

# CALIFORNIA Apparel News

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Mike Vensel at Concept LA Fashion Week



Single at Day to Night at the W Hollywood for Dress for Success

## LOS ANGELES FASHION WEEK SPRING 2015

Spring '15 came to Los Angeles with Los Angeles Fashion Week, the 11-day event featuring more than 60 runway shows, installations and parties spread across multiple venues. For highlights from the first half of the events, see pages 6-7.



CWST at Fashion Business Inc.'s All Aboard fashion fundraiser



Odylyne at Los Angeles Fashion Council



MT Costello at Art Hearts Fashion

### TRADE SHOW REPORT

## Crowded LA Market Schedule Draws Major Retailers and Specialty Stores

By Andrew Asch, Alyson Bender and Alison A Nieder

Buyers ranging from major retailers such as **Bloomingdale's**, **Neiman Marcus** and **Nordstrom** to key specialty stores and e-tailers such as **ShopBop**, **Ron Herman**, **Fred Segal** and **Beckley** turned out for the recent run of **Los Angeles Fashion Market**, which was spread across multiple showroom buildings and several returning and new trade shows.

In addition to the central showroom buildings—the **California Market Center**, **The New Mart**, the **Cooper Design Space**, the **Gerry Building** and the **Lady Liberty Building**—buyers also had several other trade shows to shop, including **Designers and Agents**, **Select**, **Brand Assembly**, **Coeur**, **LA Men's Market** and **Lazr**, as well as new activewear show **LA Active**.

Exhibitors reported upbeat buyers looking for everything from immediate deliveries to Spring '15 goods.

This season, market dates remained split with the CMC and Gerry (as well as a handful of showrooms in the other buildings) opening on Sunday, Oct. 12. The New Mart, Cooper, Lady Liberty and the temporary trade shows opened on Monday, Oct. 13.

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## Fashion and Tech Merge at Fi3

By Alyson Bender *Contributing Writer*

The intersection of fashion and technology—and the future of wearable technology—was on the agenda at a recent one-day conference hosted by **Fi3**.

Held in partnership with *Apparel Insiders* and sponsored by **ISKO**, the Oct. 13 conference at the **Ace Hotel** in downtown Los Angeles featured several speakers, including Sylvia Heisel, founder of **Heisel Co.**; Sandra Lopez, director business and marketing strategy, fashion wearable technology, for **Intel Corp.**; and Peter Kim, founder and chief executive officer of **Hudson Jeans**.

Last year, Intel founded its New Devices Group to better understand the world of wearables. Its focus is on emerging technologies because, as Sandra Lopez emphasized, “technology is in the forefront of bringing wearables to market.” Intel is not claiming to have started the wearable

➔ Fi3 page 2

### INSIDE

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



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## Quiksilver's McKnight Steps Down

Bob McKnight, founder of surf giant **Quiksilver Inc.**, will retire from his position as executive chairman of the Huntington Beach, Calif.-based company, it was announced on Oct. 14.

McKnight will continue to serve on Quiksilver's board as a director. Andy Mooney, the current chief executive officer for the surfwear company, was elected chairman of the board. Pierre Agnes, the company's global head of apparel, also got a new title. He was named president of the company, Mooney said.

"Pierre thoroughly deserves his augmented responsibilities, and I look forward to continuing our close partnership," Mooney said in a statement. He also paid tribute to McKnight.

"It has been a privilege to work side-by-side with Bob. The opportunity to learn from him has been invaluable, and I am grateful that the company will continue to benefit from his involvement as a board member."

McKnight co-founded Quiksilver in 1976 and took it from being a boardshorts vendor to a publicly traded vertical retailer. Its brands—**Roxy**, **Quiksilver** and **DC Shoes**—are sold in 90 countries.

On Sept. 4, Quiksilver reported its third quarter for its fiscal 2014 year. Net revenues were \$396 million, down 19 percent from \$488 million the same time in the previous year. However, same-store sales for its fleet of 658 company-owned retail stores improved 1 percent.—*Andrew Asch*

## Wet Seal Announces Job Cuts

The **Wet Seal Inc.** announced on Oct. 14 that it would eliminate 78 jobs as part of the beleaguered retailer's cost-savings plan.

A Wet Seal statement noted that 66 of the eliminated positions were in the retailer's Foothill Ranch, Calif.-based headquarters and 12 positions were at the company's field management level.

The retailer expects to save \$5.7 million at the beginning of the 2014 fourth quarter due to the job cuts and \$1.3 million in annualized cost savings from the cuts, which, a statement said, was focused on the retailer's distribution center. Wet Seal expects to be liable for \$0.6 million in one-time severance charges in the third quarter of this year due to the cuts, said Ed Thomas, Wet Seal's chief executive officer.

"We have quickly begun to develop an action plan to stabilize the business, restore Wet Seal to profitable growth and create long-term value for our shareholders. While always a difficult decision to make, aligning our workforce to our current needs was one of the first steps in this process. I want to thank the affected employees for their dedication to Wet Seal during their tenure and wish them the best in their future endeavors," Thomas said.

Earlier this month, Steve Benrubi, Wet Seal's longtime chief financial officer, resigned. In September, John D. Goodman, Wet Seal's CEO, was fired. As part of his severance package, he received \$819,000 in cash.—A.A.



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## DTLA Boutique Althouse Takes a Bow

After working as a senior buyer at **American Rag**, a head designer at **Joe's Jeans** and a director of merchandising at **Planet Blue**, the next step for Jennifer Althouse was to open a high-end, multi-brand women's boutique in downtown Los Angeles.

On Oct. 13, she produced a grand opening for **Althouse**, located at 761 S. Main St., adjacent to the new boutique for Los Angeles-headquartered designer label **Skingraft** and across the street from **Terroni**, a popular restaurant patronized by many fashion-industry people.

While branded stores for **Acne Studio** and **Oak NYC** made waves by opening locations in downtown Los Angeles in the past 12 months, Althouse believes that the neighborhood has yet to emerge as a retail destination. "People will start coming in six months to a year," she forecasted.

Althouse hopes to offer a real alternative. It is a high-end boutique for women aged 25 and up. Brands sold include **Grey Ant**, **J Brand** and **Rachel Comey** as well as her own **Alt** brand, which is sold exclusively at her boutique and her ecommerce site ([www.shopalthouse.com](http://www.shopalthouse.com)).

The Alt brand offers a high-waisted skinny jean and mid-rise jean, which retail for \$235, and a clean leather jacket, which retails for

\$750. Althouse said her brand's jacket and jeans aim for a classic style, not a trendy look.

"I don't want a customer coming in and saying this looks too 'old' for me or this looks too 'young' for me," she said.

The boutique once served as storage space for a furniture store. She completely refurbished the 1,650-square-foot store, which has the feel of an urban loft. It has 20-foot-high ceilings, flooring with tiles that were installed in the 1920s, and black-and-white portrait photographs of country-music stars.

Althouse hopes to eventually open more store locations, perhaps after 2½ to 5 years in business.—A.A.



**NEW STORE:** Jennifer Althouse at her self-named Althouse boutique

## NEWS

### Fi3 *Continued from page 1*

trend but has been granted a budget of \$10 million for research and development. More recently, Intel's New Devices Group has branched into the fashion and luxury sectors, using its wearable-technologies information to collaborate with **Barneys New York** and **Opening Ceremony**. Moving forward it is striving to strengthen the merging of technology and fashion.

Heisel, with a background in women's luxury fashion design, established her firm last year with a focus on sustainability issues and how new technologies, such as new materials and new manufacturing, may be transforming and "disrupting" the industry.

Wearable technology is inevitably bound to disrupt the industry, Lopez said. She brought up the example of how technologies such as **Airbnb** and **Uber** have already disrupted the hotel and taxi industries, respectively.

Hudson's Kim also discussed how companies such as **Go Pro** and **Red Bull** have structured their communications departments in a way that is revolutionizing customer connection beyond their industries.

According to Heisel, as early as the end of this year, retailers will implement "electronic tagging embedded in all merchandise that connects all their inventory. ... There is also a program now where [companies] are starting to track the beginning stages of the fibers being made, or where the silkworm is in the world, all the way through the entire production process, all the way back to the consumer, so there is data and tracking and consumers will be educated and know where their purchases come from."

Other examples that were brought up of ways imminent technology is foreseen to disrupt the market include 3-D printing and nano-coatings that do not change the appearance or feel of a fabric but, because they are essentially microchips embedded into the fibers, could eventually charge batteries and power devices.

"Our focus is on fabric because we are looking at wearable devices. Labs are looking for where can we extract energy, whether it be from solar or a consumer's body, to generate power and extend battery life," Lopez said.

Heisel also mentioned how scientists are feeding silkworms phosphorescent dyes. "The idea is that instead of dyeing the fabric, you feed the worms. They end up spinning silk in that color. It actually works and saves water and processing."

Sportswear companies have already been using mapping technology to see how bodies move and how fabrics stretch and wear over time. Although they are still considered to be in the beginning stages of using "smart" fabric for mapping, the rest of the industry is on the brink of seeing more crossovers.

"If you look at kids now, they have had lights in their clothing their entire lives. Having clothes and shoes that blink is their normal," Heisel said. "They are growing up with technology, so there is a different level of acceptance."

### True blue

Part of the conference focused on success stories and branding. Kim, who founded Hudson Jeans in 2002, attributes the company's ongoing success to always "pushing for progress." He said by never getting comfortable, not being afraid and accepting that change is inevitable, he was able to strengthen the DNA of his brand. He emphasized staying true to the company's soul by staying authentic and hiring people who can not only get the job done well but also fit into the culture of the company.

"It is still a constant struggle to stay relevant in the premium-denim market," he said. "Roughly seven to eight brands control around 80 percent of the market."

Kim's advice for brands that want to stay relevant is to stay passionate and evolve. "There is no going back," he said. "What worked last year may be irrelevant by next year." ●



Hudson founder Peter Kim



Costume National at the Cooper Design Space



Goldbarr Jewelry at the Cooper Design Space



LA Active Show at the Gerry Building



Merci Borden of Merci Marie handbags at Select at the California Market Center



Trunk at the Mary Joya Showroom at the Lady Liberty Building

LA Market *Continued from page 1*

At CMC, boutiques are 'bread and butter'

If the LA Majors Market, which ran Oct. 6–8, is about writing big orders with department stores, the boutique and specialty-oriented Los Angeles Fashion Market still represents the “bread and butter” business of the **Betty Bottom Showroom** in the California Market Center, said Rosanne Tritica, co-owner of the showroom. “We need both to survive,” she said.

Betty Bottom’s showroom calendar was packed with appointments with boutiques starting on Sunday through Tuesday. Traffic started tapering off on Wednesday, Tritica said.

Traffic was big, said Ernesto Mantilla, Betty Bottom’s co-owner and Tritica’s husband. “We’re close to the end of the year,” Mantilla said. “Stores are getting ready for a good Holiday season.”

But buying habits for small stores have changed in the past decade. Many stores aim to buy close to season, and it has changed the nature of the LA Fashion Markets. In the 1980s and 1990s, the October market was only for ordering Spring merchandise. But in the past few years, the January LA Fashion Market has increased in importance for Spring merchandise because so many boutiques aim to order immediates, Tritica said.

Immediates were important for the recent LA Fashion Market, and Betty Bottom’s clients aim to service that demand. The showroom’s clients—**Moonlight**, headquartered in Los Angeles, and **Dzhavael Couture**, which is based in New York—make December merchandise deliveries, which are just in time for the holiday season.

Retail traffic was good for the **Mystree** showroom, said Jerry Wexler, a sales representative for young contemporary line Mystree. Business was about even with the October LA Fashion Market of 2013, Wexler said.

Don Reichman of **Reichman Associates** noted that the general mood of boutique owners seemed more bullish than in other markets this year. “I hope it reflects on our business and they buy more,” he said.

Business was good at the **T&A** women’s showroom on the fifth-floor contemporary wing of the CMC, but the traffic was not as good as the T&A men’s showroom, which participated in **LA Men’s Market**, which ran Oct. 13–14 on CMC’s Area 4 section, said Alfred Davis, a co-owner of the showroom.

The men’s showroom worked with more than 80 buyers, and the women’s market worked with more than 25 buyers, Davis said. “Women’s [business] typically does better than men’s,” he said. But his men’s showroom enjoyed more traffic because of the big marketing and sponsorship effort behind LAMM, he said. There was catered food and drinks at the men’s show, as well as parties in the evening.

Majors vs. specialty stores at The New Mart

Retail traffic increased more than 7 percent at The New Mart over last October, said Ethan Eller, the showroom building’s general manager.

Lynn Girard of the **Lynn Girard Showroom** reported a LA Fashion Market packed with appointments. Sometimes there were not enough stations at her showroom to seat all of the appointments, she noted. Girard and the other showrooms on the 12th floor pooled resources to offer buyers margaritas, taquitos and churros during market.

Although most showroom owners generally agreed that the business at market was good, several also noted that business overall seems to be changing.

For Eme Mizioch, the owner of the **Joken Style** showroom, the best business was at the recent LA Majors Market. “We killed it with the Majors,” Mizioch said. For the specialty and boutique-focused Fashion Market, every dollar was harder to earn, she said.

“[Boutiques] are so focused on immediates that it’s hard to go to production. How do you know your projections if you don’t know how many people will be ordering or what they will order?” Mizioch said.

Jackie Bartolo, owner of the **Jackie B** showroom, also noted that the majors business has been very good. Majors make bigger buys, and they help build production offers for manufacturers. However, specialty and boutique retail is crucial, she said. During the LA Fashion Market, Bartolo worked with e-commerce retailer **Le Tote**, **Sloan Boutique** of Portland, Ore.; **Hailee Grace** of Denver; **Soto**, a Los Angeles boutique chain with seven locations; and **Ambiance San Francisco**.

“Boutiques are being more careful with buys as far as categories,” Bartolo said. “They’re going to write the orders, but they’re making sure that they not doubling ordering and buying the same thing from different companies.”

Buzzing at Cooper

Increased traffic and Immediate orders were reported throughout Los Angeles Fashion Market at the Cooper Design Space. “We’re having a very good, very busy market,” said Marilyn Rodriguez, owner of **Room Showroom**, which was open Monday through Wednesday. “We work mostly on appointment, and this year is definitely better than last October.” Room houses such brands as **Aquaverde**, **Amanda Shi**, **Carmella**, **Kes** and **Toupy**. Rodriguez met with **Elyse Walker**, **Satine**, **Shoppop** and **Revolve Clothing**.

Marisa Bergman, West Coast director of **Showroom Seven Los Angeles**, also reported having a “great” market.

“We are much happier about the dates this market than in August, when we overlapped with New York, which was a disaster,” said Lauren Bryant, sales director of **Agency Showroom**. “This market has been great for us. We’ve seen **Nasty Gal**, **Revolve Clothing**, **Hautelook**, **Anthropologie** and **Swell**.”

Orders were split between immediates or in-season orders and Spring ’15 goods.

**Brand Equity Showroom** saw “good, steady traffic. There has been a lot of excitement around **Costume National** this market,” said showroom owner Brian Stark. “Many of our buyers have been focused on Immediate styles this week.”

Stark had appointments booked Monday through Friday. “Weekends never work for us,” he said. “We see our accounts during the week.”

**Scotch & Soda** and **Maison Scotch**, which both follow European selling dates, had already closed their selling season. Still, the sister brands saw an increase in immediates and reorders, said West Coast sales manager Kate Wazdatskey. Monday was very busy, Wazdatskey added. “We met with a lot of new accounts this market,” she said.

Jennifer Mohlar, owner of **HM Showroom**, said she was pleased with market, adding that **Revolve Clothing**, **Diane’s** and **Fred Segal** were among the retailers who stopped by the showroom.

“We have been very busy this week with steady traffic, seeing lots of specialty boutiques,” she said. HM Showroom represents brands **Malia Jones**, **Vintage Havana**, **Sticky Eyewear** and **Bettinis Bikinis**, plus others, and also runs a showroom in Santa Monica, Calif.

Early start at Gerry

The showroom owners and representatives at the Gerry Building were happy with the turnout at Los Angeles Fashion Market.

“This has been a great market for us,” said Nina Perez, owner of the **Nina Perez Showroom**. “We have been very busy, and our buyers are all happy and upbeat.”

Market opened on Sunday, Oct. 12, the day before some of the other showroom buildings and temporary trade shows opened.

“Sundays are essential for us; buyers need that extra day,” said Perez, who represents brands **Nic + Zoe**, **Evangeline Bags** and **Niche**. The showroom owner, who shares space with Julie Walls, said she had appointments and walk-ins from retailers from Canada, the Northwest U.S. and the Midwest. “This has been an exciting market,” she said.

Brian Cahill, sales manager for **JordanLouis**, came from New York to show for the first time at Los Angeles Fashion Market. “LA has a very different lifestyle and culture, and JordanLouis has so far been well received,” he said, adding that he met with buyers from **Fred Segal**, **Nordstrom**, **PE 101** and **Bleu**.

Sharing the space with **JordanLouis**, Jerry Chen of **Zero Degree Celsius** also recently moved from New York to Los Angeles and was pleased with market.

“We moved here three months ago and are really happy,” Chen said. “Sunday was surprisingly really busy, Monday was slow, but Tuesday traffic picked up again. We like this building because the spaces feel creative, not so corporate, and they are large and open.”

Benjamin Zoldan of the **Joseph Ribkoff Showroom** echoed others from the building, reporting a solid market. “All our appointments have shown, and we have had a few really great random walk-ins,” he said. “We are very pleased with the turnout.”

Traffic up at Lady Liberty

At the Lady Liberty Building, Mary Joya, owner of the **Mary Joya Showroom**, was pleased with the turnout at Los Angeles Fashion Market.

“Our traffic has been up roughly 20 percent from last October Market,” she said.

Joya—who represents **Artisan De Luxe**, **Trunk**, **Chldr** and **Free People**—moved to the Lady Liberty Building from The New Mart in May.

“This October has been very busy,” she said. “We opened on Sunday, which really paid off, and are booked with appointments through Thursday. We have booked more appointments this market and spread them out over more time, giving us quality time with each. It has helped tremendously, spending more one-on-one time with our accounts.”

Some of the retailers Joya saw include **Bloomingdale’s**, **ShopBop**, **Ron Herman**, **Fred Segal** and a handful of Japanese accounts.

**Joey Showroom** Sales Director Deva Braakensiek also reported having a “very good market with ongoing steady traffic,” with an even balance of appointments and walk-ins.

The showroom, which shares space with **ONE Showroom** and **Majestic**, also recently moved to the Lady Liberty building from the Cooper.

“We are very happy over here,” Braakensiek said. “There is a nice, relaxed environment and sense of community.”



# Coming Soon in Oct. & Nov.



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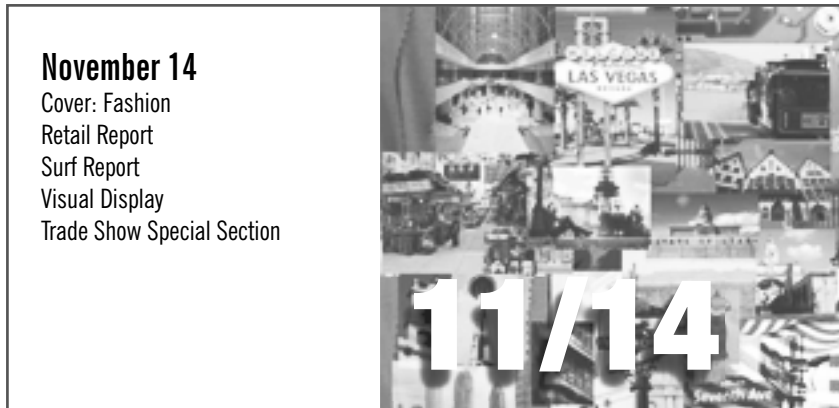
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**11/7**



**November 14**  
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**11/14**

## Sam & Lavi Named MAFI Winner, FBI Receives FGI Grant

The Moss Adams Fashion Innovator (MAFI) award was presented to **Sam & Lavi** founders Sam Arasteh and Lavi Mirzak on Oct. 14 at **Union Station** in Los Angeles at the fourth annual **All Aboard ... LA's Fashion Platform** runway show and fundraiser for **Fashion Business Inc.**

Founded in 2010 by husband and wife team Arasteh and Mirzak, the contemporary collection sells at upscale retailers including **Saks Fifth Avenue, Revolve Clothing, Neiman Marcus, Harvey Nichols, American Rag** and **Fred Segal.**

Designer Mirzak brings her textile design experience to the collection while Arasteh brings his business background to the company, which features original prints, high-end fabrics and a "day-to-night" aesthetic.



Sam Arasteh and Lavi Mirzak

The fundraiser's presenting sponsor, **Moss Adams LLP**, presents the MAFI award to honor a California-based company that "has, in the past 12 months, significantly impacted the national marketplace by exemplifying creativity and innovation through unique and compelling designs, manufacturing and/or marketing."

"This year's winner is certainly deserving of the award with their beautiful feminine silhouettes, use of textured fabrics and state-of-the-art printing techniques," said Martin Hughes, Moss Adams partner and apparel-practices leader. "The brand was launched in 2010 and has very quickly become a sophisticated collection."

The award includes \$5,000 in professional services from the national accounting firm. Past MAFI winners include Shay Todd, **Petro Zillia's** Nony Totchterman, **Frankie B.'s** Daniella Clarke, **Cerre's** Clayton and Flavie Webster, and **Nally and Millie's** James and Nally Park.



Frances Harder, Trish Concannon and BK Phillips

At the FBI fundraiser, **Fashion Group International Foundation** presented FBI with the first of two grants to "continue doing their good work," said Linda Tucker, chair of the FGI Foundation. Tucker presented FBI President Frances Harder and FBI Executive Director Trish Concannon with a check for \$13,800.

Harder also named Los Angeles designer Brian "BK" Phillips the emerging designer of 2014. Phillips showed a selection of his **BK Phillips** collection, which is made from reworked vintage military uniforms.—*Alison A. Nieder*

### Calendar

**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 presented by Fashion Business Inc.**  
online

**Oct. 22**

**Dallas Apparel & Accessories Market**  
Dallas Market Center  
Dallas  
Through Oct. 25

**FIG**

FIG  
Dallas  
Through Oct. 24

**SGIA Expo**

Las Vegas Convention Center  
Las Vegas  
Through Oct. 24

**Oct. 27**

**Coast**  
Soho Studios

Miami  
Through Oct. 28

**Nov. 12**

**Designer & the Muse, presented by FGI**  
Mr. C hotel  
Los Angeles

**Nov. 23**

**DG Textile Expo Fabric & Trim Show**  
750 Kearny St.  
San Francisco  
Through Nov. 24

There's more on [ApparelNews.net](http://ApparelNews.net).

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

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

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**LA Market** *Continued from page 3*

**Full house at D&A**

The Oct. 13–15 run of the Designers and Agents show featured more than 100 brands and showrooms filling the fashion theater space on the third floor of The New Mart and drawing a steady stream of buyer traffic throughout the three-day show.

Nina Frank, the sales executive and sales manager at New York–based **Minnie Rose**, was pleased with the turnout at the show.

“I was expecting it to be this busy,” Frank said. “Minnie Rose always does amazing in California.”

Frank said she appreciated the quality of the stores shopping the show, which includ-



Designers at Agents at The New Mart

ed higher-end better stores from across the Western U.S., she said.

Many of the buyers were upbeat and “not cautious at all,” Frank said, adding that the collection is selling at retail, which helps encourage the buyers to place new orders.

“They know it’s going to sell, and they are willing to put down dollars,” she said.

Robyn Kessel of San Francisco–based **Keena** was showing at D&A for the second time with apparel brands **Neeru Kumar** from India and **Elk** from Australia as well as accessories lines **Petal** handbags, **Paro** scarves and **Fetch**, a new eyewear company by tile designer Ann Sacks.

“We’re primarily in the gift industry, but we’ve been working with a couple of apparel brands for the last couple of seasons,” Kessel said. “All our lines have some sort of social responsibility or vertical manufacturing with a history of good practices. They sit in apparel stores and lifestyle boutiques and museum shops.”

Elk and Neeru both have strong followings internationally, Kessel said. Elk does well in Australia, and Neeru Kumar does well in India, France and Japan. But both have an aesthetic that is in line with the West Coast,” Kessel said.

At the Keena booth at D&A, Kessel said, she primarily saw buyers from stores located west of the Rocky Mountains, including many retailers the company already knows, “which is surprising because we’re so steeped in gift.”

Longtime D&A exhibitor Kim White, who designs Los Angeles–based **Kim White Handbags**, was also pleased with the turnout at the show.

“I’ve had a great market,” she said, adding that she landed orders from as far east as Chicago.

Ed Mandelbaum, co-founder of the show, was equally enthusiastic.

“We’ve had good energy,” he said. “The room is filled. We really feel great about going off into the Holiday season.”

**LA Men’s Market: Good biz at year 1**

**LA Men’s Market** started in 2013 as an attempt to build a higher marquee for men’s styles at the March and October **LA Fashion Markets**. During its first-anniversary run on Oct. 13–14, mostly at the Area 4 section of the **California Market Center**, vendors reported good business and a desire to participate in future LAMM shows.

**Pacific Sunwear** and **Forever 21** reportedly visited the show, which was formerly called **LA Men’s Market Initiative**. Also in attendance were boutiques such as **LASC** of West Hollywood, Calif.; **Fred Segal Conveyor** of Santa Monica, Calif.; **ADB** of Los Angeles; and e-commerce brand **Revolve Clothing** as well as representatives from Japanese-headquartered retail distributors.

Kellen Roland, a producer of LAMM and president of **The Ntwrk Agency** showroom, which participated in the market, said 120 brands participated at the show, including 60 brands that do not permanently exhibit at the CMC. Brands exhibiting at LAMM included **Obey**, **Nixon**, **Billionaire Boys Club**, **Black Scvle**, **Crooks & Castles**, **Wellen**, **Katin**, **Desigual**, **Don’t Care**, **G-Shock**, **Goorin Brothers**, **SLVDR**, **Insight**, **Hyden Yoo** and **Jachs**. Fees for a table at the Area 4 temporary showrooms were under \$700. **The Park Showroom** at the **Lady Liberty** building and **The Foundation** at the **Cooper Design Space** also participated in LAMM.



An art installation in front of LA Men’s Market’s Insight space

Breakfasts were provided by show sponsors **Egg Slut**, and vendors and retailers also got to drink **Stumptown** coffee and cold pressed juices by **Juice Served Here**. Another sponsor was **Boxed Water**. But the atmosphere was business-like, said Mars Collins, who did sales for **Black Scvle**. “It was about business,” he said of LAMM. “It’s easy to get writing done here.”

Adam Derry, chief executive officer and founder of **ADB**, made an order for **K-Way**, the outerwear company represented by the **Flagship Agency**. He commended the market for being easy to navigate and bringing in a lot of brands that do not typically exhibit at the CMC. “It has a potential for being a building block for rebuilding the LA Market,” he said of LA Fashion Market, which, he contended, needs to attract more buyers.

Timothy J. Padilla, co-owner of the **T&A Showroom** in Area 4, said his men’s showroom saw more than 40 accounts on the first day of the show for its Spring/Summer collections, such as **Desigual** and **Pocket Square Clothing**. “It’s the largest event in Los Angeles,” Padilla said of the men’s trade shows.

There was some grumbling that buyers viewed collections at the show’s entrance, and many would not venture toward the back of Area 4. However, Chris Josol, partner in the **Flagship Agency**, said he had 20



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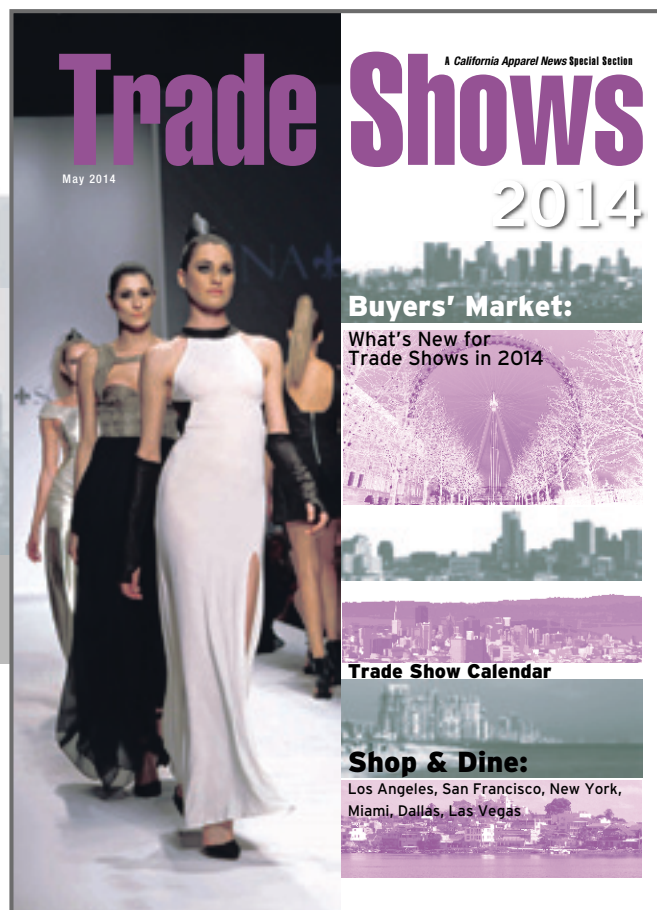
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The Lazr trade show featured footwear, accessories and apparel at a new second-floor space on the corner of Ninth and Los Angeles streets.



Bash jewelry at Coeur at the Cooper Design Space



Brand Assembly at the Cooper Design Space

## LA Market *Continued from page 5*

meetings Monday at his company's temporary showroom in the back.

Adam Ahdo, a brand manager for Flagship, said much of the orders were for immediate merchandise. "It's between seasons," he said. "For most of our brands, ordering deadlines have passed."

### Select gets bigger

It was a time of growth for the **Select** premium and contemporary brands show, which took place at the California Market Center's Fashion Theater Oct. 13–15. Brittany Carr, the show's director, said exhibitors increased 30 percent compared with the same time the previous year.

Show producers opened the stage area of the theater to provide additional exhibition space for jewelry vendors. Select welcomed back show veterans **Beagle House NY**, **Gillian Julius** and **Streets Ahead**. Studio City, Calif.-based handbags vendor **Merci Marie** returned to the show after a brief hiatus. Singapore-based designers Melchor Guinto and Charles Cua made their Select debuts. They shared a booth with Pia Gladys Perey, a Manila-based designer. The trio's styles were featured in the **International Fashion Tour** runway show in the CMC lobby on Oct. 13.

Nicolette Beckett of the West Hollywood, Calif.-based **Gillian Julius** reported Select's traffic started off strong on the first day of the show but gradually tapered off into a steady pace. She said an estimated 30 percent of the retailers that she met were e-commerce retailers, which was the highest percentage of e-tailers the company had ever seen at the show.

Yukiko Kawabata, owner of the Brooklyn, N.Y.-based **Beagle House NY**, estimated that traffic declined at the show, perhaps by 20 percent. She exhibited **Beagle House NY's** branded scarves and hats. She mostly saw boutique retailers such as Fred Segal; **Lily** from Santa Barbara, Calif.; **Filoni** from Chicago; and **Badu** of Carefree, Ariz.

### Coeur's lifestyle mix

The Oct. 13–15 run of the Coeur trade show at the Cooper Design Space drew a mix of boutiques, online stores and fine-jewelry stores, which is exactly the target retailer Misa Hamamoto, designer of the **Misa Jewelry** collection in Los Angeles, was looking to meet.

Hamamoto has been showing at Coeur since 2012. Her hand-sculpted jewelry is "inspired by elements of nature like tropical coral or tree roots." Made from 14-kt. gold, silver and vermeil and wholesale priced from \$50 to \$1,600, the line has a "price point for everyone," Hamamoto said.

The designer said she has seen a shift in buyers' mood in the last season. "It's really picked up," she said. "Buyers aren't as cautious—they're having fun again. They are trying the higher-end [pieces]. Even the stores that stock the silver and vermeil, they're trying the 14-kt. gold."

Santa Fe, N.M.-based **Bash** was showing at the Los Angeles Coeur show for the first time, said designer and owner Katy B. Ashmann.

Although Ashmann has had her line for about six years, she recently revamped the collection of architectural jewelry.

Wholesale priced from \$100 to \$1,400 for fine-jewelry pieces, Ashmann's collection is made from locally sourced materials and inspired by her Santa Fe surroundings. Recently, the designer has been experimenting with different clasps and closures for her pieces. One cuff-style bracelet features a tension snap clasp, a minimalist rectangular bangle has a latch closure, and a lariat-style necklace is designed to lock

in place.

Ashmann also showed at Coeur in New York. Ashmann said she was hoping for a little better traffic at the Los Angeles show but still met several retailers and stylists and landed "a few nice orders."

Most of Coeur's exhibitors were showing jewelry and accessories, but the show also has footwear, home décor and apparel lines.

"The focus is on lifestyle," said Henri Myers, co-founder of the show. "We're not going to be all ready-to-wear and high design. We're bringing something more special and catered."

This was the fourth time at Coeur for **Kerry Cassill**, the Laguna Beach, Calif.-based lifestyle collection of apparel and home goods made from textiles that are block printed by hand in India.

Nicole Cernich, who represents the company's apparel collection, and Betsy Mackel, who handles the home merchandise, said the buyer turnout at Coeur was better for the brand's apparel.

On the second day of the show, Anita Arze was staffing the booth for three Spanish footwear brands, **Coclico**, **Chie Mihara** and **P. Monjo**.

"We've been busy," she said. "The afternoon was swamped! It was one after the other after the other!"

### High-end retail at Brand Assembly

The Oct. 13–15 run of Brand Assembly at the Cooper Design Space drew buyers from Shopbop, Scoop, Saks, Neiman Marcus, Nordstrom, **Satine**, Beckley, **Dreslyn**, **Heist**, **Elyse Walker** and **Guild** to shop the show's offerings of contemporary apparel and accessories.

This season, organizers reworked the layout to give the show a more-open floor plan and added an emerging-designer section.

That is where Justin Wen was showing the **Fala** collection, designed by his wife, Fala Chien. The company is in its second season since moving to Irvine, Calif., and this was the line's first time at Brand Assembly.

"We did really well," Wen said. "We were able to meet a lot of buyers who we wouldn't have been able to meet at other shows. We do **ENK Vegas** and **Coterie**, [but] it's hard to meet selected buyers at the bigger shows. This show is so intimate, and the buyers have time to look at the lines."

This was the first time at Brand Assembly for Dawn Mayo, who was showing her two New York-based boho-inspired brands, **Chelsea Flower** and **Love Sam**.

"I had a great show," Mayo said, adding that she didn't have a Los Angeles rep and needed to show in a busy environment. "I saw all the best stores—Neiman Marcus, Ron Herman, Fred Segal, Satine."

Returning exhibitor **Black Halo** was busy during the three-day show with buyers responding especially well to some of the bright pieces in the line, as well as two-piece dressing, said Senior Account Executive Megan Flynn.

Flynn said she met with some new stores but primarily worked with existing accounts at Brand Assembly. Most retailers were on the hunt for something new and unique, she said.

"Everybody knows they have to differentiate themselves and offer something unique to draw customers in and give them a reason to buy," she said.

According to co-organizer Hillary France, about 70 percent of the exhibitors at the show were returning from the previous show in June. France said exhibitors reported increased interest from buyers in shopping the LA Market, particularly because LA's dates fall toward the end of the season.

"All brands I talk to said people want to come to LA and they want to buy later in the season," she said.

### Lazr bows in new LA Fashion District location

The **Lazr** trade show has a new location in the **Los Angeles Fashion District**. After testing the waters at **LA Live**, the **Cooper Design Space** and **The New Mart**, the footwear show moved to a lofty second-floor space on the corner of Los Angeles and Ninth streets.

The Oct. 13–15 run of the show featured more than 20 brands showing higher-end footwear, apparel and accessories. This marks the second season the show has run concurrently with **Los Angeles Fashion Market**, and the timing seemed to be a hit with exhibitors.

Mike Berkis, brand director for **Consolidated Shoe Co.**, represents the **Nicole**, **Dimmi**, **Poetik License** and **OTBT** brands. Berkis has been showing at Lazr since the first shows. He said this season was the best show so far.

"We had a lot of better-quality buyers coming through, and we wrote business," he said. "Every show off market has been difficult."

Berkis gave Lazr high marks for the new location and said the next challenge is to increase the foot traffic at the show. But, he added, like any show, it's up to the brands to do their homework and schedule appointments with buyers.

"For me the goal is to have a great location during market," he said, adding that he liked the addition of clothing and jewelry brands. "Everything mixed makes for a better show," he said.

Show organizer John Ruffo continued his strategy of offering a direct-to-consumer component to the show. This season, Lazr's retail section was one flight below the trade show at **Vertigo**, the boutique on the ground floor of the building. Lazr also partnered with **Fashion Business Inc.**, which organized a runway show at Vertigo on the last day of the trade show.

### LA Active show debuts at Gerry

New contemporary activewear trade show **LA Active**, organized by industry veteran Juliyn Taylor, debuted with a soft opening at Los Angeles Fashion Market on the fifth floor of the Gerry Building.

"We are providing buyers with one destination in Los Angeles to see contemporary activewear," Taylor said. "Buyers and activewear companies have shown a lot of excitement and support."

Exhibitor Rosalie Davies represents **Nux**, an activewear line based and produced in LA.

"We like the idea of a one-stop-shop show in LA," Davies said. "Our accounts have given a positive reception, and we have had a couple awesome walk-ins."

The Gerry Building's light, airy showroom spaces made for a nice alternative to the typical trade show-booth setting, Taylor said.

"Brands are able to spread out yet still be in one place, making it more convenient for our buyers. The responses have been overwhelming."

For its "test season," LA Active showcased a hand-selected group of contemporary active brands, including **L\*Space**, **Jet Setter**, **Frankie's Bikinis**, **Lenny**, **Lisa Lozano**, **Rose Blue**, **Rese Active**, **Prismsport**, **Karma**, **Minka Binx**, **Juju Jams**, **Zobha**, **La Vie**, **Nux** and **Cozy Orange**.

"Although we have not had a ton of foot traffic, we did meet various boutiques, online retailers, and health clubs and spas," said Dalma Pzotka, sales representative for Cozy Orange, an eco-friendly active brand from San Diego. "We are excited about a show located in LA that has crossover traffic and look forward to being a part of it and watching it grow."



LA Market *Continued from page 8*

Crossover traffic is also key for Nux, Davies said.

"We have seen a recent increase in business due to crossover traffic," she said. "Boutiques are seeking out activewear as much as yoga studios are, and gyms are looking to offer creative mixes of merchandise for their clients."

Taylor plans LA Active to run five times annually, concurrent with LA Fashion Market. The show will officially launch in January.



Gutai Showroom at Henry Duarte's studio

**Buzz building for independent showcase at Duarte studio**

The independent designer showcase at Henry Duarte's studio is building a following of better retailers looking for one-of-a-kind, artisan apparel and accessories in a curated environment.

Tentatively called **Gutai Showroom**, after the 1950s art movement, this season's designers included Beth Orduña; Danielle Welmond; Jaga Buyan, designer of the **Jaga** and **Duuya** collections; Calleen Cordero; Peter Cohen; Fisher Karlsson; and William Beranek's pant line, **Hung on You**.

"It was a nice outcome," Welmond said, adding that the stores that came were a mix of retailers she knew and some who stopped by after shopping the other shows at LA Market. "They're curious."

"Gutai" is the Japanese word for "embodiment," and mid-century artists such as Jiro Yoshihara and Shozo Shimamoto drew their inspiration from the materials they used.

Before the show, Orduña worked with Duarte to reconfigure the space to let buyers better navigate the two-story studio. Orduña,

Welmond and Buyan are part of the original group showing at the studio. Each season, they invite another designer to join the mix.

"It's evolving," Orduña said. "Every market we experiment with the chemistry of working with different designers."

When the showcase first began, the designers had some downtime to relax and talk about their work. But this season, that changed as retailers from stores such as **Savannah** in Santa Monica, Calif., stopped by to review the collections during the four-day show.

"We were slammed," Orduña said. Some retailers came for the opening-night cocktail party on Oct. 15 and kept working past the show's planned 5 p.m. closing time.

"That's the spirit of Gutai," Orduña said. "It's not rigid; it's not 9 to 5."

Duarte's studio is located on Los Angeles Street, two blocks north of the main showroom buildings.

Orduña said she can envision some room to expand Gutai Showroom's offerings.

"It would be great to have a small, amazing leather-goods collection," she said.

But the space in Duarte's studio is limited, which is how the designers like it.

"Part of why it's so good is because it's small," Orduña said. ●

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Large Apparel Mfg located in Industry seeking energetic individual with xnt communication skills to process, match invoices against receivers, reconcile vendor statements, data entry, disburse payments and filing. Detail oriented, team player with 2-4 years recent mfg and import experience & letter of credit preferred. AS400 & Vantage Point a plus.

Send resume to: [hr@swatfame.com](mailto:hr@swatfame.com)

#### NEXT LEVEL APPAREL FABRIC QUALITY SPECIALIST

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

#### Qualifications

Bachelor's Degree preferred, min. 5 years exp. in textile/apparel industries. Able to write, implement and uphold company fabric quality standards. Proficient in MS Office, must have Excel experience.

For immediate consideration,  
please send resumes to: [maggie@nextlevelapparel.com](mailto:maggie@nextlevelapparel.com)



#### JR. ADVERTISING SALES EXECUTIVE

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

Please email your resume to:  
[terry@apparelnews.net](mailto:terry@apparelnews.net)

#### Technical Designer

Fast-growing womenswear apparel manufacturer near downtown LA seeking a mid-level Technical Designer (5+ yrs exp req). Must have extensive experience with knits, active sportswear fabrication, and vendor partnerships. Resumes to be sent to [tarina@the80twenty.com](mailto:tarina@the80twenty.com) or call 323.454.7820

#### A/R Collector & Credit Officer

Financial Lender Co. in LA is seeking for: [A/R Collector] Mitigate payment between Client&Customer. Experience with collections is plus. [Credit Officer] Bachelor's Degree in Business related field preferred. Bilingual in English & Korean preferred. Please send your resume to [HR@pbcusa.com](mailto:HR@pbcusa.com).

#### Denim Designer

Well established premium denim brand and manufacturer with an ongoing pursuit to create innovative designs that emphasize fashionably modern denim products seeking experienced contemporary women's denim designer.

Position requires high level of creativity and understanding of denim industry and fashion. Designer must have sophisticated design aesthetics and passion for denim coupled with experience in the details and qualities associated with fit and wash development.

email: [cindyc@phoenixla.com](mailto:cindyc@phoenixla.com)

#### Trim Sales Representative

New York-based trim supplier (buttons, buckles, snaps, etc.) seeks Los Angeles-based independent sales representative to service West Coast accounts (California, Oregon and Washington). The position is as an independent contractor, paid on commission monthly. The sales rep must furnish own office and transportation.

To apply, send a cover letter and resume to [info@sherplastics.com](mailto:info@sherplastics.com). No phone calls, please.

## Jobs Available

#### CSG/FORTUNE SWIMWEAR LLC

Fortune Swimwear LLC, a Culver City based growing woman's apparel company is seeking a highly motivated, team member to fill the following position:

Technical Designer for Swimwear and Cover-ups: Ideal candidate will have a min. of 5 year's exp. in proto, fits, ad, lab samples and TOP's. Identifying accurate execution of required measurements, quality and construction. Position will be responsible to approve PP samples and communicate corrections with factories. Must be able to identify fit issues and recommend solutions, possess excellent written and verbal skills. Knowledge of pattern-making a plus.

Qualified candidates should send resume with salary history to: 310.733.2135

#### Immediate opening for the following position.

#### PRODUCTION PATTERNAKER FOR JRS KNITS-WOVENS

Great opportunity for a highly organized, self-motivated individual to work in a fast paced Jr. Company. Must have 5 years experience in knits & wovens and, knowledge of Tukatech system preferably.

Excellent employee benefit package.  
Please e-mail resume to [joannesro@gmail.com](mailto:joannesro@gmail.com)

#### ASSOCIATE DESIGNER

Contemporary missy apparel company/ vertical production manufacturer is seeking for:

Creative & conceptual, self-motivated individual for our Division. Must have a strong following major chain+Dept Stores. Experience min. 3yrs in developing & issuing to overseas factories. Complete knowledge of fit, fabric, spec, garment construction. Understand Asia production. Ability to design understanding price-points. Strong Computer skills emphasis on adobe illustrator & Photoshop. Strong work ethic & positive attitude. Portfolio & Salary history required.

Please send resume to: [janice@zitaapparel.com](mailto:janice@zitaapparel.com) and [annie@zitaapparel.com](mailto:annie@zitaapparel.com)

#### DESIGN ROOM ASST.

LA base women apparel co. seeking applicants with excellent computer skills and organized to assist & support in all phases of the design & sample process, including prep. cost sheets & line sheets.

EMAIL resume: [2014designnet@gmail.com](mailto:2014designnet@gmail.com)

#### SALES REP

New contemporary fashion T-shirt brand is seeking an energetic and seasoned independent sales rep with 3-5 years of current connections/relationships with established retail accounts to sell hip T-shirt line featuring original and unique designs. Looking for placement in upscale and/or trendy boutiques. Current relationships with boutiques and independent stores is preferred. Must show track record of success with both.

Email resume to [amy@librecollecte.com](mailto:amy@librecollecte.com).

#### International Sales Rep

Luxury brand is seeking an experienced International Sales Representative (Asia). The International Sales Representative will develop revenue generation by creating leads, initiating prospect calls and supporting existing customers. You will be responsible for reading and analyzing sales reports, projections, processing orders, answering product questions and addressing any other service needs via phone and email (some travel may be required). Please email your resume to: [hiringmanager2301@gmail.com](mailto:hiringmanager2301@gmail.com)

To place a Classified Ad Call Jeffery  
213-627-3737 Ext. 280 or  
[jeffery@apparelnews.net](mailto:jeffery@apparelnews.net)



## Jobs Available

### NEXT LEVEL APPAREL PLANNING MANAGER

Summary of Primary Job Responsibilities  
Responsible for managing the planning department by overseeing scheduling of production locally and internationally. Will plan production according to sales forecast, monitor trends and analyze statistical data based on our industry and product sold.

#### Qualifications

Bachelor's degree, Master preferred. Minimum 5 years' experience in Planning management in the textile and apparel industries preferred. Must be Proficient in MS Office, main concentration in Excel.

Send resumes to: [maggie@nextlevelapparel.com](mailto:maggie@nextlevelapparel.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](mailto:Nikahale@mac.com)

#### FRONT OFFICE ASST

Must have 2 years garment industry exp in all aspects of manufacturing. Must have great comm skills with the ability to multi task, must be computer literate and proficient in all areas of Aims, especially cost sheets, Excel and Word.

Email to: [parcandpearl@parcandpearl.com](mailto:parcandpearl@parcandpearl.com)

## sanctuary CLOTHING

### SENIOR KNIT DESIGNER

Looking for exp. knit designer, capable of designing and building key item, best sellers programs. Must be innovative and strategic. Exp. in both domestic and import. Complete from idea thru production process. Growing, fast paced, fun team. Burbank location.

Email resume, sample of work along with salary requirement to: [debra@sanctuaryclothing.com](mailto:debra@sanctuaryclothing.com)

## Jobs Available

# BLACK HALO

### SHIPPING & WAREHOUSE MANAGER

Motivated, Organized, Detail Oriented.  
Department store compliance experience  
EDI proficient. Knowledge of Apparel Magic preferred.  
Pick, Pack, QC, Process returns Min. 5 yrs exp,  
Resume : [info@blackhalo.com](mailto:info@blackhalo.com)

### Apparel/Textile Graphic Designer

Carson area Co. has an opening for Shirt Graphic Designer for Jr, Men and Children. Must have 3 yr + working exp in screen, sublimation and textile prints. Must be a team player with strong technical skills in AI and PS.  
E-mail resume to [unleaded\\_92@yahoo.com](mailto:unleaded_92@yahoo.com)

### TEXTILE DESIGNER & COLORIST

A Fabric Company is in need of a

TEXTILE DESIGNER & COLORIST

Email resume at [fabtexone@yahoo.com](mailto:fabtexone@yahoo.com)

## Real Estate

**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](mailto:melinda@myvalleyhomes.com)

**To place a Classified Ad Call Jeffery  
213-627-3737 Ext. 280  
or [jeffery@apparelnews.net](mailto:jeffery@apparelnews.net)**

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ALL FABRICS!  
[fabricmerchants.com](http://fabricmerchants.com) Steve 818-219-3002

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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

### 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](mailto:info@anjac.net)

### 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

# Are you "making it" in California?

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## Made in California Advertorial

*California Apparel News* serves the California fashion industry—the largest apparel center in the country.

**Made in California advertorial** is a resource that reaches decision-makers in the vibrant, powerful and influential apparel and related industry.

# CALIFORNIA ApparelNews

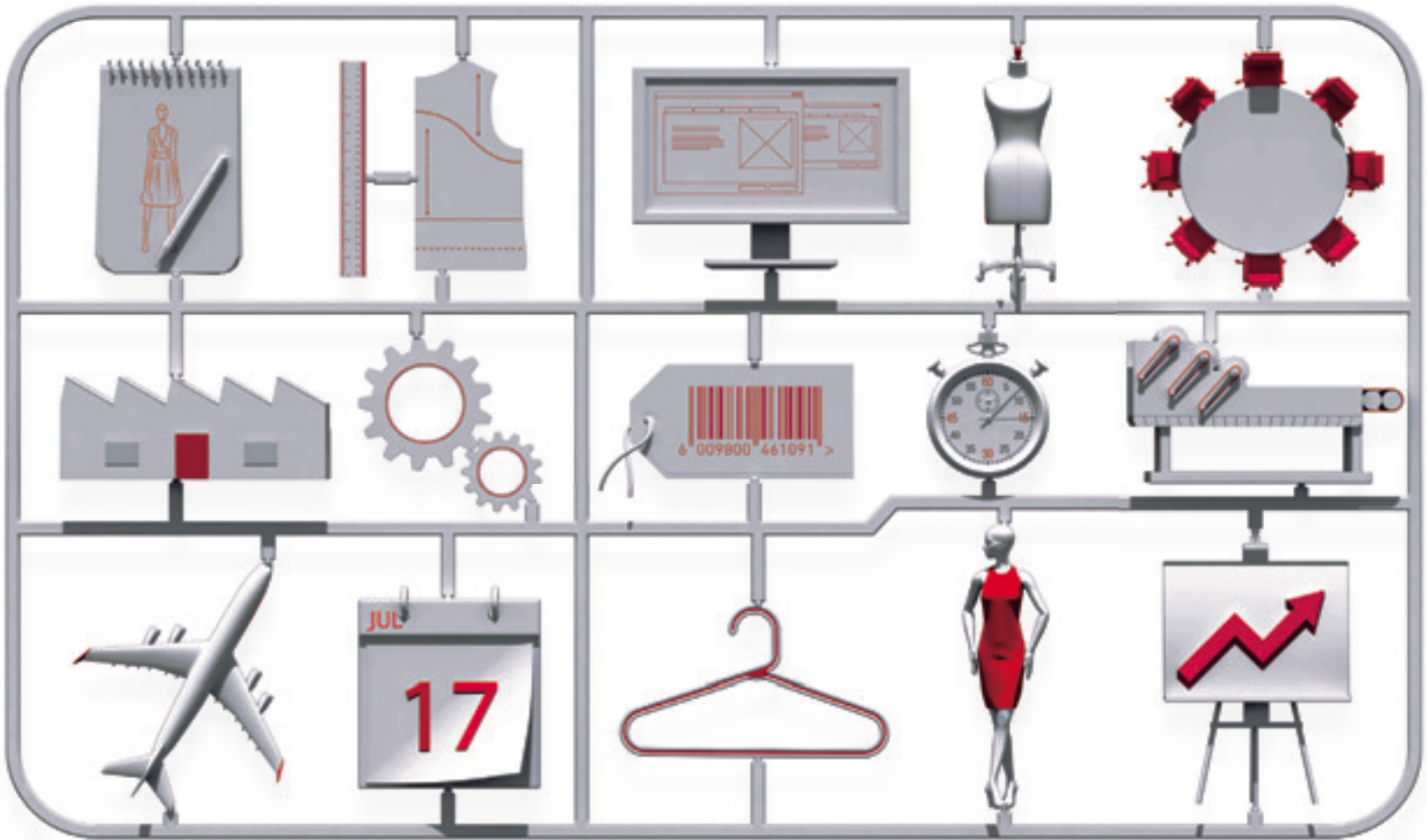
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# A MODEL FOR **CHANGE**



## **WHAT WILL YOURS LOOK LIKE?**

Growth and profitability are harder than ever to achieve in today's increasingly complex fashion industry. Lectra helps fashion and apparel companies throughout the world to optimize their business processes and implement transformation projects that affect the whole value chain. Our end-to-end expertise and integrated product development and manufacturing solutions redefine best practices to help customers evolve to a more effective model.

[LECTRA.COM/AMODELFORCHANGE](http://LECTRA.COM/AMODELFORCHANGE)

