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Minimale Animale

CRUISE COLLECTIONS

The Cruise '15 swim season officially bowed in Miami Beach as swim designers introduced their new lines on the runways and at the trade shows. For highlights from the shows, see pages 6-7.

TRADE SHOW REPORT

Miami's Swimwear Trade Show Business Makes a Big Splash

By Andrew Asch *Retail Editor*

MIAMI BEACH, FLA.—The trend for women's swimwear is getting skimpier, but the market for bikinis, one-pieces and coverups is becoming a much bigger business.

U.S. swimwear sales increased 6 percent in the 12 months since May to a total of \$4.4 billion in sales, according to market-research firm **NPD Group**. It could be a bright spot in an economy that many observers judged as mixed. On July 23, **National Retail Federation** lowered its 2014 retail forecast to an increase of 3.6 percent, compared with an increase of 4.1 percent, which it forecast in January. The trade group kept its forecast of sales growing and being strong in the latter half of the year.

The higher stakes in the swim business was reflected in the expansion of two of the three trade events held recently in South Beach, Miami's art deco-inspired hotel and nightclub district. Both the longstanding **SwimShow** and

➔ **Miami Swim** page 5

Silver Jeans Stores Files Chapter 11, Plans Retail Closings

By Alison A. Nieder *Executive Editor*

SJC Inc., the company that has been operating the **Silver Jeans** retail stores, filed for Chapter 11 bankruptcy protection on July 21 in U.S. Bankruptcy Court in Wilmington, Del., with plans to close the company's six stores and liquidate inventory.

The Burbank, Calif.-based SJC was formed to roll out a retail business for Silver Jeans, the more than 20-year-old brand founded and owned by Canadian denim manufacturer **Western Glove Works**. The Silver Jeans brand itself is unaffected by the bankruptcy. The line is sold in more than 30 countries, including at U.S. retailers such as **Macy's**, **Dillards**, **Nordstrom**, **Buckle** and **Maurices**.

"Our global wholesale Silver Jeans Co. business, which continues to grow, will not be affected in any way by this situation," Michael Silver, Silver Jeans president, confirmed.

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LA's Topson Downs Acquires Majority of Rachel Roy Label

New York designer Rachel Roy may be seeing a little more of the Sunshine State.

Topson Downs, a Los Angeles manufacturer established in 1971, announced on July 18 it had acquired a majority interest in the **Rachel Roy** brand from **The Jones Group**. No purchase price was listed.

The deal should end Roy's legal tussle with The Jones Group, which stopped producing her line earlier this year before the New York manufacturer was acquired by **Sycamore Partners**. In April, Roy sued The

Jones Group for discontinuing her designer label and denying her access to her own sample room.

Topson Downs said it will form a partnership with Roy to develop, market and license the fashion brand that Roy established in 2005. Topson Downs will assume all operations from The Jones Group, including re-launching the designer line, and expand the contemporary **RACHEL Rachel Roy** collection, which has been sold at **Macy's**. Roy will retain all creative control of her name.

"I'm thrilled to be working with Topson Downs in this next stage of the Rachel Roy legacy," the designer said in a statement. "My partners and I share a vision on how to nurture and grow a brand through strategic investment to position it for great success and longevity."

Denise Johnston has been named president of Rachel Roy and RACHEL Rachel Roy. She will oversee all areas of the line, including licensing.

Topson Downs—which has several ju-

niors, misses and contemporary labels sold at **Bloomingdale's**, **Kohl's**, **Target** and **Walmart**—saw an opportunity to expand the line. "We are excited to continue to grow our exclusive partnership with Macy's with the RACHEL Rachel Roy brand and engage in a more omni-channel approach. This brand has endless possibilities," said Topson Downs partner Daniel Abramovitch.

Topson Downs' other brands include **BleuLab**, **Love**, **Fire**, **TT Collection**, **Elwood** and **Tinseltown**.—*Deborah Belgum*

Kellwood Names Marc Babins President of Western Region

New York-based **Kellwood Co.** named Marc Babins president of Kellwood Western region, based in City of Industry, Calif.

Babins will oversee the company's global supply chain, including technical design, strategic sourcing, production, customer service, logistics and distribution management, according to a Kellwood statement. He will report to Kellwood Chief Executive Officer Lynn Shanahan.

Kellwood Western region is the company's largest operational unit and serves as Kellwood's design and product-development center and the distribution and logistics hub for its brands, which include **Rebecca Taylor**, **Sam Edelman**, **XOXO**, **My Michele**, **Jolt**, **Democracy**, **Sangria**, **Jax**, **Sag Harbor** and **Briggs NY**.

Babins most recently served as senior vice president of strategic sourcing and product development at **Destination Maternity Corp.**



Marc Babins

He has held similar titles at **Aéropostale**, the **Limited Stores** division of **Limited Brands** and **Tommy Hilfiger**. He was also president and CEO of **Southern Trading Co.**, a company he co-founded that serviced activewear brands such as **Adidas**, **Converse**, **Champion** and **Lands' End**.

"We are delighted to have Marc join us at the helm of Kellwood Western region, which is a critical component in fulfilling our strategic vision for the company,"

Shanahan said in a company statement. "Marc's expertise adds value to Kellwood on many levels. He is an industry leader who has a proven track record of success in virtually all aspects of the apparel industry, including product development, sourcing, production, supply-chain management and quality assurance. He also has significant experience as an entrepreneur leading his own company."

—*Alison A. Nieder*

DESIGNER PROFILE

Capulet: Menswear-Inspired Contemporary Collection for the Rebellious Dreamer

When Giuseppe Valentini, Nikolas Apostolopoulos and Chris Berdine decided to create a women's clothing line, they turned to Shakespeare to design a collection for the modern-day Juliet. Taking inspiration from the strength and romanticism of Shakespeare's passionate character, the Los Angeles-based team introduced **Capulet**, clothing for the edgy, rebellious, dreamer type. This eclectic, carefree spirit fits the prototype of the LA woman.

"She's sophisticated and empowered. She is selective but not driven by fast trends or high-end brand tribalism; she mixes high with low. She doesn't take herself too seriously. She follows her heart," Valentini said.

The finely tailored pieces nod to a grungy, '90s nostalgia with added femininity. There is a juxtaposition of spring florals, wintry plaids and striped patterns, maxi dresses, scalloped skirts, and jumpers, as well as preppy blazers and racing moto jackets.

Valentini, Apostolopoulos and Berdine are longtime friends with shared backgrounds in apparel and tailored menswear. "While we were designing for men, our female friends kept asking us to dive into womenswear. So we did," Valentini said.

After attending the **Fashion Institute of Design & Merchandising**, Valentini worked as a designer for sportswear and menswear brands. With his experience, Valentini provides a "refined Italian touch and a relentless attention to detail," Berdine said.

Australian-born Apostolopoulos has a background in fabrications and manufacturing. "Apostolopoulos is an integral [part in] our design and product-development process, also managing all aspects of domestic and overseas production," Berdine said.

Berdine, who attended the **University of Southern California**, is the lead designer. Previously at **American Apparel** from 2005 to 2010, Berdine helped build the company's brand and imagery. He later transitioned into art direction and design services for artists such as Frank Ocean and Kanye West. Berdine lends his knowledge in design, advertising, brand positioning and strategy to building the Capulet brand.

The line includes sporty Modal tees, chifon button-downs, cropped sweater knits,

leather mini skirts, vegan-leather bottoms and outerwear. For Fall 2014, the collection shifted from casual basics such as the parka and vintage-inspired lightweight military jacket to more-formal men's suiting-inspired blazers and vegan-fur aviator coats, Apostolopoulos said.

All of the pieces are manufactured in Los Angeles, China and Turkey, depending on the garment. "Finding the right fabric is a crucial part of our process," Apostolopoulos said. The 2014 FW collection includes leather, Italian jacquards, Italian plaid, neoprene,

Italian Aztec-textured blends, vegan leather, **Ultrasuede** and vegan furs.

"Although we produce some styles in genuine leather, we know that a large portion of our customer base is more conscious, preferring not to buy genuine leather. We appreciate this, so each season, we source or develop beautiful vegan leathers and vegan furs, allowing our customers to still get the look [of leather]. We've also found that certain styles, like our

moto pants, fit better in the vegan leather," Apostolopoulos said.

The designers attribute the fit and subtle details in the garments to their background in menswear. "Our peak-lapel double-breasted blazer has an elegant fit with a leather elbow patch, giving the garment a distinctive, feminine look. Our wrap jacket is another versatile piece that is vintage-inspired and comfortable, perfect for both the beachcomber and city girl," Apostolopoulos said.

Wholesale price points vary according to item, with graphic tees priced at \$29, a zip-sleeve sweatshirt at \$66, a maxi dress at \$80, vegan-leather jumper at \$122 and vegan moto pant at \$70. The leather skirt with side lacing is \$110, and jackets can go up to \$227.

Capulet will be showing at **ENK Vegas** in August and **Coterie** in New York in September.

The line is currently sold at specialty boutiques and online retailers, including **Revolve Clothing**, **Asos**, **Nasty Gal**, **Planet Blue**, **Free People**, **Anthropologie** and **Urban Outfitters**.

For sales inquiries, email elizabeth@communityserviceshowroom.com or call (213) 624-0824.—*Sarah Wolfson*



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Building Your Brand: Authenticity and Consistency Are Key to Keeping an Edge in the Market

By Alyson Bender Contributing Writer

Social media has given consumers a front-row seat and an inside look into their favorite brands, but it has also changed the traditional dynamic between brand and audience.

“We are in a time where we have a very powerful consumer, with online creating transparency,” said Deborah Benton, former president and chief operating officer of **Nasty Gal**.

Benton spoke on a July 16 panel discussion hosted by the **Association for Corporate Growth**—a networking organization for executives, bankers, investors and professionals—and held at the **California Club** in downtown Los Angeles.

Titled “How to Differentiate Your Fashion Brand in the World of Omnichannel,” the panel also included John Frierson, lifestyle agent at **Creative Artists Agency** (CAA); Ben Malka, chairman and chief executive officer of **Halston**; and Cynthia Vincent, designer of **Twelfth Street By Cynthia Vincent**. Philippe Faraut of **Intrepid Investment Bankers** moderated the discussion.

“In the grand scope of retail, online is still in its very early stages and is constantly evolving,” Benton said. “There is no precedent because it is all still very new,” she said. “We are still figuring out online retail and still learning.”

For Malka and Halston, the “online presence is transactional, rather than emotional.” “Online, we are trying to create a story through our social channels,” he said. “The emotional connection to our sales and service in bricks-and-mortar stores cannot be found online. It is important to note the traditional way of thinking about business has definitely changed. Consumers are better educated and do their research before shopping, and it has become more important for consumers to be able to engage.”

When engaging with her customer, Vincent said, she has learned she cannot be everything to everyone, all the time. “Omnichannel is about presenting yourself everywhere,” she said. “But at the end of the day, you need to be authentic and know who you are. You need to present a clear point of view. Otherwise, ‘omni’ doesn’t mean much. It is more about the product than the channel.”

“Consumers do not think in channels but, rather, seek a fluid relationship with the brand,” Benton said, adding, “A brand is a relationship with the consumer—how the company makes them feel when they walk into a store.”

Online brands are most successful when they provide highly curated merchandise and express a specific point of view, Benton said.

Vincent echoed the sentiment, saying to stay current she must “stay authentic to the brand. As a creative, I have to remain disciplined to understand who my customer is and speak to them,” she said.

Halston also has to stay true to the essence and DNA of the company, Malka said, but has to provide a wide range of opportunities to engage with the customer. Halston has spent time building its wholesale, retail, national and international channels over the past few years, which in turn allows “continuous visibility to the customer,” he said.

Social media has given the brands a new level of visibility with consumers.

“It is an extremely fascinating time, and it is important to



PANELISTS: Cynthia Vincent, John Frierson, Deborah Benton and Ben Malka

embrace it and not be afraid,” said Vincent, who said she personally uses **Instagram** and **Pinterest**. She also credited the work of bloggers and her network tastemakers.

“They have really tapped into something,” she said. “Bloggers are resonating with very large groups of people, and that is direct consumer advertising at the end of the day. That is why [companies] are willing to pay for them and send them on vacations around the world.”

Frierson said social media has become a standard business practice at CAA. “There is no deal we do anymore that doesn’t have a social-media dimension,” he said.

But despite the importance and influence of social media, the



panelists agreed that it’s not a vehicle for direct sales.

“[Social media] is highly visual, which is great for fashion and enables a place to engage and communicate,” Benton said, adding that different channels serve different purposes, and each channel needs to be utilized in a different way.

Malka agreed, advising that brands don’t try to use social media as a selling tool.

Instead, social media is about using a platform to tell a story. It is about creating authenticity and engagement.

“When we put something up that is even remotely trying to sell something, we get very few likes compared to an authentic picture of the Halston vault,” Malka said. ●

American Apparel Names Four New Board Members

There are four new members to **American Apparel**’s board of directors following an agreement reached with New York-based hedge fund **Standard General**, the company’s largest investor, which recently agreed to infuse American Apparel with \$25 million to help pay off a \$10 million loan that was being called in.

The deal, in which Standard General agreed to keep American Apparel’s production in Los Angeles, called for changes to the existing board. Five of the seven board members stepped

down, leaving co-chairmen Allan Mayer and David Danziger. Under the agreement, two directors would be chosen by both Standard General and the current board. Another three board members will be designated by Standard General.

The new members include David Glazek and Thomas J. Sullivan, who were both designated by Standard General, as well as Colleen B. Brown and Joseph Magnacca. Standard General has yet to designate the last board member.

—Alison A. Nieder

Gap to Launch Brand in Slovenia and Austria

San Francisco-based **Gap Inc.** has struck an agreement with new and existing franchise partners to extend the Gap brand to Slovenia and Austria.

New partner **Magistrat International** will launch the brand in Slovenia, and **Gottex Brands**, which is a part of the **Trimera Group** and currently handles Gap business in Israel and Hungary, will introduce the brand in Austria.

Magistrat International will open three stores in September in Ljubljana, Slovenia. Two stores—one carrying adult merchandise and the other carrying kids’ and babies’ apparel—will open in the **City Park** shopping center. Another store—which will carry men’s, women’s, kids’ and babies’

goods—will open in the **Emporium** department store,

Gottex Brands will open the first Gap store in Vienna in October in the **Donauzentrum Mall**. The store will carry the full product assortment.

“Gap is known all over the world, and we have grown our store presence significantly in recent years to help bring our casual style to more and more customers. We launched into five new markets last year—Hungary, Paraguay, Peru, Brazil and Costa Rica—and with the opening of stores in Slovenia and Austria, we now bring our iconic brand to customers through stores in almost 50 countries,” said Gap Brand President Steve Sunnucks in a company statement.—A.A.N.

TECH NOTES

Gerber Lands Innovation Award for Design and Cutting-Room Integration

Tolland, Conn.-based equipment and software solutions provider **Gerber Technology** received the gold-level award for product innovation from the **Connecticut Quality Improvement Award Partnership Inc.** (CQIA) for integration of Gerber’s computer-aided design software and manufacturing systems “to accelerate apparel manufacturing, minimize human error and provide clear visibility to work in process.”

This is the second consecutive year Gerber has won the award, according to Gerber President and Chief Executive Officer Mike Elia.

Gerber’s technology enables its **AccuMark CAD** to share data with Gerber’s spreading and cutting systems. For example, a manufacturer can enter order details such as garment sizes, quantities, colors and fabric types to the AccuMark CAD system, which will create all patterns and translate production data into a bar code. This information can also be imported from the manufacturer’s ERP system. When scanned, the barcode will relay material details to the spreader and cutter so the correct material is stacked and the correct file is cut.

Gerber’s new **Paragon** cutter can also track individual cuts and complete garments, which give the cutting-room manager up-to-date information about work in process.

“Manufacturers are constantly searching for ways to trim a few cents from every garment,” Elia said. “To achieve this,

they look for material and labor savings, productivity enhancements, and quality improvements. Gerber’s integration technology helps manufacturers squeeze out a few more pennies per garment by eliminating human error and, therefore, material waste. It also enables manufacturers to produce garments faster by eliminating manual data entry and gives managers critical visibility to work in process.”

Founded in 1987, the CQIA Partnership is an affiliate of

the **Malcolm Baldrige National Quality Award** and uses the same set of quality standards to assess award applications.

Gerber Technology is owned by San Francisco private equity firm **Vector Capital**. Founded in 1967, Gerber Technology has 25,000 customers in the aerospace, apparel, retail, composites, packaging, furniture, technical textiles and transportation interiors industries.—A.A.N.

Visionet Systems’ EdgeAX Releases Updated Apparel and Retail Solution

EdgeAX—which provides product lifecycle management (PLM), supply-chain management (SCM) and retail business intelligence (RBI) capabilities for manufacturers and retailers—has introduced a new update, which is compatible with the latest release of **Microsoft Dynamics AX** enterprise resource planning solution **AX 2012 R3**.

The new Dynamics AX release offers enhancements to inventory and warehouse management, master planning, procurement and sourcing, production control, and its retail modules. The release also features **Windows 8** tablet point of sales (POS) and mobile POS for Windows Phone 8, and its new warehouse-management capabilities allow for improved inventory visibility.

The EdgeAX solution is pre-integrated into the Dynamics AX 2012 platform to allow for fast implementation. The new release allows for multi-channel procurement and bulk purchase orders approval functionality.

“EdgeAX continues to stay in sync with the evolving environment of Microsoft Dynamics AX,” said Jawad Khan, executive vice president of professional services for Cranbury, N.J.-based **Visionet Systems Inc.**, parent company of EdgeAX. “The new release offers a wide range of added functionality and significant modifications that would enable our customers to achieve seamless integration and collaboration across their entire supply chain and lifecycle management.”—A.A.N.

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August 1

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New Resources
New Lines &
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August 8

Cover: Vegas Must Buys with Denim
Market Wrap
Denim Report
What's Checking

August 15

Cover: Fashion
Technology
E-tail Spot Check
Made in America

LAS VEGAS RESOURCE GUIDE

Fashion Advertorial
Retail Focus with Tech
Industry Focus: Finance
Fashion Resource
Fashion Faces

Sourcing & Fabric Special Section with Denim & Tech

Accessories Section
Fashion Advertorial
Lingerie in Focus
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Imprinted Sportswear Show LV
8/3-5
LA Fashion Market 8/4-7
Dallas Market Week 8/13-16
OffPrice Show 8/16-19
Sourcing@MAGIC 8/17-20
CurveNV 8/18-19
ENK Vegas 8/18-19
AccessoriesTheShow 8/18-20
Agenda LV 8/18-20
Liberty Fairs LV 8/18-20
POOL 8/18-20
Project 8/18-20
Stitch 8/18-20
WWD MAGIC 8/18-20
WWIN 8/18-21

BONUS DISTRIBUTION
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Dallas Market Week 8/13-16
OffPrice Show 8/16-19
Sourcing@MAGIC 8/17-20
CurveNV 8/18-19
ENK Vegas 8/18-19
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WWD MAGIC 8/18-20
WWIN 8/18-21

BONUS DISTRIBUTION
AccessoriesTheShow 8/18-20
Fashion Market Northern
California 8/24-26
OffPrice Show 8/16-19
Sourcing@MAGIC 8/17-20
CurveNV 8/18-19
ENK Vegas 8/18-19
AccessoriesTheShow 8/18-20
Agenda LV 8/18-20
Liberty Fairs LV 8/18-20
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WWIN 8/18-21
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Macy's Boosts Sustainability Efforts

Department-store giant **Macy's Inc.** is introducing several new sustainability programs that will be rolled out this year and the next.

By late fall, Macy's will install 17 new electric vehicle-charging stations in eight stores in the Los Angeles area—**Del Amo Fashion Center** in Torrance, **Los Cerritos Center**, **Montebello Town Center**, **Montclair Plaza**, Pasadena, **Sherman Oaks Fashion Square**, **Simi Valley Town Center** and **The Oaks** in Thousand Oaks. The retailer is collaborating with **Volta Industries** to increase the number of free-to-operate charging stations. The new stations will bring the total number of free charging stations at Southern California **Macy's** and **Bloomingtondale's** stores to 33.

To date, the retailer has installed more than 1.1 million LED bulbs in more than 800 Macy's and Bloomingtondale's stores nationwide. In 2014, the company will begin replacing fluorescent fixtures with LED lighting in store locations.

By the end of last year, the company has been generating solar energy through 55 active installations at Macy's and Bloomingtondale's facilities. Over the next year and a half, the company will install an additional 20 solar-power arrays on store roofs and distribution centers.

The company is also working on waste reduction by "standardizing the size of packing cartons, incorporating recycled polyester fibers in many woven garment labels, mini-

mizing packaging materials and adopting paper hangtags made from FSC-certified paper," according to a company statement. The company is also looking to expand its paperless billing initiative. Last year, nearly 18 percent of Macy's and Bloomingtondale's customers chose paperless billing statements, which reduced the company's paper usage by about 745,000 pounds. Similarly, the company is encouraging the use of digital receipts. Last year about 6 percent of all store transactions were paperless, the company said.

The company also raised more than \$700,000 for community parks, recreation and conservation across the country through its Macy's Heart Your Park program, which is a collaboration with the **National Recreation and Park Association**.

"We have come a long way in making our company more efficient, less wasteful and greener—which is important to our customers, associates, shareholders and communities," said Amy Hanson, the Macy's Inc. executive vice president in charge of sustainability. "In all, we have already implemented more than 100 new sustainability ideas over the past six years. But the more we do, the more we learn about opportunities for further improvement. We are more committed today than ever to pursuing new advances in sustainability and finding pragmatic steps we can take to become responsible stewards of our environment while also engaging our workforce and reducing costs."—*Alison A. Nieder*



Corrections and Clarifications

The July 18 story "After Billabong Sale, Dakine Expands Surf Line" incorrectly listed Mike Madlener's job title. He is president of

Dakine Hawaii Surf, the surf division of the 35-year-old brand. Leslie Lane is the president of Dakine.

Calendar

July 29

Kingpins
Cooper Design Space
Los Angeles
Through July 30

Aug. 2

Westcoast Trend Show
Embassy Suites, LAX North
Los Angeles
Through Aug. 4

Aug. 3

Accessories The Show
Fame
Moda Manhattan
Jacob K. Javits Convention Center
New York
Through Aug. 5
CurveNY
Jacob K. Javits Convention Center
New York

Through Aug. 5

Lazr
The New Mart
Los Angeles
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
Through Aug. 6

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on ApparelNews.net.

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

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Miami Swim *Continued from page 1*

the more recently launched **Cabana** doubled in size during their recent July 19–22 runs. The third show in Miami Beach, the upscale **Salon Allure** show, maintained the same size as last year.

With the backdrop of a recovering economy and the glamour of the **Mercedes-Benz Fashion Week Swim**, which also took place in South Beach at the same time, Miami's swimwear trade shows added more competition for buyers' attention in a market growing in fashion sophistication and striving to grow beyond its roots as a seasonal business.

Swim retailers from across the board shopped the SwimShow at the **Miami Convention Center**. There were majors such as **Nordstrom**; national specialty chains such as **Pacific Sunwear**, **Tilly's** and **Urban Outfitters**; regional chains such as **South Moon Under** and **Diane's Beachwear**; Internet majors such as **Amazon.com**; and specialty shops such as the **Beach House of Naples**.

For Torrance, Calif.–headquartered retailer Diane's Beachwear, business has made a big rally, said Diane Biggs, founder of the 51-year-old retailer with 18 locations, which are open throughout the year. She said 2014 has been the best year for business since 2007, which was a landmark for the company. "The economy is back. The girls are traveling and spending more money for their suits," Biggs said.

As a category, swimwear is expanding beyond its roots as a seasonal style, said Fraser Ross, founder of the **Kitson** chain of boutique stores. His buyers did not attend SwimShow, but swimwear is sold year round in Kitson's locations, mostly in Southern California, where there is warm weather 12 months out of the year. Tourism also creates an important market. "For a lot of people looking to get out of a deep freeze, 70 degrees is tropical, and our December sales are just as good as our June sales," Ross said.

Judy Stein, SwimShow's executive director, said the floor plan more than doubled. It filled up four halls of the 1 million-square-foot convention center, compared with two halls in July 2013. There were 100 new booths, which were occupied by some of the dominant players in the swim market, including **L*Space by Monica Wise**; **Manhattan**



Kelly Monsalve, left, and Erika Valiunaite model new brand Elizabeth Jane at SwimShow.



FUN GROUP: Mandy Fry, left, and Summer Rapp of Amuse Society at SwimShow



MIAMI SCENE: Exhibiting at the SwimShow were Beach Riot founder Nicole Hanriot (left) and Beach Riot sales manager Kyla Brennan (right), pictured with model Kelsey White.

Beachwear, which makes brands such as **Trina Turk** and **Nanette Lepore Swim**; novice brands such as **Elizabeth Jane** of Seattle; **Amuse Society** of Costa Mesa, Calif.; and well-known brands that have returned after an absence of more than one year, such as **O'Neill** and **Volcom**.

Other vendors offered everything from the lingerie-inspired swim of **Beach Bunny**, which produced a runway show at Mercedes-Benz Fashion Week; juniors swim of **Cool Kids** and **Just Bones**; environmentally friendly **Eco-Swim by Aqua**; sandals from **Cobian**; activewear from **Prana**; and fur and leather après swim from **Katharine Story** of Laguna Beach, Calif. According to some vendors, the eventual price tag to finance a trade show booth could be over \$30,000, which includes building out the booth and flying out a team to staff it.

Many said SwimShow is a place to make a swimwear splash. Volcom returned to the show after a two-year break, said Erin Hawley, senior director of sales for Volcom women's and swim. "Being here helps expand people's views of who we are," Hawley said.

Last year, Jason Steris, Volcom's chief executive officer, hired a new women's swim designer, Tori Smith, and assembled a new team to build sales for Volcom women's. After more than two decades of being best known for young men's surf and skate looks, it was the job of Hawley and her team

to reintroduce Volcom's lifestyle brand for women ages 17 to 24. It takes a lot of repeated introductions, and having a big booth at the show can put the brand on the radar screens of press and buyers, she said. Volcom's 20-by-20-foot booth featured a mini-runway, dressing rooms for models and tables that looked like they were made out of brick.

O'Neill Women's showed an activewear line called **O'Neill 365**, as well as **Hybrid**, a line of clothes that could be worn in the water or to the gym, said Lindsay Henkels, O'Neill's director of sales.

She said the booth was busy with appointments, but competition from Cabana and Salon Allure at the **W Hotel** took its toll. "They're bouncing back and forth from show to show," Henkels said. "It takes away from this show. But overall it was a good experience."

Executive Director Stein, who has been running SwimShow for 17 years, said in a statement, "The mission of our organization has always been about quality, quantity and convenience. We look forward to not just meeting but surpassing these expectations with the top brands and the most significant buyers all under one roof."

Ronen Jehezkel of New York–headquartered **Parke & Ronen** swimwear displayed men's swimwear with a tailored look as well as activewear clothes from the brand. He agreed

➔ **Miami Swim** page 8

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Cruise Collections

Swim designers showcased their latest Cruise '15 collections on the runway at Mercedes-Benz Fashion Week Swim and at the Miami SwimShow, Salon Allure and Cabana trade shows in Miami Beach, Fla. Extended coverage of the runway shows appears at *ApparelNews.net*.



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Poko Pano



Minimale Animale

Miami Swim Continued from page 5

that the increased competition may have drained some buyer traffic from the show. He also noted that the SwimShow, like many other high-marquee events, wasn't necessarily a show for landing orders. The great majority of buyers were researching and browsing the lines and would place orders a couple of weeks after the show. He did land six leads for new accounts. "It is the point of doing a trade show—finding virgins," he said.

Justin Jones, founder of the Elizabeth Jane swim line, said he wrote business for his line. "We're going to walk away from the show doing well. We ended up with enough orders that will pay for the show and others." Elizabeth Jane's swimwear retails for \$120 to \$150.

Some of the season's trends included increased attention to activewear styles and skimpier swimwear. Some of the season's

main trends focused on the bottom, said Amy Coronado, a buyer for Diane's Beachwear. "There's a resurgence of the thong," she said. "But they are calling it cheeky. [Bottoms] are becoming smaller on the backside but higher in the waist."

She also noted that knotting, or placing a cat's cradle-style design of straps around the neck area of suits, has been popular, as well as crochet styles.

Salon Allure emphasizes the new

For its July 19–22 run, the Salon Allure trade show hoped to emphasize the new.

The luxe boutique show for resort, swim and accessories unveiled a new layout, which spread its vendors around the seventh and eighth floors of the W Hotel in Miami's South Beach district. The show producers also wanted retailers to try new brands and looks.

"They are hesitant to buy new lines," Rick Fatzinger, managing partner of Salon Allure, said of retailers, but they were reconsidering old practices at his show. "They are buying new lines."

The boutique show featured 40 brands in 36 suites commanding ocean views. The brands were housed in suites to cultivate privacy, which was intended to increase opportunities to write orders, Fatzinger said. Some brands were new to the show, such as **Honey Bee**, headquartered in Dallas; eco-brand **Koru Swimwear**; and fashion swim brand **Venice Rani**. Others, such as **Issa de' mar** and **Stone Cold Fox**, made a return to the show. Shapewear label **Spanx** debuted a new line of swimwear at the show. Salon Allure vendors **Mikoh**, **Indah** and **Caitlyn**



THE MEETING: Issa de' mar's Melissa Jasniy (standing, center) and Marissa Eveland (standing, right) meet with the specialty shop Hot Wax of Wilmington, N.C., at Salon Allure. Standing on the left is model Malia Murphy.

Kelly Designer Swim produced runway shows at Mercedes-Benz Fashion Week Swim.

Retailers including Nordstrom, **Macy's**, **Bloomingdale's** and **Nasty Gal** and specialty shops such as **Hot Wax** in Wilmington, N.C., browsed the show.

Billi Doyle of Honey Bee said that four stores left paper for her emerging brand and a magazine requested that she send samples to the periodical's stylist. Tina Rani of Venice Rani also reported seeing high-profile retailers but added, "I didn't see the foot traffic that I hoped for."

Strong second showing for Cabana

The producers of Cabana hoped to build a home for the luxe boutique swim market in two giant white tents during the show's July 19–21 run at the beachside green space **Collins Park** in Miami's South Beach district.

The show was held adjacent to the W Hotel, where the Salon Allure swim trade show, also focused on the high-end boutique market, was housed.

Cabana's nomadic venue attracted retailers such as **Neiman Marcus**, **Bergdorf Goodman** and **Fred Segal/Ron Herman** and e-commerce emporiums such as **Nasty Gal** and **Net-A-Porter**. They viewed emerging brands such as **Flagpole Swim**, which is designed in Brooklyn and manufactured in Manhattan. Also exhibiting at the show were established boutique brands such as **Zero + Maria Cornejo**, along with some of the labels that also produced runway shows at Mercedes-Benz Fashion Week Swim. Some of these brands were **Minimale Animale**, **Tori Praver**, **Suboo**, **6 Shore Road by Pooja**, **Clover Canyon** and **Mara Hoffman**.

Drinks in coconut shells were served at the show, but the tent's

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SHOW PLAN: Cassandra Kellogg of Minimale Animale, seated center, looks over plans with Lisa Kitsuki. Sven Altmetz is pictured standing.

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Silver Jeans *Continued from page 1*

Last year, the company announced an ambitious plan to open up to 30 Silver Jeans retail stores over five years. Six stores opened in California, Minnesota, Texas and Illinois. Plans called for an omni-channel strategy that would blend Silver's e-commerce and bricks-and-mortar channels. Retail associates were given mobile point-of-sale systems instead of a traditional cash wrap station. And the stores featured an 8-by-8-foot video wall showing music videos and Silver marketing videos.

But according to court documents, the stores—"originally projected to generate 'four-wall' profits in the first year"—were never profitable. The company cited "internal and external factors, including the extremely slow economic recovery in the Unit-

ed States and the resulting lack of disposable income in the target demographic, as well as steep competition from more-established brands such as **Lucky** and **True Religion**." Operating losses were projected to exceed \$2.8 million, according to court filings.

The company decided to file for Chapter 11 after attempts to renegotiate leases proved unsuccessful. According to court filings, SJC plans to reject the leases at five locations and hopes to liquidate its assets, which include inventory, furniture, fixtures and accounts receivables for goods sold. SJC has no secured debt, according to the bankruptcy filing. Its largest creditor is Western Glove Works, which is currently owed \$7,153,022, according to court documents.

SCJ plans to enlist **Hilco Merchant Resources LLC** to liquidate its assets and retain most of its 44 employees to assist in

store-closing sales and "to wind-down ... business," court papers say. If the bankruptcy plan is approved, stores would close by Aug. 31.

Silver Jeans was founded in 1991 by Western Glove Works. The brand launched with one unisex jeans style and, over time, grew into a \$100 million company with stores in 30 countries around the world. Last year's retail rollout included stores at the **Glendale Galleria** in Glendale, Calif.; the **Mall of America** in Bloomington, Minn.; **La Plaza** in McAllen, Texas; **Stonebriar** in Frisco, Texas; the **Woodlands Mall** in Woodlands, Texas; and the **Woodfield Mall** in Schaumburg, Ill. The California, Texas and Illinois stores are proposed to close. The Mall of America store, which had been sold to an affiliate, is still operating and will remain open. ●

TRADE SHOW REPORT

Miami Swim *Continued from previous page*

air conditioning broke down once in Miami's 90-degree heat. Still, most vendors seemed to enjoy the show. "It was really strong," said Theo Smallbone of the **Venroy** brand, which runs offices in Australia and Los Angeles. "It's on the beach, and it doesn't have to accommodate so many brands."

However, growth was part of the evolution of Cabana. The show debuted last year with 38 brands in one 13,000-square-foot tent. This year, it added a 15,000-square-foot tent and hosted 100 brands, said Janet Wong, co-founder of Cabana and buyer for the Miami location of New York-headquartered boutique **Atrium**. She partnered with Sam Ben-Avraham, founder

of Atrium and the **Liberty Fashion and Lifestyle Fairs** show, which runs biannual shows in New York and Las Vegas.

"We discovered a lot of new brands that fit into our aesthetic, which allowed us to grow in a way that represents quality over quantity," Wong said of the growth of the show. But the growth spurt did not mean a change of show culture, she said.

High-end and fashion women's swimwear was the show's focus. **Cheyann Benedict** exhibited caftans with a floral graphic from artist Sage Vaughn. Venroy offered men's button-down shirts and tailored swim trunks that are wholesale priced from \$40 to \$60.

There were a range of price points at the show. The Made in America suits by Flagpole

wholesaled for \$160, said Jaime Barker, the co-founder of Flagpole. "We unfortunately almost always meet price resistance," Barker said. "We have only had a few meetings where price was not an issue." However, she and business partner Megan Balch said that Cabana was the right place for their unique brand. "This is a curated show for the right price point," Barker said.

Lisette Polny, chief operating officer of Los Angeles-based Cheyann Benedict, said many of the retailers she met with seemed optimistic about the future. "People think that this is a 'buy now, wear now' market. But I think people are getting comfortable with placing future deliveries. Maybe the retail climate is changing a bit," she said. ●

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