

# CALIFORNIA ApparelINews

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ANDREW ASCH

**SURFERS AND CELEBS:** The Waterman's Ball—the surf industry's annual awards event, fundraiser and opportunity to show off its unique style—was held recently in Laguna Niguel, Calif. For coverage of the event, see page 18. (Pictured: the Waterman's Ball award ceremony. From left, Jeff Alter, president of Hobie Design and son of Hobie Alter; Ted Danson; Paul Naude; Rusty Preisendorfer; and Tom Carroll.)

## The Fight Against Retail and Cyber Crimes: Better Cards, Better Security

By Andrew Asch *Retail Editor*

Cyber crimes are skyrocketing—there are estimates that more than \$3.5 billion in fraud was committed online in 2013—but security organizations protecting retailers and consumers are pushing back.

Criminals from around the globe steal credit-card numbers from retailers so they can charge items or take out cash from the stolen card numbers. Some argue that the answer is to build a better, more secure credit card.

On Aug. 13, the **Payments Security Task Force**, a  
➔ **Retail Theft** page 12

### TRADE SHOW REPORT

## Increase in Resources Has Swim Collective Outgrowing Its Venue in Huntington Beach, Calif.

By Alyson Bender *Contributing Writer*

Traffic was steady and brisk at the Aug. 12-13 run of **Swim Collective** at the **Hyatt Regency Huntington Beach Resort** in Huntington Beach, Calif., which featured a 20 percent increase in resources showing contemporary swimwear, active surf apparel, swim accessories and activewear.

The activewear resources at Swim Collective served as a preview of **Active Collective**, a new section of the show for activewear resources, which will officially launch during the January 2015 edition of Swim Collective in Dana Point, Calif.

“Since many brands are offering cross-over swim and active products already, this will strengthen our position as a destination trade show with everyone under one roof,”

➔ **Swim Collective** page 16

## Denim Master Class: FIDM Students Get Advice, Inspiration From Some of Denim's Best

By Alison A. Nieder *Executive Editor*

Denim pioneer François Girbaud is credited with a lot of firsts in the industry—from stonewash finishing and industrial washing to stretch denim and new silhouettes such as the baggy jean, the pedal pusher and engineered fit.

It's debatable whether Girbaud was actually the first to wash denim with pumice stones—even he recalls finding telltale powder, possibly from crushed pumice, in the pocket of a pair of **Gul & Blå** jeans from Sweden in the 1960s. But as the co-founder in 1964 of the **Marithe + François**

**Girbaud** sportswear brand, Girbaud was at the forefront of denim's evolution from workwear to fashion statement.

“In 1964, we started industrial washing garments,” Girbaud said. Unfortunately, the laundry Girbaud used also specialized in washing white sheets, which soaked up the indigo dye as it washed off the jeans. “[The owner] wanted to kill me,” Girbaud recalled. “But I made a fortune for him.”

These days, the French designer is based in Los Angeles and working for **J Brand**, the LA-founded label now owned by Japanese fast-fashion chain **Uniqlo**. And his interest has  
➔ **Kingpins + FIDM** page 6

### DENIM REPORT

## Denim: Cheyann Benedict's Way

By Andrew Asch *Retail Editor*

When Cheyann Benedict, co-founder of the **C&C California** brand, made a return to fashion in 2013, she wanted to run her self-named **Cheyann Benedict** company her way.

She designed unique, art-inspired caftans, leather and suede jackets with long fringe, and she chose not to wholesale. She wanted to take her time and think through the line's aesthetic and build solid brand awareness. She thought her previous brand, **C&C California**, grew too fast. It was acquired by the former **Liz Claiborne**, now called **Kate Spade & Co.**, for more than \$28 million in 2005. **Perry Ellis Inter-**

**national** picked up the brand in 2008.

Her measured approach to brand building extended to her denim line, but she recently deemed it ready to take a formal bow. Benedict has expanded the categories of the denim line and will formally make it available to wholesalers. It has been previewed at boutiques such as **Dari** in Los Angeles' Studio City neighborhood. The denim line formally debuts as a wholesale line at the **Oasis** show at **ENK Vegas**, which runs Aug. 18-20.

Times are tough for big denim brands, which are seeing heavy competition from activewear. **Levi Strauss & Co.**,  
➔ **Denim** page 8

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## Supply Chain with Tech Made in America

CALIFORNIA APPAREL NEWS SPECIAL SECTIONS

# American Apparel Announces New Board Member and Quarterly Results

In preliminary results for its second quarter, **American Apparel** reported it reduced its net loss over last year even though revenues were relatively flat.

The Los Angeles apparel maker, which has been mired in controversy after asking founder Dov Charney to relinquish his chief executive post while a misconduct investigation is ongoing, said it would have to delay its official second-quarter earnings because there are five new board members on the seven-member board.

On Aug. 13, the company said that Laura A. Lee was the fifth new member on the board.

"Laura brings a deep understanding of the Internet space and digital launch initiatives, combined with a strong background in major

brand building and key partnership development, to the American Apparel board," said Colleen Brown, nominating and governance board chair.

Lee is currently the head of East Coast content partnerships for **Google/YouTube**, where she oversees more than 150 television, film, new media and original entertainment partnerships. Prior to joining Google, she was a vice president and head of business development and operations for **MTV**.

Meanwhile, the company on Aug. 12 reported that for the three months ending June 30, net loss was \$15 million compared with a net loss of \$38 million during the same period last year.

Revenues are expected to be flat at \$162

million while gross margin is estimated to have narrowed slightly to 51 percent from 52 percent in the year-earlier quarter.

For the six-month period ending June 30, the company estimates its net loss will be about \$21 million compared with \$84 million a year earlier. Revenues for the first six months this year were an estimated \$299 million, down 0.3 percent from last year's \$300 million.

A battle has been going on in the executive level of the company, founded by Charney in 1997. In June, Charney was asked to step down as the chief executive of the vertical operation and leave the board while the company conducted an investigation into alleged personal and corporate misconduct by Charney.

The company's chief financial officer, John Luttrell, is acting as the interim chief executive officer.

In the wake of his ouster, Charney mounted a struggle to gain more control of the company's stock. He worked out a deal with New York private-investment company **Standard General**, which invested \$25 million in the company, which started out selling blank T-shirts nearly 20 years ago. Charney and Standard General now own nearly 44 percent of the publicly traded company.

During the investigation into alleged misconduct by Charney, which Charney denies, the company is paying him to be a consultant with no authority over employees.

—Deborah Belgium

# North Face Sets 100-Percent-Certified-Down Goal

By 2017, **The North Face** plans to have all its down 100 percent certified and responsibly sourced using the Responsible Down Standard, a third-party standard.

The outdoor technical apparel maker plans to have 30 percent of its down certified by fall 2015 and 60 percent of its down certified by fall 2016. By next year, the company's Summit Series of expedition-ready apparel and all of its European styles will be 100 percent certified.

The Responsible Down Standard, or RDS, evaluates and traces the original source of down, "creating a chain of custody from gosling to end product." The North Face designed and launched the standard before turning it over to the **Textile Exchange**, the

apparel and textile sustainability nonprofit organization, which will maintain and update the standard with feedback from the industry.

The North Face has been working with down suppliers and the third-party certification body **Control Union Certifications** to implement the RDS in primary sourcing regions in Europe and Asia, as well as its processing sites in the U.S.

According to The North Face, the first step in the global down supply chain is the food industry. Down is then cleaned multiple times and sorted for quality. The RDS forbids practices such as force-feeding and live plucking and provides guidelines for food and water quality, housing, and animal

health and hygiene.

"Influencing the down supply chain to change its practices to ensure the ethical treatment of animals and traceability is a significant challenge. We are working with suppliers many levels past our direct down suppliers, all the way back to the farms of the food industry to enable more responsibly sourced down," said Adam Mott, The North Face's director of sustainability. "Our ultimate goal is to change the industry as a

whole, not just our own supply chain. To do that, we need a collective effort from our competitors in the apparel industry as well as other sectors that use a significant volume of down and feathers like the bedding and furniture industries. We want the practices promoted by the RDS to become the new norm."

The North Face is a division of Greensboro, N.C.-based **VF Corp.**

—Alison A. Nieder

# Stanford Shopping Center Gets Makeover

**Stanford Shopping Center**, a **Simon**-owned mall located across the street from **Stanford University**, is in the midst of a big renovation.

The mall's **Bloomingdale's** department store is moving to a new building, which is scheduled to open in the fall. The old building is being torn down, and more than 20 boutique spaces and five new restaurants will open in its place.

The renovation project will feature a new open plaza area. It will be located at the west end of the center, and visitors will be able to walk through the upcoming plaza's garden areas and occasionally check out performances and gallery shows held at the plaza. The new development also will offer "outdoor living rooms," which will feature open-air fireplaces.

"This project will not only transform the center's look and feel, but it will make Stanford Shopping Center an even greater part of the community and destination for visitors,"

said Joshua Kalkhorst, the center's mall manager, in a prepared statement on July 31.

Stanford Shopping Center is anchored by **Neiman Marcus**, **Bloomingdale's**, **Nordstrom** and **Macy's** and also is the address of high-profile retailers such as **Abercrombie & Fitch**, **BCBGMaxAzria**, **Banana Republic**, **Juicy Couture**, **Burberry**, **Louis Vuitton**, **Kate Spade** and **Johnny Was**.

Simon owns and operates major California regional centers including **Del Amo** in Torrance, **Fashion Valley** in San Diego, **Shops at Mission Viejo** and **Brea Mall** as well as **Desert Hills Premium Outlets** and **Camarillo Premium Outlets**.

Simon's Del Amo property is in the final stages of a renovation. For this renovation, it is consolidating the operations of its Macy's anchor from three buildings into two stores, according to a Del Amo statement. The mall owner said it was in talks to bring a new anchor to take the Macy's space.

—Andrew Asch

# Barneys New York Opens at the Americana at Brand

**Barneys New York** is alive and well at **The Americana at Brand** shopping center in Glendale, Calif.

The recently opened flagship store took over the spot that had been occupied by a **Barneys Co-Op**. The Barneys Co-Op chain, with its contemporary clothing, was a less expensive option to Barneys New York, known for its designers label.

But last year, a revamp in the retail chain's business strategy saw an end to the Barneys Co-Op idea. Instead, Richard Perry, whose **Perry Capital** took a majority share in the retailer in 2012, decided to convert the Barneys Co-Ops into spaces for the department store.

Perry has been trying to resuscitate the chain after it flirted with bankruptcy. It hit hard times after Dubai-based **Istithmar** took

over in 2007 and then saw the economy nose-dive, sending luxury shoppers into hibernation. Ron Burkle and his Los Angeles-based **Yucaipa Companies** also took a stake.

Perry and his wife, clothing designer Lisa Perry, apparently want to bring back haute couture to the retail venture.

The Barneys Co-Ops at **Santa Monica Place** and **The Grove** in the Los Angeles area have also been converted to Barneys New York spaces. The Barneys Co-Op closed at **South Coast Plaza** in Costa Mesa, Calif.

As part of the rebranding of the store at the Americana at Brand, the outpost has added some star designers to the lineup, which includes **Balenciaga**, **Manolo Blahnik**, **Proenza Schouler**, **Stella McCartney**, **Gianvito Rossi**, **Marni** and **Maison Martin Margiela**. —D.B.



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# Sydnee Breuer: Rosenthal & Rosenthal's Soft-Pitch Expert

When Sydnee Breuer, born and raised in Maryland and a graduate of Rutgers University, hit the road in her Honda Civic shortly after graduation to head to California, little did she know she'd be a lifer—or a factor. Breuer, who is senior vice president, business development, at factoring powerhouse Rosenthal & Rosenthal, spent 20 years learning a trade she'd never heard of before she started her career. When she isn't pitching business, she's catching slow pitches in an adult softball league, or she and her husband are teaching moves to their 12- and 17-year-old fast-pitch-softball-playing daughters. Now, if she could only teach them to appreciate fine Maryland crab....

## So, what did you learn at Rutgers about factoring?

Nothing. It was a half a page in one of my classes.

## And yet, here you are, pretty much knowing everything there is to know. How'd you get to this point?

I got the job once I moved to California. After college, I wasn't thrilled about staying in the tri-state area, so when a good friend called to vent that her roommate was moving, I packed everything into my Honda Civic and I went. I looked in the *L.A. Times* for jobs and found one at CIT. I think the ad was for something financial. If it had said "factor," I'd have thought, I don't know what that is, so forget that.

## And a factor was born.

I knew if California didn't work out for me, I was only in it for a year. As things go, within nine months I met the man who would become my husband. I had a job in an industry I liked. So here I am, 25 years later.

## What do you like about factoring?

I mostly like helping people. I'm a numbers person, so I enjoy the analysis. I started my career in credit and I ended up on the sales side. Had you told me out of college I'd end up in sales, I'd have asked what you were smoking. I think of my job as "consultative selling."

## Explain, please.

Of course the goal is to sell my product, but I am also consulting with a company. I am not afraid to say, I'm sorry, my product is not for you right now or You have a really good deal now. Let's talk in a year.

## Not a hard-sell girl.

I don't see myself as the traditional, stereotypical salesperson.

## Do you find you have to explain a lot about factoring on your calls?

It depends on whom I'm talking to. There are still CFOs from industries other than apparel who are not as familiar with factoring. The first question I ask them is what they think factoring is. I want to make sure we're on the same page before we get started. There is high-risk, high-rate, lender-of-last-resort factoring, which we don't do. Once I have their understanding of factoring, then I tell them, Here's how we do it, or That's great, that's exactly what we do.

## What else do you tell them?

For a young company starting out, it's a great way to outsource the receivables functions. It allows the company to be nimble. We are the receivables experts, so let us do it for you cost-effectively. We use our position of strength and our relationships to get what we need. But factoring is not generally short term.

## Are you looking at a different stratum of potential clients now that the recession seems to have ebbed? Has your strategy evolved or changed?

We haven't changed our position. It's who



**All in the Family:** Softball (and the Dodgers) are shared passions of Sydnee Breuer, her husband, and their two daughters.

we are and who we've been since I've been here—the independent finance factor. I'll do any deal if it's the right people at the right time, and we've been doing that throughout. We'll do a startup; we can be flexible to make the deal work. We like to listen to the stories and see how we can help.

## What persuades you to deal with a potential client?

I like to know the owner is involved in the business, knows what is going on, as opposed to an absentee owner.

## Do you look for passion?

Always. That's what I love about working for Rosenthal. We have a lot of passion for what we do. We're not stupid with money, but you want to help the people who have a passion for what they do. You'll see someone who has had a bump in the road, and a traditional lender may not want to continue supporting them. A lot of people hit bumps during the recession. We were able to sign a lot of business because we understood what the bumps were about. These clients still have passion for their business; it was just circumstances beyond their control.

## I guess at this point I should ask how your knees are holding up.

My knees? They're fine. Why?

## Aren't you a baseball catcher of note?

It's slow-pitch softball, so we stand up. The ball bounces on the plate to be a strike. Us old people don't do fast pitch.

## Got it, got it. But baseball's in your blood, right?

Softball. It's been a big part of my life. We're a sporting family. We watch sports, play sports, coach sports.

## Your girls interested in being factors?

In fact, my 12-year-old last year at one point said, I kind of want to do what my mom does. When she realized I don't get the whole summer off, she said, I don't think I want to do what you do. Certainly, being in sales, I love the flexibility I have. I joke with them that they should be lucky to have a job where coffee meetings and going to Dodger games are considered work. I think it allows for a good balance in life.

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Fashion Faces is a special sponsored series of columns. The next one will appear in the Sept. 12 issue.

## NEW RESOURCES

# Olympia Activewear: Minimalist Activewear

Look inside any gym and the typical activewear wardrobe is often filled with attention-grabbing neon, bright prints and clothes with a lot of pattern lines to emphasize the apparel's performance features.

As a fan of minimalist home design and fashion, designer Kaili Lickle was turned off by those standard offerings of highlighter-hued tank tops and complicated leggings she saw when shopping for activewear clothes.

"So many of the brands out there were tacky, overdesigned or acid bright," said Lickle, founder and designer of **Olympia Activewear**. "I created what I wanted to wear when working out. There are no added frills. It's just clean and simple."

The first seeds for Olympia Activewear were planted about three years ago, when Lickle was attending the **Academy of Art University** in San Francisco, studying fashion and visual merchandising.

"I got really addicted to spin class," Lickle said. Given San Francisco's unique weather, Lickle hunted for one outfit that could get drenched in sweat and go straight home in the chilly evening. "I could find your basic legging, but it didn't have a certain aesthetic," Lickle said.

The idea lay dormant, and Lickle moved on to work as a window dresser for **Louis Vuitton** in Honolulu. When it came time to finally start her own company, she said, her retail experience was very handy. "There is a psychology, timing, and you have to understand your customer [in visual display]. It's definitely carried over to [Olympia's] business—to really understand our customer, where we belong, so that everything is in line with the brand aesthetic," said Corona Del Mar, Calif.-based Lickle.

In the current trend and cultural movement toward an active and healthy lifestyle, Olympia found a niche in hip online swim and contemporary clothing sites such as **Carbon 38**, **Largo Drive**, **Bikini Bird**, **Free People**, **Revolve Clothing** and **A Tropical Affair** in Santa Barbara, Calif., which caters to fashionable girls that incorporate their yoga clothing into their everyday outfits.

Olympia's spare design doesn't mean that it lacks in performance features. The lightweight 80 percent nylon and 20 percent spandex blend fabric for leggings, sports bras and mini-shorts is also moisture wicking, and some designs feature mesh panels for added cooling windows. Tops in lightweight cotton are cut loose with a boyfriend-like style to be breathable. Olympia's custom plush and



wide elastic waistbands have become a signature design detail that also doesn't dig into the wearer's hip.

Wholesale price points range from \$30 to \$82.50 for tops, sports bras, shorts and leggings. The line is produced in Indonesia. For more information, email [info@olympiaactivewear.com](mailto:info@olympiaactivewear.com) or visit [www.olympiaactivewear.com](http://www.olympiaactivewear.com).—Rhea Cortado

## Calendar

### 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 Pooltradeshow MVMNT**

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

**WWDMAGIC FN Platform WSA@MAGIC ISAM**  
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

**Capsule**  
The Venetian  
Las Vegas  
Through Aug. 20

**KidShow**  
Bally's  
Las Vegas  
Through Aug. 20

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

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

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

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## Kingpins + FIDM Continued from page 1

shifted from finishing denim with stones or sand or chemicals to cleaner alternatives such as ozone and laser finishing.

“When the Berlin Wall fell, all these people came out from the east side wearing acid wash,” he said. “I’m responsible for that.”

Girbaud made the off-the-cuff comment during Kingpins + FIDM, a recent event organized by **Kingpins**, the denim development trade show, and the **Fashion Institute of Design & Merchandising**.

On July 31, about 30 FIDM students gathered on the top floor of the **Cooper Design Space** in Los Angeles to learn about branding, development and career building from several well-connected names in denim. In addition to Girbaud, speakers included Tim Kaeding, former creative director for **7 For All Mankind** and current founder of **Mother** denim brand; Joie Rucker and Caroline Calvin, designers and founders of **Calvin Rucker**; and Ben Talley Smith, a denim designer and consultant who has worked with brands such as **Alexander Wang**, **Earnest Sewn**, **Vince** and **Marc Jacobs**.



Denim designer and consultant Ben Talley Smith

Later this year he will launch his own denim label, **Talley**.

The event was moderated by Kingpins founder Andrew Olah, who cited **California Fashion Association** statistics to underscore the economic impact of denim.



Mother jeans founder Tim Kaeding (left) with Kingpins founder Andrew Olah

“The jeans business by 2018 will be a \$58 billion business,” Olah said. “We’re talking about 5.8 billion jeans per year. You’re talking about 12 billion yards of fabric—using an unlimited amount of energy.”

Olah briefly discussed the denim supply chain, from the land used to grow cotton to the global supply of indigo. He discussed the amount of water and chemicals needed to affix indigo to denim yarns and the processes the industry uses to remove the color from the jeans in finishing.

“If indigo were invented today, it would be rejected because indigo hates cellulose fibers,” he said. “We have to dye it multiple times, and every time we do that we have to go through multiple processes to help the indigo go into the fiber. And then it goes through industrial processes to take it all out. When looking to the future of the industry, the first thing that comes to me is sustainability.”

Olah urged the students to ask where their jeans are made, how they are dyed and how they are finished. And if they don’t like the answer, he said, don’t buy the brand.

“At the end of the day, every consumer has a right to say no,” he said. “Every time you purchase, you say yes.”

### Inspired by denim

The unique nature of denim was at the heart of the speakers’ passion for the jeans business.

Kaeding’s first opportunity to work with denim was when he was hired as a freelance designer by **The Gap** to launch a new luxury childrenswear collection. Kaeding had just shuttered his collection of high-end women’s apparel and had never worked with denim before. Fortunately, The Gap had hired a denim expert—Adriano Goldschmied—to work on The Gap’s **1969** brand. Goldschmied suggested Kaeding contact Italian denim mill **Candiani** and Italian finishing company **Martelli**.

The experience was enlightening, particularly after Kaeding’s experience with fabrics that cost \$30 to \$50 per yard.

“This is this cheap \$5 fabric, but it’s so amazing,” Kaeding said. “You can sculpt it. I’m only going to work in denim.”

Smith had a similar experience when he was hired by **Tommy Hilfiger** to design outerwear, only to find out on his first day that the company had moved him to the denim department.

He was so intent on learning all  
➔ **Kingpins + FIDM** page 7



# SELECT

CONTEMPORARY TRADESHOW

## OCTOBER 13-15 | SS15

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Joie Rucker and Caroline Calvin, founders of Calvin Rucker



FIDM Apparel Technology Coordinator Mary Brannon, denim designer François Girbaud and California Fashion Association President Ilse Metchek

*Continued from previous page*

about denim, he made his own.

“At night in my apartment in Brooklyn I would make my own jeans [and] sand them myself,” he said. “It helped me understand denim, from start to finish. Because I was making the pattern myself, if it didn’t fit, I knew why.”

Smith’s denim trajectory took him to Earnest Sewn, **Rag & Bone**, **Rogan** and **Helmet Lang** and gave him the opportunity to develop denim at **Sights Denim Systems** in Henderson, Ky.

“We would pick fabrics and go down there with a hundred ideas,” he said. “We’d come back at the end of the week with new washes, new coatings, new techniques and sanding patterns. It allowed me to showcase what I am good at.”

Before launching their brand in 2012, Calvin and Rucker worked for such denim powerhouses as Marithé + François Girbaud, **Levi Strauss & Co.** and **Guess? Inc.** The two met at Levi’s, where Calvin eventually rose to senior vice president of the Levi’s brand, while Rucker went on to found **Joie Jeans** with Andrew Rosen and Sean Barron and then **Rich & Skinny Jeans** with Michael Glasser.

Denim design is “a constant exploration,” Rucker said. “Every time I design a jean it’s a new experience. Denim is one of the hardest things as a designer you can make. It’s super challenging, and the technology is always changing. It’s really hard to do it well.”

Even after a pair of jeans leave the store, it continues to evolve.

“As you wear a jean it takes on a life of its own,” Rucker said. “It’s almost like a diary of your life.”

So many people are involved in the design and development of a pair of jeans, it creates a “community of support,” Calvin said.

“That’s one of the greatest things about LA,” Rucker added. “There’s an incredible culture of camaraderie in the jeans industry in Los Angeles. Everybody knows each other. They compete with each other, but they also help each other. They know a year from now they might be working together.”

Social media, new technology and the speed of information have changed the way many designers scout for trends and inspiration. Smith said that the time he used to spend shopping the market, he now spends on **Instagram**.

“[In the past,] we would travel to Europe, and we would see

things you wouldn’t see at home,” Calvin said. “You’d come home with all these samples and wow the merchandisers. Now street style is all around. You can see what’s happening in Europe when it happens in Europe. That has created

don’t show up, you have to sit down and sew it yourself.

“I have a philosophy at Mother. If you can do something better than I can, you’re hired. And I can do a lot of things well.” ●

so much pressure on the entire industry. It’s already knocked off the second it’s out the door.”

The event concluded with some advice for the students. Rucker urged the students to never forget to have fun and to be willing to work without set rules.

“If you believe there are rules, you probably won’t be able to take anything to the next level,” she said.

Kaeding advised the students to learn every aspect of the business.

“You have to know everything,” he said. “You have to know how the tape gun works. You have to know the **UPS** man. When the sewers

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

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## Denim *Continued from page 1*

one of California's dominant denim companies, reported a 76 percent decline in its net income for the second quarter of fiscal 2014, which ended on May 25.

But for Benedict, an expanded move into denim is a good initiative—and an opportunity to showcase what she calls “the new Americana.”

“For me, it is about doing the things that I love in all of the categories,” Benedict said. “I love denim. I completely believe in it. People wear it all of the time. We believe that our denim is the new Americana. To be an American brand, you need to make lines here. You need to make things here and support your neighbor.”

The Cheyann Benedict brand's jeans are manufactured in Los Angeles and will wholesale for \$100 to \$200, said Lisette Polny, the brand's chief operating officer.

The line will offer more than 15 silhouettes, Benedict said. It also will build its point of difference by not doing a “boyfriend” silhouette jean, which has become a staple for most denim lines. “It's not flattering to a woman's body,” Benedict said of the loose-fitting jeans.

Benedict's jeans, like her brand's clothes, aim to fit women of all ages and sizes. Some of the silhouettes include the “Greaser,” inspired by the denim looks of the 1950s. “It is updated in the fit. It is more body-conscious. It is our most basic and well-fitted jean,” she said.

The line's baggy jean is called the “Heathers,” named after the 1988 noir teen comedy. “It is the perfect '80s update,” Benedict said. “They are slightly baggy. ... It is moderately high-waisted. ... It has a great, subtle roundness to it.”

The line also offers the “Nirvana” jean,

a bell-bottom style. “Bell bottoms come in fashion and out of fashion,” Benedict said. “But my job is to create the best possible version of each look. ... It is really sexy. It shows [women's] curves.”

At ENK Vegas, Benedict will show basic washes. When she shows the line again in 2015, the line will offer additional washes that she describes as “beautiful pieces of art.”

Benedict trained to be an artist. She grad-



uated from **New York University's Experimental Theatre Wing**, which is dedicated to the avant-garde stage. She always supported herself through making fashion. During her college years, she would tie-dye T-shirts and sell them at consignment stores. She later got a job at the **Calypso St. Bart** fashion company. She served as regional manager for the Los Angeles area and opened the company's store in the **Sunset Plaza** retail district, she said. In 2002, she decided to launch her own line, C&C California, in partnership with Claire Stansfield.

After the company was acquired, Benedict spent time traveling and living in New York.

“I spent a long time thinking of how I'd like to do a company again,” she said. “I wanted to make everything here. I wanted to feel that there was an integrity in the way that I built the infrastructure of the company. In planting seeds that grow deep roots rather than the quick turnover.” ●



## TECHNOLOGY

### Manhattan Associates Acquires GlobalBay Technology

**Manhattan Associates Inc.**, the Atlanta-based supply chain commerce solutions provider, has acquired the assets of **GlobalBay Technologies** from San Jose, Calif.-based **VeriFone** in a move that will extend Manhattan Associates' omni-channel inventory and order management solutions offerings.

The acquisition merges Manhattan Associates' enterprise inventory visibility, order management and store solutions with GlobalBay's point-of-sale and “clienteling” applications, the company said.

“Our decision to acquire GlobalBay was driven primarily by our customers asking us to extend our omni-channel scope within their stores,” said Eddie Capel, Manhattan Associates chief executive officer, in a company statement. “Moving beyond inventory and fulfillment and into sales and clienteling is one way we'll provide a comprehensive

store platform with omni-channel at its core. “For our customers, this means that they will now have the ability to unlock the information that presents a single view of customers, orders and inventory. This unique combination allows our customers to provide a complete sales and clienteling solution, including best-in-class inventory and order management capabilities to their stores, and deliver the retail experience that the new, omni-channel shoppers expect.”

Terms of the deal were not disclosed. The acquisition does not include VeriFone's **GlobalBay Merchant** solution, which is targeted to small retailers. VeriFone is retaining GlobalBay Merchant, which will be rebranded in the coming months, the company said.

For more information, visit [www.manh.com](http://www.manh.com).—Alison A. Nieder



# Big Star: European Heritage, Los Angeles Design and Environmental Philosophy



Established in 1974 in Europe, **Big Star** denim has been Los Angeles-based since **Koos Manufacturing** picked up the line in 2003, first as a licensed brand but now as one of Koos' company-owned trademarks, which also include **AG Adriano Goldschmied**.

Big Star's classic styles feature vintage-inspired fabrications and styles.

"The new Big Star collection is unique to its brand philosophy and manufacturing capabilities," said Senior Designer Ron Balatbat.

The company's mission for Big Star is to produce a premium-denim line that utilizes state-of-the-art equipment and environmentally friendly processes.

Influenced by Southern California's ease and coastal vibe, Big Star's men's and women's styles are offered in similar wash techniques ranging from light to dark, with brushed whisking that gives the styles a vintage look. The men's collection comes in 20 styles and five fits that include a slim fit, straight leg, regular boot and regular straight. Men's denim shorts feature a Hawaiian hibiscus print. There are 38 women's styles in 13 fits, including skinny, slim straight, boot, chino, boyfriend and overalls, as well as a denim pencil skirt.

While the look of the denim is important, the company also stands by its craftsmanship and attention to detail, Balatbat said.

"Big Star continues to offer premium denim at accessible price points and is dedicated to delivering timeless pieces for the modern individual," Balatbat said. "From the start of this union, Koos' expertise in making jeans and their constant evolution in R&D and production have been Big Star's greatest asset."



Big Star's sustainability efforts include ozone washing and eco dyes, low-water and energy-efficient washing machines, and eco-friendly wash processes, including laser finishing, tying, tacking, grinding and 3-D whiskering.

"Laser technology is probably the most advanced wash process, having the ability to recreate natural wear patterns with unrivaled consistency and efficiency," Balatbat said.

Denim fabrications ranging from 100 percent cotton to cotton/Lycra and cotton/poly/Lycra blends are sourced domestically and internationally.

Big Star is primarily manufactured at the Koos Manufacturing facility in Aguas Calientes, Mexico. The company also produces **Tee by Big Star**, a collection of knits made entirely in the U.S. that also employs green processing and finishing.

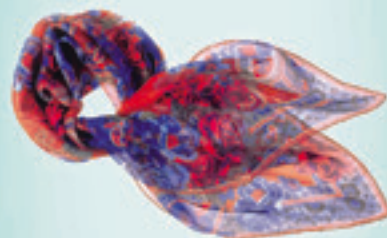
Wholesale price points for jeans start at about \$40 and vary depending on level of wash processing, Balatbat said. Other items such as shorts, crops and non-denim bottoms range in price from \$33 to \$52.

Big Star is currently sold at major retailers such as **Nordstrom**, **Lord & Taylor**, **Brooklyn Denim Co.** and **Revolve-Clothing.com**.

For sales information in the U.S., contact **Denim Area** at (213) 612-0850. —Sarah Wolfson



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# Showtime: Retailers Discuss Trade Show Plans and Preparations

By Andrew Asch *Retail Editor*

With more than 20 apparel, footwear, accessories and sourcing trade shows taking a bow in Las Vegas starting on Aug. 18 and a trade show season that continues on until the end of October, retailers are gearing up for the serious work of finding the brands that might hold the key to big profits.

Boutique owners Don Zuidema, co-founder of **LASC** in West Hollywood, Calif.; Melissa Akkaway, founder of **Beckley** in Los Angeles; and Murphy and Carrie Martines, co-founders of **The Celest** in Costa Mesa, Calif., talked to *California Apparel News* of their plans for the upcoming trade shows.

**CALIFORNIA APPAREL NEWS:** What season are you buying? How many days are you spending at the show? How many shows are you going to?

**DON ZUIDEMA:** We find we are buying closer in to season whenever possible so that we can react to trends and work more closely with vendors on margins.

We plan on spending two days at the shows and will do our best to hit them all, especially **Liberty**, **Project** and **Capsule** since that is where we do most of our buying.



Don Zuidema



Melissa Akkaway



Carrie Martines

attend **Coterie** and **D&A**, for sure, and possibly **Project**. [Then we will] attend LA market in October.

**CARRIE MARTINES:** We're shopping for Spring '15 as well as **Immediates** for Fall. We're going to be at the shows Monday and Tuesday. We'll be attending **Project**, **Liberty**, **Capsule** and **ENKVegas** to visit our friends at **NOE Undergarments**.

**CAN:** How is the economy? Are your customers spending more? Will you be spending more at the Las Vegas shows?

**DZ:** Customers are being cautious in their spending, and we also find we need to focus on service and selection to compete with the online stores as well as other retailers.

**MA:** I think the retail economy has stabilized, but the client is much more specific with how and what they spend their dollars on. They want pieces that can transition from one season to the next and possibly have room in their budget to make one big splurge per season.

**CM:** We're definitely seeing customers investing in their closets. Price is not an issue. It really comes down to the product and the brand story.

**CAN:** Trade shows can be exhausting. Any advice on how to keep your energy up during trade shows?

**DZ:** Thank goodness for the coffee bars during the show—along with bottles of water. That's what we do to keep the energy. We also get motivated by being at the shows, and that drives us as well.

**MA:** Yes, they are very exhausting because you are walking all day plus collecting lots of line sheets and look books, which inevitably makes your bag super heavy. I always dress in something comfortable, yet chic, as well as carry a cross-body bag that can be easily accessible. I also eat a great breakfast and carry snacks to keep me fueled throughout the day plus drink tons of water.

**CM:** Comfortable shoes and eggs for breakfast.

**CAN:** Will there be an "it" item this season? Are there any fashion trends that will be peaking during the show?

**DZ:** One of the main reasons to go to the shows is to seek out that "it" item for the upcoming season and to see what trends are being shown. [It] allows us to then focus on our buy and how we plan on merchandising the store.

**MA:** I am always looking to be on trend without only stocking super-trendy items. I try to mix in staple items plus a few trend pieces.

**CM:** We're constantly in search of the unique, eye-catching, amazing pieces and collections that stand out. ●

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However, cyber security is constantly evolving, and there are other groups searching for ways to make retailers' payment systems as secure as they can be. **The Retail Industry Leaders Association**, an Arlington, Va.-retail trade group, named cyber security as one of its top retail priorities in 2014. With its partners, it has been petitioning

No matter what security technology cards take, it is turning into an increasingly complex cat-and-mouse game, said Judah Phillips, an author of data-processing policy and founder of Boston-area analytics consulting firm **SmartCurrent**. “Fraudsters and criminals regularly succeed at staying one step ahead of retailers and several steps ahead of authorities,” he said.

Computers regularly get hacked. LaRocca recommended that retailers protect their devices in the same way consumers protect their home computers. Retailers should check computers for viruses with antivirus software and protect their computers with firewalls.

Moraca recommended some prevention measures. "Operate your facility efficiently and effectively. Make sure it is clean and cashiers are attentive. Criminals will pick a store that is in disarray," Moraca said. ●

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# Santa Monica's Montana Avenue: Luxe and Local

By Alyson Bender *Contributing Writer*

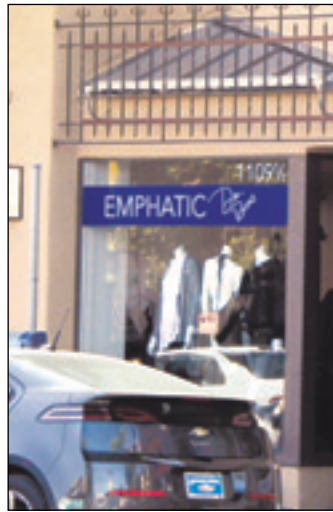
Off the beaten path and unfamiliar to most tourists, Montana Avenue is a 10-block stretch on the north side of Santa Monica, Calif., where locals lead active lifestyles and like to shop local. With an even balance of corporate retailers and independent boutiques, most shops cater to an upscale crowd, as reflected by the surrounding neighborhood. Although no retailer was immune to the economic downturn, many have found ways to set themselves apart and are now thriving as the economy stabilizes.

## EMPHATIC by DEE ROCCO 1109½ Montana Ave.

The sister store to **Emphatic at Fred Segal**, Emphatic on Montana is stocked up on chunky knits and oversized sweaters for fall. One of its newest and most popular brands is **19 4t**, which uses Japanese cotton for easily wearable basics (long-sleeve top, pictured, \$129). **Ams Purse** chunky knit oversized cardigans (\$316) and sweaters with zipper details (\$249) have also been extremely well-liked by customers. Popular as well is **My Tribe's** leather and suede-on-spandex textured blazer (\$589, pictured). Beyond the apparel, **Hammitt Los Angeles's** buttery leather bags (pictured, small cross-body \$279, and large tote, \$719) are favorites, as are a unique line of leather fanny packs from Thailand, which retail for around \$249 each.

## WEATHERVANE 1209 Montana Ave. [www.weathervaneforwomen.com](http://www.weathervaneforwomen.com)

Boasting predominantly European and Japanese brands, **Weathervane** is an upscale boutique that offers edgy fashion-forward and avant-garde designs. The retailer has been on Montana for four years and carries designers that include **Issey Miyake**, **Comme des Garçons**, **Rick Owens**, **Dries van Noten** and **Yohji Yamamoto**. According to Lauren Fitch, director of sales and operations, some of the top-selling pieces for fall include **Avant Toi's** merino wool and linen-blend blazer (\$1,085); **Marsell** shoes and boots, which range from \$670 to \$1,390; **Ann Demeulemeester**, who is currently featured in all the store's fall window displays; and **Faliero Sarti** wool, alpaca and acrylic blend Italian scarves (\$295).



Emphatic



Ams Purse Cardigan, 19 4t sleeveless tee, Tysa pant, Hammitt Los Angeles leather bag



19 4t sleeveless tee, leather fanny pack from Thailand, Tysa pant



Hammitt Los Angeles bags (large: \$719, small: \$279)



Leather fanny packs from Thailand (\$249)



Weathervane



Marsell shoes from Italy (\$670-\$1,390)



Avan Toi blazer (\$1,085)



Two looks from Ann Demeulemeester Fall '14

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## WHAT'S CHECKING

**LEYLIE**  
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Leylie

Leylie Aghili has had her namesake retail store, **Leylie**, on Montana for three and a half years. “There is a wonderful sense of community here, and traffic is very neighborhood driven,” Aghili said. “I think the success of my store is due in large part to the fact that I cater to the area’s lifestyle, which includes tailored, form-fitting styles and classics with a twist.” Being so close to the ocean with damp mornings and cool nights, Aghili says cashmere tops are a year-round top seller, as are button-down blouses from her own line. **Citizens of Humanity** jeans are her No. 1—selling denim brand, and customers also love pieces from **Harthord**, **Inhabit**, **IRO** jackets, **Brochu Walker** and **NSF**.

**RUTI**  
1406 Montana Ave.  
[www.ruti.com](http://www.ruti.com)



Ruti

Having now been open two years, **Ruti** carries nearly all Israeli designers, with the exception being **United Nude** shoes. Two of its top-selling styles are by **Alembika** and include the “Punto Pant” (\$229), which boasts a wide leg and relaxed fit, and the “King” top (\$209), with a high-low hem and versatility that can make it a top or tunic. Ruti prides itself on being a one-stop shop, carrying a wide variety of merchandise with “a little bit of everything for everyone,” according to Kelly Pentecost, store manager. Other Ruti locations can be found on Abbot Kinney and in Berkeley, San Francisco and Palo Alto.

**FRANCESCA'S COLLECTION**  
1230 Montana Ave. #106  
[www.francescascollection.com](http://www.francescascollection.com)



Francesca's Collection

Veronica Chacon has been the store manager of **Francesca's Collection** on Montana Avenue for 12 years and has watched how locals changed how they shopped through the economic highs and lows of the past decade. “We have definitely watched our customers make lifestyle changes and are shopping smarter now,” Chacon said. “When the economy dipped, a lot of our customers moved away, but since then new residents have become our new customers.”

For fall, Francesca's is full of rich jewel tones, and Chacon said a major trend they are seeing is that their customers are buying kimono-style outerwear as opposed to cardigans. Although the majority of Francesca's merchandise is private label, the **Dina B** kimono has been a strong seller (\$38). The private-label denim line **Harper's** (\$44) is also a top seller. As far as jewelry is concerned, they are selling a lot more dainty classic pieces for fall as opposed to larger, trendy pieces. The jewelry retails from \$12 to \$38.



Citizens of Humanity boyfriend-cut jeans (\$258), Brochu Walker sweater (\$334), Generation Love tee (\$88)



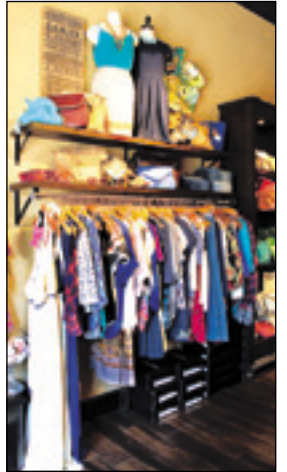
Alembika houndstooth wide-leg “Punto Pant” (\$229)



Pre-fall merchandise



Dina B kimono (\$38)



Fall jewel tones

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## Swim Collective *Continued from page 1*

said Shannon Leggett, Swim Collective executive show director.

The recent show in Huntington Beach featured high-profile swim brands such as **L\*Space**, **Body Glove**, **Gottex**, **Little Marc Jacobs Swimwear**, **Becca** and **Speedo** with noteworthy retailers in attendance that included **Barneys New York**, **Bloomingtondale's**, **Net-a-Porter**, **Dillard's**, **Planet Blue**, **Revolve**, **Zappos**, **Diane's Swimwear** and **Victoria's Secret**. According to Leggett, attendance increased 50 percent over last August.

"The location of this show is extremely beneficial to connect with West Coast and Hawaiian retailers," said Anna Petitfils, marketing coordinator for **Sunsets Inc.**—an umbrella company that represents and manufactures **Curve by Sunset**, **Lavish**, **Aerin Rose**, **B. Swim**, **Swim Systems** and **Sunsets** out of the Harbor City area of Los Angeles—who has been participating in Swim Collective since its first show four years ago. "Every year, we have witnessed the show and market growing." Selling mainly Spring '15 collections at the recent edition, Petitfils reported "great traffic despite not being in the main room."

Indeed, many exhibitors noted the tight space on the main show floor with an overflow of booths located in adjacent halls.

Kelly Ellingson, vice president of North

American sales and marketing for Colombia-manufactured brand **Maaaji**, has also participated in Swim Collective since it first bowed. She echoed Petitfils' praises for the show, saying, "This show suits us well, with all the surf-specialty and swim-specific retailers who attend. We offer contemporary women's swim, men's, lingerie, kids', and active beach wear and were able to meet with department stores and specialty boutiques such as **Sun Diego**."

Los Angeles contemporary label **Clover Canyon** has had a swim collection for three years but until now has always showed the swim line with the ready-to-wear line.

"This is the only swim show on the West Coast, and it has proved to be a

great place to connect with new accounts and gain exposure," said sales representative Jillian Burchell.

Erica Segerberg, designer and co-owner of **Citrine**, a new contemporary swim line made in Bali, Indonesia, was participating in her first trade show ever.

"We decided to participate in this show to break into the West Coast swim market, and it has surpassed our expectations," she said. "We met with retailers from Huntington Beach, Santa Monica, all over Los Angeles and Santa Cruz. This show is going really well for us, and buyers are writing."

Many West Coast retailers emphasized the convenience of Swim Collective's loca-



Sunsets Inc.

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Maaji



Stone Fox Swim and Mint. by Jessica Snyder

tion in addition to the wide array of brands and products offered. Chris Thornburg of **Old Honolulu** in San Clemente, Calif., said he usually shops for new merchandise at **MAGIC Market Week** in Las Vegas but decided to visit Swim Collective this season.

“Since we live in a beach town, swim season for us is year-round, so we have to constantly stay on top of the market,” he said. “This show is more intimate, very easily manageable as opposed to [the swim trade shows in] Miami and Vegas, and it is in our backyard. We have discovered brands from all around, including Dubai, North America and South America.”

Danise Otis of online swimwear retailer **Sundance Beach**, based in Santa Barbara, Calif., was a returning buyer at Swim Collective. “Our customers collect bikinis like they collect socks,” she said. “They can never have enough. There are definitely more exhibitors here this season than last, and I look forward to discovering new brands.”

Jessiut Serrano, women’s buyer for **Active Ride Shop** in Rancho Cucamonga, Ca-

lif., was also a returning buyer.

“We always attend this show,” she said. “It is a great place to discover new vendors and see what’s trending. It is nice to be able to come to one place and see everything at once.”

Although many retailers were writing orders, others used the show to get first and second looks at collections and write notes.

“We like to assess what’s out there and review the line sheets and then make private appointments at our Anaheim [Calif.] headquarters after the shows,” said Erin Conery, women’s buyer for **Pacific Sunwear**. “We are currently buying for Resort, Spring and Summer ’15.”

Next season, Swim Collective will move to the **St. Regis Monarch Beach** resort in Dana Point for the Jan. 15–16 run of the show. Leggett said 250 exhibitors have already signed up to participate in the January show, as well as 50 activewear brands that have committed to show in Active Collective.

In addition to Active Collective, Leggett will launch a **Swim Preview** show June 23–24. ●

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# At 25th Waterman's Ball, Surf Business Protects the Ocean

The **Waterman's Ball** has been described as the surfwear business's excuse for a prom, a chance to party at the stunning **Ritz Carlton** in Laguna Niguel, Calif., and a thank you to the ocean for providing the raw materials for the surfing lifestyle.

At the 25th Waterman's Ball, held Aug. 9, an estimated \$400,000 was raised for ocean-based nonprofits such as **Clean Ocean Action**, **Heal the Bay**, **Surfrider Foundation** and **Surfers Against Sewage**. The backdrop to the event was the wider **2014 Waterman's Weekend**, when a series of fun events, such as a golfing tournament, helps to raise money for environmental causes. The event was produced by the trade group **Surf Industry Manufacturers Association**. The weekend's underwriters included Paul Naude, president of the **SIMA Environmental Fund**; Joel Cooper, chief executive officer of **Lost Enterprises**; apparel brands **Rusty** and **Stance**; retailer **Sun Diego**; and the **Agenda** trade show.

As with past Waterman's Ball events, great surfers and environmentalists were honored with unique trophies. They are architectural models of specific beach scenes with significance to the honoree.

The "Waterman of the Year" was Tom Carroll, who won the **World Championship of Touring** in 1983 and 1984 and was the first "goofy foot," or right-footed surfer, to win the surfing world's equivalent of the



**THE PRIZE:** Holding up the Special Recognition Award for Hobie Alter is Malcolm Wilson, who crafted the trophies, pictured left, and Jeff Alter, Hobie Alter's son.

## World Series or Tour de France.

The Environmentalist of the Year was Ted Danson. The star of the "CSI: Crime Scene Investigation" TV show founded a nonprofit called **American Oceans Campaign**, which merged with **Oceana**, a Washington, D.C.-headquartered environmental nonprofit. He also co-wrote the 2011 book "Oceana: Our Endangered Oceans and What We Can Do to Save Them."

The Lifetime Achievement Award was given to Rusty Preisendorfer, a legendary board shaper and owner of **Rusty Surfboards**. His company made the boards used by some of the world's top surfers, including Mark Occhiputo.

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## EVENTS



Paul Naude



**THE BOYS:** Fernando Aguerre, president of the International Surfing Association, left, and Ted Danson

Hobie Alter, one of the innovators in the surf business and surfing. In 1954 he opened the **Hobie Surfboards** shop in Dana Point, Calif. It was the first surf shop defined by a retail professionalism. Previous surf shops were guerrilla operations. He also gained note for his **Hobie Cat** sailboats. Alter passed away in March 2014.

At the Waterman's Ball, the mood of the event is worn on the sleeves of the guests. Many of the brand chiefs wore outré surf looks with a humorous edge, but Naude, the president of the SIMA Environmental Fund, said the event was of grave importance. "In the early days it was just a party," he said of the Waterman's Ball. "It was a get-together for an industry that got together too infrequently. ... But work on the environment

never ends."

Fernando Aguerre, president of the **International Surfing Association** and former chairman and chief executive officer of **Reef**, wore an electric fuchsia **Paul Smith** suit to the event, and he agreed that protecting the oceans was an urgent matter. "This is not a battle to keep the ocean clean. It is a war. The polluters never stop," he said.

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[www.pbcusa.com](http://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

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[sbreuer@rosenthalinc.com](mailto: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.

## 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](mailto:Wes.Takeuchi@wellsfargo.com)  
[www.wellsfargocapitalfinance.com](http://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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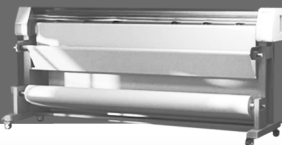
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## Jobs Available

### COSTING ASSISTANT

- Experience in garment pre-production
- Efficient in managing and creating tech packs
- Responsible for costing new styles, and creating cost sheets.
- Highly organized, detail oriented, team player and self-motivated
- Knowledge of fabrics and trims
- Computer literate, proficient in Excel
- Must be familiar with garment construction, have excellent communication skills & follow up ability
- Work closely with our import and domestic production teams making sure they have all info needed
- Strong sense of urgency

Please send your resume to vitae101@gmail.com

### Customer Service Production Assistant

Quick Books - Invoicing , EDI, T&A , Critical Path, delivery schedules . Excel , Microsoft office and General computer skills . Logistics/ Booking Procedures , Understand all booking procedures to ensure goods arrive on time . Understanding and working with customers compliance manuals. TOP's , all FED EX. Anna (818) 878 9725

### PRODUCTION ASSISTANT

We are seeking Production Assistant. Must have 2-3 yrs. exp. in Fabric Production either overseas or domestic. Must be extremely organized , detail oriented and self motivated. Excellent communication skills with Vendors and our Sales team. Must have general knowledge of MOD2 and OMNIS. Please email resume to [ramin@richlinetextiles.com](mailto:ramin@richlinetextiles.com)

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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](mailto: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: [Hxexperts123@gmail.com](mailto:Hxexperts123@gmail.com)

### ACTIVE DESIGNER AND ASST. DESIGNER

Exper active/lifestyle designer. Must have strong fabric, color, trim, fit, trend knowledge. Detailed, organized mgr.  
Email resume : [info@kosusa.com](mailto:info@kosusa.com)

## Jobs Available

### 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.

A quick learner that gains expertise on reporting options and proactively communicates and consults with Sales based on reporting information. Familiar with the NRF calendar and implications to financial goals. Candidate must be focused on supporting the Sales team in achieving monthly shipping estimates. Ability to develop expertise on vendor manuals, routing and compliance requirements for assigned customers.

Minimum Qualifications:

High School diploma with Bachelor's Degree preferred. Min. 2 years of order management exp. in the Apparel or other consumer products. Able to effectively prioritize workload. A self-motivated team player with excellent communication skills, both written and verbal.

Hourly position with Excellent benefits that include 3 weeks paid vacation.

Please email resume to: [TheresaHernandez@PVH.com](mailto:TheresaHernandez@PVH.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](mailto:anne@sunsetsinc.com)

### 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@antexknitting.com](mailto:annat@antexknitting.com)

### 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](mailto:bertkaty@verizon.net)

### Premium Denim Designer Wanted

To head design dept for new super premium denim division. Must have 5+ yrs exp at top premium denim companies and be capable of running entire design room/produce sample lines. Open to freelance designers.

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## Jobs Available

### ASSOCIATE DESIGNER

Garment Manufacturing Company in Los Angeles is need of an Associate Designer.

- Bachelors or Associates Degree, or equivalent, in Fashion Design with 2-4 years of related experience;
- Has an ability to execute design tasks in alignment with style guidelines and standards;
- Must be proactive and can perform efficiently under very tight schedule;
- Detail oriented and organized;
- Working knowledge of Photoshop, Illustrator and Excel

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### PRODUCTION COORDINATOR

LA based company is looking for Garment Production Coordinator with heavy experience in overseas production. Must be a team player, have strong analytical skills, detail oriented and highly organized. Successful candidate should possess excellent grammatical skills, must be a strategical thinker and hands on employee. Bilingual is a plus. Responsibilities include and not limited to production processes, scheduling, costing, and coordinating order deadlines with factories. Please e-mail your resume to: [carlos@designcollection.com](mailto:carlos@designcollection.com)

### HIGH LEVEL IMPORT PRODUCTION ASSOCIATE

LA based Alternative fashion company seeks strong, proactive individual to join our team.

5-8 yrs Exp in apparel imports w/ an eye for detail & well organized. Domestic exp a plus. Garment construction & costing.

T & A calendar. Track orders, samples w/ factories. Customer compliance. Detailed daily communication, Coordinate shipments

Resume to [info@blankgeneration.com](mailto:info@blankgeneration.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.

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Tom Stevenson

MGT Industries, Inc.

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Los Angeles, CA 90061

E-Mail: [tstevenson@mgtind.com](mailto:tstevenson@mgtind.com)

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Please send resumes to [dede.braxton@gmail.com](mailto:dede.braxton@gmail.com)

### Associate & Senior Designer Wanted

Nicolette, LA based company, is looking for an Associate & Senior Designer, with at least 3-5 yrs. experience in Junior Apparel.

Please contact Andy Azad 213-248-4590.

Email: [Andy@nouveaufabrics.com](mailto:Andy@nouveaufabrics.com)

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## Jobs Available

### 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  
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#### 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

#### LF SPORTSWEAR

##### 1st PRODUCTION PATTERNMAKER

LA contemporary company seeking 1st - Production Patternmaker. Min 5 years exp. Must be proficient at Gerber system. Must specialize in garment dye knits and denim garments. Assist in creation and execution of product. Expert at fit, construction, draping, textiles, shrinkage.

Ability to work in fact paced environment.  
Email resume to: susan@lfstores.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

#### Patternmaker

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**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: jburger@tse-us.com

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## Jobs Available

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