

CALIFORNIA ApparelNews

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SPRING BEGINNING: The apparel industry converged in Las Vegas to shop for apparel, accessories, footwear and sourcing resources at the biannual trade shows anchored by the giant MAGIC shows.

TRADE SHOW REPORT

Focused Buying for the Season at Las Vegas Shows

By Andrew Asch, Deborah Belgium and Alison A. Nieder

It's not quite one-stop shopping, but it is close. At the more than 20 trade shows in Las Vegas, the fashion industry showcased its latest collections for men's, women's and children's apparel, accessories and footwear, as well as sourcing resources for apparel and footwear.

For many, it's an opportunity to debut a new collection. For others, it's a chance to connect with existing accounts. Whether exhibitors were showing Spring merchandise or more-Immediate goods, the industry gets a glimpse at the Las Vegas trade shows of what's to come.

Coverage begins on page 6.

DENIM REPORT

Denim Trends: How Unskinny Can Denim Get?

By Deborah Belgium Senior Editor

Trend forecasters say there is a shake-up occurring in the denim world as we know it.

For the past decade, blue-jeans makers have focused on the skinny silhouette, which many believed would never take hold and kick out the boot-cut look that had been so popular for years.

But a decade is a long time for a trend. What's next? "The overall reaching trend I believe is important is the anti-skinny jean," said Shanna McKinnon, an adjunct professor at the **Fashion Institute of Technology** in New York and founder of **DenimHunt** (www.denimhunt.com), a denim blog started in 2007.

Think volume. Think higher waistlines. Think about wearing something called—believe it or not—the Mom jean. "It goes against everything we think denim should

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MADE IN LA

Lezard Swimwear: Luxury From Fit to Fabric to Finished Details

By Sarah Wolfson Contributing Writer

A photo shoot brought swimwear designer Leah Shlaer and swimwear model Alyssa Smith together, and the two discovered a shared background in dance and a passion for luxury swimwear.

Shlaer had design experience and had produced her own swimwear line, **Shlaer**, five years before. Born in Santa Fe, N.M., Shlaer was partial to special trims and unique details. What some might see as just a component within a design, Shlaer saw as an essential element. The line sold to specialty boutiques, exclusive accounts and resorts. However, as a one-person company, Shlaer felt she needed to build a team in or-

der to take her brand to the next level.

Smith is a California woman at heart and home. As a seasoned swimwear model, she began modeling for major brands in Newport Beach, Calif., and grew to appreciate the subtle details of swimwear. She learned what made quality pieces and what she liked and disliked in swimwear, as well.

Both Shlaer and Smith come from a dance background, so fit, functionality and adjustability were key in their design-making process.

The designers are dedicated to making a woman feel special. As Shlaer described it, their swimwear is like that one dress made for a memorable occasion. "We make pieces to

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West Coast Dockworkers and Port Employers Make Progress in Negotiations

The long and drawn-out contract negotiations between the **International Longshore and Warehouse Union** and the **Pacific Maritime Association** took a giant step forward.

Both sides announced on Aug. 26 that they had “reached a tentative agreement on terms of health benefits subject to agreement on the other issues in the negotiations.” Neither side would go into further detail about the agreement.

Health benefits had been expected to be

one of the biggest hurdles in the negotiations that started May 12 in San Francisco to hammer out a new six-year contract that expired July 1.

The contract talks cover nearly 20,000 full- and part-time workers at 29 West Coast ports.

In the past, contract negotiations have been stuck on issues such as automation and technology.

This time, the issues have been centered

around a generous healthcare plan provided by the employers. Currently, longshore workers pay nothing for their healthcare coverage and only \$1 for prescriptions even though they are among some of the highest-paid blue-collar workers in the United States with yearly wages hovering around \$100,000.

Under President Obama’s Affordable Care Act, these generous healthcare plans will be subject to a “Cadillac tax,” which will cost employers millions. The rationale for the

tax is to rein in bloated healthcare plans that raise medical costs and to help fund Obama-care.

This “Cadillac tax” calls for a 40 percent excise tax on employer-sponsored plans spending more than \$10,200 per employee or \$27,500 per family.

Starting in 2018, PMA members will have to pay a hefty \$150 million tax on the healthcare plans provided to longshore workers.

—Deborah Belgum

SURF REPORT

For New Brand Don’t Care, a Surf Alternative

By Andrew Asch *Retail Editor*

For Joe Huebner, the spirit of fun, which was one of the touchstones of the surf scene, is being ignored by a culture obsessed with competition.

“Kids used to say that ‘I ditched basketball practice to go surfing,’” Huebner said. “Now it is such a sport that it is basketball practice. The parents are involved.”

In reaction, he started a surf-friendly T-shirt brand called **Don’t Care**, and it has become a contender. Huebner placed it in selected doors at prominent Southern California surf shops such as **Sun Diego**, in **Jack’s Surf Shop**, in action-sports specialty chain **Active**, in **Laguna Surf & Sport** in Laguna Beach and in **The Frog House Surf Shop** in Newport Beach.

Don’t Care, headquartered in Costa Mesa, Calif., offers T-shirts, caps and hoodies, most bearing humorous sayings such as “In Memo-

ry of My Memory,” which is accompanied by a graphic of a beer can with wings on it. T-shirts are made out of 100 percent cotton, and most are blanks made by **Spectra USA**. The T-shirts retail for \$20, and Huebner said that he hoped to keep his shirts popularly priced.

Mikey Beho, veteran manager of Frog House, said that Don’t Care gained notice because it offered an alternative.

“It’s totally different,” Beho said. “It’s not mainstream.” It’s also gained the attention of the youth who shop at Frog House. Most of the people making requests at the store are boys from the high schools and junior high schools in the Newport Beach area, Beho said.

Huebner grew up in Orange County’s surfing scene. His mother, Joanne, has worked repairing wetsuits at Frog House for 25 years. He spent his teenage years working at the core surf shop. From 2008 to 2012, he worked in marketing at **Volcom** until he was laid off.



Getting laid off was traumatic, Huebner said, but it gave him the opportunity to launch and run his own business. So he started screen printing Don’t Care T-shirts. The garage of his home and a second garage nearby hold his Don’t Care inventory.

Ideas for slogans and art typically come from joking around with his friends. Beho said that Huebner typically spreads the word on Don’t Care looks by word of mouth or on



Instagram and other social networks.

The Don’t Care brand is about to enter a forum where competition is even hotter. Huebner would like to expand the brand to boardshorts for Summer ’15. For more information on Don’t Care, contact jhuebner@dontcare.com. ●

Made in LA *Continued from page 1*

make you feel you have that one amazing suit fit for that dream vacation, where nothing has to be altered,” Shlaer said.

Lezard first launched as an extension of Shlaer’s line. The two women decided to re-brand the line as **Lezard** and officially relaunch this year. The new collection has already been picked up by **Satine**, **Scoop** and **St. Regis** hotels and resorts.

Some of the one-piece suits channel a dancer’s look, with a high-cut leg and a deep-V halter top, while others are more conventionally shaped, with bodice support and adjustable straps. The separates vary from heart-shaped bikini bottoms to string-bikini tops with a very lingerie feel. “The fit molds to the body. We are not a fan of push-ups and [want to make swimwear] that accentuates whatever your body type is,” Smith said.

The fabrics are sourced internationally. A fine lace from Korea is sheer in all the right places. It isn’t necessarily made for swimwear but is durable enough to hold up in water, Shlaer said. They offer a black lace with a soft, silk touch, as well, and it is a non-snag material so it holds up in the water. Several fabrics are sourced from Italy.



There are also a lot of specialty features, such as Halian elastic and a stretchy cord they found in France. “It isn’t commonly used for swimwear, but it works. It’s the definition of a true string bikini,” Smith said.

Wholesale prices for separates range from \$40 to \$50, and one-pieces range from \$90 to \$112.

For more information, visit www.lezardswim.com. For sales information, contact info@lezardswim.com. ●



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Appointments and New Lines at WWDMAGIC

The aisles at the Aug. 18–20 run of **WWDMAGIC** at the **Las Vegas Convention Center** appeared lighter than usual, but exhibitors reported a strong appointment-driven show where buyers arrived looking for proven brands as well as new lines.

“For us, Spring feels very positive,” said Sandy Dombroski, vice president of **International Fashions**, the Canadian company that produces the **Kersh** and **Press** collections.

“We really paid attention to our Spring prices,” she said. “Our prices are sharp, and that’s been a plus.”

Dombroski said it’s helpful that the **Kersh** and **Press** merchandise that’s already in stores is selling well.

“We bring a really good basic to the table,” she said. “They can load up on great T-shirts.”

There were plenty of appointments booked at **PJ Salvage**, said owner Peter Burke, who had a lot of new lines bowing in Las Vegas. Earlier this year, the Irvine, Calif.–based company purchased Costa Mesa, Calif.–based **Beach Riot**, which was showing at **ENKVegas**.

At his booth at WWDMAGIC, Burke was showing the core contemporary lounge collection as well as a preview of the new PJ Salvage men’s line. Pieces included jogging pants, shorts and tees, many emblazoned with the men’s line’s rooster logo.

Carlsbad, Calif.–based eco yoga label **Cozy Orange** launched nearly two years ago with a collection that can be worn beyond the yoga studio.

“Our girl is late 20s/early 30s, and she wants to look and feel good when she’s working out, whether that’s yoga or hiking,” said Lindsey Kramer, Cozy Orange’s marketing manager.

With striking pieces such as a hooded cowl sweatshirt or a mesh jacket that can be layered over other pieces, Cozy Orange is sold in Southern California retailers and online at **Zappos**. Next season, the company plans to expand its distribution into larger stores.

Many of the pieces are made from a proprietary fabric called **Revive Eco**, which is made from a blend of 90 percent recycled polyester and 10 percent **Lycra**. For Spring, the company is adding more vibrant prints and bright colors to the line. The line is produced in the company’s own factories in Asia.—*Alison A. Nieder*



Cozy Orange at WWDMAGIC

Project Looks for ‘Newness’

Project hoped to inspire buyers with an element of newness.

A statement released before the contemporary fashion event ran Aug. 18–20 at the **Mandalay Bay Convention Center** said 30 percent of the brands at Project and its satellite shows were new brands. Established brands also debuted new lines at Project.

Michael Stars introduced a men’s line. **Clover Canyon** also introduced a men’s line. **Lacoste** introduced an underwear line. Shirting line **Kensington California** introduced outerwear. **Affliction** presented the American introduction of its denim collaboration line with Korean jeans label **DPSR**.

Brands exhibiting at Project noted that retail traffic was strong for much of the show, albeit it came in waves, said Joseph Castrorao, Affliction’s vice president of sales.

“Monday was hit and miss. So many other shows were going on,” he said. “Tuesday, everybody poured in from other shows. It was all hands on deck.”

Project’s specially “curated” section, **The**



Denim wall at Affliction's Project booth

Tents@Project, featured some designer brands such as France’s **The Kooples**, **Apolis** from downtown Los Angeles, **Life After Denim**, **Vince** and **Fred Perry**.

California boutique retailers such as **Sy Devore** in Studio City, **Gary’s** in Newport Beach and **K**

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Meeting at Alternative's Project booth



Steven Dang, left, of Railcar Fine Goods

DENIM REPORT

Denim *Continued from page 1*

do,” McKinnon said.

McKinnon was sharing her thoughts on denim trends at a seminar organized on Aug. 19 by **Cotton Inc.** at **MAGIC Market Week** at the **Las Vegas Convention Center**.

The podium was shared with Abigail Cook, Cotton Inc.’s fashion trend forecaster/denim specialist, who maintains there is a back-to-basics movement. She believes in the “normcore” trend, which will continue to move forward.

“I cannot stress how important this is going to be,” said the forecaster, who this year traveled to several major music festivals, such as **South by Southwest** in Texas and the **Coachella Valley Music and Arts Festival** in California, to scout for denim trends being followed by young music lovers.

“Normcore,” she explained, “is going back to the days of Jerry Seinfeld wearing khakis, stone-washed jeans and a white T-shirt. That is what we are seeing.”

Normcore people don’t want to stand out or distinguish themselves by their clothing. This means shunning labels and trying to be as back-to-basics as possible. “Less is more in this instance,” Cook noted. “It is a niche market, but we see it growing. It is definitely happening in the premium-denim market.”

As part of this trend, Cook sees blue-jeans manufacturers that offer more selvedge-denim looks for women instead of just for men.

Subtle textures in denim will take hold as well as raw edges to give pants a more avant-garde look.

The anti-skinny trend

Countering the skinny jean look is a denim pant with a fuller hip, a roomier thigh or a bottom with more circumference around the ankles or calf. The advantage is this silhouette goes well with trendy cropped tops. “It’s more versatile. You can cuff it, wear it cropped or extra long, with minimal

distressing, maximum distressing or DIY [do it yourself] looks,” McKinnon said. “It is a lot more refined [than the boyfriend jean].”

Another trend that is becoming more popular is the sports jean, or a jean that can double as a jog pant or sweat pant. It is usually 98 percent cotton but is a lighter ounce, knit-type denim that has a soft feel. “We are seeing a lot more athletically inspired jeans,” the DenimHunt founder said. “These are jeans that are more acceptable to wear out and can offer more variety in your wardrobe.”

A few seasons ago, Italian label **Diesel** introduced the “Jogg” jean, which is a jersey plus denim pant, retailing for \$248 to \$328. Denim mills have been working to develop more stretchy treatments that can be part of a jean used for exercising or lounging around the house.

“If you like being comfortable, then you’ll like the Mom jean,” McKinnon said. “It is anti-fit and anti-sexy. It exaggerates certain traits like hips instead of lengthening your body. It is a normcore favorite,” she observed. “I don’t think the Mom jean is going to be something everyone is going to wear, but there is more acceptance.”

But it was seen being worn by women at Coachella as well as at South by Southwest in Austin. You can roll it up, wear it with a cardigan and know that no one will be seeing your underwear.

Denim jumpsuits, rompers and overalls are also making it back into the trend pages after they had a long run in the 1980s. “I am starting to see more-mainstream people wear this onesie style,” McKinnon said.

To show how far the jumper has reached, a recent article for *InStyle* magazine exulted about how the jumpsuit is the next wedding must-have for bridesmaids. However, they probably won’t be in denim.

The denim jumper is easy to dress up or dress down. A pair of heels and clunky jewelry will often do the trick. For overalls, it is just a matter of throwing on a T-shirt and a pair of high heels to go with the denim outfit, and you are out the door.

G-Star Raw and **Diesel** were among the first to have this in their denim lineup, but now more fast-fashion retailers such as **H&M** are adding this look to their racks. “I think it is an opportunity for denim brands to use this and find different styles of finishing or distressing,” McKinnon said.

The lived-in look

Hyper-exaggerated distressing is taking a turn on the trend table. The more extreme the look, the more authentic it appears. **TopShop** is selling jeans that have huge rectangular holes cut out around the knees, fashioned after a hipster look seen on the street.

It is all part of the DIY movement that is becoming popular in the denim world. But instead of shoppers doing it themselves, they want to buy a pair of jeans that look like they were individually and artistically created. “It is not supposed to look manufactured,” McKinnon said.

Also part of this DIY movement is an onslaught of patches being sewn onto denim. Again, **Diesel** and **G-Star Raw** have gobbled up this trend and used it on some of their styles. “Patches are very important,” Cook said.

When McKinnon noticed the trend, she didn’t think it would last. “I am eating my words right now,” she said.

Patches add personality to jeans. Shoppers can add their own patches or opt to let denim makers figure out the best patches to add for a dose of individuality.

Don’t be surprised if you see more shapewear-like jeans in the stores. While some labels, such as **Not Your Daughter’s Jeans**, were ahead of the curve on this one with their waist-slimming, tummy-tuck jeans launched in 2004, more brands are picking up on it as the population ages.

Jeans are being made to enhance derrières, tighten tummies and suck in waists.

Even Atlanta-based **Spanx**, known for its spandex biker short-like undergarments, announced recently it was launching a shaping jeans in two silhouettes—a straight fit and a skinny fit. ●

Guess Net Earnings Decline for 2nd Quarter

Guess? Inc. reported that its net earnings dropped 50.5 percent for the second quarter of fiscal 2015 and that it will be closing stores.

The pioneering Los Angeles lifestyle vertical retailer posted net earnings of \$22 million during the second quarter of fiscal 2015. In the same quarter in the previous fiscal year, it reported \$44.3 million in net earnings.

Guess reported other declines in its Aug. 27 announcement. Its North American same-store sales, which include e-commerce, declined 5 percent during the second quarter of its fiscal 2015. European revenues decreased 6 percent during the quarter. Asian revenues declined 2 percent.

Paul Marciano, the company's chief executive officer, said Guess had predicted the performance and blamed a soft economy in North America for the declines.

During an Aug. 27 call with Wall Street analysts, Marciano said that Guess would close 50 stores before the end of the company's fiscal year 2016. He also noted that 50 percent of the company's North American store fleet will come up for renewal in the next three years. "[It] will give us flexibility to optimize our real estate portfolio," he said. He also said that the company will streamline its cost structure by "realigning department and merging division structure. In total, we estimate that this will drive annualized savings at around \$20 million a year or more."

Guess forecast that its net revenues will range from \$590 million to \$600 million for the upcoming third quarter, which will end Nov. 1. Diluted earnings per share are expected to be in the range of \$0.15 to \$0.20.—*Andrew Asch*

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Columbia Signs Licensing Deal With Dallas Cowboys

Portland, Ore.-based **Columbia Sportswear** has inked a deal with the **National Football League's Dallas Cowboys** for a collection of co-branded sportswear, outerwear and accessories for men, women and children.

The licensing agreement, which runs through early 2018, will debut with select styles for Spring 2015. A full assortment is planned for Fall 2015. The Dallas Cowboys are the only NFL team with the exclusive rights to distribute on its own merchandise. The line will sell in the Dallas Cowboys' wholesale channels, including NFL retail stores, as well as in Columbia's U.S. retail and outlet stores and on its e-commerce site (www.columbia.com).

"This first-of-its-kind partnership between the premier NFL franchise and a global leader in outdoor apparel is a real win for consumers," said Joe Boyle, vice president of apparel merchandising at Columbia, in a company statement. "The Dallas Cowboys are a world-class organization with one of the strongest fan bases of any NFL team. This collaboration will allow those fans to wear their favorite outdoor-apparel brand while supporting their favorite team."

The collection will include Columbia's Performance Fishing Gear (PFG) styles, "which are extremely popular globally but especially in Texas," the company statement said.—*Alison A. Nieder*

Calendar

Sept. 2

Spin Expo

Shanghai World Expo Exhibition & Convention Center
Shanghai
Through Sept. 4

"How to Pick Up the Phone and Contact a Retail Buyer" webinar by Fashion Business Inc.
online

Sept. 4

Surf Expo

Orange County Convention Center
Orlando, Fla.
Through Sept. 6

Imprinted Sportswear Show

Orange County Convention Center
Orlando, Fla.
Through Sept. 6

"How to Choose the Right POS System & Prevent Costly Mistakes" webinar by One Step Retail Solutions
online

Sept. 5

Splendid/Ella Moss sample sale

Cooper Design Space
Los Angeles
Through Sept. 6

Sept. 8

Nolcha Fashion Week

Various venues
New York
Through Sept. 10

Sept. 12

Capsule

Basketball City
New York
Through Sept. 14

Sept. 13

Designers and Agents

Starrett-Lehigh Building
New York
Through Sept. 15

Atelier Designers

Doubletree Guest Suites
New York
Through Sept. 15

Sept. 14

Accessories The Show

Fame
Moda Manhattan
Stitch
Coterie
TMRW
Jacob K. Javits Convention Center
New York
Through Sept. 16
Coeur

404 Event Space
New York
Through Sept. 16

Sept. 15

DG Textile Expo Fabric & Trim Show

Miami Airport Convention Center
Miami
Through Sept. 16

Texworld

Paris Le Bourget
Paris
Through Sept. 18

Las Vegas International Lingerie Show

Rio All-Suites Hotel & Casino
Las Vegas
Through Sept. 17

Sept. 16

Première Vision

Parc d'Expositions
Paris
Through Sept. 18

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on ApparelNews.net.

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

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Liberty: New Section, More Booths

For its third Las Vegas show at the **Sands Expo and Convention Center**, **Liberty Fashion & Lifestyle Fairs**, held Aug. 18–20, added a new section and a surge of new brands.

Liberty founder Sam Ben-Avraham said that the show added 45 new booths and 150 new brands to the show, for a total of 360 brands exhibiting at Liberty. **Quest**, a new Liberty section, took a bow. It showcased suiting and designer clothes. “The hardcore layout is pretty much done,” Ben-Avraham said. “We have 5 percent room for growth to play with.”

Retailers such as **Harvey Nichols**, **Nordstrom**, **Zumi-ez**, **Ron Robinson** and **Kin** browsed through the show. For Ron Robinson’s Karen Meena, the show was a chance



Drew Delgado in the Globe booth at Liberty

to see what is next in fashion. “I try to look for newness and new inspiration,” Meena said of her mission for trade shows. For Kin’s Darrel Adams, the show was an opportunity to look for designer brands to mix with the streetwear brands at his Los Angeles-area boutiques.

Different vendors had different goals for the show. For Frank Delgadillo of the **Chapter** brand, Liberty was about squeezing a last few sales out in a season where it had filled most of its orders at trade shows in New York and Paris. For Drew Delgado, who was exhibiting the **Globe** brand, the trade shows are for marketing. “It’s to show people that we’re still here,” he said.

—Andrew Asch



Rian Gardiner, pictured right, at Liberty's Quest section

Big Mix at Agenda

Action sports, streetwear and fashion brands shared the show floor at **Agenda**, which ran Aug. 18–20 at the **Sands Expo and Convention Center** in Las Vegas. The show mixed celebrity, fashion debuts and some labels experimenting with novel sales strategies.

Hip-hop star Soulja Boy browsed vendors’ booths at Agenda as did retailers such as e-commerce emporium **Karmaloop**, Canadian action-sports chain **West 49**, **Sun Diego** and the Los Angeles boutique **Black Market**.

Rocawear Blak made its debut at Agenda. The brand takes the inspirations of **Rocawear**, which was introduced by hip-hop star Jay-Z in 1999, and filters it through the sensibilities of the current era, said Daniel “Just C” Greenidge, the creative director of Rocawear Blak. Agenda was good for business, said Evelyn Choi, director of licensing for **Iconix Brand Group**, the New York company that owns Rocawear. “It was the first time that we showed it, and we were skeptical. But we wrote some business,” Choi said. “The show is the only space for young men’s retail.”

Staple, another New York brand, mounted a unique sales strategy at Agenda. Buyers were able to browse the brand’s Spring ’15 looks on tablets. But they could only order Fall and Holiday, said Nico Reyes of Staple. “Every time we break a new Spring line, a lot of people end up forgetting about Holiday,” Reyes said. “We wanted to make sure that we hit all of our targets for Holiday before we break Spring. People did write orders here.”

Traffic at the show was busy, said Erik Paulsen, president/founder of the **Tavik** lifestyle brand, headquartered in Irvine, Calif. The Las Vegas show especially served as a good opportunity to meet with overseas retailers. For domestic retailers, Paulsen estimated that 20 percent wrote orders for immediate deliveries.—A.A.



Nico Reyes of Staple



Daniel “Just C” Greenidge of Rocawear Blak

COLOMBIA'S BEST TO THE WORLD TRENDSETTING SWIMWEAR

Catch the next wave
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Orlando-Florida

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Upscale Looks at MRket, Stitch and Accessories the Show

On opening night of the Aug. 18–20 run of **MRket**, **Stitch** and **Accessories the Show** at **The Venetian**, buyers ended the day browsing the three shows' upscale men's, women's and accessories lines with glasses of complimentary wine in hand.

New exhibitor Cindy Freeman took that concept up a notch by serving margaritas in sippy cups and offering glittery temporary tattoos created by **Skin Jewels**, a company Freeman recently found in Miami.

Freeman is the design director and sales manager of Los Angeles–based showroom **Nothing to Wear**, which represents **Subtle Luxury**, **Spun by Subtle Luxury**, **Love Surplus** and **Loungerie**.

Her party strategy was a success as buyers and other attendees crowded into her booth to get the gold and silver temporary tattoos.

Freeman said she opened 20 new stores on the first day alone.

"Trade shows are all about new customers," she said. "I see my regional customers in L.A. I come to Las Vegas to get the rest of America."

Freeman was showing at **Stitch**, which is part of the **Business Journals** collection of shows co-located at the **Sands Expo and Convention Center**. The three shows—**Stitch** (formerly called **ModalV**), **MRket** and **Accessories the Show**—are part of the **Modern Assembly** group of shows, which also includes **Liberty**, **Agenda** and **Capsule**.

Designer Yolanda Ruiz-Rojas was at **Stitch** with her **Ruiz by Yolanda** collection of made-in-America apparel. She was doing well with her washable fleece outerwear in elegant silhouettes. The collection, which launched in 2012, is currently in about 100 retailers.



The Nothing to Wear booth at Stitch



Boga at MRket

There are no minimum-order requirements, which helps land new orders, Ruiz-Rojas said.

"If a new store wants to try it out, they can just buy a few," she said.

Ruiz-Rojas was showing her line in the **Karen Kearns Sales** booth, where showroom owner Karen Kearns said she received two reorders for the Ruiz by Yolanda collection just as the show opened.

Kearns was also showing her other collections, including **Amy Brill Sweaters**, which are hand-loomed in Connecticut; **Pamela Lazzarotto**, based in Canada; and the **Raffinalla** collection of sportswear pieces, including what Kearns called "the perfect pant," a pull-on style available in a range of colors and prints.

"The fit is what sells it," she said. Another hot Raffinalla item is a laser-cut jacket. "That's on every order," Kearns said.

In **MRket's** **Vanguards** section, Chicago-based **Boga** was showing a collection based around what Chief Executive Officer Jeffrey Burkard called "white-collar denim."

In addition to denim in a range of colors, the "strategically

built" Boga collection includes dress shirts, vests, belts, socks and shoes. Everything is available in an easy-to-wear palette that can be mixed and matched.

Burkard spent 19 years in the package-design business. After selling his company to **1-800-Flowers**, he wanted to launch a new business that would use his design skills and love of color, texture and quality fabrics. The designer was frustrated that he could not find what he wanted to buy and thought the available colors for menswear were "all over the map."

"I wanted to make it easy for me to build a high-functioning wardrobe," he said,

The collection, which is made from Italian and Swiss fabrics, is produced in Eastern Europe, Morocco, Portugal and Italy, and the shoes are made in Spain. Wholesale prices include \$7 for socks and \$81 for denim.

Boston-based **Ministry of Supply**, also showing in the **Vanguards** section, took a high-tech approach to menswear, said Aman Advani, president and co-founder of the line. First the company heat-mapped the body to determine pressure and heat points and then enlisted former **Theory** and **Brooks Brothers** designer Jarlath Mellett to create the line. Dress shirts stretch with the body and have a micro-perforated panel underneath the arm to release heat. Seamless T-shirts are engineered to release heat under the arms and down the center of the back. The line uses a phase-change material that regulates heating and cooling.

Wholesale prices range from \$98 to \$148, and the company opened its own retail store in Boston in June.

Show organizers said there were nearly 500 brands at **Stitch**, 350 brands at **MRket** and 300 brands at **Accessories the Show**.—*Alison A. Nieder*

Crowded Aisles, Separate Cash-and-Carry Section at Offprice

While many of the Las Vegas trade shows opened on the same day, the **Offprice** show always kicks things off early, and this season was no exception. The Aug. 16–19 run at the **Sands Expo and Convention Center** marked the 40th **Offprice** show.

The aisles were crowded with buyers looking for deals on branded merchandise, imported goods and fashion items. The show featured everything from apparel and accessories to shoes and gift items.

According to show organizers, 10,600 people attended the 131,000-square-foot show, including 900 international retailers.

For returning exhibitor Eli Pirian of Los Angeles–based **Bac-ci**, a slow start gave way to a great show.

"It's less than last year, but there is always someone who comes at the last minute," he said on Aug. 17, the day before the **MAGIC**, **Project** and **Liberty** shows opened.

The company primarily shows imported pieces at **Offprice**. The company's made-in-America line exhibits at the **WWIN** show at the **Rio All-Suites Hotel & Casino**, which tends to draw more domestic specialty buyers, Pirian said.

"Here, there is more international business," he said. "I've seen more and more—from Japan, Chile. It's been a great show."



Offprice drew 10,600 attendees, including 900 international buyers.

Buyers at **Offprice** were split between those ordering Spring merchandise and those looking for Immediate goods.

Another returning exhibitor was **Nester Hosiery**. At **Off-Price**, the Mount Airy, N.C.–based vertical knitter was showing its **Ballston Socks** collection.

"It's a house brand," said Kerry Nester, executive vice president of sales. "We import the yarn, but it's still premium knitting at an entry-level price point."

Nester said the show was busy but added, "It's always busy."

For Nester, the August show is typically stronger for the company than February.

"The first day is usually busy," he said. "We get a lot of people who filter through before they go upstairs [when the other trade shows begin]. For us, it's a lot of independent retailers [at **Offprice**]; most people have one or two stores."

Tal Shayeb was in the aisles of the show enticing buyers into the **TW & Co.** booth he shared with his brother, Walid Shayeb. The Albany, Ga.–based company imports tailored men's apparel and accessories, such as dress shirts, ties, cummerbunds, vests, cufflinks and sweaters. **TW & Co.** also runs the **Phillips Men's Clothing** retail store, also in Albany.

"It's a great show—always!" Tal Shayeb said.

The company, which was founded in 2002, originally showed at **MAGIC** but has been showing at **Offprice** for several years. Items are wholesale priced from \$7 to \$22, and everything is manufactured in China although Tal Shayeb said he would like to find a U.S. factory to produce similar merchandise as well.

Offprice's growing cash-and-carry section was held in its own space in the Sands, where crowds of buyers jostled among 70 booths to purchase jewelry, scarves and other small items.—*A.A.N.*

ENKVegas Provides a Home for Contemporary

Women's contemporary fashion brands, both established and emerging, exhibited at the **ENKVegas** show at the **Mandalay Bay Convention Center** Aug. 18–20. The show included a special section called **Oasis**, which featured brands that the show curators considered to be on the leading edge of contemporary design.

Show vendors reported being pleased with the recent run of **ENKVegas**. "It's all good this time," said John Eshaya, founder of the brand **JET by John Eshaya**. "I saw a lot more Japanese this time. All of our buyers were here. Everyone who we were hoping to be here came here. We had the best spot, across from the women's bathroom!"

Greg Garrett of **Z Supply Inc.**, an Irvine, Calif.–based company that manufactures the **White Crow** brand, said that show orders paid for the six booths that his company had at **ENKVegas**. He forecast that orders submitted after the show would be three times the orders he received from the previous



Presentation at White Crow booth at ENKVegas



Ayumi Shibata of EIS at ENKVegas

show. His brand's performance highlighted the importance of trade show platforms. "You have to have trade shows," he said. "You do business here. Vegas shows are the biggest ones."

Retailer Raylene Bartolucci, owner of Los Angeles–based

e-commerce site **The Lala Look**, was in Las Vegas for three days making stops at nearly all the shows, including **ENKVegas**, **WWD****MAGIC** and **Pool**. This was Bartolucci's second time attending the shows. "It's always overwhelming. There's so much to cover," she said.

The **Lala Look's** brand mix includes several Australian brands, such as **Finders Keepers** and **Ebony Eve**, but Bartolucci said she was impressed with the direction many Australian brands are taking.

"Australia is killing it as far as fashion," she said. "The hottest things are coming from Australia. They're not really following the rules."

The retailer also saw several higher-end brands launching diffusion lines to capture consumers looking for a slightly lower price point.

"Consumers are expecting a lot for the money," she said. "The \$200 or \$300 price point is where \$500 was a few years ago. For me, anything over \$300 better be really amazing."

—*Andrew Asch*

International Retailers and Specialty Buyers at CurveNV

On opening day of the Aug. 18–19 run of **CurveNV** at **The Venetian**, a crowd of spa and resort buyers were given a tour of the upscale lingerie and swimwear trade show before participating in a panel discussion about the needs of the spa and resort market.

The spa and resort presence was part of the appeal of showing at CurveNV for Ron Russell, vice president of **Manhattan Beachwear**. The Cypress, Calif., company was showing in two locations in Las Vegas. For the second season, Manhattan Beachwear's **Nanette Lapore Swim**,

Bikini Lab, **Trina Turk** and **LaBlanca** collections were at CurveNV, while all of the company's lines—including **Kenneth Cole**, **Sperry Top Sider**, **Adidas**, **Hobie**, **Polo Ralph Lauren** and **Maxine of Hollywood**—were also showing at **ISAM** at **WWD MAGIC** at the **Las Vegas Convention Center**.

"At MAGIC, we work our domestic accounts," Russell said. "There are more international accounts here [at CurveNV]."

The Las Vegas trade shows fall within a busy time for swim makers, such as Manhattan Beachwear, that launched their Cruise '15 collections at the **Miami SwimShow** in Miami Beach in July. The lines then headed to Huntington Beach, Calif., for **Swim Collective** before arriving in Las Vegas. Next up for the company is **Surf Expo** in Orlando, Fla.

"For swim, the official start for 2015 is Miami," Russell said. "You better be at the starting gate and ready to go."

Buyers are "cautiously optimistic," Russell said, adding that they are interested in new items and lots of color.

"When you're in a recession, you want black," he said. "Now they want happy colors."

Betsy Heafitz and Annabelle Abba Brownell were among the new lines showing at CurveNV.

The two former Silicon Valley tech executives now live

in Santa Barbara, Calif., where they launched their **Double Scoop** line of bra inserts.

"What **Spanx** did for the girdle, we're hoping to do with the bra insert," Brownell said. Heafitz added: "We're making it fun to stuff your bra."

In addition to the original bra insert, the two are working on an insert for their "more-endowed friends."

"Their needs are different," Heafitz said. "We're in design phase for larger sized, which will give them a lift."

The two are also expanding the line to include loungewear pieces such as tanks and camisoles with the bra and bra insert built in.

Heafitz said the idea came to them when they realized she would put on a cami, a bra and a bra insert and thought, "I've got three layers on, and I don't even have any

clothes on."

The lightweight, washable bra inserts come in bright colors and happy prints. The two have sold the line at Santa Barbara stores and at local events but decided to attend CurveNV after talking to several retailers.

"We talked to retailers and they said they'd be at Curve," said Heafitz. "So we said we'll be at Curve."

—Alison A. Nieder



Betsy Heafitz and Annabelle Abba Brownell were at Curve to launch their fashion bra-insert collection, Double Scoop.



Spa and resort buyers toured the Curve show on opening day before participating in a panel discussion about the needs of their market.

New Sources at Sourcing at MAGIC

Walking into **Sourcing at MAGIC** at the **Las Vegas Convention Center** is a little bit like taking a trip to the United Nations. It seems that just about every region or country in the world has sent a group of apparel or shoe manufacturers in search of new business.

At the recent edition, held Aug. 17–20, exhibitor count was up 5 percent to 1,530 compared with one year ago.

Rob Chamagua, owner of **Wunderwear Mills Inc.**, with offices in New York and Florida and a factory in El Salvador, attended the show with the help of **Proesa**, a government group in El Salvador that promotes exports and investment in the Central American country. Proesa paid for Chamagua's booth while the apparel maker was responsible for design and decoration of the booth.

His company, which was founded four generations ago in

the Bronx, N.Y., but moved its manufacturing to El Salvador in 1993, has 250 workers who make just about anything a client wants.

Currently, Chamagua is manufacturing more yogawear and activewear made from synthetic fabrics. Under the Dominican Republic–Central America Free Trade Agreement, those high-tariff garments enter the United States duty-free if they are made of regional yarns or short-supply fabric.

Chamagua decided to attend the show because he feels more work is coming back to Central America, where orders can be filled from start to finish in 45 to 60 days. "I've gotten some good leads but no sales so far," he summarized about his first two days at the show.

At the Vietnamese pavilion, Chris Walker, whose parents-in-law own **Thai Son Knitwear**, was busy trying to grab potential customers as they walked down the wide orange-carpeted corridor that split up the various sections of the South Hall.

The company has two factories with 650 workers in and around Ho Chi Minh City, making men's and women's garments, ranging from dresses, sportswear and pants to T-shirts and hoodies.

Walker, who has lived in Vietnam for five years after emigrating from the United States, was having a successful show. "I met with the global sourcing strategist for **Levi's**," he said. "I also met two young sourcing agents with **Guess**."

Vietnam has grown rapidly as a major apparel producer, being the second-largest supplier of imported apparel to the United States after China. Walker said all sorts of factories

are being built in the Southeast Asian country as clothing manufacturers anticipate that Vietnam will be part of the Trans-Pacific Partnership, a new 12-country free-trade agreement that is being negotiated between the United States and other Pacific Rim countries.

The result, Walker said, is that labor costs are rising in Vietnam. His family's factories pay their workers \$200 a month even though the minimum wage is \$140 month. "We have to pay a higher wage to keep people," he said.

Just like sourcing in general, the show was heavily dominated by Chinese factories, which made up nearly 70 percent of the participants. This was the fifth time that Cool Jiang, the general manager for **Jiaying Cooper Garment Factory**, attended the show. About 60 percent of the knitwear factory's clients are in Europe, with another 20 percent in the United States and Canada. The company is trying to expand its U.S. presence.

But he was disappointed he had only seen six buyers in two days. "In the past, the show has been better," he said.

The "Made in USA" section of the show had about 30 booths. One of those was **Made-Well-LA**, a full-package, private-label apparel manufacturer that has design, development and production services based in Los Angeles.

This was the 2-year-old company's first time at the sourcing show. "We have had a great response," said Mike Basteguan, the enterprise's owner and president. "I have met people from Texas, Florida, San Diego, northern California, Atlanta and New York. They are people who have been manufacturing in China and want to bring things back here."—Deborah Belgium



MADE IN VIETNAM: Chris Walker is the marketing manager for Thai Son, a knitwear company owned by his parents-in-law in Vietnam.



SOUTH HALL: The Sourcing at MAGIC show was huge with 32 countries from around the world participating.

Pooltradeshows's New Site

For the second time in a year, **Pooltradeshows** moved venues.

Last February, the trade show for emerging brands at **MAGIC** was located at a ballroom in the lower level of the **Mandalay Bay Convention Center**. For its Aug. 18–20 run, it moved upstairs to the **Mandalay Ballroom** on Level 2 of the Mandalay Bay Convention Center. Pool shared the ballroom with **MVMNT**, MAGIC's streetwear-focused trade show.

A curtain divided the two trade shows, but Freddie Rojas, a veteran Pool vendor, said Pool benefited from being next door to MVMNT. Pool vendors enjoyed retail traffic from the street-

focused show. "The most important thing is new stores," Rojas said. He is the founder of the Los Angeles-based **Rojas** brand. He has exhibited at every Pool since the show's beginning more than a decade ago. For the most recent show, he exhibited more jewelry and accessories, as well as clothes.

Los Angeles-based boutique **JapanLA** shopped at the Rojas booth, said Jamie Rivadeneira, owner of JapanLA. "You can find diamonds in the rough here," she said of the trade show. She ordered jewelry and T-shirts for her boutique. Established companies such as **American Apparel** and **Jeffrey Campbell** also exhibited at Pool.—Andrew Asch



Freddie Rojas, pictured left, at Rojas booth at Pooltradeshows

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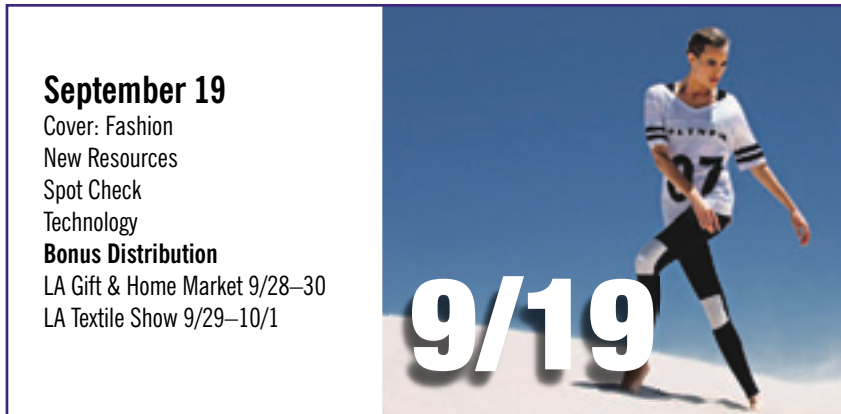
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Capsule Is Compact

Many exhibiting and wandering through the **Capsule** show, an edited collection of everything hip in the world of apparel and accessories, enjoyed the airy feeling of the event, held Aug. 18–20 at **The Venetian** ballroom along with the other five shows that make up the relatively new **Modern Assembly** group.

The show's hipness factor was reflected in the fact that there were probably more men's beards per square foot than at any other fashion venue in Las Vegas.

This year, Capsule had 255 booths versus 235 one year ago, show organizers said. Retailers visiting the show included **Harvey Nichols**, **Selfridges**, **Bloomingtondale's**, **American Rag**, **Ron Herman**, **Isetan** and **Galleries Lafayette**.

You could find everything from old upholstery fabric reworked into messenger bags to men's grooming products. One side was dedicated to men's apparel while the other side reserved space for women's clothing. Most of the exhibitors represented independent designers who manufacture in the United States.

Case in point was **Gitman Vintage**, a 6-year-old line whose bright prints were developed using the archives of shirt manufac-



THE NEWCOMERS: Lisa and Rembert Meszler were showing their high-end socks for the first time at Capsule.

turer **Gitman Bros.** in Ashland, Penn.

The company's sale reps have been exhibiting at Capsule for five years now. "This show is always successful. Otherwise, we wouldn't be here," said Chris Olberding, who developed the line known for its chalk buttons, intricate stitching and bold prints. The shirts wholesale for between \$65 and \$86.

Not far away, **True Collaborative Fashion**, an independent showroom based in Portland, Ore., took up a large space to fit in several of its labels designed and made in the United States. In the past, the brands have been scattered around at other shows such as

➔ **Capsule** page 9

WWIN Caters to Specialty Stores and Misses Labels



ON THE FLOOR: The WWIN show filled six ballrooms.

All six ballrooms were packed at the **Women's Wear in Nevada (WWIN)** show, which took place Aug. 18–21 at the **Rio All-Suites Hotel and Casino** in Las Vegas.

The show, organized by **Specialty Trade Shows Inc.** in Coconut Grove, Fla., has been a strong venue for misses labels and accessories that cater to specialty stores, catalogs and online shopping sites.

Roland Timney, the event's manager for the past 16 years, said the show was filled. "We are using every inch of space that the Rio has right now," he said. "There were 850 booths, which is the same that we have at every single show. That represents about 180 to 200 companies."

A good deal of the exhibitors were companies based in California, but there were labels from Connecticut, Florida, Texas, New York, Washington, Pennsylvania, Nevada and Canada.

Each ballroom was a sea of clothing with

booths packed tightly into each space. Some rooms were extremely busy, with a hum in the air as buyers chatted and perused the latest collections, trying to decide whether to place paper right away or think about it. Other rooms seemed to be quieter and less congested.

Everyone had a different experience at the show, with some feeling that with WWIN starting on a Monday, the same day that **MAGIC Market Week** began, there were fewer buyers the first day, which traditionally has been the busiest day.

Often, WWIN starts a day before **MAGIC Market Week**, and buyers are freer to wander over to the hotel to check out the latest collections. Many exhibitors complained that buyer traffic was down this year compared with recent shows.

"It was pretty slow," said Carmen Trujillo, head of sales for **Weekendz Off**, a casual womenswear line based in Commerce, Ca-

➔ **WWIN** page 9

Capsule *Continued from previous page*

Liberty, ENKVegas and Agenda.

For the showroom, the traffic was even but not too busy. "We had appointments booked and got some new business as well. It has not been crazy busy, but we have been satisfied," said Erin Glanz, the showroom's national agent, who represents such brands as **Nau**, **Prairie Underground**, **Bridge & Burn** and **Curator**. "It's nice when it is a manageable pace."

Glanz also liked the fact that her labels were hanging next to other independently designed clothing not mass produced in a large overseas factory. Wholesale prices for the labels ranged from \$25 to \$130.

She said buyers wandering Capsule definitely were looking for new and fresh designs. "Our lines are all made to order, and they are not in department stores," she explained.

Another company showing for the first time at Capsule was **Lisa B.**, a line of cashmere/wool/nylon and cotton/nylon socks designed by Lisa Meszler, who was at the compact booth with her husband, Rembert Meszler.

For years, their socks, which wholesale for \$8.50 to \$16, have been made in Honesdale, Penn. "We are an East Coast-based company that wants to grow our business. I felt that this show was a good fit for our company and for what we stand for," Lisa Meszler said. "The pace of the show is different. It's nice."

The first day of the show was slow, she observed, but the second day business picked up. "We are seeing a lot of new people," the designer said.—*Deborah Belgum*

WWIN *Continued from previous page*

lif. "We have done this show many, many times. We do have our regular customers stop by, but we wanted to get new customers. We got some but not what we felt we could have," Trujillo said. "I think a lot of customers are going direct to the Internet to buy. Everyone wants inexpensive items. Also, I think the **Offprice** show is taking away a lot of our customers."

Robert Gruber, owner of **A People United** in Baltimore, has been attending the show for 15 years to sell his cotton clothing made in India and hats made in Nepal. "Usually the first day is a slam-dunk, but it has been slow," he said.

Other exhibitors were constantly busy. Shannon Passero, the co-founder and designer at Canada-based **Pure Handknit** and **Neon Buddha**, has been doing the show for four years. She expanded to six booths this year to accommodate the company's vast collection of boho and gypsy-like looks that are made in northern Thailand. "This is one of our strongest shows. We were non-stop on Monday," she said, adding that 90 percent of her orders were for Spring 2015.

Nevertheless, buyers were cautious in their writing, she noted, and coming more prepared than in the past. "They want the next version of the most popular-selling item," Passero said.

Over at the **Tianello** booth, company owner Steve Barraza said he was busy selling **Immediates**, which he could quickly deliver because everything is made in his factory, south of downtown Los Angeles. "We came home with a lot of orders in hand, and we have quite a bit out. All in all, it was a good show," he said.

The majority of his orders was for delivery on 10/30 or as soon as stores could get items.

Barraza, who now manufactures more silk tops than his traditional **Tencel** tops, has been doing the show for years and sees more e-commerce sites shopping the floor than department stores. Specialty stores remain strong attendees.—*D.B.*

PacSun Reports 2nd Quarter

Pacific Sunwear of California reported a 0.3 percent increase in same-store sales for the second quarter of its fiscal 2014 year. On Aug. 28, the Anaheim, Calif.—headquartered company announced that it made \$211.7 million in net sales during the second quarter in 2014 compared with net sales of 210.1 million in the same quarter of the previous year. The company wrapped up the most recent quarter running a fleet of 618 stores compared with a fleet of 637 stores last year.

Gary H. Schoenfeld, president and chief executive officer of PacSun, said men's apparel pushed sales growth. "For Q3, even in the face of a down-trending denim cycle we are encouraged by the positive response to the balance of our initial fall assortments. We continue to believe that our core strategies are attracting new customers and differentiating PacSun in this very competitive market," Schoenfeld said in a prepared statement.

For its third quarter, PacSun forecast its same-store sales will range from flat to 3 percent. Its revenue will range from \$203 million to \$208 million. It also forecast a non-GAAP loss per diluted share from continuing operations of between \$0.09 and \$0.04, compared with \$0.05 in the third quarter of fiscal 2013.

—*Andrew Asch*

TRADE SHOW REPORT

Project *Continued from page 3*

Frank of Santa Barbara reportedly shopped at The Tents. The eternal questions of the purpose of trade shows also played out at The Tents: Is it about marketing? Is it a good forum for business?

For Steven Dang, founder of the **Railcar Fine Goods** line, based in Monrovia, Calif., The Tents was about getting noticed. "We're trying to get out and give people the opportunity to see us. It's the trade show goal," Dang said.

For Jeff Shafer of **Agave**, headquartered in Ridgefield, Wash., The Tents was about business. "We use the show like a showroom in a market. We come here to do work," he said. He booked appointments to ensure that his booth would be packed with retailers. However, the show's hallways often seemed lightly trafficked, Shafer said.—*A.A.*

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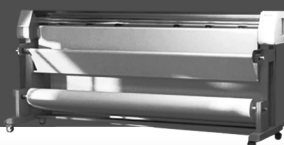
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TECHNICAL DESIGNER

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

CUSTOMER SERVICE REPRESENTATIVE

PVH Neckwear near downtown Los Angeles is seeking a detail-oriented Customer Service Rep with order management and EDI experience. We are looking for a highly organized individual with excellent communication skills. Must have experience handling major department store orders as well as Computer proficiency in Microsoft Office with knowledge of Royal4 or other ERP systems.

A quick learner that gains expertise on reporting options to proactively communicate and consult with Sales based on reporting information. Familiar with the NRF calendar and implications to monthly financial goals. Ability to develop expertise on vendor manuals, routing and compliance requirements for assigned customers. Minimum Qualifications include a High School diploma with Bachelor's Degree preferred. Minimum 1 to 2 years of order management experience in the Apparel or other consumer products.

About us, over the years, PVH Corp. has evolved into a diversified multi-billion dollar global company that leverages a portfolio of brands that include Calvin Klein, Tommy Hilfiger, Van Heusen and IZOD. PVH offers Excellent benefits that include 3 weeks paid vacation.

Please email resume to: TheresaHernandez@PVH.com

GARMENT SALES REPRESENTATIVE for CALIFORNIA

Garment and Fabric Sales in California and the US for Private Textile Company located in México
www.grupomiro.com

Skills: Proactive, leadership, able to sell ideas and plans to customers and commercial team, Ability to act independently on project work, while meeting deadlines in fast paced environment. Ability to manage multiple tasks and objectives related to introducing new business processes and operations in order to deliver new revenue generating products.

Age: 30 to 45 Sex: Indistinct

Minimum 3 years experience in sales in the textile industry, or the apparel business commercial of knit and t-shirts. Having a client portfolio.

Please send CV to: moises.zaga@grupomiro.com

Textile Salesperson

Asher Fabric Concepts
Seeking Professional Energetic Salesperson
Please Email resume:
career@asherconcepts.com

Jobs Available

MEN'S T-SHIRT DESIGNER

Job Description: Men's Tee Shirt designer. Responsible for creating original hand drawn art to be applied in the men's tee shirt line in accordance with brand standards. Must be able to incorporate new and existing graphics in weekly tee shirt designs and follow design direction from head designer and team.

Skills Required:

- 4 years experience required, Mac environment
- Proficient in Adobe CS4 Suite
- Outstanding talent for hand illustrations and various mediums.
- Knowledge of tech packs
- Knowledge of various printing and embellishment techniques
- Knowledge of separations of art.

Forward the resume & salary requirements to:
careers@roarusa.com

Apparel Fabric Assistant

Full time position assisting Apparel Fabric Manager to develop new products & markets, managing costing & working closely with sales team & customers. Must be organized & provide excellent customer service. Knowledge of textiles preferred. Resumes to: samanthamarion@tvfinc.com

Production Coordinator Assistant

A Torrance based apparel mftg company is in immediate need for a SOLID production assistant. Must have an apparel related degree from a fashion school, computer literate, must possess a sense of urgency, self motivated, good communicator, detail oriented & a team player. Can multi task! Interested, pls email resume to lizah@tcwusa.com

Sales Executive

Seasoned sales executive for Los Angeles based men's and women's underwear, intimates, hosiery and active wear company. Strong background/ relationships in Club sales required. Knowledge of retail math and replenishment models necessary. Minimum of 5 years experience. Please email your resume to : aitropse@gmail.com

Account Manager/Production coordinator

Leading apparel importer in Action Sports industry!
- Must have strong knowledge of knit/woven fabrics
- Understand garment construction, emb, screen print
- Prior exp communicating with China fty/US customer
- Eng/Mandarin bilingual read and write, willing to travel
Exl salary+bene job@ubcimports.com 626-579-2808

Accounting Staff

A mfg company located in downtown Los Angeles is looking for Accounting staff with accounting background/experience. Must be detail oriented and computer literate. Please send resume to vitae101@gmail.com

QC.Designer,Factory Manager,Product Develop

QC-knowledge and the ability to identify/distinguish Designer-Junior and Young Contemporary Designer
Factory Manager-Extensive knowledge of controlling floor
Product Develop-in enough experience
Send Resume to jobs@4goldengreen.com

1st to Production Patternmaker

Wilt is looking for an experienced 1st to Production Patternmaker- Must know Tuka. Minimum 5 years experience, garment dye knowledge preferred.
email:parcandpearl@parcandpearl.com

Jobs Available

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ADMINISTRATIVE ASSISTANT

Multi Entity Corporate offices need "go-to" person to support both in house management and off site managers. Primary industries are Fashion and Hospitality, so experience in those fields will be a plus.

Main responsibilities:

- Provide a wide variety of administrative and staff support services
- Recap daily sales reports from each remote location and update spreadsheet
- Handle details of a highly confidential and time critical nature
- Manage/support ad hoc projects as needed
- Maintain Permanent Corporate files for multiple entities, as well as daily A/P files
- Provide timely response to emails, texts and written correspondence

Qualifications:

- 2-3+ years of Administrative support
- Articulate, with creative problem solving skills
- Able to prioritize multiple deadlines in fast paced environment
- MS Office
- Photoshop

Email resumes to Rita@komarovinc.com

TECHNICAL DESIGNER

Velvet Heart is looking for a technical designer with a min. of 5 yrs exp. Full knowledge of technical packs from pre-development stage to production full cycle. Familiar with specs and fitting interpretations. Be able to communicate fit comments and approvals to oversea factories. Knowledge of woven tops and bottoms a must.
E-mail resume to: mpaguio@velvetheart.co

URBN

URBN: Production Manager - LA Office (Free People, Anthropologie, Urban Outfitters)

This LA based Production Leader will monitor production process to ensure smooth operations, enhance our domestic vendor base, and develop fabric strategies with mills. 7+ years experience managing and leading a domestic production operation required.
Send resume & cover letter to lmacsorley@urbn.com

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@majortextile.com

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

Jobs Available

KOMAROV

RECEPTIONIST/DATA ENTRY

Immediate opening for a candidate with good telephone personality and call screening skills. Some data entry and light office work as well. Be responsible, reliable and eager to learn new skills. AIMS experience a plus.

Email resume to: Rita@komarovinc.com

Production Assistant - Vintage Inspired Women's Clothing

Full time Production Assistant position for a domestic women's clothing division in Los Angeles, CA. Mandatory 2 years experience as a Production Assistant in domestic production. Must be fluent at Microsoft EXCEL, tech packs, data entry and costing. Must be a team player and work well under stressful circumstances. Benefits and Insurance included, salary depends on experience. Email Resume to: laprodmgr@gmail.com

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Jobs Available

PRE-PROD COORDINATOR

Job Description: Prepare & track & monitor Tech Packs, Fabric Testing, Lab Dips & Screens. Bill of Materials (BOM) details style, fabric & trim components & artwork elements. Coordinate & organize production development info for Full Pkg./Import components. Review & approve Fit/TOP samples.

Prerequisites: Knowledge of screen-printing, separations & sublimation printing, helpful. Working understanding of specs/measuring garments. Photoshop & Adobe Illustrator. Urgency-minded & well organized.

Please forward resume to rose.r@bluprintcorp.com

Customer Service & EDI rep

Junior clothing manufacturer is seeking an experienced customer service/data entry & edi rep. Must have experience with AIMS 360, UPC's and processing edi docs 753, 754, 810, 850 & 860. As well as min 2 yr experience with Target (POV) and Walmart (retail link & data sync) as well as all other majors accounts procedures. please send resumes only to applicants112004@gmail.com please do not send resume if you do not meet the requirements.

Walmart Shipping Supervisor

Junior clothing company is seeking experienced shipping person to handle Walmart. Will be in charge of all receiving/shipping functions for Walmart orders, including but not limited to receiving, counting and QC'ing all goods received. As well as printing UCC128 labels for cartons, routing requests in RL, managing shipping schedule and loads, processing BOL and all supporting documentation, ASN's for all retail and ecommerce orders. AIMS experience a must and EDI knowledge preferred. please send resumes only to applicants112004@gmail.com Min 2 yrs experience with Walmart shipping functions.

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