

# CALIFORNIA ApparelNews

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TORKIL STAVDAL

**SHOWPLACE:** Los Angeles-based shirt collection Frank & Eileen has a new home in the Los Angeles Fashion District, which officially opens in time for Los Angeles Fashion Market. For more about the space, see page 8.

## Streetwear Demand Growing on LA's Fairfax

By Andrew Asch *Retail Editor*

Fairfax has been the Rodeo Drive of streetwear fashion for more than a year, and streetwear continues its takeover of the 400 block of North Fairfax, where the style's dominant brands—such as **Supreme**, **Diamond Supply Co.** and **Crooks & Castles**—maintain flagships.

In fact, the street's style is going international.

On May 31, Chinese-based streetwear line **Boyz New York** opened its first store at 416 N. Fairfax Ave. The 1,900-square-foot space formerly housed a beauty-supply shop. The Boyz New York brand sells footwear, jewelry, caps and clothes, said Mira Xia, chief executive officer for **Yellow Money Inc.**, a division of Boyz New York. The line will combine

streetwear looks and Asian elements, Xia said. It was crucial for the brand, which is designed in Los Angeles but manufactured in China, to have a presence on the street because it is considered a capital of worldwide streetwear, she said.

Miles Canares, founder of the **Venue** streetwear trade show, which is scheduled to take place July 8-9 in Los Angeles, said that Boyz New York is an important brand in China. "[They] have a very big following, so I look forward to seeing how it translates out here," he said.

Blake Ricciardi opened a boutique for his **Popular Demand** brand at 450 N. Fairfax Ave. in March. The brand does much of its sales online, but Ricciardi, who started his career in Boston at e-commerce emporium **Karmaloop**, also

➔ **Fairfax** page 2

## Jonny IV: New Men's Fast-Fashion Line Launches From LA

By Deborah Belgum *Senior Editor*

From a clothing factory in South Los Angeles, Eugene Kang is putting the finishing touches on his new fast-fashion line for young men who want style but don't have a lot of cash languishing in their wallets.

Think T-shirts for \$12, slim chino pants for \$26 and striped fleece blazers for \$49.

"Our vision and goal is to make the line a mix of great styles at ridiculously low prices," said Kang, sitting inside the headquarters of private-label manufacturer **Alpha Source Inc.**, whose chief executive, Stephan Kim, is a partner in the venture. "Right now, if you go to a boutique looking for fashion, you get that sticker shock. And that is

➔ **Jonny IV** page 11

## Onna Ehrlich: Staking a Claim for Made-in-America Production in Inglewood, Calif.

By Andrew Asch *Retail Editor*

Is the next fashion frontier Inglewood, Calif.?

When accessories designer Onna Ehrlich and her husband and business partner, Joel Bell, outgrew their studio space in nearby Culver City, the two looked south to Inglewood, where they recently opened a design studio and factory.

The 4,800-square-foot factory, located just off La Brea Avenue, one of Inglewood's main strips, is headquarters to **Onna Ehrlich LLC** and serves as a design space for the Onna Ehrlich handbag line and a design and production space for the company's new **LA Luxe** collection.

➔ **Accessories** page 12

## Denim Lounge: Customized Denim for the Trade

By Alyson Bender *Contributing Editor*

Founded in June 2013 by denim industry veteran Daryl Rosenberg, **Denim Lounge Inc.** seeks to revolutionize the denim customization process for premium juniors buyers. Taking a two-pronged approach, Denim Lounge Inc. has launched a branded line, **Denim Society**, in addition to offering a **Crafting Bar** service.

Although the act of individualizing denim for consumers is not foreign to retail, Rosenberg said Denim Lounge Inc. is the first of its kind to offer customizable options for the trade through its Crafting Bar. Private-label retailers are able to pick the fabric, thread, wash, hardware, trim and embroidery from the showcase, enabling a "design-it-yourself" service in which buyers have the freedom to be creative. Categories of apparel include jeans, crops, shorts, skirts, joggers, overalls,

denim dresses and rompers, and jackets in denim and non-denim.

"We have been very successful in the first year with our crafting bar," Rosenberg said. "The buyers we have worked with already appreciate the customization."

Beyond the Crafting Bar, the premium juniors branded line, Denim Society, is built upon clean designs that specialize in fabrics and washes. Each season, the brand will have an array of the same categories available through the Crafting Bar. Furthermore, if buyers see styles they like from a Denim Society collection but want to change any detail or wash, they have the ability via the Crafting Bar.

Denim Society is taking a multi-channel distribution approach, catering to boutiques, specialty stores, department

➔ **Denim Lounge** page 10

### INSIDE

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



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# Quiksilver Posts 9 Percent Drop in Net Revenue

Surf giant **Quiksilver Inc.** reported declines of 9 percent in net revenue for its second quarter for fiscal 2014, released on June 2.

The Huntington Beach, Calif.-headquartered company posted net revenues of \$408 million for its second quarter, compared with \$456 million in the second quarter for fiscal 2013.

Quiksilver's net loss for the second quarter of fiscal 2014 was \$53 million compared with \$32 million during the same period.

Same-store sales for Quiksilver's retail division increased 1 percent for the second quarter, said Andy Mooney, the company's president and chief executive officer. But the majority of Quiksilver's business—70 percent—is wholesale, and that sector is in turmoil over store closings and heavy com-

petition over sales and promotions.

Store closings for the company's wholesale partners have been heavy in Europe and America, Mooney said, with 20 percent of its American retail partners shuttering in the past 12 months. "We did not anticipate the decline of storefronts on that magnitude," he said during a June 2 conference call with Wall Street analysts.

Quiksilver has been struggling against competition from lifestyle retailers such as **Hennes & Mauritz (H&M)** that have been selling lower-price boardshorts and swimwear.

Mooney said that the company would realign pricing for apparel and footwear. New pricing is forecast to make Quiksilver more competitive while preserving gross margin and minimizing markdowns and returns.

Mooney gave an example on how it will affect boardshorts' sales: "We don't intend to be \$20," he said of Quiksilver's boardshort price tag. "But we're going to be much less than \$60." Dave King, a senior research analyst with **Roth Capital Partners**, said the move had risk. "When you lower price, it may help with volume in the near term. The offset is what happens to perception of the brand," King said.

Financial-services firm **B.Riley & Co.** cut its rating of Quiksilver on June 2 to neutral. B.Riley's Jeff Van Sinderen wrote in a research note that a slowing business noted in earnings reports from major action-sports retailers such as **Pacific Sunwear**, **Zumiez** and **Tilly's** confirms that business is tough. "As much as we love the [Quiksilver] brands, we feel that management is excel-

lent and the company is making progress on reducing expense levels, the competitive promotional environment is outside of management's control. ... Congruent with this phenomenon, we are resetting our near-term expectations to reflect an extremely myopic/unforgiving market."

During the conference call, Mooney noted that the company's Profit Improvement Plan to cut costs and increase efficient business practices and improve its adjusted EBITDA (earnings before interest, taxes, depreciation, and amortization) by \$150 million would be realized by 2017. The company also forecast that there will be continued net revenue declines in its North America and Europe wholesale business, but there will be increases in its business in emerging markets such as Russia and Brazil.—*Andrew Asch*

## Columbia Sportswear Completes Acquisition of Prana Apparel

For **Prana**, a Southern California company founded in 1993 as a yoga wear and climbing-apparel brand, the third time may prove to be the charm.

The company, which was bought by **Liz Claiborne Inc.** in 2005 and then sold back to its original owners in 2008, has been sold to **Columbia Sportswear Co.** for \$190 million.

Columbia Sportswear, based in Portland, Ore., announced that the purchase of Prana was completed on May 30. Prana joins Columbia's other brands, which are Columbia, **Mountain Hardwear**, **Sorel** and **Montrail**.

Prana, founded by Beaver and Pam Theodosakis, will keep its headquarters in Carls-

bad, Calif. Scott Kerslake will continue as president and report directly to Columbia Sportswear President and Chief Executive Tim Boyle.

"Prana fits Columbia's strategic priorities to expand into categories that appeal to complementary consumer segments, reduce our dependence on cold-weather products and leverage Columbia's global operation platforms to expand across key geographic markets," Boyle said. "With this important acquisition complete, we look forward to providing growth-driving resources to Scott Kerslake and the entire Prana team."

Prana's sales are expected to hit more than \$100 million this year. Columbia ex-

pects Prana's sales in 2015 to increase at a double-digit rate over 2014.

Liz Claiborne bought Prana in 2005 for \$34.5 million. But three years later, when the New York company was shedding its stable of brands, it sold Prana back to the California company's management team and private equity firm **Steelpoint Capital Partners** for \$36.5 million.

Prana—which makes stylish wear for yoga, rock climbing and outdoor activities—

was an early adapter of sustainable practices in its operation and supply chain and one of the first companies to offer **Free Trade USA**—certified products and accessories.

The company was an early adapter of organic cotton. Recycled hangtags have been with the company since it launched.

And with the yoga spirit in mind, the company still sounds a gong at 2:45 every afternoon for one minute of silence—even at meetings.—*Deborah Belgium*

### Fairfax *Continued from page 1*

deemed a presence on Fairfax to be crucial. "This is the most important block for streetwear in the world," he said. "There's nothing like it."

The events and parties that he produces at his shop are considered as important as sales to spread the word about his brand, he said.

The street continues to grow. Diamond Supply Co. will reportedly move its shop from 451 N. Fairfax to a bigger storefront at 438 N. Fairfax. The **Huf** brand will reportedly open a shop at 451 N. Fairfax. The brand is scheduled to open a shop in San Francisco's Haight-Ashbury district this month, according to a post on the **Instagram** account of Diamond owner Nicky

Diamonds. A representative for the Diamond brand did not reply to an email requesting comment on the reported Fairfax move.

The streetwear district might be expanding off of Fairfax. Influential streetwear brand **SSUR** opened a West Coast flagship store at 7710 Santa Monica Blvd., a few blocks east of Fairfax. A pre-opening party for the shop was held on June 5. ●



Blake Ricciardi of Popular Demand



JK, founder of Boyz New York



Diamond Supply Co. will reportedly move to this storefront on Fairfax.

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A rendering of the plans for City Market of Los Angeles

## Construction on City Market Project Announced

Construction for the first section of the sprawling **City Market of Los Angeles** project at the eastern edge of the Fashion District was announced on June 2.

Called **City Market South**, the project will renovate existing buildings on San Pedro and San Julian between 11th and 12th streets, and the development will be open by the summer of 2015, according to a statement from project developers and Los Angeles City Councilman José Huizar.

City Market South will feature 30,000 square feet of creative office space. The project also will offer artisanal restaurants and some retail.

The City Market South project will be led

by developers Kevin Napoli and Mark Levy of **LENA Group Inc.**

"City Market South is a place conceptualized and designed for the way people seek to live and work in the city," Napoli said in a prepared statement.

The full City Market project will fill 1.9 million square feet and will include a residential tower, hotel and an educational campus along with more retail and restaurants. It might take two decades to build out the entire project, developers said.

"This project will breathe new life into this area of the Fashion District," Huizar said.—*Andrew Asch*

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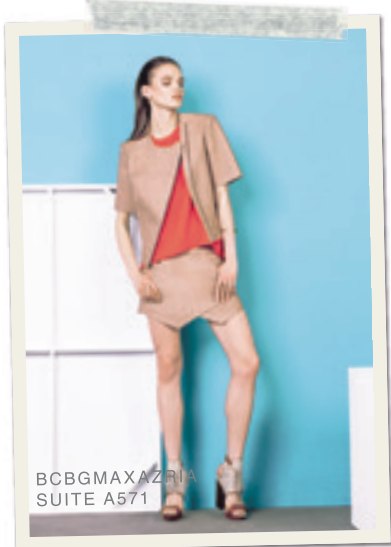
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## Calendar

### 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

### June 8

**Los Angeles Fashion Market**  
California Market Center  
Gerry Building  
Los Angeles  
Through June 11

### LA Kids' Market

California Market Center  
Los Angeles  
Through June 11

### June 9

**Los Angeles Fashion Market**  
Cooper Design Space  
The New Mart  
824 Building  
Lady Liberty Building  
Primrose Design Building  
Academy Awards Building  
Los Angeles  
Through June 12

### Designers and Agents

The New Mart  
Los Angeles  
Through June 11

### Select Transit

California Market Center  
Los Angeles  
Through June 11

### Brand Assembly

Cooper Design Space  
Los Angeles  
Through June 11

**"Retailing for Profit" webinar,** presented by Fashion Business Inc.  
online

### June 16

**CALA**  
Westin St. Francis  
San Francisco  
Through June 17

### June 17

**Licensing Expo**  
Mandalay Bay Convention Center  
Las Vegas  
Through June 19

### June 22

**Fashion Market Northern California**  
San Mateo Event Center  
San Mateo, Calif.  
Through June 24

### June 24

**10th-anniversary celebration of the Single Kimono dress**  
Decades  
Los Angeles

### June 25

**"Become Your Own Sales Rep" webinar** by Fashion Business Inc.  
online

### June 26

**The Professional Club's Year-End Event**  
Ace Hotel  
Los Angeles

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

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

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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BLU PEPPER

Moved from B530 to A896

NEW SHOWROOMS

TIFFANY STRICKLETT

A670

Tiffany Stricklett *Children's*

RED WAGON BABY

A682

Red Wagon Baby *Children's*

KEN ABBOTT SALES

A807

Ken Abbott Sales *Juniors*

COOL-G

A870

Gool-G *Juniors*

SANDRA AND MINNIE

B389

Sandra and Minnie

PROPER BRANDS SHOWROOM

B479

Acrylick *Contemporary*

Blksox Inc. *Contemporary*

C.S.T.C. *Contemporary*

Entrée Lifestyle *Contemporary*

King Ice *Contemporary*

Mint *Contemporary*

Rocksmith NYC

Savs Brand *Contemporary*

Sky Culture *Contemporary*

Sync Denim *Contemporary*

Wutang Brand Ltd. *Contemporary*

SKYLTON PARIS

B540

Skylton *French premium denim*

KARYN KIM

B541

W5Concepts/Klist *Young*

*contemporary*

SWEETRAIN APPAREL

B579

Moss/Jang *Young contemporary*

WILD ROSE APPAREL

B857

Wild Rose Apparel *Juniors*

TEN ADVERTISING

C1145

TEN Advertising *Advertising agency*

ACCESSORIES

ROXSTAR

A1004

Mila Designs *Fashion jewelry*

DZNR CHIC BOUTIQUE

A1040

London Trash *Women's shoes*

Zigi Soho *Women's shoes*

ACCESSORIES BUY JO ANNE

A1082

La Chic *Embroidered designs,*

*embroidered tops*

ROBERT ARUJ

A1085

Modalu *Handbags*

Fiorelli *Handbags*

Icon Ricky Designs *Handbags*

Shoes & Handbags *Footwear/*

*handbags*

Sorial *Briefcases/travel bags*

Uzurii *Footwear*

MODERN/UPDATED

THE M SHOWROOM

A283

Lnoah *Updated— tops, bottoms,*

*dresses*

MARY MINSER

A298

A People United *Updated – tops,*

*bottoms*

Salaam *Updated – tops, sweaters*

Sweater Girl *Updated – sweaters*

FRED POSTAL

A301

Terra *Updated —tops, sportswear*

J V ASSOCIATES

A314

Feather Clothing *Updated –*

*bottoms, tops, dresses*

JON KATZ & ASSOCIATES

A335

Gabby Isabella *Updated*

DORIS JOHNSON

A380

Cathay *Updated – tops, dresses*

Embex Imports *Updated – skirts,*

*tops*

Paris Paris *Updated – tops, dresses*

KAREN GEORGE & COMPANY

A394

Elena Wang *Updated – tops, dresses*

BETTY BOTTOM SHOWROOM

INC.

B398

Creamoda Export *Imported dresses*

SHARON KOSHET SALES

B335

Danny B *Updated —daytime*

*dresses, tops*

Luna West *Updated —sportswear*

Plex *Updated —sportswear and*

*plus sizes*

Vintage Concepts *Updated —*

*sportswear, dresses and coats*

CONTEMPORARY

THE NTWRK AGENCY

B413

Native Shoes *Shoes*

L ON 5

B511

Hail3y:23 *Contemporary tops,*

*dresses, denim*

Halladay *Contemporary tops, dresses*

Jana Sweaters *Contemporary*

*sweaters*

FASHION FORWARDS

B525

By Lis *Contemporary*

Faubourg Du Temple

*Contemporary*

Kathryn Hynes *Contemporary*

Mossee *Contemporary*

Olena Dats *Contemporary*

Shoes Closet *Contemporary*

LYNN GIRARD

C585

Belford *Contemporary tops,*

*sweaters*

CHILDREN'S

SCOOP SHOWROOM

A603

Idecz *Children's*

Milk on the Rocks *Children's*

Mood *Children's*

NoNo *Children's*

Silver Jeans Co. *Children's*

ROCHELLE SASSON PERLMAN

A604

Butterflies & Zebras *Children's –*

*girls' 4/16/preteen*

NICKY ROSE KIDS

A605

Doodlepants *Children's - infants'*

*and toddlers'*

Made U Look *Children's – girls'*

*4/16/preteen*

Sweet Luka Mo *Children's - infants'*

*and toddlers'*

METROPOLITAN KIDS

A649

Emerald August *Children's*

Gil & Jas *Children's*

REBECCA EBERSHOFF

A656

La Vie Jet Setter *Children's –*

*infants' and toddlers' accessories*

SHOWROOM A LA MODE

A667

Oh Baby *Children's – accessories*

*and gifts*

Oil & Water *Children's – girls'/*

*infants' and toddlers'*

RANDEE'S SHOWROOM LLC

A679

24-7 Daddyhood *Children's*

2H Handknits *Children's*

Apple Pie Jewelry *Children's*

Little Traveler *Children's*

DON WELBORN AND ASSOCIATES

A684

Ruffle Butts *Children's - infants'*

*and toddlers' accessories*

Rugged Butts *Children's – infants'*

*and toddlers' accessories*

WENDY'S CLOSET

A691

Blush *Children's – accessories*

Hazel Village *Children's –*

*accessories*

Loop Collection *Children's –*

*accessories*

Luna Leggings *Children's –*

*accessories*

Magnificent Baby *Children's –*

*accessories*

Nooworks *Children's – accessories*

Orli Organics *Children's –*

*accessories*

Toobydoo *Children's – accessories*

Us Angels *Children's – accessories*

Yala *Children's – accessories*

SMALLSHOP SHOWROOM

A692

Feather 4 Arrow *Children's - boys'/*

*girls', infants' accessories and gifts*

La Queue Du Chat *Children's -*

*boys'/girls', infants' and toddlers'*

Press Belt *Children's - accessories*

*and gifts*

Stella M'Lia *Children's - girls'/*

*juniors*

Tuc Tuc *Children's - boys'/girls',*

*infants' accessories and gifts*

PAPERDOLL STYLE

A698

Dress Rags *Children's*

Ele Story *Children's*

Frankie & Sue *Children's*

Friday Squared *Children's*

Peas and Queues *Children's*

Pink Lining *Children's*

Via Cacao *Children's*

GIFT AND HOME

ROSALIE & FRIENDS

SHOWROOM

C1298

American Jewel *Hair accessories*

Barcino *Gift and home*

Nutcracker *Gift and home*

Rosemary & Time *Gift and home*

MEN'S

ONE TEN SALES

B473

The Pothead Diaries *Men's – street*

*contemporary*

RadYo! *Men's – street*

*contemporary*

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NEW SHOWROOMS

AGENT ICON

Suite 205

Asilio

Line & Dot

Madison Square

Supermuse

Styletalker

Three of Something

Wilde Heart

Wyldr London

BY LAND + SEA

Suite 205

Garbe-Luxe

Pfeiffer

BLOOM LA SHOWROOM

Suite 212

Amanda Jordyn Designs

Bikini Atoll

Bynataliefrigo Jewelry

Etsi Everything Simple Clothing

Fontini Designs

Haarstick Jewelry

Joanna Morgan Designs

Keelin Brett Designs

Linda Marie Jewlery

Louis Farnay Handbags

Shai Shanti Scarves

Wanderlust

IT'S ALL ABOUT THE GIRLS

Suite 410

Blq Basic

Hye Park and Lune

ILS

Marigold

Muubaa

Paula Bianco

Rebel Yell

SUMMER SOMEWHERE

Suite 824

Basta Surf

LoveShackFancy

Samudra

Suboo

NEW LINES

BRAND EQUITY SHOWROOM

➡ New Lines page 8

DISCOVER THE ENTIRE SWIMWEAR INDUSTRY UNDER ONE ROOF IN SOUTHERN CALIFORNIA



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(213) 568-1560  
[www.mossjang.com](http://www.mossjang.com)

Model, financial adviser, engineer and now apparel maker, Dustin Moss recently opened a new showroom at the **California Market Center** to showcase his newly launched young contemporary women's line, **Moss/Jang**.

The clean lines of the 500-square-foot space are punctuated with natural elements inspired by Moss' Montana roots. A wood slab conference table sits on a cowhide rug, but the rest of the space features white walls, metal fixtures and a concrete floor. A work space at the back features a deep-charcoal accent wall.

Moss did much of the work on the showroom himself. He wanted the space to be "a little masculine" but provide a backdrop to showcase the collection.

"I want it to be all about the clothing," Moss said.

**Moss/Jang** is designed for the working woman in her 20s who needs well-made, beautiful clothing at an affordable price.

"She's just out of college; she needs to step up her wardrobe," Moss said, adding that many fast-fashion brands don't have the quality his customer needs and the high-end brands are out of her price range.

"There's room in the market," he said.

Wholesale prices for **Moss/Jang** run from \$17 to \$36," Moss said. "Mid-\$20s is our average," he said.

To create the collection, Moss partnered with Sang Jang, a longtime Los Angeles-

based manufacturer who produces brands for a different market. Moss and Jang started working on the line about eight months ago and took a few pieces to the **Fame** show in New York, where they landed a few orders from buyers.

"The price was right, the design was right," Moss said.

All the Moss/Jang samples were made in Los Angeles, and Moss and Jang hope to keep a portion of the production in the U.S.

There are about 100 pieces in the Fall collection, including tops, skirts, jackets, pants



Dustin Moss

and dresses, many with unexpected details such as leather trim, metal hardware and appliques.

The collection is geared toward department-store buyers, and Moss looked at several spaces in the **Los Angeles Fashion District** before choosing to open at the CMC, which had "the best vibe," he said.

For **Los Angeles Fashion Market**, Moss is setting up a candy bar in the front of the showroom space.—*Alison A. Nieder*

## The Vonderheide Showroom

The New Mart, Suite 1200  
(213) 488-9334  
[www.thevonderheideshowroom.com](http://www.thevonderheideshowroom.com)

The **Vonderheide Showroom** has relocated to a new space on the top floor of **The New Mart** with a wrap-around view of the changing landscape of downtown Los Angeles.

Diane Vonderheide said she loved the exposed brick walls and tall columns in the 1,600-square-foot showroom and asked to relocate after more than three years on The New Mart's 11th floor. (Vonderheide moved to The New Mart after 20 years at the **California Market Center**.)

In the days leading up to the June 9–12 run of **Los Angeles Fashion Market**, Vonderheide and her associates Kathleen Keyes and Natalie Asselstine were putting the finishing touches on the space, including plans to add several tall trees to give the space a luxe garden penthouse look. The antique Spanish chandelier from the 11th-floor showroom now hangs in the entrance of the new space.

"I wanted to keep the architectural details of what was here," Vonderheide said.

The showroom also provides a perfect backdrop for the collections, including designer sportswear brand **MICHAEL Michael Kors** and "performance fashion" collection **Anatomie**, which is made in the United States from European technical fabrics.

"We like to say it [takes you] from pilates to the **Polo Lounge**," Vonderheide said.

Other collections in the showroom include **Paperwhite**, a collection of tailored shirts and sportswear; **Yoshi Yoshi by PJ**, a sweater collection from Japan; **Seasonal Whispers** jewelry; Los Angeles-based handbag collection **Paige Hamilton**; and Canadian belt collection **Suzi Roher**.

"She's the queen of belts," Vonderheide said. Designs range from casual boho chic to sophisticated evening styles.

The collections are geared toward the bridge and designer market. Wholesale prices range from \$52 to \$125 for Paperwhite, \$30 to \$175 for Anatomie and \$118 to \$165 for Yoshi Yoshi. The accessories collections are wholesale priced from \$20 to \$100 for Seasonal Whispers to \$95 to \$375 for Paige Hamilton. Suzi Roher belts are priced from \$65 "all the way up," Vonderheide said.

To accommodate buyers who prefer to shop Los Angeles market over the weekend, the Vonderheide showroom is open on Sunday, June 8.—*A.A.N.*



Anatomie at the Vonderheide Showroom

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## Research and Development

Cooper Design Space, Suite 212  
(310) 487-2513  
candice@rd-showroom.com

## Bloom Showroom

Cooper Design Space, Suite 212  
(626) 534-5625  
jennifer@bloomlashowroom.com

After working in a space shared by several showrooms at the **Lady Liberty Building** in downtown Los Angeles, Candice Clark and Jennifer Dermer joined forces to open a new showroom at the **Cooper Design Space**. Their joint showroom will take a bow at the upcoming **LA Fashion Market**, scheduled to run June 8–11.

In the front of suite 212, Clark runs the **Research and Development** showroom, where she represents Danish fashion line **Just Female**. Dermer's section of the space is called **Bloom Showroom**, and she represents accessories lines such as **Shai Shanti** and **Joanna Morgan Designs**.

Clark said the two showrooms complement each other. "She has accessories and I have clothing, so it's a good fit. We don't have any lines that compete with each other," Clark said. "The space is more intimate than our last," Dermer said.

Just Female was recently introduced to the American market, Clark said. It's a full collection with outerwear, dresses, skirts and tops. The line's website bears the mission statement: "We have a dream of creating designs with a minimalistic aesthetic and a strong identity shown in every piece in the collections." Wholesale price points range from \$26 to \$60 for the collection and \$80 to \$150 for the collection's leather items.

Dermer's clients include jewelry lines crafted by artisans who make small runs of jewelry pieces. Another client is Shai Shanti, an Ojai, Calif.-based scarf line. The line features designs from artists based around the world. Their prints appear on silk satin and silk Modal-blend scarves. Wholesale price points for the scarves are \$135.—*Andrew Asch*



A display of Shai Shanti scarves with pieces from the Just Female collection.

## Gallery 608

Gerry Building,  
Suite 608  
(818) 994-3890

For more than 10 years, Jane Mohr shot fashion photography for several well-known European fashion publications—*Italian Vogue*, *British Brides*, *L'Officiel* and *Io Donna*.

With so much fashion in her blood, she turned to designing her own line, called **Dress to Kill**, and a sweater line called **Caz Knits**. They are shown in **Gallery 608**, which is a cooperative showroom that Mohr created and runs. "I network with other designers, many who have not shown in California before, to show here," she said.

One label she found recently—**Vitamin** from Minnesota—will be showing at the cooperative showroom during **Los Angeles Fashion Market**.

Nearly one-half of the showroom is taken up by Mohr's Dress to Kill line, designed out of her studio in Van Nuys, Calif. It is all manufactured in Los Angeles. She also creates her Caz Knits line of sweaters there, too. Those sweaters are hand-loomed in Los Angeles except for the cashmere creations, which are made in China.

All of Mohr's pieces have an artsy feel to them with fabrics sourced in Europe and Japan. "I'm known for my novelty fabrics," she said.

The average wholesale price for her lines is around \$160, with the most expensive pieces wholesaling for \$300.

"I am a destination showroom. My floor doesn't have a lot of foot traffic," said Mohr of the sixth-floor location. "Everything we have is wearable art. That is our niche."

Mohr also distributes accessories and jewelry she picks up in Europe, primarily Germany, that go well with her line. "We are a one-stop shop here," she noted.

Mohr sells to specialty stores across the United States and has a few accounts in England, too. "If you're a specialty store, I believe you should keep it special, which is where my line fits in," she said.

Mohr shares the showroom with Devora Braunstein of **Ma Belle** and a French jewelry designer whose section of the showroom is called **Mon Bijou**.—*Deborah Belgium*



ARTSY CREATIONS: Jane Mohr stands next to her Dress to Kill styles. On the far left is a dress created by Avivit Yizhar.

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## SHOWROOM PROFILES

### Frank & Eileen

Lady Liberty Building, Suite 500  
[Frankandeileen.com](http://Frankandeileen.com)  
[customercare@frankandeileen.com](mailto:customercare@frankandeileen.com)

Step into the Frank & Eileen showroom on the top floor of the Lady Liberty Building and you may think you've stumbled on a quaint country house in 1940s-era Ireland.

That was all part of the plan for Audrey McLoughlin, founder of the Los Angeles-based men's and women's shirt company named for—and inspired by—her grandparents.

The original Frank and Eileen and their love story is integral to the branding of the 5-year-old company, which imports its fabrics from a single shirting mill in Italy and

sews and washes the styles in Los Angeles.

The shirts—made in poplin, linen, oxford, denim and flannel—are wholesale priced from \$82 to \$98 for men's styles and from \$77 to \$86 for women's. The line sells in better specialty stores—such as Ron Herman, Fred Segal and Barneys New York—and nationwide at Neiman Marcus. About 50 percent of the brand's business is with retailers in Japan. Frank & Eileen recently opened its first free-standing store—designed to look like an Irish pub—in Tokyo.

Frank & Eileen has always been based in downtown Los Angeles, so when a space opened up in the Lady Liberty Building, McLoughlin jumped at the opportunity to move in.

➔ Continued next page

## NEW LINES

### New Lines *Continued from page 5*

**Suite 513**

Costume National

**LEFTIES SHOWROOM**

**Suite 525**

Self Portrait

Rubber Ducky

**DARLENE VALLE**

**Suite 701**

George Loves

Mor & Dotter

Nesh

Yantra

**KLA/KAREN L. ANDERSON**

**Suite 704**

Bon Marche

LA Soiree

**A LA MODE SHOWROOM**

**Suite 711**

IDI

**CORINA COLLECTIONS**

**Suite 807**

Marie Chavez

**KATHY WALKER SALES**

**Suite 808**

Brashy Couture

Dream Monstar

Love Nail Tree

Quay

#### NEW LOCATION:

**BERNADETTE MOPERA & CO.**

**Suite 813**

(formerly in Suite 701)

Bloom

Cameo Clothing

Deep or Shallow/Ju's

Fredd and Basha

Frock Shop

Heart and Gold

Kling

Knitted Dove/Love Dove

Melody

O2 Collection

Pepa Loves

Sock It to Me

**THE VONDERHEIDE**

**SHOWROOM**

**Suite 1200**

(formerly in Suite 1111)

Line 3

Anatomie

Jon McCoy

**MICHAEL** Michael Kors

Paperwhite

Suzi Roher

Yoshi Yoshi by PJ

**DIANE LEVIN SHOWROOM**

**Suite 900**

(formerly in Suite 703)

Barbara Gervit

Casual Freedom/Twenty Twenty

Fresco Towels

Nougat of London

Shu-Shu/Lulu

Sita Murt

Zero Degrees Celsius

#### NEW LINES:

**10ELEVEN**

**Suite 135**

Elle Sasson

Pam and Gela

**NICHE SHOWROOM**

**Suite 400**

Bela NYC

Lysse

**JACKIE B SHOWROOM**

**Suite 505**

Beautifully Couture

Hazel

JtheWay

Lemueix

**REPRESENTING SHOWROOM**

**Suite 509**

Beyond Yoga

Funky Yoga

Onzie

**PROJECT DL**

**Suite 603**

Freelader

**THE VILLAGE SHOWROOM**

**Suite 809**

Winston&hart

**LIZA STEWART INC.**

**Suite 900**

Kushi

**DIANE LEVIN SHOWROOM**

**Suite 900**

Barbara Gervit

Shu-Shu/Lulu

Sita Murt

**COHEN SHOWROOMS**

**Suite 901**

Work in Progress, Nine O Seven

O1 Johan Ku

**SHOWROOM 903**

**Suite 903**

Benjamin Jay

Bishop + Young

**SUE GOODMAN**

**Suite 909**

Ann Ferriday

**THE GIG SHOWROOM**

**Suite 1002**

Calvin Klein Jeans

Maison Close

Zimmerli of Switzerland

**BARBARA JAMES SHOWROOM**

**Suite 1007**

Adelyn Rae

**MISS ME**

**Suite 1100**

Miss Me Sportswear

Miss Me Girls' (size 7-14)

Miss Me Handbags

Miss Me Belts

**LANDA SALES**

**Suite 1104**

NIKKI Rich

**PULSE SHOWROOM**

**Suite 1104**

Mia and Moss

**AGENT ICON**

**Suite 1203**

Asilo

Hyperchrome

### GERRY BUILDING

910 S. Los Angeles St.

#### NEW LINES

**JULIYN TAYLOR SHOWROOM**

**Suite 506**

Juju Jams Modal loungewear line

Prismsport Vintage designer print-

inspired activewear

Rese Active Women's high-end

activewear

Sofibella Women's tennis and

activewear

**KATHY BARRETT SELECTIONS**

**INC**

**Suite 604**

Mayan Creations Jewelry

**CRAYOLA SISTERS**

**Suite 704**

Marrika Nacc

**LAUNCH USA**

**Suite 801**

Marcoliani Milano

**SALT & PEPPER SALES**

**Suite 802**

Blanque

**NEK-ENUF?**

**Suite 805**

MSP by Miraclesuit

**MPG**

**Suite 808**

MPG

**NEETU MALIK SHOWROOM**

**Suite 901**

Risona

**ARLENE HENRY SALES**

**Suite 902**

Courtney Dee

**JAMIE PRINCE SALES**

**Suite 904**

Ronen Chen

**KAREN KEARNS SALES**

**Suite 906**

Anne Turtaut

Dores Piscotta Cashmere

### LADY LIBERTY

843 S. Los Angeles St.

#### NEW LINES

**OCEAN SHOWROOM**

**Suite 400**

Ampersand as Apostrophe

Handbags

**MCMILLAN SHOWROOM**

**Suite 401**

Bel Kazan

Boxie Wash Rinse Repeat T's

Donna di Eleganza leather

Suzywan Deluxe Jewelry

Voyage Clothing

**CITIZENS OF HUMANITY**

**Suite 501**

A Gold E Men's and women's

COH Women's

COH Men's

Getting Back to Square One

Women's

Goldsign Women's

### ACADEMY AWARDS

817 S. Los Angeles St.

#### NEW LINES

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**Suite 2C**

**POPKORNS**

**Suite 3J**

**SCHOEN BY YU**

**Suite 4D**

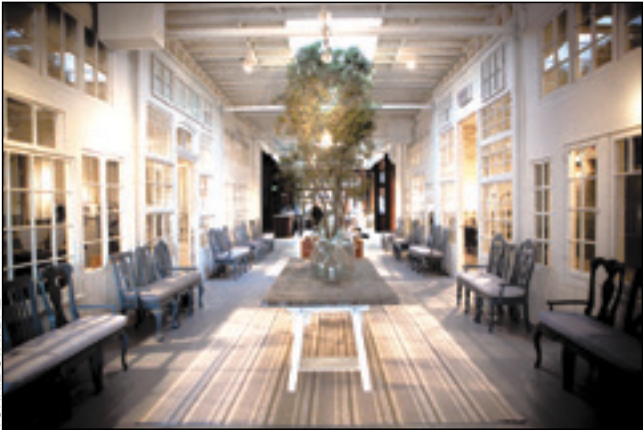
**ATISTIX**

**Suite 4PH**



## SHOWROOM PROFILES

Continued from previous page



"I always loved this building," she said, adding that the challenge was to keep the integrity and uniqueness of the space while making the space reflect the brand.

To transform the cavernous loft space into a country house, McLoughlin hired New York-based interior designer Melody Weir, who divided the 6,500-square-foot space into sections, including a tea room at the entrance with a wall of vintage family photos. There's a showroom space to showcase Frank & Eileen's 12 annual collections. There's an

archive and design room, which houses a sample of every style the company has ever produced, which buyers can review for inspiration for exclusive items or to have an archive style redeveloped, McLoughlin said. The back of the showroom includes a kitchen and offices for McLoughlin and her team, Stephanie Bayan and Danielle Pratte.

Down the center of the showroom is a hallway Weir created after finding thousands of vintage windows. Weir found local artisans to create many of the pieces in the space, including the benches made from vintage chairs and covered in cushions made from Frank & Eileen fabrics. At the center of the space is a 12-foot olive tree that sits beneath one of two skylights, which help keep the space naturally lit throughout the day. When guests arrive, McLoughlin's 1-year-old labradoodle, Hunter, races down the hallway to greet them.—*Alison A. Nieder*

## DESIGNER PROFILE

### Lily Ashwell: Revisiting Vintage

Los Angeles-based fashion designer Lily Ashwell creates demure, 1940s-inspired pieces with an understated sexiness. Her collections are dress focused but also include separates—dungarees, skirts, tops and knits.

Ashwell debuted the line in 2012, selling exclusively through the **Lily Ashwell** website. The ethereal pastel-colored pieces are largely inspired by her upbringing. Ashwell, the daughter of British painter David Ashwell and shabby chic designer and author Rachel Ashwell, was exposed to the sentiments of vintage early on.

"My mom would drag my brother and I to flea markets every Sunday when we were growing up. I grew up completely immersed in vintage everything, and I always gravitated toward the clothes. My grandma was an antique-doll collector and made the most incredible dolls clothes from antique fabric. Her aesthetic has had a powerful effect on me and my work. I sometimes see my collections as life-size versions of her little doll outfits," Ashwell said.

Ashwell studied design at **Central Saint Martins College of Arts and Design** in London but left to begin her first design collection. "I knew nothing about the industry when I began, so the past few years have been a huge learning curve for me. I'm finally starting to feel like I'm standing on solid ground and know my way around," she said.

After her fifth season adhering to the traditional fashion calendar, Ashwell decided to approach things differently. She currently releases monthly limited-edition collections on her website.

The silhouettes are simple and timeless, she said. Many of the pieces are versatile so they can be styled into different wardrobes. The floral-print dresses and petite polka-dot tops produce a dreamy narrative that can be worn from day to night.

The limited-edition flocked silk, ruffled "Jules" long-sleeve top can easily be paired with distressed **Levi's** jeans or the "Kenny" skirt, which has a touch of floral embroi-

dered along the seams. Ashwell uses mainly silk, linen, cotton and rayon in her collections. "I often experiment with different washes to achieve an interesting, lived-in hand [look]," she said. Ashwell finds all of her fabrics in Los Angeles, where she manufactures the line. Her clothes are classic but very detail-oriented, she said, so she prefers being in close proximity to the factories. "I need to be hands-on with the process. I also love where I live, and it feels good to be a part of the community and provide employment," Ashwell said.

Retail price points range between \$78 for a capped-sleeve baby tee to \$158 for a knee-length dress and \$178 for a detailed top. The 1940s bias-cut silhouette is one of Ashwell's favorite shapes to play with. "I find it to be flattering on any woman," she said. For trims, Ashwell uses a vintage, English cotton lace that adds a touch of femininity. She is also a big fan of corozo buttons because they look like beautiful, old ivory buttons but are actually made from a nut, Ashwell said.

As for new ventures, Ashwell just relaunched her site as an online concept shop last week. "I wanted to show my collections in context and create a lifestyle around the brand," she said. In addition to her customary pieces, Ashwell will be launching three separate components to add to her brand. She has an ever-growing archive of vintage clothing, so she decided it would be fun to launch a "Lily Ashwell Vintage" edition, which includes special pieces reflecting her brand ethos. "Found Objects" is a lifestyle platform that will contain "little tchotchkes" to support the vision of the brand, she said. Ashwell is also an artist, so "The Gallery" section will be an online destination to exhibit and sell her work along with the work of like-minded artists. "The goal is to create an all-encompassing experience to support the collections," Ashwell said.

For more information, visit [www.lilyashwell.com](http://www.lilyashwell.com) or contact [blaire@lilyashwell.com](mailto:blaire@lilyashwell.com).—*Sarah Wolfson*



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\*partial list, for a full list of lines visit [dallasmarketcenter.com](http://dallasmarketcenter.com)

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## Denim Lounge *Continued from page 1*

stores and big-box retailers. The company just started shipping its Fall/Holiday collection to retailers which include **Nordstrom**, **Mod Cloth**, **Hot Topic** and **Tilly's** plus others across the United States. Denim Society also plans to launch its own website with an accompanying social-media campaign in July.

"Social-media initiatives will play an important role in the brand-building process of our in-house brands, as well as enhancing the consumer shopping experience, by inviting them into participatory dialogue," Rosenberg said.

All of Denim Lounge Inc.'s merchandise is manufactured overseas, mainly in China, with some capa-

bilities in Indonesia and Kenya. It also works with mills around Asia to source the best-quality fabrics at competitive prices.

Denim Lounge Inc. is bicoastal. The Crafting Bar is based in New York in the Denim Society showroom at 231 W. 39th St., Suite 1006, where the company's sales team helps buyers with their merchandising strategies. The company's corporate headquarters are located in downtown Los Angeles at 120 E. Eighth St., Suite 804, where designers are housed and pre-production takes place, including full-service EDI, replenishment,



Daryl Rosenberg, Denim Lounge chief executive officer, with Sarah Shelby, design director

and inventory management and quality-control systems. Both the New York office and LA corporate headquarters are used for buyer meetings.

For more information, please visit [www.denimloungeinc.com](http://www.denimloungeinc.com). ●



Denim Lounge's Crafting Bar



**PREMIUM JUNIORS:** Denim Lounge's premium juniors collection, Denim Society, is built upon clean designs that specialize in fabrics and washes. Items include jeans, crops, shorts, skirts, joggers,

overalls, denim dresses and rompers, and jackets in denim and non-denim fabrications. Customers who want to change a detail or wash can use the Denim Lounge Crafting Bar to customize their order.

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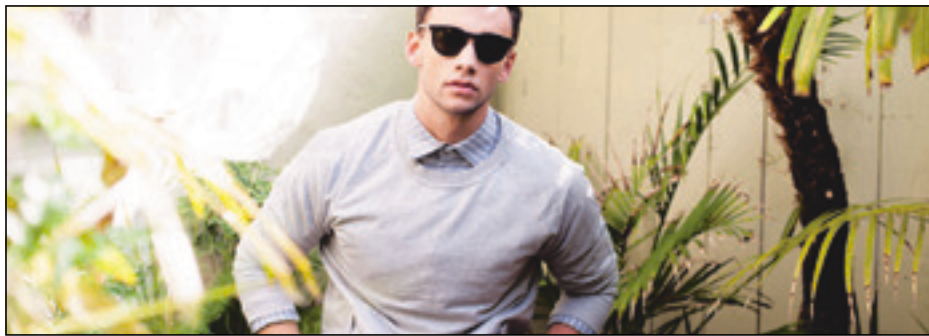
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**THE LOOK:** The Jonny IV collection is about looking good but not overly dressed. There are casual pants and shorts as well as other more grown-up items such as blazers.



## Jonny IV *Continued from page 1*

ridiculous.”

The new brand, called **Jonny IV**, is being sold exclusively online, which is where Kang has spent much of his professional career. Until last year, he was the executive vice president of e-commerce at **Planet Blue**, where the retailer started offering same-day delivery for goods in Los Angeles. Prior to that, he was head of e-commerce at fast-fashion retailer **Forever 21**, based in Los Angeles.

The Jonny IV (pronounced “the fourth”) website debuted on May 20 followed by a June 1 launch party in Los Angeles’ seaside suburb of Venice, where fashion bloggers and **YouTube** contributors were invited to rummage through racks of clothes and see the product on male models. “We are going straight to e-commerce. My passion and focus is e-commerce,” said Kang, who was born and raised in New York but moved to Los Angeles in 2000.

With e-commerce, expenses can be kept to a minimum with savings passed on to the customer. The idea for the line is that price tags shouldn’t venture over the \$50 mark un-

less it is for something as detailed as a moto jacket, which he is selling online for \$74.

To keep costs low, Kang is working with a pared-down staff of six. That includes one full-time designer, Linda Kim, who was director of product development at **Guess? Inc.** There is also a free-lance designer as well as people working in marketing, social media and merchandising/buying.

Kang, who named the line after his 6-year-old son, Jonny, who was born on June 4, saw a void in the young men’s fashion market, primarily for consumers between the age of 18 and 25. Even though **Forever 21**, **H&M** and **Zara** offer fast fashion for men, the e-commerce veteran believes this sector has been neglected. “From my experience, the primary customer for those fast-fashion stores is the female, and the male customer is an afterthought,” Kang observed.

Indeed, young men seem to be becoming more fashion oriented with their own sense of style. Witness the number of men sporting

beards that look like they were worn by their great-grandfathers living in the early 1900s. And hipsters have taken to capri pants and stylish hats. “To me, the new generation is more fashion savvy,” said Christopher Lee, a former senior vice president at **Forever 21** and now chief executive of **Kitson**, a fashion-forward retail chain.

Lee believes it might be easier to compete in the world of men’s fast fashion because the women’s fast-fashion market is saturated with a number of brands and retailers vying for the young female customer.

Retail analyst Marshal Cohen of **The NPD Group** noted there is an opportunity to capture business in the young men’s fast-fashion arena but there is a lot of rivalry, too.

Many retailers are trying to jump into this market now that young men have discovered fashion. Also, young men spend a lot of money on non-fashion things such as electronics, entertainment and sports. “There is a lot of competition inside and outside,” Co-

hen observed. “I wouldn’t say they are in a space by themselves.”

But Kang is trying to carve out a space where he updates his collection on a weekly basis and is able to quickly capture fashion trends. “We are going to listen to our customer and cater to their needs,” he said. “If there are trends or styles that are picking up, we will double down on that and get that merchandise out quickly.”

Many of the knit tops will be manufactured at Alpha Source, which does private-label knit tops for brands such as **Paul Frank**, **LnA** and **RVCA**. The company is also partnering with other vendors who may produce in Los Angeles or overseas.

The goal is to have 50 percent of the line produced in Los Angeles and the other 50 percent sourced outside. Right now the collection is only 25 percent made in Los Angeles. “Some of our vendor partners can turn things around in 45 days,” Kang said.

Marketing will be digital, such as **Google** ads, and there will be vignettes on **YouTube**. The company’s first YouTube foray is a humorous skit with a young British actor who talks about how the prices will be as low as \$50. A voice off-screen is heard saying, “That’s 15—one-five, not five-zero.” ●



Eugene Kang



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## NEWS

### Accessories *Continued from page 1*

Ehrlich presided over a May 30 reception at the factory, which was attended by Inglewood Mayor James T. Butts Jr. He gave Ehrlich's company a city proclamation, and she introduced the new LA Luxe collection at the festive event.

The Onna Ehrlich handbag line has been in business since 2004, but it had been designed in Culver City and manufactured in downtown Los Angeles. When it was time to expand, Ehrlich and Bell asked a realtor to find a manufacturing space. Similar facilities around Culver City go for more than \$1 million, Ehrlich estimated.

Industrial space is plentiful in LA County, said Kent Smith, executive director of the **LA Fashion District Business Improvement District**. He estimated that a square foot of industrial space could range from 50 cents to 75 cents per square foot in some areas around downtown Los Angeles.

Ehrlich and Bell bought their Inglewood facility for \$700,000. The expansion, like the business, was self-financed, Ehrlich said.

Ehrlich moved her small fashion design and manufacturing business—she employs 13 full-time people—to Inglewood out of a mix of self-interest and civic pride.

"It was the one place on the West-side that was still affordable," Ehrlich said. She also is an Inglewood resident and drives less than five minutes to her office. "We want to be part of this new rejuvenation in Inglewood. Why not invest in a place that you already believe in?" she said.

### Poised for growth

With the January reopening of the **Forum** events venue by the **Madison Square Garden Co.**, Inglewood is poised for retail growth. The city, located more than 10 miles south of downtown Los Angeles, is the new home to independent boutiques such as **Phenomenal Threadz**, which opens on June 7. A mixed-use development of residential and 620,000 square feet of retail will be developed on the grounds of the **Hollywood Park** racetrack, the 75-year-old horse racing track scheduled to close by the end of the year. Construction is forecast to start on the project this year, said Harjinder Singh, the finance supervisor for the city of Inglewood, but the completion date for the residential and retail project is scheduled in the next five to eight years.

Earlier this year, ground was broken on the **Metro** light-rail Crenshaw/LAX Transit Project, which passes through Inglewood. The \$2.058 billion project will create an 8.5-mile



**THE BUILDERS:** Joel Bell, left, and Onna Ehrlich, opened the first handbag factory and design space in Inglewood, Calif.

light-rail line. It also is expected to attract new retail to service commuters, said Yaisa Smith, a co-owner of **Phenomenal Threadz**. "Crenshaw has really opened up a lot," she said. "You see little boutiques that have opened up. ... Inglewood is expanding. Businesses are coming."

Inglewood's manufacturing scene is small. A Department of Defense contractor, **The Marvin Group** has been headquartered in Inglewood for more than 50 years. But Ehrlich has brought fashion to town. She and Bell remodeled the building, which was the former site of an electronics engineering business.

"There were aisles of electrical equipment," she said. "We had to have all the aisles broken down, then painted, then the floors polished."

By the time most of the facility was renovated in July 2013, it was a light-filled space where the Onna Ehrlich handbags and jewelry are designed. There are more than six sewing stations in the back, a space for salespeople to conduct business, a photography studio and offices for **Joel Bell Industrial Design**. Ehrlich estimates that only half the facility is in use now.

Onna Ehrlich handbags have been sold at retailers such as **Nordstrom**, **Kitson** and **Henri Bendel**, but much of the sales are done through the company website ([www.onnaehrich.com](http://www.onnaehrich.com)). Retail price points range from \$99 to \$1,400. The handbags are distinguished by metalwork designed in-house, textured leathers and classic handbag silhouettes.

The company's jewelry is still made in downtown Los Angeles. Many Onna Ehrlich handbags are manufactured in Asia, but the manufacturing of the company's LA Luxe collection in Inglewood is a commitment to manufacturing in America, said Ehrlich, who immigrated to America from Nigeria as a teenager. ●



**RACHEL BAG:** Onna Ehrlich's "Rachel" bag, with metal work. Image courtesy of Onna Ehrlich.



**WORK STATION:** Sewing station at Onna Ehrlich facility in Inglewood. Image courtesy of Onna Ehrlich.



# Los Angeles Retail Rents Rise With the Economy

Start looking for that new store location now before rents go up even more, because the retail market is heating up.

By the end of March, rents in Los Angeles County had increased 2.9 percent over the previous year with the average asking retail rent currently at \$25.92 a square foot per year. That includes everything from shopping centers to independent retail stores, said Ryan McCullough, senior real estate economist with **CoStar Group**, a real estate information company.

In areas such as Santa Monica, average retail rents are down because most prime retail locations are occupied. It is the secondary retail market that is up for grabs these days. McCullough said Santa Monica rents at the end of March averaged \$47.56 a square foot per year compared with as much as \$53 a square foot two years ago.

One of the fastest-growing retail markets is located in downtown Los Angeles. With a wave of new apartment buildings rising above former parking lots and with historic buildings being converted into live/work spaces, there is a growing need for more stores, coffee shops and restaurants.

"A lot of synergy has come into downtown in the last year or two," said Mark Takeichi, a director of brokerage services at **Charles Dunn Co.**, a commercial real estate firm

headquartered in downtown Los Angeles.

"There are a lot of younger professional residents moving into downtown Los Angeles with a lot of disposable income. They need places to shop, buy groceries and eat. That is what is pushing up the downtown market," Takeichi said.

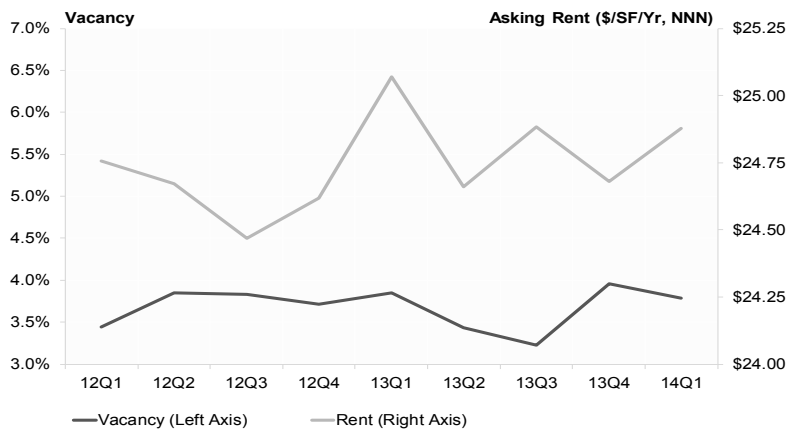
He noted that retail rents average about \$48 per square foot per year, which is double what it was two years ago.

He pointed to the revitalization of Figueroa Street's **FigAt7th** mall, which was closed for months. It underwent a total makeover with a new **City Target**, a **Sport Chalet** and **H&M's** first downtown Los Angeles store. **Zara** is scheduled to open there soon, too.

**The Ratkovich Co.** is in the midst of a \$160 million renovation of **Macy's Plaza** at Seventh and Hope streets in downtown Los Angeles. The developer is opening up the cube-like shopping center to have a huge open-air plaza surrounded by food establishments, lots of retail and other amenities. The renovated center, to be called **The Bloc**, should be ready for prime-time viewing in the latter half of 2015.

Meanwhile, store chains such as **J. Crew**, the **Gap** and **Banana Republic** are circling the streets, checking out the downtown LA neighborhood.—*Deborah Belgum*

Los Angeles County Retail Fundamentals



## RETAIL SALES

# May Retail Sales Strong

May sunshine stoked consumer demand, and retail sales increased 4.8 percent, beating estimates, according to Michael P. Niemira, chief economist for the **International Council of Shopping Centers**, a prominent trade group that keeps an index of chain-store sales.

"The beat went on as consumer spending continued to remain quite healthy this past month with pent-up demand lifting sales after tough weather conditions constrained sales in the first few months of the year," Niemira said.

Niemira had forecast that the month's sales would increase only 3 percent to 3.5 percent. In a June 3 note, he wrote that sales had "soared" during the last week of the month, which included the Memorial Day weekend.

Adrienne Tennant, a prominent Wall Street analyst, agreed that warmer weather released pent-up demand for clothing and other soft goods. However, she wrote in a June 5 note that May's sales performance was mixed. **Zumiez Inc.** reported strong sales in May, with its same-store sales increasing 3 percent. **L Brands**, the parent company of **Victoria's Secret**, posted a same-store-sales increase of 3 percent for May. However, **The Buckle Inc.** reported a decline of 3.1 percent in May. "We had expected May to be generally 'okay' and heavily driven by ongoing aggressive promotions," Tennant wrote. She works for **Janney Capital Markets**.—*Andrew Asch*

### May Retail Sales

	\$ Sales (in millions)	% Change from yr. ago	Same-store sales % change
<b>DISCOUNTERS</b>			
The Buckle	\$72.00	-1.2%	-3.1%
Gap	\$1,270.00	+4.0%	+1.0%
L Brands Inc.	\$763.60	+4.0%	+3.0%
Stein Mart	\$109.60	+2.2%	+0.4%
Zumiez	\$49.50	+13.3%	+3.6%

Information from company reports



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## RETAIL Q&A

### Intermix Chief Keledjian on New Store in Palo Alto, Calif.



Khajak Keledjian

Gap Inc.-owned boutique chain **Intermix** opened its 38th store last month in the **Town & Country Village** retail center in Palo Alto, Calif., which is a short drive from **Stanford University** and in the middle of Silicon Valley.

The new shop was outfitted with **iPad** tablet computers instead of cash registers, so the shop's clients can use the tablets make purchases, view lookbooks and shop for items that might not be in the store's inventory, said Khajak Keledjian, Intermix's chief executive officer and co-founder.

Keledjian recently conducted a brief talk with *California Apparel News* Retail Editor Andrew Asch about running Intermix following the Gap acquisition in January 2013 for \$130 million. He also talked about some of the merchandising challenges of a multi-line retailer.

#### How has Intermix and conducting the business of Intermix changed since Gap acquired it?

**KHAJAK KELEDJIAN:** *Since our acquisition by Gap, we've been able to stay entrepreneurial and nimble while providing us with a significant platform for growth. While they help behind the scenes—for example: IT, legal, our distribution center—we're refining our omnichannel experience further.*

*We're aligning our business with our client at the center—making sure she can get what she wants, when she wants, where she wants. We don't have a wall between our channels—our marketing is focused on the customer, not the channel. We know digital marketing is a major entry point to our brand, and our messaging reflects cross-channel*

*collaborations.*

*In addition, our product is merchandised similarly online and in-store, and we have one customer-service team. Further, while our selection is localized, our entire inventory is available for customers no matter where they physically live and our promotions and pricing matches, regardless of the channel, to provide a seamless experience.*

#### There's an Intermix store in Canada. Will there be more stores overseas?

**KK:** *Our website currently ships to international clients in 60 countries, but right now we're concentrating on our upcoming openings—Scottsdale [Ariz.], Aspen [Colo.], and additional doors in LA and Miami—but we're always doing our homework regarding international expansion.*

#### What are the challenges of running a multi-brand store?

*Curating a collection that's localized but still allows us to highlight our differentiators: our styling and sharp edit; projecting longevity of designers—we want to be the first in and the first out of a line; identifying designers and refining our mix so we're consistently luxe but also cool, chic with an edge, refining without changing; maintaining our culture and essence while we evolve—expanding certain categories and vendors and editing others.*



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**Products and Services:** Original Paperbacks is an American fashion brand that creates casual, classic, and functional clothing with an eye on relaxed style. We started with a premium short called St. Bart's and have duplicated its success across a comprehensive offering of premium shorts, khaki pants, T-shirts, and sweaters for men and women. Based in Southern California with a nod to the East Coast mindset, we have a laid-back sensibility that has drawn the attention of stores and customers across the globe.

PREMIÈREVISION

Premiere Vision

+33 (0)1 70 38 7030  
+33 (0)170 38 70 30  
www.premierevision.com  
**Products and Services:** 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.



Progressive Label

2545 Yates Ave.  
Commerce, CA 90040  
(323) 415-9770  
Fax: (323) 415-9771  
Info@progressivelabel.com  
www.progressivelabel.com  
**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers. Another important part of our business is FLASHTRAK, our online ordering system for price tickets. It's a

great tool for placing and tracking price ticket orders and will soon be expanded to include custom products and carelabels.



Swim Collective

www.swimcollective.com  
**Products and Services:** The California Swimwear Association presents The Swim Collective Trade Show, Aug. 12-13, 2014, hosted at the Hyatt Regency in Huntington Beach, Calif. The Swim Collective is recognized as the biggest West Coast swimwear trade show, offering buyers more than 1,000 lines across all swim and active categories. For more information, visit our website.



Trim Networks Inc.

910 S. Los Angeles St., Suite 405  
Los Angeles, CA 90015  
(213) 688-8550  
Fax: (213) 688-8551  
info@trimnetworks.com  
www.trimnetworks.com  
ae@trimnetworks.com  
**Products and Services:** TNI is not just a button company; it's an arbiter of taste and fashion. We give designers the freedom to create freely and not have to worry about the little parts and trims. Connecting our clients with reliable and trustworthy garment factories in Asia has been the foundation of our system and our networks. We are in touch with over 2,000 garment and denim factories in southern China. The good water quality of Canton has also enabled us to create some of the most exciting colors in electro plating. Over 300 wash-houses are scattered in this rich province, which in return can provide some of the newest colors in fashion today. In addition, our strategic location south of the Delta River gives us plenty of resources to all types of raw-material suppliers. By joining our network, you no longer need to search for garment manufacturers. We have done the research for you.

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www.bibbyusa.com  
sales@bibbyusa.com  
**Products and Services:** Bibby Financial Services is a worldwide market leader in business cash-flow solutions to small and medium-sized companies. With offices in eight North American cities and 14 countries around the world, its product portfolio includes accounts receivables finance, purchase order finance, and specialist expertise in the apparel industry. It is an approved lender for the Export-Import Bank's working capital guaranty delegated authority program. Bibby Financial Services is a subsidiary of a 204-year-old privately held company based in the United Kingdom. Whether you area start-up or an established company with sales volumes over \$60 million, Bibby Financial Services can offer you fast, flexible funding solutions to help grow your business.

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Los Angeles Office:  
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Los Angeles, CA 90017  
(213) 430-4888 Fax: (213) 430-4877  
Contact: Tae Chung at (213) 534-2908  
www.finone.com  
**Products and Services:** 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.

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www.goodmanfactors.com  
Contact: Jessie Valdivia or Bret Schuch  
**Products and Services:** As the oldest privately held factoring company in the Southwest, Goodman Factors provides recourse and nonrecourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$2 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small size and centralized-management philosophy, its clients often

deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions.

Prime Business Credit

1055 W. Seventh Street, Suite 2200  
Los Angeles, CA 90017  
(213) 225-1000  
Fax: (213) 225-1090  
benc@pbcusa.com  
www.pbcusa.com  
Contact: Ben Cho  
**Products and Services:** Prime Business Credit, Inc. (PBC) is a leading provider of factoring and trade solutions for small to mid-size businesses looking for a factor capable of handling annual sales volume of up to \$50 million. Established in 1999, PBC has two offices located in the financial and fashion district in downtown Los Angeles and one office in New York. Though specializing in servicing clients from the apparel and textile industry, PBC's clientele list includes firms from multitude of industries. For the past 15 years since inception, PBC has grown substantially each year with factoring volume exceeding \$700 million annually. PBC acquisition of Asiana Capital, a factoring/finance company, specializing in financing for the small business community, has expanded our ability to provide services to more clients looking to reach their full potential. Our #1 priority is to provide unmatched high-quality services to ensure our client's complete satisfaction with a vision towards a successful business relationship.

Rosenthal & Rosenthal

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New York, NY 10018  
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Fax: (212) 356-0910  
West Coast: 21700 Oxnard St., Suite 1880,  
Woodland Hills, CA 91367  
(818) 914-5904  
Fax: (818) 710-7868  
www.rosenthalinc.com  
sbreuer@rosenthalinc.com  
Contact: Sydnee Breuer  
**Products and Services:** 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.

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## Jobs Available

### CHARGEBACK SPECIALIST

Busy Jr. apparel company seeking charge back specialist to work with major retailers to reconcile and mediate charge backs, fight for reversals, and avoid the issues going forward. Work closely with our production, shipping, and accounting team, in order to implement and monitor corrective measures. Working knowledge of key vendors JCP & Kmart a plus. Must be proficient in Excel. Email resume to: Productionjobs123@gmail.com

### PRODUCTION COORDINATOR

La import garment mfg. looking for a candidate who is bilingual in Mandarin & English. Min 2 yrs exp in overseas prod'n. Knowledge of tech packs & vendor compliance. PATTERNMAKER  
 Experienced in knits & wovens for the Junior/Missy apparel market. 1st through production, Must have knowledge in construction, specs. PAD Systems software knowledge a plus. English speaking is a must.  
 Send resume to Attn: Lonni at Fax # (213) 746-8500;  
 E-mail: lonni.mag@gmail.com

### ASSOCIATE DESIGNER

Multi Division Better Girlswear Manufacturer seeks Associate Designer with min. 3 yrs. exp. in kids' market. Graphic Design experience a plus. Must be proficient in Photoshop and Illustrator and an all around team player willing to work in a fun, fast paced environment with plenty of room for creativity and growth.  
 Fax resume: (323) 263-2980 or  
 e-mail to lisa@lipstikclothing.com

## Jobs Available

### DOMESTIC APPAREL PRODUCTION MANAGER

Private label apparel manufacturer seeks experienced production manager for domestic quick turn production. Must be a highly organized and proactive team leader who can handle multiple styles from sample to on time delivery. Must have extensive factory base for knits and wovens with quality ranging from mass market to better retailers. Email resume and salary requirements to apparelproductionad@gmail.com.

### Sales Rep.

Looking for a Experienced sales rep. in the textile/fabric industry. Must have great communication skills and experience in swim wear fabrics. We specialize in swimwear fabrics, nylon spandex, poly spandex, fish nets, nylon mesh and more. EMAIL:INFO@ESTEXINC.COM

### SWEATER - PRODUCT DEVELOPMENT

Sweater company is looking for you if you have:  
 1) 1 year minimum hands on Sweater experience  
 2) Photoshop/Illustrator/Excel software  
 3) Mandarin/English bilingual  
 Please send resume: empcon14@gmail.com

### Designer Wanted

Seeking Designer for jr. line to contemporary top to bottom with 5+ years of experience with knowledge of production capability. Email your resume to youngnapoli@hotmail.com

## Jobs Available

### LOGISTICS SUPERVISOR/MANAGER

A premier domestic apparel design & mfg company is looking for a career minded Logistics Supervisor / Manager. Have knowledge in EXPORT paperwork, ie: CI, SLI, CO. Proficient in Excel and File Maker Pro. Great communication skills. Bilingual in Spanish and English a plus. Send resume to: HR@mydyer.com

### COSTING TECHNICIAN

Los Angeles based manufacturer looking for an experienced Costing Technician. 5+ years experience, strong knowledge and experience with construction, yields and mini markers. Experience with junior dresses, & placement prints. Strong knowledge of EXCEL & AIMS a plus. Have experience managing tech packs. Be able to review and analyze sample requests. Negotiate pricing with vendors, with strong sense of urgency and excellent written communication skills.  
 Send resume: Productionjobs123@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

### Cashier/Personal Assistant

Cashier/Personal Assistant Urgently Needed 18 years and above For more information please contact: edwardchell@hotmail.com



## Jobs Available

### Production Coordinator

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

#### Essential Duties and Responsibilities:

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

#### Experience/Training/Education:

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

### SALES REPRESENTATIVE

We are a manufacturer for ladies garments in China.  
We need a dynamic sales representative.  
With a minimum of 5 years experience.  
Tel: 818-424-9712 Attn: George  
Email: George@azclothing.net

## Jobs Available

### OTIS COLLEGE OF ART and DESIGN

#### Full-Time Faculty - Senior Studio

#### Fashion Design Department

#### REPLACEMENT POSITION

Description: Otis College of Art and Design invites applications for a full-time faculty appointment in the Fashion Design program. This position reports to the Chair of Fashion Design. The College does not grant faculty tenure; hence this is an annual full-time faculty appointment, subject to renewal based on an annual performance review.

Qualifications: BFA in Design or a related field is required. MFA or its equivalent degree is preferred. Candidate must have evidence of at least 5 yrs college-level teaching exp. in Fashion industry related classes in an accredited College. Strong interpersonal skills & administrative leadership skills demonstrating the candidate's successful mgmt. of an academic program are required.

Applications: Competitive compensation and benefits. The preferred starting date for this position is August 18, 2014. Review of applications will begin immediately, and continue until an appointment is made. Send a letter of application with a statement of educational philosophy, resume, and appropriate evidence of professional activity (please note submitted application materials will not be returned); also include the names, phone numbers and email addresses of at least three professional references. Mail completed applications to:

Search Committee: Full-Time Faculty/Fashion Design  
Attention: Rosemary Brantley, Chair, Fashion Design  
Otis College of Art and Design  
110 East 9th Street, Suite C201  
Los Angeles, California 90079

Electronic submissions equivalent to the materials requested above may be sent to Connie Martinez at: cmartinez@otis.edu. Please include: "Fashion Design Full-Time Faculty" in the subject heading.

### Otis College of Art and Design

#### Full-Time Faculty - Junior Studio

#### Fashion Design Department

Description: Otis College of Art and Design invites applications for a full-time faculty appointment in the Fashion Design program. This position reports to the Chair of Fashion Design.

For application information, please visit: <http://otis.edu/human-resources-careers> and search for "Fashion Design Department: Full-Time Faculty - Junior Studio"

Mail completed applications to:

Search Committee: Full-Time Faculty/Fashion Design  
Attention: Connie Martinez, Academic Coordinator, Fashion Design  
Otis College of Art and Design  
110 East 9th Street, Suite C201  
Los Angeles, California 90079

Electronic submissions equivalent to the materials requested above may be sent to Connie Martinez at: cmartinez@otis.edu  
Please include: "Fashion Design Full-Time Faculty" in the subject heading.

### Better Contemporary Designer

A well-established updated missy contemporary wear company is seeking exp'd up to Better Contemporary Designer who qualified enough to carry this division in full charge.

Send resumed by e-mail [grace.lee@saymeekinc.com](mailto:grace.lee@saymeekinc.com)

## Jobs Available



### TECHNICAL DESIGNER

Los Angeles (bebe - LA Studio)

Receive samples, prepare samples for fitting, fit samples, email fit comments to vendors  
Communicate with design, production, merchant teams within division

#### JOB FUNCTIONS

- Measure and prepare garments for fitting
- Create POM / Spec & Grade sheet; Adjust / create grades if necessary
- Illustrate pattern corrections and style comments with Photoshop and or Illustrator
- Daily communication with vendors regarding fit samples, comments, and corrections.
- Meet with and review garment corrections and comments with factory representatives
- Quick comment turn-around to avoid factory delays
- Check garments for construction, sewing, & compare to original garments
- Additional responsibilities, duties, and projects as assigned.

#### GENERAL QUALIFICATIONS

- AA degree or higher in Fashion, Patternmaking, or related fields
- 4-6 years of experience in the field or in a related area;
- Excellent math skills
- Grading Knowledge
- Know garment and pattern construction;

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#13-0372

### 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: [laprodmg@gmail.com](mailto:laprodmg@gmail.com)

### Technical Designer

Technical Designer

Monrow

Womens Better Contemporary Brand

#### Job Functions

- Develop Line Sheets in illustrator
- Develop Tech flats from Design
- Cad and Print Development
- Handle Duplicate Sample Production
- Develop tech packs
- Prepare garments for fitting and note fit adjustments
- Check garments for construction, sewing, for design approval

#### General qualifications

- 4-6 yrs experience
- knowledge of garment and pattern construction
- good communication and computer skills
- expert in fit, construction for keen eye for details
- team player, problem solver, solution oriented
- experience with garment dye knits

Email resumes to: [info@monrowattire.com](mailto:info@monrowattire.com)

### Bookkeeper - Accountant

Women's contemporary company looking for an experienced apparel bookkeeper. Min 5 year's experience. Knowledge of Full Circle preferred, but not necessary. Send resume and salary requirements. [Wildfoxjobs@gmail.com](mailto:Wildfoxjobs@gmail.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

### LICENSING ART DIRECTOR

Are you an energetic, artistic, & fast-paced Licensing Art Director who's ready for new challenges & growth? If so, we would like to hear from you. We are a major Southern California apparel manufacturer, & we have an immediate need for a first-rate Licensing Art Director to provide leadership, innovative thinking, & state-of-the-art designs in managing our licensed products & brands. Additional responsibilities include working with our textile artists, monitoring their work, & helping them reach their creative potential. You will be engaging in daily communication with our licensors & serving as the company's central link to them. It is essential for you to have great communication skills, verbal as well as written. Outstanding interpersonal skills are also a must, along with proven ability to work extremely well with licensors, fellow employees, & company management. The ideal candidate will have at least 10 years of exp. in managing textile prints. Solid leadership & managerial skills are required, along with expertise in printing processes & methods. Advanced skills in Photoshop, AI, Excel, & Word are also needed. Excellent pay & benefit package. Submit your resume to fashionshr@gmail.com

### Production Coordinator

Immediate Full-Time opening for an experienced (3yrs+) production coordinator. Candidate must understand all aspects of production from start to finish, including knowledge of garment construction & specs. Must be computer savvy, a self starter, extremely organized and efficient. Duties will also include fabric & trim buying, create design packages, manage & motive contractors and be the liaison between the production and shipping warehouse.

Check us out at [www.bedheadpjs.com](http://www.bedheadpjs.com)  
Location is on Crenshaw & Exposition.  
Qualified candidates, please email resume to  
[Miguel@bedheadpjs.com](mailto:Miguel@bedheadpjs.com)

### PRODUCTION MANAGER

Women's contemporary apparel company is looking for a strong Mid to Sr level Production Manager to manage pre-production through production, must know garment dye. 10+ years experience. Good work/life balance. Email: [jfd213@gmail.com](mailto:jfd213@gmail.com) res and salary requirement.

### 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](mailto:Isaac@dolcecabo.com).

## Jobs Available



### DENIM COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITIONS. INCREDIBLE OPPORTUNITY FOR THE RIGHT PERSON

#### PRODUCTION PATTERNAKERS

Responsible for production patternmaking of a junior/missy denim product line. Qualifications required:

- \* 5 years exp in the junior/missy denim market - only looking for experienced candidates with strong technical skills and a good creative eye
- Must have a good understanding of garment wash and shrinkages
- Must be an expert in fit and construction with a keen eye for details
- Candidate must have good communication skills to work in fast paced environment as well as actively communicating with overseas factories
- Be proficient with Patternmaking software (PAD software a +)

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

#### PATTERNMAKER

We have an immediate opening for a Production Patternmaker with a min. of 10 yrs exp. Knowledge of bra development, construction and grading is required. Must have exp. in Sleepwear and Daywear in both woven and knit fabrics. Experience with Gerber PDS 2000 system is required. Must be detail-oriented, able to work independently, and have good communications skills.

#### TECHNICAL DESIGN ASSISTANT

Multi-Division women's sleepwear firm has immediate opening for an assistant to our Technical Design Manager. Must have strong Photoshop/Illustrator/Excel/Powerpoint skills. Drawing skills are a plus. Must be able to work with min. supervision & be very detailed-oriented.

Send resume with salary history for all positions to:

Emily Luna  
MGT Industries, Inc.  
13889 S. Figueroa Street  
Los Angeles, CA 90061  
Fax: (310) 538-1343  
E-Mail: [eluna@mgtind.com](mailto:eluna@mgtind.com)

#### FIRST PATTERNMAKER

Van Nuys based manufacturer is looking for a first patternmaker for our Junior Sportswear & Dress Division. PAD exp. a Plus but will train the right candidate as long as they are proficient on one of the current computer systems. Must have min. 3 yrs' exp. making computer patterns, be self-motivated and be able to work in a busy environment.

Please fax resumes along with salary requirement to  
[davidz@kandykiss.com](mailto:davidz@kandykiss.com)

#### DATA ENTRY/EDI SPECIALIST

We are a fast paced jr dress manufacturer seeking a data entry/ EDI person. This position requires intense attention to detail and knowledge of basic EDI and compliance for major chain retail stores. The position consists of high volume order entry and email correspondence. Excel, AIMS and EDI knowledge are must haves.

Please send cover letter and resume to  
[productionjobs1a123@gmail.com](mailto:productionjobs1a123@gmail.com)  
Resumes without cover letters will not be read

### Contemporary Apparel Company Lauren Moshi & Michael Lauren is looking for a Designer.

Proficient in Photoshop, Illustrator  
Able to Multitask and work on tight deadlines in a fast paced environment.

Submit resume and examples of your work to  
[jayme@laurenmoshi.com](mailto:jayme@laurenmoshi.com)

## Jobs Available

### ACCOUNTING MANAGER

- \* Manage accounting functions including maintenance of general ledger, accounts payable, accounts receivable.
  - \* Manage monthly closing of financial records and posting of month end information; ensures accuracy of financial statements.
  - \* Provide accounting assistance to CFO and operations staff; responds to financial questions/concerns to meet business needs.
  - \* Acts as a liaison between the company, government and external accountants to meet information needs and to ensure that proper information is maintained for historical purposes.
  - \* Seven or more years of accounting experience required.
  - \* Must have large Quick Books system experience, as well as 1099 filing experience
  - \* Strong personal computer and business solutions software skills
  - \* Strong interpersonal skills for interacting accountants, clients, and upper management
- Good communication skills for communicating with support personnel and management
- \* Strong analytical and problem solving skills.
- E Mail Resume and Salary History to:  
[sales@bbronson.com](mailto:sales@bbronson.com)

### Production Coordinator

Lambs & Ivy is seeking a Production Coordinator. 3-5 year's experience. Must have: knowledge of fabric, basic sewing construction, tech packs; knowledge of production follow up and experience working with design team for approvals. Bilingual in Chinese (mandarin) and English. Knowledge of China manufacturing. Proficiency in Excel. Experience in bedding; baby bedding or hard goods is a plus. Great work environment. Excellent salary and benefits. In business 35 years.  
[hr@lambsivy.com](mailto:hr@lambsivy.com)

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Mercantile Center  
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Call 213-627-3754  
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Call 213-627-3755

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Hand Crafted Patterns - Every piece is draped on the form.  
[www.latelier-la.com](http://www.latelier-la.com) [info@latelier-la.com](mailto:info@latelier-la.com)

### Freelance Patternmaker

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

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