

CALIFORNIA ApparelNews

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SPRING FORECAST

With a packed house of buyers, Directives West unveiled its trend forecast for Spring '15 in the Fashion Theater at the California Market Center. For highlights from the show, see page 6.

Whitney Eve jacket, Joa top and short

NORMAN ZELLER

TRADE SHOW REPORT

Department Stores, Chains Turn Out for LA Majors Market

By Andrew Asch *Retail Editor*

Business for the juniors and department store-focused **LA Majors Market**, which ran Oct. 6-8 at the **California Market Center**, was brisk, according to the market's vendors.

Tony Litman, co-chief executive officer of **Stony Apparel Corp.**, said his Majors Market schedule was crammed with meetings, estimating he had about 100 booked during the three-day show.

David Vered, president of **YMI**, estimated that his juniors and young contemporary-focused denim company landed 30 percent more sales at the Majors Market compared with last year. At the most recent market, YMI showed its new collection of chambray clothing along with its popular bottom-lifting collection called Wanna Betta Butt?

➔ **Majors Market** page 14

QUARTERLY REPORT

Forecast Bright for Holiday, but Analysts and Consumers Uneasy

By Andrew Asch *Retail Editor*

There has been a recent string of good economic headlines, and the **National Retail Federation's** winter/holiday sales forecast has been the latest one.

Economists for the NRF, the largest retail trade group in America, forecast good business for the crucial holiday season. NRF released a forecast on Oct. 7 that predicts sales in November and December will increase 4.1 percent to \$616.9 billion. It's an increase over the 2013 sales performance, in which NRF reported a 3.8 percent increase to \$601.8 billion in year-over-year sales.

NRF President Matthew Shay said during an Oct. 7 conference call that the optimistic forecast was built on a strong foundation.

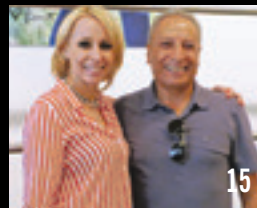
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Where fashion gets down to businessSM



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Gap's Murphy Resigns

Glenn Murphy, **Gap Inc.**'s chief executive officer and chairman, announced his resignation from the company on Oct. 8.

A Gap statement said Murphy "made the personal decision to retire at the end of the fiscal year." The Gap board selected Art Peck, president of the retailer's Growth, Innovation and Digital division, to succeed Murphy. Peck will officially start serving as CEO on Feb. 1.

Bob Fisher will succeed Murphy as a non-executive chairman of the board. Fisher is the son of Gap founders Donald and Doris Fisher, and he has a 35-year relationship with the

company, according to a company statement. He will also take his new seat on Feb. 1.

Murphy joined Gap in 2007 after leading Canadian retail chain **Shoppers Drug Mart**. Murphy's time at Gap was distinguished by acquiring new brands and retailers such as **Piperlime** and **Intermix** and expansion to other countries such as China.

In a statement, Murphy said that Gap was poised for continued growth.

"Today, Gap Inc. is a formidable global fashion retailer with a strong foundation in place for long-term growth, therefore mak-

ing this an appropriate inflection point for me to pass the baton to a leader who will take our portfolio of brands to even greater heights," Murphy said. "With consumer expectations rapidly evolving, Art is the right leader at the right time to build on our success and ensure a compelling experience for our customers across both our physical and digital channels."

Gap's CEOs earn an annual base salary of \$1.3 million and receive an annual performance-based bonus targeted at 175 percent of the annual base salary. The CEO's equity

includes 300,000 stock options granted on a fair-market value, according to Gap's financial documents.

On Oct. 8, Gap also reported its sales performance for September. Gap Inc.'s comparable-store sales for the month were flat compared with a 3 percent decrease last year. Net sales for September were \$1.48 billion compared with net sales of \$1.46 billion last year.

Financial outlet *Marketwatch* reported that Gap shares fell 7 percent on the announcement of Murphy's resignation.

—Andrew Asch

Wet Seal's Veteran CFO Resigns

Steven H. Benrubi, the long-serving chief financial officer of **The Wet Seal Inc.**, resigned from the struggling juniors retailer.

Benrubi will work at his position until Dec. 1, and the Foothill Ranch, Calif.-based retailer has started a search for a replacement, Ed Thomas, Wet Seal's chief executive officer, said in a brief announcement.

"I thank Steve for his service and loyal dedication to Wet Seal over the past nine years. Steve was an instrumental leader through many challenges and successes throughout his tenure. On behalf of the entire company, we wish him well in his future endeavors," Thomas said.

No reason was given for the departure of Benrubi, who joined Wet Seal in 2005 and rose through the ranks to become CFO. Since then, he had been a dependable presence at Wet Seal during one of the toughest

periods of its 53-year history.

In a three-year period when Wet Seal experienced a proxy battle, hired three different CEOs and experimented with different merchandising strategies, Benrubi was a familiar presence, delivering the company's financial news during conference calls with Wall Street analysts. Wet Seal's stock declined 4.84 percent to 59 cents the day after the Oct. 2 announcement of Benrubi's resignation.

There was further action with Wet Seal stock on Oct. 8 when the **Clinton Group** sold 17 percent of its stake in the company, according to financial documents. The Clinton Group is the activist private-equity company that pushed for changes in the juniors retailer, including replacing former CEOs John D. Goodman and Susan P. McGalla.

—A.A.

QUARTERLY REPORT

Quarterly Report *Continued from page 1*

The national unemployment rate fell from 6.1 percent to 5.9 percent in September. The U.S. gross domestic product increased 4.6 percent during the second quarter, according to the **Bureau of Economic Analysis**.

"We're certainly encouraged. Generally, the overall economic conditions are improving," Shay said. "There is potential pent-up demand. We have a good foundation for a jumping-off point."

The forecast is more robust also because of what is not happening, Jack Kleinhenz, NRF's chief economist, said. There is no looming shutdown of the federal government or debt-ceiling debate, which made investors and consumers anxious during the 2013 holiday season. The weather forecasts are not predicting extreme weather, which kept many consumers from shopping at the mall, Kleinhenz said.

But the recovery from The Great Recession of 2009 has been anything but solid, and many analysts will admit to being anxious about the economy. "The economy doesn't feel that strong," said Liz Pierce, an analyst for financial-services firm **Brean Capital LLC**.

Wage growth has remained stagnant since the Great Recession. Annual wage increases measured by the **Bureau of Labor Statistics** have not kept pace with inflation, many complained.

The **Consumer Confidence Index**, a respected pulse reading of the public's outlook on the economy, found that confidence in the economy dropped in September after four consecutive months of climbing.

Pierce was particularly wary about how retailers will find profits in another holiday season that is forecast to be defined by discounts and generous promotions. Since the recession, most U.S. consumer behavior has been defined by "event" shopping, or waiting for big sales on holiday weekends such as Black Friday and Memorial Day weekend. The behavior is similar to a game of "retail chicken," Pierce said. "I'm going to wait you out because I know that a sale is coming," Pierce said, describing consumers' behavior.

However, retailers seemed to express a more bullish outlook on the economy. On Sept. 29, **Macy's Inc.** said it plans to hire 86,000 seasonal workers for its **Macy's** and **Bloomingdale's** stores, call centers, distribution centers and online fulfillment centers for its 2014 holiday season compared with

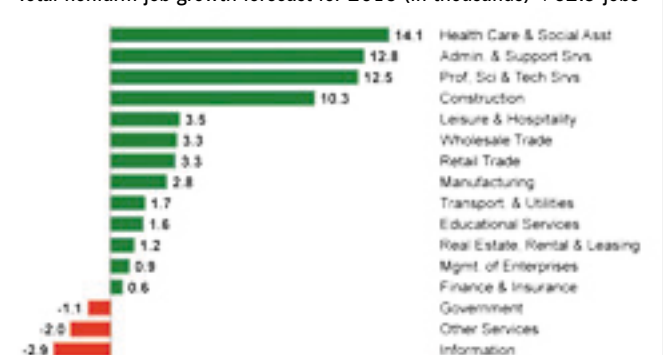
the 83,000 hired last year.

Retail jobs in the five counties of Southern California make up 10 percent of the jobs in the region, according to a recently released 2015 economic forecast from the **Los Angeles County Economic Development Corp.** 2015 will be a solid year for retail jobs, which are expected to grow by 3,300 this year.

For apparel manufacturing, there was a decline in employment. The report noted that for the first seven months of 2014, apparel-manufacturing employment in Los Angeles County averaged 43,900 workers. During the same period in the previous year, the sector employed 1,900 more workers. The change represents a decline of 5.1 percent in the sector's employment. However, things have been relatively good for apparel

L.A. County Employment Growth, 2015

Total nonfarm job growth forecast for 2015 (in thousands) +62.9 jobs



Source: CA EDD, Labor Market Information Division, Forecast by LAEDC

wholesaling. The LAEDC report noted that apparel wholesaling added 470 jobs over the past year and employed 24,300 workers.

In a general forecast on Southern California, the LAEDC noted that 2014 has been good for the region and 2015 ought to be a similar story. "Employment gains in the major industries of Southern California in 2014 were stronger and more broad-based than the region has experienced since the end of the recession, a trend that should prevail again in 2015," the report noted.

Another holiday forecast featured a much more downbeat outlook. On Oct. 7, global management firms **PwC US** and **Strategy&** (formerly **Booz & Co.**) surveyed more than 2,200 shoppers nationwide and predicted that the 2014 holiday shopping season will be characterized by "cautious spending," said Steven Barr, PwC's U.S. retail and consumer practice leader.

"The upcoming holiday shopping season will look very similar to 2013 as shoppers remain cautious on the economy and are concerned about disposable income, the rising cost of living and insufficient salary, leading surveyed participants to project average household spending of \$684, down from \$735 in 2013," Barr said. ●

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los angeles FASHION MARKET

JAN 11-14
MAR 15-18
JUN 7-10
AUG 2-5
OCT 11-14

SELECT CONTEMPORARY TRADESHOW

JAN 12-14
MAR 16-18
JUN 8-10
AUG 3-5
OCT 12-14

transit THE LA SHOE SHOW

JAN 12-14
MAR 16-18
JUN 8-10
AUG 3-5
OCT 12-14

LA MEN'S MARKET LAMENSMARKET.COM

MAR 16-17
OCT 12-13

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RETAIL SALES

September Sales Show Strength and Weakness

September looked good for retail sales, according to the **International Council of Shopping Centers**.

A tally of retailers' comparable sales maintained by the New York-headquartered trade group for malls saw U.S. retail sales go up 5 percent during September, according to Jesse Tron, an ICSC spokesman.

"The overall strength in economic conditions has been driving stronger consumer demand of late, a good sign as we progress into the holiday shopping season," Tron said.

However, September's gains did not have the strongest foundations, according to Ken Perkins of **Retail Metrics** a Boston-area market-research firm. Retail traffic and spending seemed to flag after the Back-to-School season wrapped up in the first part of the month, Perkins wrote in an Oct. 9 research note. He blamed the drop-off on consumers being cautious in terms of spending.

"The consumer has been cautious in terms of spending all year, despite meaningful job gains throughout 2014, and looks to be more 'event'-driven than ever in their shopping," he said. September traffic and consumer demand also seemed "choppy and lackluster," according to a Oct. 7 research note from Adrienne Yih-Tennant, a respected analyst from **Janney Capital**.

September was a good month for **The Buckle** of Kearney, Neb. It posted a 2.2 percent increase in same-store sales, the latest in a four-month string of comp-store gains.

Zumiez, a teen/boardsports chain, posted a 6.6 percent increase. **Gap Inc.** reported flat same-store sales in September, which was a bit of recovery from August, when it posted a 2 percent decline in same-store sales.

Levi Strauss & Co. also announced results for its third quarter of its 2014 fiscal year recently. The high-profile San Francisco denim label posted a 1 percent increase

September Retail Sales

	\$ Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$103.10	+4.1%	+2.2%
Gap	\$1,480.00	+1.0%	0
L Brands Inc.	\$853.50	+9.0%	+6.0%
Stein Mart	\$ 119.40	+6.5%	+4.9%
Zumiez	\$66.30	+12.5%	+6.6%

Information from company reports

in its net revenue, which was \$1.1 billion in the quarter that ended Aug. 24. However, there was a decline in net income. It declined by 11 percent, said Chip Bergh, president and chief executive officer of Levi Strauss & Co.

"Despite continued external challenges, including soft retail traffic and a highly promotional environment, we grew revenue in the third quarter by focusing on the controllable aspects of the business. The decline in net income essentially reflects the investments we're making to improve productivity," Bergh said in a statement.

—Andrew Asch

Calendar

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
Through Oct. 19

Oct. 17

Denver Apparel & Accessory Market
Denver Mart
Denver
Through Oct. 20

Oct. 18

Stylemax
Merchandise Mart
Chicago
Through Oct. 21

Oct. 19

Fashion Market Northern California
San Mateo Event Center
San Mateo, Calif.
Through Oct. 21

Oct. 21

"15 Ways to Build Your Email List and Audience" webinar
online

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.

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Alice & Trixie
Aryn K
Askari
Bella Dahl
Big Star
Central Park West
Cult of Individuality
Darling
Desigual
Ella Moss
Free People
Gentle Fawn
Glam
Gold Hawk
Greywire Denim
Hardtail
Hazel
Karlie
Johnny Was Collection
Language
Left on Houston
Lucky Brand Jeans
Miilla
MINKPINK
Minnie Rose
Miss Me Clothing
Olive & Oak
Pete & Greta
Rock Revival
Splendid
Tibi
Tracy Reese
Uncle Frank
Velvet Heart
Veronica M

*partial list, for a full list of lines visit dallasmarketcenter.com

DALLAS MARKET CENTER OF *fashion*

Dallas Apparel & Accessories Market
October 22–25, 2014
WEDNESDAY-SATURDAY DATE PATTERN



EVENTS



Paper Crane dress

Indigo Rein romper, Trixxi shirt

Heart-n-Crush top, YMI short, The Accessory Collective hat

Lovers & Friends top, Deby Debo jacket, Kiind Of pant

Jolt top, Inspired Hearts short

Becca rash guard, Be Bop short, Unionbay windbreaker

Kut outfit, The Accessories Collective hat



Velvet Heart dress

En Crème dress, My Michelle kimono

Search for Sanity

Heat bikini top, Unionbay shortall

Soprano top, Jolt gaucho

Paper Tee top, Revolution by Revolt overall



Trixxi romper

Belldini cardigan, One World tee, Per Se jogger

89th & Madison cardigan, Isela top, Rhythm in Blues short, The Accessories Collective hat

New Leaf

Eva Franco



Band of Gypsies top, Celebrity Pink short

Keepsake

Kensie jumpsuit

Lily White bralette, A. Byer pant

Somedays Lovin romper and bikini

Nolitha

Directives West: Spring '15 Forecast

Before kicking off the trends of the season, Shelda Hartwell-Hale, vice president of **Directives West**, offered some advice for retailers to adapt to a changing consumer landscape.

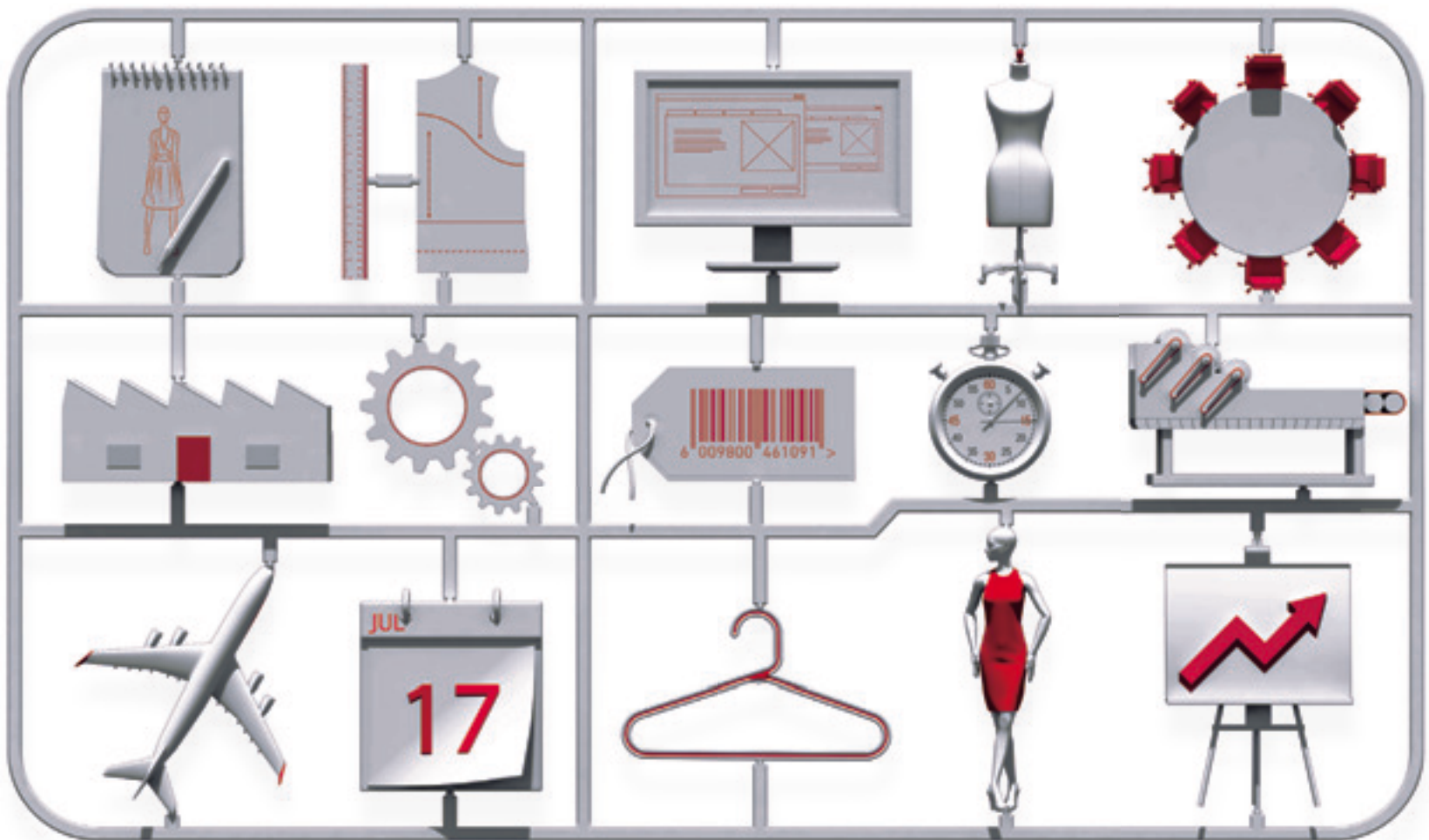
"We all see the challenges," she said. "The retail customer is making smaller-bucket purchases. But there are ways to be smart. The retail sector needs to evolve. You have to pay closer attention to the consumer and the influencers. There are risks to not taking risks."

The trend presentation, held on Oct. 6, opening day of **Los Angeles Majors Market** at the **California Market Center** in Los Angeles, covered three key trends of the season: "Simply California," "Effortlessly Feminine" and "Global Bazaar."

Showcasing looks for juniors, updated and girls', the trends covered easy California casual looks and pretty, feminine styles in dusty pink, ivory and florals as well as a mélange of internationally inspired looks for the modern bohemian.

The show concluded with "First L.A.," Directives West's showcase of contemporary trends and key items.—*Alison A. Nieder*

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Technology Advertorial
Fashion Faces
Bonus Distribution
SGIA Expo 10/22–24



10/17

October 24

Cover: Fashion
Made in California
Made in California
Advertorial



October 31

Cover: Fashion
New Resources
Retail Report
T-Shirts
Lingerie in Focus
T-shirt Advertorial
Fashion Resource



November 7

Cover: Fashion
E-tail Spot Check
Denim Report
Eco Notes
Fashion Advertorial
Print/ONline Sample
Sales Special



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MARGARET COX/MICHAEL BUSH
(Moved from A311 to A284)

NEW SHOWROOMS

THREAD SHOWROOM
Suite A648
Hootkid
Lucky Jade *Children's*
Mini A Ture *Children's*
Rachel Riley *Children's*
Stella Cove *Children's*
SALONLABS
Suite A758
Salonlabs *Office*

GLOBAL CONNECTION COMPANY
Suite A767
Global Connection Company *Office*

EVOLUTIONARY APPAREL
Suite A813
Inspired Hearts *Juniors activewear, knit tops, dresses*

THE SHOWROOM
Suite A873
Cool G *Juniors denim*
Song Denim *Juniors denim*

ENDLESS ROSE
Suite A890
Endless Rose *Young contemporary/juniors*

JACHS
Suite B403
Jachs *Contemporary men's*

GREGORIO SANCHEZ
Suite B567

DYNAMO TEXTILE
Suite B735
MUAH DENIM AND LIPSTICKS
Suite C481

ACCESSORIES

KRISTINE CLEARY LIFESTYLES
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HipS-sister
Accessories
ROXSTAR
Suite A1004
Dan X London
Fashion jewelry
Johnny Loves Rosie
Fashion jewelry
Twigs
Fashion jewelry

ROBERT ARUJ
Suite A1085
Minelli *Small leather goods/travel bags*

UTE WEGMANN/JIM ROWLEY
Suite A1089
Gypsy Soule *Fashion jewelry, footwear*

MODERN/UPDATED

REICHMAN ASSOCIATES
Suite A287
Body Fit by Afra *Updated sportswear, sweaters, tops*

FRED POSTAL
Suite A301
Raffe *Updated – tops, sportswear*
Ruby *Updated – tops, sportswear*

MELODY FAST SALES
Suite A313
Citron *Updated –tops, plus sizes, petite*

J V ASSOCIATES
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Mosaic *Updated – tops, plus sizes*
SHARON JAKUM COLLECTIONS
Suite A315
24K *Updated—bottoms, sportswear, tops*

FERN LIBERSON & CO.
Suite A317
Gaya *Updated – dresses, sportswear, tops*

JON KATZ & ASSOCIATES
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Carine W *Updated*
Oh La La *Updated*

DORIS JOHNSON
Suite A380
M. J. Couture
Updated – bottoms, tops, plus sizes

KAREN GEORGE & COMPANY
Suite A394
Zohar by Frankforter *Updated –tops*

ROBERT FRIEDMAN

Suite B336
Blondo *Updated*
ALISON BUDOW SALES
Suite B880
Wild Daisy *Updated – dresses, tops*

CONTEMPORARY

L ON 5
Suite B511
Gilli *Contemporary dresses, tops*
Lelis *Contemporary dresses, tops*

FASHION FORWARD
Suite B525
Christos Costarelllos *Contemporary*
Divina *Contemporary*
Mireille Dagher *Contemporary*
Olena Dats' *Contemporary*

INTERNATIONAL BRANDS OF AMERICA
Suite B535
Orion At'eed *Contemporary*
Ruby Starling *Contemporary*

VALERIE HAMBAS
Suite B557
2nd Base *Contemporary, foundation/bras*
Blue Canoe *Contemporary, loungewear*
Love & Grace *Contemporary, loungewear/sleepwear*

CHILDREN'S

ROCHELLE SASSON PERLMAN
Suite A604
Butterflies & Zebras *Children's, girls', preteen*

METROPOLITAN KIDS
Suite A649
Anasal *Children's*

BODEGA INTERNATIONAL LLC
Suite A657
Cole Walk *Children's*
Nupkeet 1946

TIFFANY STRICKLETT SHOWROOM
Suite A670
Floatimini *Children's accessories and gifts*

KIDS DU MONDE
Suite A678
Lemon Loves Layette *Children's*
Plum *Children's*
Toni By Tony Bowls *Children's*

JULIE SMITH KIDS
Suite A686
Rose Pistoe *Children's*

SHAYNA MASINO
Suite A689
Moodstreet *Children's*
RENEE FRASCA NAVARRE
Suite A696
Kitty Girl
Romantique Bebe *Children's - infants' and toddlers'*
Truffles Ruffles *Children's - infants' and toddlers'*

GIFT & HOME

BRIDGEPORT GALLERY
Suite C1211
Third Wish *Jewelry*
ZIZI SHOWROOM
Suite C1251
Karma Living

CALIFORNIA MARKETING ASSOCIATES
Suite C1300
Rumbatime *Watches*

MEN'S

Suite B473
One Ten Sales
PSD *Men's Underwear*

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Suite 609
Pink Tartan

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By Design
Tiger Fish

EILEEN FISHER
Suite 1210
Eileen Fisher
The Fisher Project

XCVI
Suite 1211
XCVI

CHARLOTTE TARANTOLA
Suite 1211
Charlotte Tarantola

NEW LOCATION

COHEN SHOWROOMS
(formerly in Suite 901) **Suite 703**
All Things Fabulous
Clique
Jacob Davis
Sloane & Tate

NEW LINES

10ELEVEN
Suite 135
Tanya Taylor

HATCH
Suite 135
Auden
Banjanan
Banjo & Matilda
Beckley by Melissa
Black Swan
Chip Foster
George Loves
Industria Candles
Ji Oh
Luv AJ
Koral *Activewear*
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VPL

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Annie Griffin
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Tyler Jacobs by Feel The Piece

JENNIFER MICHELLE SALES
Suite 503
Kerisma Black
Kerisma T-Luxe

JUDITH AUTUMN MANN SALES
Suite 503
Lola Jeans

ENGEL'S SHOWROOM
Suite 506
The Chic Bags
Leatherock

CHANTAL ACCESSORIES
Suite 509
Sugar Bean Jewelry

WILD ANGELS
Suite 510
Broken Halos
Minty
Rag Royalty
Sunset 31
Velvet Torch

LAURIE HASSON SHOWROOM
Suite 700
Clayton
WAYF

KLA/KAREN L. ANDERSON
Suite 704
Joules From The UK

A LA MODE SHOWROOM
Suite 711
Ariella
Cameo and Myth
Dirtee Hollywood

DIAL M
Suite 715
0039 Italy
Christophe Sauvât

SHOWROOM SHIFT
Suite 806
Porto
Raffaello Rossi
Trendline by Raffaello Rossi

CORINA COLLECTIONS
Suite 807
Laura J Designs

KATHY WALKER SALES
Suite 808
Arnold Zimberg

VILLAGE SHOWROOM
Suite 809
The 2 Bandits
Camp Collection
Three of Something

BERNADETTE MOPRA SHOWROOM
Suite 813
Living Royal Socks
ModSock
Peter and June
Ribbon Work
Tractr

DIANE LEVIN SHOWROOM
Suite 900
Barbara Gerwit
Cirana
Sita Murt

SHOWROOM 903

NEW LINES

Suite 903
Georgeie
Gypsy 05
Nesh NYC
Umano

LIT STUDIO
Suite 906
Emotion Apparel
Off The Chain

SUE GOODMAN SHOWROOM
Suite 909
Gentle Fawn

GIG SHOWROOM
Suite 1002
2(x)ist
Calvin Klein Men's *Jeans*
Calvin Klein Men's *Underwear*
Calvin Klein Women's *Underwear*
Calvin Klein Women's *Jeans*
Fogal Legwear
Lahco of Switzerland

LIVEFREE SHOWROOM
Suite 1003
Mickey & Jenny

T.SMITH & CO.
Suite 1005
Elizabeth Mckay
Undercover
Vintage Highway

BARBARA JAMES SHOWROOM
Suite 1007
Dance and Marvel
Hazel
LATS
Letters of Intent
MINNE
Mo:vint

LANDA SALES
Suite 1104
Jack & jinger
Orange Beld Socks
Philine

THE VONDERHEIDE
SHOWROOM
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Cullen USA
Paige Hamilton Designs
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M GROUP
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Michael Kors *Women's Belts*

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Noam Hanoach
Timo Weiland

NEW LINES

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TYSA
Vere Verto

SIMON

Suite 533
Annie Bing
Clover Canyon
Duffy
Iro
Iro Jeans
The Seafarer
Sundry

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Hat Attack
Jane Hollinger
Joelle Hawkins Handbags
La Prestic Ouiston
Lulu Designs
Mai Scarves
Margaret Solow
Martell Studio
Renee Garvey
Robindira Unsworth
Sarah McGuire
Tai Jewelry
Treesje Handbags
Vismaya Scarves

NOËTIC SHOWROOM

Suite 612
Alexx Jae & Milk
Articles of Society
Articles of Society Red Label
By Chance
Hanhny
Karen Walker Collection
Karen Walker Eyewear
Le Mont Saint Michelle
Leonard St.
Linear B
Mollusk
No. 6

Odette
Steven Alan
Steven Alan Optical
Tequila Sunrise Couture
Toggery
Tylho

BOND SHOWROOM

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Jill Stuart
Objects Without Meaning

THE COHESIVE GROUP

Suite 817
Brooks Heritage
FTFY
Invisible Bully
Ransom Holding Co.
Terf Distribution

DL1961 PREMIUM DENIM

Suite 822
DL1961 Premium Denim

SUMMER SOMEWHERE

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Gypset
Klini
Lotta Stensson
LoveShackFancy
Samudra

Suboo
Surf Bazaar
Tt Beach

BELLA LUXX

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Alo Yoga

EMS CONSULTING

Suite 1034
Calvin Rucker
The Giving Keys

GERRY BUILDING

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PACIFIC COAST REPS

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Lenny

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Veronique Miljkovitch

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Vyda Victoria

NEK-ENUF
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Imbue
Te Verde

NEETU MALIK

Suite 901
Bellinky
Keren Nafatali

ARLENE HENRY SALES

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Barcelona
M & Kiyoko

JAMIE PRINCE SALES

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Rock 'N Karma

KAREN KEARNS SALES

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CAROL HERZOG

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California Market Center, Suite B541
(213) 935-8000
karyn@w5concepts.com

For Karyn Kim, the questions all designers should ask themselves can be boiled down to a few Ws.

Who will be wearing the garment? When and where will they be wearing the garment? What function will they be wearing the garment to? Guided by these questions, Kim introduced her contemporary line, **W5**, in June, the same time she opened her showroom at the **California Market Center** in Los Angeles.

The women she designs her line for typically are aged between 25 and 35. "They are aware of what is going on in fashion, but they don't want to be over the top," she said. Using fabrics such as Modals and viscose, her first collection is devoted to tops. One piece is a coral-colored, boxy crop top with some light stitching details on the yoke of the shirt. Another piece is a dolman T-shirt featuring festive multi-needle stitch embroidery. Another significant look is a textured crepe woven top with an "athletic" detail around the collar. W5's wholesale price points range from \$15 to \$22. Half of the line is manufactured in Los Angeles, Kim said.

Kim forecasts that her line will grow into a medium-sized business that is focused on the style and the quality of its products. "They will be very sellable, easy pieces that will work as a staple in a woman's world," she said. "They will be mixed with special and creative details."—*Andrew Asch*



Karyn Kim

Allen Allen

The New Mart, Suite 1201
(213) 627-8555
www.allenallenusa.com

Open. Fresh. Light. That's how Kari Carpino describes the new showroom for Los Angeles-based casual contemporary line **Allen Allen**, which, Carpino said, is a good match with the Allen Allen personality.

The made-in-USA collection of active-lifestyle apparel with specialty washes appeals to a broad range of women—from 20 to 60 years old—but perhaps especially with "hip young moms," said Missy Cook, West Coast and Midwest sales director.

Wholesale prices for the line range from \$29 to \$34, and the collection is carried by department stores, specialty stores, catalogs and gift shops, including **Nordstrom**, **Bloomingdale's**, the **Four Seasons** and the **Hotel Del Coronado**.

The company also produces private-label apparel and offers product-development services, said Carpino, Allen Allen's national sales director and an owner of the showroom.

"We do it all," she said.

Carpino and her team—Cook, Beth Hutton and Tracey Dennis—moved into the 1,200-square-foot space in the **The New Mart** in July. Carpino spent 20 years on the fifth floor of the **California Market Center** before making the move to a fresh new space on The New Mart's top floor.

The new showroom had a wall of windows and exposed brick, but everything else is new. Carpino added offices and storage in the back of the showroom, as well as hanging racks and three stations to work with buyers. There are tulip tables with chairs covered in cozy Sherpa. A couch at the front of the showroom provides a lounge-style area for buyers to review the line.

Carpino is anticipating a good **Los Angeles Fashion Market**. Spring is always a strong season for Allen Allen, and buyers, these days, are looking for better price points, Cook said.

"[This is] the most appointments we're ever had," Carpino added.—*Alison A. Nieder*



Beth Hutton, Kari Carpino and Missy Cook in the Allen Allen showroom at The New Mart



Summer Somewhere

Cooper Design Space, Suite 824
(213) 488-0488
summersomewhereshowroom.com

Stacey Spiegel spent 15 years working in the apparel industry in New York when she decided to decamp for warmer climates.

The former vice president of sales and merchandising for swim and resort line **Mara Hoffman** thought there was an untapped niche in the showroom business for a space dedicated to beachwear, swim and resort collections.

"I've always been a beach bum," said the Virginia native, who opened her showroom, **Swimwear Somewhere**, in the **Cooper Design Space** in June.

With the help of Richard Ruiz, stylist for Mara Hoffman, Spiegel transformed the lofty corner space into a beach oasis, complete with a hammock hanging over a sandbox and display tables made from vintage surfboards.

The collections hang from suspended racks, and there is a vintage paddle with the name of each line hanging nearby. One wall features a wallpaper print of Gray Malin's aerial photo of a beach covered in brightly colored umbrellas.

"We wanted to create a beach aesthetic because it is always summer somewhere," Spiegel said.

The showroom carries nine brands: New York-based **Basta Surf**, **Kiini** and **LoveShack-Fancy**; Montauk, N.Y.-based **Surf Bazaar** and **Gypset**; Los Angeles-based **Lotta Stenstrom** and **TT Beach**; Hawaii-based accessories line **Samudra**; and Australian collection **Suboo**.

Most swimsuits retail for about \$200, and coverups range from \$150 to \$400.

Spiegel works with swim and resort retailers, as well as large upscale department stores, chains and e-tailers such as **Anthropologie**, **Barneys New York**, **Bergdorf Goodman**, **Free People**, **Intermix**, **Neiman Marcus**, **Net-A-Porter**, **Saks Fifth Avenue**, **Scoop** and **Shop-bop**.

Helping Spiegel with sales is another transplanted New Yorker, Blair Nance. The third member of the Summer Somewhere team is Jessie West, who helps with the showroom website.

During **Los Angeles Fashion Market**, Spiegel is hosting a cocktail party on Oct. 14 from 4 to 7 p.m. In keeping with the beach theme, the **Lobsta Truck** is providing lobster rolls.—*Alison A. Nieder*



Stacey Spiegel

Shu Shu Showroom

Gerry Building
Suite 708
(213) 612-0088

For years, Lillian Hsu shuttled back and forth between her company's headquarters in South El Monte near Los Angeles, her main showroom on Seventh Avenue in Manhattan and her factory in China.

But you can only spend so much time on a plane before you feel it's time to turn in the frequent-flyer card and spend more time closer to home.

So, earlier this year, Hsu decided to make her life more manageable by shutting down her New York showroom and transferring it to Los Angeles. In August, after surveying a few of the showroom buildings in the downtown fashion area, she leased a 1,500-square-

foot space in the Gerry Building. "I feel more is happening here [Los Angeles] right now," said the veteran apparel maker, whose lines are **Shu Shu**, **Kerri Kelsey**, **Yuli** and **Lulu**. They cater to a wide range of women, from young contemporary and contemporary to misses, with wholesale price points ranging from \$30 to \$59. "Everybody wants a contemporary look," the clothing-company owner said.

Hsu liked the bright, airy showroom space in the Gerry with its tall windows, exposed ceilings and concrete floors. She hired Debbie Rubio as her national sales manager and still has someone representing her in New York.

Hsu has been in the garment business since 1990, when she started the Kerri Kelsey line, her



WONDER WOMAN: Lillian Hsu started her first clothing line in 1990, and now she has four labels and a factory in China.

misses label. By 1994 she had added Shu Shu, which has more contemporary designs. Over the years, she has worked with big department stores such as **Lord & Taylor**, **Nordstrom**, **Dillard's**, **Macy's** and **Stein Mart**.

All her labels are made at her factory in Guangzhou, China, where she employs 300 workers. Hsu feels it's important to have control over the manufacturing side of the business to make sure clothes fit well and are well made. She also does a lot of private-label business, and having your own factory guarantees deliveries on time.—*Deborah Belgum*

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DESIGNER PROFILE

AS by DF and ASTARS: Fueled by Heritage, Contemporary by Design

By Alison A. Nieder *Executive Editor*

The jewelry-like gold zippers are polished by hand in Japan, the motorcycle jackets are lined in silk, and the pattern on a leather shift dress is also done by hand. Laser cutting the piece would be faster, but it would result in charred edges and would sacrifice the unique look of the hand-cut style. These are the exacting details Denise Fócil puts into her contemporary collection, **AS by DF**, one of the two women's collections Fócil designs under the **Alpinestars** umbrella.

"I like craftsmanship. I'm extremely detail-oriented," Fócil said. "If my customer is investing in a jacket, I want the zipper to flow. It's like buying an amazing handbag."

At the company's U.S. headquarters in Torrance, Calif., visitors to Fócil's showroom walk past a mannequin dressed in motorcycle leathers and a helmet. Alpinestars' motorsports history serves as the design inspiration for AS by DF and its sister line, **ASTARS**.

Fócil joined the company in 2000 designing men's and women's motorcycle jackets in the company's offices in Asolo, Italy, located near Venice. The **Fashion Institute of Design & Merchandising** graduate came to the motorsports company with a background in fashion but soon learned all about working with leather, where a body needs protection and where it needs ventilation, and all the performance details needed to create a technical motorcycle jacket.

"My passion is fashion—I'm a fashion girl," Fócil said. "I always wanted to do a contemporary line and decided to start with the DNA of Alpinestars, [incorporating] the real details that are on a motorcycle jacket but translated in a fashion [way] using beautiful soft leathers."

She began by designing **Alpinestars by Denise Fócil**, but in 2013 the company rebranded the line as **AS by DF**.

The line is carried in contemporary boutiques such as **Satine**, **Fred Segal Santa Monica**, **Stylehäus**, **Lulu's** and **Rawk** in Southern California. Nationwide, the company is carried in 300 boutiques, but California is the brand's strongest market, and last year the company tripled its sales for both lines, Fócil said.

For Fócil, the design process for AS by DF starts with the fabrics, which are sourced primarily from Europe. In addition to buttery soft leathers, the designer incorporates silks and original prints. For Spring 2015, there are French tweeds and jacquards.

There are shift dresses, maxis and thigh-

grazing skirts, narrow trousers, liquid blouses, and cashmere sweaters. At the heart of the collection are jackets and vests that clearly draw inspiration from Alpinestars' heritage. There are quilted shoulders, diagonal zippers, tab closures and zip-closure pockets. While many of the jackets are leather, Fócil also includes a few fabric versions for retailers who like the look of the moto jackets but want a textile alternative.

"I'll look at Alpinestars and get inspiration, but everything they use is so technical," Fócil said. "I want to find my version. I'm lucky to have this library of research and the heritage behind it."

Wholesale prices for AS by DF range from \$65 to \$99 for tanks/tops and \$90 to \$226 for dresses. Sweaters are \$90 to \$150. Textile jackets range from \$125 to \$170, and leather jackets are priced from \$298 to \$390.

"It's for the super-LA girl," Fócil said. "It still has all the same DNA but in a relaxed way."

Although Fócil designs the two collections separately to stand on their own, many of the same customers purchase both brands.

"We tend to find we dress the same woman on different days of the week," Fócil said.

Much of the **ASTARS** line is produced in Los Angeles, including some of the knit fabrics. **ASTARS** also features pieces in luxe vegan leather with an ultra-soft hand.

"I wanted to offer a vegan alternative," said Fócil, a vegetarian who "lives in leather."

ASTARS wholesale prices range from \$23 to \$36 for tops and tanks, \$53 to \$69 for dresses, and \$44 to \$80 for sweaters and jackets.

The "Fast Lane" dress features an abstract print and is trimmed in black. The "Shailene" romper comes in a fun thumbprint polkadot. There are vegan-leather jackets and vests as well as jacket styles in fabric.

"There's a functional side of me that comes from where we started," Fócil said. For example, the "Malibu" strapless top features a hidden shelf bra for support.

"We do really well with date-night tops for **ASTARS**," she said.

One way Fócil stays connected with her customer is through trunk shows with her top retail stores around the country.

"I like to hear the feedback," she said. "I learn so much from that."

One recent trunk show for AS by DF was held at **Stylehäus**, the members-only styling service based at **The Grove** in Los Angeles.

"We live in a social media-driven industry, and a

➔ Continued on next page



ASTARS Karlie bomber jacket



AS by DF One Love moto jacket



ASTARS Malibu strapless top



AS by DF Bound knit top and skirt



AS by DF Goldie blazer

Apparel Retailers—and Manufacturers—Offer Some Advice for the New Owners of MAGIC, Project and Pool

By Andrew Asch *Retail Editor*

New ownership usually means change for any company. Following the recent announcement that U.K. company **UBM PLC** will acquire **Advanstar** for \$972 million, many in the industry wondered what changes were in store for the trade show giant, whose shows include **MAGIC**, **Project** and **Coterie**.

Joe Loggia, Advanstar's chief executive officer, will continue running Advanstar, according to a company statement, but *California Apparel News* talked to a few retailers and manufacturers on their suggestions for MAGIC and how they'd like the influential trade show to change.

Fraser Ross Founder, Kitson, Los Angeles

[MAGIC is] so worried about pleasing vendors at the show that they forget about the retailers. It's not accommodating to retailers anymore. [With the recent sale,] maybe a European outlook could freshen the show. A good thing about European shows is the amenities. The European shows have coffee stands at the middle of the show. You don't have to walk back all the way to a food court and wait three hours.

Also, the shows are way too big. These trade shows have lost their luster. There is not enough newness. There is no way that you can cover all of those Las Vegas trade shows. There's too many shows in a big area. They charge a lot of money for vendors, so start-ups can't go there.

Gila Leibovitch Co-owner, Vault, Laguna Beach, Calif.

I think it is great news! I was not happy with MAGIC and how it was run—it felt like a big mish-mash.

Hopefully, this new U.K. company, with all its new resources, will be able to make it better. The first thing I would like to see change is to have the shows all under one roof—men's, women's, kids', shoes, etc.

If there is a physical way to do this, then U.S. buyers can spend more time buying and less time traveling from one trade show to the other. Secondly, it would be nice if lunch was provided. Not asking for much—we can handle our own breakfast and dinner.

But to stop our buying, and to start looking for a decent place to eat, shouldn't have to happen. Not only are the lunch options not good, but they are expensive and the lines are long. Lucky for some buyers, brands such as **AG Jeans** set up a **Nobu** station at every trade show, which totally helps. For example, the **MRket** show offers amazing lunches, **Kidshow** at **Bally's** offers a lunch, and the old **ENK** shows used to offer lunches, which was helpful and a great time saver. Coffee stations would also be helpful. Transportation to and from the different trade shows is always a plus, but not all hotels offer a shuttle to the conventions. It would be nice to see various options on how to get back and forth to the hotels, provided by the trade show.

Continued from previous page

brand must engage with that audience to truly succeed and build itself," said Marina Monroe, co-founder of Stylehäus. "Trunk shows serve as a major resource to generate buzz across all types of media and are a chance to connect to clientele about new collections in a fun, social setting."

Monroe praised Fócil's "eye for contemporary wear."

"The AS by DF collection is always on

Don Zuidema Co-founder of LASC, West Hollywood, Calif.

With the consolidation and now purchase of several of the major shows, I would hope that UBM PLC would do their best to give each show its own personality and to revitalize the shows. There has become a sameness among the shows, and in an industry based on fresh ideas it is time to hold the directors of these shows to the same high standard we as retailers are held to by our customers.

They should also strive to seek out new brands, new technologies and new platforms for the design, layout and promotion of the shows.

Karen Meena Vice president of merchandising, Ron Robinson, Los Angeles

Put all of the shows together in one venue. It is time-consuming to go from one venue to the other. Please just simplify the process. Add an extra day. With all the new shows, it is very challenging for a buyer to see everything and get some orders placed. It would be helpful to have more time. Do not schedule the August dates the same time as the **NY Now** show. For the past three years these shows have been scheduled at the same time. It cuts my time at MAGIC to only two days. MAGIC used to be scheduled closer to the end of August. Bring some of the customer service back to the U.S. circuit of trade shows. Bring better and more accessible food/beverages and convenient and accessible transportation.

Organize the show floor for easy shopping. Put all the like brands and categories together in clearly marked areas to make it easy on the buyers to find what they are looking for.

Bryan Kang President, Rhapsody Clothing, Los Angeles

Whenever [trade show producers] organize a shop floor, they say that they give out locations to vendors ranking their seniority. But it is very subjective. Vendors should be able to request the location that they want. Location is very important; traffic is very important. Usually, a new exhibitor or brand is at the back. Buyers should have more chances to see new brands. The MAGIC marketing team should put more focus on international marketing. We have to promote Los Angeles and California designs. I wish they would release or sell the list of buyers' email addresses to exhibitors.

Freddie Rojas Owner, Rojas, Los Angeles

They need to move it back to Los Angeles. All of the showrooms are here, all the brands are here. There is no fashion in Las Vegas. It would help out Los Angeles tremendously if there was a major trade show here. Maybe at the Convention Center. It would bring the stores here. It would bring other brands here. Also, the merchandising needs to be curated better at MAGIC. If they would merchandise the brands that sell together at the same boutiques, it would help the buyers find comparable brands. ●

trend but consists of a lot of versatile staple pieces as well," she said. "She experiments with colors, prints and shapes, giving a fun, unexpected edge to classic items such as leather jackets. The collection also has a great price point for the contemporary shopper."

For **Los Angeles Fashion Market**, AS by DF and ASTARS will be shown at the **Stacey Rhoads Showroom** in **The New Mart**. For more information, visit www.asbydf.com and www.astarswomens.com. ●



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Gores Group Sells Scovill Fasteners

Los Angeles-based investment firm **The Gores Group** is selling **Scovill Fasteners** to **Morito**, a 106-year-old Osaka, Japan-based supplier of apparel fasteners and components for automobiles.

Founded in 1802, Clarkesville, Ga.-based Scoville makes specialty fasteners for a wide range of industries, including apparel, medical, military and sporting goods.

The Gores Group purchased Scovill in June 2011, in the midst of an apparel-related buying spree that started in 2010 with **J. Mendel**, maker of fur coats and high-end dresses, and included **Big Strike Inc.**, a Los Angeles juniors company, and **Mexx**, a European and Canadian retailer once owned by **Liz Claiborne Inc.** The spree concluded in 2012 with the purchase of a stake in **Twelfth Street** by **Cynthia Vincent**.

According to the company, during its ownership, The Gores Group, with Scoville CEO Craig Stoudt and CFO Gary Reinert, implemented several improvements to the company "with a particular focus on creating a culture of operational excellence utilizing philosophies of lean and kaizen."

"I am excited that we are entering into this relationship with Morito, and I believe this recognizes the significant progress made and value created by our company. This begins the next chapter for our organization," said Stoudt in a company statement. "We will have greater resources available to further accelerate growth opportunities, which in turn will benefit our employees, customers, suppliers and other key stakeholders."

—Alison A. Nieder

TRADE SHOW REPORT

Majors Market *Continued from page 1*

While YMI's temporary showroom in the lobby of the CMC was packed with appointments, Vered thought traffic flagged during the market. "It doesn't seem like a bigger market," he said. Since the Yom Kippur holiday took place a couple of days before the opening of the market, Vered said that the scheduling of the market may have created some conflicts.

Delegations of buyers from major retailers such as **Nordstrom**, **Target**, **The Wet Seal Inc.**, **Rue 21**, **Ross Stores Inc.**, **Burlington Coat Factory**, **Deb Shops**, **Pacific Sunwear**, **Citi Trends**, **Gabriel Brothers**, **Dillard's** and **Belk** reportedly walked the show.

See You Monday, a downtown Los Angeles-based label made its Majors Market debut with a full collection that ranged from dresses, tops and bottoms to swimwear. Annabelle Lee, the owner of See You Monday, said exhibiting at the show turned into serious business for her.

At other shows, Lee said, she typically meets with buying delegations, but at the Majors Market, she met with decision makers—executives who were there to talk business. They wanted to see if a line could produce on-trend looks at a certain price,

and they wanted proof.

"You can't just have a line. You have to have a sourcing power to back a line," Lee said. "If you don't have a full package to offer, they go next door." See You Monday wholesaled mostly Immediates for holiday and early spring 2015 deliveries.



THE POINT: David Vered of YMI makes a point during a Majors Market meeting.

The department-store sector has proven itself to be marked by agile retailers, said Michael Exstein, a **Credit Suisse** analyst who covers department stores. "Despite a difficult retail environment, inventories came under better control," he wrote in a research note that was released in August. "Although few department stores achieved revenue growth, they generally kept inventory growth below sales growth." ●



THE SETUP: A salesperson sets up a display at Stony Apparel for a Majors Market meeting.



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Tsabag Returns to Juniors With Free Heart

Moshe Tsabag spent 12 years building the **Hot Kiss** juniors label before selling it in 2008 and turning his attention to the contemporary market with his **Velvet Heart** label.

After six years with his eye on the contemporary market, Tsabag is returning to the juniors business with **Free Heart**, which launched during the Oct. 6–8 run of **Los Angeles Majors Market**.

id-wash jogger, a cotton skort, a denim-style stretch bodysuit and several rompers.

Wholesale price points for the line range from \$8 to \$16.

To help with the launch of Free Heart is Stacia Diamond, who worked with Tsabag as national sales manager at Hot Kiss as well as serving as vice president and creator of Tsabag's contemporary line **Jak & Rae**.

The move marks a return to apparel for



Stacia Diamond and Moshe Tsabag



"I know the juniors market quite well, and I still have strong relationships with the retailers," Tsabag said.

To kick off the brand, the launch collection has "a denim feeling but not a five-pocket jean," Tsabag said. "It's something a girl would wear every single day."

What that means is plenty of super-soft lyocell and washed-cotton pieces in easy-to-wear silhouettes such as cropped tops and tanks, flirty skirts, and breezy dresses. There's an ultra-slouchy trouser style in lyocell, an ac-

Diamond after several years developing and launching **Mai Couture**, a line of paper cosmetics. She is serving as vice president for the Free Heart, Velvet Heart and Tsabag's modern misses collection **New Leaf**, which is now in its third season.

"We're off to a good start," Diamond said.

"Business has really opened up—it's a good time to be back. The merchandise Moshe has introduced fills a void in the market, so the buyers are loving it."—*Alison A. Nieder*

Spring 2015 Fashions to Go Sports Luxe, T-shirt and Distressed

"Everybody has a crochet pant." "Sweat-shirts will be amazing this season." "We're loving the sweatshirts." "Europe was all about the destructive jean."

These were some of the predictions and observations on next year's juniors fashions to come out of the **Barbara Fields Spring-Summer 2015 Trend Presentation**. It was produced by the **Barbara Fields Buying Office** and took place in Suite 855 of the **California Market Center** in Los Angeles

during a series of presentations Oct. 6–8. Fields shared her findings with delegations of buyers from retailers such as **The Buckle**, **Gordman's**, **JC Penney**, **Citi Trends**, **Rue 21**, **Stitches** and **Gabriel Brothers** during the talks. She has been producing biannual trend presentations since 1981 and bases her forecasts on what is trending in fashion capitals around the globe. The past three months, she has been frequently traveling to London, Barcelona and New York.

While there was no indication of a major market change on the horizon, such as the advent of the skinny jean, Fields and her staff forecast the trends that she believed could make or break a retailer in 2015.

Denim with a joggers silhouette and tapshorts will be popular. Licensed tees, especially with **Disney** characters from movies such as "Frozen," will be important, as well as tropical prints, floral prints and anything on a romper. "We're loving rompers," Fields said.



FIELDS SEMINAR: A delegation of buyers at the Barbara Fields Spring/Summer 2015 trend presentation

Also popular will be horizontal stripes and T-shirts, shawls, and shirts with colors of the American flag. Juniors clothes inspired by sports merchandise, as well as activewear will be a major trend running from Spring to Fall 2015. The one trend to continue its popularity from 2014 is sports lux, or juniors clothes with a sports merchandise or activewear inspiration.

During the presentation, Fields made forecasts on specific time periods when cer-

tain trends will hit the shop floor. Tropical prints are forecast to be most popular between March and April. Outfits made out of white clothes, however, have a shorter window—April through May. The optimum time to stock denim in stores will be December through April; for drawstring pants, December through February; for kimonos, January through March.—*Andrew Asch*

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Intertextile Offerings Include Expanded Denim Hall and Sustainability Zone

When the giant **Intertextile Shanghai Apparel Fabrics 2014** trade show opens on Oct. 20 at the **Shanghai New International Expo Centre** in Shanghai, visitors will find a newly expanded Beyond Denim hall, featuring exhibitors from six countries and regions.

With about 150 exhibitors, the Beyond Denim hall represents a 25 percent increase over last year's denim offerings at the show

for denim wear and activewear.

The four-day trade show has more than 3,800 exhibitors showing in 15 halls spread across a more than 10 million-square-foot exhibition space.

Other highlighted product categories include accessories and functional fabrics. More than 550 accessories suppliers will showcase products for garment and accessories, such as zippers, buttons, lace and



BIG SHOW: The Oct. 20–23 run of Intertextile Shanghai Apparel Fabric 2014 trade show will feature more than 3,800 exhibitors showing in 15 halls spread across a more than 10 million-square-foot exhibition space at the Shanghai New International Expo Centre.

and reflects the growing interest in denim among Chinese consumers, show organizers said.

In addition to denim mills, designers and marketing firms, the hall will feature new wash innovations, denim technologies and sustainable-production practices.

Exhibitors include Spanish denim maker **Textil Santanderina SA**, which will be showing faded finishes, new digital prints, **Tencel** fabrics and jacquard styles. American thread maker **American & Efird** will also be exhibiting at the show with new premium products

embroidery, interlining, labels, appliqués, sequins, beads, and rhinestones.

Functional-fabrics offerings include products with thermo regulation, moisture wicking, increased durability, elasticity and windproof properties for sportswear.

A returning focus at the show is the All About Sustainability zone, which has grown to 32 exhibitors, including **Bluesign**, **GOTS**, **Intertek**, **SGS-CSTC** and **TUV Rheinland**.

For more information, visit www.intertextileapparel.com.—Alison A. Nieder

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among L.A. lifestyle businesses in fashion, media arts, and publishing. The building is 11 stories tall and, having been built in 1927, represents the city's history of creative commerce. It's a space that encourages fluidity across functions by offering an event venue, offices, and showrooms in a single location.

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