a new shop for you.

Dynamite, which caters to the woman who needs day-to-evening attire or the hottest look off the runways, just opened on May 1 at the Fashion Show Mall.

If you haven't heard of this store, you're not alone. That's because the Canadian retail chain has only four other Dynamite stores in the United States, and they are all on the East Coast. The Las Vegas store is the company's first West Coast exploration.

Located in a 3,443-square-foot space on the mall's first floor, the merchandise here is fun, fashionable and affordable. Price-wise, it is one step up from Forever 21.

Dynamite, based out of Montreal, designs its clothes in-house, which means trendsetting is foremost. There are lots of maxi dresses



Dynamite

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JULY 19 - 22, 2014
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Image courtesy of Frankie's Bikinis

and high-low tops.

A striped shirt dress goes for \$44.90, and a dressy crepe pant sells for \$39.90. A high-low sweater tunic is \$25.00, and a sleeveless parka is set at \$59.90.

Groupe Dynamite, the parent company of Dynamite and Garage, a retail concept focused on teens, was started in 1975 by Andrew Lufty.

The company has scads of stores in Canada, but when it comes to that territory south of the border, it's just starting to branch out.

Giada
The Cromwell
 3595 Las Vegas Blvd. South
www.thecromwell.com/giada

This new restaurant doesn't open up until June 8 inside the new boutique hotel called The Cromwell, but the menu and the chef sound so enticing, it was worth a heads-up for epicureans on the hunt for new, upscale eateries.

Giada, the restaurant named after the photogenic TV-star chef Giada de Laurentiis, whose grandfather was film producer Dino de Laurentiis, is a breath of fresh air from the steak-heavy havens up and down The Strip.

First, the restaurant will have natural lighting thanks to the eatery's huge retractable windows, and there will be an outdoor dining patio with views of the spectacular Bellagio fountains, whose waters flow to the beat of various show tunes.

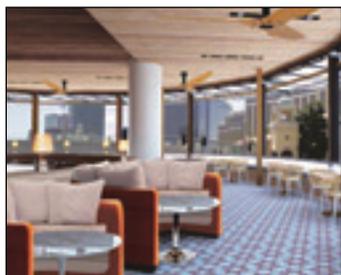
De Laurentiis, who was born in Italy but lives in the United States, where she graduated from the University of California, Los Angeles, will take a few pages out of her cookbooks to whip up the restaurant's menu.

The superstar chef, who was recently profiled in *Food & Wine* magazine, likes to cook Italian with a California twist of light. If the recipes in the article are any indication of how the restaurant will shake out, there will probably be a long line at the door.

The list of entrees sounds intriguing. It includes lemon spaghetti with capers and basil; chicken cacciatore with red wine butter cooked with red bell peppers, fennel bulb and olives; marsala herb chicken meatballs; rosemary focaccia; and vegetable Bolognese rigatoni.

De Laurentiis did her culinary studies at Le Cordon Bleu in Paris with an emphasis on pastries. After returning to the United States, she worked in several Los Angeles restaurants, including a stint at Wolfgang Puck's Spago.

Being near Hollywood and having that Hollywood connection, she has been a popular sight on television.



Giada

DALLAS

Piermarini Boutique
 6827 Snider Plaza
 (214) 303-1261
www.piermariniboutique.com

This well-curated clothing store for men and women doesn't necessarily follow the latest trends but does provide an elegant snapshot of what is brewing in the contemporary clothing world.

The store, run by John Piermarini, used to be located in the uptown section of Dallas but moved to Snider Plaza to be more centrally located.

The space is small with only 1,000 square feet to accommodate everything from accessories to



Piermarini

shoes. The décor takes a page out of the SoHo school of interior design with concrete floors, brick walls and an air of minimalism.

Piermarini loves fashion and discovering new designers not carried by other local stores.

"The brands change every season," Piermarini said. "We might have a designer for two seasons,



Casa Rubia

then the next season we might bring in seven new lines. You never know what it's going to be."

In the past, brands have included LnA tees and tanks and Abi Ferrin blouses. There are unusual basics such as a blazer with exposed zippers and digitally printed dresses.

"The aesthetic is a day-to-night, casual cool kind of thing," he ex-

plained. "It is not too dressy but not too many T-shirts either."

Piermarini isn't necessarily attached to any one trend and makes an effort to curate a classic look that is attractive to a young professional just building a wardrobe.

For finding merchandise, Piermarini doesn't do the typical trade-show circuit but relies on close connections to develop his store's stock.

"We carry brands from Brazil, South Korea, Dallas, Los Angeles and New York. I have brands from all over, and it is through a slow growth of meeting people," he said.

Price points range from \$65 for a T-shirt to \$195 to \$600 for a dress.

➔ Shop & Dine page 18

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Shop & Dine

Continued from page 17

Casa Rubia
3011 Gulden Lane
Trinity Grove
(469) 513-6349
www.casarubiadallas.com

Dallas diners spent months anticipating this new Trinity Grove restaurant, which opened late last year and is helmed by owner/chef Omar Flores and co-owner Jonn Baudoin.

The pair previously had worked together at the very popular Driftwood seafood restaurant in the Oak Cliff district of the city, which they left to form Casa Rubia.

In their second foray into the world of wine and food, they have tapped into the intricacies of Spanish cuisine to come up with a highly praised menu that goes beyond your typical Spanish restaurant.

Not only is there an array of tapas, also known as small dishes, but a dense list of Spanish wines, cheeses and hams that will make you think you are sitting in the middle of a bodega in Barcelona and not in Dallas.

In the tapas territory, the white anchovies dish gets a special nod for the little fish braided down the center of a cassoulet plate and garnished with roasted red and yellow peppers and some croutons. Another favorite are the chicken buñuelos, a doughy concoction that includes aged ham and cream.

The entrées are heavy influenced by seafood. These include Cape Cod mussels with a sour orange and sherry sauce and black cod with smoked clams in a green sauce. There are also dishes designed around squid, octopus and shrimp.

Roasted rabbit is a different addition to the carte, and paella is one of the eatery's signature

dishes that changes with the seasons.

The décor is not overly imposing. There is a huge granite wraparound bar set in the center and banquettes along the walls.

LOS ANGELES

Oak
910 S. Broadway
(213) 622-4600
www.oaknyc.com

With the arrival of the Ace Hotel in downtown Los Angeles, there is now a string of edgy, high-end retailers that are making this area of Broadway one of the hippest corners in town.

Right across the street from the Ace Hotel, Oak opened its first West Coast store to provide fashion-hip male and female customers a cool place to shop. Oak has two stores in New York City, one in Paris and another in Tokyo.

The LA boutique, which encompasses 2,200 feet, is convenient for bar-goers and diners who want to do some shopping later on.

Oak is located in an old building owned by jewelry designer Tarina Tarantino, the woman known for her bright pink hair and whimsical accessories. The store is located on the ground floor in a minimalist space that has polished concrete floors, high ceilings and large concrete pillars painted white.

The spare décor has a few decorative elements. The dressing rooms have billowy curtains made of white fabric trimmed in dark blue. One corner has a large, curved, off-white couch for sitting and enjoying an array of accessories stacked up against one wall. And an aloe-vera plant the size of a large bush sits in a black stone pot atop a table.

The multi-brand store carries labels such as Won Hundred, Jeremy Laing, Jonathan



Oak

Simkhai, Rick Owens' DrkShdw, Hood By Air and Ann-Sofie Back. The store also stocks its own label.

Prices are high with jeans retailing for as much as \$500 and a men's baseball-style cotton jacket going for more than \$1,000. Women's pleated pants can fetch more than \$400, and dresses are from \$160 to \$600.

Oak was founded in 2005 by Louis Terline and Jeff Madalena, who opened their first store in Brooklyn, N.Y.

Last year, Oak was purchased by American Apparel, the Los Angeles manufacturer known for its T-shirts and other clothes made in Los Angeles.

L.A. Chapter
927 S. Broadway
(213) 235-9660
www.lachapter.com

The Ace Hotel has been grabbing its share of headlines ever since it opened at the beginning of the year.

The building's transformation into one of the hippest spots to frequent in the Los Angeles Fashion District includes its ground-floor restaurant, called LA Chapter.

The eatery's décor gives the place a Parisian/New York vibe with its black-and-white tile floors, mirrored columns and tin roof. There is also an outdoor patio where you can



LA Chapter

watch the hipsters file in and out of the 1927 building, built by United Artists founders D.W. Griffith, Charlie Chaplin, Douglas Fairbanks and Mary Pickford. It was the headquarters of their new film business.

LA Chapter is a good hangout for breakfast, lunch and dinner as well as for cocktails. The menu has a certain new American twist to it with high-quality ingredients sourced locally as much as possible.

The list of plates was curated by Jud Mongell and Ken Addington—the team behind Brooklyn restaurants Five Leaves and Nights and Weekends.

Addington has created a menu that includes LA versions of some of his iconic dishes. Instead of Five Leaves' ricotta pancakes, there are malted buckwheat waffles.

Burgers made from grass-fed beef and served with a harissa mayo sauce have a predominant place on the lunch and dinner menus.

For the all-day menu, there is also more everyday fare such as grilled cheese sandwiches, grilled chicken-breast salad, arugula salad and kale salad, which includes Gouda and hazelnuts.

The dinner menu's entrees include steamed mussels in saffron coconut milk, seared sea scallops with braised bacon and purple carrot puree, stuffed rabbit loin, and marinated skirt steak with fingerlings and salsa verde. ●



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Trade-Show Booth Design: Making the Big Statement in a Small Space

By Andrew Asch *Retail Editor*

It sounds impossible. Designers and vendors must typically make the biggest impact at trade shows with meager tools: a 10-by-10 booth, a table and a rolling rack.

To draw buyers' attention at noisy, sprawling trade shows, exhibitors employ merchandising schemes from the baroque to elegant simplicity.

For Andrew Cheung, co-founder and chief executive officer of **Pocket Square Clothing**, the best way to draw a buyer into his Los Angeles-based brand's booth literally fits in a frame.

He and business partner Rodolfo Ramirez designed merchandising capsules/table displays to tell the story of their brand. These capsules are often placed in 20-by-15-inch wood frames, which display different looks for the Pocket Square Clothing brand. They have exhibited at **MAGIC Market Week** and **Unique LA**. There's the traditional prints of the label's workwear collection, or ties and pocket squares to be worn to the office. There's the items bearing floral prints for the brand's floral collection as well as other collections, including the collaborative collection, which features their looks inspired by collaborations with others such as musician Rome Castille.

One of the best things about the frames is that they can be taken anywhere, Cheung said. "All of our capsules are mobile. Our display is versatile; we can adapt to any situation. We can move around to fit the environment we are in."

Cheung and Ramirez also act as live-action lookbooks for the brand. At every trade show, they are wearing Pocket Square Clothing ties, pocket squares, shirting and accessories.

"It is beyond the booth," Cheung said. "But it is essential. Nothing tells the story of the brand better than the people who live that style."

Newport Beach, Calif.-brand **Toddland** has exhibited at **Project** and typically made the best use of small space with some of the novelty pieces that the brand is known for. At past shows, brand founder Todd Masters placed a 5-pound **Gummi Bear** at the edge of the Toddland booth. At other shows

he placed pajamas made for cats at the edge of the booth table. "Everyone gravitates toward them because they don't know what they are," Masters said of the novelties. "Then we bring them in and then show them everything else."

Toddland manufactures a wide array of pants, T-shirts, wallets and different accessories, but only a few of these items are displayed at booth tables. The depth of the Toddland catalog is kept in a vintage trunk. If a buyer wants to see a particular wallet in an alternative pattern, the alternative wallet can be accessed from the trunk. "The most important thing is that we keep it simple and clear," Masters said of the booth's design.

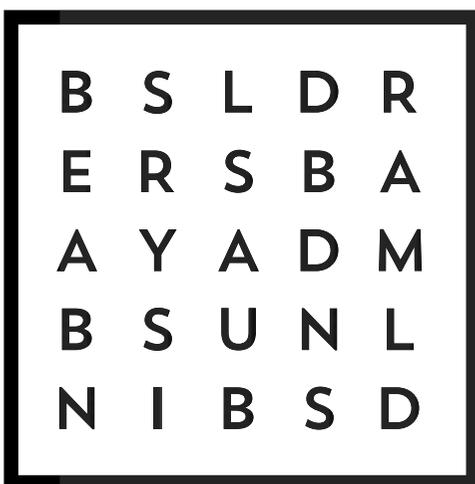
Another way to make a booth stand apart is to make it look like a store for the brand it represents, said Doug Schell, president of **949 Design**, a Costa Mesa, Calif.-based company that represents **Neuw Denim**, an Australia-headquartered label, for the American market. A smaller version of Neuw's Australian boutiques is created at trade shows. The booths display found pieces, plants and symbols of the season's theme. "The notion of doing a large booth and spending thousands of dollars is not warranted if you can impart a brand's message in a concise way," Schell said.

A simple elegance is the height of trade-show design for



POCKET BOOTH: Pocket Square Clothing's Andrew Cheung, left, and Rodolfo Ramirez at their booth at the Unique LA show

Rob Myers, founder and creative director of Santa Ana, Calif.-based brand **SLVDR** (pronounced "Salvador"), which often displays at shows such as **Liberty Fairs** and **Agenda**. While he has decorated his booths with pictures and art displays, he typically lays the line out in a "catalog order" to make it easy for the salesperson to show the line. He also hangs the line's signature pieces on racks or on the walls of the booth. "It's like a fishing lure," he said. "We're using highlight pieces as the bait." ●



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International Trade Show Calendar

May 16
International Jewelry and Merchandise Show
New Orleans
Through May 19

May 18
Surtex
New York
Through May 20

May 20
Apparel Sourcing Show
Guatemala City
Through May 22
LeShow
Moscow
Through May 22

May 21
Premium Textile
Tokyo
Through May 24

May 23
Fit Expo
Pozna, Poland
Through May 25
Si'Sposaitalia Collezioni
Milan, Italy
Through May 26

May 28
Dallas Apparel & Accessories Market
Dallas
Through May 31
FIG
Dallas
Through May 30
Fit Expo
Pozna, Poland
Through May 31
Shoes & Leather Guangzhou
Guangzhou, China
Through May 31

May 29
Couture
Las Vegas
Through June 2

June 1
ITMA Showtime
High Point, N.C.
Through June 4
Arizona Apparel, Accessories, Shoes & Gift Show
Mesa, Ariz.
Through June 2
Denver Apparel & Accessory Market
Denver
Through June 2
Chicago Apparel & Accessories Market
Chicago
Through June 3

June 2
Coast
Miami
Through June 3

June 3
New York Shoe Expo
New York
Through June 5

June 4
Connections
New York
Through June 5

FASHION MARKET Northern California

Fashion Market Northern California is in its seventh year at the San Mateo Event Center. The easy-to-shop Fashion Market is the largest open-booth show on the West Coast, with over 2,000 clothing and accessories lines. Our exhibitors are from every category: European to contemporary to updated to juniors lines, plus a wide range of classic to trend accessories. Every market offers complimentary continental breakfast, lunch coupons for buyers, and coffee and cookies in the afternoon—another plus! The buzz is this is the show to attend! The San Mateo Event Center is a convenient location approximately 10 miles south of SFO, easily serving all of Northern California, Northwestern and Rocky Mountain states' retailers. We have introduced "Late Night at FMNC"—extended hours on Monday to allow buyers to miss the evening traffic commute and enjoy complimentary wine or beer from 4 to 7 p.m. There will be free parking on Monday and Tuesday until 10 a.m. Our June Market will be June 22-24, Sunday to Tuesday. The hours are Sunday, June 22—9 a.m. to 6 p.m., Monday, June 23—9 a.m. to 7 p.m., and Tuesday, June 24—9 a.m. to 5 p.m. Buyers can turn in their parking receipts at the registration desk for reimbursement. (415) 328-1221
info@fashionmarketnorcal.com
www.fashionmarketnorcal.com

June 5
Atlanta Apparel
Atlanta
Through June 8

June 6
Brand Assembly
Los Angeles
Through June 11

June 7
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through June 9

June 8
Los Angeles Fashion Market
Los Angeles
Through June 11

LA Kids' Market
Los Angeles
Through June 11
Travelers Show
Philadelphia
Through June 9
The Deerfield Show
Deerfield, Ill.
Through June 9

June 9
Designers and Agents
Los Angeles
Through June 11

Select
Los Angeles
Through June 11
Transit
Los Angeles
Through June 11
Fukuoka International Gift Show
Fukuoka City, Japan
Through June 11

June 11
Atlanta Fashion Shoe Market
Atlanta
Through June 12
Connections
New York
Through June 12

June 12
The NBM Show
Indianapolis
Through June 14

June 15
Travelers Show
Baltimore
Through June 16
ABC-Salon
Munich, Germany
Through June 16
NW Trend Show
Seattle
Through June 17

New England Apparel Club
Marlboro, Mass.
Through June 18

June 16
CALA
San Francisco
Through June 17

The Metropolitan New York Shoe, Footwear & Accessories Market
Secaucus, N.J.
Through June 17
ITMA Asia + CITME
Shanghai
Through June 20

June 17
Licensing International Expo
Las Vegas
Through June 19
MosShoes
Moscow
Through June 20
WWSRA
Denver
Through June 19

June 18
Dallas Total Home & Gift Market
Dallas
Through June 24
Northstar Fashion Exhibitors
St. Paul, Minn.
Through June 19

June 19
China Sourcing Fair
Miami
Through June 21
Northstar Fashion Exhibitors
St. Paul, Minn.
Through June 20

Asia's Fashion Jewellery & Accessories Fair
Hong Kong
Through June 22
Hong Kong Jewellery & Gem Fair
Hong Kong
Through June 22

June 21
White
Milan, Italy
Through June 23

June 22
Fashion Market Northern California
San Mateo, Calif.
Through June 24

Travelers Show
Pittsburgh
Through June 23
Metro-Michigan Women's Wear
Livonia, Mich.
Through June 23

June 23
CALA
Denver
Through June 24

June 24
New England Apparel Club
Portland, Maine
Through June 25
WWSRA
Portland, Ore.
Through June 26

June 25
Men's Fashion
Paris
Through June 29

CALIFORNIA GIFT SHOW

Reflecting the continued rebuilding process that Urban Expositions initiated upon acquiring the show in 2012, the July 18-21, 2014, edition of the **California Gift Show** returns to the Los Angeles Convention Center with an expanded selection of top-name lines and innovative newcomers. Further strengthening the selection, the summer show welcomes a new Retail Marketing Bootcamp series, a full lineup of buyer services and a unified promotional alliance with the LA Mart and California Market Center (CMC). "Retailers come to market to see what's new. That has been the driving force behind our efforts to revitalize the California Gift Show's offerings," explains Doug Miller, president, Urban Expositions. "Our sales team has worked diligently to bring back the leading lines and trend-forward companies that once headlined this show and defined the Southern California marketplace. We're backing this selection with money-saving hotel discounts, parking rebates, show specials and other services, as well as a coordinated marketing campaign with the LA Mart and CMC, to make sure that we are bringing retailers the West's best possible market experience. Visit www.californiagiftshow.com. (800) 318-2238.



the new mart

In the heart of Los Angeles' Fashion District is the landmark **New Mart** Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and has 95 showrooms featuring hundreds of contemporary women's and men's apparel and accessory resources. www.newmart.net

June 27
Capsule
Paris
Through June 29

June 28
GTS Florida Expo
Orlando, Fla.
Through June 30

Tranoi
Paris
Through July 1
SMOTA
Miami
Through July 1

July 3
Fatex
Paris
Through July 5

India International Leather Fair
New Delhi
Through July 5

July 5
TrendSet
Munich, Germany
Through July 7

Interfilere
Paris
Through July 7
Playtime
Paris
Through July 7

July 6
Haute Couture
Paris
Through July 11

July 7
Hong Kong Fashion Week
Hong Kong
Through July 10

July 8
Atlanta International Gift & Home Furnishings Market
Atlanta
Through July 15

Premium Order
Dusseldorf, Germany
Through July 10

Premium
Berlin
Through July 10

Seek
Berlin
Through July 10

Bread and Butter
Berlin
Through July 10

Panorama
Berlin
Through July 10

July 10
Agenda
Long Beach, Calif.
Through July 11

July 14
India International Garment Fair
New Delhi
Through July 16

July 15
CMC Gift & Home Market
Los Angeles
Through July 21

The ASI Show
Chicago
Through July 17
EIMI
Bucaramanga, Colombia
Through July 17

SpinExpo
New York
Through July 17
July 16
GALLA Market
Los Angeles
Through July 21
London Textile Fair
London
Through July 17

July 17
Mercedes-Benz Fashion Week Swim
Miami
Through July 21

Chicago Gift Market
Chicago
Through July 23
Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through July 20

July 18
California Gift Show
Los Angeles
Through July 21

July 19
Salon Allure
Miami Beach, Fla.
Through July 22

SwimShow
Miami Beach, Fla.
Through July 22

Cabana
Miami Beach, Fla.
Through July 21

Designer Forum
New York
Through July 21
Washington, D.C., International Textile Expo
Washington, D.C.

July 20
MRket
New York
Through July 22

Project
New York
Through July 22

Pooltradeshaw
New York
Through July 22

Project Sole
New York
Through July 22

Philadelphia Gift Show
Oaks, Penn.
Through July 23

July 21
Agenda
New York
Through July 22

Capsule
New York
Through July 22

Liberty
New York
Through July 23

July 22
Première Vision
New York
Through July 23

Indigo
New York
Through July 23

Texworld USA
New York
Through July 24

Hometextiles Sourcing
New York
Through July 24

Apparel Sourcing
New York
Through July 24

Kingpins
New York
Through July 23

Colombiamoda
Medellin, Colombia
Through July 24

July 23
JFW International Fashion Fair
Tokyo
Through July 25

FBS
Tokyo
Through July 25

July 26
Orlando Gift Show
Orlando, Fla.
Through July 28

Windy City Gift Show
Rosemont, Ill.
Through July 29

July 27
JA New York
New York
Through July 29
Chicago Collective
Chicago
Through July 29

July 29
IFLS
Bogota
Through Aug. 1

Kingpins
Los Angeles
Through July 30

July 30
Global Shoes (GDS)
Dusseldorf, Germany
Through Aug. 1

Aug. 1
Lakme Fashion Week
Mumbai, India
Through Aug. 3

Trendz
Palm Beach, Fla.
Through Aug. 3

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www.goodmanfactors.com

Aug. 2
San Francisco International Gift Fair
San Francisco
Through Aug. 5

InNaTex
Frankfurt, Germany
Through Aug. 4

Wasche Und Mehr
Koln, Germany
Through Aug. 4

Playtime
New York
Through Aug. 4

Aug. 3
Los Angeles Fashion Market
Los Angeles
Through Aug. 6

LA Kids' Market
Los Angeles
Through Aug. 6

Children's Club
New York
Through Aug. 5

Westcoast Trend Show
Los Angeles
Through Aug. 4

Lazr
Los Angeles
Through Aug. 5

Imprinted Sportswear Show
Las Vegas
Through Aug. 5

CurveNY
New York
Through Aug. 5

Accessories The Show
New York
Through Aug. 5

Fame
New York
Through Aug. 5

Accessorie Circuit
New York
Through Aug. 5

Intermezzo Collections
New York
Through Aug. 5

Moda Manhattan
New York
Through Aug. 5

ASD LV
Las Vegas
Through Aug. 6

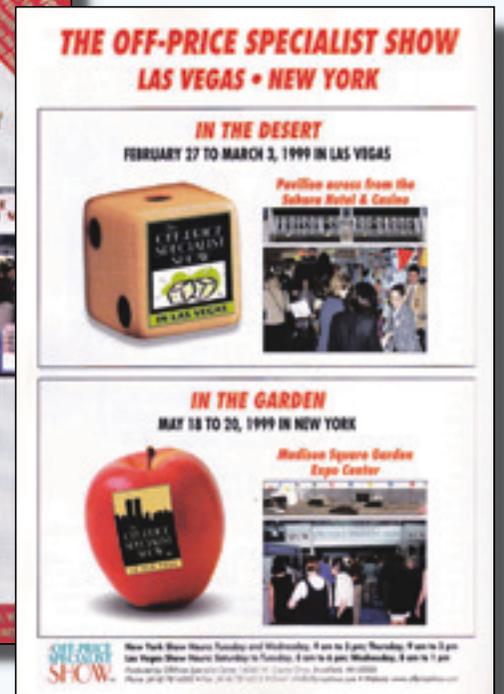
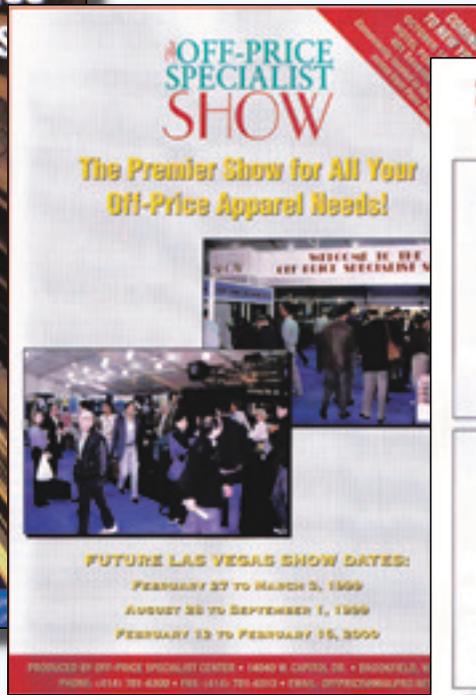
GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through Aug. 5

Copenhagen International Fashion Fair
Copenhagen
Through Aug. 6

TEXWORLD USA

Register now for North America's largest apparel fabrics show! **Texworld USA** is a key resource for fabric buyers, R&D, product development, designers, merchandisers, and sourcing executives. Your Texworld USA registration gives you access to the International Apparel Sourcing Show, featuring contract manufacturing, private label, and ODM resources July 22-24, Jacob K. Javits Convention Center, New York, N.Y. www.texworldusa.com

a look back...



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International Trade Show Calendar

Continued from page 20

Vision
Copenhagen
Through Aug. 6

Pure London
London
Through Aug. 5

Aug. 4
Transit
Los Angeles
Through Aug. 6

Aug. 5
DG Textile Expo Fabric & Trim Show
New York
Through Aug. 6

New York Shoe Expo
New York
Through Aug. 7

Aug. 6
Outdoor Retailer
Salt Lake City
Through Aug. 9

Aug. 7
China Sourcing Fair
Jakarta, Indonesia
Through Aug. 9

Atlanta Apparel and World of Prom
Atlanta
Through Aug. 11

Aug. 9
Stylemax
Chicago
Through Aug. 11

Kidz at Stylemax
Chicago
Through Aug. 11

Midwest Children's Apparel Group
Deerfield, Ill.
Through Aug. 12

The Deerfield Show
Deerfield, Ill.
Through Aug. 12

Premium Order Munich
Munich
Through Aug. 12

Aug. 10
Moda
Birmingham, U.K.
Through Aug. 12

NW Trend Show
Seattle
Through Aug. 12

Toronto Gift Show
Toronto
Through Aug. 13

TRU Show
San Francisco
Through Aug. 11

Aug. 11
China Sourcing Fair
Sao Paulo
Through Aug. 13

Swim Collective
Dana Point, Calif.
Through Aug. 13

Riviera by CurvExpo
Huntington Beach, Calif.
Through Aug. 12

Aug. 12
Printsource
New York
Through Aug. 13

Aug. 13
Dallas Apparel & Accessories Market
Dallas
Through Aug. 16

FIG
Dallas
Through Aug. 15

Aug. 15
New Orleans Gift and Jewelry Show
New Orleans
Through Aug. 18

Aug. 16
OffPrice
Las Vegas
Through Aug. 19

Seattle Gift Show
Seattle
Through Aug. 19

NY NOW
New York
Through Aug. 20

Aug. 17
Sourcing at MAGIC
Las Vegas
Monday, Aug. 18

Head to Toe Women's Expo
San Francisco



MAGIC is the largest global marketplace for contemporary men's and women's apparel, footwear, accessories and sourcing resources—and the world's most comprehensive forum for fashion buyers and brands. Every February and August, the industry convenes in Las Vegas for connection, inspiration and to shop a portfolio of 10 expertly merchandised and curated shows across every category, trend, and price point. With more than \$200 million in orders written daily, MAGIC fuels the business of fashion. Held at the Las Vegas and Mandalay Bay Convention Centers, the upcoming show dates are August 18–20, with SOURCING at MAGIC opening on the 17th. Visit magicconline.com or call (877) 554-4834 for more information.

Aug. 18
WWD/MAGIC
Las Vegas
Through Aug. 20

MAGIC Men's
Las Vegas
Through Aug. 20

Project Vegas
Las Vegas
Through Aug. 20

The Tents @ Project
Las Vegas
Through Aug. 20

FN Platform
Las Vegas
Through Aug. 20

Pooltradeshaw
Las Vegas
Through Aug. 20

ENK Vegas
Las Vegas
Through Aug. 20

WSA@MAGIC
Las Vegas
Through Aug. 20

Agenda
Las Vegas
Through Aug. 20

Liberty
Las Vegas
Through Aug. 20



DG Expo Fabric & Trim Show features a two-day textile and trimmings exhibit for designers, small manufacturers (producing apparel, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, event/party planners. Exhibitors are wholesale suppliers (including mills, converters, importers, and distributors) who have low minimums, and many have in-stock fabric and trims. And ... seminars focused on business growth and profitability, plus textile classes! Our next shows are Aug. 5–6 in New York, Sept. 15–16 in Miami, and Nov. 23–24 in San Francisco. Seminars begin a day prior to the show opening. Visit our website for details and to register. www.dgexpo.net. (212) 804-8243

MRket
Las Vegas
Through Aug. 20

Accessories The Show
Las Vegas
Through Aug. 20

Stitch
Las Vegas
Through Aug. 20

CurveNV
Las Vegas
Through Aug. 19

WWIN
Las Vegas
Through Aug. 21

Capsule
Las Vegas

ISAM
Las Vegas
Through Aug. 20

KIDShow
Las Vegas
Through Aug. 20

MVMNT
Las Vegas
Through Aug. 20

Aug. 22
Memphis Gift and Jewelry Show
Memphis
Through Aug. 24

Aug. 23
Atlanta Shoe Market
Atlanta
Through Aug. 25

Fashion Exposed
Sydney
Through Aug. 25

Fort Lauderdale Gift Show
Fort Lauderdale, Fla.
Through Aug. 26

Aug. 24
Fashion Market Northern California
San Mateo, Calif.
Through Aug. 26

Michigan Shoe Market
Livonia, Mich.
Through Aug. 25

Northstar Fashion Exhibitors
St. Paul, Minn.
Through Aug. 26

New England Apparel Club
Marlboro, Mass.
Through Aug. 27

Couture, Los Angeles Bridal Week
Los Angeles
Through Aug. 25

STYL/KABO
Brno, Czech Republic
Through Aug. 26

Toronto Shoe Show
Toronto
Through Aug. 26

Aug. 25
CALA
San Francisco
Through Aug. 26

Coast
Miami
Through Aug. 26

Bodyfashion
Mijdrecht, Netherlands
Through Aug. 26

Aug. 26
Playtime
Tokyo
Through Aug. 28



Surf Expo is the longest-running and largest boardsports and beach/resort lifestyle trade show in the world. Produced in January and September the show draws buyers from specialty stores, major resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. Surf Expo features approximately 2,500 booths of apparel and hardgoods and a full lineup of special events, including fashion shows, annual award ceremonies, and demos. The show attracts more than 27,000 attendees and was recently named Fastest-Growing Attendance Show by Trade Show News Network. Surf Expo will be held Sept. 4-6, 2014, at the Orange County Convention Center in Orlando, Florida. www.surfexpo.com



CURVEXPO is the only show in North America solely dedicated to designer lingerie, swimwear, and men's underwear. CURVEXPO will be presenting the Spring/Summer 2015 collections of over 350 brands at CURVENY NEW YORK on Aug. 3-5, 2014, at the Javits Center North and CURVENY LAS VEGAS Aug. 18-19, 2014, at the Venetian Hotel (Toscana, San Polo, Murano Ballrooms). For more information, visit www.curvexpo.com or call us at (212) 993-8585.



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Sun State Trade Shows, LLC, is a company that organizes and promotes wholesale trade shows in Mesa, Arizona (for January Market), and Phoenix, Arizona, and San Diego, California. We feature clothing lines for missy, junior, and contemporary sizes: petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate to better price range. Upcoming show dates are June 1 & 2, 2014, (Arizona Apparel, Accessories, Shoes & Gift Show at the Mesa Convention Center), September 28-30, 2014 (Arizona Apparel, Accessories, Shoes & Gift Show at the Phoenix Convention Center), October 6 & 7, 2014 (San Diego Apparel, Accessories, Shoes & Gift Show at the Town & Country Resort & Convention Center). For more information, visit www.arizonaapparelshow.com or www.sandiegoapparelshow.com or email info@arizonaapparelshow.com or chinds@sandiegoapparelshow.com.

Next Season
Poznan, Poland
Through Sept. 4

BTS
Poznan, Poland
Through Sept. 4

Poznan Fashion Fair
Poznan, Poland
Through Sept. 4

Fast Fashion
Poznan, Poland
Through Sept. 5

Sept. 3
Trend Selection
New York
Through Sept. 4

New England Apparel Club
Portland, Maine
Through Sept. 4

All China Leather Exhibition
Shanghai
Through Sept. 5

CIFF and Moda Shanghai
Shanghai
Through Sept. 5

Dye+Chem International Expo
Dhaka, Bangladesh
Through Sept. 6

International Yarn and Fabric Show
Dhaka, Bangladesh
Through Sept. 6

Montreal Fashion Week
Montreal
Through Sept. 6



Dallas Apparel & Accessories Markets are held five times each year at the Dallas Market Center. As the economy warms up, Dallas continues to welcome thousands of buyers to each market, 70 percent of whom don't shop other apparel marketplaces. Likewise, the Dallas Market Center has recently added additional key rep groups/lines from California to further establish itself as a destination for the leading edge of fashion. For the latest news and upcoming market dates, visit our website at www.dallasmarketcenter.com, (214) 655-6100 or (214) 744-7444

CPM
Moscow
Through Sept. 6

Textech International Expo
Dhaka, Bangladesh
Through Sept. 6

Tokyo International Gift Show
Tokyo
Through Sept. 5

Sept. 4
Surf Expo
Orlando, Fla.
Through Sept. 6

Imprinted Sportswear Show
Orlando, Fla.
Through Sept. 6

The NBM Show
Philadelphia
Through Sept. 6

Sept. 5
Couture, New York Bridal Week
New York

Fashion in the Square
Portland, Ore.
Through Sept. 8

International Western/English Apparel & Equipment Market
Denver
Through Sept. 7

Northwest Shoe Travelers Market
Shakopee, Minn.
Through Sept. 7

Sept. 6
Dallas Total Home & Gift Market
Dallas
Through Sept. 8

I.L.M. International Leather Goods Fair
Offenbach, Germany
Through Sept. 8

Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Sept. 8

Sept. 7
Metro-Michigan Women's Wear
Livonia, Mich.
Through Sept. 8

London Edge/The Ledge
London
Through Sept. 9

Boston Collective
Boxborough, Mass.
through Sept. 9

London Garments Expo
London
Through Sept. 9

SMOTA
Miami
Through Sept. 9

The One
Dallas
Through Sept. 10

The Profile Show
Toronto
Through Sept. 19

Sept. 8
ASD
New York
Through Sept. 9

Trendz West
Palmetto, Fla.
Through Sept. 10

Sept. 9
Indigo
Brussels
Through Sept. 11

MosShoes
Moscow
Through Sept. 12

Shirt Avenue
Milan, Italy
Through Sept. 11

Milano Unica
Milan, Italy
Through Sept. 11

rooms29
Tokyo
Through Sept. 11

Sept. 10
IFJAG
Orlando, Fla.
Through Sept. 14

Giftrends Madrid
Madrid
Through Sept. 14

Sept. 11
NE Materials Show
Danvers, Mass.
Through Sept. 12

Sept. 12
Mercedes-Benz Fashion Week
Madrid
Through Sept. 16

Capsule
New York
Through Sept. 14

Designers at the Jumeirah Essex House
New York
Through Sept. 14



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Hawaii Market Merchandise Expo
Honolulu
Through Sept. 14

Momad Metropolis
Madrid
Through Sept. 14

PREMIEREVISION

The next edition of **Première Vision**, the World's Premier Fabric Show, will be held Sept. 16-18 at Parc d'Expositions de Paris-Nord Villepinte. Three days to discover the collections of some 780 weavers from all over the world, innovations, trends and main directions for Autumn/Winter 2015-16. A hub for business and inspiration. Other **Première Vision** shows will take place July 22-23 in New York, October 21-22 in Shanghai, China, Nov. 4-5 in Sao Paulo, Brazil, and, for the first time in Istanbul on October 29-31. +33 (0)1 70 38 70 30. www.premierevision.com+33 (0)1 70 38 70 30.

➔ Trade Show Calendar page 24

Aug. 27

Intertextile
Shanghai
Through Aug. 29

Sapica
Leon, Mexico
Through Aug. 30

Aug. 31
Lakme Fashion Week
Mumbai, India

The Micam
Milan, Italy
Through Sept. 3

Mipel
Milan, Italy
Through Sept. 3

Sept. 2

SpinExpo
Shanghai
Through Sept. 4

Munich Fabric Start
Munich
Through Sept. 4



Modamont, the international trimmings and components show for fashion and design, gathers twice a year in Paris with more than 300 international exhibitors offering the best in accessories and components for clothing, leathers, footwear, jewelry, packaging, lingerie, belts etc... and also more than 27,000 buyers looking for creative and innovative products. Modamont will be held Sept. 16-18 at Paris-Nord Villepinte. +33 (0)1 70 38 70 31 www.modamont.com

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- **San Diego** Show is located to cover San Diego, Orange, & Riverside Counties
- **Vendors** are attending from all around the United States
- **Bringing** to you the freshest fashion for Arizona & California

ARIZONA APPAREL SHOW

NEXT SHOW:
June 1 & 2, 2014
Mesa Convention Center
Mesa, AZ

Future Shows:
September 28-30, 2014
Phoenix Convention Center

SAN DIEGO APPAREL SHOW

NEXT SHOW:
October 6 & 7, 2014
Town & Country Convention
San Diego, CA

www.arizonaapparelshow.com & www.sandiegoapparelshow.com

info@arizonaapparelshow.com & chinds@sandiegoapparelshow.com

805. 987.9928

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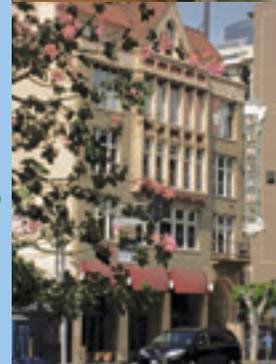
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 - Unit 201 - Active Apparel Inc.
 - Unit 202 - Whitney Eve Inc.
 - Unit 203 - Active Apparel Inc.
 - Unit 208 - Sustainable Apparel Group
 - Unit 306 - Boy and Girl Inc.
 - Unit 308 - HQ Brands LLC
 - Unit 400 - Alternative Apparel Inc.

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theprimrosedesign.com

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PREMIÈREVISION indigo
NEW YORK NEW YORK

International Trade Show Calendar

Continued from page 23



Indigo reveals the best in creative textile and surface designs Sept 16-18 in Paris, Parc d'Expositions de Paris-Nord Villepinte, Hall 5. Discover a selection of 200 exhibitors' original design concepts, and the Indigo influences wall, presenting the seasonal trends. Other Indigo dates are July 22-23 in New York for the fashion edition and Sept. 9-11 in Brussels with the home edition of the show. www.indigo-salon.com

Sept. 13
Designers and Agents
New York
Through Sept. 15

Atelier Designers
New York
Through Sept. 15

Sept. 14
KIDShow
Miami
Through Sept. 15

Coterie
New York
Through Sept. 16

TMRW
New York
Through Sept. 16

Sole Commerce
New York
Through Sept. 16

Coeur
New York
Through Sept. 16

Stitch
New York
Through Sept. 16

Midwest Children's Apparel Group
Livonia, Mich.
Through Sept. 16

Sept. 15
Texworld
Paris
Through Sept. 18

DG Expo Fabric & Trim Show
Miami
Through Sept. 16

Las Vegas International Lingerie Show
Las Vegas
Through Sept. 17

Asia's Fashion Jewellery & Accessories Fair
Hong Kong
Through Sept. 18

Apparel Sourcing Paris
Paris
Through Sept. 18

Hong Kong Jewellery & Gem Fair
Hong Kong
Through Sept. 21

Sept. 16
Première Vision
Paris
Through Sept. 18

Modamont
Paris
Through Sept. 18

Indigo
Paris
Through Sept. 18

ZOOM by Fatex
Paris
Through Sept. 18

Expofil
Paris
Through Sept. 18

Atlanta Fall Gift & Home Furnishings Market
Atlanta
Through Sept. 18

Vow: New World of Bridal
Atlanta
Through Sept. 18



Established in 1994, Hana Financial is a commercial finance company specializing in traditional factoring, trade finance, and international factoring. Additionally, it provides SBA loans, residential mortgage loans, and wealth management. Hana Financial has successfully transformed itself from a local start-up, primarily serving a niche market of Southern California, to a nationwide firm garnering businesses from all across the nation. It operates in over 28 industries in four countries, with locations in Los Angeles, New York, and Bellevue, Wash. It's also a member of Factors Chain International. www.hanafinancial.com

Chicago Gift Market
Chicago
Through Sept. 18

Sept. 17
NW Materials Show
Portland, Ore.
Through Sept. 18

Las Vegas Souvenir & Resort Gift Show
Las Vegas
Through Sept. 20

Sept. 18
Midwest Children's Apparel Group
Indianapolis
Through Sept. 19

Imprinted Sportswear Show
Fort Worth, Texas
Through Sept. 20

Sept. 19
Billings Market Association
Billings, Montana
Through Sept. 21

Sept. 20
GTS Florida Expo
Orlando, Fla.
Through Sept. 22

Mipap
Milan, Italy
Through Sept. 22

White
Milan, Italy
Through Sept. 22

Sept. 21
Coast
New York
Through Sept. 22

Accessories The Show
New York
Through Sept. 23



Finance One, Inc. is a privately held factoring company now celebrating its 15th year. Located in the heart of downtown Los Angeles, it provides factoring, trade financing, and purchase-order financing to small- to medium-sized businesses. As the company's motto, "Win/Win Factoring," displays, Finance One places a top priority on its clients' growth and success. Finance One provides factoring services at the most competitive rates, with exceptional customer service and personalized financial solutions for unique business needs. (213) 534-2908 or www.financeone.com

Fame
New York
Through Sept. 23

Moda Manhattan
New York
Through Sept. 23

Sole@Coterie
Las Vegas
Through Sept. 23

TRU Show
Scottsdale, Colo.
Through Sept. 22

Sept. 22
The Metropolitan New York Shoe, Footwear & Accessories Market
Secaucus, N.J.
Through Sept. 23

Indiana Women's Apparel Club
Carmel, Ind.
Through Sept. 23

Sept. 23
Ready to Wear
Paris
Through Oct. 1

Sept. 24
Florida Fashion Focus
Palmetto, Fla.
Through Sept. 26

Sept. 25
Osaka International Gift Show
Osaka, Japan
Through Sept. 26

Interstoff Asia Essential
Hong Kong
Through Sept. 27

Sept. 26
Imprinted Sportswear Show
Fort Worth, Texas
Through Sept. 28

Capsule
Paris
Sept. 28

Premiere Classe
Paris
Through Sept. 29

Tranoi
Paris
Through Sept. 29

Sept. 27
National Bridal Market
Chicago
Through Sept. 30



NGC is the most experienced provider of fashion PLM, Supply Chain Management, Global Sourcing and ERP software and services, with an unmatched record of innovation and technology leadership in the fashion, apparel, footwear, accessories, consumer goods, and retail industries. NGC's executives, product development teams, and implementation experts all have extensive experience in the fashion industry—something that separates NGC from the competition. NGC complements its best-of-breed enterprise solutions with a full range of consulting services, enabling NGC to consistently deliver successful implementations for leading brands and retailers in Los Angeles and around the world. www.ngcsoftware.com; (800) 690-0642

Sept. 28
LA Gift & Home
Los Angeles
Through Sept. 30

Arizona Apparel, Accessories, Shoes & Gift Show
Phoenix
Through Sept. 29

Syracuse Super Show
Syracuse, N.Y.
Through Sept. 29

OffPrice Show
London
Sept. 29

Sept. 29
LA International Textile Show
Los Angeles
Through Oct. 1

Sept. 30
Portland Fashion Week
Portland, Ore.
Through Oct. 5

Kansas City Apparel & Accessory Market
Kansas City
Through Oct. 1

Sept. TBA
Head to Toe Women's Expo (TBA)
Los Angeles

Oct. 1
Western Imprint Canada Show
Calgary, Alberta
Through Oct. 3

Yarn Expo
Shanghai
Through Oct. 3

Lineapelle
Bologna, Italy
Through Oct. 3

Oct. 4
GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through Oct. 6

Oct. 5
Nor-Cal Apparel & Footwear Show
San Francisco
Through Oct. 8

Oct. 6
LA Majors Market
Los Angeles
Through Oct. 8

San Diego Apparel, Accessories, Shoes & Gift Show
San Diego
Through Oct. 7

Travelers Show
Baltimore
Through Oct. 7

GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through Oct. 6

Oct. 7
International Textiles Expo
Las Vegas
Through Oct. 8

Travelers Show
Baltimore
Through Oct. 8

TRU Show
Honolulu
Through Oct. 8

Oct. 8
Rosenthal & Rosenthal

Celebrating our 75th year as an independent, family-owned factoring company with a large focus on the apparel industry, Rosenthal & Rosenthal understands our clients' business and is able to cater to the needs of our clients, including prompt turnaround on requests, flexibility in structure, and a user-friendly state-of-the-art on-line client system. Services include factoring, credit protection, collection, cash application, lending services, and letters of credit. We were established in 1938, and 75 percent of our clients are apparel-related. www.rosenthal-inc.com (818) 914-5904



First Capital's Western Region is a specialized commercial finance company positioned to enable entrepreneurs to achieve their goals through working capital lines of credit in the form of factoring agreements and inventory loans. Our team of professionals is committed to understanding your business plan and providing timely and consistent funding decisions. Our size and scope make First Capital the preferred working capital partner—small enough to build deep personal relationships and big enough to deliver the ideal solutions. www.FirstCapital.com or (213) 412-1540

Oct. 12
Los Angeles Fashion Market

Los Angeles
Through Oct. 15

CMC Gift & Home Market

Los Angeles
Through Oct. 15

LA Kids' Market

Los Angeles
Through Oct. 15

Travelers Show

Philadelphia
Through Oct. 14

Oct. 13

Designers and Agents

Los Angeles
Through Oct. 15

Select

Los Angeles
Through Oct. 15

Transit

Los Angeles
Through Oct. 15

Brand Assembly

Los Angeles
Through Oct. 15

Coeur

Los Angeles
Through Oct. 15

LA Men's

Los Angeles
Through Oct. 14

Galveston Gift & Resort

Merchandise Show
Galveston Island, Texas
Through Oct. 15

Oct. 14

Project Ethos

Los Angeles

Oct. 15

Style Fashion Week

Jakarta, Indonesia
Through Oct. 19

Textech International Expo

Jakarta, Indonesia
Through Oct. 17

International Yarn & Fabric Show

Jakarta, Indonesia
Through Oct. 17

Oct. 16

Manila F.A.M.E. International

Pasay City, Philippines
Through Oct. 19

Atlanta Apparel

Atlanta
Through Oct. 20

Oct. 17

Denver Apparel & Accessory

Market
Denver
Through Oct. 20

Portland Christmas Cash & Carry

Show
Portland, Ore.
Through Oct. 19

Oct. 18

Stylemax

Chicago
Through Oct. 20

Kidz at Stylemax

Chicago
Through Oct. 20

Midwest Children's Apparel Group

Deerfield, Ill.
Through Oct. 21

Oct. 19

Fashion Market Northern

California
San Mateo, Calif.
Through Oct. 21

Children's Club

New York
Through Oct. 21

New England Apparel Club

Marlboro, Mass.
Through Oct. 22

Coast

Chicago
Through Oct. 20

Oct. 20

Interfilere

Shanghai
Through Oct. 21

Oct. 21

Premiere Vision Shanghai

Shanghai
Through Oct. 22



Gerber Technology offers a complete suite of computer-aided design and manufacturing systems for the apparel and sewn-goods industries. These include the industry-leading AccuMark® pattern design, grading, and marker-making software, Vstitcher™ 3D pattern draping software, automated nesting, and textile spreading systems, as well as single- and multi-ply GERBERcutters. Gerber also offers YuniquePLM™ product lifecycle management software, which helps retailers, brand owners, and manufacturers manage all of the details associated with their products from concept to consumer and enables them to communicate and collaborate more effectively with their global partners. Gerber Technology supports 25,000 customers, including more than 100 Fortune 500 companies, in 130 countries around the world. www.gerbertechnology.com or (800) 826-3243

Plug In

Tokyo
Through Oct. 23

Oct. 22

Dallas Apparel & Accessories

Market
Dallas
Through Oct. 25

FIG

Dallas
Through Oct. 24

Gulf Coast Gift Show

Panama City Beach, Fla.
Through Oct. 24

Oct. 23

Jewelry, Fashion & Accessories

Show
Rosemont, Ill.
Through Oct. 26

Oct. 24

Lingerie Fashion Week

New York
Through Oct. 25

Oct. 26

Travelers Show

Pittsburgh
Through Oct. 27

NW Trend Show

Seattle
Through Oct. 28

Northstar Fashion Exhibitors

St. Paul, Minn.
Through Oct. 28

Trendz

Palm Beach, Fla.
Through Oct. 28

JA New York Special Delivery

New York
Through Oct. 28



Five seasons a year, buyers from around the globe flock to the **California Market Center (CMC)** for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel, gift, and lifestyle collections displayed in hundreds of the CMC's showrooms and featured trade shows. Our array of resources includes SELECT Contemporary Tradeshow, TRANSIT LA Shoe Show, LA Kids Market, and the Gift, Home & Design showcase. L.A. Fashion Market at the CMC now offers visiting retailers and brands more show options than ever to exhibit in and shop from. The Los Angeles International Textile Show (LA TEXTILE) is the fashion industry's West Coast destination for premier textile, design and production resources. Offering hundreds of fabric collections and design services from around the globe, the caliber of resources and fashion direction is presented with our contemporary designer audience in mind. www.californiamarketcenter.com or (213) 630-3600

Oct. 27

London Asia Textile Fair

London
Through Oct. 28

Coast

Miami
Through Oct. 28

Luxe Pack

Monaco
Through Oct. 29

China Sourcing Fair

Hong Kong
Through Oct. 30

Oct. 28

Atlanta Fall Immediate Delivery

Show
Atlanta
Through Oct. 30

Oct. 28

New England Apparel Club

Portland, Maine
Through Oct. 29

Luxe Pack

Monaco
Through Oct. 29

Oct. 29

Premiere Vision

Istanbul
Through Oct. 31

Dye+Chem International Expo

Jakarta, Indonesia
Through Oct. 31

London Print Design Fair

London
Through Oct. 30

Oct. TBA

Concept Los Angeles (TBA)

Los Angeles

Lazr (TBA)

Los Angeles

Connections (TBA)

Paris

Nov. 2

Metro-Michigan Women's Wear

Livonia, Mich.
Through Nov. 3



The **OFFPRICE Show** celebrates its 40th show in August 2014. OFFPRICE serves the retail industry as a dynamic order-writing show that connects apparel retail buyers with the leading off-price specialists carrying 20 to 70 percent below wholesale prices on clothing, accessories, footwear, and more. Taking place in Las Vegas at the Sands Expo at Venetian/Palazzo Aug. 16-19, with over 500 exhibitors throughout the 130,000 square-foot show floor, attracting more than 11,000 industry professionals, it is the largest off-price show in the country. Many national and regional retailers—such as Conway, Citi Trends, and Beall's—actively shop each and every OFFPRICE Show. No matter what kind of the latest fashions you're seeking—men's, women's, children's, accessories, or swimwear—you'll find it all at the OFFPRICE Show! For more information, check out our website. www.OffPriceShow.com

➔ Trade Show Calendar page 26

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International Trade Show Calendar

Continued from page 25



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Nov. 3

Nov. 3
CALA
San Francisco
Through Nov. 4
New England Apparel Club
Hyannis, Mass.
Through Nov. 4

Nov. 4

Premiere Vision
Sao Paulo
Through Nov. 5

Nov. 5

JFW Japan Creation
Tokyo
Through Nov. 6

Nov. 6

The NBM Show
Charlotte, N.C.
Through Nov. 8
International Jewelry and Merchandise Show
New Orleans
Through Nov. 9

Nov. 7

Hawaii Market Merchandise Expo
Honolulu
Through Nov. 9
Los Angeles Christmas Cash & Carry Gift Show
Los Angeles
Through Nov. 9



ENK is the most exclusive trade show producer in the United States, with a series of trade exhibitions that include nearly 10,000 design companies in New York City and Las Vegas. ENK shows attract 250,000 domestic and international buyers and press yearly, producing sales of over \$1 billion. Currently, ENK produces 14+ annual exhibitions, including Coterie, Accessorie Circuit, Intermezzo Collections, Children's Club, and ENKVegas. www.enkshows.com

Nov. 7

CALA
Denver
Through Nov. 11

Nov. 11

New England Apparel Club
Wethersfield, Conn.
Through Nov. 12

Nov. 13

China Sourcing Fair
Johannesburg
Through Nov. 15
Mid-South Jewelry and Accessories Fair
Memphis
Through Nov. 16

Nov. TBA

Connections (TBA)
Los Angeles
China International Gold, Jewellery & Gem Fair (TBA)
Shanghai
Premium Textile Japan (TBA)
Tokyo
Modaprima (TBA)
Florence
The 15th China (Yiwu) International Exhibition on Hosiery, Knitting, Dyeing & Finishing Machinery (TBA)
Zhejiang, Yiwu, China
Tissu Premier (TBA)
Lille, France



The **Primrose Design** building in the Los Angeles Fashion District has bloomed into a high-end boutique showroom fashion building. Every floor has been refashioned to meet all creative showroom needs. Each showroom's office and design space is imbued with charm and sophistication, and the building is 85 percent leased. Join Alternative Apparel and other leaders in fashion at Primrose. There are 200- to 3,000-square-foot spaces available on the second and third floors. Also, divisible underground parking is available. For more information, please contact David Muir at david.muir@daumcommercial.com or Marc Sonnenthal at marc.sonnenenthal@daumcommercial.com. (213) 626-9101



Brand Assembly's core business is to nurture and elevate emerging design talent by providing the infrastructure and guidance needed to launch and grow successful brands. Brand Assembly LA is a logical extension of this foundation. The show offers an innovative outlet for a curated group of contemporary brands to showcase their collections in an extremely shoppable and collaborative environment. The consistent and unified look and feel of the space provides an even playing field for established and emerging brands alike, promoting brand discovery by allowing the product to speak for itself. Upcoming Markets: Holiday 2014/Resort 2015—June 9th–11th, 2014, and Spring 2015—October 13th–15th, 2014. www.brandassembly.com or info@brandassembly.com

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We at **Texollini** use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 20 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand. www.texollini.com



ON THE COVER: Ina Soltani Fall '14 runway show at Style Fashion Week LA (Photo by Felix Salzman)

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Inspired by the artwork of Daniele Bueti, with his kind authorization
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