

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 43 OCTOBER 3-9, 2014

TRADE SHOW REPORT

LA Textile Show Draws Mix of Established Brands, New Designers

By Alison A. Nieder *Executive Editor*

After a slow start, traffic steadily picked up at the Sept. 29-Oct. 1 run of the **Los Angeles International Textile Show** at the **California Market Center** in Los Angeles, where exhibitors said they met with both well-known brands as well as new designers.

Designers and representatives from **BCBG**, **Bebe**, **Current Elliot**, **Juicy Couture**, **Tommy Bahama**, **Karen Kane**, **Vince**, **Tianello**, **Elisabetta Rogiani**, **Chip Foster**, **Calvin Rucker**, **Peter Cohen**, **B Green**, **Bruno Duluc** and **Trend Chasers** were spotted shopping the show. Other companies who turned out included **Just Fab**, **Gap Inc.**, **Andrew Christian**, **New Era Cap**, **Nasty Gal**, **7 For All Mankind**, **Twelfth Street by Cynthia Vincent**, **Joie**, **Citizens of Humanity**, **Ella Moss**, **Perry Ellis**, **JCPenney**, **Pacific Sunwear**, **Disneyland Resort**, **Skechers**, **Modcloth**, **Black Halo** and **American Apparel**.

➔ **LA Textile Show** page 16

Sundance at 25: Brand Building With a Curatorial Eye

The **Sundance Catalog** is celebrating its 25th anniversary this year with a series of one-of-a-kind products and a sweepstakes drawing for an all-expenses-paid trip to the **Sundance Resort** in Salt Lake City.

Sundance Village was developed by actor, director and independent-film proponent Robert Redford on a tract of land he purchased in 1969 at the base of Mount Timpanogos in Utah's Wasatch Mountains and was turned into an art community anchored by the **Sundance Institute** and the **Sundance Film Festival**. Visitors to the village would often drop by the tiny general store, which carries a variety of apparel and gift items made by artists and craftspeople from around the U.S. and around the world. The catalog was founded in 1989 after visitors who had returned home would call asking about purchasing items from the store.

➔ **Sundance** page 18

FEMME SPORT

Designers get sporty for Spring, and the look is oh, so chic.
For more on the trend, see pages 12 and 13.

AGAIN "Lilith" pencil dress (\$150). MI-PAC metallic backpack (call for pricing).

INSIDE

Where fashion gets down to businessSM

14



17

Advanstar sold for \$972M ... p. 2

Industry Focus: Finance ... p. 6

Eco Notes ... p. 14

Finance Resources ... p. 20

Eco Resources ... p. 20

Advanstar Sold for \$972 Million to U.K.-Based UBM

Advanstar Communications Inc., producer of the biannual **MAGIC Marketplace** trade shows in Las Vegas, the biggest apparel trade show in North America, announced on Oct. 1 that it will be acquired for \$972 million by London-based media company and events producer **UBM PLC**, which owns **PR Newswire**, a prominent outlet that distributes press releases.

Advanstar, headquartered in Santa Monica, Calif., forecasted that the deal would close by the end of the year, depending on if UBM stockholders approve the deal. Joe Loggia, Advanstar's chief executive officer, confirmed that he would remain at Advanstar for a transitional period after the deal closes. Along with acquiring MAGIC, UBM also picked up Advanstar's New York shows, such as **Coterie**; Advanstar's pharmaceutical trade shows, which are produced by its **CBI Group** division; and digital properties such as MAGIC's *Shopthefloor.com*.

The deal would make an already big show become even bigger, Loggia said. "With greater scale across key international geographies, the combined company will be strongly positioned to continue expanding into dynamic, vertical markets. Together with UBM, we will be a global leader with a well-established portfolio of highly regarded trade shows, attracting exhibitors and retailers from all over the world and providing enhanced opportunities for customers to share insights, build critical connections and drive commerce," he said in a prepared statement.

Tim Cobbold, UBM's CEO, noted that the acquisition will give his company access to the U.S. fashion industry, which he described as a "new vertical for UBM."

"[The acquisition] strengthens UBM's

core events business while balancing and complementing UBM's strong events portfolio in emerging markets. UBM will become the largest events organizer in the U.S.," Cobbold said in a statement.

Serving as financial advisers to Advanstar in this deal were **Goldman Sachs & Co.** and **Moelis & Co. Paul, Weiss, Rifkind, Wharton & Garrison LLP** and **Slaughter and May** provided legal counsel. **J.P. Morgan Cazenove** worked as the financial adviser to UBM, and **Morgan, Lewis & Bockius LLP** served as its legal adviser.

The news that Advanstar might become part of an international business could create a path toward more opportunity for manufacturers, said Ilse Metchek, president of the **California Fashion Association**, a Los Angeles-based trade group.

"American manufacturers' participation in world trade shows is sadly lacking," Metchek said. "The ability to grow and reach more markets is truly a win."

A bigger player on the trade show business might also make for a more compelling trade show experience, Metchek said. "Bigger means it is a must see," she said. She also noted that trade shows remain a crucial part of the fashion industry. It is where a great majority of manufacturers go to exhibit and where retailers might find brands not on anyone's radar screen and may help them gain an edge.

The sale might foster a change in the family of MAGIC Marketplace shows, which include **Project**, said Jason Bates of the **Derelict** showroom. He is a veteran exhibitor at Project and other high-profile trade shows. "Ideally, this merger will bring more European retailers to the U.S. market, so

American brands will not be so reliant on fledgling U.S. retailers. I would be really excited to see a solid effort to bring more international buyers into the fold."

Bates also hoped that it could inspire change with how the MAGIC Marketplace is managed.

"[MAGIC] has been losing ground for the past several seasons, and there have been other shows doing a much better job—primarily, the **Liberty Fashion & Lifestyle Fairs** in the U.S. are hands down the show to look at in terms of quality on all fronts,"

he said.

Diane Merrick, owner of the pioneering self-named boutique **Diane Merrick** in Los Angeles, has been going to MAGIC Marketplace shows since the 1970s. She said MAGIC remains a vital part of the fashion business.

"MAGIC is unbelievable," Merrick said. "I never have enough time there. I love the energy. There's a lot of color." She goes twice a year to the Las Vegas shows to see what fashions are trending and where the market is heading.—*Andrew Asch*

Specialty, Major Retailers Try New Mix of Boutique and E-commerce

For 15 years, Erica Dee Thomas believed that success for her series of boutiques in exclusive Corona Del Mar, Calif., came from being community fixtures, places where fashion people could gather. Now she believes the path to success goes through her clients' doorsteps.

On Sept. 30, the veteran retailer closed her bricks-and-mortar shop, called **Harper's**, which she had run at 2610 E. Coast Highway since 2009, and expanded her VIP drop-off service. It's an omni-channel division of her e-commerce business (*www.shopharpers.com*). Call the VIP service a bridge between stylist/concierge retail and the same-day service **Maey's Inc.** recently launched.

With the website's VIP Service, drivers drop off boxes of contemporary clothes for her clients at their homes or offices, mostly in South Orange County. Clients have 48 hours to try on the clothes and make purchases—or return them through the website's drivers. If they make a purchase, they are charged on credit cards, which Thomas keeps on file.

When Thomas started experimenting with the VIP service last year, the reaction was immediate. The new service typically earned more than 30 percent over the boutique. Despite being located on the main drag of well-off Corona Del Mar, retail traffic was far from predictable.

"Business for the boutique was so up and down," Thomas said. "Certain days were busy, certain days were slow. It depended on people's schedules and whether they could find parking."

While she had an emotional attachment to bricks and mortar, Thomas was glad to not worry about rent when she closed her boutique. She had paid \$6,500 in rent each month. She transferred her operations to a warehouse near **John Wayne Airport** in Santa Ana, Calif., for which she pays \$1,000 each month.

Thomas employs two drivers and a staff of four salespeople. She forecasts that she will be

able to expand the VIP drop-off service past South Orange County into San Diego and Los Angeles counties eventually. Currently, 60 percent of her business comes from e-commerce sales and 40 percent from the VIP service.

Retail operations similar to Thomas's VIP service are gaining prominence. On July 31, **Nordstrom Inc.** acquired **Trunk Club**, a personalized clothing service for men. Trunk Club sends out suits, shirts and high-end clothes from brands ranging from **Rag & Bone** to **Salvatore Ferragamo** and **John Varvatos**. The trunks are delivered to men's offices and homes, and Trunk Club's clients can try the fashions on at their leisure and then purchase or return them.

In San Francisco, **Stitch Fix** requests their clients to build a profile of their tastes, and the company's stylists choose clothes they think a specific client would like. Serving on Stitch Fix's board are Marka Hansen, a former **Gap** brand chief, and Julie Bornstein, chief marketing and digital officer of **Sephora**.

Bungalow, a Las Vegas company, started business in

2013 and has clients across the United States. Its business model also mixes e-commerce and stylists, said Meital Bronstein, a co-founder of the company. She said Bungalow's business model is gaining popularity because it mixes the best of the boutique shopping experience with the convenience of e-commerce.

"It is more personal than going to a bricks-and-mortar store," she said. "We follow up with how customers like their clothes and service."

The business model is very beneficial to the retailer, Bronstein said. With dropping off clothes to browse every week or month, customers are put on a schedule where they pay attention to the retailer's merchandise. "It is different than waiting for people to walk into a store," she said. —A.A.



Erica Dee Thomas



We Help Companies Manage Their Liquidity Better

Financing new opportunities often requires liquidity beyond the fixed formulas and capital ratios that traditional lenders rely upon. For the past 75 years, mid-size and large businesses have relied on Rosenthal & Rosenthal to solve cash flow issues and provide timely financing for growth. We provide solutions for the complex financial needs of our clients. Decisions are made promptly, without bureaucracy, and clients have access to key decision makers.

Domestic & International Factoring—Letters of Credit
Working Capital Loans—Term Loans—Collateral Management Services



Rosenthal & Rosenthal

NEW YORK LOS ANGELES SHANGHAI

For a confidential consultation, please contact Harry Friedman:
818 914-5901 or hfriedman@rosenthalinc.com

ROSENTHALINC.COM

Westernwear Shop Boot Barn Files IPO

Boot Barn Holdings, a western apparel and footwear retailer headquartered in Irvine, Calif., wants to go public.

It announced that it had filed a registration statement on Form S-1 with the **U.S. Securities and Exchange Commission** with news of its proposed initial public offering.

It has applied to list its stock under the ticker symbol "BOOT" on the **New York Stock Exchange**.

A press release announcing the IPO noted that the number of shares and the price range of the offering had yet to be determined. However, an article on a website maintained by **Renaissance Capital** (*www.renaissancecapital.com*), which describes

itself as an SEC-registered investment adviser, noted that Boot Barn plans to raise up to \$86 million.

Boot Barn started selling western clothes and boots in 1978. In December 2011, it was acquired by **Freeman Spogli & Co.**, a private-equity firm that runs an office in Los Angeles. Freeman Spogli also invested in **El Pollo Loco Holdings Inc.** The Costa Mesa, Calif.-based fast-food company announced an IPO in July.

Since being acquired by Freeman Spogli, Boot Barn's store count has increased from 85 stores to 150 locations. It offers jeans brands such as **Wrangler**, **Levi's**, **Miss Me** and **Cowgirl Tuff**.—A.A.

NEED EXPERT
INDUSTRY ADVICE?

THE BUHLER
BOYS

WE HAVE ANSWERS.
sales@buhleryarns.com



SUSTAINABLE SYSTEMS

Sustainability is about more than just the wetlands or a marketing angle. It's about building systems and products that last. It's about committing to practices that build long-term relationships with suppliers, downstream partners, and ultimately, consumers.

For over twenty years, Buhler has grown our business while integrating practices and partnerships that support long-term sustainable growth.

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



LA Company to Make CBGB Live Again

The styles inspired by the scene at the **CBGB** nightclub in mid-1970s New York, one of the world's first punk clubs, made a big impact on global fashion, but the club closed in 2006. It has since become the site for a **John Varvatos** boutique, but it's not the last word on CBGB. There is an annual **CBGB Music and Film Festival** in New

York, and Los Angeles-based branding and licensing company **Epic Rights** plans to make CBGB a notable fashion name in the current era.



PUNK MERCH: The exterior of CBGB with logos of the club's big acts on the awning.

York, and Los Angeles-based branding and licensing company **Epic Rights** plans to make CBGB a notable fashion name in the current era.

Epic Rights announced recently that it was named as CBGB's global branding, licensing and rights-management representative. Juli Boylan-Riddles, Epic Rights' executive vice president of global strategic partnerships and licensing, said her company's CBGB-licensed gear will include T-shirts with the iconic CBGB logo, which has been

spotted at rock concerts for decades. It will offer other merchandise, which includes hoodies, footwear and unique capsule collections inspired by CBGB. Some of those new looks include graphics from the original CBGB site, such as the club's unique graffiti. "You can't go there now, but you can wear it," Boylan-Riddles said.

She forecast the first delivery of CBGB merchandise will be in high-end specialty stores for Spring/Summer '15.

Epic Rights started business in January 2014 and is led by Dell Furano, one of the pioneers of the rock-merchandise business. In the early 1970s, he started selling merchandise at **Grateful Dead** shows. He turned the guerrilla business into a multi-million-dollar company, **Signatures Network Inc.**, which worked with artists such as **Madonna** and **U2**.

In 2007, he sold Signatures to **Live Nation**, a publicly traded concert-promotion company, for \$79 million. Furano ran Live Nation's merchandise division for five years.

Epic Rights also holds licenses to make licensed gear for acts such as **Kiss** and **Aerosmith**.—*Andrew Asch*

Calendar

Oct. 7

Textile Design & Fashion Knitwear Design Show
FIDM Museum Promenade, third floor
Los Angeles

Oct. 6

Los Angeles Majors Market
California Market Center
Los Angeles
Through Oct. 8

Oct. 7

LA Fashion Council
Maker City
Los Angeles
Through Oct. 9

"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. 11

Concept LA

Ace Museum
Los Angeles

Oct. 12

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

LA Men's Market
California Market Center
Los Angeles
Through Oct. 14

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

Oct. 15

Infor Fashion Meet-n-Learn
California Market Center, C855
Los Angeles

Style Fashion Week

LA Live
Los Angeles

There's more
on ApparelNews.net.

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

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

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



SPRING 2015
COME VISIT US OCTOBER 12TH-15TH



RANDE COHEN SHOWROOM
127 EAST 9TH STREET SHOWROOM # 1103, LOS ANGELES, CA 90015

www.oatscashmere.com

Duo Digital Prints

REACTIVE PRINTING

- Permanent wet printing for prototyping samples and production quantities
- Silk, Rayons, Cottons, and blends of cellulose
- Delivery normally in 10 business days depending on order quantities

MADE IN AMERICA

DYE SUBLIMATION PRINTING

- Transfer printing on fabrics for both prototyping samples and production quantities
- Polyesters, Polyester Blends, Nylons
- Delivery normally 5 business days depending upon order quantities

ART SERVICES

- Repeats of designs
- Color matching and color development
- Design placements

CUTTING SERVICES

- Cutting of the garment parts that are required for printing for placement

Duo Digital Prints, Inc.

2455 East 58th Street, Vernon, CA. 90058

323-476-7383 | 949-836-1568 cell

digital@duodigitalprints.com | www.duodigitalprints.com

READY TO WEAR

ACTIVEWEAR

INTIMATES

SWIMWEAR

KIDS

focused on fabric

PROVIDING PREMIUM US-MADE QUALITY



KNITTING



DYEING



PRINTING



FINISHING



DESIGN



R&D

Speed-to-market, trend insights and quality control have been the cornerstones of our Los Angeles-based facility for over 20 years. We use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Our in-house vertical capabilities include knitting, dyeing, finishing and printing. Our development and design teams are unparalleled.

Contact us to find out how our quality-driven products will enhance your brand.

2575 El Presidio Street, Long Beach, CA 90810 | 310.537.3400
sales@texollini.com | texollini.com

texollini

MADE IN THE USA

INDUSTRY FOCUS: FINANCE

The Opportunities and Challenges of International Sales

Apparel brands looking to grow their distribution are considering looking for new business overseas. Exporting is a great opportunity to build a brand with a new international clientele, but it's not without challenges. *California Apparel News* Senior Editor Deborah Belgum recently caught up with several experts to discuss how an apparel company should proceed when expanding its businesses beyond U.S. borders.

With more apparel companies looking to export overseas to boost revenues, how difficult is it to get factor financing on these overseas accounts, and what things should apparel labels be aware of when exporting?

Sydnee Breuer, Senior Vice President/Business Development, Rosenthal & Rosenthal

In general, a factor will be willing to finance export re-

ceivables so long as the customer can be credit protected/credit insured. In addition to the usual credit information needed for domestic customers, export receivables would also depend on to which countries the client exports and the legal, political and social conditions in those countries.

Well-established companies in stable countries are more likely to be credit approved, whereas the companies in struggling economies are less likely to get factor approval.

Also, it's generally easier to get credit information about bigger foreign distributors and large overseas retail chains, and, therefore, it's easier to factor such accounts compared with smaller, mom-and-pop stores. Apparel companies should be aware of the laws, and social and political issues of countries in which they want to do business.

Mitch Cohen, Western Regional Manager, CIT Commercial Services

From CIT's viewpoint, the apparel industry centered in Southern California does take a global approach to business. Many of our clients are seeking to expand internationally as they build a worldwide brand.

"Created in California" provides an excellent benefit since California companies are thought to be among the more innovative brands in the industry and the leaders in certain categories such as high-end denim. As a factoring leader, we understand the need to support our clients and their customers domestically and internationally.

Our clients distribute through many models to many countries, from licensing to distributors to selling individual retailers overseas. CIT has many different ways to obtain credit data internationally, including by going directly to the international retailer or working with one of our correspondent factoring relationships where we utilize a factor in that respective country to obtain the necessary information to help us mitigate and approve the credit.

Financing depends on both the model and the country. If we can underwrite the international customer's financial ability to pay, we can typically include that account receivable into our factoring program's borrowing base as we support our client's international growth initiative.

A vendor should realize that obtaining credit data from overseas accounts could be a much slower process. Furthermore, the ability to get factor financing on these overseas accounts is directly affected by country risk.

Ron Garber, Executive Vice President/Regional Manager, First Capital, Western Region

The determination as to whether a manufacturer can obtain factor advances on exports is essentially based on what form of payment methodology was established prior to shipment.

Were the exported goods shipped subject to a documentary or standby letter of credit, credit insurance policy, broker or agent intermediary, reciprocal arrangement with an international factor exchange such as FCI, open terms to a recognized major customer such as **Walmart Canada**

➔ Finance page 8



World-class fashion events in Hong Kong

HKDTC
Hong Kong Fashion Week
for Fall/Winter

January 19-22, 2015
Hong Kong Convention and
Exhibition Centre



Asia's No.1



HKDTC
World Boutique, Hong Kong

January 19-22, 2015
Hong Kong Convention and
Exhibition Centre



Reserve your FREE admission badge!

Web: www.hktdc.com/ex/hkffashionweekfw/18

www.hktdc.com/ex/worldboutiquehk/18

Wap: hktdc.com/wap/fashionfw/T119

hktdc.com/wap/wb/T119

App: HKTDC MOBILE

Tel: (1 212) 8388 688 • Fax: (1 212) 8388 941

Email: new.york.office@hktdc.org

Official Carrier:



CATHAY PACIFIC



Explore and Connect



the new mart

showrooms & lines

www.newmart.net

0039 Italy
2(x)ist
3 J Workshop
35MM
A La Mode Showroom
A New Kind
A.V. Max Accessories
Able
Abyss By Abby
Acrobat
Adelyn Rae
Agave Denim Collection
Aijek
Akela Key (Paris)
Alashan Luxe
by Alashan Cashmere
ALC
Alexis Jewelry
Alexis n' Ryan
All Things Fabulous
allen allen USA
American Vintage
Amy Matto
analili
Anatomie (USA)
Andrew Marc
Belts and Wallets
Angel Eye London
Angel Iglesias
(Barcelona)
Ann Ferriday
Anne-Marie Chagnon
Annie Griffin
Aratta
Ariella
Arnold Zimberg
Atina Christina
Auden
Australia Luxe Collective
Babette
Baci Collection
Banaris Scarves
Banjanan
Banjo & Matilda
Barbara Gerwit
Barbara James Show-
room
Bariano
BB Dakota
Beach Rays
Beach Riot
Beautifully Couture
Beauty Fashion Hats
Beckley by Melissa
Before & Again T's
Bela NYC
Belford
Bernadette Mopera & Co.
Beth's Addiction
Betsey Johnson
Handbags
Betseyville
Beyond Yoga
Bishop + Young
BIYA
Black Moon
Black Swan
Bloom
Blue Tassel
Blue Velvet
Bo Bel
Bob Ditchik & Assoc./
The H.E.M. Showroom
Bobeau
Boho Me
Bonage

Brashy Couture
Brett Morris
Brinla
Broken Halos
BSABLE
Butterflyzebra Zzz's
Caelum by Brooke
Burke
Calvin Klein
Cambio
Cameo and Myth
Cameo Clothing
Caroline Grace
by Alashan Cashmere
Casual Friday
Chan Luu Showroom
Chantal Accessories Inc.
Charles Henry
Charlotte Tarantola
Chaser
Chessy Shay Jewelry
Chip Foster
Christa Louise
Christophe Sauvat
Christopher Fischer
Christopher.Kon
Cino Blouses
Cirana
CJ by Cookie Johnson
Claudia Nichole
by Alashan Cashmere
Clayton
Clique
Clo Intimo
Cocobelle
Cohen Showroom
Co-Lab
Cole Haan
Complete Clothing
Contempo/Kirakira
Cookie Couture
Coordinates Collection
Cop Copine (Paris)
Corina Collections
Corinne Simon Jewelry
Cowboys
Belts & Handbags
Crown Jewel
Cullen USA
Current Elliott
Dakota Collective
Dance and Marvel
Daniel Friedman West
Daniel Rainn
Darlene Valle Showroom
Datscat
David Galan
David Kahn Jeans
Dear John Denim
Deep or Shallow/Ju's
Delacy
Denimocracy
Desigual
Deux Lux
Dial M
Diane Levin Showroom
Diane von Furstenberg
Dirtee Hollywood
Dittos
Divine Rights of Denim
Doma Leather
Dora Landa
Double Zero
Dream Monster
dylan developed
by true grit

E. Victor
Gabriel,
Inc.
Echo
Ecru
Eileen Fisher
Elan & Elan Beach
Elise M Belts
Elizabeth Mckay
Elle Sasson
Ellington Handbags
Emotion Apparel
Engel's Showroom Inc.
Enza Costa
Equiptment
Eric Javits
Eva Varro
Everleigh
Fabrizio Gianni
Fate
Feather 4 Arrow
Feel The Piece
Fever Sweaters
Fickle
Fifteen Twenty
Fluff by Acme
Fogal Legwear
For Love & Liberty
Forever Unique
Forgotten Grace
Formation Showroom
Fraiche by J
Fredd and Basha
Freeloader
Freeway
Freida Rothman
for Belargo
French Connection
Frenzii
Frock Shop
Funky Yoga
Gentle Fawn
George Loves
Georgie
Gig Showroom
Giles & Brother
ginger Showroom
Green Dragon
GreenLee
Guess Belts
Gypsy 05
Gypsy SAND
h.i.p
Hair Accessories
by Jan Tran
Hale Bob
Halo
Hard Tail
HATCH
Haute Hippie
Havaianas
Hazel
Heart and Gold
Heart Soul
Heather
Heather G Showroom
Heather Grey
Hidden Heart
Hourglass Lily
Hudson Jeans
Hunter Bell
Hybrid
I Heart UGG
I.Madeline
IDI
Ilux
Industria Candles
Invisibelt
Isda & Co.
Ivan Grundahl
Jachs
Jack
Jack & jinger
Jackie B Showroom
Jacob Davis

Jacob Gray Agency
James Jeans
James Perse
Janna Conner
JARLO
Jbrand
Jennifer Michelle Sales
JET by John Eshaya
Ji Oh
Jimmy Taverniti
Jimmyjane
Jitni
Joed Belts
Joe's Jeans
John and Jenn
John Varvatos
Johnny Was
Joie
Joken Style Showroom
Josie
Joules from the UK
JtheWay
Jude
Judith Autumn Mann
Sales
JWLA
Kaos (Italy)
Karen Capil
Karen Kane
Karlita Designs
Karma Kreations
Kathy Walker Sales
Kelly Wearstler
Kerisma
Kersh
Kid Tails
Kische
KLA/Karen L. Anderson
Kling
Knitted Dove/
Love Dove
KOA Swim
Kokomo unlimited
Kokun Cashmere
Koral - Activewear
Kray
Kut from the Kloth
La Natura
La Rue Showroom
LA Soiree
Label + Thread
Lace & Whiskey
Lacoste
Lahco of Switzerland
Lamade
Lan Jaenicke
Lancaster
Landa Sales
Lapis
LATS
Laura J Designs
Laurie Hasson
Showroom
Lavender Brown
Le Tanneur
Leatherrock
Lemieux
Letters of Intent
Level 99
Liberty Sage
Lilla P
Lily
Line
Liquid Metal
by Sergio Gutierrez
Lisa Freede
LIT STUDIO
LIV
Livefree Showroom
Liza Stewart, Inc.
Lodis Handbags, Belts
& Small Accessories
Lola Jeans
Lolly
Lori Jack
Love Nail Tree
Love Quotes
Love Sadie
Love Token

Lucky 7 Tees
Lucky Brand
Luii
Luli Fama
Lumier by Bariano
Luv Aj
Luz de la Riva
Lynn Girard Showroom
Lysse
M Group Showroom
M Made in Italy
Mad Mac
Maison Close
Margaret O'Leary
Marie Chavez
Marseilles
Mary Hardie
Massana
Matty M
Mavi Jeans
May The Label
McGinn
Mel by Melissa
Melody
Mia and Moss
Michael Kors
Mickey & Jenny
Mila Bikinis
Milk The Goat
MINNE
Minty
Mirlo
Miss Me
Mo:vint
Mod-O-Doc
Mofi
Mother
Moyuru
My Other Bag
My Package
My Tribe
Nalukai
Nana Nucci (Italy)
Nanavatee
Nanette Lepore
Nation LTD
Neesh.... By DAR
Nesh NYC
Niche Showroom
Nick & Mo
NIKKI Rich
Nor (Denmark)
Notify
Novemb3r
O2 Collection
Oats Cashmere
Off The Chain
Old Gringo Boots
Olive & Oak
Om Girl
One Teaspoon
OneOddBird
Only Hearts
Onzie
Oober Swank
Oonagh
by Nanette Lepore
Orange Beld Socks
Others Follow
Paige
Paige Hamilton Designs
Pam and Gela
Paper Heart
Paperwhite
Parker Smith
Patrons of Peace
Peace Love World
Peace of Cloth
Penelope Chilvers
Pepa Loves
Pete and Greta
Philine
Piece of My Heart
Pink Lotus
Pistil
PJ Luxe
PJ Salvage
Porto

Press
Private Archives
Private Arts
Project DL
Pulse Showroom
Pure Karma
Quintsoul
Rachel Pally
Rae Vavre
Raffaello Rossi
(Germany)
Rag Royalty
Ramune Piekautaite
Rande Cohen
Showroom
Raviya
RD Style
Rebels Footwear
Red Haute
Red Monkey
Red23
Repeat
Representing Showroom
Revolution by Edwin
RG Jeans
Rieley
Riller and Fount
Robert Graham
Roberto Cavalli Class
Handbags
Rock Revival
Rolla coster
Rose Gonzales
Rosemunde
Rowan Reed
Rubber Doll
By Design
Rubber Ducky
s.a.m Showroom
San Francisco
City Lights
Sanctuary Clothing
Saraswati Jewelry
Designs
Scrapbook
Search for Sanity
See Thru Soul
Sequoia Paris
Sheri Bodell
Showroom 903
Showroom Shift
ShowroomFive21
Sigalie Jewelry
Signorelli
Silver Jeans
Simply Irresistible
Single
Sita Murt
Six Degrees
Skif
Skinny by Jessica Elliot
Skinny Tees
SKUNKFUNK
Sky
Sloane & Tate
Smash
Snowman
Sock It To Me
Solow
Soludos
Soul Mates
Spanx
Spirithouse
Splendid Intimates
Stacey Rhoads Sales
Stacy Keyes Showroom
Stacy Sterling
Stateside
Steve Madden
Streets Ahead
Belts & Bags
STS Blue
Studio Two Clothing
Sue Goodman
Showroom
Sugar Bean Jewelry
Sugar High
Sunday in Brooklyn
Sunlight (Paris)

Sunset 31
Susanne Karlsson
Suzi Roher
(Toronto, Canada)
Swatfame
T. Smith & Co.
T2Love
Talia Hancock
Tanya Taylor
Tee Ink
TFNC London
The 2 Bandits
The Bank - 10eleven
The Chic Bags
The Natural
the residency. Formerly
Renee & Company
The T Refinery
The Village Showroom
The Vonderheide
Showroom
Three Dots
Three of Something
Timberland
Timka Jewelry
Tommy Bahama
Tommy Hilfiger
Luggage & Backpacks
Tracy Evans
Transmission
Trend Request, Inc.
Trendline
by Raffaello Rossi
Tricots Jean Marc
True Grit
True Religion Brand
Jeans
TSUBO
UGG Australia
Umano
Undercover
Underella by Ella Moss
Union of Angels
Urban Fitting Room
Vast
Velvet Heart
Velvet Torch
Vicious Venom
Viereck
Vigross Denim
Vince
Vince Men's
Vintage Highway
Vintageous
Volunteer
VPL
wallpapHer
Want Need
WAYF
West Bank Clothing
Western Fashion
Jewelry
Wet
White + Warren
White Crow
Whitney Eve
Wild Angels
Willow & Clay
Wilma & Ethel
Wilt
Winston White
Wooden Ships
by Paola Buendia
Workshop
XCVI
Yana K
Yerse
Yoana Baraschi
Yoshi Yoshi by PJ
(Tokyo, Japan)
Yosi Children
Yosi Samra
Z Supply
Zacasha
Zelda
Zimmerli of Switzerland
Zina Kao Jewelry
Zoa
Zoe Couture

Finance *Continued from page 6*

or **Costco Mexico**, or any combination thereof?

Most factors will work with their client to provide advances under any of these arrangements, but the manufacturer must be aware of certain differences between domestic and foreign sales that are assigned.

Firstly, if a letter of credit is utilized, it must be issued by either a U.S. bank or subsidiary in U.S. dollars. If it is a documentary instrument, there will be very specific requirements that must be met to successfully negotiate the letter of credit.

I suggest that the manufacturer speak with their bank or lawyer to become familiar with these requirements. I suggest, if available, that a standby letter of credit be the way to go. They're much less restrictive and require very little in the way of paperwork.

An insurance policy issued by a strong international company such as **Coface** or **Atradius** also can be used very effectively. They are less burdensome than a documentary letter of credit, but they might require an annual policy to cover all your accounts rather than a single order.

A trusted middleman such as a foreign broker or agent could provide the necessary comfort level to ship a customer on open account, but this would not be my preference. Some U.S. domestic factoring companies belong to a worldwide network of other factoring companies, such as FCI, who will provide counter-party risk for buyers located in their own country.

In those cases, your factor will obtain a guarantee for a specific foreign customer from a local factor whose finan-

cial wherewithal has been vetted by the exchange and determined to be able to meet its credit obligations.

Lastly, there is always the basic open-terms arrangement, but I would reserve that for only the most recognizable retailers in existence, such as Walmart, **Target**, Costco or **Macy's**. If any of these methods are followed, it shouldn't be difficult to convince your factor to provide financing, but keep in mind it will probably be more costly and certainly create a greater amount of time and paperwork to ensure timely collection in comparison to selling a customer around the corner.

Insofar as apparel labels, especially brands selling over-

You don't want to find that you don't own your trade name or trademarks where you are doing business. You might soon find out that someone else now owns your mark and they could prevent you from doing business in that country.

In terms of factor financing, many companies find distributors in the foreign countries. They sell exclusively to the distributors, who in turn sell to the local retailers. The distributors take and finance the credit risk on their sales. Typically, the U.S. exporter sells, at a discount, to the foreign distributor. The foreign distributor pays the U.S. exporter roughly 50 percent of the wholesale price before the goods are put into work. The remaining 50 percent is paid before the goods are shipped. In these types of cases, the U.S. exporter does not need any factor financing for their export sales.

If the U.S. exporters do ship their products to retailers in these countries, there are a number of ways they can protect themselves to ensure payment. Their U.S. factor may have factoring affiliates or have knowledge of

other factors in the foreign country. If they do, their factor can help facilitate a factoring agreement for these sales.

Additionally, U.S. exporters can buy foreign credit insurance to protect themselves from any nonpayment issues or bad debts. There are a number of insurance companies that specialize in this type of coverage.

Sunnie Kim, President and Chief Executive, Hana Financial

Actually, with more options available to companies looking to export—whether by traditional or non-traditional



Sydnee Breuer, Senior Vice President, Business Development, Rosenthal & Rosenthal



Mitch Cohen, Western Regional Manager, CIT Trade Finance



Ron Garber, Executive Vice President/Regional Manager, First Capital, Western Region



Rob Greenspan, Owner, Greenspan Consult Inc.



Sunnie Kim, President and Chief Executive, Hana Financial



David Mault, Retail Credit Manager/Vice President, Prime Business Credit



Robert Meyers, Managing Director for the West Coast, Bibby Financial Services

seas, the best advice I can offer is to make sure you have retained a good trademark attorney to protect your interest in the event of knockoffs or name infringement of product that starts to infiltrate foreign markets. There are many opportunists out there who attempt to make a quick buck and believe the manufacturer won't take the time or expense to prosecute.

Rob Greenspan, Owner of Greenspan Consult Inc.

When exporting your products, you should first make certain you have done all the necessary legal due diligence to get your trademarks and trade names registered in each country where you will be selling.

➔ Finance page 9



Always in Style!

We've been factoring the fashion industry, from start ups to mid size companies, for over 25 years. A/R Management. Cash flow. Letters of credit.



MERCHANT FACTORS

KEEPING YOU ON COURSE

800 South Figueroa St., Suite 730
Los Angeles, CA 90017
213-347-0101
Donald Nunnari, E.V.P.
dnunnari@merchantfactors.com

1441 Broadway, 22nd Floor
New York, NY 10018
212-840-7575
Joshua Goodhart, S.V.P.
jgoodhart@merchantfactors.com

www.merchantfactors.com

Continued from previous page

means—obtaining financing for those orders is easing [in difficulty].

However, the companies to which the manufacturers are selling do come into play. Obviously, Canada or some European countries are much easier to receive financing support versus other locations. Not just limited to apparel companies, but anyone exporting must be keenly aware of a multitude of issues, including the political stability, economic considerations, tariffs, culture, specifications and currency exchanges.

David Mault, Retail Credit Manager/Vice President, Prime Business Credit

Shipping to international accounts has always carried an increased risk versus domestic apparel companies, and this has not changed in 2014. There are thus many variables that must be considered before shipping overseas and much to consider before financing the A/R. Of course, companies must be aware of the political risk and stability of the government associated with the country in which their customer is located and also avoid shipping to the many countries that are currently in the midst of severe financial crises. A company must also be aware of the country's trade laws and regulations, potential tariffs and import fees, and foreign exchange rates that would increase their costs and negatively impact their margins.

Once an apparel label is comfortable with the country they will ship to, they then must look into the condition of the company itself. Of course, before exporting, a company should initially request prepayment before shipping, preferably by wire transfer, but if the customer insists on terms, then this requires a more thorough examination of the customer. This customer analysis is similar to what must be done on a domestic company, including thorough examination of its financial condition and operating history. Due to increased freight costs and shipping logistics, a history of returned merchandise and disputes is especially important when assessing an overseas account. Also, one must keep in mind that simply from a geographic standpoint, collections could become an issue should financial or other issues arise.

In recent years, it has become more difficult for apparel companies to obtain factor financing on these overseas accounts. The financing decision on these A/Rs is often dependent on the customer credit decision on the customer. If the account is credit approved then this provides assurances on the strength of the company and collectability of the A/R, and typically the funding on the A/R is at a percentage similar to the funding on a domestic account that has been credit approved. Due to an increasingly volatile international climate and issues related to the areas described above, overseas accounts are becoming more and more difficult to credit approve, thus limiting the potential for funding against their A/R. If orders are not approved and invoices factored at recourse, then it is difficult to fully fund against the A/R. Also, because of the increased amount of risk involved, we have seen a decrease in

orders from international companies.

Apparel labels would be best served to take these and other things into consideration when contemplating whether to ship overseas and, as always, make the proper risk/reward decision that is in line with their philosophy and needs.

Robert Meyers, Managing Director for the West Coast, Bibby Financial Services

Some companies, such as Bibby Financial Services & **DS Concepts**, specialize in providing export factoring to new and established apparel companies located throughout the U.S. and Canada. Both firms regularly work with commercial finance companies and traditional banks to provide add-on, export-only credit lines where required if they are not comfortable with the overseas trading.

The finance options are very reduced on the international factoring side as several lenders will be uncomfortable with the credit risk or will offer reduced financing amounts.

Factoring internal customers can be easy for the correct lender, but they will typically need to make sure they are in approved countries without political/government risk.

Factoring overseas typically requires approved credit insurance limits for each specific customer you will trade with.

Factoring overseas is also typically done on receipt by the end customers versus on shipment, so funding is slightly delayed depending on the shipment method.

The terms offered by customers will vary by country, so thorough review of the vendor agreement and purchase orders is required—i.e., net 60, net 90 and sometimes longer depending on the country.

Understanding the currency involved and making sure your lender can receive payment in the major currencies such as euros and pounds sterling, the Japanese yen, etc.

Depending on where you are trading, lenders that maintain operational offices throughout the world can help collect debt in the local language and currency, utilizing the local customs as well.

Understand time-zone differences—for example, your lender needs to be able to collect debt in Asia despite the 14-hour time difference. Also, any import tax/duty obligations.

Don Nunnari, Regional Manager, Merchant Factors Corp.

It is not difficult to get financing from a factor on export receivables. We have clients selling throughout the world who get the security of getting paid by the factor along with financing to assist their cash flow.

Through the **International Factors Chain (IFC)** or other international consortiums of bank-owned factors, a seller can use a factor to credit check, guarantee and collect foreign receivables. Make sure your factor is aligned with international factors to provide this service.

Banks will work in conjunction with factors, whereby the factor guarantees the foreign receivables and the bank will lend against them. The seller should consult with

➔ Finance page 10



Don Nunnari, Regional Manager, Merchant Factors Corp.



Dave Reza, Senior Vice President, Milberg Factors Corp.



Paul Schuldiner, Managing Director of Business Development, King Trade Capital

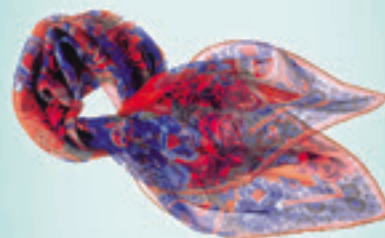


Ken Wengrod, President, FTC Commercial Corp.

BBCNbank.com



Have produce ready to be shipped to Asia?



Have a container full of garments scheduled to arrive from China?



Your orders from clients in Mexico increasing?

BBCN Bank has assembled a team of trade finance professionals to answer your questions, all under one roof. Call or visit our Trade Finance Center located at our Olympic-Western Branch, and begin your business expansion globally.

Now you can find solutions to all your trade-related issues in one location
ONE-STOP-SOLUTION

Corporate Banking Center **Yeong Gwon Pak** / 213-235-3096
Commercial Lending VIII **Brian Kim** / 213-637-9550
International Operation **Linda Kim** / 213-427-6349



TRADE FINANCE CENTER
We See Your Potential, We Invest in Your Future

Strength in Partnership



Member FDIC EQUAL HOUSING LENDER BBCN is a SBA Preferred Lender.



The concept of factoring is simple:

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

Factoring Made Simple.

No bells, unnecessary, really. No whistles, not needed as well. No tricks. Ditto.
At Goodman Factors, we simply offer smart, dedicated good service from an experienced team of pros. Along with money at competitive rates when you need it—today, for instance.

Goodman Factors

— Since 1972 —

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



Building Value Together —

PRIME BUSINESS CREDIT, INC.

www.pbcusa.com

“ Evolution of
Your Success ”



California Finance Lender License #6036885

Prime Business Credit

**Factoring • Trade Finance
Purchase Order Finance • Business Loans**

L.A. Headquarters: 1055 W. Seventh St., Ste. 2200, Los Angeles, CA 90017 213•225•1000
Fashion District Office: 1016 S. Towne Ave., Ste. 211, Los Angeles, CA 90021
New York Office: 560 Sylvan Ave., Ste. 1065, Englewood Cliffs, NJ 201•227•0009

INDUSTRY FOCUS: FINANCE

Finance *Continued from page 9*

their factor before exporting. They should discuss with the factor the countries they are thinking of exporting to. Ask questions such as, Does the factor know the creditworthiness of the distributor or store? How do they pay their bills, and will they be factor approved?

The seller must know the different terms and conditions for factoring in different countries throughout the world. They must read carefully any foreign amendment to their factoring agreement, which spells out the fees and coverage (like any insurance policy). U.S. territories—such as Puerto Rico, U.S. Virgin Islands and Guam—are factored the same as a U.S.-based buyer, normally with the same terms and fees. Canadian customers might be subject to an additional factor commission.

Sellers should know all of their options to grow their international business. They should be aware of currency risks. Selling in the past year to Argentina in pesos would have cost the seller about 40 percent in lost profit due to currency changes. It is highly recommended to bill the buyer in U.S. dollars.

Factoring your export accounts receivables, along with letters of credit and cash deposits, are very common ways to export and be assured you will be paid. Your factor should be able to assist you in handling letters of credit from your foreign customers, if necessary. Unless you are familiar and comfortable understanding documentary letters of credit from your customers, it's best to consult with your factor.

Dave Reza, Milberg Factors

It is not difficult to get financing for credit-approved receivables from foreign-account debtors. At Milberg Factors, we approve many foreign accounts based in Canada, Latin America, Western Europe and the Caribbean directly based on our knowledge of and experience with certain debtors.

In other countries, we partner with third-party credit-insurance carriers who provide us with coverage, which we in turn use to provide our clients with credit coverage and financing on export sales.

We recommend that clients engage either a local agent or importer/distributor to help ensure that all the requisite “i's are dotted and t's” are crossed.

Paul Schuldiner, Managing Director, Business Development, King Trade Capital

It is important for the apparel company that is exporting to understand the customer base that they are selling to. Very often, U.S. apparel companies will work with local distributors who may or may not be able to be factored by either a U.S. factor, a foreign factor, or even have payment risk mitigated by credit insurance.

If the U.S. apparel company is selling direct to retailers in foreign countries, there should be an understanding of the local regulations, such as value-added taxes, local customs and import rules. More importantly, they should understand where title passes to the end customer (i.e., are the terms of sale FOB Asia or FOB USA for where the goods are made or does title pass to the end customer in the foreign country where the retailer or distributor is located?).

If a foreign customer can't be factored or credit insured, the apparel exporter may want to consider selling on terms that require the foreign customer to provide a letter of credit to secure its purchases or sell on documents against payment terms where a bank can be used to release title documents against payment by the foreign customer.

The apparel exporter should work closely with its factor or trade finance source, an outside accountant and/or an attorney special-

izing in international trade. Lastly, a strong customs broker/freight forwarder who can assist in navigating the waters of exporting and assess business risk as well as credit risk of the foreign sales opportunities should be considered.

Ken Wengrod, President, FTC Commercial Corp.

Financing shipments to customers in developed countries should be a non-issue. Lenders should also have a detailed understanding of international trade practices and be open minded to change with the times.

With the expansion of globalization, we apply similar rules of open credit extension and financing for international customers as we do for domestic customers.

There are many factors to consider when we look at the overseas customer, including financial condition, longevity in business, credit references, or payment history and terms of sale. As long as we can gather enough information about the overseas customer, it is not difficult to obtain financing against these accounts.

In today's environment, customers around the world are seeking open credit terms and are very concerned with protecting their integrity and payment record. There are numerous methods of gathering information on foreign buyers to support clients' sales and financing. Obviously, it's much more difficult to apply the same set of rules against the customers in the developing countries. However, an organization such as U.S. EXIM Bank provides further assistance to lenders like us in this arena. FTC is one of the few authorized delegated lenders of the U.S. EXIM Bank, which provides various programs and guarantees lenders to encourage the financing of foreign accounts.

From my perspective, it's not necessarily the ability of attracting financing for export sales that prevents the expansion but the aversion of U.S. companies to broaden their reach to international markets, where 95 percent of the customer base resides. In essence, they are limiting themselves and competing for only 5 percent of the world's customers. Entrepreneurs who have expanded their international markets realize the strong benefits, including going direct to the foreign retailer/Internet sites or using a distributor. Today, Europe and Asia are craving apparel labels that represent the California lifestyle and also manufacture their products in the U.S.

For example, U.S. exporters need to understand that each country in the European Union represents different subcultures in terms of customer sizing, color preferences and paying habits. Also, the U.S. exporter needs to identify a contact person who is able to answer any questions about rules and regulations of the country they are planning to sell into. Finding and developing a close relationship with a specific contact within the Commercial Service at the U.S. Department of Commerce and with its customs broker is a first step to starting the export process. The Gold Key Program at the Commercial Service charges a nominal charge, and the U.S. government will provide data and vet buyers for the U.S. exporters. The current administration has placed a high priority on assisting U.S. companies to export and, in turn, increase jobs in the U.S.

The U.S. exporter should also be cautious about knockoffs. The European Union has tougher intellectual-property laws than the U.S. in terms of protecting designers. China is an entirely different story.

Many shrewd young contemporary designers are initially power branding their image/lifestyle in Europe and parts of Asia by selling to key accounts in that region. U.S. retailers visit those foreign accounts to scope out new directions and lines so that they can contact these U.S. designers to buy their merchandise at home, in the U.S. ●

Avery Dennison Opens RBIS Design Center in LA's Arts District

Apparel designers, retailers and manufacturers looking for branding inspiration have a new resource in the Arts District in downtown Los Angeles with the opening of **Avery Dennison Corp.'s Retail Branding and Information Solutions (RBIS) Customer Design and Innovation Center**.

On Sept. 25, the RBIS team hosted a party to celebrate the opening of the 15,000-square-foot space. Guests had a chance to tour the facility, which houses a library of branding and research materials. Visitors can browse through RBIS's custom embellishments and analysis tools to help create "intelligent, creative and sustainable designs that help communicate the power of their brand." There's also a ping-pong table downstairs and views of LA's burgeoning Arts District on the second floor.



RBIS team members can work with companies to create innovative branding solutions for their products.



The ribbon and labeling materials library at the Avery Dennison RBIS Customer Design and Innovation Center

Shawn Neville, president of Avery Dennison RBIS, said he wants the new design center to help companies explore "the future of mass customization" and "inspire them to push the envelope."

According to Neville, apparel represents 3 percent of all consumers' purchases, and that's something he hopes to help change by encouraging apparel makers to step up their branding by creating "innovative and unique packaging, labeling and embellishments."

"We want to push every brand to create something exciting," he said. "We're a branding company, not a labeling company."

Visitors to the space can see some of Avery Dennison RBIS' new and propriety technologies, such as **AgilityStretchable Blocking Black**, a proprietary heat-transfer technology that eliminates excess dye and discoloration in sublimation-printed fabrics without impacting stretch and recovery. The company's **Denim Durable** solution is applied to pocket materials prior to washing and finishing, which allows the brand to affix a permanent logo to a pocket. Denim Durable solution gives manufacturers the opportunity to brand a product without using removable tags or labels.

Avery Dennison RBIS also has sustainable

solutions for packaging for apparel, footwear and accessories, such as a plant-based bioplastic, which can be used in place of petroleum-based polyethylene (PE). The company also can create branding products with 100 percent recycled polyester yarn and **Forest Stewardship Council (FSC)**-certified paper. All of these are showcased at the LA design center, along with Avery Dennison's **Greenprint** tool, which helps customers understand of the environmental impact of their branding and packaging.

"The CDIC is a place where our customers can integrate art, science and sustainability through our proprietary trends and creative services while leveraging our leading edge capabilities, including brand protection, RFID and high-definition digital graphics," Neville said.



The LA Design Center's denim inspiration room



The Avery Dennison RBIS Customer Design and Innovation Center library



Shawn Neville, president of Avery RBIS

"We do this through the lens of our Greenprint sustainability tool, which helps customers reduce their environmental impact."

The Los Angeles Design Center joins Avery Dennison's two existing Design Centers. The Miamisburg, Ohio, center, which opened in 2010, focuses on information solutions, such as RFID (radio-frequency identification). The Sprockhövel, Germany, center, which opened in 2011, showcases all of the RBIS capabilities and served

as the model for the LA center, which features specific spaces dedicated to denim, surf and active apparel.

"Our new center in the heart of Los Angeles gives Avery Dennison RBIS a strong platform to partner with the unique California design community and helps elevate all aspects of apparel and footwear branding," said Deon Stander, vice president and general manager, global commercial and innovation, Avery Dennison RBIS.

The new space, which is now the base for about 30 RBIS employees, was also designed with the entire Avery Dennison team in mind, Neville said.

"It's also for our people," he said. "I want them to be inspired."—*Alison A. Nieder*

Calendar

Los Angeles Fashion Week Calendar: Spring 2015 Collections

Los Angeles Fashion Week runway shows get underway on Oct. 8. Events and details are still being finalized. We will add events to the online calendar at *ApparelNews.net* as they are announced. Please note most Fashion Week events are invitation-only unless otherwise specified. Additional details can be found at *www.fashionweekla.com*.

Oct. 8

Odylyne runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
5 p.m.

Open Runway Runner Up: L'enfant Terrible runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
1.30 p.m.

Open Runway Winner: Sania Josiah runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
2 p.m.

Sauri runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
4.30 p.m.

Stella Proseyn runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
4 p.m.

William Bradley runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
3 p.m.

Oct. 9

Colton Dane runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
2 p.m.

Linden runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
1.30 p.m.

Rochelle Carino runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
1 p.m.

That's Totally Fine by Rose La Grua runway show

Los Angeles Fashion Council
Maker City LA
For information: *fashionweekla.com*
3 p.m.

Galina Sobolev, Sea of Pearls LA, FBF By Checka, Nina B. Roze and Andre Soriano runway shows

Day to Night at the W Hollywood in Association with Dress For Success
W Hollywood Hotel
6:30 p.m. (red carpet), 8–11:00 p.m. (runway shows)
For information: *www.parkerwhitaker.com*

Oct. 11

Mike Vensel informal presentation

Concept Los Angeles
ACE Museum
For information: *conceptshows.com*
6 p.m.

Mathiasen informal presentation

Concept Los Angeles
ACE Museum
For information: *conceptshows.com*

com
6 p.m.

J Burgos informal presentation

Concept Los Angeles
ACE Museum
For information: *conceptshows.com*
6 p.m.

Emily Daccarett runway show

Concept Los Angeles
ACE Museum
For information: *conceptshows.com*
7 p.m.

CM2K informal presentation

Concept Los Angeles
ACE Museum
For information: *conceptshows.com*
8 p.m.

Alexandrino informal presentation

Concept Los Angeles
ACE Museum
For information: *conceptshows.com*
8 p.m.

Aeneas Elrking informal presentation

Concept Los Angeles
ACE Museum
For information: *conceptshows.com*
8 p.m.

The Italian Cultural Institute presents: Prelude for a Symphony in Black by Matteo Levaggi | Corpicrudi with a live performance by Von Haze featuring designs by Frances Caine

Concept Los Angeles
ACE Museum
For information: *conceptshows.com*
9 p.m.

Art Hearts Fashion Art Hearts Fashion in Support of AIDS Walk LA opening reception featuring fashion installations by Kicka Custom Designs, Dan Richtars and ViggoFashion.com

W Hotel Hollywood
For information: *rsvp@artheartsfashion.com*
6 p.m. (doors open)

Oct. 12

Designer Showcase featuring ViggoFashion, Dan Richtars, Courtney Allegra, Kami Shade' and Consort 62

Art Hearts Fashion Art Hearts Fashion in Support of AIDS Walk LA
W Hotel Hollywood
For information: *rsvp@artheartsfashion.com*
7 p.m.

Designer showcase featuring Tumbler and Topsy, Hallie Sara, Walter Mendez, Tribute To Couture with Jun Escario, Maya Hansen and Zhang JingJing Art Hearts Fashion Art Hearts Fashion in Support of AIDS Walk LA

W Hotel Hollywood
For information: *rsvp@artheartsfashion.com*
9 p.m.

Oct. 13

Designer showcase featuring Artistix Jeans, M The Movement and more to be announced

Art Hearts Fashion Art Hearts Fashion in Support of AIDS Walk LA
Taglyan Cultural Complex
For information: *rsvp@artheartsfashion.com*
7 p.m.

Oct. 14

All Aboard...LA's Fashion Platform, featuring Love on a Hanger From Stony, Stop Staring!, Sam & Lavi, Johnny Was, CWST, Becca Swimwear, Marika Kenson and the winner of the Moss Adams Fashion Innovator Award and Emerging Designer of the Year, presented by Fashion Business Inc.

Union Station
6 p.m. (red carpet), 7:30 p.m. (runway show)
For information: *cdavis@muchandhousepr.com*

Designer showcase featuring Mister Triple X, R'Michelle, MT Costello and Michael Costello Art Hearts Fashion Art Hearts Fashion in Support of AIDS Walk LA Taglyan Cultural Complex

For information: *rsvp@artheartsfashion.com*
9 p.m.
Project Ethos fashion, art and music supporting Stand Up to Cancer
Featuring Nicole Miller, Chynni, MS Scandal, Isabel Vianey, Amour Swimwear, Ashley Michaelson Collection, Liberty Garden, Oober Swank and Tandy Stone runway shows

Avalon Hollywood

7 p.m. (doors open), 8 p.m. (emerging designers runway shows), 11:30 p.m. (Nicole Miller show)
Cost: \$20–\$30 for general admission, \$60–\$100 for VIP tickets
For information: *projectethos.tv*

Oct. 15

Sue Wong "Fairies and Sirens" Spring 2015 runway show

Style Fashion Week LA
L.A. Live
5:30 p.m. (red carpet), 7 p.m. (fashion show)
For information: *sara@suewong.com*

Oct. 17

Maggie Barry runway show

LA Fashion Corner
Boulevard 3
7 p.m. (red carpet), 9 p.m. (fashion show)
Cost: free before 8 p.m., \$10 general admission at the door until 10 p.m., \$20 general admission/after-party after 10 p.m., VIP tickets \$25 in advance, \$40 at the door
For information: *www.lafashioncorner.com*

Oct. 18

Los Angeles Fashion Week Design Competition Event featuring "Project Runway" winner Dom Streater's collection and the 10 LAFWDC finalists' collections

Cost: \$45 general admission, \$65 VIP
For information: *www.lafwdc.com*
7 p.m.

THERE'S MORE
on ApparelNews.net



FEMME SPORT

Sportswear takes a femme turn with floral prints, tennis skirts, matching sets and plenty of crop tops. Game on.—*N. Jayne Seward*



CYNTHIA VINCENT "Maxi Trench" (\$166). SAM & LAVI "Azalea" eyelet skirt (\$91). WHITNEY EVE "Windsor" crop top (\$23).

SAM & LAVI "Lexi" top in "Palm Drive" (\$72). J.O.A metallic short (\$23).



WHITNEY EVE "Golden Shower" top (\$56) and "Nuns Orchid" short (\$45).



THE FIFTH LABEL "Roadhouse Dress" (\$46).



SAM & LAVI “Evie” magma knit top (\$85) and “Tess” short in “Pansy” (\$67).



WHITNEY EVE “Awapuhi” top (\$36) and “Manfern” skirt in “Bungalow” (\$63).



ERIN KLEINBERG “The Lolla” tunic (\$130). AGAIN “Alejandro” tennis skirt (\$270).



OUT INCORPORATED “Femme Fatal Bodysuit” (\$113). MCGINN “Axton” bomber jacket (\$90).

DIRECTORY:
Please note all prices are wholesale.

AGAIN, Los Angeles, (213) 599-3128; CYNTHIA VINCENT, Cooper Design Space, #422, (213) 225-2687; ERIN KLEINBERG, The Lady Liberty Building, #201, (213) 955-6116; J.O.A, Cooper Design Space, #1130, (213) 243-0741; MCGINN, The New Mart, #700, (213) 229-8700; MI-PAC, CMC #B479, (408) 507-0002; OUT INCORPORATED, Newport Beach, Calif., (310) 948-8838; SAM & LAVI, The Lady Liberty Building, #201, (213) 955-6116; THE FIFTH LABEL, Cooper Design Space, #1130, (213) 243-0741; WHITNEY EVE, The New Mart, #700, (213) 229-8700

PHOTOGRAPHER: LESA AMOORE/WWW.LESAAMOORE.COM; CREATIVE DIRECTOR/STYLIST: N. JAYNE SEWARD/WWW.NORMAJAYNE.COM; MODEL: KATRINA HUNTER with WILHELMINA LOS ANGELES; MAKEUP: GARRET GERVAIS at OPUS BEAUTY using MAC COSMETICS; HAIR: ASHLEY LYNN HALL at ONE REPRESENTS using AMIKA; PHOTO ASSISTANT: GABRIEL SALAZAR

Amour Vert: Making Eco Fashion Stylish and Profitable

By Andrew Asch Retail Editor

San Francisco-based **Amour Vert**'s creative director, Linda Balti was invited to become a member of the **Council of Fashion Designers of America** recently, and Balti has an official green light to hob-nob and possibly brainstorm with celebrated designers in CFDA, such as Mary-Kate Olsen, Calvin Klein, Tom Ford, Juan Carlos Obando and Shea Parton of downtown Los Angeles-based brand **Apolis**.

But the CFDA invite also could be a vote of confidence in Amour Vert's particular niche—sustainable fashion. It's a category that some saw as being unable to mount a comeback since its major surge of activity before the Great Recession. Others say that fashion with a sustainable edge went beyond a niche category long ago and has become mainstream. Powerful retailers such as **Walmart** sell clothes made out of organic cotton, and **H&M** produces and sells special eco collections.

Christoph Frehsee, Amour Vert's chief executive officer and Balti's husband, said that CFDA membership also happened to present an opportunity to show what he believes is the real eco fashion.

"There are urban legends out there, and we are proving them wrong," Frehsee said. "Eco is itchy and looks bohemian is one legend. We are proving that sustainable clothing can be totally fashionable."

Fashion and sustainability will be in demand, Frehsee said. "Consumers will demand more responsible products," he said. "Millennials are asking for aspirational and responsi-

ble product. Only the companies that authentically respond to new demands will succeed in the 21st century."

Eco fashion started to increasingly register on the apparel business's radar screen at the turn of the 21st century. Many small, independent fashion businesses did research and development for the category and produced sustainable lines. Many of these indie companies went out of business after the Wall Street meltdown of 2009, but Rob Jungmann, founder of hemp line **Jungmaven**, said the fashion world took notice of the category. Fashion with a sustainable edge became part of many prominent lines' collections.

"In the early '90s, [eco fashion] looked like Rastafarian coffee-bag hemp. By 1999, we started seeing more taste. It has arrived in the past three years. It's a lot more mainstream. It is what needed to happen," he said. Jungmaven-brand T-shirts have recently been placed at **Nordstrom's Pop-In @ Nordstrom** shops.

Amour Vert is the first fashion venture for Frehsee and Balti. They met while working defense-industry jobs in Europe. Balti wanted to make eco clothes that she would want to wear. Both wanted to make a point that the apparel business could operate in a much more environmentally friendly way. They moved to San Francisco and started learning the business.

By 2014, Amour Vert was enjoying success. Frehsee said that the company had doubled its

staff to more than 25 employees in the past year. In summer, about the same time they got the CFDA invitation, they opened a boutique in San Francisco's Hayes Valley neighborhood. The boutique received a lot of press from Bay Area fashion bloggers. Frehsee plans to open more boutiques in the next few years.

The line's look is a sporty casual, Balti said. The line is made eco-friendly because of the materials the line works with and how it is made. Its pieces are constructed out of eco-friendly material such as organic cotton and a ponté fabrication made out of wood pulp. The company lowers its carbon footprint by producing domestically. The label's garments are sewn in factories in San Francisco, cut in Oakland and knit in Los Angeles. It transports fabrics from Los Angeles to the Bay Area through a partnership with a Northern California wine company. In the past, the wine company's trucks would drop off wine in Los

Angeles and return to San Francisco with no cargo. Now it makes return trips with Amour Vert fabrics.

Amour Vert also works with factories that waste as little fabric as possible, Frehsee said. The factories also pay their workers relatively high wages, he added.

Amour Vert's wholesale price points range from \$30 to \$75 for its T-shirt line and \$65 to \$150 for its collection.

"It is not more expensive to be sustainable," Balti said. "Wasting less means running a business under a lean supply chain and getting good margins."

Amour Vert also started a tree-planting program. With a purchase of an Amour Vert T-shirt, the brand plants a tree in the U.S. The label partnered with **American Forests**, a nonprofit company that advocates for expansion of forests. By 2015, the brand forecasts, it will plant 100,000 trees. ●

ARTURO TORRES



NEWS

American Apparel Names Interim CEO and CFO

American Apparel Inc. has a new interim chief executive officer and a new chief financial officer following the resignation of John Luttrell, who took over the two positions in June after the company's board asked founder Dov Charney to step down.

Scott Brubaker, who is a managing director at business management advisory firm **Alvarez & Marsal**, has been named interim CEO, and Hassan Natha has been named executive vice president and chief financial officer. Natha served as chief financial officer at **Fisher Communications Inc.** and **Jones Soda Co.**

and spent 10 years in finance and operations at **Nike's Bauer Nike Hockey Inc.**

Like Luttrell before him, Brubaker "affirmed his support for American Apparel's sweatshop-free, 'Made in USA' manufacturing philosophy and commitment to maintain the company's manufacturing headquarters in Los Angeles," according to an American Apparel statement.

The company also promoted longtime employees Patricia Honda and Nicolle Gabbay to president of wholesale and president of retail, respectively.—Alison A. Nieder

ASHER
fabric concepts
www.asherconcepts.com
sales@asherconcepts.com
323.268.1218

Fabric made of luxurious fibers with love in California.

cmc

california | market center

OCTOBER 12-15, 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

**LA MEN'S
MARKET**

OCT 13-14 | MON-TUE

OVER 90 KEY MENSWEAR BRANDS

LAMENSMARKET.COM



CALIFORNIAMARKETCENTER.COM

LA'S HUB OF THE STYLE INDUSTRIES. 9TH & MAIN. DTLA. 213.630.3600

LA Textile Show *Continued from page 1*

Phil Fox, owner of Los Angeles-based **Fox Fabrics**, returned to the show after several years to show his collections of high-end fabrics from Italy, Japan and China.

"It's been quite good," Fox said on the last day of the show. "Yesterday at 2 p.m., it was standing room only."

Fox estimated that he saw more than 90 companies at the show, including a mix of key accounts and potential new ones.

"Trade shows never hurt," he said.

Studio Bert Forma was another company showing again after several seasons away. Kevin Maldonado, co-owner of the Los Angeles-based company, said the show was a good opportunity to showcase the company's stock **Tencel** denim yardage.

"The biggest thing for me is [promoting the LA stock] and meeting with people I haven't seen in a long time," Maldonado said, just as designer Peter Cohen walked into the showroom.

Warren Zaretsky, vice president of sales with Los Angeles mill **Mansfield Textile**, was another returning exhibitor after several years away.

The first day was slow, Zaretsky said, but after sending out a few emails to several customers, the second day of the show was "fabulous."

Mansfield's business has grown 20 percent, Zaretsky said. The company recently added several jacquard machines and has been doing well with low-gauge sweater knits. "They're on fire," he said. "It's not just for sweater lines. They're being used for casualwear and coverups."

The athleticwear trend is also helping drive business for Mansfield's activewear fabrics made from Tencel, **Supima** and bamboo.

Not as many first-timers

Many exhibitors said the show attracted fewer start-up companies than in past years.

"The last show we saw a lot of new companies. This show,

it's a lot of current accounts," said Gina Valdez, who represents U.K.-based **Liberty Art Fabrics**, which was showing in the European Collections Pavilion.

"It was a bit slow on Monday, but that's to be expected," she said, adding, "It was rather busy on Tuesday."

Valdez said designers were looking for newness but were still very price-conscious.

"I feel everyone is being very conservative again," she said.

Returning exhibitor Josi Severson also noted a change in

time," he said. "You never know what's going to happen just by having a conversation. You learn what's new, what they're looking for, what the business conditions are."

Andy Long, vice president of sales and marketing for **Tuscarora Yarns**, said after a slower-than-expected start on Monday that he and his team contacted some key clients and invited them to the show.

"That's made it worthwhile," he said on the second day of the show, adding that several booked appointments for the last day, as well.

"If I can come to LA and see [several customers] in one place, that's great," he said.

Long said trends are "all over the map," but added, "The one common current we see is texture, whether that's physical or visual or what we call color texture."

Another new development on the horizon is coarser-weight fabrics after years of finer-weight fabrications.

"They're asking, 'Can you make it in 16-, 12-, 14-[gauge],' which we haven't had in a while," he said, adding that Tuscarora has added more spinning frames in the last year to keep up with demand.

Buhler, Tuscarora, Mansfield and Studio Bert Forma were part of a group of 23 companies showing in the Lenzing Innovation Pavilion, organized by **Lenzing**, the maker of Tencel and **Lenzing Modal**.

Return of the Korean Pavilion

After a season away, **Global Korea Textile Week** returned to the CMC's Fashion Theater. Organized by **KOTRA** (the Korean Trade-Investment Promotion Agency), the show featured nearly 20 Korean textile resources.

For D. H. Kong, president of **A Jin Corp.** in Kyeong-Do, Korea, this was the first time showing at the Los Angeles textile show although his company already works with several West Coast apparel makers.

Kong said he met several potential customers for his company's textiles, which include lace, jacquards and prints

➔ **LA Textile Show** page 17



TREND SCOUTING: Large brands and independent designers were among the attendees at the Los Angeles International Textile Show, where exhibitors reported stronger traffic on the second and third days of the show.



the turnout at the show.

"You're used to talking to new companies starting out, and it feels like I'm not even seeing many of those," she said on the second day of the show. "At the last show I had so many more contacts by now. But today is busier than yesterday. There's been a decent flow of people."

David Sasso, vice president of sales for **Buhler Quality Yarns**, also noted that apparel makers have become more cautious.

"Everybody is controlling inventory," he said. "There are no projections. They want to know what's the price."

Still, Sasso said, the show provided important insight into his customers' business.

"The nice thing about the show is getting to see the regulars, and it's an opportunity to see our customers at one

Gateway



Trade Funding



Helping clients in the apparel industry
fulfill orders and fund imports.

For information about how we can help, contact:

Thomas Novembrino - 714-671-0999

tnovembrino@gatewaytradefunding.com

www.gatewaytradefunding.com



Accessorize.

Limit your exposure to past due invoices. Bibby Financial Services provides a cash flow boost to help you take advantage of growth opportunities.

FUNDING THAT'S GOT YOU COVERED:

- › 24-hour funding on invoices
- › Credit management and collections
- › Facilities from \$250k up to \$12 mm
- › Local decision-makers and one point of contact working alongside you
- › Export finance and purchase order finance available

www.bibbyusa.com
or 877-88-BIBBY

BIBBY
FINANCIAL SERVICES
Your Apparel Finance Experts

Fashionable Fundraising and Casino Games at Fashion Industries Guild Gala

Members of the fashion and textile industry turned out on Sept. 20 at the **Dorothy Chandler Pavilion** in Los Angeles to raise funds for the **Fashion Industries Guild Congenital Heart Laboratory** and the **Hal Kaltman Fashion Industries Guild Congenital Heart Research Endowment** at **Cedars-Sinai Medical Center**.

Organized by **Fashion Industries Guild of Cedars-Sinai** and dubbed the Black Tie or Spy Gala, the event kicked off with casino-style gaming played with Fashion Industries Guild-issued play money, followed by dinner, a comedy routine by Judy Tenuta and dancing to music provided by the **Citrus College Nightshift** band.



Carol Sachs Goldman and Michael Goldman

The event was dedicated to Charles F. Simmons Jr., MD, the chairman of Cedars-Sinai's department of pediatrics and director of the hospital's neonatology division.

Howard Leeds, who introduced Simmons, called the doctor a part of the apparel-industry family. In accepting the honor, Simmons said, "This organization means a tremendous amount to me and to the children in Southern California."

Chemistry and technology entrepreneur Michael Lefenfeld was the gala's honoree. 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.

"I think I'm the first science nerd to be up here," Lefenfeld said, adding that "this charity has been fantastic" and pledging to continue raising funds for this year's projects.—*Alison A. Nieder*



Charles Simmons Jr. and Howard Leeds



Michael Lefenfeld



Ilse Metchek and Vera Campbell



Diane and Steve Marienhoff



Steve Needleman and Jessica Needleman Lewenzstain



Eileen Ellis and Denis Cronk



Roberta and Dan Sassower

TRADE SHOW REPORT

LA Textile Show *Continued from previous page*

in cotton and polyester.

Steve Barraza, owner and chief executive officer of Los Angeles-based **Tianello**, was browsing the lines in the Korean pavilion on the hunt for knits and silks. Barraza said his company buys a lot of fabric from Korean mills but added that he was at the LA textile show on the hunt for more Los Angeles resources, as well.

Growing interest in USA

Both Buhler's Sasso and Tuscarora's Long noted a growing interest from large companies in producing in the U.S. or in the Western Hemisphere.

"We're getting hints of inside information about tremendous programs coming to this hemisphere," Sasso said. "What's driving that? The answer is speed—speed within reason. And they're willing to pay more—but not that much more—for it. When you start calculating it out, the real cost between East and West is not that far apart." ●



Getting you back in fashion

The right lender makes all the difference.

Timely funding and premium Factoring services with the excess capacity to provide credit coverage.

If you've outgrown your current lender, are looking to stage a turnaround, or need greater flexibility, you need a working capital solution from First Capital. A team of dedicated professionals understand your business goals and have the expertise to help you achieve them.

Local Factoring solutions for designers, manufacturers, distributors & more

FIRST CAPITAL
First Capital Western Region, LLC
FirstCapital.com



Ramsey Naber
213-412-1555



Tom Sullivan
213-412-1545

Labels, Patches & Paper Tags

Fashion Karma Created Daily!

Bracelets

Jeans Buttons

Medallions

Charms

Come visit our factory in China!

U.S.A. +1 213 688 8550
Showroom: 910 S. Los Angeles St., Suite 405, Los Angeles, CA 90015 USA
Factory: Shigu Industrial Zone, Nancheng, Dongguan, Guangdong, PC 823070 China
www.trimnetworks.com ae@trimnetworks.com

PROGRESSIVE LABEL INC.

LABELS • HANG TAGS • LOOKBOOKS • HARDWARE • & MUCH MORE

WWW.PROGRESSIVELABEL.COM

{323} 415.9770

2545 YATES AVE • COMMERCE, CA 90040

Specialty Printing & Imaging Technology

SGIA EXPO

Las Vegas, NV • October 22–24, 2014

Everything goes. Anything is possible.

Las Vegas and the SGIA Expo have this in common: Everything goes, and anything is possible. The industry's most diverse group of educated attendees comes together each year for the annual Expo, and industry leading exhibitors pack the trade show floor with equipment, innovation and solutions.

It's the only place to see the latest imaging techniques, newest technologies and cutting-edge industry applications.

Sign up to be notified when registration opens, and get ready for your Expo experience in Vegas, baby.

"One of the best shows I've ever been to."

Vegas 14

SGIA.org

Everything goes. Anything is possible.

Platinum Sponsors: AGFA, durst, efi, FUJIFILM, hp, SII, Baby International USA

Gold Sponsors: INX International Ink Co., Marabu North America LP, Mimaki USA Inc, Roland DGA Corporation, STANIS

REGISTER NOW at SGIA.org

RETAIL Q&A

Sundance

Continued from page 1

Today, in addition to the catalog, the company operates retail boutiques in Lone Tree, Colo., and Corte Madera, Calif., as well as an outlet store in Salt Lake City.

California Apparel News Executive Editor Alison A. Nieder recently caught up with Sundance Catalog Chief Executive Officer Matey Erdos to talk about the company's customers, its unique product mix and its plans for the future.

Who is the Sundance shopper?

She has great personal style that is ageless, unique and artistic. She is geographically diverse in her location and aspires to hold the Sundance lifestyle and values of independent and creative expression in her life.



Matey Erdos

How does Sundance source the product it carries?

With a very curatorial eye. We source our products through our long-standing relationships with select designers and artisans from all over the United States and the world. At the same time, we are always looking for what is new and undiscovered.

Does the company view itself as a catalog retailer first and then an e-commerce retailer? Is there a distinction between the two?

Sundance views itself as an aspirational-lifestyle multichannel retailer across catalog, Web and retail. Each channel is as critical as the other as we market to our customer through an omni-channel customer experience. While the business launched 25 years ago as a cataloger, our customers have evolved as a Web-savvy consumer who chooses to transact frequently on the Web and on multi devices. While the catalog is a key driver to the Web, we see the e-commerce platform as a tool for merchandising, marketing and customer service that goes beyond what the pages of the catalog can achieve.

Has it changed in recent years?

Our customers' expectations and shopping behaviors have changed, and that directly places pressure on technology and data-analytics requirements. Our customers are gravitating toward the Web at a far

faster pace than previous years and, in particular, across devices. Developing state-of-the-art systems and analytics, which enable us to offer our customers a seamless and fast experience, is simply critical in creating and preserving customer loyalty.

How do the company's bricks-and-mortar stores fit into the overall business?

The retail experience is a natural extension of the direct side of the business, bringing the Sundance brand and lifestyle to life. Retail expansion beyond our two existing full-price stores is definitely in our future plans.

Are there specific challenges to catalog retail that differ from traditional bricks-and-mortar retail?

There is always the challenge of free shipping that haunts many catalogers. While this is a real cost to the company, there are several customers that steer clear of purchasing through the direct channel.

What advantages does having three channels—catalog, email and boutiques—give you over retailers with one or two channels?

Our brand awareness can be greatly enhanced by achieving a greater footprint in bricks and mortar, as well as enhance the catalog reach to new potential customers in that trade area. They both can work symbiotically with a targeted marketing and merchandising strategy. Three channels also enable us to support a greater omni-channel experience.

Many California brands sell to Sundance with success. What advice do you have to apparel and accessories designers looking to sell to Sundance?

Keep it special, unexpected and of great quality. ●

Statement of Ownership, Management, and Circulation				13. Publication Title: California Apparel News		14. Issue Date for Circulation Data Below: September 28, 2014	
(Requester Publications Only) 1. Publication Title: California Apparel News 2. Publication Number: 0 0 0 0 0 0 0 0 3. Filing Date: Oct. 3, 2014 4. Issue Frequency: Weekly 5. Number of Issues Published Annually: 52 6. Annual Subscription Price (if any): \$89.00 7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®): California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079 8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer): California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank): Publisher (Name and complete mailing address): Terry L. Martinez, TLM Publishing Inc, California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079 Editor (Name and complete mailing address): Alison A. Nieder, TLM Publishing Inc, California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079 Editorial Director (Name and complete mailing address): Alison A. Nieder, TLM Publishing Inc, California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079							
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.) Full Name: Terry L. Martinez, TLM Publishing Inc, California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079 Complete Mailing Address:				11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box Full Name: Complete Mailing Address:		12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) Has Changed During Preceding 12 Months: No Has Not Changed During Preceding 12 Months: Yes PS Form 3526-R, August 2013 (Page 1 of 2) (Instructions Page 3) PSN: 7530-00-000-8855 Form 3526-R, August 2012 (Page 1 of 2) (Instructions Page 3) PSN: 7530-00-000-8855	
13. Publication Title: California Apparel News 14. Issue Date for Circulation Data Below: September 28, 2014 15. Extent and Nature of Circulation (Do not leave blank) a. Total Number of Copies (Net press run): 6,709 b. Outside County Paid/Requested Mail Subscriptions (Net press run): 1,414 c. Outside County Nonpaid/Requested Mail Subscriptions (Net press run): 1,217 d. Outside County Nonpaid/Requested Mail Subscriptions (Net press run): 3,881 e. Outside County Nonpaid/Requested Mail Subscriptions (Net press run): 16 f. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4)): 6,028 g. Total Nonpaid/Requested Circulation (Sum of 15c (1), (2), (3), and (4)): 6,404 h. Total (Sum of f and g): 12,432 i. Copies not Distributed (See Instructions to Publishers #4, page 43): 76 j. Total (Sum of h and i): 7,756 k. Percent Paid and/or Requested Circulation (15c divided by f times 100): 78%				16. X Total circulation includes electronic copies. Report circulation on PS Form 3526-X. 17. Publication of Statement of Ownership for a Requested Publication is required and will be printed in the October 3, 2014 issue of this publication. 18. Signature and Title of Editor, Publisher, Business Manager, or Owner: 9/29/14			

FCI Hosts Fall '14 Student Collections

Fashion Careers International, the downtown Los Angeles design school that specializes in short-term training, hosted **Fashion Tribes**, a runway event featuring the Fall '14 collections of several FCI students.



Jacquie O

Held Sept. 18 at the **Church of Scientology's Celebrity Centre International** in Hollywood, the show featured the work of nine designers showcasing everything from sportswear and dresses to menswear, bridal and evening apparel.



Kentaro Kameyama



Ani Hovsepyan



Alexis Paul



Ariel Faulmino



Cecilia Garcia



Sophie Elly



Hans Velasquez



Yocheved Deutsch



Niyah Diamond

Apparel News Group



1945-2014
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
NOEL ESCOBAR

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.



CALIFORNIA LABEL PRODUCTS

www.californialabel.com | 310.523.5800



BRAND
IDENTITY



From Design
to Delivery
Worldwide



ORGANICS



SERVING ALL
YOUR
LABEL NEEDS!

SO GREEN
Congrats! You have
green.

eco friendly available

CONCEPT
LOS ANGELES | ACE MUSEUM



SPRING SUMMER 2015 COLLECTIONS
SATURDAY OCTOBER 11TH / ACE MUSEUM
WWW.CONCEPTSHOWS.COM



**Print +
Online + Archives
= Total Access**

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

FINANCE RESOURCES

BBCN Bank (BBCN)

Trade Finance Center
3267 W. Olympic Blvd. Los Angeles,
CA 90006
213-235-3220
Contact: Yeong Gwon Pak at
YeongGwon.Pak@BBCNBANK.COM /
Brian Kim at Brian.Kim@BBCNBANK.
COM
www.BBCNbank.com

Products and Services: Headquartered in Los Angeles, for more than 28 years BBCN Bank has been serving the Korean-American, as well as a diverse mix of clients mirroring its communities at 55 service branches and loan production offices in California, New Jersey, New York, Washington, Illinois, Colorado, Texas, Georgia and Virginia. As the nation's leading Korean-American bank, with \$6.9 billion in assets (as of June 30, 2014), BBCN specializes in core business banking products for small- and medium-sized companies, with an emphasis in commercial real estate, business lending, SBA lending, and international trade financing. BBCN was named by Forbes in 2013 & 2014 to its Best Banks in America list, and is ranked among the top 10 SBA 7(a) lenders in the U.S. BBCN Bank is a California State chartered and FDIC-insured bank.

Bibby Financial Services

3027 Townsgate Road, Suite 140
Westlake Village, CA 91361
(877) 88-BIBBY Fax: (805) 446-6112
www.bibbyusa.com
sales@bibbyusa.com

Products and Services: Bibby Financial Services is a worldwide market leader in business cash-flow solutions to small and medium-sized companies. With offices in eight North American cities

and 14 countries around the world, its product portfolio includes accounts receivables finance, purchase order finance, and specialist expertise in the apparel industry. It is an approved lender for the Export-Import Bank's working capital guaranty delegated authority program. Bibby Financial Services is a subsidiary of a 204-year-old privately held company based in the United Kingdom. Whether you are a start-up or an established company with sales volumes over \$60 million, Bibby Financial Services can offer you fast, flexible funding solutions to help grow your business.

First Capital Western Region, LLC

601 S. Figueroa St., Suite 3460
Los Angeles, CA 90017
(213) 412-1540
Fax: (213) 412-1541
www.FirstCapital.com
RGarber@FirstCapital.com
Contact: Ron Garber

Products and Services: First Capital's Western Region is a specialized commercial finance company positioned to enable entrepreneurs to achieve their goals through working capital lines of credit in the form of factoring agreements and inventory loans. Our team of professionals is committed to understanding your business plan and providing timely and consistent funding decisions. Our size and scope make First Capital the preferred working capital partner—small enough to build deep personal relationships and big enough to deliver the ideal solutions.

Gateway Trade Funding

431 West Lambert Road
Suite 309
Brea, CA 92821
Contact: Thomas A. Novembrino
(714) 671-0999
www.gatewaytradefunding.com

Products and Services: We customize financing programs to meet the unique needs of our clients. Our focus goes beyond the company's current financial statements. We dedicate time and effort to learn about the business of our clients and their distinctive requirements. Our staff is committed to responding quickly to client requests. Integrity, discretion, responsiveness and creativity are our touchstones. When you are ready to talk to financial experts who are willing to listen to you and see the potential of your business, choose Gateway Trade Funding as your financial partner. Gateway's management team has extensive experience in national and international trade finance, and commercial banking.

Goodman Factors

3010 LBJ Freeway, Suite 140
Dallas, TX 75234
(972) 241-3297 Fax: (972) 243-6285
Toll-free (877) 4-GOODMAN
www.goodmanfactors.com
Contact: Jessie Valdivia or Bret Schuch
Products and Services: As the oldest privately held factoring company in the Southwest, Goodman Factors provides recourse and nonrecourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$2 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small



STYLE
FashionWeek

Presented By
LE JOLIE

SAVE THE DATE
October 15th-19th 2014

LA LIVE Los Angeles
www.stylefashionweek.com

 **LUX LOUNGE EFR** **PRIVE** **DHL** **HONDA**

size and centralized-management philosophy, its clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions.

Merchant Factors Corp.

800 S. Figueroa St., Suite 730
Los Angeles, CA 90017
(213) 347-0101
Fax: (213) 347-0202
www.merchantfactors.com
Contact: Donald Nunnari, regional manager
dnunnari@merchantfactors.com
Products and Services: Merchant Factors Corp., conveniently located near the garment center, offers traditional non recourse factorof credit. Our local management team offers very quick responses to all inquiries and flexibility to meet our clients' needs. Established in 1985 with offices in Los Angeles and New York, we pride ourselves on strong client relations.

Prime Business Credit

1055 W. Seventh Street, Suite 2200
Los Angeles, CA 90017
(213) 225-1000
Fax: (213) 225-1090
benc@pbcusa.com
www.pbcusa.com
Contact: Ben Cho
Products and Services: Prime Business Credit, Inc. (PBC) is a leading provider of factoring and trade solutions for small to mid-size businesses looking for a factor capable of handling annual sales volume of up to \$50 million. Established in 1999, PBC has two offices located in the financial and fashion district in downtown Los Angeles and one office in New York. Though specializing in servicing clients from the apparel and textile industry, PBC's clientele list includes firms from multitude of industries. For the past

15 years since inception, PBC has grown substantially each year with factoring volume exceeding \$700 million annually. PBC acquisition of Asiana Capital, a factoring/finance company, specializing in financing for the small business community, has expanded our ability to provide services to more clients looking to reach their full potential. Our #1 priority is to provide unmatched high-quality services to ensure our client's complete satisfaction with a vision towards a successful business relationship.

Rosenthal & Rosenthal

1370 Broadway,
New York, NY 10018
(212) 356-1400
Fax: (212) 356-0910
West Coast: 21700 Oxnard St., Suite 1880,
Woodland Hills, CA 91367
(818) 914-5904
Fax: (818) 710-7868
www.rosenthalinc.com
sbreuer@rosenthalinc.com
Contact: Sydnee Breuer
Products and Services: Celebrating our 75th year as an independent, family-owned factoring company with a large focus on the apparel industry, Rosenthal & Rosenthal understands our clients' business and is able to cater to the needs of our clients, including prompt turnaround on requests, flexibility in structure, and a user-friendly state-of-the art on-line client system. Services include factoring, credit protection, collection, cash application, lending services, and letters of credit. We were established in 1938, and 75 percent of our clients are apparel-related.

ECO RESOURCES

California Label Products

13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 523-5858
Contact: Tasha
www.californialabel.com
info@californialabel.com
Products and Services: California Label Products has continued to be a part of eco-friendly business and green marketing. Our eco-friendly products include natural-fiber labels and tags, such as cotton, canvas, twill and hemp. We have soy or water-based inks upon request. We use recycled papers for tags and recycled polyester for labels. We even have seed paper that grows! California Label Products is available to help you be part of the commitment to environmental change. We are always serving all your label needs worldwide. Call us for a quote or email us.

Oats Cashmere

Contact: Thomas Hayburn
(949) 394-2425
Thomas@twintigersltd.com
3334 E. Coast Hwy #256
Corona Del Mar, CA 92625
www.oatscashmere.com
Products and Services: Oats Cashmere is sourced from the thick fleece of the cashmere Pashmina goat. It is considered to be some of the world's finest cashmere. This luxurious fiber has inspired Oats Cashmere and is sought after by excited consumers who also want to be eco-chic. Cashmere goats are low-maintenance and thrive by free-grazing on natural pasture without chemicals, toxins or hormones. Producers encourage good health through their more holistic management practices. Goats are shorn or combed during their natural moulting season. Both methods are time consuming and tedious, which results in the typically higher cost of cashmere. The finest quality cashmere is based on yarn purity and tightness of the knit. The longer strands give the garment a flatter and tighter feel. Once the garment is washed, the strands get fuller and softer. You don't have to feel guilty about looking good when you dress in Oats cashmere with eco-friendly values.

Fashion Resource

for APPAREL, ACCESSORIES,
FOOTWEAR, PHOTOGRAPHERS
and PR FIRMS



LOUIS JANE
Eco-Couture designer collections and accessories MADE in LA in organic Louis Jane art textiles

Presenting the 2015 Collections:
Where Nature Meets Art

(626) 796-8333
www.LouisJane.com
Email: Wholesale@LouisJane.com
Social Media: LouisJaneDesign

For more information,
contact Terry Martinez
at 213-627-3737 ext. 213
or terry@apparelnews.net

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

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

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
bellasfashionocs@yahoo.com

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

GARMENT RACKS

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

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

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

MODEL SERVICES

Rage MODELS

"Real Models for Real Clothes for Real People!"

FIT MODELS

MODELS OF ALL AGES & ALL SIZES

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

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

FIT MODELS

FIT MODELS – ALL SIZES

Fit • Print • Runway • Showroom • Trade Shows

MAVRICK Models

323.931.5555

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

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

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

Next Week: LA Fashion Market Issue

OCTOBER 10
Cover: LA Runway
What's Checking
Surf Report
New Lines & Showrooms
Quarterly Financial Review
Industry Voices

with
Fashion Advertorial
and Education in Focus

BONUS DISTRIBUTION AT:
LA Fashion Market 10/12–15
Coeur 10/13–15
Designers & Agents LA 10/13–15
Lazr 10/13–15

Project Ethos 10/14
Style Fashion Week 10/15–19
Denver Apparel & Accessory
Market 10/17–20
Fashion Market Northern Calif.
10/19–21
Dallas Market Week 10/22–25
Concept LA

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

Jobs Available

WAREHOUSE ASSOCIATE

Los Angeles based manufacturing company seeks warehouse associate.

Shipping Responsibilities include but are not limited to:

- *Sales Order Picking and packing
- * Department store shipping experience required

Inventory and RA responsibilities:

- *Receive and process RA's
- *Maintain OTS inventory
- *Update inventory spreadsheet daily

Qualifications and Requirements:

- *Must have computer skills including MS office
- *WinFashion experience a plus
- *Good written, verbal and inter-personal communication skills
- *Minimum of two years recent experience
- *High School Diploma or equivalent
- *Capability of lifting up to 50 lbs.
- *Must have good math and analytical skills
- *Must be able to pass a background screening

Email resume to: customerservice@monrowattire.com

BCBGMAXAZRIAGROUP

SAMPLE MAKERS/ SAMPLE SEWERS

5+ yrs exp. Responsible to create samples of high quality garments. Must be able to work with: chiffons, silks, wovens, knits, and suiting

GRADER AND MARKER MAKER

5+ yrs exp. Responsible for completing all needed information marking and grading. Input information of fabric consumption. Create, modify and update grade rules, Create measurements for P.O.M. Must have exp using Accumark, GGT and/or other cut system.

SAMPLE CUTTER

5+ yrs exp. Responsible to cut all kinds of garments(tops, pants, skirts, jackets, shirts, dresses, shorts and coats). Must have knowledge of all types of fabrics and patterns.

2761 Fruitland Ave Los Angeles, CA 90058

employment@bcbg.com or Call: 323-476-4271

360SWEATER

CUSTOMER SERVICE

Rapidly growing Contemporary Knitwear Company based in Santa Monica is looking for a full time customer service person. Ideal candidate should be an energetic all around team player, have excellent verbal and written communication skills, an outstanding work ethic, and the ability to handle and prioritize a range of customer service responsibilities. Experience with Aims, Microsoft excel and Microsoft word is a plus.

Duties to include but not limited to:

- *International shipping/documents
- *Allocation
- *Order entry
- *Customer support
- *Returns
- *Invoicing
- *filing

Please send your resume to Jaci@360sweater.com

www.classifieds.apparelnews.net

Jobs Available

bebe

PRODUCTION SUPERVISOR LA STUDIO

The Production Supervisor manages both import and domestic production. Engages factories, contractors and suppliers to insure that each adheres to the bebe standards, policies, procedures and ensure timeliness and cost effectiveness. Requirements: AA or BA in Fashion preferred. 3-5 years exp as Production Assistant. Proficient in MS Office, Supply chain software usage and Momentis, LDS, PDM reporting.

To apply for this position, please visit our website at www.bebe.com. Click on our Careers page.

Apply to Req#14-0299.

Trim Supervisor Wanted!

Job Functions:

- Manage Trim Dept. purchase orders, set trims codes in the systems.
- Maintain and bring new trim suppliers a must.
- Follows up on incoming orders AS400 and PLM system experience a plus.
- Corresponds with vendors; provides excellent service and attention to detail for sales, design and production.

Job Requirements:

-5 year experience.

Competencies & Skills

- Strong communication skills including ability to work in a team environment, give honest and direct feedback
- Meets deadlines, prioritizes appropriately..
- Is accountable for results, approaches obstacles proactively and looks for ways to resolve problems and issues.

Email resumes to: corporatesourcing2166@gmail.com

Self Esteem

FIRST PATTERN MAKER

PAD Pattern System trained. Jrs fashion tops & t-shirts. Knits, wovens, cotton jersey, novelty knits, etc. Private Label & Branded accounts. Illustrator. Strong communicator. High-volume. Min 4 yrs exp.

Send resume to: tlamantain@selfesteemclothing.com

Robins Jean

RETAIL SPECIALIST

Must have 2 yrs. Experience with website & retail store orders, problem solving, internet sales, strong retail, computer, and great verbal and written communication skills. Must have AIMS, Magento, QuickBooks and POS experience to maintain inventory, & analyze sale reports.

Send resumes to: jobs@robinsjean.com or
fax: 562*231*0742

SENIOR DESIGN ASSISTANT

Los Angeles-based women's apparel manufacturer is looking for an experienced team player to manage all design-through-production related projects for its major private label customer, Chico's FAS, Inc. Since this is a senior level position, candidates MUST have proven experience working on product development and production for Chico's. To apply, send resume and salary history to jobs@xcvi.com

Jobs Available

sanctuary CLOTHING

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

SENIOR SALES EXECUTIVES - Junior & Kids Division

LA-based Jr Dress Manufacturer is seeking 2 dynamic Sales Executives to join their sales team. This is a great opportunity for performance-driven individuals who have strong backgrounds working with specialty chains and major department stores. Business savvy; and strong knowledge of current juniors trends.

- Proven ability to drive business
- Both analytical and creative, hardworking & innovative
- Ability to travel frequently

Please send your resume to: baileybluehr@gmail.com

Monique Lhuillier

PRODUCTION PATTERNMAKER

Min 5 yrs hi end garment constrn exp. req. Must possess excellent draping/tailoring skills, knowledge work w/ delicate fabrics (chiffon/gazar etc) & be able to create/edit patterns by hand in Gerber. Must have basic understandg of grading. Email resume/salary history to hectorg@moniquelhuillier.com

CALIFORNIA ApparelNews

JR. ADVERTISING SALES EXECUTIVE

* Seeking professional, energetic salesperson with Apparel Industry and or Ad Agency experience.

Please email your resume to:
terry@apparelnews.net



CUSTOMER SERVICE REPRESENTATIVE

Growing US Manufacturer of Premium Knitwear garments seeks experienced Customer Service Rep for wholesale business. Min of 3 years experience in either wholesale or retail sales or customer service.

Good computer skills and communication a must. Please send resumes to USBlanks@gmail.com

BELLA DAHL ASSOCIATE CONTEMPORARY BOTTOMS DESIGNER

2+YRS EXP IN DENIM & GARMENT DYE
CAD/Graphics, linesheets, lookbooks, sample maintenance, Photoshop & illustrator a must
organized & detailed.

E-Mail: hr@belladahl.com

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

Jobs Available

Credit Person

Minimum 3 to 5 years experience in the garment industry, must be knowledgeable in all phases of credit processing. Excellent ability in dealing with factors and company customer. Must be organized, flexible, hard-working with good communication skills.

Customer Service

Major Women's Clothing Company is seeking for an individual with minimum 5 years experience in the garment industry. Duties include: strong follow up ability with customer, process credit card payments, filing, must be able to handle to multi-task in a fast paced environment.
Email resume to ROSE@bboston.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

BELLA DAHL E COMMERCE MANAGER

5+ yrs exp.
Online sales, cust srv, order & inventory maintainence, shipping follow-ups, maintain website
Contact: hr@belladahl.com

Dress Designer

Commerce based manufacturer looking for an experienced Dress Designer in wovens & knits.
Salary commensurate with experience.
Pls send your resume to: samilee@nycalinc.com

PIECE GOODS ASSISTANT

Three Dots seeks a candidate whose primary duties are to: maintain Company's fabric inventory, fill fabric requests, ensure fabric is free from damages or errors & perform fabric shrink tests. Must have exp. with knit fabrics, Excel & AIMS.
APPLY: resumes@threedots.net or 714-698-1365

JUNIORS PRINT ARTIST POSITION. Wholesale Fabric Co. Translate trends original designs, repeat patterns, color ways. Variety of techniques, repeats, color matching. Verbally articulated concepts & represent it visually. Manage multiple on-going projects & setting priorities Submit a Portfolio & resume: apply@eleganttextiles.com

ASSOCIATE TECHNICAL DESIGNER:

-5 yrs exp. in swim/knit, knowledge in grading. Basic patternmaking. Computer sketch/illustrations a must -must be team player, highly organized & detail oriented

PRE-PRODUCTION ASSISTANT -Entry level.

Send resume to: info@rwdesignsinc.com

Jobs Available

Design Assistant

Seeking design assistant for contemporary women's clothing. Strong photoshop, illustrator, in design, & social media skills required.

Please send Resume with Salary History to :
hrjobshp@gmail.com

Office Assistant Needed

Must be organized, experience in a professional small business environment, attention to detail, ability to multitask, reliable transportation, able to lift boxes, organized. Part time to start, flexible schedule, no fashion experience required. Email resume to info@JacobHolston.com

SALES ASSISTANT

Well established L.A. based missy apparel manufacturer seeks detailed and motivated persons to work with
Western Regional Sales Manager:
Sales Assistant - min. 1 year experience
Fax or email resume & salary history to: 323-277-3227,
Attn. Kris or email to: hrapparel@gmail.com

Sales Representative

Domestic & Import Company looking for sales reps for our Junior, Kids, and Missy lines. We specialize in Top, Dress, Bottoms, and Lingerie. Candidates must have 3-5 years of experience with current/established relationships preferred. Send resumes to longrusewing@gmail.com.

Spec Tech

Responsible for spec'ing and approving preproduction samples and TOP's, and releasing patterns. Must be a team player and have excellent verbal/written communication skills. Please submit resumes to resume@trixxi.net.

Junior Fashion Designer

Domestic production manufacturer seeking for a full time Junior Fashion Designer with minimum 5 years experience. Must have a good eye for trends, have established relationship with fabrics/trims companies and good attitude to work closely with sales team.
Please contact Lillian@rollacosterinc.com

Sales Rep

L.A. based Womens Contemporary Brand is seeking an experienced independent sales rep with current customer relationships at established accounts.
Attractive commissions available.
Email: Nikahale@mac.com

Accounts Receivable / Customer Service

Contemporary manufacturer has a position available for Accounts Receivables / Customer Service. Duties include: Chargebacks and disputes, return authorizations, credit memos, submit Factor orders and invoices, reconcile customer accounts Email: apply@lagarmentindustry.com

Jobs Available

Sales Rep - Kids

Seasoned L.A.-based rep with a track record of success in Girls 7-16 dresses. Experience with Burlington, Marmax, Justice, Kohl's, Macy's, Belk, and Dillard's. Please submit resumes to resume@trixxi.net.

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

Buy, Sell and Trade

WE BUY FABRIC!

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

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

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

Downtown Los Angeles - 1,800 sq. ft. \$2995/Mo.

S Boyle Ave /7th St. Close Fwy 5 & 101.

Lots of parking, 2.5 Miles to California Mart

Unique single story Building - Great for Apparel Showroom, or Design Studio. Updated with hardwood floors, Natural Light, sec. system, high speed internet ready, cent air. Agent-Melinda(818)389-6823 melinda@myvalleyhomes.com

To place a Classified Ad Call Jeffery

213-627-3737 Ext. 280

or jeffery@apparelnews.net

or use our classifieds self-service online

www.classifieds.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

@LectraFashion

LectraFashionNetwork

www.facebook.com/lectraofficial



where fashion & technology meet

lectra.com