

CALIFORNIA ApparelNews

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DENIM INTEL: The Kingpins denim trade show recently celebrated its 10th anniversary. At the recent Los Angeles show, attendees viewed the latest denim developments from an international mix of fiber makers, mills, trim suppliers, factories, and wash and finishing specialists.

TRADE SHOW REPORT

Colombiamoda Highlights Apparel Production, Fashion in Colombia

By Deborah Belgium *Senior Editor*

MEDELLÍN, Colombia—**Colombiamoda**, the country's largest fashion fair, held every July at the Plaza Mayor exhibition center, had a certain disco vibe during its most recent July 22-24 edition. Everywhere you went in the six gigantic pavilions packed with booths, lively music blasted from speakers.

Models in tight jeans and curvy outfits enticed buyers to booths. With lingerie being Colombia's second-largest export—after denim pants—an entire pavilion was devoted to the sector. It was filled with shirtless male models showing off their six-pack abs and female models displaying body shapers that did

exactly what they were advertised to do. You almost expected Colombian actress Sofia Vergara to make an appearance.

Even though the sexy actress from ABC's "Modern Family" was nowhere to be seen, there was a booth selling distribution rights and franchises for the **Vergara** label, which includes clothing, shoes, handbags, sunglasses and accessories.

Colombia is a powerhouse of apparel production in South America, right after Brazil. And the country is fighting to keep its apparel and textile industry vibrant. Every year, Colombiamoda gets bigger with more pavilions and elements to it. This year there were 29 fashion shows, highlighting the styles of

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Fashion Law 101

Loyola Hosts First Summer Intensive Fashion Law Program

By John Irwin *Editorial Manager*

Launching a fashion business—or running an already successful one—is hard enough. The last thing a designer or executive needs is to run into trouble on the legal end, but with the industry becoming increasingly global—and, as a result, laws from not just the United States but from countries around the world coming into play—an understanding of legal nuances is becoming more important than ever.

With that in mind, **Loyola Law School** in Los Angeles formed the **Fashion Law Project**, an academic center dedicated to the unique legal issues facing the fashion industry, both domestically and internationally. In an effort to help

both lawyers and fashion-industry professionals further specialize their knowledge of how the law affects the industry's business operations, the Fashion Law Project hosted its first-ever Summer Intensive Program July 24-Aug. 1.

About 50 percent of the attendees were attorneys who work with the fashion industry, said Staci Jennifer Rioridan, director of the Fashion Law Project, and the other half was split between designers and industry executives. Rioridan's goal is for the designers and executives attending to come away with an increased awareness of the legal issues involved—or, just as importantly, the potential issues—with

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TECHNOLOGY

Centric's New Investment to Fund China Expansion

By Andrew Asch *Retail Editor*

Centric Software Inc. announced on July 29 that it received \$24 million in Series D capital funding.

The investment will help the Los Gatos, Calif.-based product lifestyle management (PLM) software provider to build a subsidiary office in China and to continue developing its **Centric 8** software suite. Centric has already worked with fashion companies such as **Balenciaga**, **Christian Louboutin**, **DSquared2** and **Proenza Schouler**.

China's retailers are beginning to develop a need for PLM, said Chris Groves, Centric's chief executive officer. "We did a market sizing. There are 30,000 prospective customers in China," he said.

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TRADE SHOW REPORT

Scouting the Denim Market at Kingpins LA

By Alison A. Nieder *Executive Editor*

The July 30-31 run of boutique denim trade show **Kingpins** at the **Cooper Design Space** in Los Angeles drew designers and representatives of brands and retailers from **Levi Strauss & Co.**, **Nordstrom**, **Nasty Gal**, **Uniqlo**, **Lee**, **Lucky Brand**, **Volcom**, **Alexander Wang**, **Paige** and **Current/Elliott**, who turned out to scout the offerings from an international mix of denim mills, factories and trim suppliers.

First-time exhibitor **Amhot International Inc.** was showing selvedge denim developments and yarn-dye shirtings from Japan. The Osaka, Japan-based company has worked with several West Coast denim brands for a long time, company representative Jun Minami said, but this season it decided to exhibit at the show, as well.

At the **Kurabo Denim** booth, Kurabo Director Stanley

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Where fashion gets down to businessSM



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Madison's Melrose Store Closes in Real Estate Deal

After a 16-year run, prominent Los Angeles boutique chain **Madison** shuttered its Melrose Avenue location on July 26, the company's second store closing in two months.

Madison founder Mark Goldstein said his small retail chain is still profitable, but the Melrose location was too close to his flagship store on Third Street near Robertson Boulevard. Now that retail rents are making a comeback, he has rented out the location he owns to a "major tenant."

However, he declined to name the tenant moving into the space, located across the street from the pioneering **Fred Segal** boutique compound.

Goldstein has been waiting for retail lease rates to rise so he could rent out the store at

8115 Melrose Ave. In 2008, he planned to lease out the space, but rents dived after the recession. So he took it off the market.

Madison's store on Melrose Avenue opened in November 1999 under the nameplate of **Emma Gold**. The store focused on emerging fashion lines that made high-end pieces. Goldstein felt the model didn't work well, so he converted it into a Madison store.

But later he felt the store was poorly located for his chain. The company's headquarters is located at its nearby boutique at 8745 W. Third St. "We always felt that the Melrose location was a bit close to what was then our Robertson location, now Third Street at Robertson, and that the two locations cannibalized each other a bit," he wrote in an email.

In June, Goldstein closed Madison's location in Westlake Village, which is a well-off community straddling the border between Los Angeles and Ventura counties. He said the Westlake store never performed to his expectations, so he closed it.

For the near future, he said, he has no plans to open more stores. Rather, he hopes to strengthen business at his remaining boutiques, which include the flagship, a location at 1013 Swarthmore Ave. in Los Angeles' wealthy Pacific Palisades enclave, as well as boutiques at the **Malibu Country Mart** in Malibu, Calif., and another location at **Brentwood Gardens** shopping district at 11677 San Vicente Blvd. in Los Angeles.

The retailer's forte is women's fashions.

Madison has sold fashions from well-known designers and labels such as **Alexander Wang**, **Twelfth Street by Cynthia Vincent**, **Marni**, **Valentino**, **Lauren Moshi** and **Iro**. Madison opened a men's shop at its West Third Street location in August 2013.

Madison has been a leading Los Angeles boutique chain for more than a decade, but Goldstein admitted that competition is becoming fiercer.

"Our vendors are opening boutiques. There is tons of online competition. All the major NY independents have opened in LA, thus a saturation of most products in the marketplace. We are still very solid and profitable, but, yes, it is tougher than the good old days!"—*Andrew Asch*

Centric *Continued from page 1*

Leading the Series D financing was **Fung Capital** and **Silver Lake Waterman**, investment groups that focus on fashion businesses. Fung Capital is an investment arm of the Hong Kong-headquartered Fung family, whose holdings include **Li & Fung Ltd.**, which is said to be one of the world's largest suppliers of toys and clothes to retailers such as **Walmart** and **Target**.

Silver Lake Waterman is the growth capital division of **Silver Lake**, a private-equity group. In December, it partnered with **William Morris Endeavor LLC** to acquire an ownership stake in **IMG**, the producer of **Mercedes-Benz Fashion Week**, the circuit of high-end designer runway shows. **Oak Investment Partners** and **Masthead Partners** also participated in Centric's Series D financing round.

The China gambit follows the development of a European subsidiary. The privately held Centric used its last round of funding, \$19 million in 2011, to expand in Europe. Of his new investors, Groves said, "These are people who can add real value to our business every day." Centric has not worked with Li & Fung in the past, but Li & Fung Group is considering Centric PLM for some of its future needs, he said.

John Seung, a partner in Fung Capital, will have a seat on Centric's board. He also spent a career with a front-row seat to the growth of retail technology. He served as chief information officer to **Li & Fung USA** from 2002 to 2006. Fung Capital invests in business-to-business technology companies, which enable omnichannel retailing and supply-chain efficiency, he said.

"It's for all of the right reasons," Seung said of Centric's Series D investment.

"There's not a big PLM presence in China, but things are changing quickly."

Domestic apparel retail is becoming more competitive in China, and the most efficient companies will be the ones that thrive in China's future market, Seung said. As Chinese companies become more sophisticated, they will need programs that can manage their growing businesses. "To manage complexity, you need a tool like this," Seung said. "Centric's PLM does everything from concept development to store management."

Centric is on the right path, said Tony Zhang, president of **Platform**, a Chinese company with a Los Angeles office. "PLM is becoming a hot software in China now," said Zhang, who has no business dealings with Centric. "More and more companies want to have it. But the challenge is how to integrate it with ERP, SCM and CRM," he said,

referring to other prominent back-office and supply-chain software, enterprise resource planning, supply-chain management and customer relationship management.

Seung said that he developed an interest in Centric because he believes that it is more flexible than other PLM software. "I have extensive experience with software," Seung said. "It is notoriously tough to reconfigure once they are in place. Centric is very flexible."

Centric's future expansion might entail offering the Centric 8 suite of programs to mid-level businesses, Seung said. It also will develop more mobile apps, Groves said. "We've been the leader for mobile application for the market. We want to push innovation farther."

Centric's revenue grew by 80 percent since 2013, Groves said. However, he declined to quantify the company's revenue. ●

Nordstrom Expanding Online and With Bricks-and-Mortar

Nordstrom Inc. is busy laying down plans for a new outlet store in Orange County while buying an e-commerce site that caters to men.

The Seattle-based retailer said it plans to open a **Nordstrom Rack**, its off-price concept, next year at **The Center at Rancho Niguel** in Laguna Niguel, Calif.

The store, which should be open in the spring, will occupy a 29,500-square-foot space once leased by **Loehmann's**, which went bankrupt last year and reopened as an online store.

The new Nordstrom Rack will be down the street from a Nordstrom store at **The Shops at Mission Viejo** and become the seventh Nordstrom Rack in Orange County. Currently, there are six full-price Nordstrom department stores in Orange County.

The retailer has been aggressively rolling out Nordstrom Rack stores across the country. With merchandise selling for 30 percent to 70 percent off regular prices, it has been a popular shopping spot for families on a budget.

Nordstrom's e-commerce sales have also been extremely robust, which is why the company announced it will be buying **Trunk Club**, an online personalized clothing service for men. The retailer did not say

how much it was paying for the site, started five years ago in Chicago by Brian Spaly, who founded online men's retailer **Bonobos** while a student at **Stanford University**.

The retailer said the men's market is one of the fastest-growing sectors of retail, and Trunk Club aligns with Nordstrom's priorities of giving super customer service, fashion, relevance and a seamless shopping experience. In 2011, Nordstrom purchased Los Angeles-based "flash sale" site **HauteLook** to branch out into the e-commerce world.

Trunk Club provides a free online stylist service with free shipping. Members keep what they want and send the rest back with a pre-paid shipping label.

"What Trunk Club is doing in the personal styling space is a natural extension of our core business," said Erik Nordstrom, president of **Nordstrom Direct**. "This acquisition is reflective of how we want to move quickly to evolve with customers by finding more ways to deliver a great shopping experience."

Trunk Club will continue to operate independently and focus on its core business, Nordstrom said, while leveraging the retailer's capabilities and resources to scale its business.—*Deborah Belgun*

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THE BUSINESS OF
FASHION

Don and Nick Nunnari: Merchant Factors' Family Affair

Don Nunnari, executive vice president and manager of industry leader Merchant Factors' Los Angeles office, met his wife, Maureen, when both were working for United Factors in the 1970s. No surprise, then, that Don's oldest son, Nick, now a vice president, joined Merchant Factors' ranks several years ago. Or is it? Nick, a promising college baseball player, had found his ideal job in sports TV. Or had he? The pair of factors sat down to discuss the notion that twists of fate and finding one's path can be a family affair.

Last time we interviewed a father/son combo, they said they worked well together because they were in different states. How's it going for you?

Don Nunnari: We're in the same office, less than 50 feet apart, I would say. From my perspective, it's going great.

Nick Nunnari: I agree. I went in not knowing what to expect, but we're going on three-plus years now, and the working relationship has been fantastic.

What's the short form of how you both got into the factor business?

D.N.: When I came out here from the East Coast after school, I started working for a retail clothing chain. Just by coincidence, it was owned by a large textile company that also owned United Factors, then the largest factor in the U.S. I fell into it from there. I did not know what factoring was. But I learned the business going through the whole process, the whole gamut.

N.N.: For about five years after college, I worked in the sports TV and entertainment industry, and I had spent three years at Fox Sports. As a big sports fan, those were dream jobs of mine. In 2011, there was an NFL strike and a lockout, and the NFL Network couldn't guarantee jobs. We were on a week-to-week freelance basis. I had a baby girl on the way, and I had to make some tough career decisions.

So you went to your folks.

D.N.: He spoke with his mother about it, which was smart.

N.N.: It was going to be such a drastic change. But I was reassured by both of them that I had a great opportunity in front of me to learn the business, to work in a family-owned business rather than bank-owned. I ended up really enjoying it here.

Were you surprised, Don?

D.N.: Yes, I was surprised. Nick was an athlete all through college. He really enjoyed his experience working for these sports networks. No one who gets into factoring ever intended to do it. No one says, I want to get into this business. They get into it by mistake.

Why is that?

D.N.: Even though it is similar to banking, it is very different. It is an entrepreneurial business. What we do at Merchant, non-recourse factoring, is the oldest type, that goes back hundreds of years in this country. Factoring is so specialized that most banks don't understand it. And the apparel industry has its own idiosyncrasies. It's very enjoyable if you like a fast-paced type of business, working with a lot of

entrepreneurial clients, very creative. I have, and it's been great.

How was the transition for you, Nick?

N.N.: The apparel industry hadn't been an interest of mine. I didn't know if I could relate to them. But I really like the people I've met along the way, and I like having my own portfolio of clients I deal with on a daily basis. I've enjoyed watching them grow. I've networked not only with people from the factoring world, CPAs, attorneys, bankers, every service provider you can imagine, but with people my age that I will be doing business with for years.

What's the best piece of advice you gave him, Don?

D.N.: You don't know anything, and never stop asking questions. I still learn every day, always something new every day. Overcome any fear of asking a question if you don't understand something. The good thing about Nick, he has a great personality and he learns quickly. Having a good foundation with education is important, but being able to think on your feet is important because this is a very fast-paced industry.

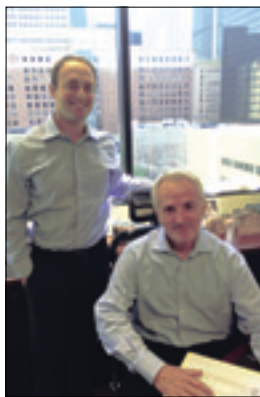
Nick, what's the best piece of advice your dad has given you?

N.N.: Definitely to ask as many questions as possible. There's no such thing as a dumb question; that's the only way you will learn. Try to take something away from every experience, every meeting. Trust your gut as well. That was key to my growth and learning.

Did you know anything about this profession intuitively from growing up in a factor-filled household?

N.N.: When I'm out meeting people, they commonly say my mom and dad must have sat around talking factoring. The night before my first day, my wife and I went out to dinner with my parents and that was the first time we talked about factoring. Growing up, I knew nothing about what my dad did for a living. The last three years has been amazing getting to see what's he's done, growing the office and his portfolio, realizing his reputation in the business, which is second to none. I appreciate the years and years he's spent dealing in this fast-paced industry. I am very proud.

D.N.: My mother, my aunts and uncles, all worked in apparel in the New York City area, a generation that worked in sweatshops. For me, working in the industry on the West Coast was all about still keeping my connection to my roots back East and my family. When I became a factor, I realized, Wow, this is really in my blood. Nick is the next generation. If he sticks with this and continues to do well, he has the potential to have a long and very rewarding career.



Like father, like son: Don and Nick Nunnari share their love of factoring.



Fashion Faces is a special sponsored series of columns. The next one will appear in the Aug. 8 issue.

Smith, Uner to Relaunch FashionWeekLA.com

Los Angeles Fashion Week has been criticized throughout its history for not attracting enough buyers and not producing enough shows for high-profile designers. For Kelsi Smith, director of **Los Angeles Fashion Council**, a community organization for fashion designers, what the fashion week needs is better organization.

On July 30, Smith announced that she will partner with Jen Uner to relaunch the FashionWeekLA.com service. It will offer a calendar of events that Smith and Uner hope will tame the often sprawling fashion week schedule. "There is a need for a united front," Smith said. "People will understand that there is no one official LA Fashion Week, but there is no reason why we cannot provide a united front while remaining autonomous."

The upcoming FashionWeekLA.com will provide free listings for runway shows provided that producers meet certain standards. Events must fall into a one-week period, Oct. 6–12. Otherwise, it will not be considered a fashion week event. Instead, those listings might be listed as off-market events. "It will narrow LA Fashion Week

down to a week. It won't be a month," Smith said.

The site also will offer a space where attendees can register for shows and get information on events. It also will offer public relations and production services to eligible productions. Entrepreneurs will be charged for the public relations and production services. The entry price point starts at \$1,000.

Mike Vensel produces the prominent **Concept LA Fashion Week** shows during LA Fashion Week. He has listed his events at FashionWeekLA.com in the past. He did not anticipate big changes coming from the service. "Better organization always helps, but I think over the past few seasons people have come to know the major players and how to find out about shows. I am not sure how what they are planning to do will impact the calendar or other shows," he said.

Smith also announced that her upcoming Los Angeles Fashion Council's Los Angeles Collections shows will run Oct. 7–9 and will partner with **Maker City LA** for shows at **The Reef**, formerly the **LA Mart**, a showroom building at 1933 S. Broadway in downtown Los Angeles.—*Andrew Asch*

City Chic to Roll Out California Stores

City Chic, an Australian retailer of women's plus-sized fashion, opened its first American store Aug. 1 at the **Westfield Culver City** retail center, located off a busy stretch of the San Diego (405) Freeway.

The store in Culver City, Calif., will be the first in a roll-out of six City Chic shops in Southern California, said Phil Ryan, City Chic's president. The retailers other stores are scheduled to be opened in Brea, Glendale and the Los Angeles suburb of Northridge, as well as at the **Westfield Mission Valley** in San Diego and the **Galleria at Tyler** in Riverside.

"We're very excited to launch in the U.S.," Ryan said. "City Chic offers the American woman an original experience as we know there is a gap in the market for fashionable, sexy plus-size designs."

The vertical retailer will offer its private-label looks featuring denim, lingerie, trendy fashions and special-occasion dresses. Since October 2013, City Chic has been available in the United States at **Nordstrom's** e-commerce site (<http://shop.nordstrom.com>). City Chic runs 100 doors located in Australia, New Zealand and South Africa.—*A.A.*

Calendar

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

Aug. 12

Swim Collective
Hyatt Regency
Huntington Beach, Calif.
Through Aug. 13

There's more
on ApparelNews.net.

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

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

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Gentle Fawn
Glam
Gold Hawk
Greywire Denim
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Hazel
IT Jeans
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Language
Left on Houston
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NEW LINES

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SHOWROOMS RELOCATED

WEST COAST
MATERNITY
Moved from A639 to
A651

TEA COLLECTION
Moved from A614 to
A639

NEW SHOWROOMS

MELODY FAST SALES
A312

O2 collection *Updated*

ENUARA BRIDAL
A340
Enuara Bridal *Updated*

SEVEN LIONS INC.
A709
Seven Lion Inc. *Off-price
clothing*

KARMEN ANGEL
A1151
Karmen Angel
Kaii

B530
Kaii *Young
contemporary*

SKYLTON JEANS
B540

Marylin Hebert *Young
Contemporary*

W5 CONCEPTS/KLIST
B541
W5 Concepts/Klist
Contemporary

JASON KIM
B738
Jason Kim *Textile*

PAPER LACE CORP.
B832
Paper Lace Corp.
Juniors

W3ILD ROSE APPAREL
B857
Wild Rose Apparel
Juniors

NEW LINES

ACCESSORIES

ROXSTAR
A1004
Chanour *Fashion
jewelry*
London Minori *Fashion
jewelry*
Stella Nemiro *Fashion
jewelry*
MINDY LUBELL
A1081
Dairi Belts *Belts*

MODERN/ UPDATED COLLECTIONS

CREATIVE CONCEPTS
SHOWROOM
A272
Art on Fashion
Updated—dresses, tops

REICHMAN
ASSOCIATES
A287
Ravel *Updated
—sportswear, sweaters,
tops*

THE M SHOWROOM
A283
Inoah *Updated tops,
bottoms, dresses*

TOM TOM SALES
A291
Adore *Updated — tops,
sportswear*

FRED POSTAL
A301
Jole De Vivre Couture
Updated jewelry

MARGARET COX
A311
M and M Sales *Updated*

SHARON JAKUM
COLLECTIONS
A315
Jsquad *Updated—tops,
plus sizes*
LV Collection *Updated—
tops, dresses, plus sizes*
Michael K. *Updated—*

sweaters

SH2EILA LOTT SALES
A325
Paula C Jewelry *Fashion
jewelry*

AIMEE Z. ET.CIE
A326
Woven Workz *Updated*

JON KATZ AND
ASSOCIATES
A335

In Cashmere *Updated*
Sno Skins *Updated*
Tru Luxe *Updated*
209 West *Updated*

DORIS JOHNSON
A380
Cathy *Updated — tops,
dresses*
Mimi G *Updated — tops,
dresses*

KAREN GEORGE AND
COMPANY
A394

Poeme *Updated tops,
bottoms*

KEN ABBOTT SALES
A807
Cotton Emporium
Juniors tops, sweaters
Life Clothing Co *Juniors
tops*

Mash Up *Juniors —
tops, dresses*
R N B *Juniors — tops,
dresses*

SHARON KOSHET
SALES
B335
Dolce Bianca *Updated*
Image Of Me *Updated*
Peppe Peluso *Updated
— dresses and tops*
Tesoro Moda *Updated
— better separates*
Zip Code *Updated —
unique T-shirts*

CONTEMPORARY

STRUT L.A.
A1084
Me *Contemporary*

L ON 5
B511
Adam Jacobs
*Contemporary tops,
dresses*

INTERNATIONAL
BRANDS OF AMERICA
B535

Alice's Pig
Contemporary
Beautiful Stories
Contemporary
Closet *Contemporary*
Danity *Contemporary*
Orion At'eed
Contemporary
Playful Premises
Contemporary
Poppy Lux
Contemporary
Whistle and Wolf
Contemporary

VALERIE HAMBAS
B557

Custo Barcelona
*Contemporary—
European dresses*
Krazy Larry
*Contemporary—bottoms
made in USA*
Stiletto *Contemporary—
bottoms, tops made in
USA*

KARMA SHOWROOM
B573
Nymfete *Contemporary
dresses, tops*

CHILDREN'S

THE GLITTER BOX
A602
Ann Losen *Children's*
Babee products
Children's
Carvelle Kids *Children's*
Candy Couture
Children's
Chobby baby *Children's*
Dazzle Girl/Girl Nation
Children's
Hope Jeans *Children's*
Lola Baby Boy
Children's
Mae L. Rose *Children's*
NICKY ROSE KIDS
A605
Kira Kids *Children's -*

girls' 4/16/preteen
Ollie Jones *Children's -
infants' and toddlers'*
Opposite Of Far
*Children's - infants' and
toddlers'*
The Mini Classy
*Children's - girls'
infants' and toddlers'*

ELOISA AND MIA
A611

Luca Charles *Children's
- infants' and toddlers'
accessories*
Maggie and Mabel
*Children's - girls'
infants' and toddlers'*
Miparti *Children's - girls'
4/16 — Made In USA*
Skylar Luna *Children's
- infants' and toddlers'
accessories*

METROPOLITAN KIDS
A649

Janie XY *Children's*
Little Ghost *Children's*
Schnarbles *Children's*
Sister Fresh *Children's*

TERESA'S ROOM
A653

Magnolia Baby
*Children's — infants'
and toddlers'*
REBECCA EBERSHOFF
A656
Le Chic *Children's —
infants' and toddlers'*
Over The Top *Children's
— girls' 4/16*
Tutio Piccolo *Children's
— girls' - infants' and
toddlers'*
Vbee's By Vernells
*Children's — girls'/
boys', infants' and
toddlers'*

BODEGA
INTERNATIONAL LLC
A657
Chat Mechant *Children's*

SHOWROOM A LA
MODE
A667
Blue Belle *Children's
— girls' accessories
and gifts*
Snapper Rock
*Children's — girls'/
infants' and toddlers'*

NICOLE'S SHOWROOM
A670

Posh Play *Children's —
accessories and gifts*
Right Bank Babies
*Children's — infants'
and toddlers'*

IN PLAY SHOWROOM
A672

Giggle *Children's —
infants' and toddlers'
accessories*

Yosi Samra *Shoes*

RANDEE'S
SHOWROOM LLC
A679

Belle And Beanzer
Children's
SYLVIA GILL
A680

Blu By Blu *Children's*
Konfetti / Hawaii
Children's
Love U Lots *Children's*
Miss B/ Busy Bee
Children's

Mulberribush/
Tumbleweed *Children's*
Petit By Sofie Schnoor
Children's

BOW AND ARROW
SHOWROOM
A683

Arabella Rose *Children's
— infants' and toddlers'*
Carvelle Kids *Children's
— infants' and toddlers'*
Creamie *Children's —
girls' 4/16/Preteen*
Elektrik Kidz *Children's
— infants' and toddlers'
accessories*

JULIE SMITH KIDS
A686
Isabel Garreton
Children's
Jacadi *Perfume For
Baby Children's*

DON WELBORN AND
ASSOCIATES
A684

E-Land Kids *Children's
— boys'/girls', infants'
and toddlers'*
SMALLSHOP
SHOWROOM
A692

Glam Brands *Children's
—girls', infants'
accessories and gifts*
Laugh Brand *Children's
-girls', infants' and
toddlers' accessories*
M Baby *Children's -
infants' accessories and
gifts*
Sweet Bamboo
*Children's —infants'
and toddlers'*
Under Cover *Children's -
accessories and gifts*

GIFT AND HOME

ROSALIE AND
FRIENDS SHOWROOM
C1298

Honey Bunny *Gift and
home*

Max Sales Group *Gift
and home*

Wowee *Gift and home*

Cooper Design Space

860 S. Los Angeles St.

NEW LINES

RITZ GROUP
Suite 213
Blaque Label
Capote
eis
Finley
Julien Chang
Nu Construction
Plenty by Tracy Reese
San Paulo
Taylor and Tessier
Urban Originals

BUTIK
Suite 219
M. Grace
Sunahara
Wildf

The New Mart

127 E. Ninth St.

NEW SHOWROOMS:

ALLEN ALLEN USA:
Suite 1201
allen allen usa

LYNN GIRARD
SHOWROOM
Suite 1203
Belford

Eva Varro
Fabrizio Gianni
Luii
M Made In Italy
Spanx
Tricots Jean Marc

KAREN KANE:
Suite 1204
Karen Kane
Karen by Karen Kane
Karen Kane Women

NEW LOCATION:

WILD ANGELS
Suite 510
(formerly in Suite #708)
MICHAEL Michael Kors
Paperwhite

DEUX LUX
Suite 1108
(formerly in Suite #1203)
Deux Lux

NEW LINES:

STUDIO TWO
CLOTHING
Suite 401
Private Archives

UGG AUSTRALIA
Suite 501
I Heart UGG
TSUBO

UGG Collection
UGG for Men

JACKIE B SHOWROOM
Suite 505

➡ New Lines page 12



the new mart

showrooms & lines

www.newmart.net

!iT
10 eleven
3 J Workshop
35MM
A La Mode Showroom
A New Kind
A.V. Max Accessories
Able
Abyss By Abby
Acrobat
Agelyn Rae
Agave Denim Collection
Aijek
Akela Key
Alashan Cashmere
Black Label
allen allen usa
ALC
Alexis Jewelry
Alexis n' Ryan
All Things Fabulous
American Vintage
Amy Matto
Analili
Anatomie
Andrew Marc Belts
and Wallets
Angel Iglesias
Ann Ferriday
Anne-Marie Chagnon
annie + jade
Anouka
Aratta
Aryn K
Atina Christina
Australia Luxe Collective
Babette
Baci
Banaris Scarves
Bantu
Barbara Gerwit
Barbara James Show-
room
Bariano
BB Dakota
BB Dakota Special Sizing
Beach Rays
Beauty Fashion Hats
Beautifully Couture
Before & Again T's
Bela NYC
Bernadette Mopera &
Co.
Beth's Addiction
Betsey Johnson Acces-
sories
Betseyville
Beyond Yoga
Bishop + Young
Bindya
Bird & Vine
BIYA
Black Hearts Brigade
Black Swan
Black Moon
Bloom
Blue Tassel
Blue Velvet
Bob Ditchik and
Assoc./The H.E.M.
Bobeau
Bon Marche
Bonage
Bo-Bel
Boho Me

Brett Morris
Brashy Couture
Brinla
Brokedown
BSABLE
Butterflyzebra
C&T by
Costello Tagliapietra
Cailey 22
Caelum by Brooke Burke
Calvin Klein
Cambio
Cameo Clothing
Carapace
Caroline Grace by
Alashan Cashmere
Case Mate
Casual Friday
Chan Luu
Chan Luu e.f.i.
Chantal Accessories, Inc.
Charles Henry
Charlotte Tarantola
Chaser
Chelsea Flower
Christa Louise
Christopher Fischer
Christopher.Kon
Cino Blouses
CJ by Cookie Johnson
Claudia Nichole by
Alashan Cashmere
Clique
Clo Intimo
Cocobelle
Cohen Showrooms
Co-Lab
Cole Haan Belts and
Wallets
Cole Haan Cold Weather
Collective Freakuency
by Tova Celine:
Complete Clothing
Contempo/Kirakira
Cookie Couture
Cop Copine
Coordinates Collection
Corinne Simon Jewelry
Corina Collections
Cotton Citizen
Cowboys Belts
& Handbags
Crown Jewel
Cult of Individuality
Current Elliott
Dakota Collective
Daniel Friedman West
Daniel Rainn
Daniela Corte Legging
Bar
Darlene Valle
Showroom 701
Datscat
David Galan
David Kahn Jeans
Dear John Denim
Deca
Deep or Shallow/Ju's
Denimocracy
Desigual
Deux Lux
Dial M
Diane Levin Showroom
Diane von Furstenberg
Dittos

Dylan
Dylan developed
by true grit
E. Victor Gabriel
Echo
Ecro
Elan
Elan Beach
Elle Sasson
Elise M. Belts
Engel's Showroom Inc.
Enza Costa
Equipment
Eric Javits
Everleigh
Fate
Feather 4 Arrow
Feel the Piece
Fever Sweaters
Fickle
Fifteen Twenty
Fluff Accessories
For Love & Liberty
Forever Unique
Forgotten Grace
Formation Showroom
Fraiche by J
Fredd and Basha
Freeloader
Freeway
Freida Rothman
for Belargo
French Connection -
Men's & Women's
Frenzii
Friends of Natives
Frock Shop
Funky Yoga
Giles & Brother
ginger.
Gold Hawk
Green Dragon
Guess Belts
Gypsy 05
h.i.p.
Hair Accessories
by Jane Tran
Hale Bob
Halo
Hard Tail
HATCH
Haute Hippie
Havaianas
Hazel
Heather
Heart and Gold
Heart Soul
Heather G Showroom
Hepburn Monroe
Hourglass Lilly
Hudson Jeans
Hunter Dixon
by Hunter Bell
Hybrid
I Heart UGG
I.Madeline
IDI
Ilux
Invisibelt
Isda & Co.
Ivan Grundahl
Ivko
Jachs
Jack
Jackie B Showroom
Jacob Davis
Jacob Gray Agency
James Jeans

James Perse Women's
Janna Conner
Jaqua
JARLO
Jbrand Kids
Jennifer Michelle Sales
Jessica Elliot
JET by John Eshaya
Jimmy Taverniti
Jimmyjane
Jitni
Joed Belts
Joe's Jeans
John and Jen
John Varvatos
Johnny Was
Joie
Joken Style Showroom
Jon McCoy
Josie
JtheWay
Jude
Judith Autumn Mann
Sales
Julie Brown
JWLA
Kaos
Karen Capil
Karen Kane
Karen by Karen Kane
Karen Kane Women
Karen Klein
Karlita Designs
Karma Kreations
Kathy Walker Sales
Kelly Wearstler Jewelry
Kenneth Jay Lane
Scarves
Kerisma Knits
Kersh
Kid Tails
Kische
KLA/Karen L. Anderson
Kling
Knitted Dove/Love Dove
Knot Sisters
KOA Swim
Kokomo unlimited
Kokun Cashmere
Koral Activewear
Kray.USA
Kushi
Kut from the Kloth
La Natura
La Rue Sales
Label + Thread
Lace & Whiskey
Lacoste
LA Soiree
Lamade
Lan Jaenicke
Lancaster Paris
Landa Sales
Lapis
Laurie Hasson
Lavender Brown
LE TANNEUR
Leatherock
Leighelena
Leggsington
Lemueix
Lesley McEntire
Level 99
Level 99
Liberty Garden
Liberty Sage
Lilla P
Lily
Line
Line 3
Liquid Metal by Sergio
Gutierrez
Lisa Freede
Lit Studio
Livefree Showroom
Liza Stewart, Inc.
Lodis Handbags, Belts
& Small Accessories

Lolly
Lori Jack
Love Nail Tree
Love Quotes
Love Sadie
Love Sam
Love Token
Lucky 7 Tees
Lucky Brand
Luli Fama
Lulla By Bindya
Lumier by Bariano
Luz de la Riva
Lysse
M Group Showroom
Mad Mac
Magid Bernard Homme
Maison Close
Maison Lejaby
Mantra
Margaret O'Leary
Marie Chavez
Marseilles
Mary Hardie
Showroom 605
Matty M
Mavi Jeans
MAY The Label
Mayasutra
McGinn
Mel by Melissa
Melody
Mia and Moss
Michael Kors
MICHAEL
Michael Kors
Michelle Jonas
Mickey + Jenny
Mila
Milk The Goat
Miss Me
MM Couture
Mod-O-Doc
Mofi
Mor & Dotter
Mother
Moyuru
My Line
My Other Bag
My Package
My Tribe
Nalukai
Nana Nucci
Nanavatee
Nanette Lepore
Nat + J
Nation LTD
Neesh by D.A.R.
Newbark
Niche Showroom
Nick and Mo
Nikki Rich
Nor
Notify
O2 Collection
Oats Cashmere
Obbaki
Old Gringo Boots
Olive & Oak
Om Girl
One Odd Bird
One Teaspoon
Only Hearts
Onzie
Oober Swank
Oonagh by
Nanette Lepore
Others Follow
Paige
Pam and Gela
Paper Denim & Cloth
for Men and Women
Paper Hart
Paperwhite
Patrons of Peace
Peace Love World
Penelope Chilvers
Pepa Loves

Pete and Greta
Piece of My Heart
Pink Lotus
Pistil
PJ Luxe
PJ Salvage
Press
Private Arts
Private Arts Intimates
Project DL
Pulse Showroom
Pure Karma
Quay
Quintsoul
Rachel Pally
Rae Vavre
Ramune Piekautaitė
Rande Cohen Showroom
Raviya
RD Style
Rebel Footwear
Red Haute
Red Monkey
Red23
Repeat
Representing Showroom
Revolution by Edwin
RG Jeans
Rieley
Riller and Fount
Robert Graham
Roberto Cavalli
Class Handbags
Rock Revival
Rolla Coster
Rosemunde
Rosebud Los Angeles
Rose Gonzales
Rowan Reed
Rubber Doll - By Design
Rubber Ducky
s.a.m. Showroom
San Francisco City Lights
Sanctuary Clothing
Saraswati
Jewelry Designs
Scrapbook
Search for Sanity
See Thru Soul
Sequoia Paris
Showroom 903
Showroom Shift-
Lesley McEntire
ShowroomFive21
Sigalie Jewelry
Signorelli
Silver Jeans
Simply Irresistible
Single
Sita Murt
Skies Are Blue
Skif
Skinny by Jessica Elliot
Skinny Tees
SKUNKFUNK
Sky
Sloane Rouge
Sloane&Tate
Smash
Snowman
Sock It To Me
Soludos for Men,
Kids and Women
Solow
Soul Mates
Spanx
Splendid Intimates
Stacey Rhoads Sales
Stacy Chang
Stacy Keyes Showroom
Stacy Sterling
Stateside
Steve Madden
Steven by Steve Madden
Streets Ahead
Belts & Bags
Strom Denim
STS Blue

Studio Two Clothing
Sue Goodman
Showroom
Sugar High
Sunday in Brooklyn
Sunlight
Susanne Karlsson
Susan Holmes
Suss
Suzi Roher
Swat Fame
T. Smith & Co.
T2Love
Talia Hancock
Tee Ink
TFNC London
The Gig Showroom
The Natural
The Pink Powder Room
the Residency.
The T Refinery
The Village Showroom
The Vonderheide
Showroom
Three Dots
Tiara Café
Timberland
Timka Jewelry
Tommy Bahama
Tommy Hilfiger
Luggage & Backpacks
Tracy Evans
Transmission
Trend Request Inc.
True Grit
True Religion Brand
Jeans
TSUBO
UGG Australia
Underella by Ella Moss
Union of Angels
Urban Fitting Room
Vast
Velvet Heart
Vicious Venom
Victoria Beckham
Viareck
Vigoss Jeans
Vince
Vince Men's
Vintageous
Volunteer
Vonderheide
Showroom
wallpapHer
Want Need
West Bank Clothing
Western Fashion Jewelry
Wet
White Crow
White + Warren
Whitney Eve
Wild Angels
Willow & Clay
Wilma & Ethel
Wilt
Winston&hart
Winston White
Wooden Ships
by Paola Bundia
Woodleigh
Workshop
X by Gottex
Yana K
Yantra
Yerse
Yoana Baraschi
Yoon
Yoshi Yoshi by PJ
Yosi Children
Yosi Samra
Zimmerli
of Switzerland
Zelda
Zero Degrees Celsius
Zoa
Zoe Couture
Z Supply

Hana Financial's IT Factor

Hana Financial has been an innovator in the financial and factoring arena since its farsighted founder, Sunnie Kim, created the company in 1994. From its early days in equipment leasing, Hana has grown to be a top-seven factor and top-25 SBA lender in the country, with offerings that include trade finance, wealth management, and home mortgage.

It is no surprise, then, that Hana has been all over the information technology (IT) revolution as it applies to the apparel industry—more widely referred to as e-factoring. Hana's e-factoring system is a web-based Internet application that covers many aspects of the factoring process: requesting credit approval, advances, and L/Cs; viewing aging reports; and checking fund availability, statements, collection reports, check images, and accounts-payable invoices. Hana consistently has invested in research and development in the IT arena and today boasts a track record second to none.

The man behind Hana's impressive IT arsenal is Senior Vice President and IT Manager Sung Oh. Oh, who has been with Hana for 10 years, has more than 30 years of systems analysis and software development experience for an array of industries in the public and private sectors, including banking, manufacturing, retail, and insurance. "All of the many things I've been able to accomplish over the past decade would not have been possible without the understanding and full support of our leader," Oh says. "Because she herself is innovative, she has been very receptive to IT solutions that I have devised and has consistently given the green light to the projects."

One project Kim green-lighted half a year ago—one that is about to make its debut—is Hana's new factor application for cellphones. The "Factor App," which is currently in beta-testing internally, will be available for free to Hana's customers around September, initially through the Apple iPhone store, with an Android version coming later. The app will enable clients to use their cellphones to request funds, check their transactions, and request credit decisions "while they are on the run," Oh explains. "They will have the freedom to do this any time and any place." Notifications, such as credit approval, will be messaged through the app—"more instantaneous than email," Oh adds.

Hana plans to run several pilot programs with clients, get their responses and suggestions, make changes, if needed, and introduce it "when we are comfortable."

"For now, we want to start simply," Oh continues, "so clients can get used

to it and learn how to use it. Then we will add other functionality based on their feedback."

The Factor App, which undoubtedly will become a critical tool for those who do apparel business overseas, is only the latest in a string of technological advances introduced to the industry by Hana. Seven years ago, the company introduced its proprietary Hana EasyAssign software, not available from any other factor. Installed on clients' computers, EasyAssign makes it possible for clients to image invoices and then transmit them to Hana along with automatically generated cover sheets. Aimed at small- to mid-size companies, the software allows for "a substantial reduction of costs," according to Oh, "as the operations for both clients and Hana are streamlined."

Hana also employs a "full document imaging solution," Oh goes on. "All documents, including checks and invoices, are electronically stored and can be accessed by our clients any time, anywhere."

Digitizing documents not only helps clients find what they need faster, but it also trims down the number of

employees needed to deal with them, for Hana as well as its clients. "The system works so efficiently, we've been able to minimize the number of people doing cash application to invoices," Oh says by way of example. "It lets us be leaner. That makes our company more competitive than other factors."

With this array of IT tools available to its customers, Oh continues, "I can confidently say that Hana is more advanced from an information technology standpoint than other factoring companies, including the bigger ones."

Discerning their clients' needs is the true driving force behind Hana's IT division. Understanding that learning to use new technology can be a difficult experience for some, Oh insists on keeping every new development simple and user-friendly, especially at first. "That is one of the strongest parts of Hana IT," he points out. "We know our clients, and we will provide what they need to adapt to new technology. There is a communication between our clients and us."

With the introduction of the Hana Factor App, Hana will have raised the IT bar another notch higher. While Oh will not disclose "the ideas I have in mind" for future projects, it is clear innovation will continue to guide Hana's IT division.

"The factoring business today is very complicated," Oh says. "Without IT, it wouldn't happen. As new technology comes out, we will come out with something new, if that helps our clients and our operations. Sunnie is open to everything, and we will just move forward."



Hana Financial's "Factor App"



SHOWROOM PROFILES

Skylton Paris

California Market Center, Suite B540
(310) 623-7807

After testing the U.S. waters over the last year, French denim brand **Skylton** is putting down roots with the opening of a new showroom at the **California Market Center**.



Cyril Bonnan

Last March, the 2-year-old brand participated in the **Fre(n)sh** fashion show, organized by **Le Frenchlab** during **Los Angeles Fashion Market** at the CMC. From there, the company went on to exhibit at **WWD MAGIC** in Las Vegas and **Project** in New York.

"Last season was a test," said Cyril Bonnan, president and chief executive officer of **RB & CB Enterprises**, which is representing the brand in the United States. "It was a good test."

Bonnan, who has been with Skylton since the beginning, said the brand has been picked up by retailers in Los Angeles, New York, Miami and Toronto.

Skylton is known for its skinny silhouette, which is engineered for a flattering fit.

"What makes the difference is it's a low rise in the front—very sexy—but the back is higher," Bonnan said. "Women really appreciate that."

The denim has a peach-skin hand with a 2 percent stretch for comfort and good recovery. The company designs the washes to sculpt the body to flatter the wearer, Bonnan said.

There are 58 styles in the collection, and wholesale prices range from \$40 and \$60.

Skylton also has a retail store at 8602 W. Sunset Blvd. in West Hollywood.

In Skylton's CMC showroom, the collection is sharing space with another French brand, men's underwear line

Ice Moon, which was created in 2010 and has developed a following among European soccer players, Bonnan said. Wholesale prices for the brightly printed boxer briefs begin at \$9 and go to \$15.

To celebrate the opening of the showroom, Skylton is hosting an invitation-only fashion show and party on Aug. 4, opening day of Los Angeles Fashion Market. The event is being held in the CMC lobby.

—Alison A. Nieder

Lynn Girard Showroom

The New Mart, Suite 1203
(213) 625-3341
lynngirardshowroom@gmail.com

After 36 years of running a showroom in the **California Market Center**, Lynn Girard thought it was time for a change.

She moved into a 1,600-square-foot showroom at **The New Mart** on July 23, and many of her former neighbors from the CMC's fifth floor also recently made the move. Showrooms for **Allen Allen** and **Karen Kane** were CMC neighbors of the Lynn Girard Showroom. CMC tenant **XCVI** is scheduled to open at The New Mart in October.

"We are finding ourselves together again," she said. "We're such good neighbors. We help each other out."

Girard said many of her clients suggested that she make the move to The New Mart and its showrooms with a contemporary focus.

The Lynn Girard Showroom will be staffed with mostly long-time employees. Florence Ratzsch has been working at the Lynn Girard Showroom for more than 30 years. Carly Daft has been working for the showroom for a decade. The showroom's novice is Allysia Lyn, who joined the company in 2014.

"I like someone for every decade age-wise," Girard said of her staff. "I have some-

one for every customer, and we sell to every customer."

The Lynn Girard showroom will start its first **LA Fashion Market** at The New Mart by representing fashion lines **Fabrizio Gianni**, **Eva Varro**, **M. Made in Italy**, **Tricot Jean Marc**, **Spanx**, **Belford** and **Luii**. Core wholesale price points range from \$40 to \$70, Girard said.

The LA Fashion Market also will host



Lynn Girard (seated). Standing from left are Allysia Lyn, Carly Daft and Florence Ratzsch.

some debuts for the showroom's lines. Luii will introduce some novelty T-shirts during the market. Spanx will introduce a denim line, which will feature premium denim mixed with the line's shapewear.

—Andrew Asch



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Agent Icon

Cooper Design Space, Suite 205
(213) 489-4789
www.agenticonfashion.com

After many years on the 12th floor of **The New Mart**, the **Agent Icon** showroom moved in in June to a new space on the second floor of the **Cooper Design Space**, where light filters into the bright space through the trees lining Los Angeles Street.

"We were going for a clean look," said Alicia "Cha Cha" Rodrigo, Agent Icon showroom director. "I love the white walls and the high windows."

Minimalist cable racks were already in place in the showroom when Rodrigo and her colleague Annabel Powell moved in. Agent Icon is sharing the space with the **By Land and Sea** showroom.

The new showroom houses Agent Icon's seven collections, Los Angeles-based **Line & Dot** and **Supermuse**; **Wyldr London**, a collection based in London and LA; New York-based **Saylor**; and six Australian collections: **Bardot**, **Asilo**, **Three of Something**, **Style Stalker**, **Madison Square** and Madison Square's sister line, **Wilde Heart**.

Wholesale prices for Line & Dot, Style Stalker and Three of Something range approximately from \$38 to \$150. Wholesale prices for Madison Square, Wilde Heart and Wyldr London are "super accessible," Rodrigo said, ranging from \$16 to \$45. Supermuse is wholesale priced from \$18 to \$22 and Saylor is wholesale priced from \$45 to \$115.

Just as the showroom was moving to the Cooper building, the Agent Icon showroom also opened in New York, where a third member of the Agent Icon team, Robin Foti, is based.

"We'll still do all the New York shows," Rodrigo said. "It's just easy when you also have someone there."—*Alison A. Nieder*



Zero Degrees Celsius

Gerry Building, Suite 707
(213) 265-7773

An abundance of light streams in through the south-facing windows of the new showroom for the **Zero Degrees Celsius** line.

It was the large windows that convinced designer Jerry Chen that this was the spot to showcase his contemporary women's line, Zero Degrees Celsius. "My customers are contemporary women of all ages who want to dress trendy but not too crazy," he said, standing in the middle of the new showroom, which was decorated like a cozy living room where people can drop by, have a coffee and talk fashion.

Chen is new to Los Angeles. Until recently, his showroom for his nearly 2-year-old line was located at 39th Street and Seventh

Avenue in Manhattan. But the graduate of **Parsons The New School of Design** decided that after many years on the East Coast, he wanted a less hectic environment to raise his 4-year-old twins.

So he is putting down roots in Los Angeles, starting with a new showroom for his label, which has been selling at **Nordstrom** as well as **Saks Fifth Avenue's** website and about 100 boutiques across the country. Eventually, he wants to open his own Zero Degrees Celsius store in Los Angeles and have a few seamstresses working there to do custom design.

Chen, who grew up in Taiwan, does a good deal of his manufacturing in China, especially for his sweaters and more intricate laser-cut tops. Some of his woven tops are cut and sewn in Los Angeles.

His designs are very delicate and feminine with wholesale prices ranging from \$65 to \$100 for Spring merchandise and a little higher for Winter.

When Chen finishes setting up his showroom, he wants to establish a design studio in one corner of the space, near those big windows that let in so much light. When he isn't designing for his own label, he does private-label designing for **Bebe**, **The Wet Seal** and the **Home Shopping Network**. He also designs for the labels **Shu Shu**, **Yu Li** and **Lu Lu**, which have a showroom across the hall from him at the Gerry Building.

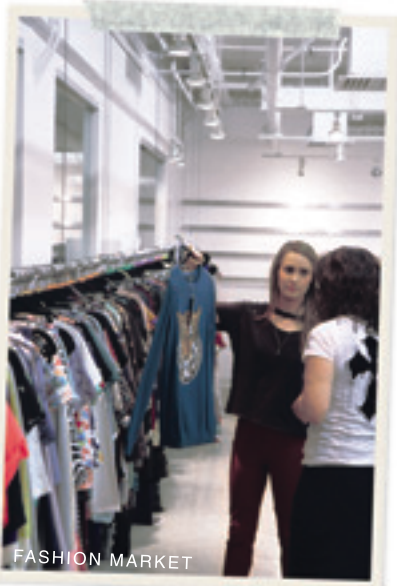
Also sharing his showroom is Gilbert Chen (no relation), whose contemporary menswear line is called **Barque**.—*Deborah Belgum*



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Continued from page 6

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Money Ruins Everything @ The Park Showroom

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sales@theparkshowroom.com
elliott@moneyruinseverything.com

The Park Showroom has been on a growth spurt. In October, the menswear showroom opened contemporary boutique **Seven Points** on the ground floor of the **Lady Liberty Building**. Last month, it announced a merger with streetwear showroom **Money Ruins Everything**. The showrooms will keep their separate identities and work in conjunction when a project calls for joint efforts.

When the showrooms partner, the effort will be called Money Ruins Everything @ The Park.

Eric Martin, The Park's founder, described the combined force as a handshake between his showroom's contemporary clients and Money Ruins Everything's forte in streetwear. "The look everyone is wearing runs from casual contemporary to streetwear," Martin said. "They're wearing a **SSUR** cap with **Zanerobe** pants."

Elliot Graeber, Money Ruins Everything's partner/director of sales and operations, said that many streetwear brands

have embraced the high-fashion aspirations of contemporary lines, and many contemporary lines have adapted streetwear's brash attitude and sense of experiment.

"The lines will get even more blurred," Graeber said.

Martin and Graeber sensed increased opportunities to place streetwear clients at traditionally contemporary stores and contemporary brands at streetwear stores. The merger will blend The Park's staff of 28 sales and sales support people with Money's staff of eight salespeople and its media service.

The joint sales operations will be based in The Park's offices in the Lady Liberty Building. Based in Los Angeles' West Adams district, Money Ruins Everything's media service will do lookbook and product and lifestyle photography as well as video production and mobile app and website development. The media crew recently shot a video of Ron English, a prominent contemporary artist, painting a mural at teen retailer **Zumiez's** headquarters in Washington state.

Some of the brands represented by Money Ruins Everything @ The Park include Zanerobe, **Howe**, **Woolrich White**, **Goorin Bros.**, **Focused Space**, **Supremebeing**, **SSUR**, **Hall of Fame**, **Mishka**, **Gourmet Footwear**, **Odd Future** and **Born X Raised**.—Andrew Asch



Elliot Graeber, left, and Eric Martin at Seven Points boutique

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INDUSTRY FOCUS: FINANCE

How a Growing Economy Affects Financing for Apparel Manufacturers

By Deborah Belgum Senior Editor

With interest rates still hovering in single-digit territory, the cost of borrowing money should be cheap, cheap, cheap. But it's more than low interest rates that determine how much apparel manufacturers pay for a loan.

Factors and banks crunch a variety of numbers into their calculators before they come up with the interest rate a borrower is charged. Some of the formula comes from how much inventory an apparel maker is carrying or what kinds of retailers manufacturers have as their clients.

One thing hasn't changed. Financially strong companies have a certain advantage over start-ups with no business history. And rates are still variable as the retail sector struggles with more competition from e-commerce.

We asked several financial factors to give us a glimpse into how they view the credit environment for clothing makers.

The economy has been slowly improving over the last few years. How has this affected the interest rates that factors are charging for apparel manufacturers' accounts receivables, and are factors now willing to take on more or less risk in financing?

Sydnee Breuer, Senior Vice President, Business Development, Rosenthal & Rosenthal

When the economy is improving or doing well, lenders in general—and factors, included in that group—should be and are willing to take on more risk.

As the client portfolio performs better in improving economies than in weaker ones, the potential loan losses go down. So there is more appetite to take on risk. There are also more opportunities for clients to need help for “good” reasons—increasing sales, expanding product lines, buying new labels or businesses, etc.—rather than “bad” reasons—losses, shutting down divisions, etc. However, factors still need to be prudent

about the risk they take. Even in a strong economy, companies can still go out of business.

Although it is a competitive environment, generally interest rates are primarily based on the individual client's financial condition and performance.

Mitch Cohen, Western Regional Manager, CIT Commercial Services

Interest rates continue to decline as more competitors enter the market. With regards to the industry changing its risk appetite, I would say that it remains consistent from prior periods.

Ron Garber, Executive Vice President and Regional Manager, First Capital Western Region

Our challenge as factors during these times of a healthier economy has brought more competition into our traditional core industries. Potential factoring candidates are rethinking their need for a full factoring facility with the goal of reducing costs by seeking out cheaper bank funding.

If an existing factoring client has beefed up its balance sheet over the past few years, they are in a position to attract multiple offers from top-notch banks that could reduce their borrowing costs anywhere from 150 to 250 basis points. Additionally, they possibly could bring in-house the credit-and-collection function and save the factoring commission.

Most apparel manufacturers today sell to a select group of

large, creditworthy accounts. They have access to an array of economical credit insurance enhancements, thereby shielding them from potential catastrophic losses.

The factoring world within itself remains very competitive. Banks are seeking to expand their business into the middle market, and manufacturers are feeling more confident to go it alone. With that in mind, the only direction interest rates can go is down.



Sydnee Breuer, Senior Vice President, Business Development, Rosenthal & Rosenthal



Mitch Cohen, Western Regional Manager, CIT Commercial Services



Ron Garber, Executive Vice President and Regional Manager, First Capital Western Region



Rob Greenspan, Owner of Greenspan Consult Inc.

Still, opportunities remain available for the independent, non-bank-owned factor that can put together a factoring and financing package that is flexible, timely and less structured. If interest cost is tantamount, then the independent can partner up with a major bank, thereby offering the best of both worlds.

In conclusion, the factoring business remains a viable mechanism for working capital in its core industries. As long as the economy keeps humming along, it will face challenges for market share. By adhering to a disciplined risk policy, factors will survive and be in position to expand their businesses when the banks predictably contract during the next economic downturn.



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Rob Greenspan, President, Greenspan Consult Inc.

Interest rates remain low, and this provides manufacturers with the ability to borrow money against their accounts receivables or inventories at historically low rates.

It doesn't seem that long ago when the going rate was prime plus 3 percent or even higher. The prime rate is still a common index used to calculate interest charges, but today the prime rate is around 3.25 percent as compared to years ago when the prime rate was in the 8 percent to 10 percent range and even higher.

The "percentage plus" amount varies by many factors, but today it can range anywhere from prime plus 0 percent to 3 percent and higher. The financially strong companies typically

able to borrow at 2.25 percent to 3.25 percent.

Kee H. Kim, President and Chief Executive, Finance One Inc.

Factors traditionally determine interest rates based on the financial strength of a client's business and principal's experience and character. Despite overall improvements in the economy, the apparel industry is yet to experience a significant or sustainable growth. With sluggish sales in both retail and wholesale sectors, many apparel manufacturers and wholesalers are financially struggling without a clear indication of foreseeable recovery. The interest rates have gone down in recent years, but this decrease has been attributed to increased competition among factors as well as banks.

With bankruptcy filings by a handful of well-known retailers in just the past couple of years—**Loehmann's** in December 2013, **Dots** in January, **Ashley Stewart** in March, **Coldwater Creek** in April and **Love Culture** in July—risk management has become more important than ever for factors.

Factors are hard-pressed to maintain profit levels with competitive pressure on pricing and increasing write-offs

from the retailers' continued financial difficulty. Since interest rates are already low at this time, I believe that rates are unlikely to go any lower than the current level.

Sunnie Kim, Chief Executive and President, Hana Financial

We believe rates in the marketplace have been steady even though there have been incremental improvements in the general economy. Unfortunately, the apparel and textile industries have not enjoyed the same level of economic progress as some other parts of the economy, and that may

be one of the factors in keeping rates from fluctuating. Actually, the main determinant of movement in our portion of the economy seems to be driven by competition more than any other element.

The level of risk a financial factor or any other lender is willing to take remains subjective. Because each decision is based upon many considerations, in the final analysis each deal will stand on its own merit combined with the risk tolerance of that particular firm.

Robert Myers, Managing Director for the West Coast, Bibby Financial Services

For well-established and growing brands, it has never been better to be a borrower. Interest rates are at their lowest levels in the bank and alternative-receivable finance markets as lenders strive to retain clients.

Due to inconsistent consumer demand over the past 12 months, our clients have been reluctant to seek additional capital providers as future demand is still cloudy. We are even seeing reductions for factoring rates in the traditional factoring market for small- and medium-sized brands that have more access to capital than ever before. As the number of receivable-financing companies increases, demand remains stagnant or below average. We are seeing a reduction in cost to borrowers.

When it comes to risk, in situations where growth is expected nationally year over year, finance companies have had to stretch beyond traditional ratios across all types of collateral values. We are seeing more seasonal over advances and cash flow stretch lends where traditional bank/asset-based lenders wouldn't have ventured.

Given that dynamic of increased risk, factors are forced to stretch even farther with advance rates and ratios and are less reliant on financial performance, helping brands have access to more capital than ever before.

And if your lender borrows at Fed rates, the amount they pay for money is nominal. Today the cost of money is far lower than it has ever been.

With lower interest rates, banks' and factors' profit margins are being squeezed. This can cause them to be more selective to whom they give the best deals. Typically, the

➔ Finance page 14



Kee H. Kim, President and Chief Executive, Finance One Inc.



Sunnie Kim, President and Chief Executive, Hana Financial



Robert Myers, Managing Director for the West Coast, Bibby Financial Services



Don Nunnari, Regional Manager, Merchant Factors Corp.

get the better (lower) rates for borrowing.

Another change that has occurred during the past decade has been for financially sound companies to be able to borrow at LIBOR (London InterBank Offered Rates). This is an index used for shorter-term loans that range from 30 to 90 days. Recently, the 30-day LIBOR rate was .16 percent and the 90 day was .23 percent.

Banks and factors, if their client qualifies, can charge interest at LIBOR plus 2 percent to 3 percent. Therefore, their borrowing rate is now much less expensive than a "prime plus" loan—by almost 50 percent in some cases. Instead of borrowing at 5 percent to 6 percent, financially strong companies might be

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INDUSTRY FOCUS: FINANCE



Dave Reza, Senior Vice President, Milberg Factors



Paul Schuldiner, Managing Director, Business Development, King Trade Capital



Gary Stein, Vice President/Credit Manager, Prime Business Credit Inc.



Ken Wengrod, President, FTC Commercial Corp.

Finance *Continued from page 13*

companies that get the LIBOR rates along with low percentage points added to the index are the ones that have less risk.

Most lenders want to be rewarded for the increased risk they take. If you are a highly leveraged company, or you are selling to high credit-risk retailers, or even if you carry some excess inventory, which causes a slower turn of money, you might be deemed as a higher risk and have to pay more for your money. The less risk the lender assumes, the lower your cost of money.

Don Nunnari, Regional Manager, Merchant Factors Corp.

We didn't raise interest rates during the recession. Our interest rates are among the most competitive in the industry.

Our risk appetite and our full commitment to our core apparel business remain very strong and has never wavered. We are seeing more opportunities to factor apparel companies that need typical advances against their accounts receivables and instances where companies need additional financing for inventory purchases or seasonal over advances.

We are always available to meet these prospects and learn about their business and their financing requirements. Our goal is to find a way to do the deal if it makes sense. It always has and always will start with the people looking for the financing. If we believe in the people, the deal usually gets done.

Dave Reza, Senior Vice President, Milberg Factors

Interest-rate indexes such as prime and LIBOR have been stable for some time. The pricing above (or in some cases below) these indexes reflect both the market conditions and competitive environment. After the economic meltdown in 2008, interest-rate spreads rose. Suffice to say, as the recovery has progressed and financial markets stabilized, rates have fallen.

While the market conditions will reward or impact all borrowers, specific deal rates still reflect the underlying transaction risk as perceived by a lender. To the extent the risk is higher, the spread above prime or LIBOR will increase (or there will be less below prime and LIBOR pricing). Of course, in an improving economy, competitive pressures will allow all borrowers to get a better rate than their financial standing may warrant.

While pricing has fallen overall, I believe that most lenders, especially those servicing the core apparel/textile markets, are not taking on as much unsecured/under-secured risk as they did pre-2008.

Of course, having said that, a good factor or bank is always willing to accept more risk with principals who have demonstrated a high degree of integrity and good operating skills.

Paul Schuldiner, Managing Director of Business Development, King Trade Capital

This has been, and, in the short term, will continue to be, a borrower's market with respect to rates and, unfortunately, sometimes structure.

There is tremendous liquidity available in the credit markets. That said, it is imperative for an apparel company to align itself with a factor as well as a purchase-order financier that is highly experienced in the industry and who understands the seasonality as well as the business cycle.

As we have seen throughout history, cycles can change quickly. It is vital to have a financing source that provides not only capital but consultative structuring advice for the apparel entrepreneur, whether it be in good times or when there is a downturn.

Gary Stein, Vice President/Credit Manager, Prime Business Credit Inc.

With the myriad of positive reports recently, ranging from an eight-year low in jobless claims to a spike in mortgage activity, we are cautiously optimistic approaching the second half of 2014. Durable-goods orders and retail performance continue to outpace projections. However, many small-business operators are reluctant to take on new debt, citing concerns over creditworthiness and cost of credit.

As the retail market's dynamics continue to improve, it stands to reason that we will be presented with opportunities to finance more robust and aggressive deals, without compromising credit-quality protocol. The economy still has a lot of room to grow, and we believe our industry will react in kind. We are closely watching the Fed, but we are not anticipating any rate hikes until more stable and sustainable improvement is shown.

The key to success lies in seeking out these qualified candidates and providing our best product in this highly competitive market.

Ken Wengrod, President, FTC Commercial Corp.

While the economy has slowly improved over the last two years, smart companies have maximized their revenue by shaving off unnecessary expenses and improving productivity and margins. These operators have made their companies financially stronger and less dependent on the whims of lenders.

Factors charge interest rates according to risk and reward. Therefore, the more leveraged a company, the higher the borrowing costs. The same holds true for customers' credit quality. By and large, default rates at retail have been steadily declining.

Factors' risk appetite has improved due to the general credit stability of retail customers and because clients are running tighter operations. Factors are still focusing on the character of the owners, whether they have the right merchandise (orders on hand) along with proper margins.

They also like to see streamlined operations with the ability to execute. The companies that fall into these categories will have lenders supporting their growth and accelerating the companies' working capital. ●



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Kingpins LA Continued from page 1

Tung said he was getting a strong reaction to the Yogo, the company's new stretch denim development that combines the look of a five-pocket jean with the comfort of athletic apparel.

"It's all about ath-leisure, comfort and softness," he said. "It has to have power stretch."

Yogo fabrics can be washed and treated like traditional denim, Tung said.

"In Kingpins in New York and Amsterdam, people were loving it," he added. "The hand feel is super."

For customers looking for denim for traditional five-pocket styles, Kurabo was showing lighter-weight fabrications with a softer hand.

Charles de Torre has exhibited at Kingpins with a previous company, but this season he returned to show print developments from Los Angeles print house **Cadfab**. In addition to saturated floral and botanical prints on denim, de Torre showed prints on

in womenswear, but we're also seeing some interest in menswear," Hegedus said.

On the first day of the show, more than 80 attendees turned out, which makes the Los Angeles show one of the smaller shows in the Kingpins lineup, which includes New York, Hong Kong and Amsterdam, Kingpins' newest show, which bowed in May.

Kurabo's Tung, a longtime Kingpins exhibitor, acknowledged the difference between the New York and Los Angeles shows.

"Compared to New York, there's a big contrast, but in LA, I don't expect a lot of customers," he said.

For Cadfab's de Torre, the attendee turnout included the right buyers for his new fabric developments.

"This show is not about quantity, it's about quality," he said. "If you have one or two serious people, you had a successful show. Especially a show like this, it's invitation-only and very exclusive."

Kingpins founder Andrew Olah said the reason he scheduled the Los Angeles King-



DENIM DEVELOPMENTS: Among the new developments shown at Kingpins was high-contrast denim made with an eco-friendly finish that does not use formaldehyde or potassium permanganate, shown at the Lycra booth; Kurabo Denim's Yogo stretch denim, which combines the look of a five-pocket jean with the comfort of athletic apparel; denim canvas from Blue Farm Denim; and floral-printed denim by Cadfab.

leather, cashmere, silk and linen.

"We can supply the fabric, but most people love their own fabrics, so they can bring them to us and fall in love with me," de Torre said.

Lycra, which is a Kingpins show sponsor, was also on hand with several of its latest developments, including low-impact treatments for stretch denim developed by Italian mill **Candiani Denim** and Italian denim treatment specialists **Garmon Chemicals**. Results included a black denim sample with a "Galaxy" technique that looked like a field of stars and low-cure resin patches on the knee. Jean Hegedus, the marketing director for **Invista**, the maker of Lycra and **Coolmax** fibers, was also showing denim with an eco finish that does not use formaldehyde or potassium permanganate but still gives the finished product a high-contrast look.

Lycra's stretch and recovery fiber **DualFX** continues to be popular, as is knit denim, Hegedus said. Invista is also seeing more interest in its Coolmax moisture-management fiber, as well as companies that are pairing Coolmax fibers with **Thermore**, a hollow-core insulating fiber manufactured by an Italian fiber maker.

"We're seeing a lot of renewed interest in **X-fit Lycra** with four-way stretch—more

pins show for July is because it falls after the Kingpins show in New York, which is a good time for the New York denim market.

"We thought [the two shows] had to be at about the same time as a convenience for the exhibitors," he said. "But too many of my Los Angeles brands said in July, they are busy producing their lines for the upcoming trade shows."

Kingpins skipped its Los Angeles show in January to prepare for the Amsterdam launch, which was part of a four-day celebration of denim called **Denim Days**. The first two days focused on the business-to-business side of the market with the Kingpins trade show while the last two days were consumer-focused with pop-up shops, workshops, a marketplace, parties and events.

Olah said the turnout in Amsterdam was a success that drew industry insiders and denim fans, who lined up to attend events.

"I'm looking forward to future opportunities here in Los Angeles to make the show even more compelling," he said.

That could mean a change in timing, Olah said. "We're going to try to do Denim Days here like in Amsterdam and engage other elements of the denim industry," he said. "Our target date is September 2015. All things are on the table for discussion." ●



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TRADE SHOW REPORT

Colombia *Continued from page 1*

Colombian designers as well as a few international designers, such as Spaniard Custo Dalmau, the force behind the **Custo Barcelona** label.

For the second time in its history, the apparel show incorporated a mass fashion market known as **Moda para el Mundo**, a relatively new show that had been competing with Colombiamoda.

With free-trade agreements in effect with a number of countries, Colombiamoda subsidized travel for some 631 international buyers.

In total, there were more than 61,000 visitors to the three-day show, with 7,024 national buyers attending as well as 1,552 international buyers. Some 132 buyers came from the United States from companies such as **Bebe Stores Inc.**, **Lily Pulitzer**, **Under Armour** and **Zumba Fitness**.

One first-time buyer was Abdul Danishwar,

becomes simple because this is not a time-sensitive product, and everything is done in Colombia. Wholesale prices for the finished product are about \$17."

Many international buyers were sourcing for lingerie produced at the country's numerous lingerie factories. Paloma Jonas and Whitney Brown, who recently started up an online lingerie line called **Valentine NYC**, started sourcing their first products in Medellín after they met a lace house they fell in love with. This was their first trip to Colombia in search of more lingerie factories. "We are very picky, and we like to be in control of the product," said Brown, who is based in New York and works as a fashion model, as does Jonas.

Jonas recently moved from New York to Los Angeles after becoming engaged to "General Hospital" actor Jason Thompson, who has been in the soap opera for several years. Jonas takes care of the production side of the new lingerie line, which caters to smaller-busted women who like feminine lace bras, bralettes



SHAPELY JEANS: Models from Joy Staz denim wear, a Colombian company, show off some current styles.



GRAPHIC DESIGN: Tattoos were being given at the Lee Cooper booth at Colombiamoda.



COLORFUL GEAR: Los Angeles handbags company Nicole Lee USA was showing for the first time at Colombiamoda. The line is designed by Suzy Han, left. The company president is Samuel Lee, right.



COLOMBIAN SWIMWEAR: Maria Mercedes from Onda de Mar, which has a store on Robertson Boulevard in Los Angeles, shows off one of the more popular swimsuit styles for the U.S. market.

whose design studio is in the heart of the **Los Angeles Fashion District**. His 2-year-old company, **3D-Moda Inc.**, is developing three labels: a menswear line called **Alan Dane**, a womenswear line called **Sitara** and a childrenswear label called **HanfulKids**.

Currently, he is producing shapewear and yoga wear in Peru, where he has attended **PerúModa**, the annual Peruvian fashion fair in Lima. He thought he would check out Colombia for sourcing possibilities, but he was disappointed. "The prices are elevated," he said. "They are almost equivalent to what I could get in Los Angeles. I went to a factory where the export price of blue jeans I was quoted was \$35 without the cost of shipping."

However, he did come away with the exclusive distribution rights for a line of sportswear made with UV-protection fabric. The clothing—which includes surfwear, skatewear and childrenswear—is made by **SOP Biker**.

"Product with UV protection is in demand, but there isn't enough supply of it in Los Angeles," Danishwar maintained. "Sourcing



REAL FUN: Colombian company Real Denim had fun with visitors by photographing them in a cardboard frame.

and panties that retail for \$38 to \$52.

The pair tried sourcing in China, but there was a lack of communication and the factories had high minimums of at least 1,000 pieces, as opposed to Colombia, where minimums for lingerie were around 350 to 400 pieces and the cost to produce and

ship a lace bra is close to \$15.

Tariff walls

Colombia has had a free-trade agreement with the United States since 2012. In 2013, Colombia exported \$267.1 million in apparel and textiles to the United States, a nearly 7.5 percent increase over the previous year.

But the South American country still is very involved in producing clothes for the domestic market rather than the export market.

Carlos Eduardo Botero, the president of **Inexmoda**, which organizes Colombiamoda every July and its textile equivalent, **Colom-**

➔ Colombia page 17

The Influence: Celebrity Style, Millennial Shopper

Fashion enthusiasts often turn to celebrities and musical icons for style reference. And in a time and age when a majority of shopping is done over the Internet, it seems a sensible idea to combine the two elements and establish a shoppable celebrity-style database.

Newly launched e-commerce site **The Influence** uses celebrity images and makes their outfits accessible by a simple click of a button.

Created by Heather Catania, a former executive producer at *Nylon*, and Brian Ludlow, the site was created to “eliminate the fractured experience of shopping influencer style. ... Millennials want to make empowered purchases. We are driving content to commerce. Our culture is obsessed with **Instagram**, **Just Jared** and celebrity street style across **Pinterest**, but there is no one destination where these looks are tagged and available for purchase. The Influence is that one-stop shop,” Catania said.

The Influence had a soft launch on July 18 but will officially debut on Aug. 8. The Influence interface offers an easy navigation system and intuitive platform, lending itself to an authentic shopping discovery. The site launched with more than 450 content posts and over 100 featured Influencers, including Alexa Chung, Beyoncé, Alessandra Ambrosio, Rashida Jones, Elle Fanning and Amanda Seyfried.

The functionalities of the site are pretty straightforward. “The Influencer experience is tailored to fulfill and adhere to each user’s unique interests, allowing them to subscribe to the specific influencers they want to follow, as well as sign up for dedicated e-blasts and weekly newsletters,” Catania said. The Influence team will update its audience with reports on exactly what influencers are wearing head-to-toe and provide direct clicks so users can purchase the exact items they covet (or more accessible alternatives). Visitors can search and shop by several topics such as influencer, trend, product or occasion, all of which are integrated seamlessly into editorial and video content, Catania said. The shoppable videos will also be in tutorial form where viewers can purchase items used.

There is a social-media component to the site where visitors are encouraged to engage with other media such as Instagram. This fall, the site will launch an interactive feature in which users will have a profile and their own “board,” where they can save looks and share their influencer boards with other users.

The Influence’s shoppable videos were

created by the company **Revelens**. Viewers can bookmark items without interrupting the viewing experience, enabling them to browse every look before clicking through to make purchases after it ends, Catania said.

As an opener, they partnered with denim line **DSTLD** and collaborated with Courtney Trop on a digital lookbook/photoshoot that will be in constant flux with other guests. “We love DSTLD because they have really embraced such a unique e-com element that focuses on convenience. When you buy a pair of jeans, DSTLD will send multiple sizes to make sure the fit is perfection. This alone shows that they really care for their customer, which really says something about their brand integrity,” she said. The Influence will be pairing them with a rotation of bloggers and editors where they will create custom content.

This month, they will be featuring Angel Haze, Rumer Willis and Phoebe Tonkin and will also be launching a men’s vertical division this fall, as well as a “Beauty Section” within the site.

The Influence team has a rich history in fashion.

Catania spearheaded The Influence company with years of experience under her fashion belt. As a teen, the New York native took her first step into the industry as a fashion media intern at *Paper Magazine*. “I literally stalked the intern coordinator [at *Paper*] until she hired me and worked there through college in between attending **The Art Institute of Chicago** and **Central St. Martins** in London. My first [official] job was at *Nylon* upon turning 21,” she said.

Catania has worked with *Jane*, *Harper’s Bazaar* and *Elle* and produced and cast fashion editorials for *The New York Times*, *T Magazine*, *Italian Vogue*, *GQ*, *In Style*, *Teen Vogue*, *Details*, *i-D*, *Dazed & Confused*, *Another Magazine*, *Vogue Japan* and *Ten*. She has also created branded advertising and viral social campaigns for **Marc Jacobs**, **Theory**, **Alexander Wang**, **Nike**, **Diane von Furstenberg** and retailers **Urban Outfitters** and **Bloomingdale’s**.

“We have an editorial army comprised of media-industry veterans from *Nylon*, *Vogue*, *Refinery29* and *Who What Wear*,” Catania said. “Combining their knowledge, experience and know-how, we are lucky to say we have the fashion media dream team who are responsible for creating a comprehensive [site] that has broken the mold of style-icon-influenced shopping.”—Sarah Wolfson

TRADE SHOW REPORT

Colombia *Continued from page 16*

biatex in January, said that for every \$8 of clothing produced in the country, only \$1 is exported. One-quarter of that export goes to the United States.

In recent years Colombia has been inundated with a wave of undervalued Chinese apparel that was crossing over from neighboring Panama and infiltrating the country. In 2012, apparel imports rose 25 percent to \$843.4 million, compared with the previous year.

To combat the cheap apparel and protect its industry, Colombia in March 2013 hiked its tariff rates on apparel, textiles and footwear. The one-year law, which was recently extended for another two years, imposes a double tariff. There is the principal 10 percent tariff, and then there is an additional \$5 per kilo (2.2 pounds) tariff on clothing that costs less than \$10 a kilo. Footwear is subject to an additional \$5-a-pair tariff.

President Juan Manuel Santos, who flew in from the capital city of Bogotá to open the fair,

noted that the double-tariff system is working. “We need to eradicate this informal sector,” he said.

Fortunately for the Los Angeles handbag line **Nicole Lee USA**, the new tariff doesn’t affect purses or accessories. The company had a first-time booth at the fair to publicize its six distributors in Colombia. On hand were Samuel H. Lee, the LA company’s president; Suzy Han, the line’s designer; and Min Lee, the company’s chief operating officer.

Their booth—filled with cute and colorful handbags, backpacks, shoes and accessories geared to teens and young women—was mobbed with people taking pictures of their cleverly designed goods that wholesale for \$38 to \$45 before a 16 percent tariff. Everything is made in China.

“Latin America is becoming very strong for us,” Min Lee said, noting the company turned to a distribution model two years ago to grow international business. “It’s so rewarding to see the reaction from our customers here. We will be coming back.” ●

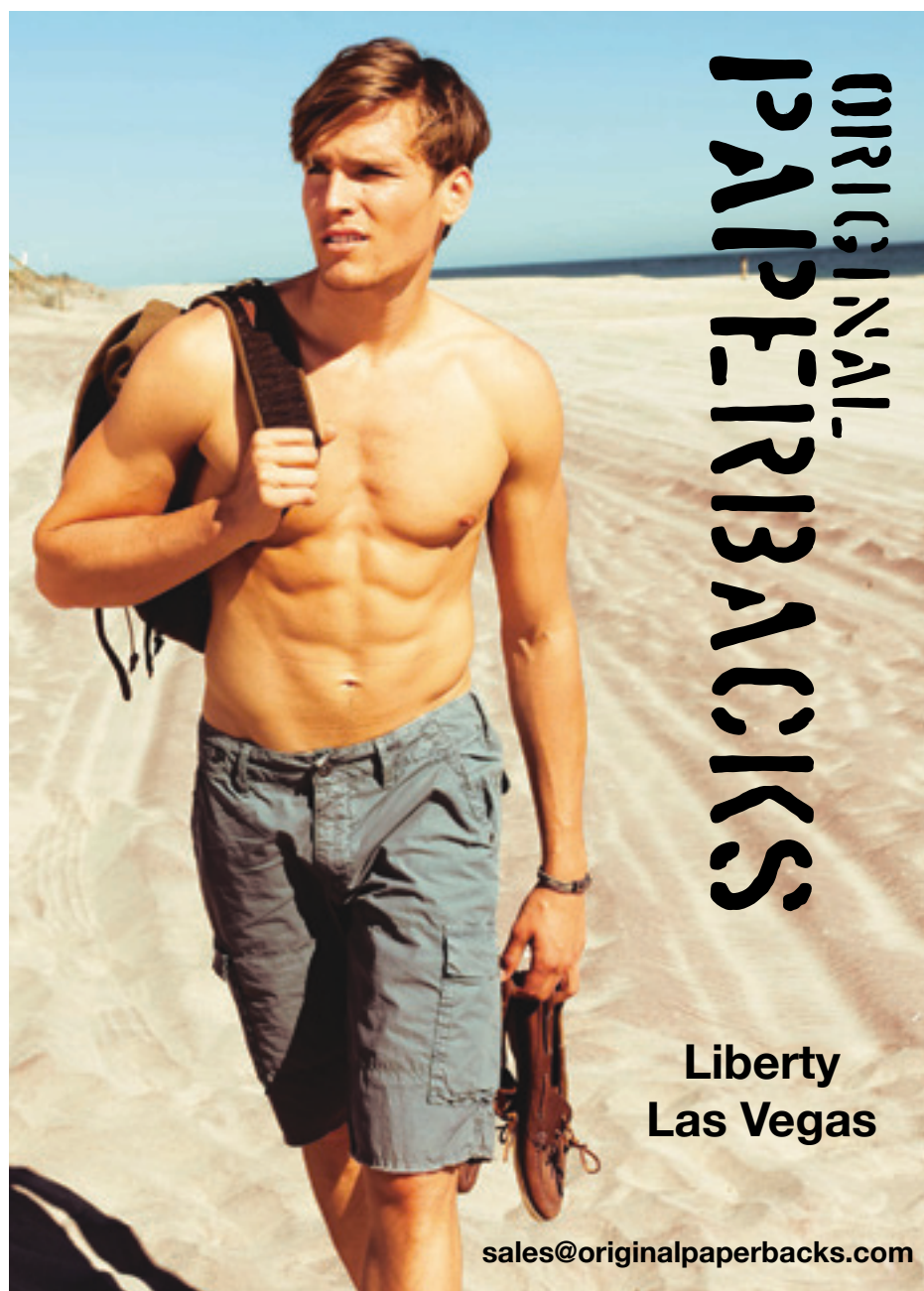


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their business. “Your chances of success are exponentially better,” Riordan said, when people are aware of how to protect themselves and their business. “If you know enough to ask the right questions, I’ve done my job,” she said.

An example of the importance of increased awareness would be two best friends who go into business together without hammering out a written agreement planning for various paths the company might take in the future. Some might think of such an agreement as planning for failure, but Riordan said it should be thought of as the opposite. She described the scenario as “What happens if we become super-successful and one of us wants to leave and the other wants to keep working?”

For the attorneys attending, the seminar was an opportunity to learn more about the fashion industry itself. “If you don’t understand the industry, you’re not going to be the best [lawyer] you can be,” Riordan said. A big example, she said, is the importance of filing for trademark protection well in advance, which is the opposite of other industries. But because of the nature of the fashion industry, trademarks are, in general, more applicable than copyrights or patents for fashion, she said.

The U.S. Patent and Trademark Office defines a trademark as “a word, phrase, symbol and/or design that identifies and distinguishes the source of the goods of one party from those of others.” Ironically, the theoretical purpose of a trademark, Riordan said, is for protection for the consumer, not the business itself—so that the consumer knows whom to sue if something goes wrong.

Unlike a trademark, the theoretical purpose for a copyright is to protect the creator by giving an incentive to create. (The U.S. Copyright Office says a copyright is for “original works of authorship fixed in a tangible medium of expression.”) However, Riordan said, there are “so little” things that copyright law covers in fashion. (Jewelry and belt buckles have copyright protection because they’re separable, she said.)

Patents, which are property rights specifically for an invention, are rare in fashion, although handbags and shoes are more likely to acquire them, Riordan said.

When designers are creating their brand, they should be thinking about trademark implications and be aware of how the mark might be problematic in another country, said Deborah Greaves, founder of **Label Law** and former general counsel at **True Religion**, who led one of the presentations. With a global economy, “the days are gone when you can bench your success solely on [presence] in the United States,” she said. “When you adopt a mark, it’s important to think of a global application. Some words, such as ‘Buddha’

various Internet search engines. The characters that the Chinese trademark office were initially using to identify “True Religion” translated to “True Organized Cultish Belief” in English. Greaves argued that Internet search results showed that Chinese consumers who were writing about True Religion online were using characters that translated to “True Belief.”

“We were running out of options. We had to go outside the box,” Greaves said.

Think globally

Another example of the importance of not getting caught off-guard: You appear at a trade show with your new brand and later attempt to register your trademark in Korea—only to find out that somebody walking the show floor already registered your trademark.

“You have pirates who walk trade shows. It’s a pattern. It’s a business. They hold your trademark hostage, and they sell it to you,” Greaves said. “It’s the same with China—and sometimes even worse. They have first-to-file rules,” she said. At this point, it would take money and time to fight it. “It’s easier and relatively cheaper to just file overseas in the first place.”

Companies that don’t have a strategic plan in advance for IP registration overseas are giving themselves a “big problem,” according to Greaves, especially considering the global economy.

Plus, having overseas IP registration helps build brand value, Greaves said, and can even help avoid problems with potential investors. If a company has pending IP lawsuits overseas, she said, “nobody wants to buy into that.”

Companies should plan ahead far in advance—“as soon as you think of launching your brand,” according to Riordan—and consider both distribution and manufacturing when putting together the list of countries in which to apply for trademark registration. Generally, Greaves and Riordan said, the list of possibilities should include the U.S., Korea,

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Staci Riordan (left), director of the Fashion Law Project at Loyola Law School, and Deborah Greaves (right), founder of Label Law and former general counsel at True Religion, gave presentations on intellectual property at the law school’s first Summer Intensive Fashion Law Program.



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China, Mexico, Japan, Australia and the European Union.

"It's really disheartening to build up a brand in the U.S. but you can't sell it in the EU because someone already registered it there," Greaves said. "Infringement laws in Europe are very strong. They're even stronger than the U.S."

Therefore, even during the early stages of developing a brand name, check overseas in advance to see which names have already been registered.

hotbed for counterfeit." If you plan on manufacturing in Haiti, India, Bangladesh or Colombia, apply for registration in those countries far in advance.

Greaves also pointed out the importance of planning for contingencies. Even if you don't have any plans on selling or manufacturing in China, you should still strongly consider filing a trademark application there just in case.

"China is rife with problems for the apparel industry," Greaves said, but trademark registration can help.

True Religion was able to get Chinese authorities to conduct raids of factories making counterfeit merchandise because the company had the proper trademark registration with the Chinese government, she said.

Likelihood of confusion

When it comes to evaluating actual claims of trademark infringement, U.S. courts use the test of "likelihood of confusion" among consumers. Riordan cited **AMF Inc. v. Sleekcraft Boats** as a set of standards for "likelihood of confusion" used by the U.S. Court of Appeals for the Ninth Circuit (which includes California) and **Polaroid Corp. v. Polarad Elect. Corp.** as the standards used by the U.S. Court of Appeals for the Second Circuit (which includes New York).

Riordan also cited **Qualitex Co. v. Jacobson Products Co. Inc.** as a key U.S. Supreme Court decision from 1995 regarding the use of color in trademarks. Qualitex manufactured dry-cleaning pads in a specific shade of green gold and sued rival company Jacobson Products after it began using a similar shade on its own press pads. The Ninth Circuit had ruled against Qualitex's claim of trademark infringement, saying that color alone does not meet the requirements for a trademark. However, the U.S. Supreme Court disagreed,

saying that the shade of green gold identifies and distinguishes the goods from those from another company. In addition, the U.S. Supreme Court said that the color was a nonfunctional element to the use of the product. (Certain features of a product that contribute to the actual function of the product might not be eligible for a trademark, according to U.S. law.)

A more recent and fashion-related example of the trademarking of color that Riordan discussed was the saga of **Christian Louboutin's** lawsuits against **Zara** and **Yves Saint Laurent** regarding the use of red on the soles of their shoes. Riordan discussed two reasons for why the Louboutin company did not get the results it was looking for in court. First, Louboutin himself didn't emphasize that the specific reason his company used red on the soles of its shoes was to distinguish the brand from others, a key principle of trademark law. And, besides, Riordan said, it is unlikely that a consumer would mistake the Zara shoe for a Louboutin shoe, even with the red soles. "He didn't pick a very good target," Riordan said.

Second, according to Riordan, Louboutin said in a deposition that he believed the use of any shade of red—not just his specific red—on the sole of a shoe should be considered a violation of his trademark.

On the other hand, **Tiffany & Co.** has a trademark specifically for its shade of blue because the shade is extremely specific. (It's produced as a custom color by **Pantone**, with a specific Pantone number, exclusively for Tiffany.)

The two lessons, Riordan said, are to pick your battles wisely and to be specific in your trademarks. If Louboutin's trademark had been more specific, Riordan said, "it might have come out differently."

Other topics in Loyola's Summer Intensive Program included employment law, importing and exporting, advertising and social media, licensing, building brand value, and the use of celebrities. The legal categories that apply to fashion obviously already exist as their own (such as intellectual property, employment, contracts, etc.), but Riordan sees a specific niche for fashion law continuing to be developed at law schools and in the legal community. "It's going to be like entertainment law in the next 20 years," she said.

For more about the Fashion Law Project, visit www.lls.edufashionlaw.com.



Attendees at the week-long Summer Intensive Fashion Law Program included designers as well as attorneys. Pictured first row, fourth from left, is Staci Riordan, director of the Fashion Law Project at Loyola Law School. Pictured back row, far left, is Loyola Law School Senior Associate Dean Sean M. Scott.

"It's expensive, but it's worth it," she said.

When it comes to protecting your brand name, anti-counterfeiting should be proactive, not reactive, Greaves stressed, pointing out **Apple** as a company that has been extremely proactive in its international IP protection.

"Their portfolio [of international trademarks] is vast," she said.

Also consider filing early in Russia because, according to Greaves, that country's organized crime has created a "real



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

Keylin Inc.

312 E. Jefferson Blvd.
Los Angeles, CA 90011
(323) 232-6700
Fax: (323) 232-6858
Support@KeylinInc.com
www.KeylinInc.com

Products and Services: Keylin, Inc. is a company organized to design, manufacture, and market fasteners for the aviation, construction, garment, leather, medical, and oceanic industries. This Los Angeles-based company serves as a distribution center that provides immediate delivery of goods to customers. Keylin offers a vast variety of hardware to the global market. The company specializes in custom-built, made-to-order product lines that satisfy the customers' needs. Keylin is proud to become the Mid- and Western Regional Distributor of the world's leading premium fashion zipper manufacturer, Riri Zippers of Switzerland. To date, Keylin has a stock collection of #4, #6, and #8 metal zippers available in 5-metal teeth colors and 7 tape colors. This provides a vast array of 105 different combinations of items to satisfy the customer's creative demand. To enhance Keylin's operation as Riri's Regional Distribution Center, Keylin has an on-site Riri machine from Switzerland to allow on-site custom jobs enabling zipper customization that closely matches the original factory specification. Keylin may also accept orders for production from Riri's Swiss plant that can be shipped anywhere in the world where customers may desire. The success of Keylin, Inc. as a leader in its line of trade is indicative of the effectiveness of the company's philosophy and goal.

LAmade Clothing

1213 E. 14th St.
Los Angeles, CA 90021

(213) 688-9790
Fax: (213) 688-8869
www.lamadecllothing.com
info@lamadecllothing.com
Products and Services: Founded in 2004, LAmade creates the classic, feminine items that can evolve with any wardrobe. Perfect basics and novelty pieces are designed with attention to fit and details, emphasizing impeccable quality and modern sophistication. The LAmade brand includes women's, maternity, kids', and baby apparel. LAmade can be found in over 1,000 boutiques worldwide; select retailers such as Nordstrom and Lord & Taylor; and online retailers including Pipetime, Revolve Clothing, Amazon, and Zappos. For the latest news and upcoming market dates, please email us.

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Fax: (770) 422 1503
www.lectra.com
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Santa Monica, CA 90404
(310) 857-7558
(877) 554-4834
cs@MAGIConline.com
www.magiconline.com
Services: MAGIC is the largest global marketplace for contemporary men's and women's apparel, footwear, accessories and sourcing resources—and the world's most comprehensive forum for fashion buyers and brands. Every February and August, the industry convenes

in Las Vegas for connection, inspiration and to shop a portfolio of 10 expertly merchandised and curated shows across every category, trend, and price point. With more than \$200 million in orders written daily, MAGIC fuels the business of fashion. Held at the Las Vegas and Mandalay Bay Convention Centers, the upcoming show dates are August18–20, with SOURCING at MAGIC opening on the 17th. Visit magiconline.com or call (877) 554-4834 for more information.

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Los Angeles, CA 90017
(213) 347-0101
Fax: (213) 347-0202
www.merchantfactors.com
Contact: Donald Nunnari, regional manager
dnunnari@merchantfactors.com
Products and Services: Merchant Factors Corp., conveniently located near the garment center, offers traditional non recourse factoring credit. Our local management team offers very quick responses to all inquiries and flexibility to meet our clients' needs. Established in 1985 with offices in Los Angeles and New York, we pride ourselves on strong client relations.

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www.milbergfactors.com
dreza@milfac.com
Contact: David M. Reza, SVP Western Region
Products and Services: Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A partner of our firm manages every client relationship. Our 70-year track record in the core factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff.

The New Mart
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(213) 627-0671
Fax: (213) 627-1187
www.newmart.net

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

Original Paperbacks
4879 Fruitland Ave.
Vernon, CA 90058
(323) 973-1801
Sales@originalpaperbacks.com
www.originalpaperbacks.com
Products and Services: Original Paperbacks is an American fashion brand that creates casual, classic, and functional clothing with an eye on relaxed style. We started with a premium short called St. Bart's and have duplicated its success across a comprehensive offering of premium shorts, khaki pants, T-shirts, and sweaters for men and women. Based in Southern California with a nod to the East Coast mindset, we have a laid-back sensibility that has drawn the attention of stores and customers across the globe.

Philips-Boyne Corp.
135 Rome St.
Farmingdale, NY 11735
(631) 755-1230
Fax: (631) 755-1259
www.philipsboyne.com
sales@philipsboyne.com
Products and Services: Philips-Boyne Corp. offers high-quality shirtings and fabric. The majority of the line consists of long-staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, Oxfords, dobies, voiles, Swiss dots, seersuckers, gingham, flannels, and more. Exclusive broadcloth qualities: Ultimo®, Corona®, and Superba®. Knowledgeable customer-service team, immediate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations.

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

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Info@progressivelabel.com
www.progressivelabel.com
Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers. Another important part of our business is FLASHTRAK, our online ordering system for price tickets. It's a great tool for placing and tracking price ticket orders and will soon be expanded to include custom products and care labels.

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West Coast: 21700 Oxnard St., Suite 1880,
Woodland Hills, CA 91367
(818) 914-5904
Fax: (818) 710-7868
www.rosenthalinc.com
sbreuer@rosenthalinc.com
Contact: Sydnee Breuer
Products and Services: Celebrating our 75th year as an independent, family-owned factoring company with a large focus on the apparel industry, Rosenthal & Rosenthal understands our clients' business and is able to cater to the needs of our clients, including prompt turnaround on requests, flexibility in structure, and a user-friendly state-of-the-art on-line client system. Services include factoring, credit protection, collection, cash application, lending services, and letters of credit. We were established in 1938, and 75 percent of our clients are apparel-related.

Surf Expo
www.surfexpo.com
Contact:
Nikki Houston-Duroe
Category Manager
(678) 781-7953
nikki.houston@surfexpo.com
Surf Expo is the largest and longest-running boardsports and beach/resort lifestyle trade show in the world. Produced in January and September, the show draws buyers from specialty stores, major resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America and around the world. Surf Expo features approximately 2,500 booths of apparel and hardgoods and a full lineup of special events, including fashion shows, annual awards ceremonies, and demos. The show attracts more than 27,000 attendees and was recently honored by being named Fastest 50 by Trade Show Executive in three categories: growth in attendance, number of exhibitors and net square footage. Surf Expo will be held Sept. 4–6, 2014, at the Orange County Convention Center in Orlando, Florida.

Twins Pleating & Stitching
3659 Whittier Blvd.
Los Angeles, CA 90023
323-268-2955
Fax 323-268-2463
www.twinspleating.com
contact: Tony Gomez
contact@twinspleating.com
Products and Services: Twins Pleating & Stitching provides a wide variety of services ranging from unique stitches to custom pleating. We offer a 24 hour sample turnaround and are well equipped to produce domestic production, with no minimums. With over 30 years of experience in the fashion industry, Twins has created a company dedicated to customer satisfaction. We have become the leader in novelty products and proudly produce all of our work in Los Angeles. From heat transfers to smocking, there is no need to go overseas when it can all be done with pride, in a promptly and most importantly quality manner, here at home.

Wells Fargo Capital Finance
333 South Grand Ave., Suite 4150
Los Angeles, CA 90071-1504
Contact: Wes Takeuchi
(213) 443-6030
Wes.Takeuchi@wellsfargo.com
www.wellsfargocapitalfinance.com
Products and Services: Wells Fargo Capital Finance has a large and diversified portfolio of more than 2,300 clients with loans outstanding in excess of \$27 billion. We offer traditional asset-based financing, specialized senior secured financing, accounts-receivable financing, purchase-order financing, and supply-chain financing to companies throughout the United States. Our Retail Finance, Trade Capital, and Purchase Order Finance teams have years of experience working with apparel companies. We are part of Wells Fargo & Co., a diversified financial-services company with \$1.3 trillion in assets, 9,000 stores, and 12,211 ATMs and the Internet across North America and internationally.

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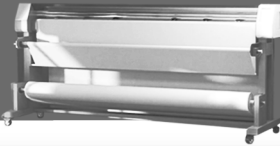


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E mail resume and salary history to:
hrapparelwarehouse@gmail.com.

Samsung C&T America in Commerce, CA ENCAD OPERATOR

Operate 2 sublimation and 1 direct dye Mimaki machine. Prioritize and manage Encad projects. Match colors, create/correct repeats, fix designs. Communicate with studio and sales teams. Manage inventory and troubleshoot issues to reduce downtime. 5yrs encad experience. Proficient with Ned Graphics & Photoshop. Email resume to recruiting@scta.samsung.com

CUSTOMER SERVICE REPRESENTATIVE

Multi-Division apparel firm is seeking an exp. Cust. Svc Rep to support our expanding contemporary product lines. Min. 3 years exp with major apparel customers is req. Excellent skills in Excel and Word are a must. Must be very organized, detail-oriented, and able to work with a min of supervision.

Send resume with salary history to:
Tom Stevenson
MGT Industries, Inc.
13889 S. Figueroa Street
Los Angeles, CA 90061
E-Mail: t Stevenson@mgtind.com

TECHNICAL ILLUSTRATOR

Multi-Division women's sleepwear firm has immediate opening for an experienced Technical Illustrator to support our design & merchandising team. Must have strong Photoshop/Illustrator/Excel skills and excellent CAD drawing skills. Must understand garment construction and be able to apply POM's and Specs of garments to Tech Packs. Experience working with oversea mfg. Must be able to work with minimum supervision and be very detailed-oriented.

Send resume with salary history to: Emily Luna
MGT Industries, Inc.
13889 S. Figueroa Street
Los Angeles, CA 90061
Fax: (310) 538-1343
E-Mail: eluna@mgtind.com

BAILEY BLUE: SALES EXECUTIVE

LA-based Junior Dress Manufacturer is seeking a dynamic Sales Executive to join their sales team. This is a great opportunity for a, performance-driven individual who has a strong background working with Junior specialty chains and major department stores. Business savvy; and strong knowledge of current juniors trends

Please submit your resume for consideration to:
baileybluehr@gmail.com

Jobs Available

s a n c t u a r y
CLOTHING

SALES ACCOUNT EXECUTIVE

Sanctuary Clothing is seeking a junior west coast sales account executive to be based in our LA showroom. Must have experience working in contemporary women's apparel. Drive sales to reach and exceed sales goals. Strong organization and communication skills required. Ability to multitask. Experience in the off price market is a plus.

Email resumes and salary requirements to
erica@sanctuaryclothing.com

Product Development

Sunsets Inc. is seeking a highly motivated and organized individual to join our team. Ideal candidate will assist product development manager from initial tech pack development through bulk QC. This position requires excellent communication skills with foreign vendors, domestic partners and sample room. Must have general knowledge of stretch fabrics, construction, grading and fit. Swimwear experience desired. Microsoft Office and Adobe Illustrator skills required.

anne@sunsetsinc.com

CUSTOMER SERVICE REPRESENTATIVE

PVH Neckwear in Los Angeles

Highly organized individual with strong attention to detail. Must have experience with EDI Purchase Orders that includes management of major department store orders. Must be familiar with the Purchase Order process. Computer proficiency in Microsoft Office with knowledge of Royal4 or other ERP systems.

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Please email resume to: TheresaHernandez@PVH.com

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Juniors clothing company in the Los Angeles area (90021) looking to fill customer service position. Must have proficient AIMS & EDI experience. Must have Walmart & Target experience as well as other majors. Experience with item set up for Walmart, Target & Sears is a plus. Must be detail oriented, organized and have a strong work ethic.

please send resumes only to
applicants112004@gmail.com

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We are seeking Associate Designer for Contemporary Dress division. Ideal person must have 2-3 recent yrs exp. in Dresses. Must be exp. in all aspects of design that includes sourcing fabric, trim, sketching with illustrator, and trend research. Must be able to meet deadlines and be extremely organized.

Send resume to hr@swatfame.com

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LA's largest knitting mill seeking Production Assistant for busy Account Executive.

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Karen Kane

SPEC/COSTING TECHNICIAN

Looking for an individual who is team oriented, highly motivated, able to handle multiple tasks. Min 2 yrs previous exp. with domestic/import costing. Must be able to develop cost sheets & spec sheets from sample. Garment construction exp. needed. Detail oriented, flexible & dependable. Proficient in AS400, Excel & Lotus Notes.

Fax resume to: (323) 277-6830 or
email to: resumes@karenkane.com



ASSISTANT PRODUCTION MANAGER

With 5 yrs. of exp. in the fashion industry. Must handle cut tickets, order trims, daily laundry reports, costing, order entry, inventory, prepare trim sheets. Interact between contractors, pattern room, design room, cust. service and shipping. Must have strong problem solving, excellent communication skills, good sense of urgency & accuracy.

Send resumes to: fax 562 231-0742,
jobs@robinsjean.com att. hiring manager.

FULL-TIME SAMPLE CUTTER

Must have previous experience in cutting silks and high-end fashion. Ability to cut small production lots and knowledge of marking and grading a plus.

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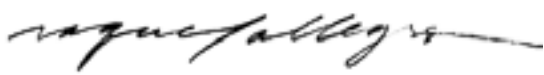
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Jobs Available



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Pls email resume to: sohaila@designcollection.com

ASSISTANT PATTERNMAKER

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