

# CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 49 NOVEMBER 14-20, 2014



ANDREW ASCH

**QUIKSILVER TO PASADENA:** Surf giant Quiksilver Inc. will open a location for its Boardriders Club store in Pasadena, Calif. It will move into an address well known to action-sports enthusiasts, 169 W. Colorado Blvd., the former Pasadena location of Val Surf, one of the surf industry's longest-running specialty chains. Val Surf closed its Pasadena location in August after the lease expired for the 5,500-square-foot store on the corner of West Colorado Drive and South Pasadena Avenue. A construction crew worked to build out the space on Nov. 13, but Quiksilver did not return a call and an email requesting comment on when its Boardriders Club store would open. Quiksilver runs more than 600 company-owned stores around the world.

## ECO NOTES

### Vida: Using Printing Tech to Connect Designers, Artists, Producers and Consumers

By Alyson Bender *Contributing Writer*

**Vida**, a new e-commerce platform that launched Nov. 12, is channeling talent from around the world and using new direct-to-fabric technology to turn all forms of multi-media art into digital prints at the speed and ease that an at-home printer provides.

Traditional printing methods have limitations to the number of colors used, but direct-to-fabric digital printing can limitlessly produce designs in any number of vibrant hues in a very short amount of time, allowing for mass production.

Initially, Vida is focusing on offering apparel and accessories, with plans to eventually use its direct-to-fabric printing to cross over to other categories, such as home products.

"The model we are implementing uses technology to scale what kinds of product we will be able to offer," said Umamah Mendhro, co-founder and chief executive officer of Vida.

The San Francisco-based company sources textiles from around the world, including Modal from Pakistan and cashmere blends from India. All mills are ensured to have ethically sound working environments and living wages for their employees.

"We looked at regions around the world such as Turkey, Bulgaria and Pakistan and found emerging artists who have significant social media and digital followings but are not able to translate their bandwidth to physically scale and deliver to demand," Mendhro said.

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## Port Congestion Worsens With Mounting Fees for Importers

By Deborah Belgum *Senior Editor*

Apparel importer Ashok Kumar is patiently waiting in Los Angeles for six to eight containers of sweaters and jackets to arrive by boat from Asia to stock his various clothing stores in downtown Los Angeles.

But the ships that were to deliver those containers have been diverted to other ports because there is no space for them to dock at the Long Beach/Los Angeles port complex. It will be several days before they return to the Los Angeles area and then several days or weeks to unload the cargo. In addition, Kumar has another container still sitting in Hong Kong that won't arrive until after Christmas.

To make matters worse, starting on Nov. 17, a new congestion fee of \$1,000 per 40-foot container is being imposed by

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## SURF REPORT

### Investors See Streetwear Poised for Growth

By Andrew Asch *Retail Editor*

Surf's up for dealmaking for action-sports and streetwear brands.

In the past month, private-equity companies have announced investments in the brands and retailers in this market.

**Altamont Capital Partners**, the Palo Alto, Calif.-headquartered private-equity firm that was a leading suitor to take over surf giant **Billabong International Ltd.** last year, announced that it made investments in Los Angeles-based streetwear and skate brand **Huf Worldwide Inc.** and in **Brixton**, which is headquartered in Oceanside, Calif. The Altamont

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## SUPPLY CHAIN: MADE IN AMERICA

### Diamond Gusset: American-Made Denim for Nearly 30 Years

By John W. McCurry *Contributing Writer*

After 28 years in business, **Diamond Gusset** jeans owner and co-founder David Hall says there is more happening with the Bon Aqua, Tenn.-based company than ever before. Diamond Gusset, which has carved out a successful niche by always maintaining a 100 percent U.S.-based supply chain, is poised for record growth this year.

A U.S. supply chain allows Diamond Gusset to maintain quality control better than if its suppliers were located offshore, Hall says. Most of the company's suppliers are located within just a few hours of Bon Aqua, which is about an hour west of Nashville. While Diamond Gusset employs fewer than 20 people, Hall says the work it provides through its supply chain helps

keep at least 60 more people employed.

"A lot of jeans today are sewn offshore with a lack of quality control, resulting in ill-fitting jeans," Hall said. "You can go into a chain or box store and buy six pairs and every one will fit differently. By sewing with the same sewers in the same factory, we have top-notch quality control. Every pair we make will fit the same, and that has been a big advantage for us over the years."

Hall, along with his cousin, founded Diamond Gusset in Nashville in 1987. Hall had been a salesman for **Levi's** and **Lee's** jeans. He says the idea for the gusset, which is sewn into the crotch of the jeans and relieves stress by distributing pressure to four points, came from karate uniforms. The durability of the jeans, along with the made in the U.S. aspect, has created a

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## INSIDE

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



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



# New Sourcing Show to Bow in LA in March

Apparel manufacturers and retailers looking to scout factories will have a new venue when the **Factory Direct** trade show bows March 2-4 at **The New Mart** in downtown Los Angeles.

Organized by trade show and apparel industry veteran David Dea, the show will feature domestic and international factories, factors, creative agencies, third-party logistics providers, and technology resources.

"There's such a big community here in LA that needs resources," Dea said. "People are always asking me, 'Where do I start?' I want to bring all these resources to help them grow their businesses."

Currently an instructor at the **Fashion Institute of Design & Merchandising**, Dea's ca-

reer includes serving as senior account executive at **Sourcing at MAGIC**, director of sourcing at **ENK** and director of global footwear sourcing at **WSA**. His technology background includes stints at **WinFashion** and **Nouvolution**, plus he says he has reviewed more than 75 product lifecycle management (PLM) and enterprise resource planning (ERP) systems. The small boutique show will be tailored for up-and-coming apparel, accessories and footwear brands just starting out and mid-sized brands looking to expand their supply-chain network as well as large companies interested in developing new styles or divisions.

Dea anticipates about 30 exhibitors showing in the third-floor space at The New Mart. He has been speaking with factories across

the world, including some in Los Angeles, Hong Kong, India and Bangladesh.

Dea said all exhibitors will be pre-screened to ascertain each factory's qualifications and certifications, such as ISO9001, SA8000, BSCI, AQL 2.5 and the **Worldwide Responsible Accredited Production (WRAP)**, the independent global compliance agency based in Arlington, Va., with offices in Hong Kong and Bangladesh and representatives in India, Thailand and Vietnam.

Factory Direct will offer pre-show consultation to attendees, who can help Dea and his team determine what they need and who they should meet with at the show.

"They can upload tech packs before the show, so we know what to look for to feed the

needs of attendees," Dea said.

There will be technology resources specializing in PLM, ERP and website development for the apparel industry, including Dea's own creative agency, **PurCraft**, which builds responsive websites and develops apps that integrate with existing e-commerce, ERP and PLM systems.

Dea is also planning to provide food and appetizers throughout the day at the show and host an opening-night meet-and-greet party.

"It's really about giving the community the opportunity to find resources and grow their businesses without feeling intimidated," he said.

For more information, visit [www.fdydirect.net](http://www.fdydirect.net).—Alison A. Nieder

# Hail Mary: Fashion Veteran's Many Business Plans

Everyone in boutique retail juggles an increasing variety of tasks, ranging from traditional jobs of buying merchandise to newer jobs such as handling social media, and Marie Shaffer hopes to cover every base of the fashion industry at her shop, the **Hail Mary Boutique and Denim Bar**. It opened this summer at 2665 Main St. in Santa Monica, Calif., and is located across the street from an **American Apparel** store and a few blocks away from the Pacific Ocean.

When not working on the Hail Mary shop floor, she intends to reopen a wholesale showroom called **Jean Genius Inc.**, which is currently on hiatus. The showroom will be located in the back of the 1,600-square-foot shop, which is outfitted with a 1950s-era jukebox and a backlit steel sign spelling out

Hail Mary.

On the shop floor, she sells 20 brands, ranging from men's and women's labels such as **True Grit** to Los Angeles-based independent label **EIS**, tops brand **Sol Angeles**, **Stance** socks, women's fashion brand **Astars**, and denim brands **AG**, **Diesel**, **Agave** and **Frame Denim**. She also hopes to provide trend consulting on what is selling well at her shop, which is located in a neighborhood that attracts tourists from overseas as well as residents of Los Angeles' Westside.

Shaffer acknowledges that the business plan is unorthodox. While a handful of boutiques have mixed retail and wholesale divisions in the past, it remains rare. Shaffer says that she will offer both wholesale and retail services out of necessity—and because she can.



**MANY USES:** Hail Mary opened in Santa Monica, Calif., this summer. The space will be used as a multi-brand boutique and as an independent showroom.

"It's very costly to get started. I can't rely only on retail to finance the whole concept. I can't depend on street traffic," she said. But she feels that mixing the shop floor and a wholesale business is right for her. "I'm a multi-faceted person. Why settle for one aspect of what you can do?" she said. But her plan is not for everybody. "You got to take one step at a time. You can't do more than you can handle. I'm pretty energetic," she said.

Boutique retailers have not offered showroom services in the past because the two businesses have been traditionally separated, said Frances Harder, founder of **Fash-**

**ion Business Inc.**, an educational nonprofit for fashion businesses. "It's pretty tough out there. But when you think of the logic of it, why not?" she said of Shaffer's mix of wholesale and retail. But Harder said it is difficult to start a wholesale business and build a good track record.

Shaffer's multi-hyphenate business plan sounds ambitious, but Shaffer might be just the person to pull it off. She has worked on every side of the fashion business. She started her career working in sales as a stylist and as a denim buyer for **Fred Segal**. She owned and ran a now-defunct showroom called **Tool Box**, which did business at **The New Mart** showroom building in Los Angeles. She and her husband, Jim Shaffer, also owned and ran denim line **Blue Tattoo**. They sold the label's trademark in 2012 to a Chinese business. In the past year, she consulted with the **Los Angeles World Airports** on opening new fashion boutiques at the **Tom Bradley International Terminal of Los Angeles International Airport**.

When Shaffer takes her upcoming **Jean Genius** business on the road, her store manager, Kelly Tyler, will run the store, Shaffer said. Fashion is not the only thing on Shaffer's mind. In the back of Hail Mary she also will sell furniture custom-built by her husband.—Andrew Asch

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## Boutique for Eva Franco Takes a Bow

Los Angeles-headquartered designer Eva Franco opened her first solo branded boutique Nov. 6, located at 1555 Echo Park Blvd., close to the fashion store **Tavin** in Los Angeles' Echo Park neighborhood.

Franco said that her self-named shop, **Eva Franco**, will not look like a boutique. Rather, it will be reminiscent of walking into a designer's atelier. Bolts of fabric and trim will be artfully placed in the 500-square-foot space. Antique wood carved doors, originally crafted in 19th-century Cairo, will cover the entries to the shop's dressing rooms.

In a nod to the social-media age, shoppers can take pictures of themselves in front of the dressing room's rolling screens, which will feature backgrounds of Paris or gardens, both of which will bear the logo of Eva Franco.

Franco started her dress line **Eva Franco** in 2001 when she sold her tailored yet whimsical dresses at the **Melrose Trading Post** flea market at **Fairfax High School**. Since then, her dresses have sold at high-marquee retailers such as **Anthropologie**, **Nordstrom's** etail site, **Mod Cloth**, **Amazon.com** and various independent boutiques. For her dresses, she typically sources high-quality fabric, sometimes at \$20 a yard. She currently employs 15 people at her downtown Los Angeles atelier and her New York showroom.

She wanted to open a branded boutique because she felt that there was no place to see the entire range of her lines, **Eva Franco** and **Coconinno**, a diffusion line with a young spirit. Eventually, the **Eva Franco** store will offer third-party items such as jewelry and handbags, as well as one-of-a-kind **Eva Franco** dresses. In October, her company introduced **Eva by Eva Franco**, which are special-occasion dresses that retail for less than \$200. They will not be sold at the store.

The Echo Park shop also will serve stylists for film and TV programs. Zoey DeSchanel has worn **Eva Franco** dresses on the sitcom "New Girl."

The Echo Park store is not Franco's first foray into retail. In 2007, she participated in a partnership to run a now-defunct **Eva Franco** boutique in Irvington, Va., a resort town in the Chesapeake Bay area. The partnership dissolved after a year. The Echo Park store will provide her with direct communication with her shoppers, information that she treasured during her days selling at the **Melrose Trading Post** and the times she worked at the Virginia store. "It was such great feedback for me," she said.

If the Echo Park boutique is deemed a success, Franco might open a shop in New York. "It's just the beginning," she said.—A.A.

# Lingerie Companies Fined for False Claims on Slimming Shapewear

Beware of claims that shapewear infused with caffeine will slim you or help shed cellulite.

The Federal Trade Commission has fined two lingerie makers \$1.5 million for their statements that their caffeine-infused shapewear would solve a multitude of weight and fat problems.

On Nov. 10, the FTC finalized its orders that **Norm Thompson Outfitters Inc.** pay \$230,000 in fines and that **Wacoal America Inc.** pay \$1.3 million in fines for misleading consumers and making false and unsubstantiated claims about their undergarments.

"Caffeine-infused shapewear is the latest 'weight-loss' brew concocted by marketers," said Jessica Rich, director of the FTC's Bureau of Consumer Protection. "If someone says you can lose weight by wearing the clothes they are selling, steer clear. The best approach is tried and true: diet and exercise."

The FTC's complaints against Norm Thompson Outfitters said the company deceptively advertised, marketed and sold

women's undergarments infused with micro-encapsulated caffeine, retinol and other ingredients, claiming that the shapewear would slim and reshape the wearer's body and reduce cellulite. The products, made with **Lytess** brand fabrics, were sold via mail order and on the company's Norm Thompson Outfitters, **Sahalie**, **Body Solutions** and **BodyBelle** websites.

The FTC said these claims are not true or substantiated by scientific evidence and, therefore, violate the FTC Act.

The complaint against Wacoal America was similar. The FTC charged that the company's **iPants** supposedly slimmed the body and reduced cellulite. Specifically, the FTC complaint said Wacoal made false and unsubstantiated claims that wearing its iPants would substantially reduce cellulite, cause a substantial reduction in the wearer's thigh measurement and destroy fat cells. Again, the FTC said these claims were false and unsubstantiated.

The FTC can use the \$1.5 million collected to refund consumers who bought the caffeinated shapewear.—*Deborah Belgium*

# Amuse Society's New E-commerce Site

Surfwear veterans Summer Rapp and Mandy Fry made a splash when they launched their Costa Mesa, Calif.-headquartered **Amuse Society** label in January. Since then, they have introduced their fashion beach-lifestyle label at the **Miami SwimShow** in Miami, Fla., and won the "breakout brand" award at the **Agenda** trade show in Long Beach, Calif. Next up, the brand is introducing an e-commerce site ([www.amusesociety.com](http://www.amusesociety.com)) on Nov. 17, Fry said.

"It's one place where any consumer can go to understand the brand. It's our online flagship store," Fry said.

Amuse Society, which is owned by **Stokehouse Unlimited**, an Orange County company that also owns men's surf brand **Vissla** and eyewear company **D'Blanc**, will ship e-commerce orders from its warehouse.

Amuse Society's site will feature lookbooks, blogs and editorials with "ambassadors" of the Amuse Society—athletes, DJs and jewelry designers who will be photographed wearing Amuse Society clothes. "These women really embody the diversity of the brand," Rapp said.

Amuse Society also has been placed at specialty retailers **Sun Diego**, **Jack's Surf**, **Diane's Beachwear**, **Revolve Clothing**, **Free People**, **Urban Outfitters**, **Ron Herman** and **Planet Blue**.—*Andrew Asch*



**BEFORE E-COMMERCE:** Amuse Society's Mandy Fry, left, and Summer Rapp at the Agenda trade show in July. The label won the "Breakout Brand" award. Their e-commerce site ([www.amusesociety.com](http://www.amusesociety.com)) debuted on Nov. 17.

# American Apparel Sees Big Rise in Third-Quarter Net Loss

Los Angeles-based **American Apparel**, the largest apparel factory in the United States, continued to battle financial woes with its third-quarter net sales dipping 5 percent.

Revenues for the third quarter, ending Sept. 30, were \$155.9 million compared with \$164.5 million during the same period last year. Net loss for the most recent third quarter expanded dramatically to \$19.2 million compared with \$1.5 million a year ago.

As of Sept. 30, American Apparel had an accumulated deficit of \$297.3 million, up from \$256.4 million on Dec. 31, 2013.

The third-quarter news came just weeks after Scott Brubaker in late October was named the interim chief executive officer, a post once held by American Apparel founder Dov Charney, who was suspended by the board last June

because of allegations of misconduct and inappropriate behavior with employees. A special committee was formed to oversee the continuing investigation into Charney's alleged misconduct. The suspension and internal investigation have resulted in \$5.4 million in legal and consulting fees during the third quarter.

Since Charney's suspension, it has been a topsy-turvy world for an apparel company that started out making blank T-shirts and now, with 10,000 employees, manufactures and sells a wide array of clothing often portrayed in provocative ads in print publications and on billboards.

The boardroom has seen a game of musical chairs with old members leaving and new ones arriving. In July, four new board members were named. They were Joseph Magnacca, chief executive of another troubled retailer, **RadioShack**,

and Colleen Brown, the former chief executive of **Fisher Communications**. Brown has been on the boards of other public companies and became American Apparel's first female board member.

Also added to the board in July were David Glazek of **Standard General** and Thomas Sullivan, a turnaround expert. On Aug. 13, the company named Laura A. Lee as the fifth new board member. Lee is currently the head of East Coast content partnerships for **Google/YouTube**, where she oversees more than 150 television, film, new media and original entertainment partnerships.

American Apparel has many challenges ahead. The company, with 245 stores in 20 countries, saw its same-store sales drop 7 percent in the third quarter from last year. Its online sales dipped 5 percent.—*D.B.*

## IMPORT/EXPORT

### Port *Continued from page 1*

shipping lines on all incoming cargo passing through all West Coast ports, including the **Port of Los Angeles** and the **Port of Long Beach**. That is on top of a \$125-a-day demurrage fee for cargo sitting on the docks waiting to be picked up.

"We are getting screwed left and right," said Kumar, whose **VIP Fashion Inc.** company has several shops in the Santee Alley area of the **Los Angeles Fashion District**. He also sells clothing to other small boutiques.

The clothing executive estimates that the port congestion will cost his company at least \$1 million in lost orders and sales during this critical Holiday season. "This is so stressful," he said.

Cargo congestion at the Port of Los Angeles and the Port of Long Beach has been an ongoing problem for six to eight weeks now. But instead of getting better, it is getting worse.

Several issues have exacerbated the problem. There is still a shortage of chassis, the wheeled rigs used to transport containers. Negotiators are still sitting down and trying to hammer out a new six-year contract between the **International Longshore and Warehouse Union** and its employers represented by the **Pacific Maritime Association**. The contract for nearly 20,000 workers at 29 West Coast ports expired July 1.

While both sides still meet in San Francisco, there have been accusations that dock workers aren't moving as fast as they could to get cargo containers off the waterfront. To make matters worse, several independent truckers who believe they should be classified as full-time employees at two Los Angeles-area trucking companies picketed around four terminals at the Port of Los Angeles and three terminals at the Port of Long Beach on Nov. 13. And they said they will be back.

This is the fifth time this year truckers have picketed the ports. In July, longshore workers briefly honored the picket lines but were told by a federal arbitrator that they had to return

to their jobs. Many were fearful the longshore workers would try to honor the truckers' picket lines again, but operations were running normally on Nov. 13 at the two ports, port representatives said.

### Bring in the feds

Everyone thought the congestion problem would have diminished as less cargo is brought in this time of year because it is almost too late to stock store shelves. But it is still taking about two weeks to get a container off the docks once a ship has been unloaded. It started with a chassis shortage and evolved with worker slowdowns.

With so much congestion, cargo-container ships are anchoring off the port breakwater to wait for a berth. One vessel has been anchored there for a week, hoping a space will clear up, said Capt. Kip Louttit, executive director of the **Marine Exchange of Southern California**, which monitors ship traffic in and out of the ports.

As of Nov. 13, there were nine cargo-container vessels stationed beyond the breakwater, which is unchanged from one week ago. Normally during this time of year, there should be no cargo-container ships anchored beyond the breakwater.

To cope with the congestion, several shipping lines have been diverting their cargo to other ports, such as Oakland or Seattle, which have been having their own labor problems and slowdowns.

For those thinking they could air freight their cargo into the United States, they have been in for a shocking surprise. With so much demand for air cargo space, rates are rapidly rising by as much as 20 percent to 30 percent and could go higher.

"Air freight prices are increasing because it costs more as the demand rises," said Mark Hirzel, president of the **Los Angeles Customs Brokers and Freight Forwarders Association**, not-

ing it is difficult to get space. "In this industry, they are going to take the highest-paying ticket as cargo and bump the ones paying the lowest rate."

**Suzuki** reportedly was seeing a two-week delay to air freight motorcycle parts from South Korea to Los Angeles.

The ports have not been this congested in over a decade. In September 2002, in the midst of negotiations between longshore workers and their employers over another six-year contract, the terminal operators locked out the longshore workers, leading to an 11-day shutdown of the West Coast ports. Work resumed only after former President George W. Bush invoked the Taft-Hartley Act and obtained a court order opening the ports.

Several U.S. senators, congressional representatives and industry leaders have stepped into the current crisis, urging the two sides in the labor contract negotiations to resolve their issues and sign a new contract.

On Nov. 12, six U.S. senators from California, Washington and Oregon sent a letter to the heads of the ILWU and the PMA, asking them to resolve their differences and come up with a new contract.

The same day, several industry representatives, including Jonathan Gold of the **National Retail Federation** and Peter Friedmann of the **Pacific Coast Council of Customs Brokers and Freight Forwarders Association**, met with White House leadership from the Domestic Policy Council, the National Economic Council and the Department of Commerce, urging them to take federal action to resolve the port-congestion problem.

"Apparently, the White House was unaware of how severe this whole thing was," said Hirzel of the Los Angeles Customs Brokers and Freight Forwarders Association. "The meeting went to the point that the federal government had to do more and not just monitor the situation but bring out a federal mediator to understand the issues." ●

# Coming Soon in November and December



**November 21**  
Cover: Fashion  
Technology  
Tags & Labels  
Fashion Faces  
Tags & Labels Advertorial

**11/21**

**November 28**  
Cover: Fashion  
Made in America  
Retail Report  
Made in America  
Advertorial



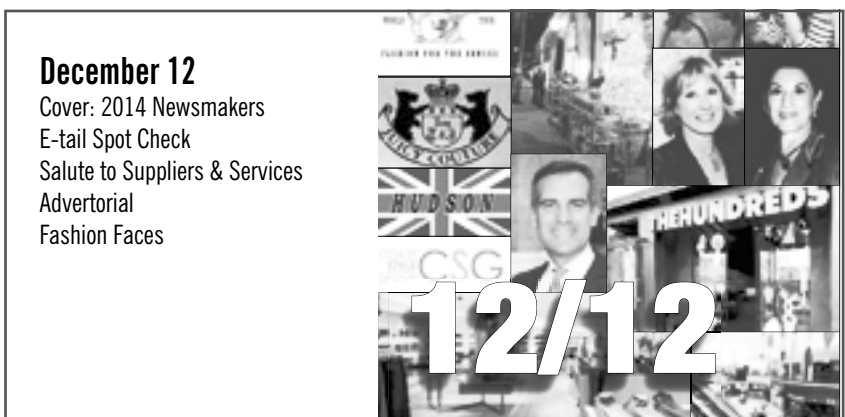
**11/28**



**December 5**  
Cover: Retail Financial  
Report  
Fashion Resource  
Findings & Trimmings  
Advertorial

**12/5**

**December 12**  
Cover: 2014 Newsmakers  
E-tail Spot Check  
Salute to Suppliers & Services  
Advertorial  
Fashion Faces



**12/12**

## Levi's to Lay Off 500 Employees as More Outsourcing Takes Place

As part of its overall five-year plan to outsource global services, **Levi Strauss & Co.** recently announced it would lay off 500 people from its offices around the world.

The job cuts are part of an initiative the San Francisco-based blue-jeans maker announced earlier this year to save \$175 million to \$200 million a year once the plan is up to speed.

The layoffs mean the company will incur total restructuring and related charges of about \$45 million to \$55 million, with most of that occurring in the fourth quarter of this year. The charges consist of cash expenditures related to severance benefits, retention bonuses and consulting fees.

"We're on a mission to transform our company to deliver sustained profitable growth. Through our efforts this year we've made great strides toward bringing our cost structure more in line with our revenue base," said Harmit Singh, Levi's chief financial officer.

As part of its ongoing cost-saving initiative, Levi's entered into a five-year agreement earlier this year with **Wipro Limited** to outsource certain business services that include information technology, finance, human resources, customer service and consumer relations.

Levi's will pay Wipro through a combination of fixed and variable charges that will

fluctuate according to Levi's needs. The blue-jeans maker expects to pay Wipro a minimum of \$143 million over the initial term of the agreement.

Additional savings will come from streamlining planning and go-to-market strategies, implementing efficiencies across the retail supply chain and distribution network, and continuing to pursue more disciplined procurement practices, Levi's said.

The blue-jeans maker continues to reduce layers of management, remove duplicative roles and make other structural changes with final plans varying from country to country.

For the third quarter this year, Levi's saw its net revenues increase 1 percent, to \$1.15 billion, for the period ending Aug. 24, from \$1.14 billion during the same period last year. However, net income declined 11 percent to \$51 billion in the most recent quarter from \$57 billion during the same period last year.

Chip Bergh, Levi's president and chief executive, said the decline in net income was due to costs to improve productivity.

Levi's, one of the oldest apparel brands in California, makes clothing under various labels, which include **Dockers**, **Signature by Levi Strauss & Co.** and **Denizen**.

—Deborah Belgum

## Unique Solutions Design to Open California HQ

**Unique Solutions Design Ltd.**, makers of the **Me-Ality** apparel size-matching service, which has been piloted at select **Bloomingtondale's** locations, announced the opening of a California headquarters and a new chief executive officer, who will serve at the company's office in Santa Clara, Calif.

On Nov. 5, it was announced that Tuoc Luong, a former senior vice president of **Yahoo! Inc.** and chief executive officer of **Shanda Online**, was named Unique Solutions' new CEO. He will lead the company from California. Tanya Shaw, Unique Solutions' founder and former CEO, will serve as the company's executive chairwoman. She will remain in Halifax, Nova Scotia. Luong will travel to Halifax regularly for board meetings. However, the company's

goal is to build a stronger foundation for Unique Solutions in California's Silicon Valley area.

Me-Ality is a proprietary body-scanning technology that can measure an individual while fully clothed. After taking accurate measurements, Me-Ality will make clothing and styling suggestions based on the scan. This year, the company also introduced the "predictive model" service, which helps shoppers look for the best-fitting clothes online. Me-Ality has amassed the world's largest 3-D body dimensional database, according to a company statement.

Unique Solutions also announced that Stephen Sadove, retired chairman and CEO of **Saks Inc.**, joined its advisory board.

—Andrew Asch

## Calendar

### 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**  
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

### Dec. 7

**ITMA/Showtime**  
High Point, N.C.  
Through Dec. 10

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

# Agenda's Award-Winning Booths

By Andrew Asch Retail Editor

Most trade show booths are plain 10-by-10 affairs, and they give a clear message: Trade shows are just about business.

A pioneer of the "just-business" trade-show booth, **Agenda** continues to make strict rules about booth design. While there are a few exceptions, the great majority of Agenda booths are required to have wall heights of no more than 6 feet. "If it's even half an inch over 6 [feet], then it's too tall," an Agenda rule book directs.

But in this strict milieu, Agenda organizers believe there's room for creative brand building. The trade show started giving out trophies for the most-creative booths. During the last run of Agenda, July 10-11, in Long Beach, Calif., brand **Matix** received the "Best in Show" award for "Best Large Booth Design." The brand **Civil Regime** received "Best Small Booth" design. Both were given a hand-crafted trophy made by jewelry makers **Good**

**Wood NYC**, said Aaron Levant, Agenda's founder.

"People have become so creative within the confines of the rules," Levant said. "At Agenda, most booths are very small. But they come up with great concepts. We wanted to shed light on that."

Matix, the winner of the "Large Booth" award, designed a space outfitted with wood-like slats, which gave the booth a cabin-like feel. A neon sign with the word Matix was juxtaposed with the cabin feel of the wood booth. The booth sign riffed off the location of Matix headquarters. Matix is owned by **Westlife Distribution** in Gardena, Calif., which neighbors Compton, an inland city made notorious by the gangster rappers of the 1980s. The brand's trade show sign? "Compton Surf Club."

Civil Regime turned its small booth into a space reminiscent of a locker room, filled with lockers, benches and **Astroturf** flooring, which looked like a football field. ●



BOOTH WINNER: Agenda's Matix booth

# A Look at Project's New Booths

Las Vegas' **Mandalay Bay Convention Center** hosts sprawling fashion trade shows **Project**, **ENK Vegas**, the eclectic **Pool-tradeshow** and the higher-end **Men's** trade show as well as **The Tents**. When brands and attendees go to the next **MAGIC**, scheduled Feb. 17-19 in Las Vegas, they will see a new look for the Mandalay Bay shows, said Tommy Fazio, Project's president.



NEW LOOKS: Project Fabric System, cloth walling for booths, was piloted at the July Project New York show.

Booth walls will be wrapped up in what Fazio calls the Project Fabric System, which will be used in an unspecified number of booths at the Mandalay Bay shows. Vendors will be able to print logos, posters and advertising campaigns on the linen-poly blend of the wall's cloth. Booth fixtures will be freestanding items, including birch-wood shelving, tables and **Lucite** chairs. Some exhibitors used the Project Fabric System at the last run of **Project New York** in July.

Fazio contends that vendors will have an easier time setting up booths with the Project Fabric System. "I'm all about common playing grounds," Fazio said of the upcoming uniform look of the show booths at Mandalay Bay. The fabric wall's white color should be most appropriate for a trade show. With a plain color, attendees' attention will be directed to the product hanging on the booth walls, Fazio said. Project declined to give additional information about the booth's new look.—A.A.

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**Vida** *Continued from page 1*

The company is working with printers in Pakistan and India.

“We have very close partnerships with our manufacturers, specifically in Pakistan, where we do a majority of our printing with an up-and-coming fashion label, **Sania Maskatiya**, which has its own printing and manufacturing facilities, Mendhro said, adding that Vida’s printers specialize in printing on fabrics made with natural fibers.

The company is already working with painters, photographers, graphic designers, sculptors, architects, textile artists, milliners and print designers from countries such as Sweden, Japan, Turkey and the United States. Its goal is to connect these artists with manufacturers and consumers, enabling them to make a living from their passions.

“We are using innovations in design and technology to collapse the distances between designers, artists and producers from around the globe,” Mendhro said. “We are turning commerce on its head and reimagining the industry for the thoughtful, global citizens of the modern world.”

The apparel is cut and sewn in Pakistan and India, with plans to eventually expand to the United States, Asia and Latin America. Current manufacturing partners include Karachi-based Sania Maskatiya and manufacturing house **FNKAsia**.

Besides holding to high manufacturing standards, Vida also takes pride in its social-action efforts. All factory workers are eligible to take a three-month crash course in reading, writing and basic math in order to help break cycles of poverty and create opportunities for families, Mendhro said. “Our model is to manufacture across the world where we have the opportunity to create a positive impact, seeking the best materials, quality and partnerships.”

Everything is shipped from Maryland, where the company’s logistics supplier is based.

The company launched with more than

75 designs across five product categories, including 100 percent silk short-sleeve tops (\$65), 100 percent silk sleeveless dress tops (\$75), cashmere/Modal scarves (\$75), 100 percent Modal scarves (\$40) and 100 percent silk square scarves (\$95).

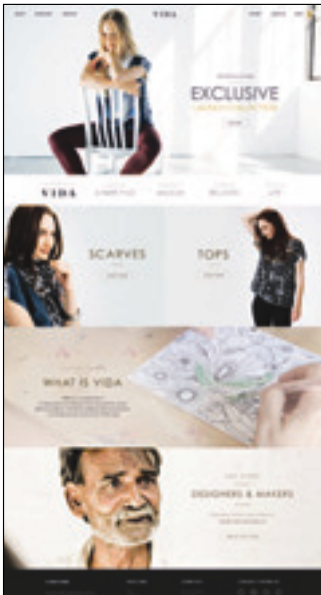
Prior to starting Vida, Mendhro was a managing director at **West**, a Bay Area company that works with pre-IPO startups. Her background also includes product management and profit-and-loss management at companies such as **Microsoft**. She also co-founded **The Dreamfly**, a social enterprise company that connects communities through education.

Mendhro’s co-founders include Alexandra Day Golden and Cameron Preston, who each offer expertise in technology, e-commerce and fashion.

Vida has already received \$1.3 million in seed funding from investors, including **Google Ventures**, **The Valley Fund**, **Universal Music Group**, **Nanon** and Don Matrick’s **Beehive Holdings**, Dave Morin’s **Slow Ventures**, and Jesse Draper. The funding is being used for recruiting and product development.

“Vida’s approach to e-commerce connects shoppers directly with designers and makers to create unique pieces at scale,” said Google Ventures partner Dave Munichiello. “Umamah and her team have tapped into an emerging trend where consumers favor options that allow them to feel more deeply engaged with the people who design and create the products they use every day.”

For more information, visit [www.shopvida.com](http://www.shopvida.com). ●



[www.shopvida.com](http://www.shopvida.com)

**Gucci to Westfield Topanga**

**Gucci**, the Italian fashion house, opened its third Los Angeles-area store last week. It is located at the **Westfield Topanga** retail center, more than 27 miles north of downtown Los Angeles. The 5,000-square-foot store will offer Gucci’s ready-to-wear for men and women, handbags, shoes, jewelry, and accessories. The retailer also has stores in Beverly Hills and at LA’s **Beverly Center**.—*Andrew Asch*

**Sandro, Maje Open at South Coast Plaza**

French brands **Sandro** and **Maje** have opened stores at **South Coast Plaza** in Costa Mesa, Calif. Sandro’s 1,530-square-foot store features the brand’s new design concept. The store carries **Sandro Femme** and **Sandro Homme** collections. The South Coast Plaza store is Sandro’s 18th freestanding store in the U.S.

The South Coast Plaza Maje store features the brand’s new store concept, **Nomade Modern**. It is Maje’s 16th freestanding store in the U.S. Both stores are located in the retail center’s **Bloomingdale’s** wing on the second floor.—*A.A.*

**First Spanx Store Opening in Southern California**

**Spanx** is scheduled to open its first California store Nov. 16 at the **Santa Monica Place** retail center in Santa Monica, Calif. The store is located on Level 1 of the **Nordstrom** wing of Santa Monica Place. The Atlanta-headquartered company makes shapewear for men and women along with women’s jeans, leggings and swimwear.—*A.A.*

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# Isko Reveals Denim Trends

Isko, the Turkish denim maker, scouts the globe year-round for denim and fabric trends to help it invent and improve on 300 different new fabric offerings per year.

Already, one of the world's largest denim suppliers is developing its Fall/Winter 2016 fabric collection, which it hopes will be snapped up by some of the biggest names in premium blue jeans.

Isko's trend forecasters believe the skinny silhouette is here for a while. "The skinny jean is not going anywhere," said Baris Ozden, Isko's director of product development, referring to information gleaned from the company's trend consultants, who are out on the streets of some of the world's most fashion-forward metropolises, including Los Angeles, New York, London and Tokyo.

Ozden was speaking at the **Isko Denim Vibes** workshop, held Nov. 6 at the **Ace Hotel** in downtown Los Angeles. With the skinny jeans comes a need for super-stretch denim fabrics that hold their shape. "According to our research, we see



**FEELING BLUE:** Moreno De Angelis, director of Iskoteca, the company's division specializing in research and experimentation, explains some of the new treatments the company is giving its denim fabrics and apparel.

that more than 85 percent of the ladies are washing their jeans because they are losing their shape," the product-development chief reported. "Maybe people on the streets don't know technically what is happening to their jeans, but they know how they should look."

That's why Isko, as well as other denim fabric makers, are working on developing super-stretch fabrics that will bounce back when you sit down and not bag in areas such as the knees or backside.

Isko has various stretch fabric offerings whose elasticity ranges from 35 percent to 100 percent for leggings and jeggings.

It is a trend that will only move forward. Even men are searching for stretch jeans. "We have seen young guys wearing super-skinny jeans like they were wearing their girlfriends'

jeans. Maybe they were," Ozden said with a twist of humor. "Men want super-skinny stretch fabric. But most men don't want to look feminine. We need super-stretch fabric that looks very masculine and even better if it looks like non-stretch."

That is where **Isko Reform XP** comes in. It provides 80 percent elasticity but looks very similar to regular denim. **Isko Reform** and **Isko Reform XP** have been updated with more authentic denim and big twill looks achieved with the introduction of **Modal/Tencel** blends for soft and luxurious performance stretch.

Those updates capitalize on another big trend in the denim area: comfort and softness. "Softness is very, very important, and I can tell you it started from Los Angeles," Ozden noted. "It is getting more important now. Even though some European brands refused to use these soft fabrics, they are now asking for soft fabrics."

Before, Isko was using only cotton to obtain that softness. Now it is working with **Lenzing**, the Austrian fiber and fabric company, to mix in **Lenzing Modal** and **Tencel**.

Isko forecasters also believe that denim treated to look like leather is a very strong trend gathering momentum. To cater to that need, Isko has developed **Isko Vintage Jeather**, which has various coatings to help denim mimic vintage leather and suede looks. The leather look is part of the **Isko Hi-Shine** group, which includes a denim treatment that incorporates a glitz coating with a soft hand.

Denim jeans are also venturing into the world of sweatpants. Isko has a patent for its **Future Face** fabric, which creates an authentic denim look with the comfort of sweatpants. It was first used by **Diesel** to create the **Diesel Jogg** jeans line. Isko has an updated version of this fabric too.—*Deborah Belguim*

## RETAIL

# Holiday Sales to Increase 4.1 Percent Despite Challenges, Forecast Says

Economic indicators point toward an increase in sales, 4.1 percent, for the upcoming winter holiday season, Kimberly Ritter-Martinez, an economist for the **Los Angeles County Economic Development Corp.**, said during a 2014 holiday retail panel at the **Glendale Galleria** mall in Glendale, Calif., on Nov. 13.

"We are looking forward to a much better holiday season this year," she told journalists during the Galleria's panel. The **National Retail Federation** reported that sales increased 3.8 percent during the 2013 holiday season, which missed the trade group's forecast of 3.9 percent increase, according to a January 2014 statement from NRF.

But the forecast does not mean it will be a perfect holiday season. **Macy's Inc.** made headlines on Nov. 12, when it cut its profit and sales forecasts for the year after a third quarter when the retail giant did not perform as well as it forecasted. Current guidance for the full year of 2014 is an increase of 1.2 percent to 1.5 percent compared with a previous guidance of growth of 2 percent to 2.5 percent. In a company statement, Terry J. Lundgren, Macy's chairman and chief executive officer, said the company is optimistic about its crucial fourth-quarter holiday season.

A steady decline in unemployment in California and across the U.S. and rebounding of consumer confidence are two reasons why retailers could avoid holiday gloom, Ritter-Martinez said. California's unemployment rate was 7.3 percent in September, during the last pulse reading from the **Bureau of Labor Statistics**. The U.S. unemployment rate was 5.8 percent for the same time period.

Consumer confidence has picked up recently, according to **The Conference Board**, the nonprofit business research group that measures confidence in the U.S. economy. "Looking ahead, consumers have regained confidence in the short-term outlook for the economy and labor market and are more optimistic about their future earnings potential. With the holiday season around the corner, this boost in confidence should be a welcome sign for retailers," Lynn Franco, the Conference Board's economist, said in an Oct. 28 statement.

But if employment gains are giving consumers the confidence to buy presents, stagnant wage growth means that many shoppers will continue to seek out deals and mark-downs and shop at discounters and off-price stores, Ritter-Martinez said.—*Andrew Asch*

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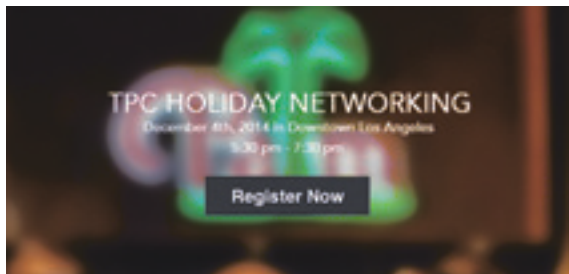
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## Alton Lane: Tech in Made-to-Measure

Alton Lane has a tech angle on a luxe category with a long history: the made-to-measure suit.

The New York–headquartered brand opened the latest of its retail locations, which are called “showrooms,” Nov. 13 at 499 Jackson St. in San Francisco. It is the company’s seventh location. Colin Hunter, Alton Lane co-founder and chief executive officer, promised that a body-scanning machine in each of the company’s showrooms has the right stuff to create a better suit.



Colin Hunter, left, and Peyton Jenkins, co-founders of Alton Lane

Made by **Size Stream**, the body-measurement machine will take precise calculations of a consumer’s body in 30 seconds at Alton Lane’s gentleman’s club–style showrooms. Each is outfitted with a wet bar. After the scan is taken, an Alton Lane salesman will help the consumer pick fabrics made in Italy and the U.K. for suits, shirts and trousers, which Hunter contends are 40 percent to 50 percent cheaper than other made-to-measure companies.

“We decided to take slightly lower margins on products,” Hunter said of the choice, which he hopes will popularize the made-

to-measure category. “A lot of men never tried custom because it wasn’t accessible to them.”

Within 24 hours, fabric is shipped to production facilities in New York, Thailand or China. In four to six weeks the suit is shipped to the consumer. The precise measurements are kept on file. The consumer can reorder suits or blazers online. The company is considering offering jeans and cashmere soon.

Lane forecasts that the new showroom will make more than \$1 million in its first year of doing business. The company plans to open more than 40 showroom locations in the next five years.

While men’s styles have become more casual in the past decade, Hunter contends that business is good because men are not merely going to Alton Lane to get a suit tailored, but they are going to get blazers and dress shirts. They also get a lot of traffic from wedding parties, Wall Street types and lawyers as well as athletes who may not fit in ready-to-wear suits.—*Andrew Asch*

## SUPPLY CHAIN: MADE IN AMERICA

### Diamond Gusset *Continued from page 1*

loyal customer base for the company through the years.

### Southeast supply chain

Diamond Gusset jeans are sewn at **A&S Clothing**, a small company in Blue Ridge, Ga. Hall says his company accounts for about 75 percent of A&S Clothing’s business. He says their employees are like family and know Diamond Gusset’s products intimately.

“We have done it so long, it’s gotten quite easy,” Hall said. “We know their sewers by name, and we have a good relationship there.”

Hall sources the pocketing for his jeans from **Mount Vernon Mills**, which has plants throughout the Southeast. Hardware comes from a company in Kentucky. From Blue Ridge, the jeans are sent to **Joro Enterprises**, a finishing plant in Winder, Ga. There, they go through all of the various finishing processes, including stone washing and sandblasting. The jeans are inspected, pressed and ticketed and then sent to company headquarters in Bon Aqua. They are then sent to retail stores in Bon Aqua and the Lynchburg, Tenn., and to the company’s shipping center at its headquarters, which handles its Internet business.

The Lynchburg store opened in 2012. **The Jack Daniels Distillery**, which dominates the town, provided the retail space and paved the way for Diamond Gusset to open in Lynchburg. Hall hopes to eventually open a third store in Blue Ridge, but he doesn’t anticipate opening a lot of stores. “We don’t want to be a 100-store chain,” he said.

The key segment of Diamond Gusset’s supply chain will change in January when its longtime denim supplier, Littlefield, Texas–based **American Cotton Growers**, closes

its denim plant. ACG has supplied denim to Diamond Gusset for many years. Hall says he plans to source denim from the remaining three U.S. denim manufacturers—Mount Vernon, **Cone Mills** and **Denim North America**. Diamond Gusset’s jeans are known for their durability, with many styles using top-quality 14.5-ounce heavyweight coarse denim, so re-establishing a steady denim supply is a priority for Hall.

### Brand building while keeping core

Other changes are afoot at Diamond Gusset as the jeans maker prepares to expand and broaden its product line. Over the past year, Hall has bolstered his management team, hiring a vice president and designer, both well experienced in the retail business.

“We are in the middle of a great big transition,” Hall said. “We’ve been developing a lot of new products over the past nine months. We have new products, new logos and an improved Diamond Gusset. We’re not changing anything related to quality, and we will always continue with our basics.”

In recent years, Diamond Gusset branched into co-branding. The first foray was with Paul Teutel of the TV show “Orange County Choppers.” That resulted in development of the “Defender,” a motorcycle jean made with a percentage of Kevlar to protect skin in the event of an accident. More recently, the company has aligned itself with country-music singer Larry Gatlin for a line of dress jeans and western yoke blazers. The line is called the **Legend Series** and will be produced by the **Sewell Co.** in Bremen, Ga.

The fourth quarter is traditionally Diamond Gusset’s peak season.

“It will be a good fourth quarter for us,” Hall said. “I can confidently say we will have a record fourth quarter.” ●



100 PERCENT: Diamond Gusset continues to source all its production in the U.S.



**Surf** *Continued from page 1*

announcements called the investments “partnerships,” in which the equity company will support the growth of the brands. The Huf deal was announced on Oct. 31. The Brixton announcement was made on Nov. 4.

**Quiksilver Inc.** announced on Nov. 11 that it sold a majority interest in e-commerce retailer **Surfdome**. Australian online retailer **SurfStitch** acquired Quiksilver’s interest in Surfdome. The Huntington Beach, Calif.-based Quiksilver expected to receive \$16 million in an all-cash transaction.

During the summer, **Tengram Capital Partners** announced an undisclosed investment to fund expansion for **Active Ride Shop**, a retailer headquartered in Rancho Cucamonga, Calif. There are 21 active locations.

Brien Rowe advised Huf on its Altamont deal. He said that stars seemed to be aligning for investors and the action-sports and streetwear set.

“A vast amount of available private equity, combined with a strong lending environment and heavy interest in backing top streetwear brands, all contributed toward a great outcome for my client,” Rowe said. “Streetwear brands are seen as an especially attractive investment opportunity because these brands tend to transcend their action-sports roots, also having strong appeal among musicians, artists and fashion-driven customers. We’re finding that these brands are resonating broader internationally, beyond North America; they also enjoy a strong following in Europe and Asia,” he said.

Rowe is managing director, head of apparel and retail group, of **Intrepid Investment Bankers LLC**, based in Los Angeles. He also forecast that the good market for streetwear brands would continue well into 2015.

Deals are especially attractive for private equity, said Jeff Van Sinderen, a senior analyst with **B. Riley & Co.**, a Los Angeles financial-services firm.

“Because the apparel business, especially action sports, has been tough, valuations are pretty low,” Van Sinderen said. “So the ‘vultures’ can swoop in and get pretty good deals.”

Investors are also looking for new, nimble brands that are poised for growth, said Shaheen Sadeghi, chief executive officer of **LAB Holdings Inc.**, which runs specialty shopping centers **The LAB**, **The Camp** and **Packing House** in Orange County. He served as president of Quiksilver from 1991 to 1992 and continues to keep close tabs on the scene.

“Everybody is looking for the next wave of brands,” he said. Investors also are looking for brands that have proven themselves at retail and can appeal to a wide array of people with multiple categories of styles.

Action-sports brands always were on investors’ radar screens, but more than 20 years ago, the jury was out on how they would perform, Sadeghi said. “No one quite realized their potential to do a couple of billion [dollars] in sales,” he said. ●

# BeachRiot, Vissla, Billabong Nominated for SIMA Image Awards

The **Surf Industry Manufacturers Association** has awarded hot new brands and veterans of the surf industry **SIMA Image Awards** for the past 12 years, and on Nov. 12, the trade group announced nominees for the 2014 SIMA Image awards and a new award category—the **SIMA Honor Roll**.

All specialty surf retailers that have been in business for 50 consecutive years or more will be inducted onto the Honor Roll, said a SIMA statement. Winners will be announced at a ceremony Feb. 12, 2015, at **The City National Grove of Anaheim** in Orange County, Calif.

Here’s a list of the awards and nominees for apparel categories:

### Breakout Brand of the Year

Beach Riot  
Catch Surf  
OTIS  
Roark Revival  
Vissla

### Men’s Apparel Brand of the Year

Billabong  
RVCA  
Vans  
Vissla  
Volcom

### Men’s Boardshort of the Year

Jordy Freak by O’Neill  
Mirage by Rip Curl  
Mod-Tech by Volcom  
Spinner Lo Tide by Billabong  
Zulu by Vissla

### Men’s Marketing Campaign of the Year

“Creators & Innovators” by Vissla  
“Life’s Better in Boardshorts” by Billabong  
“Surfing Is Everything” by Rip Curl  
“True to This” by Volcom  
“Volume 7: Rocketship to Reykjavik” by Roark Revival

### Women’s Apparel Brand of the Year

Billabong Women’s  
O’Neill Women’s  
Rip Curl  
RVCA  
Volcom

### Women’s Swim Brand of the Year

Beach Riot  
Billabong Women’s  
L\*Space by Monica Wise  
Rip Curl  
RVCA

### Women’s Marketing Campaign of the Year

“Let’s Go Anywhere” by L\*Space by Monica Wise  
“My Bikini” by Rip Curl  
“Shave Ice” by OluKai  
“Today Is Perfect” by O’Neill Women’s  
“True to This” by Volcom

### Accessory Product of the Year

ED01-TIDE Digital Watch by Electric  
Happy Lens by Spy  
Roark Revival x Leatherman Collaboration  
Crater C33LX Pocket Knife by Roark Revival  
Socks by Stance  
SuperTide Marbleized by Nixon

### Environmental Product of the Year

Eco-Board by Firewire  
Plastic Bag Wallet by The People’s Movement  
Recycler Series Boardshorts by Billabong  
Upcycled Coconut Boardshorts by Vissla  
Yulex Nexkin Wetsuit by Patagonia

### Footwear Product of the Year

Cochise Jogger by The People’s Movement  
HOKUA by OluKai  
Recliner by Volcom  
Surf Siders by Vans  
Yoga Sling by Sanuk

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PUBLISHED BY  
TLM PUBLISHING INC.  
APPAREL NEWS GROUP  
Publishers of:  
California Apparel News  
Waterwear  
Decorated

EXECUTIVE OFFICE  
California Market Center  
110 E. Ninth St., Suite A777  
Los Angeles, CA 90079-1777

(213) 627-3737  
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## Directory of Professional Services & Business Resources

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Design services, branding, collection development for all categories of apparel. CADS, computerized line sheets, trend research, based in downtown LA.

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## Jobs Available



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### IMPORT PRODUCTION COORDINATOR/MERCHANDISER

Highly motivated person with 2-3 yrs 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](mailto:hrdept@rewash.com) or fax resume with salary history to (323) 657-5344

## 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](mailto:Marcigerlach@pvh.com)

## Jobs Available

sanctuary  
CLOTHING

### 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](mailto:allison@sanctuaryclothing.com)

### Technical Designer

A major private label manufacturer located in West LA is looking for a Technical Designer with a min of 5 years related exp. Knowledge of various garment constructions and fabrics is required. Background in patterns is a huge plus. Responsibilities include: Development Sketches in Adobe Illustrator, and full Tech Packs. Develop Specs for production fit approval, conduct fittings. Interface with factory's on pattern development. Excellent communication, organizational and follow-up skills required. A fantastic opportunity and room for growth. Great team environment. Contact [janicenash@topsondowns.com](mailto:janicenash@topsondowns.com)

### Production Patternmaker Wanted!

An established Junior's clothing brand located in Gardena is looking for an experienced Production Patternmaker for our junior knit and woven tops division, experience in social dresses is a plus. Must have experience in the junior market.

Candidate must have computer patternmaking experience using TUKA pattern software. Must possess strong computer skills and have experience using a PLM or other data base system. Must be detail oriented, have good communication skills and be able to provide clear, concise comments to our overseas factories in regards to factory fit samples.

Please email all resumes to [michelled@bigstrikeusa.com](mailto:michelled@bigstrikeusa.com) or call (310) 851-4772 x 2166

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### SENIOR BOTTOMS/OUTWEAR DESIGNER

Fast paced fun loving growing company, Burbank location is looking for a senior bottoms/outwear designer. Must have knowledge of design thru fit and be a take charge person. Wash and dye experience. Domestic and import, all phases.

Pls send sample of work with resume and  
Salary requirement to: [debra@sanctuaryclothing.com](mailto:debra@sanctuaryclothing.com)

### ENTRY LEVEL ASSISTANT

Garment Manufacturer in Los Angeles is looking for a full time entry level assistant for the kids division.

- work in a fast pace environment
- must be good at multi tasking
- very organized
- take direction very well
- positive thinker
- great communication skills
- work well under pressure

Send your resume to [vitae101@gmail.com](mailto:vitae101@gmail.com)

### CONTEMPORARY WOMENS SPORTSWER SALES EXECUTIVE

Los Angeles-based apparel manufacturer is seeking a dynamic Womens Sales Executive. Excellent opportunity for a performance-driven individual who has a strong background working with specialty chains and major department stores, specifically in woven tops and dresses. Candidate is an experienced sales professional with a proven track record of building and maintaining client relationships, and has strong organization and communication skills. Travel is required.

Please send resume to [jobshr000@gmail.com](mailto:jobshr000@gmail.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](mailto:hectorg@moniquelhuillier.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](mailto:careers@urbanexpressions.net)



### 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](mailto:careers@urbanexpressions.net).

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### DESIGNER / MERCHANDISER

Must have active wear and yoga apparel designing thru fit exp., including exp. with seamless products.

Please send resume to:  
[maggie@nextlevelapparel.com](mailto:maggie@nextlevelapparel.com)

### company sales representative

We're a wholesale young contemporary women's apparel and we're seeking a representative with experience with companies and boutique chain stores. We currently work with Dillard's, Francesca, Von Maur, Dry goods, Le chateau, modcloth, and Buckle. We're seeking a representative with minimum of 3 year experience and also works with companies not mentioned above.

Pay is negotiable. Please contact [sara@marineblustyle.com](mailto:sara@marineblustyle.com) or call 213-741-0030.

### 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](mailto:samilee@nycalinc.com)

www.classifieds.apparelnews.net

## Jobs Available

### PATTER MAKERS

A sewing company is looking for pattern makers with experience, please call to (323)888-9300 or (323)888-9400 to schedule an appointment.

### 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.

### EIGHT SIXTY

#### PRODUCTION PATTERNMAKER

Looking for an experienced production pattern maker...

Candidate must have strong communication and organizational skills. Gerber V8 system a must, Knits and Wovens, Min 5 years' experience in women's

contemporary apparel. Downtown Los Angeles. Benefits  
Contact: Aida Vasquez avasquez@eightsixty.com or fax resume to 213-683-8390

## CALIFORNIA ApparelNews

### JR. ADVERTISING SALES EXECUTIVE

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

Please email your resume to:  
terry@apparelnews.net

### 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

### Contemporary Missy Designer

Junior / Contemporary Missy Manufacturer looking for a designer with 5-10 yrs experience in apparel design and development.

- \* excellent trend forecasting skill.
  - \* Responsible for following up with Sale's team regarding buyer's request & product development.
  - \* Proficient in Adobe Illustrator, Photoshop, Word and Excel
  - \* Able to Travel internationally and domestically
- Send Resume to HR@damoclothing.com

### TECH PACK AND FIT TECHNICIAN

Need highly organized assistant to product development manager for tech pack through bulk QC. Swimwear manufacturing, grading, fit experience preferred. Microsoft Office and Adobe Illustrator skills required.  
anne@sunsetsinc.com

### Designers/Sales/Pre-production

Well established L.A. based apparel manufacturer is looking for motivated team players:

1. Designers - Highly creative w/ min 5 yrs experience
2. Sales Associate - Min 2 yrs of experience required
3. Pre-production - Min 2 yrs of experience required.

Fax or email resume to: 323-277-3227 or hrapparel@gmail.com

### SPEC WRITER/TECHNICAL DESIGNER

Need a spec writer/technical designer with min. 5 yrs exp. Must have good knowledge of construction of both knits & woven for dresses. Should be very detail oriented.

Can work well under pressure.

Email resume to: mai@secretcharm.com

## Jobs Available

### IWEAR, INC. (garment manufacturer base in Commerce, CA)

- \*Premium Denim Designer (for men & women)
  - \*Graphic Designer
  - \*Missy & Jrs Knit and Woven Top designer
  - \*Sales Representative (Premium Denim & Other tops)
- Please send resume to info@usjeanscompany.com

### IMPORT PURCHASING COORDINATOR

Textile oriented/garment importer seeks a motivated individual for Import Purchasing Coordinator position. Experience in import purchasing for textile a must. Extensive email correspondence with China suppliers and in-house sales/customer service. Must be well organized, detail oriented, ability to negotiate, analyze and make decisions with impeccable follow up skills. Please send resume to: resume@meridiantex.com

### 1st to Production Patternmaker

Wilt is looking for an experienced 1st to Production patternmaker- Must know Tuka. Min. 5 years experience, garment dye knowledge preferred  
email: parcandpearl@parcandpearl.com

### Production Coordinator

Juniors/Active Apparel Brand near downtown LA seeking mid-level Production Coordinator (5+ yrs req). Must have experience w/ local manufacturing processes and vendor partnerships. ERP & bi-lingual (Spanish) speaking a plus. Please send resume: tarina@the80twenty.com/323.454.7820

### AIMs System Manager

Rapidly growing wholesaler seeking a well qualified individual to oversee all facets of AIMs ERP software mgmt including data entry, EDI, inventory mgmt, charge backs, etc. AIMs 360 with EDI Direct experience is preferred. Extensive understanding of AIMs and EDI required. Salary negotiable based upon experience. Work from home flexibility. Email resumes to gncapparel@gmail.com.

### JUST PANMACO, INC - DENIM Denim Designer and Asst. Designer

- \*Min. 2-3 yrs exp. With denim design
  - \*Be able to forecast denim line, pace with current trend create and analyze designs suitable for marketing
  - \*Knowledge of washing, fabrics & Trims
  - \*Illustrator and Photoshop required
- Email resumes to: account@justusajeans.com

### SALES MANAGER

Leading Textile Company in the L.A. area seeking an outstanding Sales Manager to lead our Market in L.A. and N.Y. area. Job Specifications: 5-7 Years of experience in Sales Management, extensive experience in the Textile Industry, proven track record in leading, directing and motivating a large team, strong leadership qualities with outstanding communication, extensive travel required.  
hrresumes@neman.com

### DIRECTOR OF INFORMATION TECHNOLOGY

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

## Jobs Available

### Warehouse Associate

Growing company seeks a quick learner and a multi-tasker for order processing, shipping/receiving, QC inspections. Must be computer savvy - knowledge of UPS Worldship, FedEx, Quickbooks. Ability to lift up to 50 lbs. Clean driving record required. E-mail resume to jobs@folterclothing.com

### PATTERN MAKER

Development and Production House seeking seasoned & talented Pattern Maker for 1st - production patterns. Work with our amazing team. Exotic fabrics, European finishing. Experience with couture finishings and tailoring a must. 213 - 623 - 5546 ext #704 email lipstickprophets3@me.com

### 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

### FULL CHARGE BOOKKEEPER/ACCOUNTING

Textile company in Vernon seeking a well organized individual experienced in garment industry. Must be familiar with factoring/Quickbooks. Send resume to: tonys@shara-tex.com

### Model Wanted for Junior Clothing Line

Models wanted for print.

Junior Clothing Garment Manufacturer in Vernon, CA. Preferred Profile: Fit Size: 4-5, Height: 5'-8", Age: 18-22 Please email your profile to marketing@ynbeapparel.com (323) 582-2251

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Call 213-627-3755

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- \* Retail and office space also available just south of Downtown.  
213-626-5321 or email info@anjac.net



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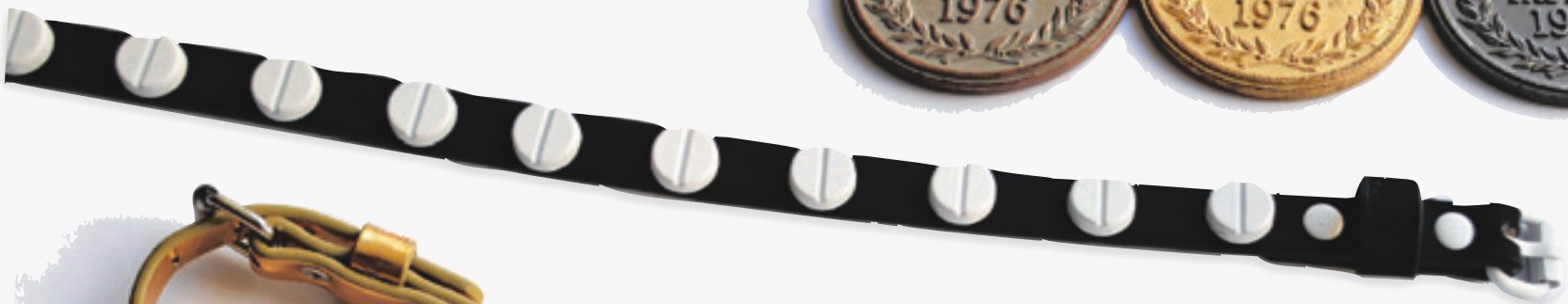


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