

# CALIFORNIA Apparel News

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**FOCUSSED ON THE FASHION:** Lorenzo Hadar, owner of the H. Lorenzo boutiques, had specific ideas in mind when it came to renovating his women's boutique on Sunset Boulevard. He unveiled the 3,000-square-foot shop's new look at a party on May 28. For more, see page 2.

ANDREW ASCH

## J Brand Co-Founder Jeff Rudes Leaving for New Venture

By Deborah Belgum Senior Editor

An executive shuffle continues at **J Brand** with the denim company's co-founder Jeff Rudes leaving as the chief executive.

An announcement was made on May 27 that Rudes, who co-founded the company in 2004, was stepping down after 80.1 percent of J Brand was sold in 2012 to **Fast Retailing**, the Japanese venture that is the parent of retailer **Uniqlo**.

"We are grateful for Jeff's pioneering vision and spirit. He has assembled a stellar team of executives who I am confident will successfully advance the mission of making J Brand a global leader in premium denim," noted Tadashi Yanai, chairman, president and chief executive of Fast Retailing.

Sources close to the company said Rudes hadn't been at

the J Brand headquarters for the past two weeks. "I am ready to move on and create what is next," Rudes said a day after his departure was announced. When news broke, he was riding his **Harley-Davidson** motorcycle up in bucolic Ojai, Calif. "It was a great partnership with Fast Retailing. But I have a project that was planned over five years ago. It will be my 'last hurrah' in the industry."

Rudes said his new concept, which is not denim-related, will debut at the end of the year. "It is all being made in Italy and is a luxury product," he said.

The co-founder of the Los Angeles premium-denim brand also confirmed that he had sold his remaining financial in-

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### COMPANY PROFILE

## Austere: Scandinavian Design in Downtown Los Angeles

By Sarah Wolfson Contributing Editor

Located within blocks of downtown Los Angeles' newest fashionable destinations—**Acne Studios**, **Aesop** and **Ace Hotel**—Swedish design emporium **Austere** recently opened in a 5,000-square-foot space that was once the garage for a 1920s-era department store.

"I find it serendipitous that we are opening a department store and it used to be part of a **May Co.** department-store garage. **Volvo** was also founded the same year, 1927. I [appreciate] the connection," said Austere's Swedish-born creative director and founder, Fredrik Carlström.

Located on the corner of Ninth and Hill streets, Austere serves as a multi-purpose space. It is a showroom and retail compound where high-end to smaller-scale design events will be held, and it is an exhibition space for visual artists and

furniture designers. The store's Nordic specialty items range from modern home décor and furnishings to emerging fashion designs. A 2015 **Volvo** SUV sits in the midst of it all. A swinging LED chair suspended from the vaulted ceiling hangs next to an **Electrolux** model kitchen while **Aalto** stools align the window display and a beautifully made **Louis Poulsen** "Ph Artichoke" chandelier peeks over it all. The space's wood-paneled restroom resembles a sauna.

The minimalist space features highly curated items merchandised so it is clear and visible to the consumer. Carlström received assistance from **Acne Creative**, the creative arm of Acne Studios, as well as **The Guild LA** and **Volvo**. "The Guild LA is amazing. They fabricated everything in the

➔ Austere page 3

## Fast Means Cash for Central American Clothing Makers

By Deborah Belgum Senior Editor

GUATEMALA CITY, Guatemala—Mounds of knit fabric printed with colorful images of Charlie Brown, Snoopy and Lucy are piled up inside the vast warehouse area of **Imperial Fashion**, a full-package supplier that knits, dyes and finishes fabrics that go into T-shirts.

The T-shirts are cut and sewn for companies that have licenses for characters such as **Hello Kitty**, **Snoopy**, **Batman**, **Angry Birds** and several **Disney** properties. The company's No. 1 customer is **Kmart**, for whom the company made 5 million pairs of **Joe Boxer** pajamas last year. Its No. 2 customer is **Walmart**.

Imperial Fashion is expecting its business to increase 10 percent to 15 percent this year as more U.S. retailers and apparel companies look south to Central America now that fast fashion has turned up the heat on turnaround times.

"Our clients are looking for quick response. The problem is they want the same prices as Asia, and that is a complicated problem for us," said Juan José Massis, whose family runs

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### DENIM REPORT

## No Potassium, No Pumice: Denim Makers Look for Wash Alternatives

By Andrew Asch Retail Editor

Designers for **Tortoise** jeans are wrapping up the final touches for their Holiday/Resort '14 women's line in their offices in Paramount, Calif., about 17 miles southeast of downtown Los Angeles.

Like Tortoise's men's line, which debuted in Fall 2013, the women's line features unique hues, rinses and washes. With the jeans' lines and whiskering, these new garments look like they have been a part of a wardrobe for years.

Lukus Eichmann, founder and creative director for Tortoise, hopes that fashion-savvy people embrace the look of the women's line and that it is placed at influential retailers such as **Ron Herman** and **Barneys New York**, where the men's line took a bow.

He also hopes that apparel companies embrace the way that Tortoise's men's and new women's lines are produced. With its **Eco Prk** wash facilities, also based in Paramount, Tortoise

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# H. Lorenzo's New Look

With an elegant party on May 28, the **H. Lorenzo Women** boutique debuted a major renovation of its store—its third in the boutique's more than three decades of doing business.

After years of showcasing major designers with avant-garde looks—such as **Commes Des Garçons**, **Thierry Mugler** and **Issey Miyake**—the boutique's owner, Lorenzo Hadar, planned to keep the shop's new look simple.

"I wanted to do something organic, something pure," Hadar said of the major redesign of the 3,000-square-foot shop, located at 8660 W. Sunset Blvd. in West Hollywood, Calif. Hadar was the author of the new design, which focuses on exposed ceilings, plywood racks and cases, and white floors. When he started planning the renovation earlier this year, he took pitches from several architects but did

not think their proposals captured the direction where H. Lorenzo needed to go. "Today you need to let the clothes talk," he said of his choice to keep a simple elegance in the store's design.

Designers currently represented at H. Lorenzo Women include **Anne Demeulemeester**, **Commes Des Garçons**, **Haider Ackerman**, and **David Koma**. It also is developing a bigger selection of homewares. The May 28 was produced with contemporary-art nonprofit **LA>Art**.

H. Lorenzo has influenced Los Angeles fashion since the 1980s, said Bernard G. Jacobs, a Los Angeles stylist.

"They had a lot of European designers when a lot of shops didn't have European designers," Jacobs said. "H. Lorenzo had a lot of Japanese designers. They had a lot of big designers that

no one carried in the States. They had a lot of movie stars in their clientele. A lot of the stuff is very avant-garde. It is for fashion-forward people and stylists," he said.

H. Lorenzo also runs a men's shop at 8646 W. Sunset and the **H. Lorenzo North Robertson** shop, located at 474 N. Robertson Blvd. in Los Angeles.

Hadar said that he has considered opening another H. Lorenzo shop, and he has thought about opening it in downtown Los Angeles, which experienced a flurry of debuts of high-end shops in the past year.

A few months ago Hadar closed a side project/pop-up shop, called **Left House**, which was located at 1629 Abbot Kinney Blvd. in Venice. The lease was taken over by his son, Leran Hadar, and was reopened as a group of boutiques called **The Piece Collective**.—*Andrew Asch*

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**AVANT CHIEF:** Lorenzo Hadar, left, pictured with his wife, Sharona Hadar. Lorenzo has been representing designer and avant-garde designers at his H. Lorenzo Women boutique for decades. The boutique recently underwent a major renovation.

# Luxury Jones: Streetwise Made-to-Measure

With the recently opened **Luxury Jones** boutique/workshop, Niki Dimitras aspires to be the atelier that launched hundreds of made-to-measure streetwear looks.

In her 300-square-foot studio in the back of the Luxury Jones shop at 7664 Melrose Ave. in Los Angeles, Dimitras makes made-to-measure and one-of-a-kind clothes that aspire to the outré fun of pop stars such as Rihanna, Katy Perry and Beyoncé, but the intended demographic is any woman looking for a good time.

"It's nothing too kitschy," Dimitras assures of her label, which has been around for more than a decade. "It's an alternative.

I want fancy girls to know that if they have a special occasion, they can stand out."

Dimitras' aesthetic may be a direct descendant of what was called "ghetto fabulous" in the 1980s—a mix of street looks and threads that a rock star would wear. Currently, men own this style, Dimitras said. It's being sold at the flagships of streetwear brands on Fairfax Avenue, just a five-minute walk from her shop.

Some elements of Luxury Jones' looks would fit well in a Fairfax streetwear collection. It features hip-hop styles, and the **Dodgers'** "LA" logo, which shows up on some of her pieces, as well as made-to-measure mesh

crop tops. There are also more idiosyncratic pieces such as a sequined mini-dress, which the label has repeated time and again since Dimitras opened her shop on May 3. Another much-repeated look are tap pants with a playful pompom on the seat, as well as the "Luxury Jones" boot, which is Dimitras' unique version of the cowboy boot. The most expensive dress retails for \$400, and the shop also offers curated vintage.

Some of Dimitras' most dedicated customers are not just club kids but French women in their 30s. Dimitras sells much of her clothes to St. Tropez–headquartered boutique chain **Sunday** as well as Japanese boutique chain **Goa**. Kuwaiti boutique **4 Concept Store** also sells her clothes, Dimitras said.

But the Luxury Jones look was mostly shaped by Dimitras' career in Los Angeles fashion. More than 14 years ago, Dimitras was a merchandiser of vintage fashion at **Wasteland** on Melrose, where she honed her styling skills. She developed chops for entrepreneurship when she opened pioneering Eastside boutique **Show Pony** with Kime Buzzelli, an LA fashion luminary who worked on beauty collaborations with **Hard Candy** and a footwear collaboration with **Vans**. Buzzelli has most recently worked as a costume designer for TV shows such as "Beverly Hills 90210" and "Bad Teacher."

In 2011, Dimitras received an **Emmy** in the category of variety and music show



Niki Dimitras, left, of Luxury Jones with Kristen Lovell, the line's brand manager



**LUXE INTERIOR:** Dimitras designed the look of Luxury Jones, which features stripper poles and a glow-in-the-dark floor.

for **IFC** channel show "Portlandia," for which she worked as a costume supervisor. She returned to the LA fashion world because she wanted to make an impact as a fashion designer.

Dimitras financed her current boutique through her savings and labored to build the store, which features a high-gloss floor embedded with glow-in-the-dark rocks to a dance stage with stripper poles. "It's a Martian babe cave," she said of her space. "The girls from outer space? The only place they shop is Luxury Jones."—*A.A.*

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## J Brand *Continued from page 1*

terest in the company and is making a clean break. "I have made my mark in the denim business," he noted.

Stepping in temporarily as acting chief executive will be Andrew Rosen, chief executive of the **Theory** and **Helmut Lang** brands, also owned by Fast Retailing. Fast Retailing has started its executive search.

At the beginning of March, Lynne Koplin, an industry veteran in the Los Angeles swimwear and denim business, was named

president of J Brand. Weeks later, Thimio Sotos, the denim company's executive vice president and chief financial officer since 2010, left.

Industry experts familiar with J Brand said that many of the company's financial operations are moving to New York, where Fast Retailing has its U.S. headquarters.

Rudes started the company in 2004 with Susie Crippen, who was on the creative side. In 2010, they sold 52 percent of the company to **Star Avenue Capital**, which two years later sold a majority share to Fast Retailing for about \$290 million ●

## Adrianna Papell Taps Tukatech for Product Development

After 30 years making patterns manually, New York-based eveningwear and dress maker **Adrianna Papell** is computerizing the product-development process with Los Angeles-based technology-solutions provider **Tukatech**.

The Adrianna Papell offices in New York and China have installed **Tukacad** for pattern making and grading, **Smartmark** for automatic marker making, and **Tuka3D** for virtual sample making.

“Bringing Tuka in has now given us the opportunity to work in the current world of technology, which will enable us to produce patterns faster, digitally and, above all, with more precision,” said Ashesh Amin, Adrianna Papell chief operating officer, in a company statement. “Implementation of the Tukatech CAD technology impacts our business in many areas, including reduction in fabric consumption, accuracy of patterns and grading, and eliminating the time and money spent on sewing real samples.”

Lili Zhou, the company’s executive vice president of sourcing and production, praised the implementation process.

“Tukatech engineered our process, trained our pattern makers and improved our total process with their experts,” she said.

In addition to eveningwear and day dresses, Adrianna Papell manufactures private-label sportswear. The company’s brands—including Adrianna Papell, **Aidan Mattox** and **Hailey Logan**—are sold in department stores, including **Nordstrom** and **Bloomingtondale’s**.

—Alison A. Nieder



Lili Zhou, executive vice president of sourcing and production for Adrianna Papell, with Ram Sareen, chief executive officer of Tukatech



The Adrianna Papell offices in New York and China installed Tukacad for pattern making and grading, Smartmark for automatic marker making, and Tuka3D for virtual sample making.

## Lectra Strikes Partnership With Spectraflow

Technology-solutions provider **Lectra** has formed a strategic partnership with Novato, Calif.-based **Spectraflow**, a color workflow solutions provider for the apparel, graphic design and printing industries.

Spectraflow’s clients include **Abercrombie & Fitch**, **Kohl’s**, **Old Navy** and **Nordstrom**.

“We have learned that apparel designers have color problems unique to their world,” said Clark Omholt, president of Spectraflow, in a company statement. “Whether a company needs an inkjet printer to match custom fabric swatches under non-standard lighting or is using multiple printers that must closely match one another, Spectraflow has a solution designed to address today’s most pressing color-management challenges.”

The partnership will bring Spectraflow’s focus on color consistency and accuracy to Lectra’s design and textile solutions.

“Lectra’s design solutions support designers in achieving the most efficient and creative textile and style designs,” said Roy Shurling, president of Lectra North America, in a statement. “As we all know, it’s crucial for a designer to maintain color accuracy throughout the design process, and our technology gives designers the tools to select, create and apply seasonal color palettes throughout a collection. In turn, Spectraflow’s services enable companies to achieve color consistency and accuracy with monitors and printers and across locations.”

Founded in 2003, Spectraflow started as a color-consulting service and expanded to include all aspects of color-workflow coordination, including color calibration and profiling, RIP installation and training, printer selection and support, palette management, and proofing.

Based in Paris with U.S. headquarters in Atlanta, Lectra provides equipment and software for industries using soft materials, such as apparel, accessories, footwear, car and airplane interiors, as well as other industrial markets.—A.A.N.

## COMPANY PROFILE

### Austere *Continued from page 1*

space—with the displays, pods, tables, railings—and co-designed most of it,” Carlström said. “Acne Creative is our technology partner and responsible for building the whole website. Volvo [participated] early on as partners and supported us in securing the launch.”

Carlström’s career began in advertising. One of his first assignments involved helping to re-brand a houseware company, **Iittala**. This was Carlström’s introduction to designers such as Thomas Sandell, Thomas Eriksson, Ross Lovegrove and Jasper Morrison. Carlström also got to experience the transformative process of design and what it was like to revamp a brand with “rich history,” he said.

In 2000, he moved to New York, where he helped many Scandinavian designers break into the U.S. market.

Austere is both an extension of Carlström’s marketing and consulting experience and the realization of an idea to build a showroom that would give brands an opportunity to tell a story.

“When you go to larger department stores, the customer is usually overwhelmed,” Carlström said. “I wanted the space to be like a lifestyle magazine but one you could touch and smell with a digital component. I had this idea to introduce the best of the best. Women and men buy things this way—their favorite jeans, etc., almost like a uniform. So for lighting, furniture, design and fashion, we wanted to collect the best of each category.”

Austere carries men’s and women’s apparel and accessories, including **Our Legacy**, a classic menswear line with a modern edge using clean lines and dark tones. **Stutterheim** is a raincoat collection that recently developed a collaboration collection with rapper Jay-Z and **Barneys New York**. (Stutterheim also created a custom car cover for Volvo’s Concept Estate Car.) **The White Briefs** makes undergarments for men and women using environmentally friendly fabrics such as organic cotton. The brand has collaborated with notable individuals such as fashion forecaster Nick Wooster and photographer Peter Lindbergh. Swedish duo



MARCIA PRENTICE, MELLISSA DI MEGGIO



**MULTI-PURPOSE:** Located in a space that once housed a 1920-era department store garage, Austere is a showroom and retail compound where high-end to smaller-scale design events will be held, as well as an exhibition space for visual artists and designers.

Natalia Altewai and Randa Saome of **Altewaisaome** create women’s clothing with clean silhouettes and stark colorways. They received an *Elle* award for “Best Newcomer of the Year” in 2012 and the “Designer of the Year” award at the *Elle Gala* in Stockholm this year. **Schnayderman’s**, which means “tailor man” in Yiddish, is a casual button-down men’s line that uses mother-of-pearl buttons to accent the shirts. Jewelry lines **Ebba Brahe** and **Johnna Dauphin** offer unique, one-of-a-kind pieces.

“As for apparel brands, the space will act as a showroom where members of the media and buyers can experience it on a personal level and as a retailer,” Carlström

said. “Customers can purchase items on a cash-and-carry basis, [and] Austere will be launching an e-commerce site very soon.”

Carlström is not only focused on introducing Scandinavian brands but building a community within downtown Los Angeles. “I hadn’t spent much time in downtown, but while one of my good friends, Mikael Schiller, chairman of Acne Studios, was working with the Ace Hotel to open Acne’s Los Angeles location, I fell in love with the [energy] here. It felt like Soho 15 years ago,” Carlström said. “There is a sense of something unfinished here, and it is evolving. It is [like] finding a gem within a gem.” ●

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## Blum to Helm Fred Segal

**Fred Segal** is going global, and Paul Blum was named as the chief executive officer to guide the national and international growth of the Los Angeles-area retail landmark, said Adam I. Sandow, chairman and chief executive officer of **Sandow**, the New York-headquartered company that acquired the worldwide rights to the Fred Segal brand in 2012.

It was also announced on May 27 that Sandow will partner with **Evolution Media Partners**, an equity investor, to fuel the growth of Fred Segal. Evolution is a joint venture between **Evolution Media Capital**, **Creative Artists Agency**, **TPG Growth** and **Participant Media**, Sandow said.

"Fred Segal has maintained its authenticity for more than 50 years. Working with powerhouse partners like Evolution, CAA, TPG and Participant Media, as well as Paul Blum, an experienced CEO with deep roots

in retail, will allow us to reinvent the retail experience across America and the rest of the world," Sandow said in a statement.

Blum—who has worked for brands such as **David Yurman**, **Kenneth Cole** and **Juicy Couture**—will be based out of Sandow's Manhattan headquarters.

The new Fred Segal will offer retail, art, culture and entertainment. A preview of the new concept was unveiled at the **Tom Bradley International Terminal** of **Los Angeles International Airport** in 2013. In August, the **Fred Segal Collective** compound of shops will take a bow at the **SLS Hotel & Casino** in Las Vegas. A Fred Segal store is scheduled to take a bow in Japan in 2015.

Sandow plans to build up to 10 Fred Segal centers around the world in the next seven years. However, locations have not been announced.—*Andrew Asch*

## PacSun, Guess? Results Show Mixed Market

**Pacific Sunwear of California Inc.** and **Guess? Inc.** reported quarterly earnings on May 29, and the results reflected a mixed market.

Same-store sales for PacSun's first fiscal quarter of 2014 increased 3 percent, according to a company statement. Net sales were \$171.1 million in the 2014 first fiscal quarter compared with \$166.4 million the first fiscal quarter of 2013.

PacSun President and Chief Executive Officer Gary H. Schoenfeld said that the first quarter of 2014 was the ninth straight quarter of comparable-store-sales growth for the Anaheim, Calif.-based company. However, the company continues to fight for every dollar.

"I believe that in a tough marketplace we are continuing to attract new customers and great brands to PacSun," Schoenfeld said in a prepared statement. "While we anticipate continued growth in our men's business, the promotional environment that we are seeing in the mall coupled with underperformance in a couple of categories in women's is re-

sulting in a more cautious outlook for the second quarter."

PacSun's guidance for its second quarter was that same-store sales would range from a decline of 5 percent to flat and its revenue would range from \$200 million to \$210 million.

For Los Angeles-headquartered Guess, same-store sales declined 4 percent for its North American stores for the first quarter of its 2015 fiscal year, which it reported on May 29. The company reported a net loss of \$2.1 million compared with adjusted net earnings of \$11.7 million for the first quarter of its 2014 fiscal year.

Paul Marciano, chief executive officer of Guess, said the company's recent results were good news. "First-quarter earnings results were slightly better than our expectations. We delivered revenues within the range of our guidance and managed our expenses tightly," he said. For the second quarter of its fiscal 2015 year, Guess forecast its consolidated net revenues will range from \$615 to \$630 million.—*A.A.*

## Calendar

## June 1

## Denver Apparel &amp; Accessory Market

Denver Merchandise Mart  
Denver  
Through June 2

## ITMA Showtime

Market Square  
High Point, N.C.  
Through June 4

## Chicago Apparel &amp; Accessories Market

Merchandise Mart  
Chicago  
Through June 3

## Arizona Apparel, Accessories, Shoes &amp; Gift Show

Mesa Convention Center  
Mesa, Ariz.  
Through June 2

## June 2

## Coast

SoHo Studios  
Miami  
Through June 3

"How to Successfully Navigate a Networking Event, Conference or Business Meal" webinar by Fashion Business Inc.  
online

## June 4

"Reducing Manufacturing Costs" webinar, presented by Fashion Business Inc.  
online

## June 5

## Atlanta Apparel Market

AmericasMart  
Atlanta  
Through June 8

## June 7

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

There's more  
on ApparelNews.net.

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

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## D.RA: California Contemporary With a Focus on Prints

By Sarah Wolfson  
Contributing Writer

After years designing for brands and retailers such as **Patterson J. Kincaid**, **SNT Workshop**, **Arden B** and **Lucky Brand**, Diana Ra wanted the full creative autonomy and freedom of launching her own fashion line.

**D.RA**, which debuted at the February 2013 run of the **Coterie** show in New York, is a contemporary clothing line with a very California, boho spirit.

“When you live in a place where it’s

for Spring/Summer to more dark-ground florals for Fall, but a few pieces will carry over from season to season in new fabrications, Ra said.

Most of the pieces can be mixed and matched, and d.RA offers a range of silhouettes, colorful prints and solids.

“We are very selective when it comes to prints—mainly because this is one of the stand-out characteristics of our brand,” Ra said.

Cotton-blend fabrics are sourced from India, and printed wovens are sourced from across the globe, including New Zealand, Spain, Germany and Turkey.

Pieces include long floral-print maxi dresses, short kimono-style dresses, flirty ruffled short skirts and long beach-style skirts, as well as separates, sweaters, shorts, bottoms, jumpers and jackets.

Every delivery includes between 20 and 25 pieces.

“We perceive ourselves as being more of a piece-driven line, but every delivery is merchandised in a way to where it reads as a true collection but still maintains a level of interchangeability,” Ra said. “Our pieces can be easily paired with your basic skinny black jeans or cut-off shorts. I do love the idea of coupling something soft with something structured; pairing a flowy

dress, for instance, with a smart blazer and usually with some great sneakers.”

Most of the production is done domestically, although pieces with special details, such as intricate embroideries, are manufactured in India and China.

Retail price points range from \$68 to \$148. The line currently sells at **ShopBop**, **Revolve**, **Anthropologie**, **Urban Outfitters** and the d.RA online store ([draclothing.com](http://draclothing.com)). For sales information, contact Colbi Rae at **eM Productions** at [colbi@emprds.com](mailto:colbi@emprds.com). ●



mostly sunny all year round, it’s hard not to be inspired by the lifestyle,” Ra said. “But SoCal is slowly evolving with the influx of culture and cuisine, and this transition is mirrored in our line to coincide with these new movements.”

The collection draws inspiration from vintage pieces, which are coupled with a “love of structure, which helps balance the collection,” Ra said.

“After all, the fun-loving California girl is still a working professional,” she said.

The line ranges from fun, bright florals

### NEWS

## FIDM Exhibition Showcases Fashion Sketches from Hollywood’s Golden Age



An illustration of Walter Plunkett’s design for Elizabeth Taylor in MGM’s 1957 film “Raintree County”

The art of fashion illustration and Hollywood’s Golden Age will meet at the **Fashion Institute of Design & Merchandising’s Museum & Galleries** in an exhibition titled “Designing Hollywood: Sketches from the Christian Esquevin Collection.”

More than 100 original costume sketches collected by Christian Esquevin, author of “Adrian: Silver Screen to Custom Label,” will be featured as well as rare studio wardrobe material and film costumes from FIDM’s collection.

The exhibit will showcase illustrations of work by iconic costume designers such as Gilbert Adrian, Edith Head and William Travilla, worn by stars such as Elizabeth Taylor, Charlton Heston and Ginger Rogers.

The exhibition is free and runs from June 11 to Nov. 1. For more information, visit [www.fidm.edu](http://www.fidm.edu).—Alison A. Nieder

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Wash Alternatives *Continued from page 1*

is made in a way that cuts much of the waste of water, energy and use of toxic chemicals that environmentalists have complained about for years.

"I've had a lot of guys at trade shows come up to us and say, 'You don't use potassium? You can't get that contrast. You don't use pumice [stones?] You can't get those highs and lows on the seams,'" Eichmann said. "We have our skeptics."

Tortoise is one of a handful of apparel companies that are experimenting with new environmentally friendly ways of making denim and other clothes. They range from boutique lines such as Tortoise to **Levi Strauss & Co.**, one of California's and the world's most dominant denim labels. However, these efforts represent a minority of denim production, said Roger Williams, executive producer of **River Blue**, an upcoming documentary that evaluates some of the environmental issues of denim production.

"The typical manufacturing and dyeing of denim is very toxic," Williams said. He hopes that leading brands such as Levi's will eventually influence the entire market to work with more environmentally friendly production methods.

In 2012, Levi's introduced the denim line **Water<Less**, which cuts the use of water in its production processes. The khaki line **Dockers Wellthread** collection also took a bow, and it is experimenting with making socially and environmentally sustainable apparel from a pilot site in Bangladesh.

"They are going in the right way, but the output of their Water<Less jeans is very small compared to their overall output in jean manufacturing," Williams said.

Levi Strauss & Co. has had saved more than 770 million liters of water, enough to provide drinking water for New York City for a month, by making more than 13 million Levi's Water<Less products, said Marisa Giller, a Levi Strauss & Co. spokesperson. "We're constantly working to expand sustainability initiatives within all our product lines, so that consumers don't have to shop for a separate line of environmentally friendly product. Our end goal is to build sustainability into everything that we do and reduce the impact on the planet of all of our products," she said.

Eichmann was a whiz kid of denim. His first denim line, **Saddlelites**, received glowing press in *Vogue* in 2003 and was placed in retailers such as **Saks Fifth Avenue**. A decade later, Eichmann's fashion-forward looks are sewn up with eco production. The Eco Prk wash facilities use the environmentally friendly **Wiser Wash** production practices. Also building a more ecologically sustainable production are the ozone machines made by **Greentech Corp.**, also in Paramount.

Greentech has a patent pending for its ozone machinery.



**WASH ALTERNATIVE:** Lukus Eichmann (pictured right), founder of Tortoise, at Eco Prk laundry. Eichmann said the laundry offers a different way to give jeans a stylish look, one that doesn't use chemicals deemed harmful.



The ozone re-creates and improves washes that have traditionally been produced by acid washing, stone washing and potassium sprays, which Myung Koh, the engineer for Greentech, contends have been environmentally harmful.

With Greentech's methods, machines use lower temperatures and get the job done in less time, and Greentech contends that its machines use 85 percent less energy than traditional wash facilities. The company also claims that it uses 80 percent less water than traditional laundries. Greentech recently licensed its green ozone machines to a wash facility outside of Seoul. It also plans to license its machines to a wash facility in Brazil.

Since it uses Greentech's ozone production and the Wiser Wash method, Tortoise doesn't use some of the chemicals traditionally used in denim production, such as formaldehyde, which it deems harmful.

Tortoise jeans will retail from \$325 to \$600. Eichmann said that the eco-friendly production makes them a bit more expensive, but what really sets the cost is the materials and the special

craft and work put into the jeans to make them unique.

Dotan Shoham is a Los Angeles-area apparel executive who runs the **Pacific Blue Inc.** dye house and manufactures the **Gypsy05** clothing line, which has been sold at Saks Fifth Avenue and is scheduled to open its first branded boutique on Los Angeles' Robertson Boulevard on May 31.

His company has worked with Greentech. Gypsy05 does not use chemicals deemed harmful, and Shoham is experimenting with using solar energy to heat water tanks and dryers in order to cut gas and electricity use.

Energy savings are invested in human capital. Shoham and his sister and Gypsy 05 co-founder Osi Shoham employ 100 or so workers to hand-dye the brand's clothes with environmentally friendly low-impact dyes. Shoham estimates the added labor costs result in a 25 percent price increase for the consumer. But he also believes that the workers' added attention give each Gypsy05 item a unique look. "People will pay more for that," Shoham said. "If the clothes look exactly the same, no one will get it. The added value is the look. That is the difference."

Swedish brand **Nudie Jeans** also focuses on making eco-friendly clothes. Henrik Lind-

holm, Nudie's corporate social-responsibility manager, said the entire line of jeans has been 100 percent organic since 2012. The best way to produce organic clothes is to start with the basic ingredients. Nudie makes most of its fashions with organic cotton. "When you talk about big impacts, in general it is in the growing of the cotton," he said in a phone call from Sweden, where the company is based. "With conventional cotton cultivation, it is chemical intense, it is labor intense, a lot of pesticides are used," he said.

To ensure that Nudie's products meet high standards, they are confirmed as organic by **Global Organic Textile Standards (GOTS)**. Nudie also runs inspections of its subcontractors to ensure that workers are treated well. It also recommends consumers not to throw away their jeans. Rather, it recommends them to repair jeans at Nudie shops or recycle them into new items such as denim rugs, which Nudie makes. "We're not content with just organic cotton," Lindholm said. "We want to have an impact with the whole lifecycle of the jean." ●

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# Triarchy Denim: Where Horse Meets Horsepower

By Sarah Wolfson *Contributing Writer*

For siblings Adam, Ania and Mark Taubenfligel, launching a denim brand was a matter of combining three interests. Creative director Adam is the denim and manufacturing expert; Ania is the equestrian and fashion model, who helps creatively; and business director Mark is a custom motorcycle designer who handles sales and styling.

The three make up **Triarchy**, a Los Angeles-based denim brand that combines the form and grace of equestrians with the edginess of motorcyclists.

"For me, jeans are synonymous with horseback riding and motorcycles," so it made sense to work those elements into the foundation of a denim line, Adam Taubenfligel said. Taking inspiration from the likes of James Dean and Steve McQueen, they do not want anything that looks too cowboy or rock 'n' roll biker. "We want it to be nostalgic—picture Grace Kelly riding a horse," Ania Taubenfligel said.

Triarchy originated in Vancouver, Canada, in 2010, shortly after Adam Taubenfligel finished a stint designing for an Italian denim line. Ania Taubenfligel was working as a fit model for the same company. When the company closed, the two moved back to their native Canada with unfinished design projects and denim sketches. Mark Taubenfligel was living in Vancouver, building his motorcycles and finishing his business degree. The three regrouped and moved forward with Triarchy.

The group started designing jeans with a focus on comfort. They found a simple 2 percent stretch was sufficient as long as the weave was constructed properly. "We visited mills and tested samples until we found the ones we liked the best," Adam Taubenfligel said.

All manufacturing is done in Los Angeles, and the fabrics are sourced in Italy and Turkey. "Being in Los Angeles gives us great resources, and everything is within walking distance—suppliers, wash houses and infrastructure is here," Adam Taubenfligel said.

In the past, the Taubenfligels worked with tie dyes and colorful washes but are focusing on cleaner styles moving forward. The Winter/Autumn 2014/2015 collection includes an equestrian-inspired denim riding pant featuring a denim-on-denim patch or leather-on-denim, as well as a hydra-coated denim that looks and feels like leather.

"We wanted an old-school, rugged classic twill but wearable and comfortable [for men]. Guys like this more than a novelty—or at least our demographic does. When I work with



stretch, I want to avoid bagginess," Adam Taubenfligel said.

The Taubenfligels describe it as Triarchy's "'40s denim."

"It has an authentic weave but incorporates modern advances like stretch. It is a combination of the Old and New World," Ania Taubenfligel said.

This season, the men's denim features a 13-oz. Italian denim with 2 percent stretch. Colors include green, mustard, brown and shades of blue, including a raw selvage denim and a medium-blue stone wash, gray, black and white cotton.

They offer a leather powder-coated jean and vintage sand-wash variations, as well as a classic cotton in a slim and straight fit. Every pair features hardware that is cast to resemble a part from one of their custom vintage motorbikes that Mark Taubenfligel designs. The men's collection has a motorbike bolt

under the waistband, as well. Wholesale price points range from \$100 for a basic wash to \$140 for a coated style in charcoal, green, black, gray or brown.

Women's styles include a skinny, five-pocket trouser and boyfriend. The riding jean, featuring the leather or denim inseam, offers a touch of style but also eliminates wear around the middle thigh area of the jean. This style wholesales for \$140.

The "hydracoated" jean, which wholesales for \$120, is environmentally safe and comes in its form from the mill with no added coloring, dyeing or additional wash treatments, Adam Taubenfligel said.

"It is like a vegan leather and in the sun has an iridescent [shine]," Ania Taubenfligel said. The "crackle" coated jean, which wholesales for \$125, comes in white and black and features a gel coating that is applied, dried and sprayed.

Triarchy is currently sold online on its retail site and at select stores across Canada and the U.K. "Since January, when we launched our online site, sales have been great. We plan to retail small production starting at the end of this month for U.S.-based stores. We will do a proper showing for Spring 2015 and, meanwhile, give [retailers] a taste of our brand and gradually move into larger runs," Adam Taubenfligel said.

Triarchy will soon be expanding into accessories, including leather gloves and incorporating more of the "riding" aspect into it. "I will be working on a saddle, as well," Ania Taubenfligel said.

For sales information, email [sales@triarchy.com](mailto:sales@triarchy.com). ●

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## Guatemala *Continued from page 1*

Imperial Fashion. "My idea is that with all the problems with Bangladesh and China, people are moving their sourcing to other areas. Disney is completely out of Bangladesh."

At **Custom Made Services**, a full-package company that makes a lot of fan wear and team uniforms, time is of the essence. Four years ago, the company moved to a newer facility that has a more technical warehouse for picking fabric faster. The company also bought an ERP system to help replenish orders quickly.

When the company launched in 2004, deliveries were done in 12 weeks. That got whittled down to nine weeks, said Rafael Sandoval, the company's president. "If we have a contract with the customer and have the fabric available, we can do deliveries in two weeks," he said, noting he works with **Teamwork** in San Diego and **Akadema** in New Jersey.

Quick turn has always been one advantage for Guatemala and the other Central American countries that make up the **Dominican Republic-Central American Free Trade Agreement**. But it is becoming more important than ever.

That was a theme echoed by the exhibitors at the annual **Apparel Sourcing Show**, held May 20-22 in Guatemala City.

One part of the show floor was dominated by several vendors inside the **Cotton Council International** pavilion. They included U.S. companies such as **Tuscarora Yarns Inc.**, **Swisstex Direct**, **Parkdale**, **Hamrick Mills**, **Frontier Spinning Mills**, **Buhler Quality Yarns Corp.** and **Antex Knitting Mills**.

Another part of the exhibition floor was occupied by Guatemalan apparel manufacturers and textile mills hoping to snag more business with U.S. apparel brands.

"The strength of this region is being fast, and it is hard to replace that in Vietnam," said Keith Dartley, president of **Swisstex Direct**, which has textile factories in El Salvador and Los Angeles.

Quick turn is the reason that Joseph Greco, president of **Greco Apparel** in Pennsylvania, was walking the show floor. He has been sourcing a polyester/cotton/spandex fabric from **Liztex**, the largest textile mill in Central America, for scrubs that are cut and sewn in the Dominican Republic. "My scrubs client was producing in China with a four-month lead time," he said. "Now, once we get the fabric to the Dominican Republic, it is a five-week to six-week turn time."

He is also taking advantage of the tariff-free status for synthetic fabrics, whose duties can be as high as 32 percent per garment if shipped from a non-free trade agreement country.

Duty-free synthetics has been another attraction for sourcing managers. It is so big that a large hub of synthetic fabric producers specializing in performance wear has popped up in El Salvador and is taking hold in Guatemala and other Central American countries.

"The fastest-growing part of our business is the performance sector," said Swisstex Direct's Dartley.

When the Los Angeles-based company opened its knit fabric venture in El Salvador

in 2007, it was knitting, dyeing and finishing about 70,000 pounds of fabric a week. That has grown to 280,000 pounds a week, Dartley said. The company produces polyester fabric for **Under Armour**, **Adidas**, **North Face** and **Dick's Sporting Goods**. It also does novelty cotton blends and cotton/polyester fabric. Recently, the factory added sueding and napping capabilities.

Swisstex also supplies about 25 percent of the fabric used by T-shirt maker **Rio Garment** in Honduras, owned by New York-based **Hampshire International**.

David Gren, Hampshire International's president, was at the show talking to fabric vendors about supplying the factory, which makes tops for **Forever 21**, **Wet Seal**, **Eddie Bauer** and others. "The T-shirt business has become fast fashion," he said. "Before, lead times were 12 to 16 weeks. Now they are eight weeks."

But even with a free-trade pact with the United States, the apparel industry in the region is only making slow strides because of competition with Asian countries where labor rates are one-third of what they are in places such as Guatemala.

Last year, Guatemala exported \$1.32 billion in apparel and textiles to the United States, its main market, compared with \$1.25 billion in 2012. Nicaragua, which has the lowest minimum wage in the region, saw its apparel exports to the United States climb to \$1.43 billion last year, compared with \$1.35 billion the previous year. Honduras' exports to the United States slipped to \$2.5 billion last year, compared with \$2.57 billion in 2012.

"The industry keeps improving every year but not as fast as we would like it to," said Sergio de la Torre, Guatemala's economy minister and the owner of **Actex Trims**, which makes woven labels, hangtags and heat-transfer labels.

The Guatemalan government is working on a program in which four towns located between the country's two major ports would set up a special development zone where workers would earn salaries that are much lower than in the rest of the country. In Guatemala, the average minimum wage for an apparel worker is \$375 a month with benefits.

"People in this area are asking very strongly for employment," said de la Torre, noting this is a very poor agricultural area where people sometimes earn no more than \$4 a day with temporary work. "The people in the towns and the mayor are proposing a new minimum wage that would be different from the rest of the country."

That wage hasn't been established yet, but a commission of politicians, residents and employers is meeting to establish a salary of around \$175 to \$200 a month, which would fall somewhere between Haiti's minimum wage and Nicaragua's minimum wage.

Goods from factories in this zone would be relatively close to the country's two main ports—**Puerto Quetzal** on the Pacific Ocean and **Puerto Barrios** on the Atlantic Ocean. Those ports are only a three- to four-day boat trip to either coast of the United States. "We think we can compete with a lot of companies

➔ Guatemala page 9



**APPAREL SHOW:** Exhibitors at the annual Apparel Sourcing Show in Guatemala City included textile mills, sewing factories, trim companies and silk-screen ventures.



**PILE IT ON:** Mounds of fabric printed with images of Charlie Brown, Snoopy, Linus and Lucy fill the warehouse at Imperial Fashion.

## TRADE SHOW REPORT

### Guatemala *Continued from page 8*

in Asia with this," de la Torre said. The government is also pushing to extend the investment and employment law that has in the past eliminated income taxes paid by new companies investing money and employing people in Guatemala. It has been one of

the driving vehicles to building up the apparel industry in Guatemala. About 60 percent of the country's apparel and textile concerns are Korean-owned.

"New businesses in Guatemala City would pay no income taxes for 15 years, and if they are located outside of Guatemala City, they would pay no taxes for 25 years," the economy

minister explained. "And you can extend that for a 70 percent reduction in taxes for another 10 years."

Many fear if Congress doesn't extend this law and it expires, Guatemala's apparel and textile industry will be decimated.

The economy minister believes it will pass soon. ●

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- Upon cut completion of cut enter finalized yield into the BOM/Cut Ticket and pass manual cut ticket to Production Manager for "release" in SAP.
- Work with Customer Service on any shortages prior to start ship so "cut backs" & be determined & conveyed to sales.
- Issue all "re cut" cut tickets based on end of month fabric inventory and advice from Merchandising/Sales.
- Issue "cut up" cut tickets based on advice from Merchandising/Sales.
- Attend weekly Production Meetings to update cut status by style/division.
- Hold self accountable that all cut tickets are issued to production in a timely manner that ensures finished garments are received 1 week prior to our start ship date.

#### Experience/Training/Education:

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

### Import production logistic assistant

Fast growing company located in downtown LA seeking a strong dynamic team player at entry level, duties include but not limited to:-

- Logistic tracking with overseas vendor
  - Stores testing requirement and labeling approval
  - Proficient in MS office and AS400 preferable
- Please email your resume to may@secretcharm.com or fax to (213) 742-7755

### Assistant Designer for Bila of California.

We are seeking: -Fashion Design Degree & 1-2 yrs of exp. - AI, Photoshop, Office skills. -Exp. in technical flats & spec sheets. -Clear communication skills, detail oriented, flexible & enthusiastic attitude.-Follow trends and shops retail. To work in all aspects of missy /contemporary import line w/ Design Director. Downtown location. Full time. Salary. Email resume to marja@bilaofca.com, no phone calls, pls.

www.classifieds.apparelnews.net

## Jobs Available



### PRODUCTION SUPERVISOR

Los Angeles (bebe - LA Studio)

The Production Supervisor manages both import & domestic production to offer the best combination of quality, price and delivery for each specific item; Participates in company and team meetings and conveys all pertinent information to related parties; Engages factories, contractors and suppliers to insure that each adheres to the bebe standards, policies, and procedures. Ensure timeliness and cost effectiveness through fittings.

#### RESPONSIBILITIES

- Schedule production in factories which can provide the necessary quality, delivery and price. Partner with Designers for factory allocation
- Analyze production related data and suggest improvements
- Analyze garments for price and construction details
- Responsible for all aspects of production from PO stage through delivery in DC (distribution center)
- Communicate delivery status and all other pertinent progress to Merchant department
- Manage cost sheets, invoices and POs
- Coordinate and dispatch labeling and material information to vendors.
- Verify HDS custom codes to determine duties
- Lead weekly work-in-progress meetings with Production, Merchandising and Design partners
- Ensure lab dip and fabric timelines are adhered to for approvals from the fabric department
- May travel to local factories

#### REQUIREMENTS

- AA or BA in Fashion preferred (or equivalent exp.)
- 3-5 years experience as Production Assistant

To apply for this position, please visit our website at [www.bebe.com](http://www.bebe.com). Click on our Careers page.

Apply to req#14-0121.



### PRODUCTION ASSISTANT

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

#### Duties include:

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

#### Requirements:

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

email resume in Word/PDF format to [resumes@karenkane.com](mailto:resumes@karenkane.com) or fax to 323-277-6830

### ENTRY LEVEL DESIGN ASSISTANT

STONY Apparel- seeks entry level design assistant. Design education preferred. Proficient in Photoshop and Illustrator. Sweater knowledge a plus.

Send Resume to : [HR@stonyapparel.com](mailto:HR@stonyapparel.com)

## Jobs Available

### Garment manufacturing company in Los Angeles is need of:

#### PRE-PRODUCTION/COSTING ASSISTANT

- \* Experience in garment pre-production
- \* Efficient in managing and creating tech packs
- \* Responsible for costing new styles, and creating cost sheets.
- \* Highly organized, detail oriented, team player and self-motivated
- \* Knowledge of fabrics and trims
- \* Computer literate, proficient in Excel
- \* Must be familiar with garment construction, have excellent communication skills & follow up ability
- \* Work closely with our import and domestic production teams making sure they have all info needed
- \* Strong sense of urgency

#### DESIGN ROOM ASSISTANT (ENTRY LEVEL)

- \* Graduate Level Entry Position
  - \* Assist the Design Team
  - \* Research trends, design development and photographing samples
  - \* Send out and follow up all packages
  - \* General admin
  - \* Highly organized, detail oriented, team player and self-motivated
  - \* Computer Literate and proficient in Excel
- Send your resume to [vitae101@gmail.com](mailto:vitae101@gmail.com)

### LICENSING COORDINATOR

Well-established Southern California apparel manufacturer is seeking a Licensing Coordinator. Responsibilities include:

- \* Submissions to licensors from concept stage through final production
- \* Following-up and tracking licensor approvals
- \* Organizing and archiving print developments
- \* Collaborating with Creative and Production team
- \* General administrative tasks

Candidates must have at least 3-5 years licensing experience and possess solid organizational, communication, and follow-up skills. Position requires a detail-minded and team-oriented individual who is able to multi-task and independently execute projects from start to finish.

We offer competitive salary and benefits, opportunity to grow, and a friendly and creative professional environment in our state-of-the art corporate facility and design studio.

Submit your resume to [apparelfashions@gmail.com](mailto:apparelfashions@gmail.com)

### PRODUCTION MANAGER

Los Angeles based company seeks person with a minimum of 7-10 years experience in all phases of children's and ladies garment construction. Well experienced with cost sheets, product development & cutting tickets. Must be very strong in production follow up. Must be a self starter with the ability to multi task and prioritize in a fast paced environment. Only experienced need apply. Please email resume to: [csussman2014@gmail.com](mailto:csussman2014@gmail.com)

DENIM DESIGNER - must 3+years of denim experience. ASSISTANT DESIGNER - minimum 1+years of denim. Must be organized, creative, quick and efficient in fast paced environment. Must have knowledge of fabric, denim washed and sewing construction.

Please email resume to : [Kank320@gmail.com](mailto:Kank320@gmail.com)

## Jobs Available

### PRODUCT MANAGER

3-5 years of experience in product development, work closely with creative designer to support technical details and evolvement of line & sample duplicates. experience working with domestic & imports, tech packs, attention to detail, Adobe illustrator & Photoshop a must.

### ASSISTANT DESIGNER

2-3 years of experience in design, duties include: working with creative designer, sample fabrics, send outs, tracking of patterns, sample duplicates. Experience with knits & garment dye a plus. Basic knowledge of design room flow a must.

Email resume to: Kelly@Scrapbookclothing.com

### PRODUCTION COORDINATOR

A premium denim, LA based company is seeking for an individual who is well versed in all aspects of Production.

Duties will include but not limited to cut ticket issuance, to allocation, WIP, to the receiving of production, as well as trim and fabric purchase and maintenance.

Must have a minimum of 5 yr exp. in the same field.

Must be bilingual (English and Spanish)

Must be highly proficient in excel. Knowledge of PAS a plus.

E-mail: customerservice@blackorchiddenim.com

### FLOOR SUPERVISOR

High end quality mfg, seeks bright energetic person to oversee the flow of day to day work: in house QC Room. Duties: Exp in Inspecting, sorting, Scheduling, reporting. Must have excellent people skills.

Email resume to: hr@netnotify.net

### FRONT OFFICE ASST

Must have 2 years garment industry exp in all aspects of manufacturing. Must have great comm skills with the ability to multi task, must be computer literate and proficient in all areas of Aims, especially cost sheets, Excel and Word. Email to: parcandpearl@parcandpearl.com

### PRODUCTION COORDINATOR

LA import garment manufacturer looking for a Candidate who is bilingual in Mandarin and English. Minimum 2 yrs experience in overseas production. Knowledge of tech packs and vendor compliance. E-mail resume to lonni.mag@gmail.com

### Admin & Bookkeeper

Established apparel corp in Downtown LA needs a highly qualified person. Well-versed with Quickbooks, AIMS and current Microsoft Office. Could do AR, AP and simple book-keeping. Extremely reliable, flexible, team player and detail oriented. Email Isaac@dolcecabo.com.

### Salesperson for a Garment Dye House w/ Customer Leads

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

### 1st to Production patternmaker

Wilt is looking for an experienced 1st to Production patternmaker- Must know Tuka. Minimum 5 years experience, garment dye knowledge preferred  
email: parcandpearl@parcandpearl.com

## Jobs Available



### GRAPHIC ARTIST

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

### First Pattern Maker

PAD system trained. Knowledge of fashion tops and t-shirts. Knits, wovens, cotton jersey, novelty knits, etc. Private Label & Branded accounts. Use of Illustrator. Strong communicator, urgency-minded, report work progress, & meet deadlines. Min 2 yrs exp.

Send resume to: tlamantain@selfesteemclothing.com



### PATTERNMAKER/TECHNICAL DESIGNER

Luxury Lifestyle sportswear collection company seeks detail oriented Patternmaker/ Tech Design person.

Duties :

Pattern 1st/Production

Must have knowledge of Gerber 8.4 and grading.

Candidate must have good communication and computer skills and handle multiple tasks in a fast paced studio environment. Must be expert in fit, draping and construction with a keen eye for details.

Freelance, Full or part-time

Los Angeles area based company

Email resumes to: rose@burningtorchinc.com

### Production Assistant - Vintage Inspired Women's Clothing

Full time Production Assistant position for a domestic women's clothing division in Los Angeles, CA. Mandatory 2 years experience as a Production Assistant in domestic production. Must be fluent at Microsoft EXCEL, tech packs, data entry and costing. Must be a team player and work well under stressful circumstances. Benefits and Insurance included, salary depends on experience. Email Resume to: laprodmgr@gmail.com

### SALES REPRESENTATIVE

Trendy graphic T shirt company based in Los Angeles looking for young, energetic and fashion-savvy outside sales representative. Some experience required. Commission and other compensation negotiable. Please send resume to USATees50@yahoo.com

### Showroom Sales Rep

A young contemporary women's clothing manufacturer based in Los Angeles is seeking an experienced showroom sales rep with current major retail accounts (such as Nordstrom and Bloomingdales preferred).  
Please email: ahyoungkim@latsbrand.com

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

## Jobs Available

### Garment Production Assistant (Imports)

LA garment manufacturing company

\*3-5 years experience in garment production

\*communicating with overseas suppliers? and manufacturers

\*Prefer Chinese speaking

Contact: Joseph1520@gmail.com

## Jobs Wanted

### FREELANCE FRENCH PATTERN MAKER

BASED IN DTLA

10 yrs Exp. with Parisians Couture Houses

(Dior, YSL, Balenciaga, Givenchy, Chloe, Isabel Marant...)

Hand Crafted Patterns - Every piece is draped on the form.

[www.latelier-la.com](http://www.latelier-la.com) info@latelier-la.com

### Admin Assistant

20+ year apparel co. in So. El Monte needs Admin Asst to EVP, with general apparel experience covering design, production, marketing to wholesale & online sales. Team player, loyal, can-do attitude, adaptive to fast changing dynamics. Resume & salary to Edward.S@JYRays.com

### 35 yrs Exp'd

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

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

### Freelance Patternmaker

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

## Buy, Sell and Trade

### WE NEED FABRIC

Silks Wools Denims Knits Prints Solids...

Apparel & Home decorative.

No lot to small or large...

Also, buy sample room inventories...

Stone Harbor 323-277-2777

Marvin or Michael

### WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's.

ALL FABRICS!

fabricmerchants.com

Steve 818-219-3002

## Real Estate

### Garment Buildings

Mercantile Center

500 sq. ft. - 16,500 sq. ft. Priced Right.

Full Floors 4500 sq ft.

Lights-Racks-New Paint-Power

Parking Available - Good Freight.

Call 213-627-3754

Design Patternmaker Garment Lofts

300 sq ft - 1,000 sq ft.

Call 213-627-3755

### SPACE FOR LEASE

\* In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District.

\* Industrial, retail and office space also available throughout the San Fernando Valley.

\* Retail and office space also available just south of Downtown.

213-626-5321 or email info@anjac.net

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



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