

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 48 NOVEMBER 7-13, 2014



ANDREW ASCH

UNVEILED: A Nasty Gal sign was unveiled on its upcoming boutique on Los Angeles' Melrose Avenue.

Nasty Gal to Open Melrose Store

By Andrew Asch Retail Editor

E-commerce emporium **Nasty Gal** is taking its show to a bricks-and-mortar store on Los Angeles' Melrose Avenue.

A Nasty Gal sign was unveiled above a shop at 8115 Melrose Ave., the former site of a boutique of the **Madison** chain of contemporary and designer boutiques. Construction crews worked in the interior of the site, which is located across the street from the landmark boutique compound of **Fred Segal** and between Crescent Heights Boulevard and Kilkea Drive. Keeping with Nasty Gal's brash sense of humor, wording on the glass exterior of the shop reads "No, It's Not a Porn Site," which refers to the e-commerce store's URL (shopnastygal.com).

The upcoming boutique will be the first physical store for Nasty Gal, a privately held retailer. In the past couple of years, it gained a lot of headlines from the fashion press for its bold style, its success and the image of its founder and chief executive officer, Sophia Amoruso.

Earlier this year, Amoruso, an Internet maven, delved into print media when she authored *#Girlboss*, her memoirs, which were published by the **Portfolio** and **Putnam** imprints of **Penguin Random House**. The book details Amoruso's rise from selling vintage clothing on **eBay** to helming a company that makes more than \$100 million in revenue, according to her biography on the [Shopnastygal](http://Shopnastygal.com) website. Nasty Gal did not respond to an e-mailed request for comments by press time. ●

Basic Line Corp. Selling Its Embroidery and Embellishment Company

By Deborah Belgum Senior Editor

For nearly 23 years, the Shalom brothers have operated a popular embroidery and embellishment company out of a huge industrial building they own in Vernon, Calif.

Azad and David Shalom, owners of **Basic Line Corp.**, have been known as the go-to guys when you wanted the back pockets on your premium-denim jeans embroidered with a special squiggle or a big letter. Clients ranged from **7 For All Mankind** and **True Religion** to **Current/Elliott** and **Citizens of Humanity**.

Another 60 percent of their business was in embellishments involving such things as novelty stitches and nailhead applications.

But these days the two brothers are involved more in developing real estate and construction. With so much time dedicated to their other investments, they decided to put their machinery and company up for sale, with the hopes of completing a deal by the end of the year.

"We are negotiating with a couple of suitors, one of them an existing customer and the other one new to the industry," said David Shalom, president of the company.

The Shaloms would like to sell all their machinery to one entity that would take over the company, rent the 45,000-square-foot building they own and keep their 85 employees on the payroll.

But if all the machinery is not sold, it will be auctioned off later this year.



Azad and David Shalom

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Restaurant Could Be the Missing Piece for Robertson Revival

By Andrew Asch Retail Editor

Once the address for the most coveted commercial real estate in Los Angeles, Robertson Boulevard has seen the fashion boutiques move out and move in over the years, but since **Newsroom Café**, a 7,000-square-foot, emporium-sized restaurant located at 140 N. Robertson, closed in September, some of the street's businesses are anxious over the prominent thoroughfare's future.

For Fraser Ross, whose **Kitson** boutiques serve as an anchor to the street, the restaurant is just one of a string of departures that Ross sees as an exodus from the famed shopping street.

There are at least six boutique-space vacancies on the stretch of Robertson between Third Street and Alden Drive. **Alice + Olivia** by **Stacey Bendet**, at 134 S. Robertson, will be closing its boutique on the street in order to move to a much bigger store a mile away.

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California Apparel Makers Concerned About 'Made in USA' Label

By Deborah Belgum Senior Editor

A recent federal judge's ruling is making California apparel makers think twice about how they label their garments in the future.

Should their tags say "Made in USA" if they use imported fabrics or should their tags read "Made in USA From Imported Fabrics"?

The concern comes from several class-action lawsuits and legal letters filed against Los Angeles denim makers last spring challenging the accuracy of their labels. (*California Apparel News* first reported the class-action suits in a July 17 story that can be found here: www.apparelnews.net/news/2014/jul/17/controversy-over-made-in-usa-label.) The lawsuits stated that many clothing items were improperly labeled because most of their raw materials were imported from Europe or Asia even though the jeans were cut and sewn in California. Many premium-denim companies mark their garments as "Made in USA" even though most of their fabric comes from Italy, Tur-

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U.S. Labor Department Finds Southern California Garment Workers Owed Millions in Back Wages and Overtime

A U.S. Department of Labor survey of 221 investigations in the last year found that more than 1,500 Southern California garment workers are owed more than \$3 million in unpaid wages.

The unpaid wages amounted to an average of \$1,900 per worker, according to the department.

"Fierce competition in the garment industry leads many contract shops to lower the cost of their services, frequently at the expense of workers' wages," said David Weil, administrator for the Labor Department's wage and hour division, in a statement. "When workers don't receive the wages to which they are legally entitled, they can't afford the basics, like food, rent and child care."

The Department of Labor's wage and hour division's enforcement efforts include directed investigations and identifying supply chains to investigate. According to Ruben Rosalez, regional administrator for the wage and hour division's Western region, the Department of Labor has increased its surveillance of the industry in recent years and is using more multilingual investigators.

According to the wage and hour division, minimum wage and overtime violations are typically high in the apparel industry. Department of Labor investigators found violations in nearly 90 percent of more than 1,600 cases in Southern California over the last five years, which led to more than \$15 million in recovered wages for nearly 12,000 workers.

"We are committed to strong enforcement and providing educational workshops for em-

ployers, yet we continue to find significant problems in this industry," Rosalez said in a statement. "We are using a variety of strategies to better protect workers and level the playing field for law-abiding businesses."

Rosales said the wage and hour division is working with the department's office of the solicitor "to obtain liquidated damages as a remedy for workers." Civil money penalties against "repeat or willful offenders" may also be assessed. The division is also ensuring minimum wage and overtime-rules compliance by having manufacturers monitor their contractors, he said.

According to the Labor Department, an investigation of Montebello, Calif.-based **Roger Garments** resulted in more than \$93,000 in overtime and minimum wage-related back wages paid to 44 workers. In the same investigation, the department also cited Santa Ana, Calif.-based **Lunar Mode** for nearly \$7,000 in back wages. Lunar mode produced nearly half its goods at Roger Garments. The products were sold at **Roger's** and other retailers, according to the Labor Department.

Another investigation helped recover more than \$28,000 in minimum wage and overtime wages for 13 employees at South El Monte, Calif.-based **Lucky Stars**, which produced apparel for retailers such as **Macy's**, **JCPenney** and **Kohl's**, according to the Labor Department statement.

An investigation of Los Angeles-based **EVE LA Inc.** determined that 37 employees were due nearly \$87,000 in unpaid minimum wage and overtime compensation. Investigators found that the workers were paid a flat

weekly salary of \$270 for an average of 50 hours a week to produce women's apparel for **Dan Bee Inc.** and **Lovely Day Fashion**. According to a wage and hour statement, Dan Bee sells to retailers **Must Have and Potter's Pot** and Lovely Day Fashion sells to **Nasty Gal**.

According to the federal Fair Labor Standards Act, garment and other workers must

be paid at least the national minimum wage (\$7.25) for all hours worked, plus time and a half for overtime. The minimum wage in California is \$9 per hour. In addition, the FLSA requires employers maintain accurate time and payroll records.

Weil and other Department of Labor officials were in Los Angeles on Nov. 6 to discuss the recent findings.—*Alison A. Nieder*

Alternative, Levi's California Collection Takes a Bow

Call it a mix of Venice funk and Sierra Nevada mountain grit.

Levi Strauss & Co.'s new brand, **Levi's California**, which made a low-key debut in the Spring 2014 season, introduced a collection designed by Nic Rendic, Levi's global design director. Heritage brand **Pendleton** and Japanese retailer **Beams** also worked on the project. Called **Levi's California Collection**, the collection will be sold at boutiques for basics brand **Alternative**. It makes an official debut Nov. 13 at Alternative's boutique on Los Angeles' Abbot Kinney Boulevard.

But the collection had roots in brainstorming sessions when Rendic; Orondava Mumford, Alternative's design director; and Erik Joule, Alternative's brand president and chief merchandising officer, worked at Levi's around five years ago.

Mumford and Rendic often brainstormed about ways they could bring Levi's heritage into new vistas. They made suits for Levi's. If the suits never made it to store shelves, they never forgot their inspiration of making new looks for a venerable company, Rendic said. "It's easy to get locked into history," he said. "Instead you should use history to unlock you. It's a conversation that we have all the time."

Recently, Rendic worked on a project that revived and reimagined the Levi's California label, which the brand sold during the late 1960s. It was sold in 14 doors of the Beams



retail chain in Japan and a handful of Levi's stores in the United States.

Mumford thought the design of Levi's California could be taken a few steps further. "Bring a city like Venice and put it in the Sierras," Mumford said, recalling brainstorming sessions. A result of the inspiration could be something like a beach short that would be worn on the Venice boardwalk, but make it with wool, so it can be equipped for Sierra chill. The line also fit in with Alternative's aesthetic of products designed with a simplicity and an environmental sustainability.

Some of the collection's looks include a slim-fitting quilted sweatshirt with a crew-neck silhouette, a wool overshirt made with Pendleton fabric and a blazer made out of birdcloth—a poplin made by the U.S. military in the 1940s. The blazer's lining is a chino cloth. Another of the collection's styles is a wool cashmere cardigan.

Mumford wanted his company to sell the collection because he felt it was a perfect complement to Alternative's basics.

"It creates a wardrobe that goes perfectly with basics. We'd like to dress in it head-to-toe," Mumford said. The collection will be offered at Alternative boutiques, its e-commerce store (www.alternativeapparel.com) and at select Beams doors in Japan.—*Andrew Asch*



THE MIX: For Levi's California Collection, which will be sold at Alternative, design inspirations were mixed: Venice Beach cool and Sierra Nevada mountains grit.

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Corrections and Clarifications

In an Oct. 31 story titled "Redondo Beach's Boutique Retail Project Delayed," it was incorrectly stated that **Shade Redondo Beach** hotel project was on hold. A representative for the project developer, **Zislis Group**, said that the boutique hotel will open at 655 N. Harbor Drive in Redondo Beach in mid- to late 2015. The project is separate from **The Waterfront** project, which will be going through another environmental impact report, as reported in the story. The Waterfront and the hotel project are located one-quarter of a mile from each other.

October Sales Results Mixed

October, the month of the popular Halloween holiday, wasn't as scary as some expected but didn't offer a lot of treats either.

U.S. retail sales increased 4.6 percent in October, according to the **International Council of Shopping Centers**, a shopping-center trade group.

"An improving economy continues to be the main driver of stronger consumer demand compared with last year," said Jesse Tron, an ICSC spokesman. He blamed gas prices for pulling the reins on the month's retail sales. In October 2013, ICSC reported that retail sales prices increased 4.1 percent.

Glenn Murphy, **Gap Inc.**'s chairman and chief executive officer, expressed dismay at his company's performance in October. Gap Inc.'s same-store sales declined 3 percent when the company reported \$1.26 billion in net sales in October.

"While we were disappointed in our October sales results, particularly at Gap, we look forward to presenting our improved product collections for the holiday season across all our brands," Murphy said.

The Buckle chain of premium boutiques reported a 4.4 percent drop in same-store sales in October. However, many stores did well during the month. **L Brands**, the parent brand of **Victoria's Secret** and **Bed Bath & Beyond**, posted same-store sales of 3 percent in October. **Zumiez Inc.** reported a 3.1 percent increase in its October same-store sales.

October Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$85.40	-1.3%	-4.4%
Gap	\$1,260.00	-3.0%	-3.0%
L Brands Inc.	\$700.00	+3.0%	+3.0%
Stein Mart	\$97.70	+2.9%	+1.4%
Zumiez	\$51.70	+11.7%	+3.1%

Information from company reports

particularly after Columbus Day, and expect comps to be below expectations. Despite October's clearance nature, we are concerned with an increase in "deeper" promos [year over year], especially as inventories were well-controlled entering [third quarter]," she wrote in a Nov. 5 research note for **Janney Capital Markets**.

Some companies also reported quarterly earnings on Nov. 6. **Bebe Stores Inc.** reported a slight increase of 0.7 percent during the first quarter of its fiscal 2015 year. Net sales were \$102.2 million, which, however, was a decrease of 6.5 percent from \$109.3 million in the same quarter in the previous fiscal year.—*Andrew Asch*

Adrienne Yih-Tennant, a high-profile retail analyst, worried about discounts that retailers offered during October. "We believe October has been challenging for retailers,

Work Stoppage Spreads to Ports of Los Angeles and Long Beach

Adding to the cargo congestion at the ports of Los Angeles and Long Beach, longshore workers allegedly started imposing a work slowdown at the largest port complex in the United States.

According to the **Pacific Maritime Association**, which has been in contract negotiations with West Coast longshore workers for months, the PMA was informed that as of Nov. 3, the **International Longshore and Warehouse Union** would not dispatch qualified ILWU workers, most of whom have significant experience operating yard cranes that place cargo containers on trucks and rail cards.

"We've used the same dispatch procedures for qualified crane operators since 1999," said PMA spokesman Wade Gates in a statement. "After 15 years, the ILWU leadership has unilaterally decided to change the rules for hundreds of qualified workers who are dispatched daily to help operate terminals at the Los Angeles and Long Beach ports."

The PMA estimates that withholding skilled workers will leave half of the yard crane positions unfilled unless something is done about it.

The work slowdown adds another measure of frustration to apparel importers and others trying to get their merchandise off the waterfront.

As of Nov. 6, there were nine cargo container ships anchored off the breakwater of the **Port of Los Angeles** and the **Port of Long Beach**, hoping for vacant berths. This is very unusual for this time of year, said Steve Chesser of the **Marine Exchange of Southern California**, which monitors all ships coming in and out of the two ports.

The time required to extract cargo out of the ports varies by terminal, but in some cases it has been as long as two weeks or more.

"There is still cargo backed up here," confirmed Phillip Sanfield, spokesman for the Port of Los Angeles. "Meanwhile, you have the labor issues and the lack of a [longshore] contract continues to be lurking over everything up and down the West Coast."

Contract negotiations between the International Longshore and Warehouse Union and the compa-

nies that employ them at 29 West Coast ports have been going on since mid-May. Progress has been made in significant areas, such as healthcare benefits, which was announced in August. Both sides continue to negotiate a six-year contract that expired July 1, but animosity between the two sides bubbled up recently.

The Pacific Maritime Association—which is negotiating the contract on behalf of the shipping carriers, terminals and stevedores that hire the 13,600 registered longshore workers—earlier accused the ILWU of instigating a slowdown at the ports of Seattle and Tacoma, Wash. The two ports handle about 16 percent of the cargo containers that arrive on the West Coast.

The PMA said the longshore union initially targeted select terminals in Tacoma on Oct. 31 and expanded to more terminals in Tacoma and the Port of Seattle through the weekend. The PMA maintains that terminal productivity has declined on average 40 percent to 60 percent. PMA spokesman Steve Getzug said as of Nov. 6 the slowdowns were still ongoing.

The ILWU countered that the PMA was trying to "smear the union and deflect responsibility from a growing congestion problem that is plaguing major West Coast ports."

One of those problems has been the lack of chassis, or the frame and wheels attached to cargo containers to transport them. After the shipping lines got out of the chassis business in recent years, three major leasing companies took over supplying 95 percent of the rigs. But that has resulted in too many chassis at one terminal and not enough at another.

On Oct. 30, the shipping line **SSA Marine** and the three leasing companies, which all together control approximately 100,000 chassis, agreed to set up a gray chassis pool starting Feb. 1 at the ports of Los Angeles and Long Beach. The chassis pool means that truckers can pick up and drop off the equipment at any of the 13 terminals in the harbor without being concerned about which company serves which terminal or shipping line.—*Deborah Belgum*

TECHNOLOGY

AIMS360 Expands Certification Courses to New York, Adds East Coast Data Center

Los Angeles-based apparel ERP (Enterprise Resource Planning) software provider **AIMS360** is expanding to the East Coast.

Later this month, the company will host its first AIMS360 Certification course in Manhattan for East Coast clients and a few invited guests. The 12-hour course will be held in three-hour installments Nov. 10–12 at the **NYC Seminar and Conference Center**. Taught by AIMS360 Training Director Scott Allen, who also teaches AIMS certification courses in Los Angeles, the course will cover everything from setting up style and cost sheets to creating purchase orders for fabric and trim to retail delivery.

For now, the East Coast course will be offered quarterly, said AIMS360 Managing Partner Henry Cherner. On the

West Coast, AIMS offers its certification course on a monthly basis.

"In Los Angeles, we originally expected to do it once a quarter, but the demand is so high, AIMS is now doing it every month," Cherner said.

The New York course is just one move AIMS is making to better serve its East Coast customers.

"We've done really well on the West Coast, and now we're seeing a lot more demand from the East Coast," said Chris Walia, AIMS360 director of business development and marketing.

"AIMS360 has experts in New York for working with customers. New York clients can rest assured that they, too, have been and will continue to receive high-level service."

With that in mind, AIMS has also opened a second data center on the East Coast. The new center will allow for faster speeds and improved connectivity for AIMS' East Coast clients, said AIMS360 President Shahin Kohan.

"This allows for us to deploy our services much quicker, increasing speeds anywhere from 30 percent to 40 percent faster," Walia said.

Another benefit the new data center will provide is added backup of AIMS' customers' data.

"Just like the way we deployed in the West Coast with replication of data going to the East Coast for backup, the East Coast data also has replication on West Coast servers, making the data safe and accessible with minimal chance of downtime," Walia said.

Made in USA *Continued from page 1*

key or Japan.

On Oct. 27, U.S. District Judge Dana Sabraw in San Diego denied a motion to dismiss one of the lawsuits filed against the denim company **AG**, formerly called **AG Adriano Goldschmied**, and against **Nordstrom** over a pair of AG jeans sold at Nordstrom with a "Made in USA" label.

The judge's ruling means the case can move to trial. At the heart of the cases is whether a more liberal federal regulation prevails over the more strict California regulation, which states using foreign fabric and components doesn't mean a label can say "Made in USA" even if it is sewn in the United States. Sabraw ruled that the two regulations can co-exist and the lawsuit can move forward.

"Usually if you have a conflicting federal and state law, then the federal law preempts," said international-law attorney Elise Shibles of **Sandler, Travis & Rosenberg** in San Francisco. "But the court held that the two laws don't conflict with each other. It is not impossible to comply with both of them."

California law prohibits any product from being labeled "Made in USA" if that product has been entirely or substantially made or produced outside the United States. The federal regulation is more liberal.

That means jeans sold in California may have to carry the "Made in USA With Imported Fabrics" tag, but jeans sold outside of California could have a "Made in USA" tag.

"The reaction to this is huge," said Ilse Metchek, president of the **California Fashion Association**, the Los Angeles trade group representing apparel companies and the entities that serve them.

"It's a real troublesome decision. I don't think it is finished yet," said Richard Wortman, a customs attorney with **Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt**. For apparel manufacturers shipping goods across the country, they would have to set aside separate labels for California customers to comply with the California law.

Lonnie Kane, president of Los Angeles apparel maker **Karen Kane**, said that if he uses imported fabric in his sewn-in-Los Angeles garments, that information is included in the tag information about the garment's origin. But he feels the

California law should be changed to coincide with the federal regulation.

That was attempted when Assembly Bill 858 was introduced to the California legislature in 2011 by Assembly Member Brian Jones (R-Santee). The bill would have provided that a product made all or virtually all in the United States, within the meaning of a specified policy statement of the Federal Trade Commission, which wrote the federal regulation, would be deemed made within the United States. But the bill did not pass.

This variation between state and federal regulations is nothing new for California. For years, apparel manufacturers have had to employ two different standards when considering the chemical content or toxicity of products—such as clothing, accessories or shoes—sold in California.

The state's Proposition 65 maintains that a product's chemical exposure to consumers should be kept below an approved limit. If it is not, then warning labels must be attached to non-compliant products. Most other states do not have these kinds of stringent regulations. "Once again, California is the tail that is wagging the dog," Wortman said. ●

Coming Soon in November and December

November 14

Cover: Fashion
Retail Report
Surf Report
Visual Display
Trade Show Special Section
Bonus Distribution
DG Expo SF 11/23-24



November 21

Cover: Fashion
Technology
Tags & Labels
Fashion Faces
Tags & Labels Advertorial



November 28

Cover: Retail Financial
Report
Made in America
Made in America
Advertorial



December 5

Cover: The Year in
Events
Findings & Trimmings
Fashion Resource
Findings & Trimmings
Advertorial



Dress for Success to Host Fundraiser Pop-Up Shop

During the recent **Los Angeles Fashion Week**, several fashion brands—including **Single, Sea of Pearls, FBF by Checka, JHaus and Bri Seely**—participated in a runway show at the **W Hollywood** hotel to benefit **Dress for Success**.

Later this month, the Los Angeles chapter of the international non-profit, which provides career-development tools and support for disadvantaged women, will hold its fourth-annual pop-up shop fundraiser, **Shop for Success**.

The Nov. 20-23 event at 1000 Westwood Blvd. in Los Angeles' Westwood neighborhood will feature women's and men's apparel and accessories, including plus sizes from more than 100 brands, including **Black Halo, Elizabeth and James, David Meister, French Connection, Velvet, DL 1961 and Henri Bendel**.

All the proceeds from the sale, which is free to attend, are given to the organization, said Reena De Asis, director for Dress for Success Worldwide West.

"We take over an empty storefront, and for four days we turn it into this beautiful boutique," she said. "We raise all the funds, and it really goes back to our organization. There's no third parties."

There will also be a VIP night on Nov. 20, which will include celebrity appearances, including actress Kate Walsh. De Asis said more celebrity attendees will be announced closer to the event. Tickets range from \$50 to \$80 and include early entry to the event, live music, drinks and appetizers, a silent auction, giveaways, and a gift bag.

Dress for Success is still accepting dona-

tions for the event, as well as sponsors, De Asis said, adding that she's interested in finding companies looking for creative sponsorship opportunities.

"I'm trying to do something more than just a pop up. I want it to be more engaging," she said. "For VIP night, we're going to have celebrities—that's the wow factor. But I'm also interested in doing something interactive the other three days beyond just the shopping experience."

For example, she said, a retailer or brand with a celebrity ambassador could schedule a special appearance during the sale. Or a brand could offer a special goodie bag to a certain number of shoppers to arrive on a certain day.

A range of sponsorship packages is available on the Shop for Success website (www.shopforsuccessla.com).

Throughout the four-day event, De Asis and

her team will be showcasing the work of Dress for Success.

"I know people [think of us] as an organization that suits women who can't afford clothes," she said, adding that the organization's suiting program is just one aspect of what it offers, which includes free workshops to help women land and retain a job. The organization also hosts a financial-literacy workshop to help women learn how to manage their money once they've secured a job.

"Over 70 percent of our clients are single moms," De Asis said. "We teach the skillsets that women need in order to secure a job and to also keep their job. Fashion is fun, but it's only the first step as to the programs that we offer."—*Alison A. Nieder*



POP UP: Shop for Success will feature apparel from more than 100 brands, including **Black Halo, Elizabeth and James, David Meister, French Connection, Velvet, DL 1961 and Henri Bendel**. There will also be a VIP night with celebrity appearances, live music, drinks and appetizers, a silent auction, giveaways, and a gift bag. (Pictured: shoppers at last year's VIP-night party.)

Calendar

Nov. 11

71 Stanton Fall Winter Event
3517 W. Sixth St.
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

Shop for Success

1000 Westwood Blvd.
Los Angeles
Through Nov. 23

"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 Hollywood 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

Dec. 4

The Professional Club's networking event
The Palm
Los Angeles

There's more
on ApparelNews.net.

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

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

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Ksubi: Aussie Brand Makes Comeback With LA Knowhow

By Andrew Asch Retail Editor

Ksubi is preparing for an LA comeback.

The Australian denim brand made a splash when it was introduced in 1999 and soon developed a reputation as an enfant terrible brand with the founders living a rock 'n' roll lifestyle, showing the brand at **London Fashion Week** in September 2007 and retailing at celebrated shops across the globe. But the show nearly stopped in 2013 when the brand got tangled up in financial trouble and went into voluntary receivership. (In a receivership, a third party will take control of a company's assets to administer on behalf of creditors.)

But the brand found its second act in Los Angeles. Ksubi's parent company, **Bleach Group USA Holdings**, which also

rector of sales and merchandising—are also working with the newly relaunched Ksubi, which is headquartered in Commerce, Calif., nine miles from downtown Los Angeles.

Moshi believes an American-produced Ksubi would stay true to the brand's unconventional roots but would be supported by more solid manufacturing and distribution operations.

"Ksubi will stay true to Ksubi, but it will be more advanced," Moshi said.

Ksubi is making its re-entry into U.S. denim at a good time. The denim market is looking for something with a difference, Gathers said. "The four to five top jeans brands are using the same fabrics and using the same plain pockets. You can't tell one jean from another," he said.

When Ksubi was at its zenith, it sold at American stores such as **American Rag CIE**, **Barneys New York** and **Fred Segal Man** in Santa Monica, Calif., as well as at boutiques such as **Traffic** and **Kin** in West Hollywood, Calif. Ksubi always had a presence in the fashion market, but it took a much lower profile when it got tangled up in money problems. Jeff Shafer, a veteran of the denim business and founder and chief executive officer of Washington state-headquartered lines **Agave** and **Bluer Denim**, said that comebacks are not necessarily guaranteed.

"Whether or not it will be able to make a comeback has to do with why it left," Shafer said of denim lines. "If the demand is still there and it can regain confidence from retail buyers then it should do fine. If it left due to lack of demand or operational issues that left a bad taste in the mouth of buyers, then who knows?"

When it hits shop floors, it will revive silhouettes that made the brand a critical favorite. There will be the super-skinny "Van Winkle" silhouette and the "Chitch," a tapered skinny jean with a slanted belt loop. All the jeans will feature embroidered crosses on the back of the waistband and behind the knee. Also, just like the original Ksubi, the Los Angeles-manufactured Ksubi will feature W-shaped bar tacks that reinforce stress points in the jeans.

Gathers plans on bringing back some of Ksubi's classic T-shirts in the upcoming line, as well as jeans jackets with some rock 'n' roll-looking graphics inside the coats, but the plan is to keep it focused on denim pants.

Wholesale price points will range from \$89 to \$110 for women's jeans and \$90 to \$125 for men's jeans. Gathers said that he hopes to place the line in better department stores and will be taking a bow at American Rag, Fred Segal, **Ron Herman** and **Oak** in 2015.



AT WORK: Eero Gathers, front left, and Michael Moshi, front right, at the Ksubi headquarters in Commerce

owns Australian brand **Insight**, restructured in 2013. It received backing from private investment firm **Breakwater Investment Management LLC**, based in Los Angeles, for an undisclosed amount and moved its headquarters and production to Los Angeles.

(In April 2013, Breakwater also announced an investment in retailer **Planet Blue**, which is headquartered in Santa Monica, Calif. The Planet Blue announcement did not specify the amount invested, but a statement from Planet Blue owner Ling Su Chinn called it "a hybrid debt-and-equity arrangement, which allowed Planet Blue to retain greater ownership of the business.")

Michael Moshi, president of Ksubi USA, will oversee production of the Spring 2015 collection, which is scheduled to be on shop floors in February. Moshi is co-founder of the **Lauren Moshi** brand, which is sold at **Revolve Clothing** and **Bloomingdale's**.

Eero Gathers, a veteran of the premium-denim business, will serve as Ksubi's design director. He previously designed for brands such as **7 For All Mankind** and **Genetic Denim**. Staffers from the first generation of Ksubi—women's designer Apples Ryan Owens-Russo and Purdom Thomas, di-

IN CALIFORNIA: Ksubi Jeans moved production to California. Above, some Ksubi looks that will be on store shelves in February 2015.

Denim, a multi-billion-dollar category, is in relative doldrums. After a period of steady sales increases from 2010 to 2013, the category took a slight decline in the past year. American denim sales were \$15.6 billion during the 12 months from October 2013 to September 2014. It was a decline of 8 percent compared with denim sales from October 2012 to September 2013, according to market-research company **The NPD Group**.

Jeans may have had a tougher time in the market recently because of competition from active clothing lines, Gathers said, adding that denim and premium denim are part of everyone's wardrobe. Plus, the Spring 2015 runways in New York, London and Paris included plenty of denim, much of it in new silhouettes such as the mini-flare.

"Denim is something of a staple. It is not a trend," he said. With such widespread acceptance comes expectations, he said, and he has his point of view of what denim should be. "It has to be something slightly different," he said. "Denim has to be slightly rebellious." ●

RETAIL

Robertson *Continued from page 1*

While **The Ivy** restaurant, at 113 N. Robertson, remains a key spot for celebrity watching in Los Angeles, and designer stores from **Chanel** and **Ralph Lauren** continue to do business on the 100 north block of Robertson, Ross worries that the street is not burgeoning with the opportunity it had in 2000, when he opened **Kitson** at 115 S. Robertson. Then the street had a heavy presence of multi-brand contemporary boutique retailers.

"I think the street will only survive if it gets a mixture of food and personal-care places like nail and beauty salons," he said. Ross said he is the biggest tenant in Robertson with more than 15,000 square feet occupied by his multi-brand **Kitson**, **Kitson Men**, **Kitson Studio** and **Kitson Kids** boutiques as well as office space. The premier stretches of Robertson mostly serve as the address for branded boutiques from high-marquee fashion labels.

Robertson has not kept pace with how the fashion industry has changed, Ross said. When he opened the **Kitson** flagship, Los Angeles' retailers and manufacturers made apparel

for consumers interested in luxury and celebrity. "When the crash happened, people were a lot more careful with what they bought," Ross said. "Now service industry and personal care are very important, and serving the customer is very important."

Jay Luchs, who has served as one of the most prominent real estate brokers to work on the street, said the street is in a transition. "Robertson needs help," he said. "It will take a year or two, but it will come back stronger than it has in years, no question. It is figuring itself out," he said. Luchs is an executive vice president of commercial real estate firm **NewmarkGrubbKnight-Frank**.

Some changes may be on the way. There are plans to redevelop the Newsroom area and some adjacent parts of **Robertson Plaza**, where the restaurant did business for more than two decades,

Luchs said. He hopes to bring a high-end destination eatery and café to the former Newsroom space in 2015.

Restaurants are crucial to the success of retail streets, said Carine Mamann, director in the retail-services group

for real estate firm **Cushman & Wakefield**. A great restaurant makes people spend more time on a street. "At its peak, Newsroom was busy all day long with locals and tourists," Mamann said. "We expect the next restaurant to be even busier."

Robertson's popularity skyrocketed in the first decade of the century, particularly between 2004 and 2007, when celebrities such as Paris Hilton and Britney Spears visited the street to shop at multi-brand boutiques and be photographed by paparazzi.

The place drew a lot of interest from high-marquee fashion brands that later opened boutiques on the street. Over time, the street became dominated by branded shops. The Great Recession made business tough on Robertson, as with almost every other street in America, and many independent boutiques moved away from Robertson.

Back in 2007, Ross and other retailers complained that rents were out of control, with the premier blocks of Robertson commanding \$17 per square foot. By the time the economy started rebounding, after 2011, other streets such as Abbot Kinney Boulevard in Los Angeles' Venice neighborhood started vying with Robertson as high-profile fashion streets where fashion-savvy and well-to-do shoppers look for clothes.

Currently, prices for a square foot of retail space range from \$14 to \$17 per month on Robertson, according to Luchs. The range for prices is around \$15 to \$16 per square foot monthly on Beverly Boulevard, another upcoming fashion retail street that is growing in importance. ●



OLD SIGN: A sign for Newsroom Café, which closed on Robertson Boulevard in September. The restaurant was an anchor for the street.

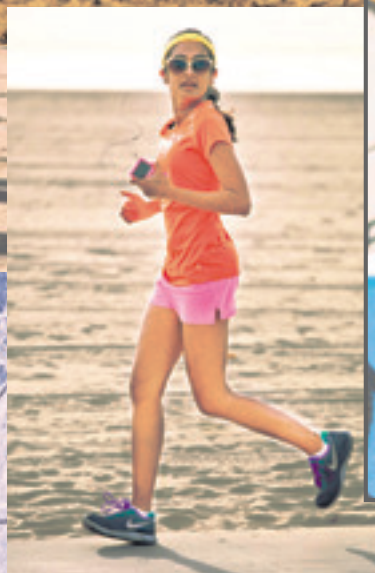
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California Presence at Massive Intertextile Shanghai

With 15 halls covering nearly 1.8 million square feet of space and more than 3,800 exhibitors showing textiles and trim from 30 countries and regions, the Oct. 20–23 run of the **Intertextile Shanghai Apparel Fabrics** trade show could be described as massive.



Intertextile Shanghai's nearly 1.8 million square feet of exhibition space included more than 3,800 exhibitors showing textiles and trim from 30 countries and regions.

"It's huge," said Los Angeles-based designer Nony Tochterman, who was at the show on behalf of New York-based **Motives Group**. "It's hard to cover entirely. It helps that each hall is merchandised with a certain direction. Like every other show, you have to do the legwork to find the best."

Tochterman said she spent most of her time at the show looking at Asian resources, although she did find time at the end to walk the European hall.

"There's so much coming out of China—you can find everything there," she said, adding that she did see some mills showing the same fabrics but found plenty of other resources showing unique items.

"I love shopping for fabric," Tochterman said. "I'm like a kid in a candy store."

Tochterman was just one of several West Coast designers and companies spotted shopping the show. Other California apparel executives included Adriano Goldschmied; **Bella Dahl's** Kerry Jolna; **American Rag Cie's** Mark Werts and his wife, Amanda Shi-Werts, designer of the **Amanda Shi** collection; and representatives from **BCBG** and **Kellwood West**.

"The show was again good for **Studio Bert Forma**," said Kevin Maldonado, co-owner of the Los Angeles-based company that represents contemporary fabrics from Europe and Asia, including Spanish mill **Santanderina**. "I had great meetings with **Lenzing** and **Bella Dahl**," Maldonado said, noting that the halls of the show were quite crowded. This was the 20th anniversary for the show, held in the **Shanghai New International Expo Centre**, and events included a 20th-anniversary party and runway show, as well as a 20th-anniversary section of the trade show, which featured a fabric wall of swatches that served as "a visual record of the show and captures the spirit of the 20th anniversary," and a 20th-anniversary gown designed by Walter Ma that showcases "the very essence of the last two decades of the show." The show

was divided into halls and pavilions, including **SalonEurope**; **Verve for Design**, which featured collections from Australia, China, France, Italy, Korea, Spain, Taiwan and the United Kingdom; and the **Premium Wool** zone. There were pavilions highlighting specific countries including India, Indonesia, Japan, Korea, Taiwan and Thailand, as well as group pavilions organized by **Birla Planet**, **Cotton Council International**, **DuPont**, **Hyosung**, **Invista**, **KCEA**, **KTTA** and **Lenzing**. The All About Sustainability zone featured an educational zone, the **ecoBoutique** display area and the **Oeko-Tex** pavilion. There were also areas of the show dedicated to fabrics for shirting, suitings, casualwear, sportswear, accessories, lingerie and swimwear, as well as womenswear. This year, the show's **Beyond Denim** hall expanded to cover an entire hall and featured more than 150 exhibitors. And two Accessories halls included more than 550 international and domestic suppliers showcasing garment and fashion accessories.



To celebrate the 20th anniversary of Intertextile Shanghai, organizers Messe Frankfurt hosted an anniversary party and runway show.

Organized by **Messe Frankfurt (HK) Ltd.**, with the **Sub-Council of Textile Industry**, **CCPIT** and the **China Textile Information Centre**, Intertextile Shanghai Apparel Fabrics ran concurrently with two other textile trade shows at the Shanghai New International Expo Centre, **Yarn Expo** and **PH Value 2014**, which was previously called the **China International Knitting Trade Fair**.—*Alison A. Nieder*



The show's 15 halls included special sections and pavilions for European textiles; fabrics from specific countries and regions; and denim, wool, sustainable solutions and products organized by categories such as suitings, sportswear, accessories, lingerie and swimwear.

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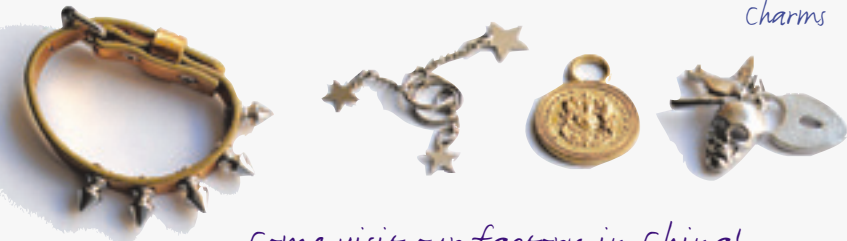


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Positive Signs for California Job Growth

More people should be employed in California during the fourth quarter of this year as companies around the state continue to add staff.

Chapman University in Orange, Calif., issued its quarterly "California Index of Leading Employment Indicator," which predicted healthy job growth in the fourth quarter of this year, although down slightly from the third quarter.

Various economic indicators predicted expansion. In the third quarter of 2014, there was a year-over-year 2.3 percent rise in the

nation's gross domestic product, a 17.3 percent increase in the S&P 500, a 4.6 percent expansion in real exports and a 17.9 percent jump in construction spending.

The composite index for the fourth quarter is expected to be at 123.5 compared with 126.8 in the third quarter. Anything above 100 indicates positive job growth.

During the recession, the indicator fell as low as 46.6.

—Deborah Belgium

COMPANY PROFILE

Basic Line *Continued from page 1*

The array of machinery inside Basic Line's industrial headquarters is extremely diverse. On one floor are rows and rows of metal machines with 750 embroidery heads to work on the squiggles and loops that distinguish one denim label's pockets from another.

On another floor is an array of smaller machines capable of creating more than 300 novelty embellishments, such as smocking, shirring, pleating, ribbon roses, soutache, chain stitching, crochet stitching, cording, pintucking, laser cutting and heat transfers.

Inside a small room is a library of Basic Line's embroideries shown on sheets upon sheets of denim fabric filled with various back-pocket designs. There are examples of intricate embellishments that are hard to find.

When the Shaloms launched their business, their bread and butter was embroidering millions of T-shirts for licensees of **Disney** and **Warner Bros.** characters. The shirts were often sold at stores such as **Target** and **Walmart**. In addition, they embroidered hundreds of T-shirts for Las Vegas resorts and hotels. The hallways of their building are lined with framed samples of their artistic work—from pieces



A huge embroidery machine at Basic Line

that show a logo for "The Lion King" to an image of the Sphinx for the **Luxor Las Vegas**.

The company's factory was working around the clock with 300 employees. But nearly 10 years ago, much of that embroidered T-shirt business went to China and other overseas factories. Fortunately for the Shalom brothers, they had already embarked on doing denim pocket designs.

It all started in 1999 when designer Jerome Dahan, one of the original founders of 7 For All Mankind, walked

through their doors to develop pocket art for his new blue-jeans line that was launching in 2000. The result is the simple but well-known long squiggle that is the denim line's original pocket design.

Dahan went on to start the blue-jeans line Citizens of Humanity.

The embellishment side of the business is heavy on women's contemporary fashions. Basic Line, with the help of technical designers, is able to retool many of its machines to create hard-to-find embellishments that often are no longer done in the United States.

"We grew the business to be one of the largest embroidery and embellishment companies on the West Coast," David Shalom said. "Over the years, business has been great, and we made a lot of money doing it. But it is time to move on to the next phase." ●



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Publishers of:
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EXECUTIVE OFFICE
California Market Center

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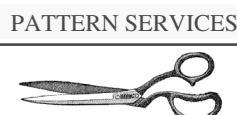
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Fashion Designer Sue Wong seeks West Coast Account Executive to service better dress boutiques. Requires good communication, strong store relationships, self motivation, computer skills and some travel.

Salary + commission commensurate with experience.
jobs@suewong.com

BLACK HALO

SHIPPING CLERK

Min. 2 yrs exp in a shipping dept, pick & pack, QC. Exp w/high end garments a plus. Must have a Positive attitude and be a team player.
Resume: info@blackhalo.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

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

Jobs Available

JR SALES REP

LA based company looking for experienced jr sales rep to help represent and grow a seasoned jr line with the majors and larger chain stores. Previous sales in this category required.

Contact: info@trendrequest.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

Women's contemporary Pattern maker

- 10+ years experience w/ Tukatech
- Women's Woven dresses and tops
- 1st - production & able to run fittings
- Proficient in Excel and on computers
contact: Nicole@azizla.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

Monique Lhuillier

Senior Pre-Production Fit Technician

Seeking enthusiastic individual w/ extensive knowledge of patterns & fit for high-end garments. Manage schedules & workloads effectively in a timely manner. Must be self-motivated, detail-minded, well-organized w/ good fashion sense. Able to work under pressure w/ strict deadlines. Must have 5-7 years exp. Email resume/salary history to hectorg@moniquelhuillier.com

Inside Sales Manager and Sales Rep Needed Or Sales Rep interested in taking F/T Sales Position

Contemporary Lingerie Company seeks an energetic, seasoned & self-Motivated Individual. Must have strong existing and established relationships with Major National Accounts, Wholesalers, Chain + Department Accounts. Attractive package available for qualified individuals. Email resume to rajpal@sauminc.com Fax 562-265-1594

Jobs Available

CIVIL SOCIETY JUNIOR/ASSOCIATE DESIGNER

Assist director in tech packs/product development, line-sheets, Look books, fashion shows etc. 2-3 YRS MENS EXP. High Proficiency in Illustrator and Photoshop, must have fashion design experience. APPLY TO: Send resume/portfolio & cover letter to: brad@civilsocietyclothing.com

Shipping Coordinator

Apparel Co. seeking SHIPPING COORDINATOR who has knowledge in Routing Guidelines and Vendor Compliance for all Majors. Knowledge of In house EDI and AIMS is a must. This is a hands on position. Please e-mail resume to Juliana@seksesdist.com.

Jobs Wanted

35 yrs Exp'd

1st/Prod. Patterns/Grading/Marking and Specs.

12 yrs on Pad System. In house/pt/freelance
Fast/Reliable ALL AREAS Ph. (626)792-4022

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Call 213-627-3755

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