

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 39 SEPTEMBER 5-11, 2014



**THE BIG CUT:** Maro Takourian is a long-time sample maker at Gem Sewing in Los Angeles, where a new service called Made-Well-LA is located. Made-Well-LA offers full-package services and advice for designers wanting to produce their goods in the United States. (See related story below.)

## MADE IN LA

# More Services Jump In to Bring Apparel Production Back to Los Angeles

By Deborah Belgium Senior Editor

When Mike Basteguan was growing up in Los Angeles, his family's garment factory was one of 80 clothing contractors in the early 1990s that blanketed various spots in Hollywood.

Today, there are only a handful of factories, two of which are owned by the Basteguans. "It was completely the opposite then of what it is now," said Marie Basteguan, Michael's mother, who started those two factories more than two decades ago when she made men's shirts for **Cavaricci** and women's tops for **Fred Segal**.

Now Mike Basteguan is trying to bring back some of that garment glory with a new venture he has forged to help designers and clothing companies make their creations in

Los Angeles. Called **Made-Well-LA**, his company is a full-package resource that takes a concept and helps carry it forward to the final product. He likes to refer to himself as an "apparel concierge," whose company has a website at [www.madewellla.com](http://www.madewellla.com).

"With all the production experience we have between us here, we can help brands. Any mistake they make can set them back thousands of dollars. That can bury a small- to mid-size company. One production mistake or the loss of a customer, they are out of business," said Mike Basteguan, noting that he wants to keep his minimums at a low 150 to 300 and can turn products in three to four weeks.

Basteguan is just one of many clothing-industry insiders

➔ **Made in LA** page 8

# With New Line Nor, Duarte Gives Activewear a Fashionable Edge

By Alison A. Nieder Executive Editor

Henry Duarte is joining the ath-leisure movement, but the Los Angeles designer is putting his signature rock 'n' roll stamp on the growing trend.

Duarte's new collection, **Nor** (New Objects Research), takes athletic staples such as sweatshirt fleece, hoodies, shorts and windbreaker materials and reworks them into a fashion-focused collection that blends activewear, streetwear and high fashion.

"It's got my rock background and it's still very understandable and it has a lot of fashion," Duarte said.

Built around four key colors—black, gray, white and navy—the line is packed with details such as zipper trim, sheer panels and pockets.

"Everything has a detail," Duarte said. "Why do you need this line if it's not detailed?"

For example, Nor's hybrid shorts are made from a mix of wovens and knits to give them the look of denim and the comfort of a knit pant. There are also sport jackets and sweatpants, as well as T-shirts with slouchy pockets and asymmetrical hems. There are even a few puffer vests, including a long version that skims the body at the shoulder but then flares out at the hip.

A few styles have a little hint of bright color, such as a pop of color on the inside of a collar. There are styles for men and for women, but much of the collection is unisex. Duarte has also included accessories such as bags, leather goods, jewelry and shoes.

With 200 pieces, the designer wanted there to be something for every retailer as well as enough pieces to allow a retail store to order a few items exclusively for a season or two.

➔ **Nor** page 6

# Wet Seal Hoping to Turn Fortunes With New Executive Team

By Andrew Asch Retail Editor

**The Wet Seal Inc.** will start the Back-to-School season under new leadership with the Foothill Ranch, Calif.-based retailer's second major change in 18 months.

The 532-store mall-based retailer for teens and young women announced on Sept. 3 that John D. Goodman, who led the company as its chief executive officer since January 2013, resigned on Aug. 26. He will be replaced by Edmond Thomas, who is returning to Wet Seal for a second term. Thomas had previously served as Wet Seal's CEO and a director of the company from 2007 to 2011. Goodman joined the company after a bruising proxy battle that led to the ouster of CEO Susan McGalla, who resigned in July 2012.

Thomas said he hopes to improve Wet Seal's performance. "While I understand fully the complexities of navigating today's dynamic retail landscape, I am convinced

➔ **Wet Seal** page 9

## RETAIL TECHNOLOGY

# Making Sales on Social Media Elusive but Intriguing

By Andrew Asch Retail Editor

After a decade of building audiences and communities, many think that social-media sites should be able to transform into a giant cash register.

With hundreds of millions of people visiting brands' pages on social-media sites such as **Facebook**, **Twitter**, **Instagram** and **Pinterest**, many analysts thought the next obvious step for these sites would be to sell products on their forums. So far, the retail promise of social media has not been met, but a handful of companies are looking for gold in social media.

**Nordstrom** made a splash on Aug. 28 when it became the first brand to use **Like2Buy**, a program from Philadelphia company **Curalate** that links photos from Instagram accounts

➔ **Social Media** page 3

## INSIDE

Where fashion gets down to business<sup>SM</sup>



Reed launching new trade show ... p. 2

New direction, exec at Bebe ... p. 2

Retail Sales ... p. 3

LA Fashion Week planning begins ... p. 4

[www.apparelnews.net](http://www.apparelnews.net)



# Bebe Hires Jimenez for New Direction

For more than 30 years, **Bebe Stores Inc.** has cultivated a niche as the mall-based clothier for the woman who loves nightclubs and la dolce vita, but during a Sept. 4 conference call, Jim Wiggett, the chief executive officer of the San Francisco-area retail chain, said that his company planned to expand its offerings beyond clothes for going out.

Wiggett joined Bebe in June, and during the conference call, he criticized the party-centric “9 to 5” advertising campaign of previous CEO Steve Birkhold. “It was too focused on clubbing and partying, and it reinforced a narrow brand positioning,” Wiggett said.

The retailer will expand its categories to offer clothes for the office, special occasions and sports as well as other categories. “Those are dimensions of her life as well,” Wiggett said. “It is a desire for self-expression and better fabrications. Those are things Bebe stands for. We’re not moving away from a customer. We’re educating her [to find] that we have more to offer her.”

To help direct this change of directions, Wiggett announced that Bebe had hired Mary

Jimenez as senior vice president to direct the new merchandising direction. Jimenez has served as the vice president and general merchandise manager for **Guess by Marciano** and as vice president and general merchandise manager of design for Bebe’s **Bebe Sport** division. She also worked at **eLuxury.com**, an **LVMH** company. Wiggett also worked at LVMH as an executive vice president.

During the conference call, Wiggett stressed that the company would run on a leaner operating budget and it would also introduce a new store concept that would offer some avenues for omnichannel retail such as ordering garments by store **iPads** if they were not in stock.

Also on Sept. 4, Bebe reported results from its fourth quarter from its 2014 fiscal year, which ended July 5. Same-store sales declined 1.9 percent compared with a 7.9 percent decrease in the previous year. Net sales from continuing operations were \$103.6 million, which was a decrease of 8.7 percent from \$113.5 million from the same quarter last year. Net loss from continuing operations was \$24.2 million, or 30 cents per share.—*Andrew Asch*

## Reed Plans New Trade Show Axis, Taps Agenda’s Chiu to Lead the N.Y. Event

After producing four **Agenda Wmns** sub-shows at the popular **Agenda** trade show, Vanessa Chiu will helm her own event, which will be called **Axis**, it was announced on Sept. 4.

The first Axis show is scheduled to run Feb. 22–24 in New York. It will share space with **Capsule Women’s** trade show on **Pier 94** in Manhattan. Axis will be a biannual show, and it is owned by **Reed Exhibitions**, which also owns Agenda. Chiu will work with a staff of three people to get the new show going. She will work out of Reed offices in Los Angeles and the East Coast.

She predicted that 200 branded collections will exhibit at Axis. It will be different from Agenda WMS, which showcases street fashion and activewear looks for females at Agenda, which has been considered a show dominated by men’s fashions and style, said Chiu, who will continue to direct Agenda Wmns.

Axis will exhibit “elevated” street fashions, and there also will be a cross-category focus on health and fitness, beauty, home products, and swim. “Axis was created to fill the void in the New York Women’s fashion lifestyle market with niche brands that currently do not show,” Chiu said in a prepared statement. “We’ve built a platform to showcase the new-new, [emerging brands] expose branded collections that were displaced in the current New York trade circuit and introduce new global collections into the U.S. marketplace.”

Axis also announced a group of advisers to counsel the show. They include Kristin Reiter, **Nike’s** global concept director; Adrienne Ho, founder of the blog *Sweat The Style*; Kasia Meador, a surfer and fashion creative consultant; Rachel Wang, **Style.com’s** fashion market director; and Deirdre Maloney, Capsule trade show’s co-founder.

—A.A.

## VF Collaboration Pledges \$10 Million to Building and Safety Upgrades in Bangladesh

Greensboro, N.C.-based apparel giant **VF Corp.**, in partnership with **International Finance Corp.**, will provide up to \$10 million in financing to VF vendor factories in Bangladesh. The money will be used for building upgrades and fire and safety improvements. The new funding is part of a \$17 million commitment VF made to assist Bangladeshi garment workers.

“The safety of the people making our products around the world is an imperative,” said Eric Wiseman, chairman, president and chief executive officer of VF. “Our program with IFC helps to ensure that our suppliers have access to the necessary capital to complete safety-improvement plans.” IFC is a member of the **World Bank Group**.

The collaboration between VF and IFC will enable the IFC to award loans to qualified Bangladesh factories that produce VF products. These loans will help “accelerate the implementation of needed fire and building-safety improvements,” according to a VF statement.

Before implementing any improvements, the factories will go through structural, electrical and fire-safety assessments as required by the **Alliance for Bangladesh Worker Safety**, an association formed after the

2013 collapse of the eight-story **Rana Plaza** building, which resulted in 1,129 deaths and 2,515 injuries. Many of the dead and injured worked at several garment factories housed in the building. The AFBWS was formed by 26 global retailers, including VF, to create the **Bangladesh Worker Safety Initiative**, a five-year project to improve safety in Bangladeshi garment factories.

The IFC loans will range from \$100,000 to \$1 million and will need to be used to address one of three performance standards: “assessment and management of environmental and social risks and impacts; labor and working conditions; or resource efficiency and pollution prevention.”

“Employment in the apparel industry has reduced poverty for millions of women in Bangladesh,” said Serge Devieux, IFC director for South Asia, in a statement. “This financing model, which we think could work well for other buyers and suppliers, will help Bangladesh’s suppliers improve work conditions and strengthen the country’s ability to attract garment manufacturers.”

Additional information on the program and VF’s other efforts to improve the health and safety of Bangladeshi garment factory workers can be found at [www.wecare.vfc.com](http://www.wecare.vfc.com).—*Alison A. Nieder*

## Fashion Industries Guild to Honor Tech/Chemistry Entrepreneur at Annual Gala

The **Fashion Industries Guild** of **Cedars-Sinai** will honor technology entrepreneur Michael Lefenfeld at its annual gala on Sept. 20 at the **Dorothy Chandler Pavilion** in downtown Los Angeles.

Lefenfeld is the founder and chief technology officer of **SiGNa Chemistry**, a company that employs a chemical process Lefenfeld discovered for a variety of industries, including oil recovery, clean energy and other chemical manufacturing processes. His first invention was a noninvasive blood gas diagnostics sensor array, which became the pulse oximeter. While at **Bell Labs**, Lefenfeld and his team created flexible electronic transistors, which can be printed by inkjet printers. These transistors can be used to make products such as e-readers, flat-panel high-emission displays and security sensors in clothing.

The Sept. 20 event, dubbed the Black Tie or Spy Gala, will raise funds for the **Fashion Industries Guild Congenital Heart**

**Laboratory** and the **Hal Kaltman Fashion Industries Guild Congenital Heart Research Endowment**, named for the late Hal Kaltman, textile executive, past president of the **Textile Association of Los Angeles** and longtime supporter of the Fashion Industries Guild.

The event will include a cocktail reception, casino gambling, dinner, dancing and entertainment.

Past honorees include Vera Campbell, Steve Schoenholz, Jeff and Betsy Kapor, Jay and Kathi Mangel, Christopher Wicks, Sandy Richman, Tony Litman, Barbara Fields, George Rudes, Kenny Weinbaum, Moshe Tsabag, Jeff Marine, Dov Charney, Richard Clareman, Ilse Metchek, Steve Maiman, Gregg Fiene, Maurice Marciano, Maurice “Corky” Newman, Karen and Lonnie Kane, Larry Hansel, and Robert Margolis.

To purchase tickets for the event, visit [www.fashionindustriessguild.org](http://www.fashionindustriessguild.org).—A.A.N.

### Target your message when it is most timely.

Sponsorship opportunities for editorial e-newsletters September 7–13

**ApparelNewsletter**

- \*Sept. 7 Calendar
- Sept. 8 Technology
- \*Sept. 10 Most Read
- Sept. 11 Textiles
- \*Sept. 12 Publication
- Sept. 12 Textiles
- \*Sept. 13 Blog

*\* Sent every week; ask your account executive about special frequency rates.*

**ApparelNewsblog**

*Your Ad Could Fill This Space*

**ApparelNewsmost-read**

*Your Ad Could Fill This Space*

**ApparelNewscalendar**

*Your Ad Could Fill This Space*

CALL NOW FOR SPECIAL RATES

THE APPAREL NEWS GROUP  
110 East 9th St. #A-777, Los Angeles, CA 90079  
(213) 627-3737 [apparelnews.net](http://apparelnews.net)

TECHNOLOGY

Cirrus Files Brings CRM Data Directly to the Inbox

Running a sales team can be complicated business, but a lot of salespeople still work with pen and paper rather than employ tech-savvy programs such as customer-relations management, according to **Cirrus Path Inc.**, headquartered in Laguna Hills, Calif., which recently released its **Cirrus Files** cloud-based customer-relations management application.

One of the company’s top releases, the **Cirrus Insight** app, integrates data from San Francisco-based **Salesforce.com** with **Gmail** and **Google** apps and offers a free analytics package for analyzing and reporting that information.

Many retailers and sales groups believe CRM will make their companies more productive. Companies such as **Oracle** and **Microsoft** produce some of the best-known CRM programs. Over the past 15 years, companies began using CRM

programs to compile granular information on consumers. In exchange for that data, consumers got goodies such as frequent-flyer miles, bonus credit-card points and loyalty cards. The sharing of information through CRM will bring better leads, improve closing rates and give everyone in a company, from marketing to sales, a more in-depth view of consumers and sales targets, according to the Salesforce website.

CRM may sound like a chief information officer’s dream come true, but getting everyone on staff to use the program can be hard, said Jason Hubbard, Cirrus Path’s vice president of marketing.

“How do you get your employees to use it?” he said. “We solve this by bringing Salesforce into the inbox of where salespeople live and where most customer interactions oc-

cur. Instead of trying to force your sales team to stop what they’re doing, go into Salesforce, look up or create a record, then come back and remember what they were working on—we make it a seamless platform.”

Cirrus Files also allows users to continually update and store new information.

“Cirrus Files lets you store your files in Google Drive but organizes them off of the structure of Salesforce. So every time a new account, opportunity, case, etc., is created in Salesforce, a corresponding folder is created in the drive,” Hubbard said. “Anything placed in that folder will show up on the page layout in Salesforce. So you always know exactly where to go to find your files,” he said.

—Andrew Asch

Neiman Marcus to Anchor Hudson Yards Development in New York

**Hudson Yards**, the mixed-use \$20 billion development on the west side of New York’s Manhattan borough, will have a high-profile anchor when **Neiman Marcus** opens its first New York store in the center in 2018.

The 250,000-square-foot multi-level store will anchor the 1-million-square-foot **Shops at Hudson Yards** and will carry a mix of luxury and fashion brands.

The Dallas-based luxury department store is also opening a Neiman Marcus store on Long Island in 2016 and its outlet store, **Last Call Studio**, later this year in Brooklyn. The company is also currently renovating its luxury department store **Bergdorf Goodman**, located

on Manhattan’s Fifth Avenue.

Hudson Yards is a joint venture redevelopment project by the New York City Department of City Planning and Metropolitan Transportation Authority. Located on the far west side of midtown, the 28-acre project will connect with the planned extension of The High Line elevated park on its south end at West 28th Street and with the **Jacob K. Javits Convention Center** on its north end at West 43rd Street. The area, overlooking the Hudson River, will extend to Seventh and Eighth avenues. An extension of the New York City subway will stop at Hudson Yards beginning in early 2015.

Developed by **Related Companies** and

**Oxford Properties Group**, Hudson Yards will have more than 17 million square feet of commercial and residential space, 14 acres of public open space, a 750-seat public school, and a 175-room luxury hotel, according to a release issued by Related Co. and Neiman Marcus.

“Neiman Marcus Group is delighted to announce that Manhattan will have its first Neiman Marcus. Hudson Yards presents the ideal location for a Neiman Marcus store. The project is a bold and innovative retail idea and one that complements how we view our Neiman Marcus brand,” said Karen Katz, president and chief executive officer of **Neiman Marcus Group**, in a company statement. “Neiman

Marcus Group is well-known to New York and New Yorkers through our landmark Bergdorf Goodman store—a beloved and revered New York institution at the corner of Fifth and 58th, and we are excited to establish a flagship NM store in one of the world’s premier shopping destinations. We look forward to serving New Yorkers and visitors to New York with legendary Neiman Marcus style.”

A five-year renovation of Bergdorf Goodman is scheduled to be complete in 2020. Plans call for additional space for designer and luxury women’s sportswear and “labs” to highlight the work of new and emerging designers.

—Alison A. Nieder

NEWS

Social Media *Continued from page 1*

to products available on a brand’s e-commerce site.

Twitter raised eyebrows last year when it hired Nathan Hubbard, former chief executive officer of ticketing at **Live Nation**, to find ways to make sales through Twitter. Media reports said that Twitter and online payments company **Stripe**, both headquartered in San Francisco, have been developing a system to make it possible to make sales on the Twitterverse.

Since 2011, various companies have been seeking to turn Facebook “likes” into “buys” by building online marketplaces on the social-media giant.

Yet technology analysts have been split on whether social-media malls will be ghost towns or whether they will gross more than bricks-and-mortar malls.

In 2011, **Booz & Co.**, now called **Strategy&**, forecast that the market size for social media would grow to \$30 billion in 2015. Sucharita Mulpuru of **Forrester Research** was the lead writer on a report that sought to take down expectations of social-media riches. A 2011 Forrester report noted that Facebook’s ability to drive e-commerce revenue was elusive.

In 2013, Mulpuru had doubts on Twitter being able to make sales from its tweets. In a report, she claimed that some of the retail success stories on Twitter are companies liquidating inventory or promoting sales, and other success stories have been hard to find on the free service.

Social media’s retail success has still not been decided, said retail and tech consultants. Judah Phillips of **SmartCurrent**, based in Boston, said that social media is spectacular for spreading the word on a product or a service—but not much else.

“Sure, social can build demand,” he said. “But the demand is often fulfilled in other channels—the brand’s site or in-store or via an affiliate. How much does **Coke** sell on Facebook or Twitter?”

Social media typically serves as the first step in a process to making a purchase, said Mercedes Gonzalez, director of **Global Purchasing Companies**, a New York-headquartered retail consultant and buying office.

“People look for brands’ credibility through social media,” she said. “It helps in the research process.” But consumers will make an actual purchase at a bricks-and-mortar store or at an e-commerce site.

The research process and customer engagement that Facebook offers has continued to motivate companies, according to the **State of Retailing Online** study, which surveyed 81 retailers in May and June. It was undertaken by the **National Retail Federation**, a major retail trade group, and Forrester Research.

It found that 62 percent of retailers surveyed planned to spend more on Facebook interactive marketing efforts this year compared with last year. In a prepared statement, Mulpuru said that Facebook is popular because the denizens of Facebook end up doing work for the advertisers. “People think of Facebook as a social network, but, in reality, it’s another medium for personalized display advertising,” she said.

These companies also intend to spend more marketing dollars on Instagram, **YouTube**, Pinterest and Twitter, according to the survey.

Social-media sites are playing their retail cards close to their proverbial vests. Facebook and Twitter did not reply to emailed requests for comments. An Instagram spokeswoman said the popular social-media site would keep its focus on “brand advertising” and that it wouldn’t comment on “developing commerce.”

However, companies such as Curalate will continue to make retail possible for sites such as Instagram. Its Like2Buy program will take a brand’s profile link on Instagram and pull up a gallery of shoppable Instagram photos, then purchase the products on the brand’s website, said Apu Gupta, Curalate’s chief executive officer.

“Instagram turns creativity into commerce by changing the way consumers engage with products from their favorite brands,” Gupta said. “With Like2Buy, Curalate is providing retailers the most seamless and secure method of driving traffic and revenue from Instagram while providing digital marketers the ability to immediately demonstrate value from their efforts.”

Still, the retail industry continues to test when it comes to social, said Artemis Berry, vice president of digital retail for NRF. “What we are seeing is a continued testing approach,” she said. “There’s not a massive investment increase, but there is a ton of opportunity in overall marketing campaigns as well as engagement. It is changing all of the time. You blink and there is a new platform out there.”●

RETAIL SALES

Back to School’s Retail Surge

The Back-to-School season made business surge in August, according to the **International Council of Shopping Centers**. Retail sales increased 5.2 percent compared with the same time last year, said Jesse Tron, a spokesperson for the New York-headquartered trade group.

“Sales posted a very strong gain, with apparel stores closing out the month at their highest year-over-year gain in four months,” he said.

Adrienne Tennant, a prominent retail analyst at **Janney Capital Markets**, described retail business as “solid” at the end of August, especially for teen retailers. “We believe promotions have been compelling and aggressive, both in-store and online, throughout the month of August, which helped drive traffic,” she wrote in a Sept. 4 research note.

Ken Perkins of Boston-area market-research company **Retail Metrics** wrote in a Sept. 4 research note that August sales received a lot of support from Back-to-School shopping. “While consumer spending has been tepid throughout much of the current recovery, the consumer is still event shopping,” he wrote.

August’s sales surge did not proverbially lift all boats, however. **Gap Inc.**, the San Francisco-based specialty retail giant, reported comp-store declines for its Gap and **Banana Republic** divisions. The declines were 6 percent and 2 percent, respectively. However, its **Old Navy** division posted a 2 percent increase in its same-store sales.

**Quiksilver Inc.** also reported a decline when the Huntington Beach, Calif.-based surf giant announced results for the third quarter of its 2014 fiscal year. Net revenues decreased 19 percent to \$396 million compared with \$488 million in the same quarter in the previous year. Andy Mooney, Quiksilver’s chief executive officer, promised improvements. “We are resolving the product-delivery issues and already see improved fulfillment in the Holiday season. We continued to right-size staffing, redeployed our marketing to invest more in media and point of sale, improved the quality of distribution in North America, and completed a number of licensing transactions for peripheral product categories. We are encouraged by the positive feedback we have received on our Spring 2015 product lines, both for apparel and footwear.”

**Zumiez Inc.** of Lynnwood, Wash., reported a solid August. The skate and action sports-friendly chain reported a same-store-sales increase of 2 percent. It also reported results for its second quarter on Sept. 4. Same-store sales for the quarter increased 3.4 percent compared with the same time in the previous year. Total net sales increased 11.9 percent to \$176.7 million from \$157.9 million. During a call with Wall Street analysts, it was announced that the company would open 56 stores in 2015.—A.A.

August Retail Sales			
	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$103.60	+2.5%	+0.8%
Gap	\$1,230.00	0	-2.0%
L Brands Inc.	\$765.30	+9.0%	+5.0%
Stein Mart	\$86.50	+3.8%	+2.5%
Zumiez	\$94.00	+9.4%	+2.0%
Information from company reports			

# Coming Soon in Sept. & Oct.



## 9/12

### September 12

Cover: Fashion  
Freight & Logistics  
NY Fashion Week Coverage  
Textile Preview with Tech Focus  
and LA Textile Resource Guide\*  
Findings & Trimmings  
Advertorial  
Fashion Faces  
**Bonus Distribution**  
Las Vegas Souvenir & Resort Gift Show  
9/17–20  
AccessoriesTheShow/FAME/Moda  
Manhattan 9/21–23  
LA Textile Show 9/29–10/1

### September 19

Cover: Fashion  
New Resources  
Spot Check  
Technology  
Made in America  
Made in America Advertorial  
**Bonus Distribution**  
LA Gift & Home Market 9/28–30  
LA Textile Show 9/29–10/1



## 9/19



## 9/26

### September 26

Cover: Fashion  
Jr. fashion  
Fiber & Fabric  
Fashion Resource  
Fiber & Fabric Special Section\* +  
Industry Focus: Retail/  
Boutiques  
**Bonus Distribution**  
LA Gift & Home Market 9/28–30  
LA Textile Show 9/29–10/1  
LA Majors Market 10/6–8  
Fashion Portland NXT 10/8–11  
LA Fashion Market 10/12–15  
Designers & Agents LA 10/13–15

### September 5

Cover: Market Must Buys  
Textile Show Wrap  
Finance Industry Focus  
E-tail Spot Check  
Eco Report  
Denim Report  
What's Checking  
Eco Advertorial  
Finance Advertorial  
Denim Advertorial

Fashion Resource  
Bonus Distribution  
LA Majors Market 10/6–8  
LA Fashion Market  
10/12–15  
Designers & Agents LA  
10/13–15  
Project Ethos  
LA Fashion Weekend  
Concept LA  
Style Fashion Week



## 10/3

CALIFORNIA  
**ApparelNews**

CALL NOW FOR SPECIAL RATES

TERRY MARTINEZ

(213) 627-3737 x213

## FashionWeekLA.com Relaunched

LA Fashion Week is scheduled to start on Oct. 6, and the producers for the **Fashion Week LA** calendar website, which officially relaunched Sept. 2, hope that designers and fashion show producers will start planning for it on the relaunched website ([www.fashionweekla.com](http://www.fashionweekla.com)) ASAP.

The website plans to offer one-stop registration for all fashion week events that are approved on the site. It will also offer calendar listings for fashion events and other services.

So far, the only events listed on the Fashion Week LA site are those produced by the **LA Fashion Council**. Kelsi Smith of the Los Angeles Fashion Council, which has

produced Fashion Week events since 2012, announced last month that her organization had partnered with Jen Uner, the founder of FashionWeekLA.com.

“We don’t have big expectations of our first season,” Smith said, but eventually she and Uner intend for the site to list a smorgasbord of Fashion Week events. “It’s a marathon, not a sprint.”

Deadlines are coming up. Production dates, times and locations must be registered by Sept. 15. Participating designers and schedules must be confirmed by Sept. 22. For more information, visit [www.fashionweekla.com](http://www.fashionweekla.com).—Andrew Asch

## CFA Event to Discuss Private Label and Branded Manufacturing

The **California Fashion Association** will host an invitation-only discussion on Sept. 16 titled “Private Label vs. Branded Manufacturing...How Does Your Business Grow?” at the **City Club** in downtown Los Angeles.

Kevin Sullivan, executive vice president of **Wells Fargo Trade Capital**, will moderate the panel, which will include Mitchell Quaranta, co-chief executive officer and president of **Swat Fame Inc.**; Daniel Abra-

movitch, vice president of **Topson Downs**; Daniel Neukomm, partner with the **La Jolla Group**; and Frank Kaufman, partner with **Moss Adams LLP**.

Breakfast will be served at 8 a.m., followed by the panel discussion. Parking will be validated. Jackets are required.

RSVP is required.

For more information, email [amy@cal-fashion.org](mailto:amy@cal-fashion.org).—Alison A. Nieder

## Calendar

### 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

“Private Label vs. Branded Manufacturing” panel discussion hosted by Wells Fargo  
City Club  
Los Angeles

**Première Vision**  
Parc d'Expositions  
Paris  
Through Sept. 18

**ModAmont**  
**Expofil**  
**Indigo**  
Paris-Nord Villepinte  
Paris  
Through Sept. 18

“How to Get Over Your Fear of Selling” webinar online

### Sept. 17

**Las Vegas Souvenir & Resort Gift Show**  
Las Vegas Convention Center  
Las Vegas  
Through Sept. 20

### Sept. 18

**Imprinted Sportswear Show**  
Fort Worth Convention Center  
Fort Worth, Texas  
Through Sept. 20

### Sept. 20

“Black Tie or Spy Gala,” honoring Michael Lefenfeld and presented by Fashion Industries Guild of Cedars-Sinai  
Dorothy Chandler Pavilion  
Los Angeles

### Sept. 21

**Fame**  
**Moda Manhattan**  
New York  
Through Sept. 23

### Sept. 28

**Los Angeles Gift & Home Market**  
California Market Center  
Los Angeles  
Through Sept. 30

### Sept. 29

**Los Angeles Textile Show**  
California Market Center  
Los Angeles  
Through Oct. 1

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.

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



NEED EXPERT  
INDUSTRY ADVICE?

THE BUHLER  
BOYS

WE HAVE ANSWERS.  
sales@buhleryarns.com



# VELOCITY TO MARKET

Trends are changing at the speed of Twitter. Gaps in supply chains, overseas production and inconsistent suppliers will leave you slow to capitalize.

With our US-based facility and the industry's best yarns, we'll help you reach retail while fads are still hot. After all, trends are quick to pass, but your sales don't have to be.

**GET MORE THAN JUST YARN.**



twenty APPAREL BY twenty tees FALL 2014 COLLECTION / TWENTYTEES.COM



**US Supima Cotton**  
Preferred by luxury brands for its length, strength, and fineness. Dedicated to conservation and carbon neutrality.



**Lenzing Micro Tencel®**  
Superior in moving moisture, reducing bacterial growth, and offering strength and comfort. Made from FSC-certified pulp.



**Lenzing MicroModal®**  
The ideal fiber for flexible clothing. Now with Edelweiss technology for a more sustainable and renewable luxury product.

buhleryarns.com

1881 Athens Highway, Jefferson, GA 30549 t. 706.367.9834 e. sales@buhleryarns.com





Nor *Continued from page 1*

"We can partner with stores," Duarte said. "A store has the freedom to sell something not everyone else has. That's what people need today."

Fabrics include cotton and cotton jerseys, mesh, rayon blends, slub linen, nylon and tech fabrics, and nearly everything is wholesale priced below \$100.

"It's an atelier collection at a better price point," Duarte said. "Retailers need a good-priced line that's going to sell. That's why we went for the details. You get a lot of fashion for the money. It can fit in a lot of stores."

Everything is produced in Asia "to get this price and this level of detail," said Duarte, who has been traveling to China and back since last November developing the line. The time spent overseas has influenced the line, he said. "You get to see what goes on there and what goes on here and get to blend the two. It's bringing new inspiration back to America in a lot of ways."

Helping Duarte on the collection is Pepper Foster, who is also working with Duarte on the men's collection for action-sports retailer **Monkey Sports**. The third member of the team is Emily So, whose family factory in Shanghai produces the Nor and Monkey Sports lines, as well as several Los Angeles-based contemporary collections. Duarte has worked with So's father for years on other projects. "He's very familiar with the contemporary market and very good at doing smaller minimums and higher-end garments," Duarte said.

Duarte, Foster and So stress that Nor is unlike anything else in the market and, indeed, it is the antithesis of a basic sportswear line.

"Everyone already has so many basics in their wardrobe," So said. "We want you to come back and keep discovering it. There's so much there. It's a lifestyle."

Plus, Duarte says, the collection is large enough to appeal to a broad mix of customers.

"Pepper wears it in his way. I wear it in my rock 'n' roll way. Emily will wear it in a different way," he said.

Foster said he was wearing Nor recently at an **Urban Outfitters** store when one of the employees stopped him to ask who made his pants. He said some of Duarte's rock-star clients have also asked if they can wear the line on tour.

"Henry's the dark side. We call him Darth. He's super-cool rock 'n' roll," Foster said. "I'm

the color man. I'm more sporty and athletic. I wear it with running shoes."

Duarte compares parts of the Nor collection to athletic shoes, such as the ones sold at sneakerhead favorite **Blends**, located next to Duarte's design studio in downtown Los Angeles.

"You go into Blends, and you don't know which shoe you like more—you could be shopping forever," Duarte said. "I wanted to make pants that were like a **Nike** shoe. Some shoes have five molds on the bottom. There are 30 different pieces in each pant."

Kay Sides, owner of the **Hatch** showroom, which will carry the new collection, describes Nor as "rock 'n' roll, fierce activewear."

Nor takes a fresh approach to the athletic-inspired trend, Sides said.

"It's a really accessible price point, but you can still rock it with your **Céline** Birbies and look rad." ●



**Cinergy  
Textiles,  
Inc.**

Specializing in a variety of stocked novelty knits, wovens, linings and more!  
For sales inquiries feel free to contact Kam, Roya or Ramin.  
One roll minimum for stocked items.

Thousands of fabrics online at [cinergytextiles.com](http://cinergytextiles.com)



WE KNOW FASHION! VISIT OUR WEBSITE OR SHOWROOM AND EXPERIENCE PROFESSIONALISM AT ITS BEST!

1422 Griffith Avenue, Los Angeles, CA 90021

Tel: 213-748-4400 | Fax: 213-748-3400

[cinergytextiles@aol.com](mailto:cinergytextiles@aol.com) [www.cinergytextiles.com](http://www.cinergytextiles.com)

*Laila Jayde*

- Made in America
- Contemporary Styling
- Quality Knit Fabrics
- Strong Retail Sell-Thru
- Vertical Manufacturing
- Private Label Options



[contact@lailajayde.com](mailto:contact@lailajayde.com)





## UPCOMING MARKETS & TRADESHOWS | 2014



### *los angeles* **FASHION MARKET**

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

STARTS  
ON SUNDAY  
AT THE CMC

**OCT 12-15  
SUN-WED**



### **transit**

LA'S PREMIER SHOE SHOW

**OCT 13-15 | MON-WED**



### **SELECT**

WOMEN'S CONTEMPORARY APPAREL,  
ACCESSORIES & FOOTWEAR SHOW

**OCT 13-15 | MON-WED**



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

THE WEST COAST SHOWCASE FOR TEXTILES,  
DESIGN & PRODUCTION RESOURCES

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



# Patagonia Introduces New Nano-Air Products That Are Extremely Light

Most outdoor athletes know that when the going gets tough, you start to heat up and have to shed layers of clothing.

For those sports enthusiasts who want a one-stop jacket that keeps you warm, dry and breathes, **Patagonia**, based in Ventura, Calif., has released a new product called the Nano-Air jacket, which also comes in a Nano-Air hoodie.

The feather-light outerwear is made from **FullRange** insulation, which is a multi-denier synthetic fill insulation made from several different types of polyester fibers developed by **Toray Mills** in Japan.

It's built in much the same way as traditional fill insulation but has a proprietary element that gives it added stability against fiber migration. It allows for great stretch and recovery.

Nano-Air garments use a 60-gram insulation weight for versatility in a wider range of temperatures. Utilizing a blend of hydrophobic fibers that repel moisture, FullRange insulation will maintain its warmth and loft when wet and dries fast.



So if you are a rock climber, this is the way to go if you need a stretchy jacket that doesn't act as a blanket that warms you up.

The Nano-Air products are incredibly breathable, allowing airflow of up to 40 cubic feet per minute. They also can be worn continuously during aerobic, stop-start activities in the mountains and make it unnecessary to adjust layers when your body heats up.

"As soon as we started field testing the Nano-Air hoodie, I knew we had something special on our hands, and lab testing confirmed it," said Jenna Johnson, Patagonia's business unit director for alpine. "We've created an entirely new category of synthetic insulation with the Nano-Air products. The feedback we've received from our ambassadors has been incredible. You put it on and leave it on. It's already hard to imagine climbing or skiing without it."

The jackets are made in styles for men and women. The jacket retails for \$249, and the hoodie sells for \$299.

—Deborah Belgum

## Made in LA *Continued from page 1*

trying to capitalize on the wave of companies that want to shift all or some of their overseas production to Los Angeles or help start-ups become familiar with the ins and outs of a seam and a button hole.

Houman Salem, a lingerie and apparel maker as well as an e-commerce retailer, is taking it a step further. He just began compiling an online directory of Southern California garment manufacturers, textile producers, accessories makers, pattern makers, label providers, logistics services and legal services as well as marketing and public relations that work with apparel and textile companies.

His endeavor is called **Made by Los Angeles** ([www.madebylosangeles.com](http://www.madebylosangeles.com)), which also comes with a Made by Los Angeles hangtag program he designed and developed. "All the listings go through a professional review," said the entrepreneur.

It costs \$59 a month to be listed in the online directory, which has a dedicated page that is like a micro-site that contains photos, videos, descriptions and business information. Apparel factories such as **Indie Source** and **9B Apparel** are on the site as is **LA Dye & Print**.

Users can access the directory for free, unlike **Makers Row**, another online apparel directory that covers the United States. Salem said the listing service is intended for independent designers, small- to mid-sized businesses and corporations that seek reputable Los Angeles-based service providers to the fashion and apparel industry. "We need to create awareness," Salem said. "My vision is that in two years we have enough people to create a local sourcing show."

The venture's hangtag program is available to all licensed LA-based garment makers. The hangtags' logo is a sewing machine in the center surrounded by the words "Made by Los Angeles."

Salem has 10,000 of the tags stored in his warehouse. For directory members, the hangtags cost 10 to 12 cents each. They will be around 15 to 18 cents each for non-directory members.

Salem's hangtag program is similar to the one developed in 2012 under the auspices of then-Mayor Antonio Villaraigosa. The mayor's office put out the call for someone to create a garment hangtag/logo that could be used by clothing companies that manufacture or design in Los Angeles.

That logo showed a hand holding a sewing needle surrounded by the words "Designed & Made in Los Angeles" with the ampersand formed by a piece of thread. It was unveiled at a press conference at the **Cooper Design Space**.

But the hangtag concept pretty much

died when Villaraigosa left office in 2013. Salem contacted the Office of Economic Development for the new mayor, Eric Garcetti, to inquire about the fate of the apparel hangtag. He learned the logo had never been trademarked and was not being used.

So he decided to create his own hangtag after talking with Glyn Milburn, who works in the mayor's economic development office. "We strongly support efforts like Made by Los Angeles that aim to build upon our strong creative and manufacturing bases to create jobs," said Milburn, who played in the NFL for 10 years before turning to business development and entrepreneurship.

### Small is beautiful

Made-Well-LA and Made by Los Angeles are two newer ventures that were recently at the **Sourcing at MAGIC** show in Las Vegas to generate new business. But other entities have been at it for longer with mixed success.

A recently launched website, called the **American Brand Project**, is trying to connect shoppers with Made in USA products that include apparel, cosmetics, pet supplies, food, beverages, and home and garden goods.

The website lets brands set up their own online stores. To be on the website is free, with the American Brand Project taking a 5 percent commission on sales.

Already, Los Angeles-based **Rising Sun** blue jeans is signed up as well as **Bikini Thief**, based in Pasadena, Calif.

American Brand Project, based in Encinitas, Calif., had a launch party in West Hollywood, Calif., on Aug. 20, hoping to reach out to more Los Angeles apparel companies. "This particular party was targeted to the fashion and apparel industry, where brands are heavily represented in Los Angeles and California," said Andrew Henderson, co-founder of the site. "We are much more interested in putting consumers in contact with companies that produce in the United States."

So far, there are around 300 brands represented on the site, located at [www.americanbrandproject.com](http://www.americanbrandproject.com).

Randa Allen at **The Trendchasers**, a full-package facility in downtown Los Angeles, said her company has had to adjust what it charges for its various services in order to

make a profit.

Now it bills the client for development and has set its minimums to 500 pieces. "People don't realize what it takes to develop a garment," she said. "Sometimes the development is more costly than making the garment."

The Trendchasers keeps track of how much time is spent on pattern making and how many lab dips are done in dyeing a garment. "A lot of times the customer changes their mind," Allen said, noting that many changes lead to a more expensive process.



Gem Sewing, started by Marie Basteguan more than 25 years ago, is one of the few apparel factories left in the Hollywood/Los Feliz area.



Houman Salem just launched an online directory of apparel- and textile-related businesses in Southern California.



Two sewers at Gem Sewing work on garments scheduled for quick-turn products.

Many of the clothing they find being manufactured here are made of synthetic fabric, such as yoga wear and activewear. That's because imported garments made of synthetic fabric can have a duty that is nearly 33 percent of the cost of the garment.

"I feel like the people who are manufacturing overseas want to do some made in America. We find that people want to bring some things back, but it is not the whole thing," Allen said. "Also, I think the community wants made in America, but they don't want to pay American prices." ●



## Wet Seal Continued from page 1

there is an opportunity to strengthen the Wet Seal brand and look forward to sharing my vision for an improved Wet Seal with our shareholders, team members and customers," he said in a statement.

Wet Seal also announced that Adam Rothstein was named chairman of its board of directors. He replaces Lynda Davey and will start his job on Oct. 1. On the Wet Seal investors site, it was noted that Rothstein serves as the chairman of **Big Idea Brands**, a New York apparel company, and has more than 15 years of investment experience.

During a day of big announcements, Wet Seal also reported preliminary results for its second quarter, which ended on Aug. 3. Same-store sales declined 12.4 percent. The quarter's net sales were \$121.2 million compared with net sales of \$137.2 million for the same quarter in the previous year. The retailer's stock slid 28.57 percent to \$0.75 a share from \$1.05 a share. On Sept. 3, Wet Seal also announced that it entered into an agreement to sell shares of its Class A common stock to a limited number of institutional investors. Wet Seal expects to receive \$18.5 million from the sale.

Goodman's tenure at Wet Seal was marked by new directions for the company as well as reversals. In April, the company announced that it would shutter its **Arden B** division. The contemporary store maintained a fleet of 54 mall-based stores. On Aug. 12, it announced the debut of 30 **Wet Seal + Plus** shops for plus-size women. In July, it reported that Christine Lee, who had received acclaim as general merchandising manager for **Pacific Sunwear of California**, would join Wet Seal as its

chief merchandising officer. The company has reported only one quarter of positive same-store sales in two years. In the third quarter of the 2013 fiscal year, Wet Seal reported a 0.8 percent increase in same-store sales for the entire company and a 1.7 percent increase at its Wet Seal division.

Forecasts for Wet Seal might remain mixed, said Howard Davidowitz, a veteran retail consultant and investment banker for **Davidowitz & Associates**, based in New York. The teen segment of retail is currently having a tough time, Davidowitz said, and he predicted that a management change at Wet Seal will not push its performance past teen mall retailers such as **Abercrombie & Fitch** and **Aeropostale**, which also are going through tough times.

Davidowitz recommended that the new management invest in its merchandising team. "If they have the right team of merchants, they have a shot," he said. "The whole business is about merchandising. At the end of the day, the whole business is about who has the right merchandise, at the right time and at the right price."

Goodman, the former CEO, will receive \$819,200 in cash as part of his severance agreement. He also was vested with 100,000 shares of restricted stock, according to Wet Seal's financial documents.

Thomas will receive a base salary of \$975,000 and also gets a signing bonus of \$75,000. Before his first stint at Wet Seal, Thomas worked as president and co-chief executive at **Tilly's Inc.** from 2005 to 2007. After exiting Wet Seal in 2011, he served as a partner at **KarpReillyLLC**, a private investment firm that worked with small- to mid-size growth companies. ●



Get Yours Today and  
Save 75%!  
Call toll-free  
(866) 207-1448

Apparel News Group



Sixty-nine years of news,  
fashion and information

CEO/PUBLISHER  
TERRY MARTINEZ

EXECUTIVE EDITOR  
ALISON A. NIEDER

SENIOR EDITOR  
DEBORAH BELGUM

RETAIL EDITOR  
ANDREW ASCH

EDITORIAL MANAGER  
JOHN IRWIN

CONTRIBUTORS  
ALYSON BENDER

BEN COPE  
VOLKER CORELL

RHEA CORTADO  
JOHN ECKMIER

CAITLIN KELLY  
TIM REGAS

FELIX SALZMAN  
N. JAYNE SEWARD

MIGUEL STARCEVICH  
SARAH WOLFSON

WEB PRODUCTION  
IAN BRAMLETT

ALISABETH MCQUEEN

CREATIVE MARKETING  
DIRECTOR

LOUISE DAMBERG

DIRECTOR OF SALES  
AND MARKETING

TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE  
AMY VALENCIA

ACCOUNT EXECUTIVE  
LYNNE KASCH

SALES & MARKETING  
COORDINATOR

JENNIFER STURTZ

SALES ASSISTANT/RECEPTIONIST  
DAVID MIZE

ADMINISTRATIVE ASSISTANT  
RACHEL MARTINEZ

SALES ASSISTANT  
PENNY ROTHKE-SIMENSKY

CLASSIFIED ACCOUNT  
EXECUTIVES

ZENNY R. KATIGBAK  
JEFFERY YOUNGER

CLASSIFIED ACCOUNTING  
MARILOU DELA CRUZ

SERVICE DIRECTORY  
ACCOUNT EXECUTIVE

JUNE ESPINO

PRODUCTION MANAGER  
KENDALL IN

ART DIRECTOR  
DOT WILTZER

PRODUCTION ARTIST  
JOHN FREEMAN FISH

PHOTO EDITOR  
JOHN URQUIZA

CREDIT MANAGER  
RITA O'CONNOR

BUSINESS DEVELOPMENT  
MOLLY RHODES

PUBLISHED BY  
TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:

California Apparel News

Waterwear

Decorated

EXECUTIVE OFFICE

California Market Center

110 E. Ninth St., Suite A777

Los Angeles, CA 90079-1777

(213) 627-3737

Fax (213) 623-5707

Classified Advertising Fax

(213) 623-1515

www.apparelnews.net

webmaster@apparelnews.net

PRINTED IN THE U.S.A.



## Directory of Professional Services & Business Resources

### CONTRACTOR

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

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

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

### GARMENT RACKS

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

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

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

### MODEL SERVICES

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

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

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

### FIT MODELS

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

**MAVRICK Models**  
323.931.5555

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

### MODEL SERVICES

**PEAK MODELS & TALENT**

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

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

### PATTERN & SAMPLE SERVICES

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

**CALL 213-233-0253**  
By Appointment Only

To advertise in the  
Directory of Professional  
Services & Business Resources  
call June Espino 213-627-3737 x250  
or E-mail: [june@apparelnews.net](mailto:june@apparelnews.net)

# CLASSIFIEDS

www.classifieds.apparelnews.net

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

www.apparelnews.net

## Jobs Available

Fast pace LA based apparel company is seeking for :  
IMPORT PRODUCTION ASSISTANT  
Must be organized, detail oriented, and a team player. Responsibilities include, but not limited to maintaining WIP, TNA calendar, issuing PO's, & follow up works with other departments and overseas factories. Required good communication skills, & proficiency in Excel.

### TECHNICAL DESIGNER

- Min 5 years exp in technical design, strong Illustrator/Excel skills, understand garment construction, communicate fit/pp/top comments/approvals to overseas factories, prepare tech packs, BOM, excellent work ethics, work well under pressure in a fast paced environment, knowledge of sublimation print a plus

### IMPORT PRODUCTION COORDINATOR

- Min 5 years exp in import production, understand garment construction and measuring samples, follow up WIP, TNA, production A-Z, excellent communication skills with overseas factories, work well under pressure, must be extremely organized, detailed oriented and self-motivated

Please forward resume with salary requirement to:  
jenny.l@bluprintcorp.com

### Trixxi Clothing Company

We are a successful, growing company with a great work environment looking for energetic, dynamic people for the following positions:

1st Patternmaker (Kids) - 5-7 years of experience req'd. preferably in dresses. Experience with TUKA a plus.

Sales Rep (Kids) - Seasoned L.A.-based rep with experience in Girls 7-16. Strong relationships w/ Amazon, Burlington, Marmax, JC Penney, Kohl's, Macy's, Belk.

1st Costing - Will be working with designers, patternmakers, fabric/trim vendors, and production. Should have good knowledge of cost sheets, costing, patterns/yields, fabrications, and trims. (Not a design position.)

Design Asst (Jr. Sportswear) - Must be able to put goods up to cut, be familiar with garment construction, have understanding of fabrication.

Candidates must have juniors experience, be self-motivated and take initiative, and be good with Excel and Outlook. Full Circle exp. a plus. Submit resumes to resume@trixxi.net.

### HEAD DESIGNER/MERCHANDISER

1) Contemporary missy apparel company/ vertical production manufacturer is seeking for creative & conceptual, self-motivated individual for our Division. Must have a strong following major chain+ Dept Stores. Experience in developing & issuing to overseas factories. Complete knowledge of fit, fabric, spec, garment construction. Understanding Asia production. Ability to design understanding price-points. Strong computer skills: emphasis on adobe illustrator. Strong work ethic & positive attitude. Portfolio required.

2) TEXTILE CAD ARTIST: min 3yrs

3) PATTERN MAKER: 1st thru production. Min 5yrs.

Please send resume to: janice@zitaapparel.com and annie@zitaapparel.com

## Jobs Available

s a n c t u a r y  
C L O T H I N G

### 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

KUT *for you*

### ASSOCIATE DRESS DESIGNER

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

Send resume to hr@swatfame.com

MIGHTYFINE  
brand innovator

### SALES

SEEKING LA BASED ACCOUNT REP. MUST HAVE 2-3 YRS EXP. WITH SPECIALTY CHAIN & MAJORS. BUYER EXP. AND UNDERSTANDING OF RETAIL MATH A PLUS.

SUBMIT RESUMES TO:

jobs@mightyfineinc.com or fax to 213-226-8799

### SALES ASST.

Clothing co. & private Lbl mfgt is seeking a sales asst with at least 3 yrs of exp. For:

- Maintaining an orderly system for coordinating & follow up from beginning to end.
- Develop & strengthen relationships with showrooms, current & new accounts.
- Prepare & present samples for presentations & keep inventory log of all samples.
- Interact with current customers regarding placing new /existing orders.

Please email your resume to: jobs@eyedeye.com

Speechless

### DRESS DESIGNER

We are seeking Dress Designer for our Jr Dress division. Ideal person must have 2-3 recent yrs exp. in Jr Dresses. Must be exp. in all aspects of design that includes fittings, sourcing fabric, trim, sketching, & trend research. Must be able to work in fast paced environment, self motivated, meet deadlines & be extremely organized.

Send resume to hr@swatfame.com

## Jobs Available

### Customer Service

#### CUSTOMER SERVICE

A swimwear & surf wear company in Brea, Orange County is seeking a detail-oriented Customer Service assistant with order management, accounts receivable and EDI experience.

Candidate must have the qualifications of:

1. Experience handling EDI service
2. Computer proficiency in Microsoft Office, Word and Excel
3. Master the operation system, knowing AIMS is a plus
4. Good association and coordination skill with sales team and retail customers
5. Ability to develop on vendor manuals, routing and compliance requirements with warehouse manager
6. Two years of relative experience in the clothing industry.

Working location at city of Brea, Orange County  
Please email resume to: info@ajglobaltexinc.com

### WOMEN'S DENIM DESIGNER

L.A. based Denim Brand seeks a Highly creative & conceptual, self-motivated individual with a minimum of 7-10 years denim design experience focusing on design, fit, fabric, and wash development. Requirements as Follows:

Experience in developing & issuing to overseas factories. Complete knowledge of fit, fabric, spec, garment construction. Understanding Asia production. Ability to design understanding price-points. Strong background in denim wash development. Ability & experience in novelty body stitch & back pocket design. Strong computer skills: emphasis on adobe illustrator. Highly organized; great follow-up skills; works well under pressure. Strong work ethic & positive attitude. Portfolio required.

Please send resume to: Miscella.Ruano@seven7jeans.com

IDI  
BY MATTHEW

### SALES ASSISTANT

Clothing co. & private Lbl mfgt seeking sales asst with minimum 3 yrs of exp. In regards to:

- Maintain an orderly system for coordinating & follow up from beginning to end.
- Develop, strengthen relationships with showrooms, current & new accounts.
- Prepare, present, & keep inventory log of all samples.
- Reach customers regarding placing new/existing orders.

Please email your resume to: jobs@eyedeye.com

### Customer Service & EDI rep

Junior clothing manufacturer is seeking an experienced customer service & edi rep. Experience with AIMS 360 and processing edi docs 753, 754, 810, 812, 850 & 860. Must have min 1 yr experience with Target (POV) and Walmart (retail link & data sync) as well as all other majors accounts procedures.

Experience with UPC's and GXS catalogue preferred. Must be detailed, analytical and self sufficient.

please send resumes only to  
applicants112004@gmail.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



## Jobs Available

### Walmart Shipping Supervisor

Junior clothing company is seeking experienced shipping person with Walmart experience 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

### 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

## CALIFORNIA ApparelNews

### ADVERTISING SALES EXECUTIVE

- \* Seeking professional, energetic salesperson with Apparel Industry and or Ad Agency experience.
- \* Prefer college graduate with Advertising experience.
- \* Must know Power Point, ACT Database or other database program. **Please email your resume to: terry@apparelnews.net**

### 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

### Textile Salesperson

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

### Apparel / Textile Graphic Designer

Carson area Co. has an opening for Shirt Graphic Designer for Jr, Men and Children. Must have 3 yr + working exp in screen, sublimation and textile prints. Must Be a Team player with strong technical skills in AI and PS. E-mail resume to unleaded\_92@yahoo.com

## Jobs Available

### 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

### PRODUCTION ASST & TECH PACK PRODUCER

ECKO UNLTD. Prepare dev tech packs for production. Daily communication with overseas. Update T&A Calendar. Attend fittings, update tech packs and communicate approvals. Fabrics, construction, fit and grading. Excellent Illustrator, Excel and computer skills. eric@seksesdist.com 323-233-9005.

### Sales Reps

Dirtee Hollywood Looking For:  
Independent Sales Reps  
Men's, Women's, and Kids positions available  
Midwest, West Coast and South  
Please send resume to peter@dirteehollywood.com

### SALES REPRESENTATIVES WANTED

LA Based Company selling European Brands of Apparel & Fashion Accessories seeks Sales Representatives to service current accounts and develop others. Traveling is a must and bi-lingual in Spanish is a plus. Email resume, past performances & salaries to: hr@zeldallc.com

### Sales Manager for Juniors Brand

Juniors and Kids line searching for an exceptional sales manager. Must have current contacts to call upon. Retailer and chain stores. Send resumes to juniorsapparel323@gmail.com

### 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

### Graphic Designer/CAD

Looking for highly motivated and energetic Graphic Designer. Photoshop and Illustrator. Please email resume for consideration at office@engprinting.com

### Sales Executive

Los Angeles - based apparel manufacturer is seeking a dynamic Sales Executive with contemporary experience. Excellent opportunity for a performance-driven individual who has a strong background working with specialty chains and major department stores, specifically in woven tops and dresses. Candidate is an experienced sales professional with a proven track record of building and maintaining client relationships, with strong organization and communication skills. Travel is required. Please send resume to jobshr000@gmail.com

## Jobs Wanted

### 35 yrs Exp'd

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

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

### Production Pattern Maker

Carson Area Manufacturer has an immediate opening. Min. 5 years of work experience, proficient on Tukatech. Must be spec and fit driven, knows shrinkage and be detail oriented with ability to prioritize and meet deadlines. E-mail resume to unleaded\_92@yahoo.com

## Buy, Sell and Trade

### Wanted a Hot Promotionally Priced Jr. Line!

I have connections with everybody.  
Are you capable of producing & shipping volume orders?  
Call: 213\*268\*8889

### Party Panty branded line

3 trademarks, 1 patent, inventory, website, artwork, Scorp and trade show set up. This line is ready to launch swim or add to an existing brand. Panties, Bras and Garters with Pockets.  
What's in your Party Panty? \$60,000 info@partypanty.com

### WE NEED FABRIC

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

### WE BUY FABRIC!

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

## Real Estate

### GARMENT BUILDINGS

#### Mercantile Center

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

### SPACE FOR LEASE

- \* In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District.
- \* Industrial, retail and office space also available throughout the San Fernando Valley.
- \* Retail and office space also available just south of Downtown.  
213-626-5321 or email info@anjac.net

# Take advantage of our new classifieds promotion.

## Find top industry talent—and save money.

When you place a classified ad in the  
Sept. 12, 19, or 25 issue of *California Apparel News*, you'll  
receive distribution at the  
LA Textile Show, LA Fashion Market,  
LA Majors Market and more.

Enter the promo code  
**textile14**  
and receive 15% off.

Call Jeffery 213-627-3737 Ext. 280 or  
jeffery@apparelnews.net



# LECTRA IN FASHION

Expertise and  
leading-edge  
technology  
to develop  
business growth.

From first creative spark to final product,  
Lectra has business expertise and powerful  
technology solutions to address the entire  
fashion and apparel product lifecycle.



Designed by Marie-Anais Dumoux

[www.lectrafashionblog.com](http://www.lectrafashionblog.com)

@LectraFashion

LectraFashionNetwork

[www.facebook.com/lectraofficial](https://www.facebook.com/lectraofficial)



where fashion & technology meet

[lectra.com](http://lectra.com)