

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 34 AUGUST 8-14, 2014



POINT BREAK

California's beach culture sets the scene for Spring's effortless denim look. For the season's hottest styles presented at the Las Vegas trade shows, see pages 8 and 9.

Left: G-STAR RAW "A Crotch Yoshem" work shirt (\$68.20). NEUW "Iggy Skinny" jean (\$78). Right: G-STAR RAW "Lynn" zip-up short suit (\$109.10).

TRADE SHOW REPORT

Small Holiday/Resort Market in LA Draws Local Buyers

By Andrew Asch, Deborah Belgum and Alison A. Nieder

Always the smallest market on the calendar, the Aug. 4-7 run of **Los Angeles Fashion Market** drew local buyers and a handful of bigger retailers looking to get orders in before the big trade shows in Las Vegas later this month.

"This market is a little bit different from other times because there are not a lot of buyers coming because of **MAGIC**," said John Ha, the regional sales and account manager at the **California Market Center** showroom for **Miilla**, a trendy and sophisticated misses line that wholesales for \$24 to \$32, and **Monoreno**, a young contemporary. ➔ **LA Market** page 10

San Francisco Clothing Label Isda Closes After 25 Years

By Deborah Belgum *Senior Editor*

Isda & Co., an updated misses line founded in 1989 by designer Isda Funari, has suddenly stopped operations and closed its doors after showing its Fall 2014 collection earlier this year in New York and Las Vegas.

Sales representatives and store owners were perplexed by the abrupt decision to shutter the San Francisco venture, with company executives giving no explanation for the sudden closure.

Isda & Co., known for its high-quality fabrics and softly engineered designs that fit well but seemed effortless, ➔ **Isda** page 2

INSIDE

Where fashion gets down to businessSM



Val Surf closes Pasadena store ... p. 2

Retail Sales ... p. 12

Sourcing & Fabric with Denim & Tech ...
special pullout section

www.apparelnews.net



THE BUHLER BOYS
CONNECTORS, ADVISORS, INDUSTRY EXPERTS

SOURCING AT MAGIC
LAS VEGAS, NEVADA
AUGUST 17-20
BOOTH FTP 91307

Boardsports Shop Val Surf Shutters in Pasadena

Val Surf, one of California's pioneering boardsports shops, is scheduled to close its Pasadena, Calif., location by the end of this month, leaving the retailer with four locations, said Mark Richards, a co-founder of the family-owned retailer.

"It was time for renewal of our lease," Richards said. But the landlord requested a price that Val Surf considered too high, he said. Richards declined to disclose the price. "We had a few good years before everything started to go out of control in

2007," he said of the prelude to the Great Recession. "[Pasadena] relies so much on traffic, which it doesn't get anymore. ... Parking has always been a problem. It's just not getting any better." He also cited an economy in which many people are struggling as another reason for the closure of the 5,500-square-foot Pasadena store. A year with poor snowfall also hurt the retailer's snowboarding business. It has served the hometown of the **Rose Bowl** and **Cal Tech** since 2004.

A phone call requesting comment to Val Surf's Pasadena landlords went unanswered by press time. A square foot of retail space on Pasadena's Colorado Boulevard ranges from \$8 to \$12, said Pat S. Hurst of **Hurst Harrigan Associates**, real estate consultants and brokers who have handled many deals in the area.

Val Surf also runs locations in the Valley Village area in Los Angeles' San Fernando Valley.

In October, Val Surf will celebrate its

52nd anniversary. Richards contends that it was the first shop to sell hard goods for surfing, skateboarding and snowboarding. For years, boundaries between the different boardsports categories were high, and some shops stuck to focusing on one boardsport and its corresponding lifestyle over the others. Val Surf continues to sell leading brands such as **RVCA**, **Rip Curl**, **Rusty**, **Huf**, **Vans** and its private label brand, which shares the same name as the store, Val Surf.—*Andrew Asch*

Move by Alternative: Activewear With a Sustainable Edge



Alternative Apparel rolled out two flagship boutiques in the past 12 months, and, on July 21, the basics company introduced **Move by Alternative**, a woman's activewear line with unique silhouettes and a sustainable edge, said Tiffany Ruiz, lead designer for Alternative.



"Our team wanted to give our customers looks that would be both functional and stylish. With that in mind, we sourced fabrics from our main collection and reimagined them in silhouettes that could be worn from the gym to daily life seamlessly. ... Adding non-traditional colors and prints really bumped up the style quotient and gave the line a fresh, Alternative edge," she said, noting the style of

her company, which is headquartered in Atlanta, but designs its products in Los Angeles.

Some looks include tops with keyhole cutouts, sports bras with racer-back straps, hoodies, tank tops and tops made out of sheer materials. The fabrics used include eco jersey, eco gauze and eco Lycra jersey. The fabrics are said to feature wicking and antimicrobial properties. The line will wholesale for \$18 to \$45.

This line is at the crest of a wave of women's activewear brands that make a point of using sustainable fabrics, said Karen Meena, vice president of the **Ron Robinson** boutique at the **Fred Segal** boutique compound on Melrose Avenue. "Many of the active-lifestyle designers are interested in using eco-conscious fabrics in their collections," she said. "They are concerned with manufacturing their brands in the U.S. to make a light carbon footprint, and they are using a lot of research and development on fabrication."

For more information, call (877) 387-3295 or email contact@alternativeapparel.com.—A.A.

Isda *Continued from page 1*

showed in February at **Coterie** in New York and at **Stitch** in Las Vegas.

Several store owners placed orders, noting that the Fall collection looked outstanding. "I had bought a beautiful mohair coat edged in leather with a simple, elegant design," said Debbie Harder, owner of the 1-year-old **Bossa Nova** store in Sonoma, Calif. "There was a beautiful leather skirt that hit mid-calf that retailed for under \$500. Their sweaters were amazing, retailing for \$168 to \$398."

After placing her orders at the Coterie show in February, Harder got a call from her sales representative in June. "They told me I wouldn't be getting my orders," she remembered. No reason was given for the company closing down. It was one of her top four vendors.

All the Isda sales representatives across the country received the same call from either Candice Gold, an Isda consultant/sales manager in San Francisco, or Trica Tuozzo, the sales manager in the New York corporate showroom, which is now closed.

Gary Kitaeff, who had worked as Isda's northeast sales representative for 19 years, said he received a telephone call in June telling him the company was officially suspending operations. That was it. "That begs a variety of questions," Kitaeff said.

He had to call the 75 stores he works with in his Northeast territory to notify them that there would be no Fall deliveries. "These are good, top-shelf misses kind of stores that carry the brand and appeal to a modern woman," he said. "It was a great line."

Margaret Chevedden, whose **Dial M** showroom at **The New Mart** in Los Angeles represented Isda & Co., got a telephone call from Gold saying the company would not be fulfilling its Fall orders. "It was a surprise," Chevedden said.

And David Byrne, the company's southeast representative, based in Atlanta, got a phone call saying the company had decided not to go forward with shipping its Fall products. "They said they would try to clear up best they could with commissions and that I should notify my accounts. That is how it was left with me," he said.

The telephone number for Isda & Co.'s corporate headquarters and its on-site out-

let store have been changed to another telephone number, whose voice mail instructs people to leave a message or send an email to resolve accounting questions or other issues. Several messages left by the *California Apparel News* received no answers.

Funari, the designer who started the line and was contacted at her Northern California home, said she left the company about 1½ years ago and was no longer affiliated with it. "I just heard through a telephone call that the company closed," she said. "I don't really know why it is closed. I don't have any details."

Funari said that nearly 20 years ago she sold a majority share of Isda & Co. to **Hii Finance Corp.**, a private-investment company in Vienna, Va., that also has a stake in the New York contemporary sweater company **White + Warren**.

Calls to Hii Finance President Samia Farouki only left more questions. "The person that is responsible for that is not here. He will be back in 10 days," she said, abruptly hanging up.

No bankruptcy filings for Isda & Co. or Hii Finance were found in the courts in California, Virginia or Delaware.

The company's sudden cessation of operations left several store owners scrambling to fill in Fall orders. "I made my Fall orders in April and found out at the end of June that they would be canceled," said Michelle Round, the owner of the **Heatherbloom** store in San Marino, Calif., which has carried the Isda & Co. label for four to five years. "It was well received. They paid attention to the fit and structure and kept prices reasonable. People didn't have to think about how to wear it. It did it for them."

Isda Funari, the label's founder, worked for **Esprit** in San Francisco before launching her own company. She wanted to create a label that was stylish, urban and sophisticated for women between the ages of 35 and 65. Her principal was based on the Shaker formula of incorporating the elements of simplicity, usefulness and beauty. She once described her clothes as "any-age cool."

Yet even any-age cool could not do the trick. "It was a good run for 25 years," Funari observed. "Nothing lasts forever." ●



The concept
of factoring
is simple:

You Give Us Your Invoice.
We Give You the Money.
You Pay Your Bills.

Factoring Made Simple.

No bells, unnecessary, really. No whistles, not needed as well. No tricks. Ditto.

At Goodman Factors, we simply offer smart, dedicated good service from an experienced team of pros. Along with money at competitive rates when you need it—today, for instance.

Goodman Factors

— Since 1972 —

Please call 877-4-GOODMAN
or visit us at goodmanfactors.com. Simple, right?



Mark Brutzkus: EBG's Connoisseur of Copyright Law

Mark Brutzkus, partner in the legal firm Ezra Brutzkus Gubner LLP, came into the apparel arena 27 years ago and hasn't left. The graduate of the University of Illinois and DePaul University College of Law and legal lecturer has a diverse practice representing apparel, footwear, retail, and financial clients on industry-specific issues. A past president of the City of Hope Apparel Industries Group and past honoree for National Jewish Health, Brutzkus is involved in a number of charitable organizations, a vocation he says is "a big part of my life." Another big part—enjoying travel and great food with his wife, 19-year-old twin son and daughter, and 16-year-old son.

We were told you'd give us a good restaurant recommendation for tonight. Quite the connoisseur, you are, by reputation.

We are fortunate to live in one of the greatest places in the world to eat.

What's your taste?

I like to find the restaurants that nobody else knows about. I like to try new places. I particularly like places that have small plates, so you can try different types of dishes.

Such as?

Let me just say that we live in an area with many great restaurants.

Do you like the downtown vibe these days?

I do. I like urban environments. My wife is the complete opposite. We just got back from Europe. I loved the cities—London, Barcelona, and Venice. I like urban environments with crowds of people and many restaurants and commotion. That's what I grew up with in Chicago.

But much better with no wind. Did you do anything before law school?

I worked for a short time for VMS Realty, which was a large real estate syndicator in Chicago, doing due diligence on properties they were acquiring. Worst job I ever had in my life. Prior to law school, I worked at the Chicago Mercantile Exchange on the trading floor. That was a job that I really liked. It was during the time that the commodity markets were starting to trade financial futures, not just commodities. I was working on the trading floor as a trading clerk, and the company offered to rent a seat for me so I could start trading. I came close to not going to law school.

So what happened?

The feeling was that if I didn't go to law school then, I would never go. It was a tough decision. Many of my friends from high school and college went to work at the Chicago Mercantile Exchange at that time and made a lot of money. Then the market crashed in 1985, which hurt a lot of traders, but a lot of traders made a lot of money staying in the business 10, 15 years, who then got out.

Any regrets?

No. I absolutely love what I do. At EBG, I practice law with apparel and finance giants, and I love the apparel industry and its players.

Speaking of which, what's life like at EBG?

When Bob Ezra and I first got together, the practice was small enough that we did a lot of different things. I was a generalist for a long time. We've grown to a point that the practice areas are more defined, and I manage client work in an outside general counsel

role. For example, I delegate work to EBG attorneys who handle brand enforcement and others who handle leases. We're representing companies involved in all facets of the apparel and textile industry, i.e., manufacturers, retailers, domestic and overseas factories, fabric and trim suppliers, and financial institutions. We also rep small- to mid-tier companies in the consumer product category. A lot has changed for us over the past 25 years.

What kind of cases do you handle?

We handle everything from corporate transactions and intellectual property matters to bankruptcy matters, real estate matters, and litigation. Seventy percent of our litigation practice is in the prosecution and defense of intellectual property issues involving copyright and trademark. A big part of EBG's litigation practice has been the defense of copyright infringement cases brought by fabric suppliers against manufacturers, retailers, and other fabric suppliers. We have also prosecuted and defended several large trademark and trade dress cases.

Really? That's somewhat surprising.

Over the last seven or eight years, fabric design copyright infringement cases have exploded because several fabric suppliers have filed hundreds of these cases. The West Coast has a huge

print-driven juniors business. Several fabric suppliers have determined that they can make more money litigating fabric designs than selling fabric.

Is this work exciting for you?

Yes, it is. I've been drawn to the fashion industry. For instance, I attend the MAGIC and Project shows twice a year, primarily to network with other professionals in the industry. It's important for me to walk key trade shows to understand the marketplace. I have to keep up with the market and trends. People hire me because I understand the business and I'm a facilitator with extensive industry connections. Those intangibles plus my lawyering acumen differentiate me from other counsel. I'm of the industry.

Switching gears completely here, let's talk about your family. What are you guys into?

Different things. I'm a big golfer.

Handicap, please.

You don't want to know and I don't want to say. Don't want that published.

A common interest in my family is food. When we're on vacation, as a typical Jewish family, our days are usually planned by what our next meal will be. My kids are tasked with finding good restaurants. We're also a pretty active family and do a lot of outdoor activities such as paddleboarding, hiking, and kayaking.



Mark Brutzkus of EBG represents apparel, footwear, and retail industry clients facing unique, industry-specific issues.



21650 Oxnard St.
Woodland Hills, CA 91367

Phone: (818) 827-9000
www.ebg-law.com

Fashion Faces is a special sponsored series of columns. The next one will appear in the Aug. 15 issue.

Intertextile Shanghai Offerings to Include Premium Fabrics From Europe and Asia and Swim/Lingerie Pavilion

During its Oct. 20–23 run at the Shanghai New International Expo Centre, Intertextile Shanghai Apparel Fabrics will host more than 3,500 exhibitors from more than 30 countries, including a 100,000-square-foot SalonEurope section featuring fabric mills, accessories suppliers and design houses from Germany, Portugal, Spain, Turkey, the United Kingdom, France and Italy.

Among the exhibitors in SalonEurope's United Kingdom pavilion section are **Liberty Art Fabrics**; the U.K.-based printed fabric house, patchwork and quilting fabric maker **M. Makower & Co. Ltd.**; and neckwear fabrics resource **Stephen Walters & Sons Ltd.** The French pavilion will include couture lace mills **Goutarel** and **Solstiss**, silk resources **Soieries Chambutaires** and **Malfroy Millon**, and high-end ribbon maker **Satab**.

"European textile companies are putting a lot of effort into understanding and meeting the needs of the Chinese market," said Olaf Schmidt, vice president of textiles and textile technologies for **Messe Frankfurt Exhibition GmbH**, which organizes Intertextile Shanghai with the **Sub-Council of Textile Industry (CCPIT)**, and the **China Textile Information Centre**. The show will also feature premium European fabrics in a section called the Premium Wool zone, and there is a section for original fabric and textile pattern design called Verve for Design, which will feature design studios from Australia, France, Italy, Korea, Spain and the U.K.

Intertextile Shanghai will also have coun-



The Verve for Design pavilion at last year's Intertextile Shanghai show.

try and regional pavilions highlighting the latest yarns, fabrics and trims from India, Indonesia, Japan, Korea, Taiwan and Thailand.

There will also be group pavilions showcasing new fiber and fabric innovations from **Birla Cellulose/Grasim Industries Ltd.**, **Cotton Council International**, **DuPont**, **Hyosung**, **Invista**, the **Korea Chemical Fibers Association**, the **Korea Textile Centre**, the **Korea Textile Trade Association** and **Lenzing**.

Another show highlight will be Intertextile Shanghai's Lingerie/Swimwear zone, which will showcase the latest textile collections from more than 100 exhibitors, including **Mitsubishi Rayon (Shanghai) Co Ltd.**, which counts brands such as **Aimer** and **Triumph** among its clients.

More information about the show can be found at www.intertextileapparel.com.

—Alison A. Nieder

Calendar

Aug. 12

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

Aug. 13

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through Aug. 16

Aug. 16

Offprice
Sands Expo & Convention Center
Las Vegas
Through Aug. 19

Aug. 17

Sourcing at MAGIC
Las Vegas Convention Center
Las Vegas
Through Aug. 20

Collab Ave.: The Mansion Trade

Show

Private mansion residence
Las Vegas
Through Aug. 19

Aug. 18

Liberty Fairs
Sands Expo & Convention Center
Las Vegas
Through Aug. 20

Project Men's
ENK Vegas
Pooltradeshows
MVMNT

The Tents @ Project
Mandalay Bay Convention Center
Las Vegas
Through Aug. 20

WSA@MAGIC
FN Platform
WVDMAGIC
Las Vegas Convention Center
Las Vegas
Through Aug. 20

Agenda

Sands Expo & Convention Center
Las Vegas
Through Aug. 20

CurveNV
The Venetian
Las Vegas
Through Aug. 19

MRket
Stitch
Accessories The Show
The Venetian
Las Vegas
Through Aug. 20

WWIN
Rio All-Suite Hotel & Casino
Las Vegas
Through Aug. 21

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.

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources**, **Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Apparel News**, **Southwest Images**, **Stylist** and **MAN (Men's Apparel News)**. Properties of TLM PUBLISHING INC., California Market Center, 110 E. Ninth St., Suite A777, Los Angeles, CA 90079, (213) 627-3737. © Copyright 2014 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly first week of January, second week of July and first week of September. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.apparelnews.net. For customer service, call (866) 207-1448.

Magic | Las Vegas

August 18 - 20th

Booth JR71921 - Central Hall

FMNC | San Francisco

August 24 - 26th

Booth 770

Fame | New York

September 14 - 16th

Booth 204 - Hall 1C

America's Mart | Atlanta

October 16 - 19th

Booth 508 - 4th Floor

Style Max | Chicago

October 18 - 21st

Booth 6116 - 7th Floor

Market Center | Dallas

October 22 - 25th

Booth 2406 - 12th Floor



los angeles

Showroom

1100 S. San Pedro Ste. B-2

Los Angeles, CA 90015

213-765-8000



Corporate Office

1324 E. 15th St. Ste. 201

Los Angeles, CA 90021

323-262-8001

web@yalosangeles.com

WWW.YALOSANGELES.COM



Find the latest trends and must-see lines at The Center of fashion.

7 for All Mankind
AG Adriano Goldschmied
Alice & Trixie
Aryn K
Askari
Bella Dahl
Bobi
Crème Fraiche
Cult of Individuality
Darling
Desigual
Frankie B
Free People
Gentle Fawn
Glam
Gold Hawk
Greywire Denim
Hardtail
Hazel
IT Jeans
Johnny Was Collection
LA Made
Language
Left on Houston
Lucky Brand Jeans
Miilla
Minnie Rose
Miss Me Clothing
MM Couture
Pete & Greta
Petit Pois
Rock Revival
Tibi
Tracy Reese
Uncle Frank
Velvet Heart
Veronica M

*partial list, for a full list of lines visit dallasmarketcenter.com

DALLAS MARKET CENTER OF *fashion*

Dallas Apparel & Accessories Market
August 13–16, 2014
WEDNESDAY - SATURDAY DATE PATTERN



dallasmarketcenter.com

EVENT

Vissla's Surf Pop-Up at Ron Herman

With surf music playing in the background and boards being shaped on site, new surf label **Vissla** showcased its debut collection on Aug. 2 with a pop-up shop at the **Ron Herman** boutique at the **Fred Segal** boutique compound in Los Angeles.

The pop-up shop displayed Vissla's caps, boardshorts and T-shirts, and it also intended to deliver some new perspectives said Kevin Via, a sales rep for Vissla. Surfing is a lot bigger than many think it is, he said.

When he started working for the brand, he fielded criticism that surf was dominated by a few big players and there was no room for anybody else. "We showed that new brands could do as much business in the specialty market as some of the major surf brands," Via said. "Our customer is looking for something new, and we've had success because of that." The debut collection also is sold in prominent Southern California surf shops such as **ZJ Boarding House** in Santa Monica, **Val Surf** in Valley Village and **Jack's Surfboards** in Huntington Beach.



THE BAND: The Mattson 2 perform at the debut party for Vissla surf shop.

The pop-up shop party was co-produced by *What Youth*, a glossy surfing mag that started publishing in 2012 with a new outlook on reporting on the surfing world, said Travis Ferre, the publication's editor-in-chief. "We're looking for waves, and we're trying to experience everything around us," Ferre said of the coffee table-sized issues of his magazine. *What Youth* has published stories on bebop jazz with interviews on surf heroes and finding the perfect wave in Bali.

During the event, pioneering retailer Ron Herman shot pictures of the crowd at the party as well as surf band **The Mattson 2**, a duo comprised of twin brothers Jared and Jonathan Mattson. They performed outside of the boutique, where artisanal board shaper Donald Brink shaped a balsa-wood surf board. Also taking in the event was Paul Naude, the surf-industry veteran who started Vissla after he left **Billabong**.

"There are no grandiose plans," Naude said of his new venture. "We hope to create a modern surf company that is focused on the new, youth surf market. The plan is to keep it decent-sized, make good product, surf and do business with the people we want to do business with." Naude's **Stokehouse Unlimited** also runs women's brand **Amuse Society** as well as accessories brand **D'Blanc**.—*Andrew Asch*



THE SHAPER: Donald Brink shapes a balsa-wood board at the Vissla party.



THE SHOP: The Vissla pop-up shop at Ron Herman is parked in a space that formerly housed a pop-up for the brand Solca.

NEWS

Survey Finds M-Commerce Revenue Doubled in Last Year

Shopping using a mobile phone, or m-commerce, nearly doubled in the last year as smartphone revenue rose 97.6 percent to \$18,237,133, according to Pittsburgh-based mobile commerce platform **Branding Brand**, which recently released its Mobile Commerce Index.

The survey also found e-commerce visits via smartphones increased 24.9 percent to 21,517,628 and orders increased 73 percent to 204,916 between July 2013 and July 2014.

Branding Brand releases its Mobile Commerce Index monthly following a survey of 26 international clients in a range of industries including apparel, health and beauty, and home goods. The index collects data from websites optimized for iPhone, Android and other smartphones.

The July index also found that smartphone traffic accounted for 34.9 percent of all online visits to the site surveyed, which

was a 19.9 percent increase over last July. And desktop visits declined 13.7 percent over the same period.

"Our real-time data shows decisively that smartphone activity in retail is surging, with the highest percentage of growth consistently in revenue," said Chris Mason, Branding Brand co-founder and chief executive officer, in a company statement. "We expect to see the maximum impact of this record-breaking, year-over-year trend hit during the 2014 holiday season as consumers flock to fully optimized mobile websites offering exclusive seasonal sales, customized vibrant imagery and a no-stress shopping experience."

Founded in 2008, Branding Brand works with more than 200 retailers, including **American Eagle Outfitters**, **Crate & Barrel** and **Sephora**. The company's platform optimizes e-commerce for smartphones and tablets.—*Alison A. Nieder*

California Apparel News

2015 WATERWEAR

Get in the
next issue

Sept. 4



The **LARGEST CIRCULATION**
of any **SWIM/Activewear**
trade magazine.

CALIFORNIA
ApparelNews

THE APPAREL NEWS GROUP
110 E. NINTH ST. STE. A-777, LOS ANGELES, CA 90079
213-627-3737 | apparelnews.net

POINT BREAK

Surf's up. From easy cut-offs to bleached denim and boyfriend jeans, denim designers take inspiration from So Cal's laid-back life-style. Catch a wave for the hottest looks of the season. —*N. Jayne Seward*

Clockwise:
BIG STAR "Division Short" (\$30 to \$40).
MIKOH "Sunset" top (\$48) and
"Hanalei" bottom (\$48). ETIENNE
MARCEL denim shirt (\$70).
SUPREMEBEING "Salty Black Sea" swim
trunks (\$24).
MIKOH "Kirra" top (\$48). O'NEILL
"Robin" short (\$24.50).

MINIMALE ANIMALE
"Restraint" top (\$35), "The
Stranger" bikini (\$45) and
"Life or Death" brief (\$65).
NEUW "Lola" short (\$60).



Left: BIG STAR "Division Slim Straight" jean (\$45 to \$55).
Right: G-STAR RAW "Midge" chopper jacket (\$104.60).
MIKOH "Trestles" top (\$130 for bikini set). A GOLD E
"Sophie Crop" jean (\$54).



AG reclaimed
denim "Dart" jacket
(call for pricing).
G-STAR RAW "A
Crotch Indigo" pant
(\$68.20).



Left: BECCA by REBECCA VIRTUE scuba vest (\$35) and hipster (\$25).
Right: G-STAR RAW "A Crotch Yoshem" denim short (\$63.70). BUDDHA TO BUDDHA
sterling-silver bracelet and ring (call for pricing).



Left: AZUL by MOUSSY dobby denim shorts (\$55.50). Right: AZUL by MOUSSY tropical-print crop pants (\$38.50). G-STAR RAW “Landoh” chambray shirt (\$130).

- DIRECTORY:
* Please note all prices are wholesale
- AG
(213) 689-4867, Project, #25091
- A GOLD E
(212) 242-1829, Project, #245
- AZUL by MOUSSY
(213) 949-5088, Project, #27044
- BECCA by REBECCA VIRTUE
(714) 490-1313, Not showing in Las Vegas
- BIG STAR
(213) 612-0850, Project, #33077
- BUDDHA TO BUDDHA
(561) 768-9043, ENK Vegas, #23161
- CALVIN RUCKER
(323) 841-1112, private showing in Las Vegas
- CULT OF INDIVIDUALITY
(210) 724-5410, Liberty Fairs, #432
- ETIENNE MARCEL
(213) 316-0112, ENK Vegas, #25104
- G-STAR RAW
(310) 358-0790, Liberty Fairs, #631
- MIKOH
(310) 393-2990, Not showing in Las Vegas
- MINIMALE ANIMALE
lisa.minimaleanimale@gmail.com, ENK Vegas, booth # TBA
- NEUW
(949) 293-5209, Liberty Fairs, #445
- O'NEILL
www.oneillclothing.com, Not showing in Las Vegas
- POSH PUA
(808) 780-2011, Not showing in Las Vegas
- SUPREMEBEING
(818) 284-5689, Liberty Fairs, #440



MIKOH “Banzai Pipeline” wetsuit (\$168).



Left: CALVIN RUCKER “Just A Girl” crop top (\$100) and “Love Me” jean (\$168). MIKOH “Kirra” top (\$48). Right: POSH PUA “Kalei” top (\$34). ETIENNE MARCEL overall (\$105).



G-STAR RAW “Vindal” tank top (\$22.50). CULT OF INDIVIDUALITY “Rebel Straight” jean (\$175).



AZUL by MOUSSY thermal (\$20).

PHOTOGRAPHER: LESA AMOORE/LESAAMOORE.COM
CREATIVE DIRECTOR/STYLIST: N. JAYNE SEWARD/NORMAJAYNE.COM
MAKEUP: GARRET GERVAIS at OPUS BEAUTY using MAKE UP FOREVER
HAIR: SUNNIE BROOK at CELESTINEAGENCY.COM
MODELS: ZEDA NAVARRO with NOUS MODELS; GRACE CHENG, PHILIP MUSCATO and BRANDON GRAY at WILHELMINA LA; JETT AMOORE
MAKEUP & HAIR ASSISTANT: CJ NEAL
STYLIST ASSISTANTS: JULIE LUCERO and JENNIFER STURTZ
PHOTO ASSISTANTS: GABRIEL SALAZAR and FERNANDO SALAZAR

LA Market *Continued from page 1*

rary label, whose wholesale price points range between \$17 and \$28.

"I made 30 to 40 appointments with stores to see the lines, but you have to do that," he noted. During a busier market, he can count on getting 30 to 40 new customers from walk-in traffic.

Some showroom representatives reported steady business for Immediate goods while others said buyers were prepared to place orders for Spring '15 goods.



FAMILY MEETING: Israel Ramirez, pictured left, takes a meeting with buyers from KSL resort at Cooper Design Space's Siblings Showroom.

Light traffic at the CMC

The CMC reported an increase in attendance over last year, but, like most showroom buildings, traffic at Market was light. Most boutique owners and store buyers, especially those located outside California, were waiting to attend MAGIC and the surrounding suite of apparel trade shows that take place Aug. 17–21 in Las Vegas. In addition, this fashion market was competing with several other out-of-state apparel

shows such as the **Intermezzo Collections** and **Moda Manhattan** shows in New York.

Valerie Hambas—whose self-named showroom carries labels such as **Custo Barcelona**, **Hanky Panky**, **Trybe** and **Krazy Larry**—was disappointed by the quiet buyer turnout.

She made appointments and had some walk-in business, but this August market week paled in comparison with other markets held at different times of the year. "Fortunately, we have some amazing lines, but



La Pateau at the Gerry Building

unfortunately this was not a market that was as busy as we would like," she said, observing there was a lot of competition from other LA Fashion District buildings and other shows around the country. "I don't know what the remedy is."

Even though Los Angeles Fashion Market at the CMC officially began on Monday, Aug. 4, Hambas said her busiest day was Sunday, Aug. 3, when showrooms had the option to open their doors a day early.

Many showroom owners and managers are seasoned enough to know that the August fashion market is nothing to get excited



AUGUST DEBUT: Eme Mizioch with a piece from Gramicci, a new line which she introduced at August LA Fashion Market.



Risto at The Globe Showroom



Hallie Shano in the Necessitees showroom

about. "The way I describe this market is 'the calm before the storm in Las Vegas,'" said Mike Bowling, who is corporate sales and showroom manager at the **IC Collection** showroom for the misses label, manufactured in Los Angeles.

Down the hall from Bowling was Jennifer Hutton, whose showroom carries Canadian labels such as **Maison Coupé** and **Michael Tyler** and U.S. labels such as **Fantazia** and **Impulse California**. She was more concerned about getting ready to display her lines at the **Womens Wear in Nevada** show, which takes place Aug. 18–21 at the **Rio All-Suites Hotel and Casino** in Las Vegas, than tending to store buyers. "The Los Angeles market has changed dramatically over the years with the closing of more showrooms. It's harder to drive people to the markets," Hutton said.

At the **Necessitees** showroom, with its bright pink walls on the CMC's fifth floor, buyer traffic was inconsistent for the line of T-shirts, knit dresses and jackets, but it existed. "Monday was good. We saw a little less than 12 stores, and we opened some

new stores," said Hallie Shano, the label's director of sales and design. "We are seeing a big trend of online retailers shopping the market. They want domestically made goods that have a quick turn. Because we are made in LA, we can turn in four to six weeks."

Quiet at The New Mart

Despite having meetings with a few big accounts such as **Dillard's** and **Piperlime**, Jackie Bartolo, owner of the **Jackie B Showroom** in The New Mart, questioned the need for an August market.

"This market is not necessary," Bartolo said. "It conflicts with MAGIC and Intermezzo."

Bartolo said there was more money to be made in August on the road, showing clients' work to retailers at their stores. "If you don't go on the road on the West Coast, forget about it," she said.

Eme Mizioch, owner of the **Joken Style** showroom, also thought her time in August

➔ **LA Market** next page



You hit the jackpot!
Only one big issue remaining!

August 15

Vegas

Be seen by the buyers, fashion icons, and the 100,000 industry decision makers that attend these events.



August 15

Cover: Fashion
Technology
What's Checking
Made in America
Denim Report

Supply Chain Special Section with Tech*

Made in America Special Section*
Fashion Advertorial
Fashion Resource
Finance Advertorial
Made in America Advertorial
Fashion Faces

Bonus Distribution

Fashion Market Northern California
8/24–26
OffPrice Show 8/16–19
Sourcing@MAGIC 8/17–20
CurveNV 8/18–19
ENK Vegas 8/18–19
AccessoriesTheShow 8/18–20
Agenda LV 8/18–20
FN Platform 8/18–20
Liberty Fairs LV 8/18–20
MRket 8/18–20
POOL 8/18–20
Project 8/18–20
Project Mvmnt 8/18–20
Stitch 8/18–20
WWD MAGIC 8/18–20
WWIN 8/18–21

CALL NOW FOR SPECIAL RATES
TERRY MARTINEZ (213) 627-3737 x213

CALIFORNIA
ApparelNews

Continued from previous page

might be better spent on the road. “I’m not quite sure that we should have a market before MAGIC. Maybe we should have it afterwards or not at all,” she said.

Mizioch did introduce a new line for her showroom during the August market. **Gramicci** is an eco-friendly apparel line headquartered in Agoura Hills, Calif., that designs clothes for mountain climbing. Wholesale price points range from \$12.50 to \$80 for the line, which focuses on making clothes out of sustainable fabrics.

Steady at the Cooper

The August market was the occasion for a big move for the **Noella Showroom**. It moved from suite 632 in the Cooper Design Space to suite 1013, said Lien Vets, Noella’s owner. Her showroom space had almost doubled to 1,700 square feet from 800 square feet.

“My collections needed more breathing room,” she said. The move coincided with the anniversary of Noella, which started business in August of 2013 and represents lines such as **American Retro**, **Essentiel** and **Sachin & Babi**.

For Vets, August business was slow, but the second day of the market was busy. “People are in vacation mode,” she said. On Aug. 5, she said, she was busy all day, but Aug. 6 was quiet.

Israel Ramirez of Cooper’s **Siblings Showroom** said that business was better than a typical August LA Fashion Market. “It was steady. We saw more people than we usually do,” he said. He also said that most of his clients were just getting around to ordering Fall merchandise. “People have been ordering closer to the season,” he said. Siblings represents fashion lines such as **Ve-**

ronica M and **Tiare Hawaii**.

The Cooper’s **Agent Icon** and **By Land + Sea** showrooms also reported good business for a small market. “It was a typical August,” said Alicia Rodrigo, partner in the Agent Icon showroom. “But all of our appointments came.”

Andie Verbance of By Land + Sea spent the first two days of the market working the Intermezzo trade show in New York. When she returned to her Cooper showroom on Aug. 6, she introduced her new line, **LBT LBT**. The Spring ’15 season of the Danish line is inspired by menswear and also features some sportswear elements.

Sunday strong at the Gerry

Even though August is notoriously slow for Los Angeles Fashion Market, showroom reps said that traffic was busier than last August. Those who did particularly well had their Spring 2015 merchandise in stock and were able to sell it to buyers.

For many, Sunday turned out to be the best day to be open. “We were slammed on Sunday,” said Bea Gorman of the **Salt & Pepper Showroom**. She said all its labels were showing Spring.

Greg Brown, who just opened a new showroom for the label **La Pateau**, said the market was “just okay.” But he was able to open accounts with at least four to five new stores for the label, designed by Daniel Habibian in New York. His colorful print-driven dresses, skirts and tops that wholesale for \$59 to \$109 have found a good market in New York and Miami. Now the designer is branching out to California.

Relaxed atmosphere at Lady Liberty

Buyer traffic came in “highs and lows” at



Market Debut

French denim brand Skylton celebrated the opening of its new showroom at the California Market Center with a runway show and party on Aug. 4, opening night of Los Angeles Fashion Market. Guests enjoyed French hors d’oeuvres, pastries and cocktails while models showed off the men’s and women’s collection with accompanying music provided by Paris Chansons and DJ Alpine.

the **Lady Liberty** building, said Tracey Burton, co-owner of **The Globe Showroom**.

“A lot of buyers want to see pre-Spring with Spring,” she said, explaining that she would only be taking Spring merchandise to show at **ENKVegas** later this month in Las Vegas.

The August market was proving to be good for accessories lines such as **Bloom**, **Nancy Caten** and **Push Mataaha**, Burton said.

Kristen Aguilera, owner of the **One Showroom**, said many major accounts were making appointments to visit the showroom after the Las Vegas shows—“which is new.”

Still, several key retailers such as Piperlime and **Revolve** turned out for the August market, Aguilera said, adding that business was good for several of her lines, including Los Angeles-based **Bellen Brand** and her own line, **Vala**.

“Our LA designers made it happen,” Aguilera said.

Aguilera shares her space with the **Kris Mesner Showroom**, which represents lingerie lines such as **Stella McCartney**, **Eber-jay** and **Miel**. Starting with this market, the **Joey Showroom**, which was previously at the Cooper Design Space, also moved into the 6,500-square-foot space. ●

WELLS
FARGO

WELLS FARGO
CAPITAL FINANCE

Our Trade Capital
team provides:

Factoring

Accounts receivable
financing

Accounts receivable
management

Acquisition financing

Inventory financing

Import and export
financing

Letters of credit

*“I need a lender who
can help me adapt to
whatever comes next.”*

In an industry that endlessly strives for the next big thing, having the flexibility to adapt at a moment’s notice is key to success. With our Trade Capital team at Wells Fargo Capital Finance, you get the strength and stability you need, along with the nimbleness you want. Our balance sheet can help minimize your exposure to risk, while our proven track record in factoring and receivables management helps make sure you’re ready for whatever’s next. To help ensure that your business’ success never goes out of style, let’s start a conversation today. **Learn more at wellsfargocapitalfinance.com/apparel or call 1-866-703-4932.**

© 2013 Wells Fargo Capital Finance. All rights reserved. Products and services require credit approval. Wells Fargo Capital Finance is the trade name for certain asset-based lending services, senior secured lending services, accounts receivable and purchase order finance services, and channel finance services of Wells Fargo & Company and its subsidiaries, including Wells Fargo Bank, N.A.; Wells Fargo Business Credit, a division of Wells Fargo Bank, N.A.; Wells Fargo Credit, Inc.; Wells Fargo Distribution Finance, LLC; Wells Fargo Capital Finance, Inc.; Wells Fargo Capital Finance, LLC; Wells Fargo Trade Capital Services, Inc.; Castle Pines Capital LLC; Castle Pines Capital International LLC; Burdale Financial Limited; and Wells Fargo Capital Finance Corporation Canada. Wells Fargo Capital Finance Corporation Canada (also doing business in Quebec as Société de financement Wells Fargo Capital Canada) is an affiliate of Wells Fargo & Company, a company that is not regulated in Canada as a financial institution, a bank holding company or an insurance holding company.. MC-5918

Together we’ll go far



Subscribe Now
to take advantage of
our best offer ever!



Scan
and
Save



CALIFORNIA
ApparelNews
CALIFORNIA
ApparelNews.net

Apparel News Group



Sixty-nine years of news,
fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

EXECUTIVE EDITOR
ALISON A. NIEDER

SENIOR EDITOR
DEBORAH BELGUM

RETAIL EDITOR
ANDREW ASCH

EDITORIAL MANAGER
JOHN IRWIN

CONTRIBUTORS
ALYSON BENDER

BEN COPE

VOLKER CORELL

RHEA CORTADO

JOHN ECKMIER

CAITLIN KELLY

TIM REGAS

FELIX SALZMAN

N. JAYNE SEWARD

MIGUEL STARCEVICH

SARAH WOLFSON

WEB PRODUCTION

IAN BRAMLETT

ALISABETH MCQUEEN

CREATIVE MARKETING DIRECTOR

LOUISE DAMBERG

DIRECTOR OF SALES

AND MARKETING

TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE

AMY VALENCIA

ACCOUNT EXECUTIVE

LYNNE KASCH

SALES & MARKETING COORDINATOR

JENNIFER STURTZ

SALES ASSISTANT/RECEPTIONIST

DAVID MIZE

ADMINISTRATIVE ASSISTANT

RACHEL MARTINEZ

SALES ASSISTANT

PENNY ROTHKE-SIMENSKY

CLASSIFIED

ACCOUNT EXECUTIVES

ZENNY R. KATIGBAK

JEFFERY YOUNGER

CLASSIFIED ACCOUNTING

MARILOU DELA CRUZ

SERVICE DIRECTORY

ACCOUNT EXECUTIVE

JUNE ESPINO

PRODUCTION MANAGER

KENDALL IN

ART DIRECTOR

DOT WILTZER

PRODUCTION ARTIST

JOHN FREEMAN FISH

PHOTO EDITOR

JOHN URQUIZA

CONTROLLER

JIM PATEL

CREDIT MANAGER

RITA O'CONNOR

BUSINESS DEVELOPMENT

MOLLY RHODES

PUBLISHED BY

TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:

California Apparel News

Waterwear

Decorated

EXECUTIVE OFFICE

California Market Center

110 E. Ninth St., Suite A777

Los Angeles, CA 90079-1777

(213) 627-3737

Fax (213) 623-5707

Classified Advertising Fax

(213) 623-1515

www.apparelnews.net

webmaster@apparelnews.net

PRINTED IN THE U.S.A.

BPA

RECYCLED

July Sales Strong

The Back-to-School season might start with a bang.

Retail sales for July, often considered a harbinger to the Back-to-School season, increased 5.4 percent, according to Jesse Tron, spokesperson for **International Council of Shopping Centers**, a prominent trade group for the mall business.

“Sales posted an even stronger-than-expected pace this month—a very positive sign for retailers as we begin the Back-to-School shopping season,” Tron said. “Our Back-to-School consumer survey indicated that consumers plan to complete the majority of their purchases in August, so we fully expect the strong sales trend to continue next month,” he added. IC-SC’s survey said that 59 percent of respondents would shop in August. Teen retailers looked good, according to prominent retail analyst Adrienne Tennant, who works for **Janney Capital Markets**.

“With Back-to-School drawing near, particularly for colleges and early-BTS states, we noted a nice boost to traffic and sales at the end of July. Teen retailers are fully set for BTS and are beginning the season with compelling and aggressive promotions, both in-store and online,” she wrote in an Aug. 7 research note.

In her note, the sales pace of the month started out in a “choppy” manner, but some tax-free holidays in Florida and some southern states helped boost traffic at the end of the month.

If there are retailers who might not have a good summer, Tennant forecast, it may be the shops that serve the moms of the Back-to-School kids. “The misses consumer continues to lack reason to buy until the September/October time frame,” she wrote.

On Aug. 7, **Gap Inc.** reported results for July and the second quarter of its 2014 fiscal year. For its second quarter, the San Francisco-based retail giant’s net sales increased 3 percent to \$3.98 billion compared with \$3.87 billion for the same period in the previous fiscal year, but its comparable sales for the quarter were flat, according to a company statement.—*Andrew Asch*

July Retail Sales			
	SSales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$79.00	+2.3%	+0.5%
Gap	\$1,170.00	+5.0%	+2.0%
L Brands Inc.	\$735.30	+8.0%	+6.0%
Stein Mart	\$75.30	+0.9%	+0.8%
Zumiez	\$62.80	+11.9%	+3.5%
Information from company reports			

NEWS

Retail Moves: COS, Rebecca Minkoff Opening LA Stores, Changes in Pasadena

By Andrew Asch *Retail Editor*

COS, a division of **H&M**, recently signed a lease for a 13,000-square-foot store in Beverly Hills, Calif., said Jay Luchs, the broker who handled the deal. It will be among one of COS’s first stores in the United States.

On the brand’s website, COS describes itself as “high-end design at affordable prices.” It will move into 357 N. Beverly Drive in Beverly Hills, in a space that formerly housed a **Banana Republic**. A London-based representative for COS, which stands for Collection of Style, did not respond by publication time to emails requesting comment on the new store. Media reports said that COS also is scheduled to open a New York City store and a Tokyo store. COS opened in London in 2007 and runs a fleet of stores with locations in Europe, Asia and the Middle East.

COS’ upcoming Beverly Drive neighbors will include French vertical retailer **Iro**, **Intermix**, **Scoop**, **Alice + Olivia** and **Planet Blue**. “It’s our answer to Soho,” Luchs said of Beverly Drive. “We used to say that it’s Melrose and Robertson, but now it’s Beverly Drive.” Luchs is an executive vice president of real estate company **NewmarkGrubb KnightFrank**.

The **Rebecca Minkoff** brand recently signed a lease for a 4,500-square-foot space at 8335 Melrose Ave., which is at the corner of Melrose and Kings Road in Los Angeles. The building formerly housed the **Ed Hardy General Store**. Minkoff also will open a San Francisco shop at 2124 Fillmore St. Both locations are expected to open by 2015, according to a Rebecca Minkoff statement. The New York-headquartered company also is scheduled to open a boutique in its hometown, too, Uri Minkoff, Rebecca Minkoff’s chief executive officer, said in a prepared statement.

“We are thrilled to announce our three store openings in New York, Los Angeles and San Francisco. This is the first step in our big U.S. expansion. We are particularly interested in starting in those markets to continue our ongoing conversation with our millennial customer in a retail setting,” he said.

Rebecca Minkoff has run a shop on the grounds of the former **Confederacy** boutique in Los Angeles’ Los Feliz section since 2011.

The entire Rebecca Minkoff collection will be available at her new retail stores, including handbags, ready-to-wear, denim, shoes, jewelry, small leather goods and accessories.

The Old Pasadena district in Pasadena, Calif., is in a retail uproar. There are 14 new tenants on the district’s main drag, West Colorado Boulevard, said Pat S. Hurst, president of **Hurst Harrigan Associates**, real estate consultants and brokers who handled many of the deals in Old Pasadena.

Old Pasadena was the subject of redevelopment efforts in the early 1990s, and many of the leases that were signed have expired and had no options to renew, Hurst said. “We have been pushing the reset button with Old Pasadena for the past two or three years,” she said of a new wave of stores moving into town. “It’s a new Old Pasadena.”

Opening for business in June included shops for vertical retailer **Vince**, which opened at 29 W. Colorado in June. **Splendid** opened at 113 W. Colorado. Amsterdam-headquartered brand **Scotch & Soda** opened at 105 W. Colorado, and **Athleta** opened at 46 W. Colorado in a space that once housed an **American Apparel** location.

Lululemon Athletica is scheduled to move to a 3,200-square-foot space at 103 W. Colorado from an 1,800-square-foot space at 110 W. Colorado Blvd. A **Jonathan Adler** store recently signed a lease to move into another 3,200-square-foot space. This one will be located at 107 W. Colorado.

Moving into a space formerly occupied by a **Juicy Couture** shop will be a **Nike** shop, which will reportedly be introducing a new concept, similar to one opened in New York City’s Soho district. Nike declined to comment on this new store. Hurst forecasts there will be more turnover in retail real estate in the streets adjacent to West Colorado. “We have the opportunity to reposition more than 100,000 square feet of retail in those two blocks in the not too distant future,” she said. ●

FASHION RESOURCE GUIDE

Agenda

www.agendashow.com

Products and Services: The Agenda trade show is a forum for the most inspired in the streetwear and action-sports industries to unite. Lines speak for themselves, and buyers are not intimidated by the usual overwhelming trade show experience. From the garage-run lines on the verge of explosion to the well-established elite, Agenda caters to the needs of buyers and brands that exist on a higher level of design and aesthetic. With a strong emphasis in style, art, music, and culture, the Agenda experience is as much a lesson as it is a tool. Make sure to come to Agenda's Las Vegas show Aug. 18-19, or for more info go to our website.

California Market Center

110 E. Ninth St.
Los Angeles, CA 90079

(213) 630-3600

www.californiamarketcenter.com

Products and Services: Five seasons a year, buyers from around the globe flock to the California Market Center (CMC) for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel, gift, and lifestyle collections displayed in hundreds of the CMC's showrooms and featured trade shows. Our array of resources includes SELECT Contemporary Tradeshows, TRANSIT LA Shoe Show, LA Kids Market, and the Gift, Home & Design showcase. L.A. Fashion Market at the CMC now offers visiting retailers and brands more show options than ever to exhibit in and shop from. The Los Angeles International Textile Show (LA TEXTILE) is the fashion industry's West Coast destination for premier textile, design and production resources. Offering hundreds of fabric collections and design services from around the globe, the caliber of resources and fashion direction is presented with our contemporary designer audience in mind.

Dallas Market Center

2100 Stemmons Freeway
Dallas, TX 75207
(214) 655-6100 or (214) 744-7444
www.dallasmarketcenter.com

Products and Services: Dallas Apparel & Accessories Markets are held five times each year at the Dallas Market Center. Apparel & Accessories Markets welcome thousands of buyers to each market, 70 percent of whom don't shop other apparel marketplaces. Dallas Market Center has recently added additional key rep groups/lines from California to further establish itself as a destination for the leading edge of fashion. For the latest news and upcoming market dates, visit the Dallas Market Center website.

Ya Los Angeles

1100 S. San Pedro St., Suite B-2
Los Angeles, CA 90015
(323) 262-8001
Fax: (323) 262-8002
www.yalosangeles.com

Products and Services: Located in the style capital of the world, Ya Los Angeles works with a professional and eclectic team of designers who create a wide variety of styles that complement every woman. Ya Los Angeles is a renowned and respected name on the market, specializing in current trends. Our mission is to address the different needs, desires, and moods for every woman, so that not only the clothes, but the woman, shines. We strive to provide for the ever-changing styles we all need and want: casual, creative, playful, professional, sexy, sophisticated, trendy, and unique. Our extensive selection includes tops, pants, skirts, dresses, outerwear and other specialty items. Here at Ya Los Angeles, we make sure to only select the best and most stylish pieces from each of our collections to sell on our site. The extensive array of truly unique styles available here will be immediately apparent to our customers. We feature new, striking styles constantly. We are focused on establishing strong and long-lasting relationships with our clients. We look forward to serving you.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the Fashion Resource Guide.

Directory of Professional Services & Business Resources

CONTRACTOR

Cutting/Sewing
Under one roof • Orange County Contractor
Specialists—Sportswear • Tennis wear • Board Shorts
Lycra experts • Special Design Cutting

BELLAS FASHION
1581 E. St. Gertrude Pl.
Santa Ana, Ca 92705
bellasfashioncs@yahoo.com

(714) 709-3035
Fax: (714) 556-5585
bellasfashion.com

GARMENT RACKS

Moving, Expanding or Consolidating
Consulting • Design • Engineering • Installation

- Garment storage racks
- Rolling racks for garments
- Speed rail systems with packing stations
- Chain link fencing and gates
- Packing tables and work tables
- Mezzanines
- Pallet racking and shelving
- Conveyors live and gravity roller

J.C. Rack Systems
5232 Alcoa Ave., Vernon, CA
1-323-588-0137 fax 1-323-588-5067
www.jcracksystems.com

MODEL SERVICES

Rage MODELS
"Real Models for Real Clothes for Real People!"
FIT MODELS
MODELS OF ALL AGES & ALL SIZES

FIT, SHOWROOM, TRADE SHOWS, PRINT, COMMERCIAL, RUNWAY

818-225-0526
teamrage@ragemodels.com
www.ragemodels.com

FIT MODELS

FIT MODELS – ALL SIZES
Fit • Print • Runway • Showroom • Trade Shows

MAVRICK Models
323.931.5555
"Contact Ms. Penny to set up a Fitting or Casting."
Penny.Middlemiss@mavrickartists.com
Tiffany.Stubbs@mavrickartists.com

LINE SHEET & PHOTOGRAPHY

Linesheet & Photography services

FAST AFFORDABLE HIGH QUALITY

800-594-2126, 1031 S Broadway Suite 725, LA, CA, 90015

PATTERN & SAMPLE SERVICES

PATTERN SERVICES
PATTERN DRAFTING
SAMPLE SEWING
DESIGN CONSULTATION
COMPETITIVE PRICING
WWW.HUEYLOSANGELES.COM
323.810.4839 hueyn@icloud.com

To advertise in the
Directory of Professional

Services & Business Resources

call June Espino 213-627-3737 x250

or E-mail: june@apparelnews.net

MODEL SERVICES

PEAK MODELS & TALENT

FIT MODELS ALL SIZES!
FIT, PRINT, E COMMERCE & SHOWS!
WOMEN, MEN, KIDS,
PLUS & PETITE SIZES TOO!

INFO@PEAKMODELS.COM
818-889-8800
WWW.PEAKMODELS.COM

SWIMWEAR & LINGERIE SPECIALIST
Full Sample Development for
LUXURY SWIMWEAR & LUXURY LINGERIE

CALL 213-233-0253
By Appointment Only

CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737 Ext. 278, 280 F 213-623-1515

www.apparelnews.net

Jobs Available

PRODUCTION ASSISTANT

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

- * 2-3 years experience in fabric or garment production
- * Organized, detail oriented self-motivated team player
- * Computer literate, proficient in Excel
- * Strong sense of urgency and deadlines

Please email your resume to annat@antextknitting.com

Seeking Missy Line Designer

Well Established Manufacture company seeking Missy Line Designer, 7+ years exp required
Work closely with sales reps for product development
English/Korean Bilingual a plus
Email resume to amy.cho@eskainc.com

Jobs Available

Independent Sales Rep

Established apparel company located in Ontario, CA looking for independent sales rep. Company has been in business since 1989 and carry both basic in stock blank garment and making custom production for brand names and retail chains. Need apparel sales experience and have existing sales channels. Team player. Great earning potential in sales commission. Send resume to: bertkaty@verizon.net

assistant designer

Fast growing garment manufacture is waiting for graphic assistant designer & styling assistant designer
If you are fast, smart and responsible, contact us asap!!
213 741 1511 or nicole@motiveapparelusa.com

Jobs Available

TEXTILE DESIGNER

Leading Textile Co. looking for creative Textile Designer. Must have ability & exp. in developing & executing CAD designs for textile prints. Junior/Contemporary market. Photoshop skills a must, Ned Graphics helpful. Bilingual in Korean & English. Great working environment.
Please email resume to: lonni.mag@gmail.com

SPEC WRITER/DIGITIZER

Wilt is seeking Spec writer and digitizer with MIN 1 YEAR EXP. Must know construction of a garment, sewing, how to spec and digitize using TUKA only. Please email resume to parcandpearl@parcandpearl.com

Jobs Available

NEXT LEVEL APPAREL IS MANAGER

Summary of Primary Job Responsibilities
Source PLM, ERP, WHM, WH automation and WEB solutions. Manage and integrate information systems throughout the supply chain. Provide IT support from hardware and software to all users.

Qualifications

Computer Science degree or related, Master preferred. Min. 5 yrs' exp. in IT Management in consumer goods industry and distribution, textile and apparel industries preferred. Experienced with ERP systems as SAP, Oracle, Datatex, FDM4, Full Circle and other IT solutions. Highly proficient in MS Office, main concentration Excel.
Send resumes to: maggie@nextlevelapparel.com



ASSOCIATE DESIGNER

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.

ASSOCIATE DESIGNER

We are seeking Associate Designer for our Denim division. Must have 2-3 recent yrs exp. in denim market. (ONLY APPLICANTS WITH DENIM EXP. WILL BE CONSIDERED.)

Must be exp. in all aspects of design that includes fabric, trim, design sketching, fit, and trend research. exp. with Illustrator a plus. Must be able to meet deadlines and be extremely organized.

Send resume to hr@swatfame.com

NEXT LEVEL APPAREL PLANNING MANAGER

Summary of Primary Job Responsibilities
Responsible for managing the planning department by overseeing scheduling of production locally and internationally. Will plan production according to sales forecast, monitor trends and analyze statistical data based on our industry and product sold.

Qualifications

Bachelor's degree, Master preferred. Minimum 5 years' experience in Planning management in the textile and apparel industries preferred. Must be Proficient in MS Office, main concentration in Excel.

Send resumes to: maggie@nextlevelapparel.com

DESIGNER, MARKING/GRADER, EDI SPECIALIST

Very well established L.A. based missy apparel manufacturer seeks detailed and motivated persons for the following positions:

1. Designer - Min. 3 years exp.
2. Marking/Grading - Min. 5 years exp.
-PAD knowledge preferred
3. EDI Specialist - Min 3 yrs. experience

Email resume & salary history to:
hrapparel@gmail.com

Design Assistant

Salary: \$28,000-36,000 DOE / Location: Los Angeles, CA
Taking detailed pictures of samples and creating line sheets. Forecasting and researching styles and colors that will be in fashion. Working closely with the head designer to develop new designs. purplegenhr@gmail.com

Jobs Available

SALES ACCOUNT EXECUTIVE

Established clothing company is looking to hire a Sales Representative for junior chains and specialty stores. Salary plus commission experience and contacts required. Must have at least 5 years experience.

SALES ASSISTANT

Established clothing company is looking to hire an executive assistant to work closely with President of company, great opportunity to learn, Duties are primarily follow up with major accounts, must be highly organized.

Send resume to Somol@aol.com



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

Sock company in Gardena looking for a Data Entry/Office Person.

This position REQUIRES at least 2 years AIMS/EDI exp. This person must be VERY reliable and organized. We are growing fast so this is a GREAT opportunity to start with us!

We are a small company so duties will include:

1. Opening office
2. Order entry/Invoicing/EDI
3. Light shipping
4. Inventory Control
5. Answer Phones
6. Customer Service
7. Maintain office and warehouse and order supplies.

Send résumé and salary history to LV90266@gmail.com

NEXT LEVEL APPAREL LOGISTICS MANAGER

Summary of Primary Job Responsibilities

The Logistics Manager oversees Distribution, Warehouse & Shipping. Will source, recommend & implement logistics'

Qualifications

Bachelor's degree. Min. 5 years' exp. in Logistics management including domestic and global. Proficient in MS Office.

Send resumes to: maggie@nextlevelapparel.com



PRODUCTION PATTERN MAKER

Must have 5 yrs. Exp. with Stretch, Rigid Denim fabrics, Knits, jersey, top, bottom, women, kids, and men lines. Well Organized, detailed oriented with sense of urgency. Must know how to work with shrinkage, grading, nest reading, fitting, drafting, marking, specs. Optitex System & hand pattern making & some leather pattern making experience preferred,

Submit resumes to Hiring Mgr. gilberto@robinsjean.com
or fax: (562) 231 0742

Jobs Available

NEXT LEVEL APPAREL PLANNER

Summary of Primary Job Responsibilities
Responsible for scheduling production from raw material to garment delivery. Monitoring inventory levels in comparison to sales forecast, identifies trends and preparing statistical analyses.

Qualifications

Bachelor's degree, min. 5 years' exp. in planning administration in the textile and apparel industries preferred. Must be analytical, proficient in MS Office, main concentration in Excel.

Send resumes to: maggie@nextlevelapparel.com

ASSISTANT MARKER MAKER/GRADER

Self motivated Assistant Marker Maker/Grader needed to work in fast paced environment. Applicant must have 3-5 yrs exp. working on Gerber V8, 3-5 years sample cutting exp. and must be able to calculate yields, produce sample markers as well as produce markers and be proficient with grading Men and Women's denim garments. Must have excellent communication skills, English preferred and be familiar with Microsoft Excel. Digitizing skills is a plus.

Please submit your resume with salary history to
info@caitacnarmen.com or fax to 310-366-7889

Import Designer

Major manufacturer seeking Import Designer for young contemporary line. Must be familiar with Product Development and be able to work in a fast paced environment.

Please send resumes to dede.braxton@gmail.com

DRESS DESIGNER/MERCHANDISER/ SHOPPER

Samsung C&T America in Commerce, CA

Develop unique assortment of garments and present to sales/buying teams. Collaborate with studio on prints. Identify new trim and fabric trends. Manage design room staff. Shop stores. At least 10 yrs of dress merchandising/designing exp req'd. Strong at reproducing popular fashion trends for the budget market. Initiative/sense of urgency; demonstrated problem solving skills. Must work well under pressure in a fast paced environment.

Email resume to recruiting@scta.samsung.com



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 FOR CHICOS

A fast growing women's apparel co. is in need of a Hardworking, enthusiastic, creative individual w/ 2-3 yrs of Design/customer product development exp working w/ CHICOS. Must have key understanding of basic garment/pattern construction w/ the ability to read and understand garment specs. Will enter & update progress report, write-up art & garment request, fabric sourcing, analyzing customer tech paks, prepare packages/swatches for customer.

Email resume : victorino_q@yahoo.com

www.classifieds.apparelnews.net

Jobs Available

NEXT LEVEL APPAREL FABRIC QUALITY SPECIALIST

Summary of Primary Job Responsibilities
Responsible for implementing strategies and actions to improve key quality performance metrics.

Write, train and implement quality procedures. Introduce statistical methods to control and monitor quality performance.

Qualifications

Bachelor's degree preferred. Min. 5 yrs' exp. in textile and apparel industries. Knowledgeable in Six Sigma. Ability to participate as a team member. Prior exp. with analysis and statistical tools. Able to write and implement quality standards operating procedures. Proficient in MS Office, concentration on Excel.

Send resumes to: maggie@nextlevelapparel.com

A/P Position Available

- Experience processing large volumes of invoices
 - Proficiency in Word, Excel and Quickbooks
 - Detail-oriented and 3 years industry experience
 - Process vendor invoices with proper approvals, batching and coding
 - Maintain vendor contact info and data entry
- Submit resumes to rmsanchez@verrents.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

PRODUCT DEVELOPER

Accessories company in Whittier, CA seeking a detailed oriented, pro-active problem solver, responsible for all aspect of the product development cycle, tech packs, prototype, SMS, top sample production, and world wide logistics products includes, hats, sunglasses, back packs socks jewelry etc.. Only experienced Individuals English/ Chinese a must Great compensation package, Send resume to caseyl@blueberrybookusa.com

sanctuary CLOTHING

TECHNICAL DESIGNER

5+ exp. in the fashion industry & in the technical area. Responsible for creating complete technical packs from pre-development stage to end production full cycle. Familiar with specs & contemporary fitting interpretations. Knowledge of cut and sew knit and sweaters a must. Sit in fittings with designer. Responsible for communicating fit comments/approvals to oversea factories. Proficient with Illustrator, Photoshop, Word and Excel. Knowledge of special accounts and patternmaking a plus.

Email resume along with salary requirement to:
rosemary@sanctuaryclothing.com

COSTING TECHNICIAN

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

Send resume: Hrexperts123@gmail.com

Jobs Available

NEXT LEVEL APPAREL QUALITY MANAGER

Summary of Primary Job Responsibilities

The Quality Manager oversees the quality dept. by managing the quality team both domestic and international. Will review, recommend and implement strategies and actions to improve key quality performance metrics. Will manage and integrate quality systems throughout the supply chain. Manages customer and vendor compliance and certifications.

Qualifications

Bachelor's degree, Master preferred. Minimum 5 years' experience in Quality management in the consumer goods industry, textile and apparel industries preferred. Proficient in MS Office.

Send resumes to: maggie@nextlevelapparel.com

LEASING REPRESENTATIVE

- Generate new leases for the assigned categories
 - Light travel, cold call on prospective clients
 - Market and promote the assigned categories
- SKILLS/EDUCATION/EXPERIENCE REQUIRED:
- Minimum two years sales experience in commercial leasing or fashion industry
 - Excellent verbal and written communication skills, including ability to effectively interact with a wide variety of people.
 - Excellent organization, verbal and communications skills.
 - Must possess strong customer service skills, including great telephone skills
 - Ability to take initiative to support various projects
 - Real Estate License required

Email resumes to:

dsingson@californiamarketcenter.com



WHOLESALE ALLOCATION/PLANNER

NYDJ Apparel is seeking an exp'd Wholesale Allocation/Planner. Duties will be to forecast, plan, track and report on orders, production, allocation, and distribution. Partner with Sales, Production and Distribution to foresee and resolve product and delivery issues. Strong Excel and analytical skills. Excellent benefits & work environment. No phone calls please.

Send resume and salary history to: eric.ueno@nydj.com

CALIFORNIA ApparelNews

ADVERTISING SALES EXECUTIVE

- * Seeking professional, energetic salesperson with Apparel Industry and or Ad Agency experience.
- * Prefer college graduate with Advertising experience.
- * Must know Power Point, ACT Database or other database program.

Please email your resume to:
terry@apparelnews.net

Senior Knitwear Designer Southern California based luxury cashmere brand seeks a Senior Knitwear Designer with a minimum of 10 years experience to create, design and develop concepts for their knitwear collections. This individual should have highly specialized knowledge of knitwear design and production processes. BA or BS in fine Arts/Fashion Design is preferred. Contact: iburgaer@tse-us.com

Jobs Available

FIRST PATTERNMAKER

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

Please fax resumes along with salary requirement to
hrbestgarments@yahoo.com

Jobs Wanted

Freelance Patternmaker

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

35 yrs Exp'd

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

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

Real Estate

SPACE FOR LEASE

- * In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District.
- * Industrial, retail and office space also available throughout the San Fernando Valley.
- * Retail and office space also available just south of Downtown.

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

GARMENT BUILDINGS

Mercantile Center

500 sq. ft. - 16,500 sq. ft. Priced Right.
Full Floors 4500 sq ft.,
Lights-Racks-New Paint-Power
Parking Available-Good Freight.
Call 213-627-3754
Design Patternmaker Garment Lofts
300 sq ft - 1,000 sq ft.
Call 213-627-3755

Buy, Sell and Trade



AVAILABLE FOR LICENSING

PHONE:818.980.9880 and FAX: 818.980.9890
Email-sokmavn@gmail.com

WE NEED FABRIC

Silks Wools Denims Knits Prints Solids...
Apparel & Home decorative.
No lot to small or large...
Also, buy sample room inventories...
Stone Harbor 323-277-2777
Marvin or Michael

WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's.
ALL FABRICS!
fabricmerchants.com Steve 818-219-3002

To place a Classified Ad Call Jeffery
213-627-3737 Ext. 280
or jeffery@apparelnews.net

UPCOMING MARKETS & TRADESHOWS | 2014



los angeles **FASHION MARKET**

HUNDREDS OF SHOWROOMS FOR
WOMEN, MEN, KIDS, & LIFESTYLE

STARTS
ON SUNDAY
AT THE CMC

**OCT 12-15
SUN-WED**



transit

LA'S PREMIER SHOE SHOW

OCT 13-15 | MON-WED



SELECT

WOMEN'S CONTEMPORARY APPAREL,
ACCESSORIES & FOOTWEAR SHOW

OCT 13-15 | MON-WED



L.A. textile los angeles int'l textile show

THE WEST COAST SHOWCASE FOR TEXTILES,
DESIGN & PRODUCTION RESOURCES

SEP 29-OCT 1 | F/W 15/16