

# CALIFORNIA Apparel News

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FELIX SALZMAN

**WESTERN EXPOSURE:** New York label Ruffian opted to show its Spring '15 collection in Los Angeles at an Oct. 27 event at the Gavlak Gallery. For more looks from the show, see page 5

## St. John CEO Leaving in Early November

By Deborah Belgum Senior Editor

After a little more than one year on the job, Geoffroy van Raemdonck is stepping down as the chief executive of **St. John**, the high-end knitwear company based in Irvine, Calif.

Temporarily taking over the role of CEO will be Bernd Beetz, who is currently the executive chairman of the board of the company he partially owns. A search for a new chief executive will start immediately. Van Raemdonck's departure is effective Nov. 6.

"We have made tremendous progress to further strengthen this iconic brand and, on behalf of the board, wish Geoffroy the best in his future endeavors," Beetz said. "The business remains well capitalized and positioned as we continue to execute our global expansion strategy."

Beetz, who joined the company in 2013, hired van Raemdonck from **Louis Vuitton**, where he was president, South Europe, based in Milan. The Louis Vuitton executive succeeded Glenn McMahon, who held the chief executive position for six years.

Beetz, who was chief executive of **Coty Inc.** for 11 years, grew the beauty company's revenues from \$1.3 billion to \$4.7 billion and expanded the company's presence to 135 countries.

Beetz left Coty to invest in St. John along with Chinese conglomerate **Fosun International**. **Vestar Capital Partners** still owns a majority share.

Recently, Beetz was named to the board of directors of **Quiksilver**, a surfwear brand based in Huntington Beach, Calif.

St. John, which employs 2,500 people, manufactures the majority of its clothing collection in its Irvine facility, where scores of knitting machines are located.

The company was founded in 1962 by Bob and Marie Gray, a former model. She started out knitting a shift dress for herself and then expanded to knit suits and other items to capture a well-to-do customer who didn't mind paying \$2,000 to \$2,500 for an outfit. About two-thirds of the collection is daywear and the rest is eveningwear. Marie Gray is still on the company's board. Bob Gray died in 2012.

While 80 percent of the company's sales are still in the United States, St. John has been eyeing China and other Asian countries as a bright frontier for expansion. St. John has 24 company-owned boutiques and is sold in luxury department stores such as **Saks Fifth Avenue**, **Neiman Marcus** and **Nordstrom**. ●

### RETAIL REAL ESTATE

## Redondo Beach's Boutique Retail Project Delayed

By Andrew Asch Retail Editor

There's going to be a yearlong wait until anything can happen with **The Waterfront**, a \$300 million renovation of the pier area in Redondo Beach, Calif.

Recently, the Redondo Beach City Council voted to take another swing at the environmental impact report for the Waterfront project, which was originally slated to bring unique boutique retail, a farmers-style market and upscale restaurants to what many local businesspeople consider a rundown waterfront, 21 miles southwest of downtown Los Angeles.

The area is surrounded by well-off beach cities in Los Angeles' South Bay, where the median income is \$90,000 annually, according to the project's developer, **CenterCal Properties**, headquartered in El Segundo, Calif.

For the upcoming EIR process, Redondo Beach's planners and politicians will have to consider alternatives to the current plan, which range from a no-growth option where the waterfront remains the same to lower-density growth.

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## Fast-Growing Apparel Brand Builder Z Supply Is Driven by Decades of Experience

By Julie Gallego Contributing Writer

Tucked into one of the many nondescript office parks in Irvine, Calif., is apparel manufacturer **Z Supply Inc.** Just a little over a year old, Z Supply is growing into a mini-powerhouse producing contemporary womenswear that is sold in 1,800 stores from coast to coast.

Founded in 2013 with four lines—**Black Swan**, **Others Follow**, **White Crow** and **Z Supply**—the apparel maker has managed impressive growth in a short time.

The company, which recently expanded into the top floor of the building it leases on Cowan Street near **John Wayne Airport**, cleared \$8 million in sales last year with its four brands and expects to nearly double that to \$14 million by the end of this year, said Greg Garrett, Z Supply's owner, co-founder and driving force.

"When we moved here, I thought we would never fill it up," he said. Now the top floor is being primed for an expanded staff of customer-service reps and marketing staff, and a bright

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### COMPANY PROFILE

## 1st Round: Boosting Athletic Performance With Textile Technology

By Alison A. Nieder Executive Editor

When planning the concept behind their sports-apparel line, **1st Round Athletics**, Teague Egan and Sterling Brewster wanted to take the idea of wearable technology a step further.

"Instead of creating a line that will read your vital organs or tell you your blood pressure, heart rate or how many calories you burned, [we were looking at] what's the next step we can take and have the clothes increase the performance of the user," said Brewster, who serves as president of the Los Angeles-based company.

1st Round features men's and women's athletic apparel

made from a mineral-embedded textile that enhances performance by boosting endurance and reducing fatigue.

The **EnergyDNA** technology uses fibers embedded with minerals such as silver, titanium, aluminum, carbon and copper. One of the elements in EnergyDNA is Celliant, which was initially created to help improve circulation for diabetes patients, Egan said. Benefits of the fiber technology include improved circulation, increased oxygen levels in muscle tissue, and antimicrobial properties for sweat and odor resistance.

The 1st Round line includes compression garments designed for professional athletes. "We also make looser-fit

➔ 1st Round page 5

### INSIDE

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



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# Rodeo's DSquared2 Shop Takes Bow on Rodeo With Caten Brothers

With fingernails painted Halloween black, twins Dean and Dan Caten of the **DSquared2** designer label swept into Beverly Hills Oct. 28 for the grand opening of their first U.S. boutique, at 461 N. Rodeo Drive. (It was formerly the address of the **Etro** boutique, which moved to Two Rodeo Drive in 2013.)

As with all Rodeo Drive stores, the DSquared2 store presented a magisterial exterior look. However, inside the store there was a lot of room for whimsy, including the humorous jailhouse-themed Fall/Winter 2014 collection "Caten Penitentiary."

"You go in bad and you come out good and fashionable," joked Dan Caten, who wore a denim DSquared2 shirt.

The Catens started DSquared2 in their native Toronto. They currently reside in London, and the collections are manufactured in Italy. They also intend to open boutiques in New York and in Miami in the next few months. The designers said they wanted to create places where they could show every category in their collection, which runs from men's suits to red-carpet gowns, streetwear-savvy



Dean (left) and Dan Caten

sneakers, jeans, eyewear and fragrance.

The main floor and most of the 4,500-square-foot boutique is devoted to men's styles. In the back there's suiting and tuxedos produced by **Isaia**, the Neopolitan suit label. DSquared2's men's jeans, sneakers, bags and accessories are placed in the front of the store. Women's styles are located on the first level, or "subterranean" floor, of the shop and includes red-carpet gowns, footwear, bags, jewelry and T-shirts.

The store features dark wood panels and the dressing rooms' graphics of forests inspired by the Catens' native Canada. The Catens and Milan-based architectural firm



**THE STORE:** Interior of Rodeo Drive's DSquared2 boutique. Image courtesy of DSquared2

**Storageassociati** designed the look.

On Oct. 28, DSquared2 threw a gala at a private residence in West Hollywood, Calif., where celebrities Alexander Ludwig of the "Hunger Games" films, Emily Ratajkowski

of marriage noir film "Gone Girl," Dita von Teese, model Shaun Ross, stylist Brad Gorski and Cameron Silver, co-owner of **Decades** boutique, celebrated the DSquared2 store.—*Andrew Asch*

## True Religion Goes Omnichannel

John Hazen thinks a lot of shoppers are put off by various retailers' experiments with omnichannel—in particular, the kiosks used in omnichannel-focused stores. These kiosks typically find uses ranging from viewing a brand's full collection to completing a sale. Retailers such as **Staples** use kiosks.

Hazen vowed that any omnichannel experience that he would create would be different. **True Religion Apparel Inc.**, headquartered in Vernon, Calif., hired Hazen in June to be its vice president of omnichannel commerce and digital innovation. He formerly directed omnichannel services for action-sports brands **Fox Racing** and **O'Neill**. He put his views on kiosks and omnichannel on display with the recent debut of True Religion's remodel of its store in Los Angeles' **Beverly Center**.

"The learning curve is high," he said of shoppers trying to navigate omnichannel kiosks in stores. "It's time-consuming. It's not easy to check out [pay for an item] on a large screen." The kiosk experiment could be embarrassing, too. Shoppers often have to figure out how to use a kiosk in front of a store filled with shoppers.

The two stars of True Religion's Beverly Center remodel are a 42-inch portrait screen kiosk mounted on a wall in the middle of the store and an LED screen at the front of the store to attract people inside. Hazen and his team created a proprietary platform for the kiosk. E-commerce software technology company **Demandware** also was used in the system.

One of the True Religion kiosk's point of

difference is that it is designed for sales associates, not customers, Hazen said. It provides a selling tool that allows the sales associate to take shoppers through every possible category in True Religion's collection, which, in lingo of the digital biz, is called an "endless aisle."



**THE PARTY:** This kiosk made its debut at True Religion's Beverly Center opening.

Also, shoppers cannot pay for an item self-serve style at a kiosk as they would at a supermarket or big-box retailer. Rather, a sales associate conducts the sale and is credited with the sale immediately. Sales associates also are equipped, typically, with a mobile point of sale—system **iPad** tablet.

The kiosk will not only be able to show the entire collection, but it will help search stock in other True Religion stores and help reserve items that may not be at that location. The kiosks will be tested at other True Religion stores, in Summerlin, Nev., and New York. The program may eventually be rolled out to its more than 124 stores in the U.S.—*A.A.*

## COS Opens 1st U.S. Store in Beverly Hills



**COS**—an **H&M** division that offers contemporary fashion for women, men and children—opened its first U.S. store Oct. 30, in Beverly Hills, Calif.

The new store is located at 357 N. Beverly Drive, in a space that formerly housed a **Banana Republic**. Its neighbors are boutiques such as **Iro**, **Intermix**, **Scoop**, **Alice + Olivia** and **Planet Blue**.

With 5,683 square feet of selling space, the store offers men's suits, woven shirts, sweaters, leather boots, women's trousers, jewelry and underwear, much of it with a stylish, mid-20th-century inspiration. Some prices include \$89 for a men's woven shirt and \$99 for a women's slim-side zip trousers.

Keeping with the brand's aspiration toward refined style, the store's design goes for a minimal, Scandinavian-inspired design, with blonde wood-looking floors, raw steel hanging rails that create different rooms within the space, and mid-century modern and contemporary furniture.

COS opened in London in 2007 and runs a fleet of stores with locations in Europe, Asia and the Middle East.—*A.A.*



**THE DEBUT:** Opening-night party at COS in Beverly Hills

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# Experts Discuss Financing Options for Businesses Big and Small

By Alison A. Nieder *Executive Editor*

Financing alternatives from traditional methods such as factoring to crowdfunding opportunities were discussed at a recent panel discussion featuring factors, investment bankers and other finance experts.

"We are in the area of the country that develops new talent," said Ilse Metchek, president of the **California Fashion Association**, who co-moderated the event with Mitch Cohen, regional manager of **CIT Commercial Services**.

Organized by CIT and the CFA, the Oct. 23 event, titled "Green Is the Color of Money," was held at the **Omni Hotel** in downtown Los Angeles. The panel included CIT President Jon Lucas; Steve Brownlie, managing director of **Altamont Capital Partners**; Jennifer Baxter Moser, managing director of **TSG Consumer Partners**; Paul D. Schuldiner, managing director of business development for **King Trade Capital**; Katie Fitzgerald, manager business development for **CircleUp**; and Kati Suominen, founder and chief executive officer of **TradeUp** and of **Nextrade Group LLC**, as well as founder and partner of the **US Export Capital Group LLC**.

Cohen started the event off with a series of questions for the audience, who were equipped with hand-held meters to record their answers. According to the results, 86 percent of attendees use factoring in their business or recommend it to others. Most said they use factoring for account-receivables management and credit protection. A smaller, but still significant group—69 percent—said they had brought in private-equity financing or have recommended it, primarily to gain market share, while 54 percent also said they use or recommend purchase-order financing to build equity or because the company is undercapitalized.

And while 42 percent said they are aware of crowdfunding but never explored it, 30 percent said they were unaware of crowdfunding at all, and only 13 percent said they have used crowdfunding in their own business.

For many in the apparel industry, factoring is the traditional means of financing a business.

"The basic product, the purchasing of an invoice, hasn't changed [in years]," Lucas said. What has changed is technology. [Today,] we communicate electronically—we use electronic credit filings. Technology helps us process invoices. There are more changes in the consumer product space and retail space. The landscape has changed. Our clients have fewer [retailers] to sell to. Their exposure is larger."

The cyclical nature of the fashion industry and the scale of big-box retailers have also provided an opportunity for factors that provide purchase-order financing.

"It's an incremental finance tool," Schuldiner said. "It allows customers to take an order that they wouldn't have been able to."

Schuldiner said the use of P.O. financing has grown as big-box retailers have begun giving orders to customers that may have "seasonal cash-flow problems and short-term

working-capital deficiency."

"It works in tandem with banks and factors. It's not meant to replace existing or conventional financing," he said. "Factors continue to do the credit approval and lend on receivables."

## Investment potential

For Brownlie and Moser, each representing private-equity investment firms, the apparel industry represents a "rich industry with multiple opportunities," Moser said.

"It's a very large industry with opportunities for brands to grow and scale," she said. Moser's firm has invested in apparel companies such as **Paige Premium Denim** and **Revolve Clothing**.

"There are lots of companies in different situations, ranging from companies that have hit on a right trend or owners that want to take their chips off the table or bring in a partner," Brownlie said. "There are also the type of opportunities where a company finds themselves in situations that are out of their control. We bring more than capital. We bring experts and additional structure."

Brownlie said his Palo Alto, Calif.-based firm will even look at a company that has "hit a plateau or has been neglected."

"The core strength of the brand is really paramount," he said. "The next stage of growth might be something management doesn't have experience with."

Altamont invested in action-sports brand **Dakine**, which was under the **Billabong** umbrella while the surf brand was undergoing a proxy fight.

"Dakine was a great example of what we're looking for," Brownlie said. "It has a loyal customer base, but within Billabong different factors caused the brand to be neglected."

With Altamont's help, the company expanded its product categories and shored up its international business, he said.

## Crowdfunding from start-up to export

Fitzgerald's company, **CircleUp**, looks for "standout" companies in the earlier stages of brand building.

**CircleUp** is perfect for "companies that have historically had trouble raising capital," she said. "If you are sub-\$15 million, you don't have a lot of resources to facilitate growth at an earlier stage. We get companies through that difficult stage."

Suominen's business, **TradeUp**, helps connect companies looking to export with potential investors.

"Our focus is on exportation across sectors," she said. "These companies typically grow very rapidly once they reach the international stage. Companies that typically come to us have trouble securing capital from traditional banks."

Suominen said her company looks at "more-seasoned companies" that already sell overseas, "given that there is a learning curve."

Her business connects these companies with a network of third-party advisers and investors.

"There is a lot of support from the U.S. government that is left on the table," she said. "Very few companies are taking advantage of the growth opportunities of emerging markets."

Both Fitzgerald's and Suominen's companies offer an online platform for companies to connect with investors.

These platforms are providing an efficient way to research accredited investors, Suominen said.

"We leverage technology to reach a broad offering of investors," Fitzgerald said. "By introducing technology, [these platforms] allow companies to focus on relevant investors. We're able to cut down fundraising time to two to three months from 12 to 18 months."

Suominen described her company as a "conduit" for companies to gain access to investors and expertise. "At the end of the day the deal is between you and the investor, not you and the platform," she said.

## Brand vs. private label

While many on the panel said they were looking for great brands with potential for growth, Metchek asked if any were looking at private-label manufacturers that may be interested in building their own brand.

"We haven't heard about financing companies with great potential to become great brands," she said. "Most of the companies in California are private label. Where is the money to get to the point to be a great brand?"

For CIT and King Trade, many of their clients are private-label manufacturers.

"The companies we look at are on their way to being brands," Schuldiner said. "Companies like Billabong, honestly, aren't going to need P.O. financing."

While crowdfunding resources such as **CircleUp** typically look at up-and-coming brands rather than private-label manufacturers, Fitzgerald acknowledged the value of industry experience.

"If you have experience in the industry and are starting a new brand, that's more interesting to an investor than a company with no experience in the industry," she said.

Both Brownlie and Moser said their companies like to invest in founders—the "visionary" behind the brand.

"What we see is people care deeply about the legacy of what they've built," Brownlie said.

But both Lucas and Schuldiner noted the importance of strong management teams as well.

"The founder has the vision, but before him are the team, the ones that are on the front line every day," Schuldiner said.

Lucas said CIT looks primarily at the management team and the business plan.

"It's more of an art than a science," he said. "There are many different ways to finance a business." ●

## RETAIL

### South Bay *Continued from page 1*

The new EIR is scheduled to be completed in late 2015, and, if approved, construction could start in 2016, said Mickey Marraffino, CenterCal's vice president of marketing.

Redevelopment of the pier has been an issue for the seaside city's chamber-of-commerce crowd for decades, but plans for development gained momentum in 2012 when CenterCal was awarded a contract to develop the waterfront area, whose history goes back more than 100 years.

"It will be different from a traditional mall," Marraffino said. "The best feature will be the Pacific Ocean. The entire project is along the waterfront."

Originally proposed for the development: a luxury cinema with a restaurant, a new public boardwalk with unique retail proposed for the project, park space, new paths for bicyclists and pedestrians, and **Shade**, a high-end boutique hotel that is proposed to be developed by the **Zislis Group**. (The company also runs a **Shade** hotel in neighboring Manhattan Beach.)

To develop this area, CenterCal must demolish 221,347 square feet of existing structures and build 289,906 square feet of new developments, according to the Redondo Beach planning department's description of the project.

Redondo Beach also will be in store for more major changes. **AES California**, a power provider and an electrical-plant operator, said it is in a position to close its more than 60-year-old power plant neighboring The Waterfront project. AES has constructed smaller, more-efficient plants nearby, according to the company's website. There has

been talk about turning AES' 10 acres into a multi-use development of residences, open space and shops called **Harbor Village**. However, the Redondo Beach City Council voted to put the Harbor Village plan up for a much wider vote and recently approved a measure to put the plan on the March 2015 municipal ballot. Redondo Beach voters will get a final say on what to do with the land.

### Locals divided

Critics of the Waterfront and Harbor Village projects, such as Redondo Beach City Councilmember Bill Brand, believe the original proposals were not reviewed closely enough by Redondo Beach residents and will bring more traffic to an already congested city.

Businesspeople in Redondo Beach generally seem to think The Waterfront project will benefit the area's economy. "It's the perfect undeveloped place," said Lisa Zagher, owner of the **Lisa Z** fashion boutique, located a mile away from the development in the **Riviera Village** boutique district. "The pier is broken down." She forecasts the development will attract Redondo Beach residents to spend more dollars in their hometown and bring more tourists to the area. In turn, the tourists will spend more in places such as Riviera Village.

Muhammed El-Hasan is the co-owner of **Beach Bowls Açai Café** restaurant, a Redondo Beach resident and former business editor of the **Daily Breeze** newspaper.

"As a resident, it's a headache," he said of traffic. "But as a businessman, it's a blessing. If they stop this plan, another plan will come up. It's an uncut, unpolished diamond," he said of the waterfront area. ●



**OLD REDONDO:** The Redondo Beach pier sign. The city is currently discussing a \$300 million redevelopment of the pier.

# Coming Soon in November



**November 7**  
 Cover: Fashion  
 E-tail Spot Check  
 Denim Report  
 Eco Notes  
 Fashion Advertorial  
 Print/ONline Sample  
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**11/7**



**November 14**  
 Cover: Fashion  
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**November 28**  
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 Retail Report  
 T-Shirts  
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 T-shirt Advertorial  
 Fashion Resource

**11/28**

## Macerich Says Shopping-Mall Sales Are Up

The **Macerich Co.**, which owns **Santa Monica Place** and a host of other shopping centers across the country, said its tenants saw their annual sales per square foot inch up 4 percent from one year ago.

Annual sales went from \$549 a square foot last year to \$571 this year for the quarter ending Sept. 30.

On a comparable-mall basis, tenant sales increased to \$569 per square foot from \$567 a square foot last year.

In its third-quarter results, the real estate investment trust, headquartered in Santa Monica, Calif., said its net income was \$35.9 million, or 25 cents per diluted share, on \$263.5 million in revenues compared with \$38.1 million, or 27 cents per diluted share, on \$269 million for the same period last year. The company's malls

saw their occupancy levels rise to 95.6 percent compared with 93.7 percent last year.

"It was another solid quarter for us as we maintained our positive leading momentum, recording both further occupancy gains and continued double-digit releasing spreads," said Arthur Coppola, Macerich's chairman and chief executive, in a statement.

The shopping-center operator—which has outposts in New York, Virginia, Arizona, Illinois, Oregon and California—noted it was adding a 48,000-square-foot **ArcLight Cinemas** to the Santa Monica Place mall, which should open in one year.

The company is also selling its **South Towne Center** mall in Sandy, Utah, for \$205 million. Annual tenant sales at the mall were \$344 per square foot.—*Deborah Belgun*

## Alice + Olivia to Melrose

**Alice + Olivia** by Stacey Bendet has found a new Los Angeles home.

The contemporary brand recently moved into its new flagship, located at 8501 Melrose Ave., at the corner of Melrose and La Cienega Boulevard. The brand's flagship at 134 S. Robertson Blvd. will close in March.

The store moved because it needed more space, according to a company representative. Stacey Bendet, the New York-headquartered brand's chief executive officer and creative

director, said her brand runs a couple of other boutiques in Los Angeles County but Melrose would serve as the flagship. "LA is my second home and so important to our brand. It is so exciting to be opening a flagship store on Melrose," she said in a statement.

The 2,100-square-foot boutique will offer Alice + Olivia's entire collection—including gowns, shoes, handbags and accessories—as well as items from third-party brands.

—*Andrew Asch*

## San Clemente Retailer Killed in Murder/Suicide

A day at **Bliss** boutique in San Clemente, Calif., turned tragic when Cynthia Jean Rosier, the owner of Bliss, was allegedly shot and killed by her husband, Patrick Dillard, on Oct. 25.

The couple was going through a divorce. Media reports say that a gunman walked into the boutique, killed Rosier and then killed himself. A worker who fled the boutique was physically unharmed.

An Orange County Sheriff's Department statement said that at 2:40 p.m. on Oct. 25,

deputies assigned to the sheriff's Critical Incident Response Team were dispatched to the store at 167 Avenida Del Mar, which is San Clemente's main boutique shopping street. Once they entered the boutique, they found the bodies of the gunman and the victim.

Bliss had served San Clemente for more than a decade. The 3,000-square-foot boutique sold high-end contemporary apparel, footwear and bags, as well as emerging designers. It is unclear what is next for the boutique.—*A.A.*

## Calendar

**Nov. 5**

**"Branding Insights"**  
 Avery Dennison RBIS Customer Design & Innovation Center  
 Los Angeles

**Nov. 12**

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

**Nov. 13**

**"Negotiating Chargebacks" webinar by Fashion Business Inc.**  
 online

**Nov. 19**

**Rodeo Drive "Walk of Style" Ceremony for Burberry**  
 Rodeo Drive  
 Beverly Hills, Calif.

**Nov. 20**

**"InDesign In Fashion Best Practices," presented by Kevin Sheffield**  
 FIDM  
 Los Angeles

**Nov. 22**

**City of Hope's "Spirit of Life" Gatsby Party Celebration**  
 The W Hotel  
 Hollywood

**"Techpacks in Excel" workshop by Fashion Business Inc.**  
 California Market Center, A792  
 Los Angeles

**Nov. 23**

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

There's more on 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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## California's Retail Picture Brightens

California fashion retail keeps growing. Through booms and tough times of the past decade, the Golden State's clothiers have grown steadily, according to data from the San Francisco office of the **Bureau of Labor Statistics**.

California saw a 10 percent increase in the number of stores in the past decade. The state sold jeans, basics, bikinis, T-shirts, caps, suits and dresses at 9,946 stores in 2013, the last year the BLS covered this category. The agen-

cy did not break down categories of stores—whether they are independent boutiques, big-box stores or department stores.

The BLS also found that California is a fashion retail juggernaut. More than 12 percent of the nation's fashion retail employees work here. Their average wage is \$20,000 annually, according to the BLS. Despite a steep fall during the Great Recession, employment and store counts have rebounded, according to the BLS report that was released in June.—*Andrew Asch*

## Jerry Leigh Named New Dickies Girl Licensee

Veteran Los Angeles apparel maker **Jerry Leigh of California** has been given the license to make **Dickies Girl** juniors apparel. The license was awarded by Texas work wear company **Williamson-Dickie Manufacturing Co.**, which has been making hard-core work wear as well as more fashionable pieces since 1922.

The Oct. 30 announcement said that Jerry Leigh would start design, production and sales of the line immediately. Products will include work and fashion tops, bottoms, outerwear, juniors underwear, sleepwear and loungewear.

Jerry Leigh takes over the Dickies Girl license from Los Angeles-based **Apparel Limited Inc.**, which had been making Dickies Girl apparel for about 15 years.

"Dickies has a rich and storied history, and Jerry Leigh is thrilled to be involved with this revered brand," said Andrew Leigh, president and chief executive of Jerry Leigh, founded by his father in 1962. "We are excited to have been selected to grow and update the Dickies Girl pants and tops business. We also look forward to supporting the category with fashion items to wear in social settings."

Apparel Limited founder Masud Sarshar, who launched his company in the late 1980s, started to dye classic Dickies bib-overalls in 24 bright colors in 1996. Shortly afterwards, he approached Williamson-Dickie about obtaining the exclusive license for Dickies Girl, which he won. For years, he injected

color and youthfulness to the juniors brand and sold it at major department stores and specialty stores.

Years later, the two had a falling out. In 2012, Apparel Limited sued Williamson-Dickie in federal court, claiming that the work wear company was cannibalizing the Dickies Girl brand. Apparel Limited said in its lawsuit that it became aware in 2010 that Williamson-Dickie allegedly was manufacturing and selling merchandise that duplicated Apparel's custom-designed Dickies Girl line.

Apparel Limited said Williamson-Dickie was selling "even sizes" of these designs on the same racks in **Walmart** and other stores where Apparel's Dickies Girl was sold in odd sizes. The products were so close that neither customers nor sales staff could distinguish between the two products, court papers said.

Sarshar said he returned the Dickies Girl license a few months ago to Williamson-Dickie.

Jerry Leigh will begin shipping Dickies Girl in February 2015 as current inventories are depleted. The company will start with legacy products and develop new items in 2015.

Jerry Leigh, who has manufacturing operations in Guatemala and Shanghai, has other licenses that include agreements with **Disney**, **Hello Kitty**, **Hasbro**, **Paul Frank**, **Marvel** and a host of other well-known brands. It makes clothes for men, women, children and babies.—*Deborah Belgium*

## West Coast Debut for Ruffian

New York designers Brian Wolk and Claude Morais skipped the New York Fashion Week runways at Lincoln Center in favor of a more intimate setting at the Gavlak Gallery in Los Angeles, where the two showed their Spring 2015 Ruffian collection on Oct. 27.



FELIX SALZMAN



AREMIS STUDIOS

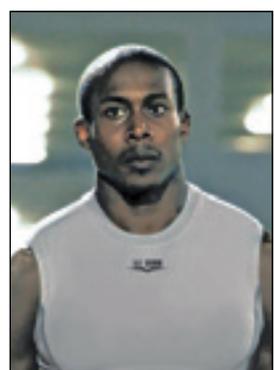
**METROPOLITAN LA:** Los Angeles designer Jason Ryan showed his avant-garde menswear collection as part of Metropolitan Fashion Week, held Oct. 26 at Greystone Mansion in Beverly Hills. Ryan was part of a lineup that included Xavier Othon, David Tupaz, Adan Terriquez, Mireille Dagher, Christos Costarellos and Divina by Edward Arsouni.

## COMPANY PROFILE

### 1st Round *Continued from page 1*

athletic garments as well as seamless garments for your average weekend warrior, gym goer or yogi," said Egan, who serves as 1st Round's chief executive officer.

According to the company, EnergyDNA's thermo-conductive minerals convert heat into "reusable energy by reflecting, absorbing and recycling the body's natural energy back to the body, increasing oxygen delivery to muscles."



Shawn Crawford

Egan and Brewster's partner in the venture is Trenton Horinek, who serves as chief technology officer and oversees the development of the fabric. Celliant, which is produced in Taiwan, was initially created to help improve circulation for diabetes patients, Egan said.

"We were doing research into how to make the fabric on our own and completely vertically integrate ourselves—from finding the minerals to breaking them down to embedding them in the fibers and making the yarn and the fabric—when

we came across our technology partner, Celliant," Egan said. "They had already put in about eight years of research and development as well as millions of dollars in the clinical studies proving that it does increase circulation and increase oxygen in the muscles."

Egan and Brewster brought on former **Lululemon** designer Amy Yeung to help with the design of the line, which is produced in China, Indonesia and Peru.

The collection officially launched in February follow-

ing an **Indiegogo** campaign that helped Egan and Brewster raise \$55,000 in seed capital, followed by a seed round of \$725,000. The line is currently available on the 1st Round website (*1stRound.com*) and sells for \$55 to \$100.

### Pro tested

**NFL** player Jordan Campbell, linebacker for the **Kansas City Chiefs**, and Olympic gold medal-winning sprinter Shawn Crawford are the first two official athletic endorsements for 1st Round. Egan and Brewster are looking to enlist the sup-

port of several other professional athletes, drawing from their personal connections to the sports business. Prior to launching 1st Round, the two entrepreneurs ran a sports agency under the same name while still at the **University of Southern California**. The two were friends with many of the USC football players and chose the 1st Round name as a nod to their friends' draft status. "A bunch of our USC friends got drafted in the first round," Egan said. "It means being first and being the best. If you're 1st Round, you're the best."

"Right now, we have a lot of people who are wearing the line," Egan said, adding that he and Brewster have about 30 NFL players and 10 NBA players, as well as **MLB** and **NHL** players wearing 1st Round products. Plus, he said, "We're looking to do deals with a few sports agencies."

The two are also looking at other sports such as running and cycling with an eye on marathon and triathlon athletes.

"That's a huge demographic of athletes that look for the top performance benefits in companies," Egan said.

Earlier this year, Egan and Brewster signed the brand's first licensing deal to become the official apparel partner of the **FIA Formula E Championship**, the electric car-racing series that held its first race in September in Beijing. 1st Round will be producing merchandise for Formula E personnel, as well as fan merchandise such as jackets, T-shirts, polo shirts and caps.

Eventually, Egan and Brewster plan to expand distribution to include traditional channels such as sporting-goods retail-



**PERFORMANCE-MINDED:** The 1st Round collection includes compression garments designed for professional athletes, as well as looser-fits and seamless styles for the non-professional athlete.

ers, but for now they are taking a grassroots approach to building the 1st Round brand by "reaching out to athletes, showing them what the product can do for them, how it can make them better," Brewster said.

The two plan "to scale the business through professional athletes and to get it synonymously known with them," Brewster added. "Then, hopefully, it will have a trickle-down effect with consumers when they see their favorite NFL athlete or their favorite driver wearing the brand." ●

# What's Checking: Destination Retailers

By Alyson Bender *Contributing Writer*

In a sea of large corporate retailers, vintage stores and strip malls, there still remains a small species of contemporary boutique that has flourished in stand-alone bricks-and-mortar locations rather than in a boutique neighborhood surrounded by other retailers who cater to a similar customer.

These "destination retailers" stand relatively apart and, yet, have incredibly loyal customers. It takes a strong sense of brand identity to garner that kind of following, so we caught up with a few of those retailers to find out what is the DNA of their brand and why they think they have found success thus far.

## NO REST FOR BRIDGET

Three locations in Orange County  
 3121 Newport Blvd., Newport Beach (pictured)  
 250 E. 17th St., Costa Mesa  
 Bella Terra Shopping Center (7777 Edinger Ave.),  
 Huntington Beach  
[shop.norestforbridget.com](http://shop.norestforbridget.com)

Mas Hayakawa, chief executive officer of No Rest For Bridget, attributes the success behind the rapidly expanding women's boutique to selective "merchandising, [a proprietary business intelligence technologies-based business model], location strategies and the people we hire." Stocking affordable, quality fashion styles and staple basics that turn over almost weekly, it has become the go-to boutique in Orange County with locations in Newport Beach, Huntington Beach and Costa Mesa. The company also has an East Coast store in Boston and plans to expand to be a national chain with several locations opening in selective major cities in the next two years.

For Fall 2014, it has been selling out of all its plaid and flannel shirts, midi dresses, knits, body-con dresses and ankle boots. While it carries brands



such as **Lush, Signature, Flying Monkey, Naked Zebra** and **Audrey**, to name a few, it also introduced its own private-label collection a little over a year ago, which has proved to be lucrative.



Left: Naked Zebra dress (\$36.99), Final Touch cardigan (\$32.99) and scarf (\$16.99); Right: Audrey paisley print dress (\$34.99)



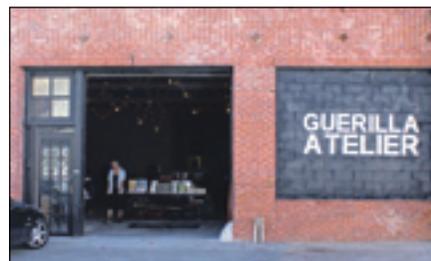
No Rest For Bridget burgundy private-label dress (\$38.99)



Vegan-leather jacket by Signature (\$77.99), Red Tartan PIKO 1988 shirt (\$48.99)

## GUERRILLA ATELIER

Arts District  
 427 S. Hewitt St.  
[www.guerillagalleries.org](http://www.guerillagalleries.org)



Guerilla Atelier is a luxury retail space that resides in a renovated warehouse in the heart of the Arts District in downtown LA. Carl Louisville, founder of Guerilla Atelier, attributes recently moving into a brand-new space in a burgeoning creative community, along with a keen eye for craftsmanship in fabric selection, fit and tailoring to the wild success of his atelier.

"The downtown community and in particular the Arts District community has responded very well to the idea of a highly considered environment with exclusive brands not available anywhere else in the city," Louisville said. "This is a creative community with a significant percentage of the population choosing the district because it offers unique creative space to self express—which for Guerilla Atelier means a significant local client base to support a unique luxury retail environment."

Guerilla Atelier stays away from trends and pays close attention to the story behind the designers and their lines. Louisville only works with a couple of hand-picked vendors in each category each season. The store also only typically stocks one size of each item, providing



Mr. Freedom Watchman jacket (\$449.95)



Annelore Notched collar dress (\$580)

another layer of exclusivity on top of being the only retailer in the United States to carry certain brands.

"In our women's collection we have **A Rosebud** [original textile] from **Annelore** that we nearly sold out of on arrival," Louisville said. "We also sold the plum dress to the piece on our opening weekend in our new space. [The designer] uses

➔ **Guerilla Atelier** page 8

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**Guerilla Atelier**

*Continued from page 6*

a couple of seamstresses from **Valentino's** couturier who make all her patterns and sew all her garments. It's a Guerilla Atelier exclusive collection in the city. We also carry an exclusive knitwear collection, all hand knit, from Berlin by way of Switzerland from **Vivian Graf**. The long cardigan dress [\$600] has been a fast seller in spite of the recent heat wave. Our clients know these pieces don't stick around, and in the case of the knitwear, I only stock one of each item, which makes them go fast."

Accessories brands the store is currently having much success with are **Gordan Graham** eyewear and **Tara Hirschberg** jewelry. All Gordan Graham frames are handmade in Japan with 18-kt.-gold finishing and are numbered and accompanied by a certificate of authenticity. Prices range from \$690 to \$790. Tara Hirschberg is a local LA designer who uses 18-kt. gold and diamonds in her collection.

For men's, the **Mister Freedom** "Loco Watchman Denim Jacket" (\$449.95) has done exceptionally well. "Best thing I've personally ever worn," remarked Louisville.

Guerilla Atelier moved to its current location within the past month. The front part of the space is men's and women's "closet" and home design accessories, and the back is going to be a rotating fine-art gallery.

As for the future, Louisville says, "We are now developing a line of proprietary products from handmade shoes to an exclusive fragrance and candle collection."

**BUCKS & DOES**

**Sunset Junction/Silver Lake**  
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www.bucksanddoes.com

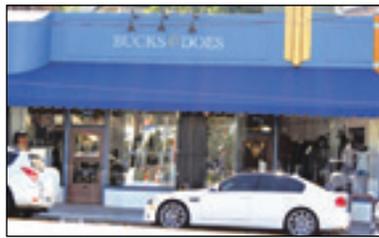
Bucks & Does has carved a loyal local customer base at Sunset Junction in the 17 months it has been open. Surrounded by numerous vintage stores, Bucks & Does stands alone with contemporary



Women's tartan shirt by Rails (\$134) | TYSA jumpsuit (\$219) | O'Dells women's top (\$170)

designers, comfortable styles, light knits, timeless accessories, friendly assistance and smooth jams such as Bon Iver playing over the speakers to set the atmosphere.

Although it typically only orders one of each style in each size, it has a weekly turnover of merchan-



dise, always keeping it fresh. Some of its top-selling women's styles at the moment include a **Rails** tartan shirt (\$134) and a **TYSA** jumpsuit that is available in a series of prints (\$219). It also does very well with accessories, including **Lovelybird** hats (averaging \$140), **Rayban** sunglasses and **Cosabella** clutches.

According to Jason O'Dell, owner, "65 percent of our current business is women's, with 35 percent men's." O'Dell has built out a design studio and work spaces behind the storefront (not open to the public). There, he houses a design team, pattern makers, sewers and dye specialists to produce their two in-house lines—**Porridge** and **O'Dells**—both of which do well.

Bucks & Does officially launched its online store Oct. 15, which it plans to grow in the next few months.

**DIANE MERRICK**

**Mid-City Los Angeles**  
7407 Beverly Blvd.

A destination retailer for more than four decades in the heart of Los Angeles, Diane Merrick's boutique draws celebrities and locals alike. **San Pellegrino** water is offered upon arrival, accompanied by a familiar, at-home comfortableness that is warm and inviting.



Diane Merrick print pants (\$42)



Nikibiki vegan-leather jacket (\$66)

Although Diane Merrick says she used to buy the fashion trends and labels, which is what put her on the map, more recently she has changed her buying strategy to buying "what I like, when I like." She enjoys the instant gratification that buying Immediate deliveries gives and has expanded into private-label apparel

and offering vintage housewares to the mix. While she does admit to emotional ties to some items, ultimately anything and everything in her store has a price. She is known for her collection of cashmere and is buying more pants and tops than dresses lately. The boutique also has an assortment of vegan-leather bags and totes in bright hues and an array of scarves but chooses not to stock shoes. Merrick's customers love her private-label solid basics because they are "easy, simple and wearable."



Quirky clutch (\$48)



Diane Merrick and Doll Face

"For 43 years I have been carving out a niche for myself, and I am still carving," Merrick said.

**COMPANY PROFILE**

**Z Supply** *Continued from page 1*

space is set up as a photo studio for look-book and catalog shoots.

"I don't like giving numbers, but we are above projections, and our profits are accordingly," said co-owner Glen Reder. "I think our growth is phenomenal. I've been around a long time, and I haven't seen a company that has this growth."

The quick growth comes from a long history in apparel and a core team that has worked together forever.

"Everybody in this building has been asso-



**Z SUPPLY TEAM:** Greg Garrett, Glen Reder and John Zhao

ciated with me, seriously, for over 30 years," said Garrett after introducing several of his team and giving a résumé of connections too long to recount here.

Garrett, tall and gray-haired with the casual air of a long-time Californian, started his career in the surf industry, working at original surf brand **Hang Ten**, then at **Ocean Pacific** in the 1970s. He eventually moved into wo-

menswear in the mid-'90s after a challenge from **Tilly's** founder Tilly Levine.

"She threw something at me and said, 'Here, make this,'" he remembered. "And I did, and I thought, 'Boy, this is fun.'"

Garrett never looked back. He was the brand manager for **BB Dakota** and went on to work for Los Angeles-based **Swatfame Inc.**, makers of **Kut From Kloth** and other women's lines.

Then, in 2013, along with partners Reder, who gave his age as "old," and John Zhao, who gave his age as "young," Garrett (age: "middle") founded Z Supply.

Reder handles the financial end of things while Zhao deals with production and sourcing and acts as go-between with the company-owned Chinese factory, where the clothes are made.

"I do everything else," said Garrett, the public face of the company, who manages the brand and connects with retailers.

His partners' biggest job is "helping me sleep at night," he said.

**Retail-minded**

Unconcerned with of-the-moment trends, the company updates as necessary to stay current but retains the core look of each line. More to the point is making sure the retailers want to sell it.

"We weren't really thinking of filling a niche but rather an opportunity for the retailer, to offer them a contemporary line at a great margin. Our product is much more specialty driven but offered at a great price for the retailers," Garrett said.

Z Supply's model is straightforward but



Others Follow



Z Supply tees

winning—sell a certain style to targeted groups of women with little overlap in the stores that cater to them.

For instance, **Black Swan** (wholesale priced at \$28–\$80) is aimed at women 25–35 and has a sophisticated, feminine style with a romantic twist and sells at **Nordstrom** and high-end specialty stores such as Agoura Hills, Calif.-based **M.Fredric**.

Black Swan is "a diverse line—it's eclectic in a way," said Fred Levine, co-owner of M.Fredric. The line fits the retailer's customer of "hip working moms" ages 30 to 40, Levine said, citing Black Swan's variety of fabric choices and pieces such as work-appropriate sheath dresses, easy weekend tees, maxi skirts and faux-leather jackets. "It's like **Free People** for a more mature customer," Levine said.

Others Follow's Spring 2015 line is filled with cut-off shorts, surfer-girl tanks, skater-skirt minis and music-festival kimonos aimed



Black Swan



White Crow

at 16- to 21-year-olds. It is Z Supply's "bohemian" brand and wholesales from \$14 to \$42 to retailers nationwide such as Tilly's and Irvine, Calif.-based **No Rest for Bridget**.

Garrett describes the Others Follow girl as the type who can pack her wardrobe into a backpack for a day at the beach followed by a night out.

"It's that young California girl," said marketing director Beatrice Rosu. Of Z Supply's four lines it is the brand with the most **Instagram** followers and is a fan favorite among the selfie-taking blogger set.

White Crow sets out to dress women ages 21 to 30 who love artisanal denim and graphic

## COMPANY PROFILE

### Z Supply *Continued from page 8*

tees—the girl who wants to wear combat boots with her cut-offs and overalls instead of flip-flops. “The ‘edge’ was the White Crow,” Garrett said, explaining the delineation of the lines. “It’s just more denim-driven—urban.” White Crow’s wholesale prices range from \$18 to \$80 and is sold at specialty stores such as **The Buckle** and Chicago-based **E Street Denim**.

Finally, Z Supply is a line of comfortable soft knit tees, tanks, hoodies, pullovers, and track and yoga-style pants carried at retailers and department stores nationwide. With wholesale price points ranging from \$9 to \$20, the line of essentials is a retailer favorite.

“We recently discovered Z Supply’s knit line, and we’re doing extremely well with it because the fabrics are really fine and have a silky feel,” said M.Fredric’s Levine. “And the body styles range from fitted at the hip to more-generous cuts anybody could wear.” The retailer sells Z Supply “Boyfriend Hoodies” for \$42 and racer-back tanks for \$26 online.

Besides adding space and staff, Z Supply has expanded its social-media presence by connecting with bloggers who wear their clothing and in the past few months has gotten a new distributor that has cut the company’s turnaround time, making it possible to beef up online sales. Z Supply also has its eye on overseas markets such as London and Hong Kong, where Garrett gets inspiration, he says.

But next up is a menswear line that Garrett hopes to launch in August 2015. In the corner of the spacious first-floor conference area hangs a rack of Z Supply tees mixed with masculine-looking pieces and a few items from Others Follow.

Garrett has been shopping the mix to retailers as a way to illustrate the vibe of what a Z Supply menswear line would look like.

“There’s a lot of opportunity there,” he says.

Despite the company’s growth, Garrett thinks of Z Supply as a start-up.

“I always want to maintain that exciting energy that is often found at start-up companies,” he says. “I want to keep it fun for everyone—retailers and employers. You have to keep it fun and new for the retailer so that they keep buying into your brand.” ●

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**SWIMWEAR & LINGERIE SPECIALIST**

**SAMPLE DEVELOPMENT**

- TECHNICAL DESIGN
- PAT TERN MAKING
- SAMPLE MAKING
- GRADING
- MARKERS
- TECH PACKS
- DUPLICATES
- SMALL RUN PRODUCTION

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

### Jobs Available

**Assistant Designer**  
Must be proficient in Photoshop and Illustrator. Should take direction well, multi-task, and have strong design skills. Chinese speaking is preferred.  
Please send resumes to [tansot@gmail.com](mailto:tansot@gmail.com).

### Jobs Available

**1ST THRU PROD. PATTERNAKER** Great opportunity for a highly detail, organized and self-motivated individual. Min. 5 years exp. Must have strong communication skills and able to keep to schedule.  
Greber or Pad. Email resume/salary history:  
[2014designnet@gmail.com](mailto:2014designnet@gmail.com)

### Jobs Available

**CUSTOMER SERVICE**  
Contemporary company looking for experienced Customer Service/Billing. Must be knowledgeable in Quickbooks & Excel. Must be organized and able to multi task. Please e-mail resume to [hrjobshp@gmail.com](mailto:hrjobshp@gmail.com)

## Jobs Available

### Routing Clerk

Company requires an individual proficient in UPS and in routing large and small chain stores. This person will be responsible for routing all outgoing shipments to customers and incoming from suppliers. Must be able to read, understand and follow routing guide procedures. This position requires computer literacy with email, excel, UPS, apparel industry software and various chain store logistics websites. Experience with scheduling helpful. Ability to communicate effectively both verbally and in writing is required. Apparel industry experience preferred. Bilingual Spanish/English is a plus. Wages commensurate with experience.

Please email resume to: sales@bbronson.com

## Karen Kane

### \* 1st THRU PRODUCTION PATTERN MAKER

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

### \* WOMEN'S APPAREL PRODUCTION ASSISTANT

Assist domestic & import production  
Measure samples  
Assemble tech packs  
Min 1-3 years experience in the industry  
AS400/VPS Software knowledge a plus  
Strong communication skills, oral & written  
Strong MS Office skills, especially Excel  
Strong organizational skills

Production managers need not apply. This is an entry level position for someone who has 1-3 yrs apparel exp.

Email resume and salary history in Word/PDF format to: resumes@karenkane.com or fax to 323-277-6830

### Production Patternmaker

Women's contemp. garment dye company has opening for production patternmaker. Must have garment dye experience/Tuka tech knowledge. Salary and benefits commensurate with exp. Email resume to sim@languagelosangeles.com.

Junior Dress Company in the City of Commerce has the following openings:

Production full time Sample Sewers. 5 + years experience sewing both daytime and special occasion dresses. Ability to communicate with design staff and patternmakers is required. Competitive salary and benefits.

1st Patternmaker. Must be detail oriented, have an eye for junior styling, good communication skills, min of 5 + years experience and be able to use Gerber 8. Competitive Salary and benefits.

Email resumes to: info@astrologieca.com

### Production Mgr. Assist./Tech.Designer

-5yrs exp. in swim/knit. Knowledge in grading. Basic patternmaking. Must be detail oriented, highly organized and a team player. Ideal candidate will work alongside Prod.Mgr West L.A. based

Send resume to: info@rwdesignsinc.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**

## Jobs Available

### CUTTING SUPERVISOR

Neckwear Los Angeles Division  
Looking for a highly organized individual with strong attention to detail

The Cutting Department Supervisor oversees cutting production personnel in order to ensure efficient production output and to maintain workload priorities.

The Cutting Department Supervisor coordinates cutting orders and other requests to meet production needs. He/she distributes the workload, and resolves personnel issues in order to cover for absences, tardiness, etc. Other duties include making cardboard patterns or stencils for custom patterns, organizing patterns, fabricating samples/custom swatches, or other "rush" needs. The Cutting Department Supervisor oversees component production personnel (tipping, lining and cutting), concurrently checking in with the Production Manager and/or Director of Manufacturing in order to ensure production output, priorities and a smooth work flow. Training of new and current personnel in cutting techniques, pattern making and cutting efficiencies is also done by the Cutting Department Supervisor.

Please submit resumes to Marcigerlach@pvh.com

## sanctuary CLOTHING

### Chargeback Specialist/Customer Service

To work with major stores & boutiques to reconcile & mediate charge backs. To work closely with prod, shipping, sales, cust. serv. & acctg in order to implement & monitor corrective measures. To assist cust serv with data entry, Factor credit check & approval. Must be proficient in Excel.

elizabeth.fernando@sanctuaryclothing.com

### Data Entry

Johnny Was is in need of Data Entry. Must be experienced with SPS Commerce - EDI and UPC Data entry (Intertrade). Fax resume to:(323)231-5231  
E-mail to: mel.johnnywas@gmail.com

### Sales force wanted

HAAMA group is building its sales force. Join us for selling Pocket and Fusing linings to LA manufacturers. Ideal candidates must have good contacts in the LA manufacturers scene. Please submit your resume to: amit@haama.com

### Imports Coordinator

Downtown garments manufacturer looking for an Imports coordinator, responsible for working with overseas factories in all aspects of planning and communication. Must have good understanding of garment construction and production process. At least five years' relevant experience and excellent communications skills required. Email: hr@kkcpa.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.

### Dress Designer

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

## Jobs Available

## sanctuary CLOTHING

### PRODUCT DEVELOPER

5-7+ years in a Product Development role in fashion industry. Possess creativity and eye for color and quality. Computer proficiency in MS Word, Excel, WebPDM, Adobe Photoshop, Illustrator and InDesign experience strongly preferred. A team player with a demonstrated ability to problem solve and partner with other department to effect solution. Strong written and verbal communication skills. Knowledge of the competitive market place in terms of qualities, price and trends. Relationships with domestic and offshore fabric vendors and factories. College Degree or equivalent experience.

Send resume to ken@sanctuaryclothing.com

### Demin Sales Representative/Merchandiser

"Grace in LA" seeks Denim Sales Rep/Merchandiser. Must have Denim Sales experience. Must be fully versed in all denim products and related strategies and must have two or more years of experience in similar merchandising role. Must have basic knowledge of retail math and be proficient in excel. Commission rate is negotiable. Contact: career.graceinla@gmail.com

### Shipping Coordinator and Chargeback Analyst

Shipping Coordinator who has knowledge in Routing Guidelines and Vendor Compliance for all major accts. Knowledge in EDI and AIMS is a MUST!

Chargeback Analyst familiar with major accts. Knowledge in Aims and QB a plus.

Please e-mail resume to Juliana@seksesdist.com.

### MARK AND ESTEL INC. SEEKING PROFESSIONAL SEAMSTRESS (Los Angeles)

Candidate must have 5+ years professional garment sewing experience. Knowledge of tailored garment construction is a must. Experience operating an industrial sewing machine (single needle, overlock, and overstitch) is desired. English speaking. Samples and references required. Contact olivia@markandestel.com

### SPORTSWEAR CUSTOMER SERVICE

Experienced in a Garment Industry. Dynamic and excellent verbal communications Duties includes customer and sales rep order processing and follow ups. Work closely with Production. Knowledge of AIMS a plus.

Email resume to: sion@expertbrand.com or fax to (323- 526-5866)

## fourthFLOOR fashion talent

**Candidate Open House** on Thurs, Nov 6th at the Cooper Building - 860 S. Los Angeles Street, Mezzanine Suite 4, from 10am-6pm. This event is for new freelance & full time talent. Great opportunity for top talent with fashion industry experience! Bring your Resume, Portfolio, and 2 forms of ID. Visit us at fourthfloorfashion.com

### Sales Executive

Immediate availability for an experienced sales professional. We represent contemporary women's apparel & accessories brands. Several years experience in selling juniors/women's contemporary wholesale is preferred. Base plus comm. Contact: jody@wbcshowroom.com

### CAD ARTIST/SPEC TECH

Expert Illustrator and Adobe CAD artist needed for in house CAD's for sales team and TECH PACKS for import team. 3 yrs. Min. exp as SPEC TECH/CAD ARTIST. E-mail resumes to: info@libertylove.net

## Jobs Available

### DESIGNER

FAST PACED Jr. Company seeks an creative, highly motivated & enthusiastic DESIGNER. Must provide details sketches/ designs, perform market research & trend analysis, manage pattern & sample makers & entire sample room, & must have Illustrator EXPER. DESIGNER will create the sample line for each market info@libertylove.net

### JUNIOR LEVEL SALES REP

For established LA Contemporary Collection. Must have at least 2 years wholesale exp. Existing relationship w/ West Coast buyers preferred. Will also assist Sales Manager w/ major accounts.  
Email resume to: vlfshowroom@gmail.com

### APPAREL SPEC TECHNICIAN

NEW GROWING COMPANY LOOKING FOR SOMEONE WHO CAN SPEC GARMENTS. GREAT GROWTH POTENTIAL TO BECOME AN EXPERIENCED TECHNICAL DESIGNER.

PLEASE FAX RESUME 213 623-3815



### PRODUCTION PATTERNMAKER

Must have min. 10 yrs exp. Expertise in Advanced Contemporary construction. Exp. with garment dye, washes, shrinkages a must. Must be Gerber proficient. Must be able to keep to schedule, communicate well and work well with others.

Please send resumes w/work and salary history to:  
HR@Raquelallegra.com



### Account Executive

We are looking for a Savvy Sales Rep to join the team at our corporate office. Responsible for selling to boutiques, specialty boutiques and online retailers. Must have a minimum of 3 years' experience with established sales contacts. Trade show travel. Please send resume to: careers@urbanexpressions.net

### Sales Representative

Import company looking for sales representatives for our Junior woven lines, including woven tops, dresses, shorts and pants. In house and free lancer are both welcome. Ideal candidates must have a strong understanding of fashion industry, with at least 3-5 years junior line import sales experience. Having existing major customers/accounts are preferred. Email: steven@hncapparel.com

### CUSTOMER SERVICE

Duties are order entry, invoicing, maintain/ update inventory, work closely with prod./ shipping dept. Must be organize, able to multi-task. Email resume/salary history: 2014designnet@gmail.com

### Entry Level Design Assistant

Strong needed for a CA based hosiery manufacturer. Candidate should be able to work independently, multi-task and have strong design skills, specifically illustrator. Interested candidates please submit resume and CAD examples for consideration: nancyw@legassi.com



### Sales and Production Assistant

We are looking for a Sales & Production Assistant. Contributing to the production process. Build relationships with vendors and internal customers. 1-3 years' experience in apparel/accessory production and sourcing. Please send resume to: careers@urbanexpressions.net.

## Jobs Available

### Sr. Costing Needed in Commerce, CA

Create cost sheets, estimate garment consumption/yields. Work closely with import factories, sales, & production to ensure target prices and delivery are met. Also responsible for pre-production. At least 7yrs production and costing experience req'd. Must have knowledge of garment construction, fabrics, and trims. Must know pattern layout to get best yields.

Email resume to recruiting@scta.samsung.com



### SAMPLE ROOM MANAGER

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

### Textile CAD Designer

Leading LA based Fabric converter seeking talented full time textile cad designer:

-Must have knowledge of repeats, color separation and cleaning of designs

-Strong understanding of production aspect such as S/O and engraving communication with overseas mills

-Must have at least 5 years experience in textile industry  
-Candidate must have good communication skills in general

-Nedgraphics skill is a must and Photoshop a plus.

Please email resume to: textsmart@aol.com

or Fax it : 213-688-2874

### COSTING ASSOCIATE

Create and update cost sheets in an accurate and efficient manner for domestic and import departments. Must have strong written and verbal skills and capable of juggling multiple projects in conjunction with handling daily assignments. Require 2 year experience and hold college degree.

Please send resume to peter@bluprintcorp.com.



DENIM COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITIONS. INCREDIBLE OPPORTUNITY FOR THE RIGHT PERSON

### IMPORT PRODUCTION COORDINATOR/ MERCHANDISER

Highly motivated person with 2-3 years exp. in the junior/special sizes denim bottoms market needed to assist in import production.

- Must have well rounded knowledge of overseas garment production & construction
- Know how to read TECHPACKS and understand technical garment terms.
- Experience with measuring garments as well as approving finished garments, lab-dips, fabrics, etc.
- Must be a self-starter, detail oriented individual and have strong written and verbal comm. skills.

Email to hrdept@rewash.com or fax resume with salary history to (323) 657-5344

## Jobs Available



### PRODUCTION PATTERNMAKER

Must have 5 yrs. Exp. with Stretch, Rigid Denim fabrics, Knits, jersey, top, bottom, women, kids, and men lines. Well Organized, detailed oriented with sense of urgency. Must know how to work with shrinkage, grading, nest reading, fitting, some marking, specs.

Must know how to use Optitex System, some hand pattern making & leather patterns xp. preferred

Human Resource Generalist

2 yrs Previous HR exp required

Bilingual, English & Spanish

Assist Operations Department & HR Manager.

Track and Report leave of absences, FMLA, WC, etc.

Laundry QC

Must have 3 yrs. xp. with high end denim washes, tie dyes, dip dyes, laser washes, paper transfer designs. Must have sense of urgency to get cuts on time, need to interact between laundries, follow up with samples and TOPs, good reporting skills and problem solving required.

Submit resumes to Hiring Mgr. gilberto@robinsjean.com or fax: (562) 806-6785

## Buy, Sell and Trade

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

I have connections with everybody.

Are you capable of producing & shipping volume orders?

Email: nyguytola@yahoo.com

Call: 213\*268\*8889

### WE NEED FABRIC

Silks Wools Denims Knits Prints Solids...

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Marvin or Michael

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fabricmerchants.com Steve 818-219-3002

### Freelance PAD Pattern & Marker Service

First, Production, Grade, Knock-Off, Spec

Keryl Kris Reinke

kkreinke@mac.com

Cathy McCroskey

cathyv@pacbell.net

## 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

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500 sq. ft. - 16,500 sq. ft. Priced Right.

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