

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 41 SEPTEMBER 19-25, 2014

FALL COLORS

Shades of burgundy and rust are mixed with olive and evergreen to create a sophisticated color combination for prints and textured patterns. These and other textile trends will be on display at the upcoming Los Angeles International Textile Show. For more trends, see page 6, as well as our complete trend galleries at ApparelNews.net.

(from left to right) Textile Secrets International Inc. #SIC/168-C "Queenie"; Textile Secrets International Inc. "Scala"; G&G Multitex Inc./Geotex #5E077/001 "Gato Gordo"; G&G Multitex Inc./Geotex #5E186/011 "Seiko"; Jay Ann Fabrics Inc. #CD254/6; Jay Ann Fabrics Inc. #CD253/6;

Textile Secrets International Inc. #HUA/052-C "Godfrey"; and Textile Secrets International Inc. #SIC/262-FC "Dey and Night"

Same-Day Service to Give Edge to Macy's and Other Retailers

By Andrew Asch Retail Editor

From recommendation algorithms to drones, **Amazon.com** and other major e-commerce sites branded themselves as the go-to places for new retail tech and convenience, but **Macy's Inc.** and other big mall companies are pushing back.

Many traditional retailers and malls are hoping to win the competition for consumers through new options such as same-day delivery. On Sept. 15, Macy's Inc. announced a number of initiatives to expand the retailer's omni-channel options. These initiatives include supporting mobile payment systems such as **ApplePay**, the new digital wallet offered by **Apple**. There's also a national rollout of the Macy's "Buy Online and Pick Up in Store" program. With same-day delivery, people shopping online or in physical stores can opt to have their purchases delivered to them the same day of purchase.

Macy's **Bloomingdale's** division will start a pilot program this fall for same-day delivery service in stores in Los Angeles, San Francisco, San Jose and Chicago. A same-day delivery service will also be tested for shoppers at the company's e-commerce sites (www.bloomingdales.com and www.macys.com). The solely e-commerce program will be tested in cities including Los Angeles, San Francisco, San Jose, Seattle, Washington, D.C., Chicago and Houston.

The company driving the same-day delivery system is **Deliv**, based in Menlo Park, Calif. The company will build a fleet of drivers similar to ridesharing company **Uber**. It will crowdsource the delivery people. Independent contractors will work on-call to deliver packages from the Bloomingdale's or Macy's websites

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How Mounting Congestion at Local Ports Is Affecting Apparel Importers

By Deborah Belgum Senior Editor

Bob Wysocki of **Sears Holdings** complained that sometimes it takes as long as one to two weeks to extract his merchandise out of the port complex in Los Angeles and get Sears' cargo containers on a train, where it might take another two weeks to reach a warehouse.

This is not the kind of problem a retailer wants to have. Wysocki, divisional vice president of international transportation and operations at Sears Holdings, said it creates a bubble all through the system and is particularly problematic for sale items slated to hit shelves in time to entice customers into the retail chain, based in Hoffman Estates, Ill.

"We can't keep doing this," he said, speaking at a port-congestion hearing called by Mario Cordero, chairman of the Federal Maritime Commission in Washington, D.C.

The day-long forum, held at the **Port of Los Angeles** administrative offices on Sept. 15, was a venue for trucking companies, customs brokers, freight forwarders, logistics ventures and shippers to share their port-congestion problems and make suggestions on how to resolve this issue, which has become more acute as bigger and bigger cargo-container ships come calling at the ports. Joining Cordero were U.S. Reps. Janice Hahn and Alan Lowenthal, whose congressional districts cover the Port of Los Angeles and the **Port of Long Beach**, as well as the executive directors of those two ports.

While Cordero emphasized this is not a dilemma restricted to the Los Angeles port complex, which receives 40 percent of all the cargo-container traffic coming into the United States,

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Where fashion gets down to businessSM



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Customs Officials Ease Back on Changes for First-Sale Rule

Customs officials have stopped pushing for major adjustments to the so-called "First-Sale Rule," which would have required handing over a boatload of documents to validate where goods were made and at what price.

Basically, the First-Sale Rule allows importers to pay duties on the initial or lower price of an item charged by the factory rather than the higher value charged by a middleman or distributor who acquires the goods and then exports them to the United States.

U.S. Customs and Border Protection officials were planning to change the way im-

porters qualified for the First-Sale Rule. Importers would have been required to produce a host of documents and invoices that started at the factory level and went all the way up the ladder to the middleman or distributor and the parent company. Documents would have had to have been in English, which means factories in places such as China and Vietnam would have been required to translate their invoices into English to verify the cost of the goods.

On July 9, CBP issued a draft-revised internal compliance publication that appeared

to include all these additional requirements for using the First-Sale Rule. But several trade groups, including the **American Apparel & Footwear Association**, objected to the changes.

U.S. apparel and textile importers pushed back on the proposed rules because of the amount of required paperwork, which also would have divulged price-competitive information.

For now, indications from Customs and Border Protection officials is that they will shelve these new requirements but could re-

vive them later.

"There was a lot of pushback by the trade," said Los Angeles customs attorney Richard Wortman. "For the moment, this issue is off the table."

But according to a newsletter issued by international law firm **Sandler, Travis & Rosenberg**, customs officials are likely to closely scrutinize the use of the rule.

Customs attorneys are recommending that importers make a detailed analysis of each vendor and factory that supplies them.

—Deborah Belgum

CFA Members Event Discusses Private Label and Branded Manufacturing

There's no magic formula for striking the right balance between producing your own brand and producing private-label products for retailers. But having a mix of both can be a good strategy for growing a brand as you maintain a steady stream of production work.

That was the takeaway from a recent panel discussion organized by the **California Fashion Association** and held Sept. 16 at the **City Club** in downtown Los Angeles.

Kevin Sullivan, executive vice president of **Wells Fargo Trade Capital**, which hosted the event, moderated the discussion, titled "Private Label vs. Branded Manufacturing... How Does Your Business Grow?"

"Less than 5 percent of our business is private label," said panelist Daniel Neukomm, a partner with the **La Jolla Group**, the Irvine, Calif.-based company that produces licensed apparel for several brands, including **O'Neill Clothing USA**, **Metal Mulisha Clothing** and **FMF Clothing**. "The reason it's not

zero is because we're always interested in the excess capacity utilization business. That's probably what gets more brands into private label in the first place."

Neukomm's fellow panelists agreed. "We need volume to give the factories or we can't source efficiently," said Daniel Abramovitch, vice president of **Topson Downs**, which produces under **Elwood; Love, Fire; Tinseltown**; and **Bleulab** brands as well as the recently acquired **Rachel Roy** label.

Sullivan noted that many companies that focus solely on branded product or private-label production are struggling.

"It's all about balancing," said Mitchell Quaranta, co-chief executive officer and president of **Swat Fame Inc.**, which produces the **Kut From the Kloth**, **SeeThruSoul** and **Speechless** brands. "Solely private label is a margin eroder," he added.

That balancing act also helps manufactur-

ers stay flexible to retailers' changing needs.

"I think it's a pendulum," Quaranta continued. "One minute [retailers] want 55 percent private-label brands. Then they take it to 60 percent, and they hit a wall."

For a manufacturer, a brand can command higher margins if there is consumer demand. Panelist Frank Kaufman, partner with **Moss Adams LLP**, offered, as an example, the **Mossimo** brand at **Target**, which carries a slightly higher price than the discounter's non-branded apparel.

"In a retail store, you need some branded product to get them in the door," he said.

For some retailers, the middle ground is private brands that, like **Mossimo** at **Target**, are exclusive to the store.

That exclusivity is valuable, Quaranta said, pointing out **Kohl's** and **Macy's** success with the practice. (Brands **Juicy Couture** and **Rock & Republic** are exclusively carried by **Kohl's** while **Macy's** exclusive brands include **American Rag** and **Material Girl**.)

"[The retailers] want to control their own destiny," Quaranta said. "They have no choice. For everyone to buy the same brands, they'd just be hacking up price to compete with each other."

Abramovitch and Kaufman noted that some of these brands follow an evolution that takes a brand from start-up to branded success to mass-market retail. "It's just the lifecycle, and retailers are taking advantage of it," Abramovitch said.

Although some companies strive to keep their brands limited to the core customer, Neukomm noted that it's sometimes a difficult path to follow.

"The dangerous part is when brands set out to be a core brand and only limit themselves to a small distribution," he said. "Once you do expand, it automatically puts you on a different trajectory."

Big data and speed to market

The panelists also discussed other issues affecting the apparel industry, including omni-channel retailing and e-commerce, as well as retailers' perpetual need for quick-turn merchandise.

At the **La Jolla Group**, 90 percent of the company's business is wholesale, Neukomm said, which means Neukomm and his team don't have access to the same volume of data retailers have gathered on their customers. "Retailers are getting smarter with data," he said. "Some of the more sophisticated retailers will put that data to work. They have an earlier read on consumer demand."

Omni-channel retailing, or seamless interaction between bricks-and-mortar and e-commerce, have also given retailers such as **Macy's** an edge.

"Macy's uses their store as a fulfillment center for their dot-com," Abramovitch said, holding up his cellphone before adding, "Every single one of these is a store. Now if we can figure out how to ship cheaper, it's a

competitive edge."

Omni-channel distribution is here to stay, Kaufman said. "But you still want to pull them in [to the store] for one more thing. The efficiencies of the Internet are so huge, and it's 24/seven. I look around this room and see people right now who are buying something."

Fast-fashion retailers such as **H&M**, **Zara** and **Forever 21** have helped accelerate fashion's production calendar, but Quaranta said he's seeing a shift away from "disposable clothing" as consumers begin valuing quality more.

But "speed is here to stay," Abramovitch said, noting that **Topson Downs** is producing more domestically and finding deliveries improving for offshore goods, as well.

"The impetus for [the shift to domestic production] is retailers not giving orders fast enough," Kaufman said. "I think fast fashion will morph a little, but I think pricing will be a challenge. A lot of people will invest in that vertical model. Or [they will say to retailers,] 'Give me another buck a garment [and we'll make it here].'"

Money matters

Another key issue for apparel manufacturers is the growing interest from private-equity companies "that seem to be adding brands just to pump up the sale potential," Sullivan noted.

Quaranta said he thinks the practice of private-equity investors purchasing and quickly reselling a company is "harming our business."

Neukomm acknowledged that private-equity investment can be "useful" but added, "It's a slippery slope."

Once a company "deploy[s] private-equity partners," he noted, the company will be subject to stringent financial controls.

"There's certainly no shortage of capital on the sidelines—it's unprecedented," he said. "It's easier to get \$100,000 than it is to buy a car."

In many cases, the investors are Chinese conglomerate companies, Abramovitch said. "They just want the [production] volume for their factories," he said. "I don't think that model is sustainable."

With all the focus on brand building and maintaining balanced growth, Sullivan asked the panel how a company can grow while keeping its brands relevant to its core audience.

"I was going to say that's the million-dollar question, but that's the billion-dollar question," Neukomm said. For **La Jolla Group**, it means making sure there is product for the early adopters—"the mom-and-pop surf shops ... where **Macy's** and **Nordstrom** go to shop trend"—as well as for larger retailers.

"That means we make wide lines and we try to segment distribution as to where that product goes to try to keep everyone happy," he said.—Alison A. Nieder

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Beverly Center's Ferragamo Scheduled to Reopen

On Oct. 10, **Salvatore Ferragamo** is scheduled to unveil a redesign of its boutique in Los Angeles' **Beverly Center**, according to a Ferragamo statement. The boutique was previously dedicated to the heritage label's men's fashions. The extensive redesign will make space for Ferragamo's women's styles, including its women's ready-to-wear.

The boutique's new look will feature a **Skydro** LED ceiling installation, which will give it a futuristic look juxtaposed with Ferragamo's well-known Tuscan interior designs, such as Italian hardwood flooring covered by silk rugs.

For the reopening, Ferragamo will offer Beverly Center exclusives, such as suede slip-on sneakers and a pony-hair tote.—*Andrew Asch*

Avant-Garde Paris Store L'Eclaireur to Debut in LA

Paris' Armand Hadida has some big plans for Los Angeles.

In 2015, the French retailer intends to open a location for his avant-garde-inspired boutique, **L'Eclaireur**, in Los Angeles, according to a spokesperson. The multi-line store built its reputation on providing platforms for designers such as **Comme des Garçons**, **Dries van Noten**, **Vivienne Westwood**, **Costume National**, **Missoni**, **Alexander McQueen** and

Ann Demeulemeester in the early days of their lines, when they were emerging designers.

Also in February 2015, Hadida plans to produce one of his **Tranoi** trade shows in New York. The Paris show, which runs during **Paris Fashion Week**, focuses on premium designers from around the world and features art and design installations, runway shows, parties and other fashion events.—*A.A.*

Calendar

Sept. 20

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

Sept. 25

Avery Dennison RBIS New Design and Innovation Center
opening in Los Angeles
953 E. Third St.
Los Angeles

Sept. 28

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

Sept. 29

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

Oct. 2

TPC networking event benefiting City of Hope
The Elevate Lounge
Los Angeles

Oct. 6

Los Angeles Majors Market
California Market Center

Los Angeles
Through Oct. 8

Oct. 7

"Discover, Cultivate, Monetize: A Digital Influencer Lab," presented by **Fab Counsel**
Real Office Centers
Santa Monica, Calif.

"The 50-Minute Marketing Plan" webinar, presented by **Fashion Business Inc.**
online

Oct. 8

FashionNXT
Station Place
Portland, Ore.
Through Oct. 11

Oct. 12

Los Angeles Fashion Market
California Market Center
Gerry Building
Los Angeles
Through Oct. 15

CMC Gift & Home Market LA Kids' Market
California Market Center
Los Angeles
Through Oct. 15

Oct. 13

Los Angeles Fashion Market
Cooper Design Space
The New Mart
824 Building
Lady Liberty Building

Primrose Design Building
Academy Awards Building
Los Angeles
Through Oct. 15

Designers and Agents
The New Mart
Los Angeles
Through Oct. 15

Select Transit
California Market Center
Los Angeles
Through Oct. 15
Brand Assembly Coeur
Cooper Design Space
Los Angeles
Through Oct. 15
Lazr
200 E. Ninth St.
Los Angeles
Through Oct. 15

Oct. 14

Fashion Business Inc.'s fourth annual "All Aboard Fashion Show"
Union Station
Los Angeles
Project Ethos
Avalon
Hollywood

There's more
on ApparelNews.net.

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

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

NEWS

Ports *Continued from page 1*

people who work with the ports noted that the congestion problem can't continue as it is today.

"We see it all the time," said Mondo Porras, a crane operator and vice president of the **International Longshore and Warehouse Union**, Local 13. "You know it's bad when the truckers are blowing their horns because they have been waiting a long time."

Ports across the country are facing a number of problems contributing to backlogs on the docks. Cargo-container ships these days look like they are on steroids. Until fairly recently, it was customary for vessels to carry no more than 5,000 cargo containers per voyage. Now those ships are dwarfed by newer cargo ships capable of transporting as many as 14,000 containers as carriers try to make each sailing more cost effective.

And as global trade expands, there will only be more activity at the nation's ports. Cordero said that by 2018, global container volume is expected to swell to 840 million 20-foot containers a year compared with 640 million containers in 2013.

Further complicating matters is that after 50 years nearly all the shipping lines have gotten out of the chassis business to save money. Before, a cargo owner could send a truck to pick up a cargo container with the terminal operator putting the box on a carrier-owned chassis. It was then turned over to the trucker and whisked away.

Now chassis equipment-leasing companies are supplying the majority of the equipment, but that doesn't always go very smoothly. There can be an oversupply of chassis at one berth and an undersupply at another. Often, truckers have to drop off a container at one terminal and the chassis at another.

"Sometimes I have to dispatch a driver to a berth just to get a chassis and then bring it over to another berth," complained Robert Curry Sr., president of **California Cartage Co.**, a large trucking and warehouse concern in Long Beach, Calif. "You can see how you eat up the truck driver's hours pretty quickly."



RIISING TIDE: Bigger vessels such as this cargo-container ship are calling at the Port of Los Angeles and the Port of Long Beach, making it more difficult to unload cargo quickly.

With this chaos, turn times for truck drivers are growing to as much as six or seven hours at a time.

Some 22 percent of truck turns take more than two hours at the Los Angeles/Long Beach port complex, said Alex Cherin, executive director of the **Harbor Trucking Association**, which represents 60 percent of all the drayage activity in Long Beach and Los Angeles. Smaller ports across the nation maintain a 60- to 90-minute turnaround time.

Speakers outlined a long list of improvements that could be made at the local ports. The suggestions included:

- Creating a penalty fee for terminals that do not meet 90-minute turn times for cargo pick-up. This is a concept that was implemented in April by the Canadian government at **Port Metro** in Vancouver, where turn times were so long that hundreds of truckers stuck for a month in 2013. The Vancouver system has a \$50 fee if a truck turn goes beyond 90 minutes. An additional \$25 fee is added at two hours, another \$25 at 2½ hours and an additional \$20 for each half hour after that.

- Setting up a port-wide appointment system to allow truckers to schedule pick-ups. Michael Johnson, president of the Harbor Trucking Association, would like to see the ports adopt something called the Freight Advance Traveler Information System, also known as FRATIS, which is being tested at the Yusen Terminals at the Port of Los Angeles. The system keeps truckers and terminals in constant contact. Truckers are able to update terminals about whether they are able to keep their appointments. The system allows terminals to preplan by finding and having at the front of the row the cargo containers that will be picked up.

- Establishing a gray chassis fleet. A gray chassis fleet means that truckers could pick up any chassis at a terminal and drop it off at any location instead of having to pick up and drop off at specific locations. **Direct ChassisLink** and **Flexi-Van Leasing**, two chassis providers, have proposed a system that would have them share 68,000 chassis at the Los Angeles/Long Beach port complex. "The problem of chassis is probably the worst here [in the Los Angeles area]," said Bernard Vaughan, executive vice president of Flexi-Van, who was speaking at the event. "It is a shell game here moving a chassis."

- Devising a free-flow system. Currently, when terminals unload containers from arriving ships, they pile them into stacks in the order they come off the ship. When truck drivers arrive and ask for a specific container, it has to be located and dug out of a stack that can be four or five containers high and six containers deep. Cranes have to move on average three containers to dig out a specific container from the stack and deliver it to the truck driver.

A free-flow system could be used when a shipper or retailer has 80 or more cargo containers on a vessel. Those containers would be piled into a separate stack where a stream of trucks would be sent into the terminal through a special lane and each truck would take the next container in the stack. **PierPass Inc.**, which runs the nighttime container-pickup program at the local ports, announced on Sept. 11 that it is experimenting with this program. ●

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**

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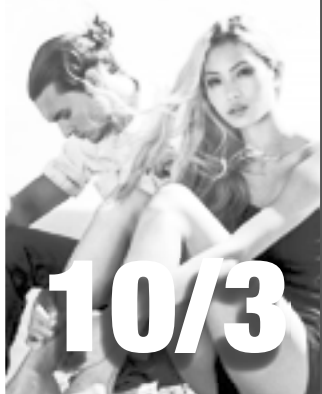
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RETAIL

Montreal's M0851 Makes LA Bow

Since 1987, Montreal brand **M0851** has been making leather jackets and bags for men and women in a workshop in Montreal. It runs a fleet of 22 shops around the world. Other than its New York shop, it had no other branded stores in the United States—until now.

In July, the brand opened a shop at 1426 Montana Ave. in Santa Monica, Calif., said Carole Yu, the licensee who opened the new store. The space formerly housed an **LF** store, which recently moved to 1522 Montana Ave.

The brand's name takes an initial from the name of brand founder Frédéric Mamarbachi and the date of his birth. The brand's main focus is on bags, but it also sells non-leather apparel such as waxed cotton jackets, linen jackets covered with resin,



scarves and accessories. Retail price points for women's leather jackets range from \$925 to \$995. Yu plans on opening two more M0851 shops in the Los Angeles area in the next five years.—*Andrew Asch*

Same-Day Delivery

Continued from page 1

within a window of a couple of hours. America's biggest mall operators have a big interest in Deliv. The company's strategic investors include **GGP**, **Westfield**, **Simon** and **Macerich**. It also serves retailers such as **1-800-Flowers**.

Deliv was founded in 2012 by Daphne Carmeli, and its service became operational in fall 2013. Speed is only one part of her company's service. Another part of the most important services are predictability and convenience.

"When this company started two years ago, I thought that one-hour delivery was the coolest thing," Carmeli said. "But unless it is lunch, one hour doesn't matter. What matters is the ability for you to schedule a place and time when you want it. Predictability and convenience is much more valuable than speed."

Deliv's drivers are rated on criteria such as punctuality. Shoppers rate the drivers. If their overall rating drops below the company's performance threshold, they are not given work, Carmeli said. People using the service are e-commerce customers and people shopping physical stores who don't want to carry a bunch of bags while they shop—or they want to ship bags home while they go to a movie or a meal.

Same-day delivery service has been on retailers' radar screens for a few years. In 2012, **eBay Inc.** launched its **eBay Now** same-day-service program. Shoppers would order an item on eBay or one of its partners—such as **Macy's**, **Best Buy**, **Target** or **Urban Outfitters**—through an app. After receiving the order, an eBay Now valet would pick the item up and deliver it within an hour.

A representative for the San Jose company said it is continuing to push the service forward.

"Our vision is to make eBay the most convenient way for consumers to shop locally and to be the best partner for merchants to reach local customers in new ways. We're currently focused on supporting eBay Now in its current markets: San Francisco, San Jose, New York, Chicago and Dallas. We are no longer forecasting 25 cities this year. We will roll out to new markets based upon our customers' demands and needs," said Kari Ramirez, an eBay communications manager.

Santa Monica Place, a Macerich mall by the beach in Santa Monica, Calif., has been using same-day-shipping services since No-

vember 2013. According to a statement from Shoshana Puccia, senior marketing manager, 10 retailers at the mall have contracted to use the service, and there have been more than 400 deliveries since the service was introduced.

Last year, Southern California retail chain **Planet Blue** rolled out same-day delivery service to several Southern California neighborhoods.

According to Carmeli, same-day service might be especially beneficial to retailers and mall companies with vast real estate portfolios.

Macy's and the top mall operators maintain hundreds of locations that place them, up to, at most, five miles from 90 percent of America's consumers, Carmeli said. These retailers are increasingly using their stores as warehouses, too. "Omni-channel retailers will be able to leverage their assets to out-Amazon Amazon,"

she said of the dominant e-commerce retailer, which also maintains a same-day service.

The Deliv service will start when a shopper requests same-day shipping option from the checkout pages of the e-commerce website of a Deliv client. The arrangement will give retailers the opportunity to deal with their consumers rather than having a delivery service collect their customers' data, Carmeli said.

The retailer will give Deliv the order. With an

algorithm, Deliv finds the quickest route for the driver with an appropriate vehicle for the package. For example, a driver of a small car will not haul a 50-inch-screen TV. Drivers are contacted by smartphone to complete the delivery.

Deliv's drivers are typically people looking for part-time work, Carmeli said. They must pass a company screening process as well as a background check and checks with different state departments of motor vehicles. Deliv drivers' settlements include costs associated with mileage and gas on top of their hourly earnings.

Different services and retailers charge different rates for same-day delivery. A typical range is \$5 to \$12 for same-day-delivery service. But to mall operators the cost might be secondary, said Scott Morey, executive vice president of GGP, which is already working with Deliv.

"We don't lose money from it, we don't make money from it," he said of same day delivery. "But we do make stores more productive." ●



Daphne Carmeli of Deliv

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EXECUTIVE OFFICE
California Market Center

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Stag: Straight Out of Austin

Abbot Kinney Boulevard has become one of Los Angeles' top fashion streets—a place where unique brands from Los Angeles, New York and around the globe go to make a statement. But the latest boutique on Abbot Kinney hopes to give the street an Austin point of view.

Stag opened in 2009 in Austin, Texas' state capital and the home of some of America's most influential music festivals. On Sept. 12, the men's multi-line retailer opened a 3,500-square-foot boutique at 1338 Abbot Kinney Blvd. in the former space of floral design business the **Floral Art**. Stag's newest boutique is adjacent to a location for Dutch brand **Scotch & Soda**.

Don Weir, co-owner and co-founder of Stag, doesn't plan to change the merchandise mix to appeal to the surf and Hollywood crowd. He and business partner Steven Shuck believe that Austin and California share more of a fashion point-of-view than many think. "They're similar in perspective," Weir said. "Jeans and T-shirts will take you through the day."

The shop built a style that aims to be both timeless and uniquely American. It is one of a handful of outside vendors that



Exterior of Stag's new Abbot Kinney store. Courtesy of Stag.

Ralph Lauren gave a green light to sell his Western-inspired **RRL** line. It broadens the look with brands such as **Universal Works**, a U.K. workwear brand designed by David Keyte, whose résumé lists stints in a coal

mine and at celebrated men's designer **Paul Smith**. There's also **Alex Mill**, a line designed by Alexander Drexler, son of **J. Crew's** Mickey Drexler.

At the Abbot Kinney store, a visitor will find a plaid wall on the right—that is, a wall dedicated to plaid woven shirts made by a diverse group of brands. There's the indigo wall to the left.

It's a wall devoted to denim. At the back, there's space for apothecary, shoes, small leather goods and outerwear. On the shop's mezzanine, there's 450 square feet of space, which will be reserved for pop-up shops. The first pop-up shop to move into the mezzanine space is **Lot, Stock & Barrel**, a retailer of vintage clothes.

Price points will range from \$40 to \$145 for T-shirts, \$80 to \$225 for wovens, \$100 to \$1,600 for leather jackets and \$50 to \$1,000 for watches.

Stag is on the move. In the next year, it will open locations in Houston and Dallas, Weir said.—*Andrew Asch*

SPOT CHECK

The Celect: Dramatic Style for Multi-line Shop

Independent, multi-line retailer **The Celect** prides itself on its diversity and trying out new ideas, but some things don't seem to change this six-month-old boutique.

When the boutique opened on Valentine's Day, the first item sold was a cape by Paris brand **Damir Doma Silent**.

A couple of seasons later, the cape continues to be the boutique's top-selling item, said Murphy Martines, who runs the shop with his wife, Carrie Martines, at **The Lab** specialty retail center in Costa Mesa, Calif.

"Unisex is one of the looks that we've been pushing this season," Murphy Martines said. "The cape is a good example. Both men and women can wear this same look." Also called a unisex jacket, the piece is made by Damir Doma Silent. It retails for \$467.

The cape is black. It drapes loosely around the body and features long sleeves. To dramatic effect, it falls to the knees.

The Celect's most popular brands are **Rick Owens**, **Drkshdw** and **Damir Doma Silent**. The boutique's name is a riff on the word Select and the Martineses' plan to offer unique, designer looks with an avant-garde edge in Orange County, albeit with a contemporary price point.

However, there's only a handful of independent boutique, multi-line retailers in Or-

ange County these days. The couple wanted to join this small niche because they believe that there is a market for this sort of retail for the affluent sections of Orange County.

"I take a lot of risks in business," Murphy Martines said. "It paid off for me in the past. Doing something different in this day and age is what you've got to do to be successful."

Shaheen Sadeghi, founder of The Lab, said he took a chance on the novice retailers because the Martineses have a unique eye for merchandise. "Retail is very challenging in today's market," Sadeghi said. "Only the very best curators of product and cool will survive. Celect does a fantastic job of making the hard choices and offering very exclusive and select brands."

The Martineses come from a manufacturing and design background. Carrie Martines was a former designer for **Volcom's** women's line. Murphy Martines ran men's contemporary line **Copy**, which is currently on hiatus. He hopes to re-

introduce it on the shop floor of The Celect later this year. They are looking for partners to build their e-commerce business at www.thecelect.com.

"We want to create something no one else has," Murphy Martines said.—*A.A.*



Cape by Damir Doma Silent. Courtesy of The Celect.

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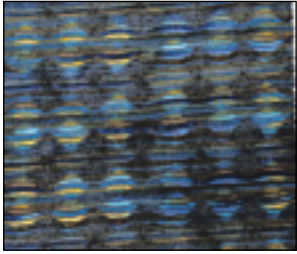
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Sweater Knits

Textiles are getting lofty as textile designers offer sweater knits with extra texture. Look for laces and pointelles, as well as space dyes and open-weave fabrications.



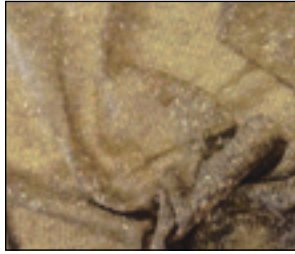
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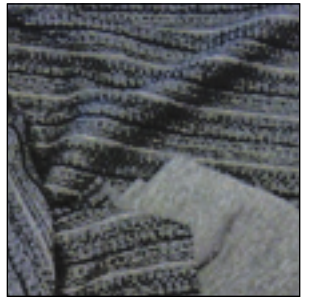
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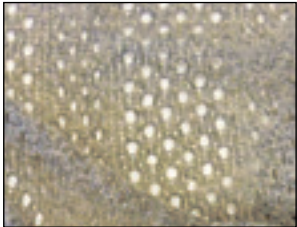
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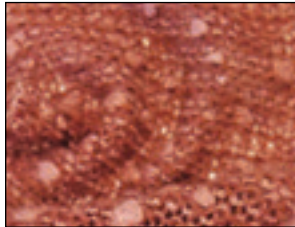
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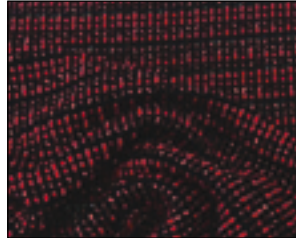
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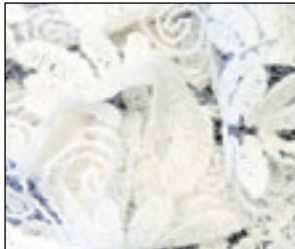
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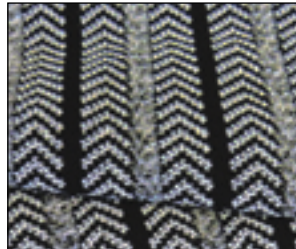
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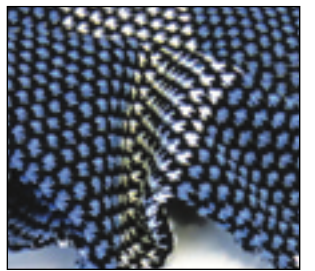
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Lace Looks

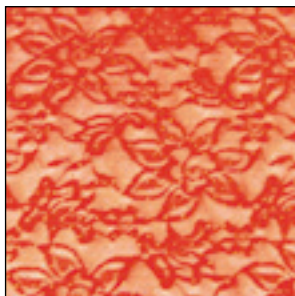
Lace, lace prints and lace-like looks continue, as textile designers offer new variations on the classic, feminine style.



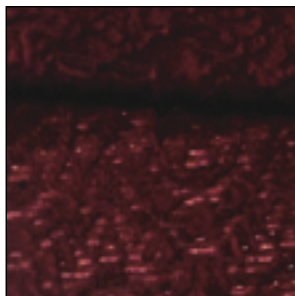
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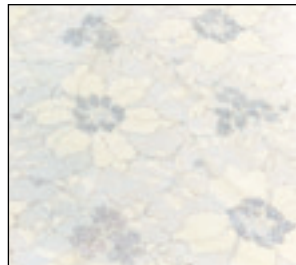
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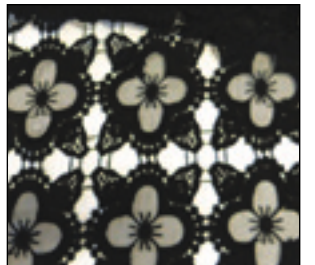
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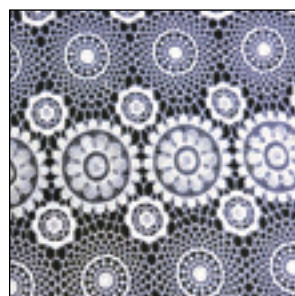
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Leylie: First Retail, Then Collection



In Spring 2011, Leylie Aghili made a bold move, opening a bricks-and-mortar store—**Leylie** at 1230 Montana Ave. in Santa Monica, Calif.— at a time when economic stability was uncertain. But she had the goal to create a cozy neighborhood environment where customers are friends and seasonal wardrobe staples stock the shelves.

“My passion for retail is very old school, especially since I opened a bricks-and-mortar business right in the middle of an economic downturn and during a high of online shopping,” Aghili said. “I find it important to always create a special visceral shopping experience for my customers—whether it’s by offering espressos in store or at home styling.”

After a year in business and feeling confident about the success of her store, Aghili started “making a few button-down shirts just for fun. And they immediately sold. I started with one style and kept coming up with new

designs, and soon enough my line became my bestseller at the shop. I started the line because I needed another creative outlet and continued because I found myself making and selling basics that I couldn’t find a better version of in the market.”

The Leylie customer is sophisticated but understated. “She likes classic, tailored pieces with a twist or a sprinkle of whimsy,” Aghili said. “I look for the softest fabrics such as cottons, silk voiles and rayon that have an interesting texture or color. And it’s great when I find a print that speaks to me. Stripes, polka dots, florals and charming animal prints—think elephants or monkeys—get me every time.”

One year after launching her namesake line, she decided to try the route of wholesale distribution, which only lasted one season. From the one wholesale collection, though, **Anthropolo-**

➔ **Leylie** page 9

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Vivian Chan's Ethereal Designs

Vivian Chan dresses women in feminine clothing adhering to structure and clean lines. Her collection combines splashes of color with subtle pastel hues in billowy skorts, short to long full skirts and deep V-shift dresses.

There are cutout maxi dresses, pants with sheer side panels, adjustable-strap slip dresses and rompers with hidden pockets. A standout piece is the crisp white button-down shirtdress with side pockets and sheer cuffs, and another fun piece is the organza skirt with a floral watercolor lining.

“People have come to recognize the brand for our ‘Rosie Skort.’” Chan said. The style is described on the company’s website as one that “combines the best of two worlds—shorts and full skirts.” High-waisted shorts are topped with a diaphanous silk organza skirt and a vegan-leather waistband.

Since launching the **Vivian Chan** line last year, Chan has dedicated each collection to a type of woman. For Spring, the inspiration was ballerinas, Summer was tattoo artists, and the most recent Fall collection celebrates art instructors.

All of the fabrics are chosen because of texture, including the cottons and silks, and all of the garments are manufactured locally.

Retail pricing varies depending on fabrication, detail and embellishment, from \$218 for a maxi dress to \$228 for a leather bralette to \$238 for a flared skirt.

The collection is currently carried by **Alchemy Works** and **Mohawk General Store**, both based in Los Angeles, but Chan debuts each collection first on her e-commerce website (vivianchan.com) in order to gauge consumer interest. “Our main focus is direct to consumer so that we can be in control of the experience we provide for our customers,” she said.

Chan’s direct-to-consumer model is one she learned early at the clothing store her mother owned downstairs from the family’s home in Taiwan.



➔ **Vivian Chan** page 9

Leylie *Continued from page 8*

gie exclusively picked up her line, for whom she is still designing styles each season. After that she “decided to focus on designing for myself and for Anthropologie.”

The Leylie collection is manufactured in Los Angeles, Aghili’s hometown. Her plans for the future include continuing to build a viable online presence with e-commerce, opening other bricks-and-mortar retail locations and continuing to design exclusives for Anthropologie.

“I’ve lived in Los Angeles my entire life. I think fashion in LA is much more casual and accessible than New York or Europe,” she said. “I think LA does ‘casual chic’ well but not well enough. I think we could all dress up a little bit more, and that’s where I hope to influence the fashion scene.”

For more information, visit www.leylie.com.—Alyson Bender

Vivian Chan *Continued from page 8*

“The one thing I looked forward to the most each day was coming home from school so that I could help customers pick out clothes,” Chan said.

The designer went on to study fashion in California and in London, picking up key internships in Los Angeles, New York and London with brands such as **Bebe Inc.**, **Bodyamr**, **Cynthia Steffe**, **Lorick** and **Rodarte**. She worked as senior designer at **Lucy Paris Inc.** for one year before launching her own label.

For sales information about the line, email info@vivianchan.com.

—Sarah Wolfson

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Jobs Available



SAMPLE ROOM MANAGER

5+ years experience in the fashion industry and sample making. Responsible for managing sample room, cutters and sewers. Familiar garment construction and fabric dye. Responsible for communication between sample room and design and making sure deadlines are met. Knowledge in pattern making is a plus Email resume along with salary requirement to: allison@sanctuaryclothing.com

CREDIT & COLLECTIONS MANAGER

Apparel Mfr based in LA area looking for seasoned expert in Dilution Concentration, Special Collections, Chargeback Analysis, Vendor Compliance. Customers include: Major, Specialty, Big-Box stores and Wal-Mart. Limit aged/uncollected invoices. Communicate with Customers/Factors. Prepare Mgt Financial reports. Proactive analysis & professionally assertive to lead A/R Department. Full benefits.

Send resume to: hrcollections2014@yahoo.com



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

Sales Executive WBC is Restructuring!

Immediate opening for an experienced sales person. Be part of the change, be part of the growth. Work on one of the best retailing lines in one of the strongest territories. Base plus commission, plan your own growth.
contact: Jody@WBCshowroom.com

Temp Design Assistant needed in Commerce, CA

Implement and maintain procedures, develop trims, meet deadlines, run design room. Must understand garment construction. Self starter, organized, detail oriented, great follow-through. People person with great verbal & written communication skills. Must work well in fast paced environment. Proficient with Excel, Photoshop and Illustrator.
Email resume and compensation requirements to wehirethebest@hotmail.com

Sales Representative

Import company looking for sales representatives for our Junior woven lines. In house and free lancer are both welcome. Minimum 3-5 years junior line import sales experience. Having existing customers/accounts are preferred.
Email: steven@hncapparel.com

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



TECHNICAL DESIGNER

Must have at least 2 yrs. experience in creating initial tech packs, emphasis on flat sketches, proto specs & construction details. Assist in fittings, ability to communicate comments/changes in a timely manner. Create technical illustrator sketches where needed. Assist in developing newlines. Excellent attention to detail. Strong organizational and time management skills required to keep up in a fast paced environment.

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

ASSOCIATE DESIGNER

Looking for an experienced Contemporary Missy Associate Designer, to work with a design team to develop both knit and woven tops and bottoms for private label and branded product line.
Send resumed by e-mail: grace.lee@saymeekinc.com

SALES ACCOUNT MANAGER

Apparel Tag/Label selling exp. req'd. Checkpoint Systems, Loc: (2) New York City & Los Angeles Areas. 3-5 yrs in business development formulating customer relationships. Bachelor's Degree in Business preferred. Email your resume to checkptrechr@checkpt.com with Sales in the subject line

QUALITY CONTROL

Min 5 yrs experience handling quality inspections for cut/sew knit & woven women's garments. Understand all aspects of sewing construction, repairs & finishing. Good communication & computer skills essential. Must have an LA contractor base.
Email resumes to: info@astrologieca.com



CONTEMPORARY DRESS DESIGNER

We are seeking Contemporary Dress Designer for our 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. Must be able to meet deadlines and be extremely organized.

Send resume to hr@swatfame.com

Account Manager

This is Ground is looking for energetic & passionate Account Manager for fast-paced leather goods co. // Duties: Review, determine, respond to inbound inquiries + complete sales/fulfillment terms. Manage all custom, wholesale & corporate orders - ensure teams have info to fulfill orders on time. Predict inventory. // Musts: Leader, energetic, friendly, dedicated, organized. Passion for leather goods, the brand, cultivating partnerships and sales. Superior comm & follow up skills. 2 yrs experience in client, PM and/or sales + if wholesale exp. // If you meet the above, excited about us, email resume + letter stating why to heather@thisisground.com

Textile Designer Needed

Talented textile designer needed for swim/dress/lingerie company with contemporary/missy product. Must be able to work in a fast paced environment with multiple designers. Excellent aesthetic sense and taste level required. Textile repeats, pitch sheets, color separating knowledge a must, and proficiency in illustrator & photoshop. Mimaki printing experience preferred but we can train. Working knowledge of fabric printing mills required.

Email: ascranton@fortuneswimwear.com

Design Assistant

Seeking full-time design assistant for women's clothing line. Strong Illustrator, Photoshop, and Excel skills required. 1-2 years experience in related field preferred. Data entry systems (A2000, WebPDM, etc.) a plus. Strong social media knowledge preferred. Resume: karalusardi@yahoo.com.

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

Jobs Available

MERCHANDISING ASSISTANT

Create styles, worksheets; Review/distribute production swatches; Analyze sales projections to achieve the correct inventory position to fill orders and limit liability; Enter purchase orders, Review confirmed delivery dates on a weekly basis, ensure product delivers on time; Communicate relative delivery changes to internal departments. Maintain Master Price List for all programs; Complete sample lists for all assigned lines; Track samples orders; Complete status recaps for production; Review merchandise inventory report to identify action points for over/under sold, sub brands validation, excess/aged inventory; Assist Manager on additions of any new programs; Other duties as assigned by manager. 1-2 years experience minimum, College Degree Preferred.

Please submit resumes to Marci Gerlach-
marcigerlach@pvh.com

COSTING TECHNICIAN

For a downtown Los Angeles manufacturer. Need minimum 5 yrs experience. Candidate must be organized, multitasking and detail oriented. Should know fabrics and garment construction. Computer skills a must.

Please email resume with salary history to:
HR@KKCPA.Com

PRODUCTION ASSISTANT

Contemporary Sweater Co looking for exp prod person

- 1) Chinese/English
- 2) Excel
- 3) Exp in sweaters a PLUS

Resume: empcon14@gmail.com

DESIGNERS

Well established L.A. based women's apparel manufacturer is looking for designers:

- Must be highly creative & motivated team player.
- At least 5 years of experience required.

Fax or email resume to:
323-277-3227 or hrapparel@gmail.com

SALES MANAGER for

MEN'S SURF/CONTEMPORARY SWIM El Monte fast-growing apparel co. seeks Sales Manager. Must have min 5 yrs experience with current specialty & chain accounts. Stable co. since 1992. Team player. Pls send resume / salary to EdwardKS@gmail.com (ref: VastLife.com & WET-Swimwear.com)

SAMPLEMAKER 1st Through PRODUCTION

Established Jr Dress Company
Seeks Sample maker 1st through production
Must have tailoring experience.
Call: 213-225-2500
Fax: resume to 213-225-2525

Jobs Available

Karen Kane

1st thru PRODUCTION PATTERN MAKER

We are looking for an exp'd 1st thru Prod. pattern maker. Must have experience in women's apparel. Strong communication and organizational skills. Gerber system a plus. Min 2 -3 yrs experience.

Send resume in PDF/Word format to
resumes@kareneane.com or fax to 323-277-6830

NEXT LEVEL APPAREL FABRIC QUALITY SPECIALIST

Summary of Primary Job Responsibilities

The Fabric Quality Specialist will check quality and consistency of fabric performance onsite and at dye houses. This position must have a thorough understanding of fabric.

Qualifications

Bachelor's Degree preferred, min. 5 years exp. in textile/apparel industries. Able to write, implement and uphold company fabric quality standards.

Proficient in MS Office, must have Excel experience.

For immediate consideration, please send resumes to:
maggie@nextlevelapparel.com

PIECE GOODS ASSISTANT

Three Dots, OC Co., seeks a candidate whose primary resp. is the maint. of the Co's fabric inventory, filling all fabric requests, ensuring all fabric is free from damages or errors in yardage & shrink test all fabrics. Must have exp with knit fabrics. Exp w/Excel, AIMS, & forklift req'd. APPLY: resumes@threedots.net or 714-698-1365

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

TRIM BUYER

Purchase all price tickets, hang tags, care labels, size strips, UPC bar codes, and misc. trim items. Familiar with nominated supplier websites. Strong Excel skills.

SUBMIT RESUMES TO:
jobs@mightyfineinc.com or fax to: 213*226*8799

www.classifieds.apparelnews.net

Jobs Available

SALES ASSISTANT

Showroom assistant to help all details from beginning to end of the ordering process. VERY fast pace and high expectations, yet fun atmosphere. Room for advancement.

Requirements:

efficient*accurate*self critical*self starter*attention to detail*excel proficient*recaps*rapid speed *thorough *problem solver*knows how to prioritize*time management*easy get along*clear&concise email skills*
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Email: nyguytola@yahoo.com

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* 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

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