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ANDREW ASCH

SHINE ON: A neon-lit Agenda sign lighted the way to the two-day show in Long Beach, Calif.

TRADE SHOW REPORT

Agenda: Surging Retail Traffic and New Lines Debut

By Andrew Asch *Retail Editor*

LONG BEACH, Calif.—**Agenda** has always staked a claim to being the go-to place for streetwear and action-sports clothing, and it defended that position this year by attracting a host of big-name retailers and a wide array of apparel outposts.

That was evident during the July 10–11 run of the show at the **Long Beach Convention Center**.

Buyer delegations hailed from majors such as **Nordstrom**; national chain stores such as **Pacific Sunwear**, **Zumiez** and **Urban Outfitters**; e-commerce stores such as **Nasty Gal**, **Revolve Clothing** and **Left Lane Sports**; and specialty shops such as **Zebraclub** in Seattle and **Kitson** in Los Angeles. There were also overseas retailers and off-price outlets such as **Ross Dress for Less**.

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Legal Controversy Over the ‘Made in USA’ Label

By Deborah Belgum *Senior Editor*

Los Angeles blue-jeans makers may be headed to court over one little thing: the “Made in USA” label sewn inside their garments.

Several Los Angeles denim makers have been hit with class-action lawsuits and legal letters challenging the accuracy of their labels because most of their raw materials are imported from Europe or Asia even though the jeans are sewn in California.

Last month, separate lawsuits were filed against **Citizens of Humanity** and **AG Adriano Goldschmied** maintaining that their labels are inaccurate because “the offending apparel products are substantially made, manufactured or produced from component parts that are manufactured outside of the United States in violation of California law

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Los Angeles Apparel Industry Could Grow With High-Tech Fabrics and Other Innovations

By Deborah Belgum *Senior Editor*

During the last decade, the number of people working in California’s apparel and textile manufacturing industry has shrunk some 43 percent as production of clothing and textiles has moved overseas.

Overall, manufacturing employment in California continues to decline.

But a recent manufacturing report prepared by the **Los Angeles County Economic Development Corp.** suggests that the apparel industry could grow by producing more clothing that incorporates high-tech elements used in sportswear and athletic wear to monitor physical behavior, such as heart rate or blood pressure.

“I think that is what is going to happen,” said Christine Cooper, who leads the LAEDC’s **Institute for Applied Economics**, which wrote the report, released on July 15, called “California’s Manufacturing Industries: Employment and Competitiveness in the 21st Century.” “Technology is coming out that embeds sensors in the fabric itself so you can monitor your own biometric responses.”

Even though the apparel and textile industry keeps shrinking, it is still a major contributor to California’s manufacturing economy. Nearly 80,000 people were employed in this sector in 2012, with 90 percent of them working in Southern California. That is down from 2002, when nearly 138,000 people were working in this industry, the report said.

The Los Angeles area continues to have the highest concentration of apparel workers in the United States.

Production of computers and electronic products employs the largest number of people, at 270,276, or 22 percent of the state’s manufacturing industry. Coming in second in total

manufacturing employment is the food industry.

Despite criticisms that California is unfriendly to business, the state is the No. 1 manufacturing center in the United States. In 2012, it accounted for 11.4 percent of the nation’s manufacturing gross domestic product. Texas follows closely behind at No. 2, contributing 10 percent.

Still, the state’s manufacturing sector accounts for only about 11 percent of the goods and services produced in California. The service industry is the overwhelming winner, making up 70 percent of all the state’s goods and services. “Our contribution to the country’s manufacturing value and the GDP will continue to be high and remain at No. 1 because we do focus on a wide variety of industries. There is aerospace, biochemical goods, semi-conductors and electronic components,” Cooper said.

Other data from the report include:

- Manufacturing is 10.7 percent of the state’s economic product.
- Between 1990 and 2012, California lost 842,180 manufacturing jobs, or 40 percent of all manufacturing jobs.
- The loss of durable-manufacturing jobs in the early 1990s was largely a result of reductions in national defense spending. But the largest declines were in nondurable manufacturing, such as apparel, because of California’s high labor costs and proximity to Asian factories.
- In 2012, services accounted for almost 70 percent of California’s employment, with government making up 15 percent and goods-producing industries (such as mining, construction, natural resources and manufacturing) accounting for 15.2 percent of all employment.
- Manufacturing output has continued to climb while employment continues to fall. ●

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Two LA Boutique Stars Return to Open New Venture

After a long break, two stars of Los Angeles' boutique scene, Neely Shearer and Alisa Loftin, will open a new store near booming Abbot Kinney Boulevard.

In Heroes We Trust, which debuts on July 24, will sell merchandise from local designers, T-shirts, vintage clothing and home-ware in a 500-square-foot space at 300 Westminster Ave., a block off Abbot Kinney.

Shearer ran **Xin** and Loftin owned **Aero & Co.**, two boutiques that developed a regional reputation as go-to places to purchase goods from Los Angeles designers with an

avant-garde edge. Both stores shuttered around 2010. The duo tried other fields in fashion, but found once bitten by the retail bug, it is hard to leave, Loftin said.

"After being off for four years, I had plenty of time to reflect about what I learned from Aero & Co.," Loftin said. She'll be able to put some of her past experience to use.

Loftin said the foundation of the venture was having a partner who shares the same creative vision. "If it weren't for a partnership, this wouldn't have happened," she said.

The new store will be offering items from Los Angeles brands such as **Mor Dotter**, **Malicious Designs** and **Anita Arzé**. It also will offer a diversity of merchandise, such as women's swimwear, jewelry and vintage clothes with a "Doris Day in Palm Springs meets Beatles in India" inspiration, Shearer said. Eventually, the store will sell men's fashions.

Core retail prices will range from \$100 to \$400. An e-commerce site will be introduced in the fall.

The store also will offer an in-house

T-shirt line called **In Heroes We Trust**, which will feature the work of artists such as **Chase**, who has painted street murals around Los Angeles.

While both entrepreneurs had been thinking of what kind of store they would run if they had a second chance, opportunity came knocking early when, in April, Shearer found the space on Westminster Avenue. "I had been thinking of my idea of a perfect store," Loftin said. "But she picked out the space, and we needed to jump on the space and run with it."—*Andrew Asch*

Cargo-Container Volumes Surge at Local Ports

With contract negotiations still going on with West Coast longshore workers, apparel importers and retailers were pushing to land their goods before a potential work stoppage or port strike takes place.

In June, overall cargo-container volumes at the **Port of Los Angeles** spiked 14 percent over last year. Imports were up even more, at 16.5 percent, with 382,666 20-foot containers being unloaded at the docks in June compared with 328,324 containers during the same month last year.

Exports at the Port of Los Angeles rose 8.5 percent with 160,823 containers leaving the docks in June versus 148,203 containers last year.

The **Port of Long Beach** also saw a big jump in business. Cargo-container volume rose 8 percent in June compared with last year. With more than 610,000 containers moved last month, it was the busiest June since 2007, which was the busiest year for

container cargo at Long Beach.

Meanwhile, negotiations between members of the **International Longshore and Warehouse Union** workers from 29 West Coast ports and their employers resumed on July 11 after a three-day break. The two sides are negotiating a new six-year contract after the previous contract expired on July 1.

Dockworkers remain on the job while the contract negotiations between the ILWU and the **Pacific Maritime Association** continue.

The uncertainty about whether port workers will stay on the job has caused a dramatic rise in cargo being brought in to the various ports.

June volumes at the nation's ports tracked by the **National Retail Federation** and **Hackett Associates** show cargo-container traffic during the first half of this year will be up 6.7 percent over last year.

—*Deborah Belgum*

Love Culture Retail Chain for Sale After Filing for Bankruptcy

Love Culture, the Los Angeles-based retail chain founded by two former **Forever 21** executives, has filed for Chapter 11 bankruptcy protection.

The company said its financial woes began in 2012 when it started aggressively expanding its stores, geared toward the 18- to 25-year-old woman who likes fast fashion at bargain prices. The chain has 72 stores stretching from Massachusetts to Hawaii.

The retailer was started in 2007 by Jai Rhee and Bennett Koo, who had worked at Forever 21. Their stores stocked merchandise with similar price points found at Forever 21.

Love Culture filed for bankruptcy protection on July 16 in U.S. Bankruptcy Court in

Newark, N.J.

Executives said the bankruptcy would allow the retail chain to close unprofitable stores, restructure its debt and possibly sell the venture. Several "financial and strategic buyers" have been interested in the company.

Love Culture, whose net sales totaled \$162.4 million in the year ended Feb. 1, 2014, owes **General Growth Properties**, the second-biggest U.S. shopping-mall owner, \$3.9 million on unsecured obligations for store leases. It also owes landlords **Simon Property Group Inc.**, the world's largest mall owner, about \$2 million and a **Taubman Centers Inc.** affiliate about \$1.2 million, court papers show.—*D.B.*

The Outlets at Tejon to Open Next Month

More than 70 well-known retailers are scheduled to open stores at the new **Outlets at Tejon** center on Aug. 7.

Gap, **Brooks Brothers**, **Calvin Klein**, **Charlotte Russe**, **Cotton On**, **H&M**, **Pacific Sunwear** and **Michael Kors** are just some of the retailers that will debut stores offering a 20 percent to 65 percent discount off their full retail prices.

Juniors retailer **Windsor**, based in Los Angeles, will open its eighth overall outlet store at the new Tejon complex in California's Central Valley, said Ike Zekaria, co-owner of **Windsor Fashions Inc.**

"We like the market," Zekaria said. "When we heard about the Outlets at Tejon project, our ears perked up. We liked the proximity to Bakersfield. We liked the tenant mix. It

ter along the Interstate 5, where travelers often stop to buy gas or grab a coffee at **Starbucks** or a hamburger at **McDonald's**.

Barry Zoeller, a spokesperson for the outlet's developer, **Tejon Ranch Co.**, said the new 321,000-square-foot shopping center, built in partnership with **The Rockefeller Group**, will draw from more than 3 million people in the Bakersfield area, as well as shoppers from the north San Fernando Valley and north San Gabriel Valley area of Los Angeles County. It will also attract tourists making their way to Yosemite National Park and Sequoia National Forest or heading to Northern California.

The Outlets at Tejon are 100 percent leased, Zoeller said. There will not only be retail but restaurants such as **Juicy Burger**



seems to introduce a bunch of retailers that are not represented in this marketplace. We also liked that it is an in-fill opportunity as we make our way north to the Fresno, San Francisco and Sacramento markets."

The new \$90 million center, built in a California, Spanish-mission style, is located along a sparsely populated area near the Tejon Pass, which links Los Angeles with the Central Valley. The outlets are about a 30-minute drive south of Bakersfield and about a 90-minute drive north of Los Angeles.

It's near the **Tejon Pass Commerce Cen-**

ter and **Tony's Pizza**.

Zoeller declined to estimate what kind of sales the new outlet center would generate. But the outlet industry averages sales of \$400 per square foot per year, Zoeller said.

While no full-price regional shopping centers are scheduled to debut in California this year, there's a lot of activity in the outlet-center field. **The Desert Hills Premium Outlets** in Cabazon, Calif., unveiled a 146,000-square-foot expansion in April.

The Outlets at the Border are scheduled to open in the San Diego area this fall.—*A.A.*

Agenda *Continued from page 1*

Vendors reported being thrilled to see their day crammed with back-to-back appointments. “This is the busiest show ever,” said Shaun Neff, founder and chief executive officer of **Neff**, a line of snow and skate headwear and other accessories that has sold at retailers such as Pacific Sunwear and **Tilly’s** as well as core boardshops. Neff said his booth hosted more than 250 appointments on the first day of the show.

Agenda is also the place where new labels hoping to make a splash in the street, surf and skate, and fashion worlds take off the wraps and display their new offerings.

The highly anticipated women’s surf fashion brand **Amuse Society**, helmed by star surf-industry designers Summer Rapp and Mandy Fry, took a bow at Agenda.

Top boardsports label **Volcom** formally unveiled its new marketing campaign, “True to This.” It emphasized the exhilaration of boardsports. Volcom’s previous, more rebellious campaign was “Youth Against Establishment.”

Another highly anticipated clothing line, **Depactus**, introduced its first line at the show. Outdoor-clothing line

Patagonia also made its Agenda debut at the trade show, which stages twice-a-year events in Long Beach, Las Vegas and New York.

Agenda also was a place for emerging brands to be seen. The chiefs of Orlando, Fla.-brand **Duvn Design** traveled across the country to debut their line at the show. “A lot of the bigger stores were here,” said Austin Duvall, co-founder and creative director of the brand. “It was good to get our name out.”

More female fashion

Agenda WMNS, the show’s section devoted to women’s fashion, grew from 50 booths last January to 60 booths this July, said Vanessa Chiu, Agenda’s director of women’s sales and marketing.

Aaron Levant, Agenda’s president and founder, said that more booths exhibited at the July show compared with the

January show. However, he declined to say how many more booths exhibited at the recent show.

In a departure from the way the floor was organized in the past, some booths were set up in the outdoor area of the convention center, where food trucks served everything from fish tacos to gourmet grilled-cheese sandwiches and cold-pressed juices.

With lots of buyers perusing the show, many brands said business was brisk, which may be the start of a good second half of the year, said Steve Ward, general manager of **O’Neill Men’s** brand. “It was a really late spring,” he said of the first half of the year, which was dominated by cold



THE MEETING: Katie Wibben of Burton shows some of the line’s upcoming styles to Won Suh of Left Lane Sports.



EL REY: The hot-rod car named El Rey was one of the art exhibits at Agenda.



THE DEBUT: Mandy Fry shows some new looks from Amuse Society. The women’s surf fashion brand showed at Agenda.

weather in many parts of the United States. “But business was strong for the most part.”

While every vendor came to Agenda hoping buyers would place orders for clothes ranging from Immediates to Spring ’15, many vendors, such as Annabelle Lee of Los Angeles-based **See You Monday**, said many formal deals would be signed after the show. “This is a great show for brand building and building relationships with retailers,” she said. “I touched base with all of the GMs and DMMs for my best accounts,” she said, referring to the general managers and district merchandise managers that shopped the floor.

Because Agenda is scheduled earlier than many trade shows, some vendors consider it a dress rehearsal for the rest of the year, said Eric Martin, founder of the Los Angeles showroom **The Park**. “It’s a first show. We work the kinks out, make sure everything is priced right and everything is fully sampled before the primary, contemporary shows start later in the year,” he said.

However, some retailers were placing orders at the show. Roberto Felipe, who works in marketing for Los Angeles-based **Crooks & Castles**, estimated that 20 percent of his show’s orders were for Immediates. But many retailers also were ordering Spring ’15 merchandise.

Fraser Ross of Kitson said he placed an order for 200 **Timberland**-brand boots at the show. “Every influential musical artist is wearing Timberland now. It is their moment,” he said of the brand.

Headwear, such as beanies, was important for the Kitson lineup. Ross also requested that New York-based **KTAG** make caps with “Los Angeles” printed across the front.

What’s hot

Popular trends at the show included “jogger” pants, or bottoms featuring drawstrings and cinched ankles, said Dale Rhodes, vice president of sales at **Katin**.

Silhouettes with an activewear edge, such as the sweatpants-inspired jogger, were popular, said James Appleby, a director at **Etnies**. “It’s becoming

a traditional pant silhouette. There’s denim, chino ... and a jogger,” Appleby said.

Todd Roberts, co-founder of influential specialty shop **ZJ Boarding House** in Santa Monica, Calif., shopped Agenda. Popular at his shop are vintage-inspired boardshorts for men, especially those with short, 16-inch out seams and a “scallop leg,” or an upside-down V at the side of the legs.

“Short-sleeve wovens are still popular,” he said. “Aloha shirts are still super popular, especially if you can steal them from Dad or Grandpa. There are bonus points for having vintage shirts,” he noted.

Neoprene wet suits bearing bright swimwear prints have become highly popular for the women shopping at ZJ. “They are buying it like swimwear,” Roberts said of his female shoppers. “They’re buying multiple colors in the same suit or mixing and matching bottoms and tops. It’s come to the point where I’m calling my **Billabong** rep and asking, ‘Did anyone cancel their neoprene orders?’” ●

NEWS

Legal *Continued from page 1*

and/or federal law.”

The lawsuits note that the fabric, thread, buttons, subcomponents of the zipper assembly and rivets come from outside the United States. Most premium-denim companies import their fabric from Japan and Italy and then cut and sew the jeans in Los Angeles. This has been going on for years and had not been challenged before, legal experts said.

“There is a little attorney firm in San Diego that is doing these class-action lawsuits,” said Ilse Metchek, president of the **California Fashion Association**, a Los Angeles trade group whose members include hundreds of California manufacturers, lawyers and financial institutions. “It is a pain in the ass.”

Also, a handful of Los Angeles blue-jeans ventures have received pending-litigation letters that threaten to bring class-action lawsuits, said Elise Shibles, an attorney in San Francisco with international law firm **Sandler, Travis & Rosenberg**, which works with several Los Angeles apparel companies. “We are aware of several companies that have received these letters, and so far they seem to be aimed at blue jeans,” Shibles said. “This is our first experience with something like this. We are not aware of anyone targeting the apparel industry before.”

The San Diego law firm filing these letters and lawsuits is the **Del Mar Law Group**, which has filed similar lawsuits against other companies in different industries. In 2009, the San Diego law firm filed a class-action lawsuit in San Diego County Superior Court against **The Nutro Co.** and **Mars Inc.** over the ingredients listed in their dog kibble and dog biscuits. The suit was filed on behalf of Louise Clark.

Nutro maintained its dog biscuits contained probiotics, which were added to the recipe but apparently were absent from the final product because the probiotics were killed when baked. The case was later dismissed after an out-of-court settlement was reached where Nutro set up a \$540,000

fund to refund consumers who had bought the dog products, said John Donboli, the attorney who filed the lawsuit against Nutro.

Now Donboli is representing Clark again, but this time her lawsuit, filed on June 9 in U.S. District Court in San Diego, is against Citizens of Humanity and **Macy’s Inc.**

On May 31, Clark said, she purchased a pair of Citizens of Humanity jeans at a Macy’s store in San Diego. She maintains in court documents that she suffered an “injury in fact” because her money was taken by the blue-jeans company as a result of the false “Made in USA” claims. She also suffered because she genuinely believed the blue jeans were manufactured in the United States when they were not, court documents said.

Clark alleges that Citizens of Humanity and Macy’s fraudulently concealed information from consumers and were motivated “solely by profit.”

“Most consumers possess very limited knowledge of the likelihood that products, including the component parts, claimed to be made in the United States are in fact made in foreign countries,” court documents said.

“If you are going to put ‘Made in USA’ on any product, all the pieces of the components have to be 100 percent U.S. sourced,” said Donboli, the attorney who filed the case.

He said his law firm has “ongoing investigations looking into multiple blue-jeans companies.”

Citizens of Humanity and Macy’s have until July 21 to file a response to the lawsuit. Phone calls to Peter Ross, the Los Angeles attorney representing Citizens of Humanity, were not returned by press time.

A similar class-action lawsuit was filed in U.S. District Court in San Diego on June 4 against AG Adriano Goldschmied, the denim label made by **Koos Manufacturing** in Los Angeles, and **Nordstrom Inc.**

This time the legal action was filed by the Del Mar Law Group on behalf of David Paz, who said in legal documents that he bought a pair of AG Adriano Goldschmied jeans on May 16 at a Nordstrom store in San Diego.

Paz, again represented by Del Mar Law Group, filed a similar class-action lawsuit in 2007 against **Playtex Products Inc.** over the content of its bras and the “Made in USA” label.

Paz’s latest lawsuit makes the same claims as in the Citizens of Humanity case. Both lawsuits are being filed for violation of the state Consumers Legal Remedies Act and of state Business and Professions Code sections 17200 and 17533.7.

The state and federal laws governing what constitutes a “Made in USA” law are a bit confusing. The California law is stricter than the federal law. The federal law allows things such as rivets and buttons and small components to come from outside the United States for goods that have a “Made in USA” label, but fabric must be domestically produced.

The California law basically says everything must come from the United States to qualify for a “Made in USA” label.

But the U.S. Customs Service regulations maintain there is an exception to all of this. If an imported good, such as fabric, is substantially transformed in the United States, the good does not need to be marked with the country of origin. An imported good is substantially transformed in the United States when a manufacturing process in the U.S. results in the production of a new and different product.

While the “substantial transformation” of an imported product in the U.S. may exempt a manufacturer from country-of-origin labeling, it does not automatically qualify the product to be marked “Made in USA.” The “substantial transformation” is simply the initial hurdle faced by manufacturers wishing to place a domestic-origin marking on their product.

And, according to the Federal Trade Commission, a product must be “all or virtually all” made in the United States to qualify for a “Made in USA” label. This means that the significant parts and processing that go into the product must be of U.S. origin. ●

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NEWS

Fred Segal Sets Sights on Tokyo in Global Expansion

Fred Segal, the Los Angeles nameplate launched in 1961 by denim guru Fred Segal, is setting up stakes in Tokyo with its first retail complex outside of the United States.

The company, now majority owned by New York-based **Sandow**, announced it plans to unveil a lifestyle center next year that will occupy three of five buildings in a converted railway site at 13 Daikanyamacho Shibuya-ku in Tokyo.

The complex, to be known as **Fred Segal Daikanyama**, will have a well-curated mix of luxury products for men and women as well as home and lifestyle categories from both independent brands and Fred Segal-branded merchandise.

The collection of stores will encompass an ever-changing mix of both local and international emerging, up-and-coming designers as well as specialty merchandise to appeal to Japan's trendsetters.

The complex will have a café, spa and other luxuries to appeal to Japanese shoppers who frequent this upscale shopping district.

The Fred Segal store is the first of many in Japan as Sandow partners with **Mark Styler Co. Ltd.** as they launch a chain of

Fred Segal stores.

"The original Fred Segal stores in LA have always appealed to the Japanese consumer who has an appreciation for cutting-edge style and Southern California culture," said Paul Blum, Fred Segal's chief executive. "Tokyo is absolutely the right market for us to launch Fred Segal's first international location."

The Tokyo store will open in spring 2015. Meanwhile, the company said it has plans to open seven stores in Las Vegas this August.

Two years ago, Fred Segal Inc. sold its worldwide licensing rights to Sandow for an undisclosed sum. Not included in the deal were the two Fred Segal retail complexes located on Melrose Avenue in Los Angeles and the other in Santa Monica, Calif.

In late 2012, one-half of the Santa Monica compound was sold for \$41.2 million to **DK Broadway LLC**. This past May, several boutiques had to vacate the structure at 500 Broadway so that the development firm could start construction on a seven-story, mixed-use structure that will including apartments. There are still stores at the complex located at 420 Broadway.

—Deborah Belgium

Calendar

July 18

California Gift Show

Los Angeles Convention Center
Los Angeles
Through July 21

July 19

Cabana

Collins Park
Miami Beach, Fla.
Through July 21

Salon Allure

W South Beach
South Beach, Fla.
Through July 22

Miami Swim Show & Lingerie Show

Miami Beach Convention Center
Miami Beach, Fla.
Through July 22

"Illustrator for Textiles," presented by Fashion Business Inc.

California Market Center, A792
Los Angeles

July 20

Pooltradeshow

Jacob K. Javits Convention Center
New York
Through July 22

Project

Jacob K. Javits Convention Center
New York
Through July 22

July 21

Agenda

Jacob K. Javits Convention Center
New York
Through July 22

"Fashion Technology Night," presented by Fashion Business Inc.

California Market Center, A792

July 22

Première Vision

Pier 92
New York
Through July 23

Kingpins

Skyline Clarkson Square
New York
Through July 23

Indigo

Pier 92
New York
Through July 23

Texworld USA

Jacob K. Javits Convention Center
New York
Through July 24

July 24

Fashion Law Summer Intensive Program

Loyola Law School
Los Angeles
Through Aug. 1

July 29

Kingpins

Cooper Design Space
Los Angeles
Through July 30

Aug. 3

Accessories The Show

Fame
Moda Manhattan
Jacob K. Javits Convention Center

New York
Through Aug. 5

LA Kids' Market

California Market Center
Los Angeles
Through Aug. 6

Imprinted Sportswear Show

Las Vegas Convention Center
Las Vegas
Through Aug. 5

Aug. 4

Los Angeles Fashion Market

California Market Center
Gerry Building
Cooper Design Space
The New Mart
824 Building
Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through Aug. 7

Transit

California Market Center
Los Angeles
Through Aug. 6

Aug. 5

DG Textile Expo Fabric & Trim Show

Hotel Pennsylvania
New York

There's more
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/calendar.

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After Billabong Sale, Dakine Expands Surf Line

By Andrew Asch *Retail Editor*

Ever since **Billabong International** sold its **Dakine** label last year for nearly \$66 million, the brand has been undergoing a transformation.

The day after the sale to **Altamont Capital Partners**, Mike Madlener, who has worked with Dakine for more than 15 years, thought it was time to chart a new course for the label. “We began to play offense. We immediately started looking long term. Where are we going to be in one year, three years, seven years?” Madlener asked.

Madlener, now president of Dakine, and his team decided that their brand’s destiny was in expanding its surfwear and water-sports apparel and equipment. But the new effort required the 35-year-old brand to reorganize.

Dakine had developed a strong reputation as a designer for boardsports accessories such as surfboard leashes, windsurfing harnesses and mountaineering backpacks.

At Dakine’s headquarters in Hood River, Ore., the team continues to design clothes and accessories for winter sports and mountaineering. But the new division, called **Dakine Hawaii Surf**, headquartered in Irvine, Calif., takes care of the new wave of surf clothes.

A year after its reorganization, Dakine debuted an expanded surf line of more than 128 items for men and juniors that was displayed July 10–11 at the **Agenda** trade show in Long Beach, Calif.

One reason Madlener bet on an expanded surf and water-sports category was because he saw a niche in what he believes to be an underserved market—specialty retail. He also believes that the growth in surf manufacturers’ vertical retail model has hurt specialty stores.

“It’s an insane model that is unsustainable,” Madlener said, describing his point of view on how many action-sports brands work with their retailers. “Buy my stuff. Then I’ll compete with you when I put my vertical retail shop next to you. Then I’ll put my stuff at **Macy’s**. Then I’ll drop it at **Costco**.”

Vertical retail has been controversial, but some veterans of the surfwear business, such as Joel Cooper, chief executive officer of

Lost Enterprises in Irvine, believe it has helped the industry. If surf manufacturers use vertical retail as a big marketing tool, they can display an entire collection at their own stores. In turn, it will build demand for pieces that specialty buyers may have missed and not placed at their stores.

“It helps everybody,” Cooper said of vertical retail’s marketing. “But when you use vertical retail to eliminate competition, you hurt everyone, including yourself.”

Madlener hopes that specialty retailers will be particularly intrigued by Dakine because it has no ambitions to be a vertical retailer. The brand wants to offer clothes that are different and spring from the brand’s roots. Dakine’s expanded surf and water-sports clothes are inspired by its origin as an accessories designer with a highly technical edge.

It embraces all water sports. Dakine’s new “Polebender” short is made for fishermen. “We like fishing,” Madlener said. “When I go fishing, I could really use a short with all of the stuff in it.” Stuff means pockets.

The “Polebender” offers separate pockets for pliers, knives and a dry pocket made from a plastic insert. There’s also a “Polebender” jacket made for those who fish at night. “It’s the brightest neon, an emergency yellow, with reflective fabric all over it,” Madlener said.

There’s a juniors crop top intended to be taken out surfing. It’s made of neoprene, which insulates and fits like a wet suit so it won’t fall off in the water. But it also features a bright pattern and crop-top silhouette to offer a very different look, Madlener said.

Juniors fabrics are made with surfing in mind, which means they are stain-resistant to surfing wax and suntan lotion.

The collection’s retail prices range from \$45 to \$65. For more information, contact Todd Stanley at todds@dakine.com.

A Dakine crop top for juniors, top, and the “Polebender” jacket, bottom



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The Venice Retail Scene

Scouting boardwalk-friendly styles on LA's Abbot Kinney Boulevard

By Alyson Bender Contributing Writer

As a tourist hot spot and local hangout, Abbot Kinney in Los Angeles' Venice Beach neighborhood is the central retail destination for eclectic finds and true laid-back Southern California style. The mile-long stretch boasts a multitude of apparel, swim, footwear, accessories and home items, many of which are locally sourced.



Zingara 1507 Abbot Kinney



Ulf Andersson
Rico Adair (\$119)

Situated in a bungalow, **Zingara** has been on Abbot Kinney for six years and focuses on merchandise that is from local designers and imported fair trade.

Vintage-inspired dresses are popular among its customers, such as the **Ulf Andersson** floral dress (\$229), which is sourced locally and made in the Venice area. Another popular line is from **Rico Adair**, who upcycled



Sven Swedish clogs



T-shirts, blankets and sweaters to make one-of-a-kind garments.

Zingara's No. 1 sellers are its **Sven Swedish Clogs**, which are completely customizable. They are all handmade and range from \$159 to \$199. "Customers love the customization," said Donna Humphrey, owner of Zingara. "Metallics and patent leathers have been big hits."

Flannel

1223 Abbot Kinney

Based out of Australia, **Flannel**'s only U.S. store is on Abbot Kinney. The store has been in its location for 1½ years and has been thriving due to "similar demographics and weather as Australia," said store manager Kristen Garth. Customers have been stocking up on their shorts, caftans, cotton summer dresses, and crochet and embroidered pieces for Summer '14.



Slip dress (\$260), lounge jacket (\$315), necklace (\$195)



Sweater (\$200), scarf (\$145), shorts (\$280), bag (\$155), boots (\$330), headress (\$595)



Lace crochet top (\$295)



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Margaret O'Leary

1410 Abbot Kinney

Hailing from Ireland and based out of San Francisco, **Margaret O'Leary** is known for her high-quality knitwear that boasts as much timeless style as it does comfort. Although the store has been on Abbot Kinney less than one year, many of its customers travel and seek out her designs no matter the city.

"Our lightweight Italian cotton and linens are extremely popular this time of year," said Rachel Jacot, area sales manager. "Our customers find value in her high-quality designs, and many have and still love and wear pieces they bought over 10 years ago."

Their "Socal" (\$198) and "Amsterdam" (\$216) skirts have been top sellers in the Abbot Kinney store, across all hues.



"Socal" skirt



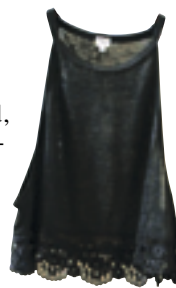
"Amsterdam" skirt



Skylark

1356 Abbot Kinney

Located mid-boulevard, **Skylark** has been on Abbot Kinney for seven years. Basics, tanks, rompers, crop tops and floral prints are the best sellers, according to Romain Goudinox,



UNIQ top



Rehab skirt



Rehab tank tops

buyer for Skylark. Its best-selling tanks are by **Rehab** (\$28) and come in solids and stripes. Lace hem tanks by **UNIQ** (\$32) have been selling out for more than a month now and are popularly paired with Rehab's



Anemone "All Tied Up" bikini top (\$28), Signatures denim shorts (\$44), Audrey long green cardigan (\$52)



floral-print maxi skirt with a slit (\$44). Although the store's focus is not swimwear, due to much demand from their customers, they have introduced edgy bikinis to the mix of merchandise.

Guild

1335½ Abbot Kinney



Band of Outsiders



Fear of God

Guild is one of the more up-scale clothing stores in the area, with fashion-forward pieces for men and women. It has resided on Abbot Kinney for 4½ years and is shopped heavily by



tourists. **R13 Denim** is its top-selling women's denim brand (\$325), specifically the relaxed skinny, which has a boyfriend cut, and boy skinny, which has an '80s tapered cut. Plaid shirts by **Band of Outsiders** (\$325) are also popular, as are **RTA** leather leggings and **Aloha Rag Collection** camo joggers.

For men, LA-based designer **Fear of God** jackets (\$995) and shorts (\$325) are constantly selling out, along with **John Elliot** T-shirts (\$68–\$120) and hoodies (\$190).



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NEW RESOURCES

It's in the Bag for Trina Turk's New Handbag Line

By Alyson Bender *Contributing Writer*

Southern California-based lifestyle powerhouse Trina Turk is adding handbag designer to her list of talents.

Known for her colorful aesthetic and iconic contemporary designs for fashion and home, the brand is officially launching three categories of clutches, satchels and totes in August for Fall 2014.

"Our customers have requested them for several years, and we felt that a bag category would really round out the lifestyle of the brand," the designer said. "The bag collection, just like the entire **Trina Turk** brand, is inspired by California's vibrant multicultural mix, architecture and landscape. We are also inspired by California's outdoor poolside vibe, so all of our bags are named after cocktails."

The Trina Turk handbag collection is segmented into three distinct categories: **Essentials**, **Luxe** and **Sun**.



launch with her Resort collection.

"I think the collection really interprets our California modern inspiration, and I'm excited to offer clients a full assortment ranging from totes, satchels and cross-body silhouettes to clutches and small leather goods," Turk said. "I wanted to create a line that would be both stylish and functional, and I think that each of the categories meets a different need for the customer—whether it's as her everyday tote or a style to carry at night."

There are 28 different styles offered, including certain looks in multiple color ways. Fabrications range from soft nappa leather to monochrome woven pebbled leather to printed haircalf.

These fabrications are cast in peacock and mineral blue, berry, cabernet, amber, military green and pumice. Embellishments and details include knotted tassels, painted pop edges, perforations, embossing, enamel and resin hardware with the brand's signature Floret icon. The bags are manufactured in China, with leathers and materials sourced in Italy.

Handbags wholesale from \$93 to \$215 and will be available at leading department stores and specialty boutiques nationwide, including **Bloomingdale's** and **Anthropologie**, as well as Trina Turk boutiques nationwide. They are also available at www.trinaturk.com. ●



Essentials, the core of the Trina Turk handbag collection, are designed around Trina's flourishing ready-to-wear business. It is made up of traditional and vintage-inspired totes, satchels and cross-body silhouettes. Essentials use both structure and multi-functional design components.

Luxe consists of evening bags and clutches distinguished by custom hardware and luxe linings.

Sun, an extension of Turk's year-round "Swim & Spa" collection, consists of a single, key item: a canvas and leather tote. It will be presented in three hallmark Trina Turk prints: watercolor floral, geo stud and brushstroke plaid. The Sun group will



TECH

Full Circle Lite: Software for the Emerging Fashion Company

By Andrew Asch *Retail Editor*

Since **Innovative Systems** opened for business in 1994, some of the action-sports field's biggest players have signed up to use its **Full Circle** software.

Users of the software include high-profile labels such as **Stance**, **Neff** and **Alpine Stars**. Even companies outside the action-sports arena have signed up for Full Circle, such as edgy lingerie line **Agent Provocateur**.

But it's not always the big guys who need

the kind of software Innovative Systems offers. That's why the company decided that smaller apparel brands could benefit, too.

So the company introduced its **Full Circle Lite** software at the **Agenda** trade show held recently in Long Beach, Calif., said Amy Rasmussen, senior vice president of Innovative Systems.

Full Circle Lite will offer many of the features found in Full Circle, such as sales-order management, inventory management and EDI. But in a departure from its original sys-

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Tech *Continued from page 8*

tem, Full Circle Lite systems will be hosted by the staff of Innovative Systems in an arrangement similar to a cloud-based operation. Users will pay a monthly subscription fee for hosting services and the software. For Full Circle, companies maintain the software's operations on their own servers, and they purchase licenses for the systems.

Innovative Systems is not alone when it comes to thinking of the smaller companies. In 2010, **Stitch Labs Inc.** in Northern California introduced an inventory platform for small fashion businesses. This year, Stitch upgraded its platform to serve larger businesses.

Innovative Systems introduced Full Circle Lite because it felt there was a growing demand for management software for emerging companies, Rasmussen said. "They had dreams and visions that were going to scale globally, and they needed very reliable systems to help them grow as far as their dreams will take them," she said.

Both the Full Circle and Full Circle Lite management systems are tailored to fashion businesses, said Kent Johnson, vice president of Innovative Systems' client services. These software systems come with features that fashion companies require.

For example, there's a size-scale management tool that keeps track of orders of different sizes of clothes held in inventory. Other software management systems often require that companies enter data separately on each individual style and category. With Full Circle software, workers can enter information about various SKUs in groups, which offers more efficient data entry, Johnson said. ●

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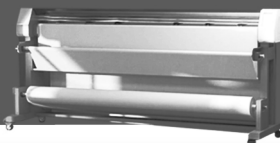


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Jobs Available



Technical Package Coordinator

Prepare, track & monitor Tech Packs, Fabric Testing, Lab Dips, & Screens. Bill of Materials (BOM) detailsstyle, fabric, & trim components & artwork elements. Coordinate & organize production development info for Full Pkg/Import Components. Review & approve Fit/TOP samples. Knowledge of screen-printing, separations & sublimation printing, helpful. Working understanding of specs/measuring garments. Photoshop & Adobe Illustrator. Urgency-minded & well organized.

Import Coordinator

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

Please forward resume to:
tlamantain@selfesteemclothing.com.

Full Time Graphic Designer

BedHead Pajamas is hiring a Full Time graphic designer Must be proficient in Illustrator and Photoshop, with the ability to color separate prints, create prints, repeats, create CADS, do photo shop touch ups, create basic marketing material for web pages, trade show banners, posters, ect. Must adapt easily to changes in priorities throughout the day and work creatively. Has to be organized, have a great attitude and be willing to learn and follow directions.

Email resume to: stephanies@bedheadpjs.com



FIELD QC

Seeking highly qualified Individual w / min 5 yrs exp. Understands all aspects of sewing construction, repairs and finishing. Must have excellent follow up skills. Valid DL and transportation.

Email resume to HR@raquelallegre.com

Patternmaker/Pre-Production Assistant

High-End Apparel Mfg has an immediate opening for Patternmaker/Pre-Prod. Asst. Req's. 3-5 yrs of exp with Denim Jackets/Woven Shirts, Knitwear Tops and Tukatech system. Must be detail-oriented, good communication and able to work in fast paced environment to meet deadlines. Email resume to eflores@linesman.net

Pre- Production/Costing Assistant

Carson Area Co has an opening for Pre-Production / Costing Asst. Must have 3+ yr work exp with fabric sourcing, evaluate and costing new styles. Must be organized and detail oriented. Be able to work fast and under pressure. E-mail resume to unleaded_92@yahoo.com

Samplemaker & Cutter

High end womens dress maker in West LA looking to fill 2 positions: A Samplemaker & a Cutter who are experienced, detail oriented & capable of working with fine fabrics. Good compensation.

Email resume to: cyrus@vmt-losangeles.com

www.classifieds.apparelnews.net

Jobs Available

Karen Kane

CUSTOMER SERVICE REPRESENTATIVE, Los Angeles, CA

Duties/Responsibilities:

Answer customer calls and data entry

Reports, processing new accounts/orders

Sales inquiries, discrepancies, coordinating order process

Requirements:

Min 2 yrs prior experience as CSR in apparel industry

Strong written/verbal communication

Exp with data entry, proofread/edit

Strong work ethic, able to multi-task, detail oriented, ability to prioritize and achieve goals

Prior experience handling major retailers is a must

Prior AS400 and EDI experience a plus

Computer knowledge MS Office, Word, Excel

Great benefits package

Fax your resume to (323) 277-6830 or email in PDF or Word format only to resumes@kareneane.com

Warehouse / Customer Service Position open

Juniors clothing company in the Los Angeles area (90021) looking to fill warehouse/shipping office position. Excel, AIMS, EDI experience a MUST

Will handle warehouse receiving in AIMS, inventory management, ordering price tickets & packing instructions for merchandise with different accounts.

Walmart/Sears/JCP/Target experience a plus.

send resume to applicants112004@gmail.com

Production Pattern Maker

Carson Area Co has an opening for Prod Pattern Maker. Min 5 yrs work experience, proficient on Tukatech. Duties are finalize patterns, grading. Must be spec and fit driven, detail oriented w ability to prioritize & meet deadlines. E-mail resume to unleaded_92@yahoo.com

Buyer

Established e-commerce company seeks a buyer for women/men/home categories. Must have min. of 5 years apparel industry experience. Knows off price/close out Business. Must be organized, dependable, team player and have strong communication skills. Email careers@appareldeals.com

Sales Representative/Merchandiser

"Grace in LA" seeks Denim Sales Representative & Merchandiser. Must be fully versed in all denim products, have 2 or more years of experience in denim merchandising, basic knowledge of retail math & be proficient in excel. Commission is negotiable. contact: Career.graceinla@gmail.com

Jobs Available

ART DIRECTOR

Seeking experienced Art Director. The right candidate will work directly with the Creative Director in the development of creative concepts and themes. Trade show booth design/graphics experience required. Develop marketing materials and design imagery concepts. Production of campaign images and concepts. Oversee look book shoot execution.

Qualifications:

-Experience in Fashion Campaign and execution

-Must be trained formally as a Graphic Designer

-Must know fashion brands and fashion ad campaigns

-Strong work ethic and positive attitude

-Effective communicator

Qualified experienced candidates

please send resumes to hrdesignnops2013@gmail.com.

Contemporary Women's Patternmaker Wanted

Established women's contemporary comp seeks pattern maker exp in PAD, hand patterns or TUKKATECH. min 5 yr pattern experience. first through production. Full or part time options available. Must be an expert at fit & construction. fast paced environment email flora@corelynnalcalter.com

Apparel / Textile Graphic Designer

Carson area Co. is looking for Graphic Designer for Jr, Men and Kid. Must have 3 yr+ work exp in screen, sublimation and textile prints - Licensed and Trendy items. Team player with strong skills for AI and Photoshop. E-mail resume to unleaded_92@yahoo.com

SWIMWEAR Sample-maker

We seek High Quality Detail Oriented SWIMWEAR Sample Maker with 5 years exp. or more in sewing only SWIMWEAR, capable of sewing complicated luxury swimwear and lingerie with Lycra materials. Full time 35-40 hrs, Monday thru Friday, 7am to 3:30 pm. 323-271-2953

Senior Graphic Designer

LULUS.COM seeks in-house senior graphic designer. BA/BS degree or equivalent experience, Adobe Creative Suite & HTML. Design skills for print & digital executions are essential. Fashion forward & trend inspired. Send cover letter, resume & portfolio to Careers@lulus.com.

Associate Designer

Must have great style & fashion sense to identify and adapt to current fashion trends; Photoshop and illustrator is a must; work well/multi task in a fast paced environment; Spanish speaking is a plus. Email your resume to: submityourresume1212@yahoo.com

Jobs Available

First thru Production Pattern Maker

Domestic Junior Manufacturer seeks a highly skilled pattern maker. Must have 5+ years exp. with junior novelty knit & woven tops. Send resume to 310-496-1934 or e-mail to brandnames@att.net

Jobs Wanted

Freelance Patternmaker

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

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