

# Trade Shows

A California Apparel News Special Section

## 2015

November 2014

**Fashion Navigation:  
Helping Attendees  
Make the Most  
of Their Trade  
Show Visit**

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**Trade Show  
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# Fashion Navigation: Helping Attendees Make the Most of Their Trade Show Visit

Whether attending a stand-alone trade show or heading into the multi-venue shows in Las Vegas, Los Angeles or New York, buyers and other trade-show attendees have a lot to see in a limited time. Fortunately, trade-show organizers have created plenty of ways to

make it easier to plan their visit in advance or gather information on the show floor. *California Apparel News* spoke to several trade-show organizers about the resources they have to help attendees navigate the shows.

**At trade shows, buyers and attendees have a lot of ground to cover in a short amount of time. What tools do you have to help them navigate your show? From printed materials distributed before or during the show to technology or other resources available on the show floor, how can attendees make the most of their time at the show?**

## Leslie Gallin

President of Footwear, Advanstar  
(including FN PLATFORM, MAGIC, WSA,  
Sole Commerce and PROJECTsole NYC)  
[www.magiconline.com](http://www.magiconline.com)



Leslie Gallin

It's critical to all of us at MAGIC that we provide great tools to help attendees navigate the show. Given that, we start communicating well before, as well as during the show, to be sure everyone has success. It's all about connecting the retailer and exhibitor through a number of channels. We have three touch points—the human touch, the print component and the digital touch. I think we really touch all people's sensibilities for wayfinding.

First off, MAGIC is wired—from “Map Your Show” to our “Shop the Floor” digital platform. “Map Your Show” is an interactive, intuitive method for retailers to see where brands are located and map out their day in advance. At the show, we actually have 60-inch interactive television screens that you can touch to bring up “Map Your Show” for anyone on the show floor. And then “Shop the Floor” takes it a step further. It's basically a virtual showroom that offers folks a snapshot into what they will see on the show floor. It's an amazing digital platform to extend discovery, connection

and commerce before, during and after the show.

In advance of the show, MAGIC provides electronic look books that are custom tailored to a retailer's segment. For instance, in swim, we'd target the retailers that buy within that category and communicate in small sound bites with images and contact information. It makes the information digestible before they even hit the show floor.

Our monthly newsletters, called “Top of Mind,” keep us in constant communication. They have personal notes and updates from each of the show's presidents to the retail community and the exhibitors, giving them an overview of the events that are happening on show sites and any new educational seminars and activities.

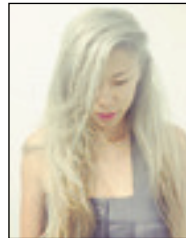
Once the show begins, everyone should pick up our show directories. They each have huge pullout maps, and everything is clearly divided by category. They tell you specifically what brands can be found in specific areas.

To keep things simple, we have created neighborhoods within each show. This makes it easier for retailers to find what they need. Each show floor is mapped out and divided into classifications, price points and categories, enabling buyers to navigate from a retail perspective. People remember colors and street names, so we've taken that concept and run with it. If you have questions, we have answers! Onsite we have a huge number of what we call “Ask Me” staff. They are staff members wearing “Ask Me” T-shirts. They are a wealth of information, and they are everywhere—the show floor, the lobbies, out by the buses. You can't miss 'em.

One of the things we like to say is that business at MAGIC not only happens in the booth but in the hallways, the lounges and throughout the entire show floor—so we make it easy for you to find your way.

## Vanessa Chiu

Show Director  
Axis  
[www.axisshow.com](http://www.axisshow.com)



Vanessa Chiu

Axis will be debuting for the Fall 2015 season on Feb. 22–24 in New York. Leading up to the launch of the first show, we will be releasing content and news on our website, [www.axisshow.com](http://www.axisshow.com), giving insight to both retailers and brands on what to expect. A focus of Axis is to remain accessible throughout the process leading up to the event and engage with our community by releasing the exciting developments as they happen. Our Instagram, @Axisshow, launched a few weeks ago and is a source for show-related news and inspiration. There will also be an app for easy navigating throughout the show as well as in-the-know Axis staff members on hand essentially acting as a mobile and friendly help desk.

## Hillary France

Co-Founder  
Brand Assembly  
[www.brandassembly.com](http://www.brandassembly.com)



Hillary France

Because Brand Assembly LA is carefully curated and purposely uncluttered, there is less of a need to “navigate” as individual buyers are visiting and placing orders with a large percentage of the

➔ Q&A page 4

**TEXWORLD**  
USA

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Javits Center, North Hall  
New York, NY

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## Q&A Continued from page 3

brands within our show. Where we add value is in increasing the efficiency of the time buyers are spending with each of our brands, so they can in turn spend time with more brands at our show.

Through our partnership with JOOR and their presence to assist at our show, brands utilizing JOOR are able to streamline the selling process, and buyers are able to spend less but much more productive time with the individual brands.

Additionally, with the highly curated nature of Brand Assembly and our very “hands-on” approach, we provide individualized attention to buyers. From personally escorting them to meet the brands they are seeking to introducing them to new brands, buyers have commented that their time at Brand Assembly is very productive and extremely efficient.

Lastly, as Brand Assembly is very much about the discovery of emerging talent, we have a dedicated section for emerging designers and a corresponding “Getting to Know You” Q&A brochure, giving buyers a glimpse into the creative mind of undiscovered talent. The piqued curiosity has led to some great success stories, and what better way to make the most out of time spent at a show than to discover what is new and cutting edge?

**Rebecca Aguilar**  
Spokesperson  
California Market Center  
[www.californiamarketcenter.com](http://www.californiamarketcenter.com)



Rebecca Aguilar

We provide several different tools to assist buyers and attendees so that they will have a productive and efficient market experience.

Prior to the show, we send out a campaign of e-blasts, which are designed to inform buyers of specific show areas they'll find at LA Fashion Market.

For buyers who follow us on Instagram, Twitter and Facebook, we provide them with daily updates across all social-media platforms, including which brands will be exhibiting,

new lines that showrooms will carry and trends throughout the showroom floors.

We also send a direct mailer that includes a navigation guide listing out show areas according to type of merchandise.

Once at the show, buyers can conveniently shop our merchandized trade shows and showroom floors. For example, buyers looking for accessories can go to our accessories wing, 10A, or the Select trade show.

Attendees can refer to our directory given to them upon registration. Our directory lists resources by both categories and specific line name, making the show easier to navigate based on the buyers' needs.

If a buyer has a particular question regarding the resources at the show, our concierge-like information booth is available each day during show hours.

Ultimately, the CMC's goal is to create an easy and enjoyable experience for all buyers who attend LA Fashion Market.

**Henri Myers**  
Co-Founder, Creative Director  
Coeur Trade Show  
[www.coeurshow.com](http://www.coeurshow.com)



Henri Myers

At Coeur, it's important to make sure all buyers are able to view our brands while walking the show. We provide a very easy check-in system for them, but also because we have built relationships and know many of them personally, it gets them in and off to discovering what's in store for that season. We also provide each buyer with a map and program listing to help spot the brands they may already have appointments to see. Our card-scanning system documents all buyers on file and lets them keep their business cards for when they really need them. Coeur maintains its “intimate” showcase setting to ensure buyers that we've done a lot of the work for them by keeping the show heavily curated and focused on brands they know but also introducing them to ones that should be on their radar!

**Pierre-Nicolas Hurstel**  
Chief Executive Officer  
CurvExpo  
Interfiliere  
[www.curvexpo.com](http://www.curvexpo.com)  
[www.interfiliere.com](http://www.interfiliere.com)



Pierre-Nicolas Hurstel

CurveNY New York and CurveNV Las Vegas present the best selection of leading and upcoming designer intimate and swimwear brands. With over 300 exhibiting brands in New York and over 150 brands in Las Vegas, the show has proven to be the one-stop shop for buyers looking for lingerie, swimwear, men's underwear, loungewear, etc. CurveNV Las Vegas provides the buyers on the West Coast the convenience of being at their own doorstep and in an intimate setting that encourages order writing during the two-day show. CurveNY New York, with its three-day format, creates an upbeat atmosphere and gives brand representatives the time to meet with business partners as well as create new ones.

CurvExpo delivers a full experience that facilitates business for both brands and buyers alike through all of its tools. Each one of our exhibitors receives year-round marketing exposure through our website and social-media tools. We also provide on-site marketing exposure for our exhibiting brands within our updated show catalogue, floor plan and selection guide as well as the possibility to have various other printed and online exposures. Also, before and on the show site, the Personal Shopper Program is a personalized service provided by our knowledgeable staff created specifically to help retailers shop the show floor. The Personal Shopper accurately identifies who is the visitor and what are the visitor's needs. What brands best apply to the retailer's profile and needs are then suggested, and any questions regarding the show and its exhibitors can be answered.

At CurveNY New York, there are several conferences held throughout the three days that discuss various topics oriented toward brand representatives and retailers. At CurveNV Las Vegas, the 20|40 Program was introduced, the first-ever resort hotel and spa program organized by a swim and lingerie show that brought together 20 top resort and

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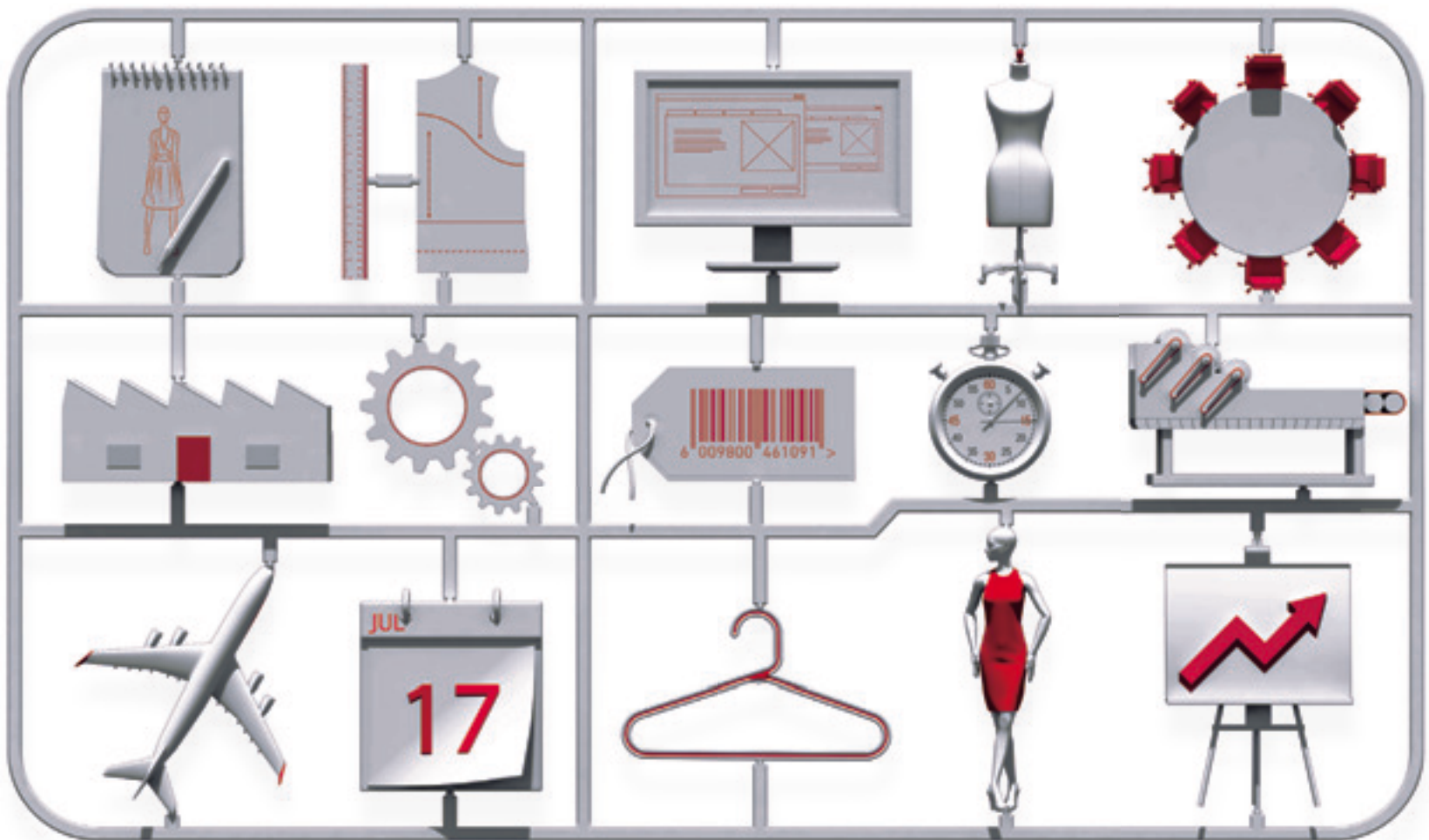
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## WHAT WILL YOURS LOOK LIKE?

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

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





**Q&A** *Continued from page 4*

hotel-industry leaders representing more than 350 properties with a selection of 40 intimate apparel and swimwear exhibiting brands. At the end of the show, over 120 appointments were booked by CurvExpo between the hotel and resort representatives and the brands.

CurvExpo is constantly looking for new ways to best serve the industry. We look forward to implementing future editions of the 20|40 Spa Program as well as implementing new features for 2015, including a new Web platform, expanded VIP retailer program and extended outreach to new, emerging designers.

Interfilère New York, held on Sept. 23, was a one-day event that focused on providing North American retailers and brands with direct access to selected leading suppliers from the intimates, swimwear and performance-apparel markets. With a total of 31 top selected mills from 12 countries and four continents occupying the exhibit floor and meeting with over 300 qualified American brand and retailer representatives, the intimate format facilitated business for both the attendees and buyers.

Not only was the exhibit space conducive to business with an open layout and lots of natural light, but the manageable size of the venue and the one-day format allowed exhibitors to easily meet with numerous new brands. This full experience eased and encouraged business for both brands and buyers alike. Various conferences were held throughout the day with topics ranging from a video presentation illustrating trend directions while incorporating fabric samples of exhibiting brands to consumer-oriented brand strategies associated with the benefits of certain types of fabrics and sourcing techniques and manufacturing solutions for the fashion industry found in South America, as well as a presentation given by a chief industry analyst on product marketing and innovations in a rapidly evolving market.

Before the show and on the show site, the Personal Shopper Program is a personalized service provided by our staff, who know and understand the textile industry and, more specifically, the exhibiting mills at IFL NY. This program helps visitors to shop the show floor more accurately by identifying who is the visitor and what are the visitor's needs. The Personal Shopper will then identify the mills to visit, seminars to attend and answer any other questions

about the show and its exhibitors. This is a great program for new brands taking their first steps in production and also a great service for existing brands that may be looking for something new and innovative. Interfilère New York is set to take place again in September 2015.

**Eva Walsh**  
Executive Vice President, Marketing  
Dallas Market Center  
[www.dallasmarketcenter.com](http://www.dallasmarketcenter.com)



Eva Walsh

Dallas Market Center is the premier marketplace in the country for convenience, inspiration and top lines. Providing resources before and during a show to guarantee buying success while at market is a top priority and one of the best ways we can serve our new and loyal buyers.

The most important way that buyers can make the most of their time at market is to plan ahead and download the Dallas Market app, which provides the most up-to-date information on exhibitors, product categories, maps, events and more. The app will help organize each day for maximum efficiency and is available for download on a smartphone or tablet. Our website, [www.dallasmarketcenter.com](http://www.dallasmarketcenter.com), is another vital resource for buyers. With exhibitor information as well as events consistently updated, buyers can plan their whole trip seamlessly before they even step foot into the marketplace.

In addition to the Dallas Market mobile app and resources on the website, buyers should follow Dallas Market on Facebook, Pinterest, Instagram and Twitter for product previews, information on upcoming markets, education and inspiration. Exhibitors post new lines or products on these social sites leading up to market, which is a fantastic visual resource for buyers.

Another key tip is to take photos of visual merchandising ideas that can be executed in the store. To ensure the discovery of new lines, buyers should visit at least one showroom they haven't worked with before and explore the temporaries for new products at every market.

Our buyers attend markets in Dallas to gain the com-

petitive advantage—whether it's access to the hottest lines and networking opportunities or the many inspiring fashion shows and displays. Trend seminars and discovery tours by retail expert Rawlins Gilliland can be invaluable as well as networking opportunities with other retailers during social events. As we continue to expand our product offerings, we've also continued to expand our programs to offer the resources and education our retailers need to succeed in their businesses.

We're thrilled for what's in store for Dallas Market Center in 2015. Dallas is convenient and easily accessible from both East and West Coasts and located in one of the healthiest economic regions in the U.S. With consumer confidence in our area rising 33 percent since last year, we're seeing growth, increases in attendance from key buyers and new manufacturers at each market across all industries. And the costs of doing business in Dallas are lower than any other marketplace, offering a more reasonable return on investment. With a broad array of leading manufacturers calling Dallas home, buyers get business done across many categories more efficiently.

**Ed Mandelbaum**  
Co-Founder  
Designers and Agents  
[www.designersandagents.com](http://www.designersandagents.com)



Ed Mandelbaum

Designers and Agents continues to present the strongest selection of both emerging and established brands as well as creating a great environment for both exhibitors and retailers to conduct business.

D&A screens and curates and hand selects every brand that participates. We understand how much territory retailers have to cover and the limitations of their schedules, and this reality influences our commitment to bring the absolute best and most relevant brands to the marketplace.

D&A provides several tools for retailers to navigate its shows prior to the show, during and post show, as follows:

A complete show directory is available on D&A's website ([www.designersandagents.com](http://www.designersandagents.com)) each season. The list is

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# MATERIALS SHOW

- 120 materials and components suppliers from around the world
- 500–600 decision-makers, designers, developers, and buyers
- Natural and synthetic leathers, fabrics, prints, accessories and hardware, apparel and footwear components, and sewn products industry services
- Color and trend presentations
- Complimentary lunches, reception, and all day coffee and tea

**EXHIBITOR AND BUYER INFO:**  
**[WWW.THEMATERIALSHOWS.COM](http://WWW.THEMATERIALSHOWS.COM)**

## SoCAL MATERIALS SHOW

**JANUARY 14 & 15, 2015**

**LOS ANGELES, CA**

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## 2015 FABRICS EVENTS

THE LEADING INTERNATIONAL INTIMATES, SWIMWEAR AND PERFORMANCE SOURCING AND FABRICS PLATFORMS



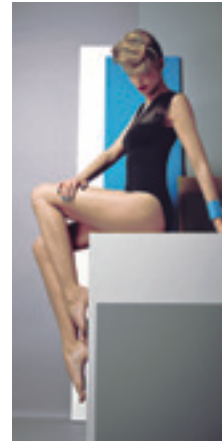
PARIS  
JAN. 24-26



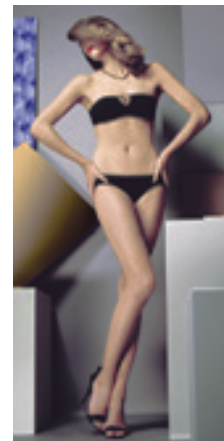
HONG KONG  
MARCH 18-19



PARIS  
JUL. 04-06



NEW YORK  
SEPT.



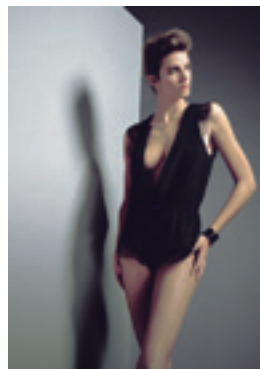
SHANGHAI  
OCT.



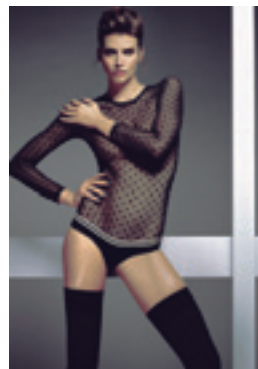
**INTERFILIÈRE**

PARIS • HONG KONG • SHANGHAI • NEW YORK

## 2015 BRANDS EVENTS



PARIS  
JAN. 24-26  
**SALON INTERNATIONAL  
DE LA LINGERIE**



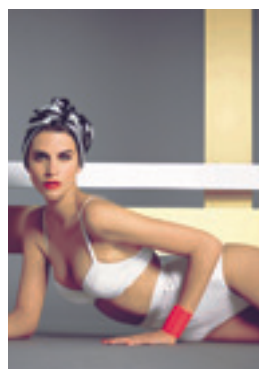
NEW YORK - LAS VEGAS  
FEB. 16-17 FEB. 22-24  
**CURVEXPO**  
LINGERIE & SWIM SHOWS



MOSCOW  
FEB. 24-27  
**MOSCOW**  
MODE LINGERIE & SWIM



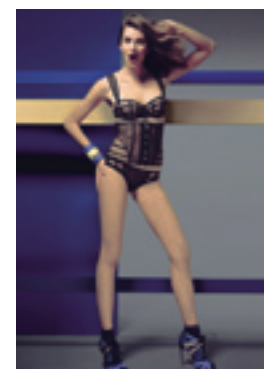
PARIS  
JUL. 04-06  
**SALON INTERNATIONAL DE LA LINGERIE & DU SWIMWEAR  
MODE CITY PARIS**



NEW YORK - LAS VEGAS  
AUG. 2-4 AUG. 16-17  
**CURVEXPO**  
LINGERIE & SWIM SHOWS



CANNES  
SEPT. 06-07



SHANGHAI  
OCT.  
**SHANGHAI  
MODE LINGERIE**





Find the latest trends and must-see lines at The Center of fashion.

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

\*partial list, for a full list of lines visit [dallasmarketcenter.com](http://dallasmarketcenter.com)

# DALLAS MARKET CENTER OF *fashion*

Dallas Apparel & Accessories Market  
January 21-24, 2015  
WEDNESDAY-SATURDAY DATE PATTERN



[dallasmarketcenter.com](http://dallasmarketcenter.com)

## TRADE SHOW Q&A

### Q&A *Continued from page 6*

comprised of participating brands in each city. In addition, each brand name is hyper-linked to the individual company websites. This is available until the start of the next season. This tool allows attendees to schedule appointments with participating brands and research new resources at D&A.

Each season D&A creates special communications highlighting those brands that are new to D&A. Social media is also used to keep buyers in the loop.

At each individual show, a printed directory of exhibiting brands is presented to attendees upon arrival at the venue. The directory lists brands and company contacts along with any special designation, such as those that are CFDA members, new to D&A and/or produced ecologically. This assists retailers in noting brands and having all brands' contact information for future use.

Signage at the entrance and throughout the shows lists the participating brands per venue. This allows attendees to familiarize themselves with the participating brands and provides a better scope of what they can anticipate per location.

Receptionists at each D&A location are provided a floor map and are able to guide attendees accordingly if a retailer is looking for a specific designer.

**Suzanne De Groot**  
Executive Director  
Fashion Market  
Northern California  
[www.fashionmarketnorcal.com](http://www.fashionmarketnorcal.com)



Suzanne De Groot

The Fashion Market Northern California (FMNC) mails out a showbook before the start of every show, five times a year. Our showbook contains all the brands and lines exhibiting at the show, show-floor map and market schedule for appointment planning.

We also do email blasts before every show featuring show announcements and specials—free hotel offer, happy hour, parking specials and more.

We mail a postcard several times a year announcing our show dates for the year.

All our printed material encourages all buyers and exhibitors to visit our website, [www.fashionmarketnorcal.com](http://www.fashionmarketnorcal.com), to pre-register, make reservations and schedule their appointments.

We offer a complimentary shuttle from the Marriott hotel to our show daily for our out-of-state buyers that fly in—no need for a rental car.

**John Ruffo**  
Founder  
Lazr Trade Show  
[www.lazrtradeshow.com](http://www.lazrtradeshow.com)



John Ruffo

E-newsletters have been a resourceful tool for Lazr show attendees. Prior to the show, we send buyers daily "brand alerts" for the presenting brands featured in our newsletters. With short descriptions and bold product images, each brand alert is tailored to present a merchandising mix that we feel the buyer will appreciate.

The newsletters also give attendees a chance to preview what brands will be showcasing at Lazr as well as any events taking place so that they can better plan their days with us. This way, they know exactly who will be there and what lines they want to see.

[During the show], we also offer show

guide books and helpful team Lazr staff located in front at registration.

**Sam Ben-Avraham**  
Founder  
Liberty Fairs  
[www.libertyfairs.com](http://www.libertyfairs.com)



Sam Ben-Avraham

The No. 1 tool we give attendees is a focused, easy-to-navigate brand mix merchandised in the mindset of the buyer. We're always on the hunt for what's new in the market, which gives the show an element of discovery. We're retailers ourselves, so we're thinking, living, working and breathing the life of a buyer, always focused on what's next. I believe this is why the buyers are so excited about shopping our show.

We, of course, provide other tools for navigating and enhancing the show experience, including our show guide, which contains:

- Trend forecasting by Fashion Snoops
- List of all new brands with bios, contacts and website
- Full alphabetical brand listing with booth numbers
- Detailed tear-out show map
- Notation of Made in USA brands

**Judy Stein**  
Executive Director  
Swimwear Association  
of Florida  
Miami SwimShow  
[www.swimshow.com](http://www.swimshow.com)



Judy Stein

We make sure to prepare our buyers and give them as many tools and resources at their fingertips as we can. We start by listing all of our exhibitors on our informative website. We follow that up by sending out a gorgeous digital monthly newsletter that highlights seasonal top trends via select images from our members, plus direct marketing via print and digital formats, social media, etc. We also disseminate press releases on a regular basis that announce any new and exciting exhibitors joining our show. And last but not least, we have an easy-to-read floor plan in the directory, which is mailed in advance as well as distributed at the trade show and in large display cases throughout the show.

**Britton Jones**  
President and Chief  
Executive Officer  
BJI Fashion Group  
MRket/  
Vanguards Gallery,  
AccessoriesTheShow,  
Stitch  
[www.mrketshow.com](http://www.mrketshow.com)  
[www.accessoriestheshow.com](http://www.accessoriestheshow.com)  
[www.stitchshows.com](http://www.stitchshows.com)



Britton Jones

MRket/Vanguards Gallery, AccessoriesTheShow and Stitch offer a clear vision along with a fresh perspective by closely connecting with the retail community pre-show, on-site and post-show via marketing materials, almost-daily email blasts, our My Market app and social-media outlets, in addition to our extensive personal outreach programs. Our diverse mix of communication is designed to serve the needs of every one of our retailers. Some prefer looking through printed pre-show pieces while others like the convenience of having a first look at the shows through our vast digital media efforts. Our websites provide

➔ Q&A page 10



# cmc

california | market center

# 2015 DATES

californiamarketcenter.com

## LAFM

LOS ANGELES FASHION MARKET

JAN 11 - 14 Summer 15

MAR 15 - 18 Fall 15

JUN 07 - 10 Fall II / Holiday 15

AUG 02 - 05 Holiday / Resort 15

OCT 11 - 14 Spring 16

Markets start Sunday at the CMC.

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**Q&A** *Continued from page 8*

show-specific information such as look books, show guides, exhibitor profiles, article and brand buzz sections, as well as detailed on-site amenity and information pages. Special sections are produced by our sister properties, *Accessories Magazine* and *MR Magazine*, which can be accessed via print or digital, and our social-media channels provide a lively flow of buzzworthy news and imagery to engage our audience and further reach our communities. Our comprehensive print and searchable digital resources facilitate the discovery process for retailers and provide an advantage to pre-shop the shows.

MRket/Vanguards Gallery, AccessoriesTheShow and Stitch combine their unparalleled reputations for personal service in creative, easy-to-shop environments. The show floors create a platform that truly caters to conducting business in an uplifting, inspirational, amenity-filled environment. Special curated sections are developed, such as The Nest, coming to AccessoriesTheShow this season. Lounges complement the show atmosphere and support community interaction and networking while our amenities—which include complimentary breakfast, lunch, cappuccino bars, cocktail receptions and taxi reimbursement—are designed to enhance the experience. MRket, AccessoriesTheShow and Stitch take great pride in being recognized as the order-writing shows in Las Vegas.

[The] “Book With Us!” [program] is now even more enticing for our exhibitor and retailer communities with a room rate of \$219 for February 2015. We continue to add elements of fun and excitement to the Las Vegas experience for our retailers through programs such as the room lotteries, upgrades, an after-party, and exclusive offers from other Venetian/Palazzo retailers and restaurants. The convenience of being under the same roof as MRket/Vanguards Gallery, AccessoriesTheShow and Stitch as well as the desire to stay at The Venetian/Palazzo’s five-star property have made our hotel incentive program a very important resource for our audience.

We are very excited to be part of Modern Assembly—the strategic alliance made up of AccessoriesTheShow, Agenda, Capsule, Liberty, MRket/Vanguards Gallery and Stitch. An unprecedented, forward-thinking approach built on old-

fashioned values, Modern Assembly was conceived to benefit the industry at large. Cooperation, at the heart of the alliance, allows for an improved forum for more than 2,500 of the world’s most exciting men’s and women’s clothing and accessories brands to meet with North America’s largest audience of fashion retailers.

**David Lapidos**  
Executive Vice President  
Tarsus Expositions USA  
Offprice  
[www.offpriceshow.com](http://www.offpriceshow.com)



David Lapidos

Before the show, buyers can explore our Online Interactive Floorplan, which allows them to search by company or category of interest and set up meetings. The Online Exhibitor List allows them to gather contact details, booth numbers and locations. Plus, our Buyer Relations Team can assist attendees in all aspects of pre-show planning.

On site, they will find the Category Wall and Floorplan, located at the main entrance to the show. There’s also the Buyer Info and Social Media Room in meeting room 101 (adjacent to the registration counter). There attendees will find trained staff to assist with any needs.

There are also complimentary Buyer Tours held twice daily during the first three days of the show at 9 a.m. and 11 a.m. On the tour, attendees will get advice and tips on how to shop our show.

**Guglielmo Olearo**  
International Exhibitions Director  
Première Vision  
[www.premierevision.com](http://www.premierevision.com)  
[www.premierevision-newyork.com](http://www.premierevision-newyork.com)

For the six Paris shows (Expofil, Première Vision, Modamont, Indigo, Cuir à Paris and Zoom), the change slated to take place at the next edition (Feb. 10–12) is extremely significant. The offering—the only one of its kind in the world—is taking on an entirely new dimension under the

single Première Vision brand name. This new brand policy has several advantages for visitors: greater clarity and visibility of the offer, and increased synergy between the different business activities showcased. Each show will retain its own personality and unique character as well as the display and promotion of its specific expertise and expression in the market.

This change will involve more and more shared tools for buyers and attendees, starting with a one-stop website to be launched mid-November. This is going to be a rich source of information in terms of fashion news, show news, preparing visits and making appointments with exhibitors.

Since the last edition, we’ve also made a free mobile app available to visitors. This is in addition to the printed show map/guide.

The very size of the event (there are some 2,000 exhibitors) calls for special attention to signage to make finding your way around the show as easy as possible.

And we can’t forget the fashion tools, which are real guides to the season’s trends, starting with the forums presenting samples of exhibitors’ products, the seasonal “factsheets” distributed free in the fashion areas and the TrendVision seminar, presenting the key fabric and color directions.

And something else that’s very important: our U.S. team, based in New York, is available to visitors before the show to help them prepare their visits and can also be contacted during the show in Paris to answer any questions that arise.

For New York, given the growth of the show—which, as a result, has, since the last edition, been moved to Pier 92—we are also currently putting in place more visitor services and tools, like a free shuttle to get to the show, a mobile application, a map/guide handed out at the show entrance and daily updates to our website.

But most of all, following our events on social networks lets you get our latest news live and as it happens!



Guglielmo Olearo

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[www.arizonaapparelshow.com](http://www.arizonaapparelshow.com) & [www.sandiegoapparelshow.com](http://www.sandiegoapparelshow.com)  
[info@arizonaapparelshow.com](mailto:info@arizonaapparelshow.com) & [chinds@sandiegoapparelshow.com](mailto:chinds@sandiegoapparelshow.com)



**Hisham Muhareb**  
Co-founder  
SoCal Materials Show  
[www.thematerialshows.com](http://www.thematerialshows.com)



Hisham Muhareb

A list of all exhibiting suppliers and a floor map goes out to all attendees as a spreadsheet in advance of the show.

There is also an updated list and floor map on our website ([www.thematerialshows.com/socal\\_materials\\_show.html](http://www.thematerialshows.com/socal_materials_show.html)).

Printed show directories, which are distributed at the show site, have suppliers' profiles and booth numbers as well as a floor map.

Plus, on our LinkedIn, Facebook and Twitter pages, attendees can find a PDF/JPG of all suppliers.

**Roy Turner**  
Senior Vice President  
Emerald Expositions Sports Group  
Surf Expo  
[www.surfexpo.com](http://www.surfexpo.com)



Roy Turner

At Surf Expo we believe that pre-planning by attendees is essential to a great trade-show experience. Surf Expo strives to provide segmented up-to-date show information before, during and after our events to all attendees. A challenge for all show promoters is understanding that there is no one single communication channel that works for all attendees and that a mix of print, digital, online, mobile and social is essential to helping attendees be better prepared to take advantage of an event.

Pre-show communication and resources provided include a strong social-media push promoting products and brands exhibiting, targeted email messages, online directories and product catalogs, a mobile show app with opt-in appointment scheduling, and pre-show print and digital publications.

During the show, Surf Expo provides networking events, on-site electronic maps, print and digital show guides, opt-in SMS event updates and reminders, and a mobile app that

includes scheduling, directory listings by company and product and show category, event schedules, a social-media push, and floor maps.

Post-show support includes online and mobile-app directory resources, digital product catalogs, targeted product highlight emails and post-show surveys.

**Kristy Meade**  
Group Show Director  
Messe Frankfurt North America  
Texworld USA  
[www.texworldusa.com](http://www.texworldusa.com)



Kristy Meade

Texworld USA is constantly striving to improve the visitor experience by offering attendees multiple options to help save time and energy while sourcing product on the show floor. Below are just a few examples:

- **Visitor's Guide:** Our full-color, printed Visitor's Guide provides attendees with detailed exhibitor information. Exhibitors are listed alphabetically as well as by primary product offering. The alpha listing provides detailed information regarding each exhibitor, including company description, contact information, country and minimum-order requirements. Listings by product category groups like exhibitors by primary product offering allow attendees to quickly identify exhibitors that suit their needs on the show floor. In addition to the individual exhibitor listings, a color-coded show-floor map is included in the Visitor's Guide as well as the Exhibitor Locator on the show floor, which provides a larger view of the entire show floor and acts as a visual guide for attendees.

- **Eco-Friendly/ Lower Minimum Guide:** For visitors who have very specific sourcing requirements seeking eco-friendly or lower minimum exhibitors, Texworld USA provides a convenient flyer listing all exhibitors who meet specified requirements. This flyer provides buyers an immediate reference tool to locate exhibitors who have been certified and verified as sustainable or eco-friendly suppliers and those who have lower/reduced minimums.

- **Mobile App:** The award-winning Texworld USA Navi-

gator App is complimentary to all visitors. This free app is compatible with virtually all smartphones and provides a wealth of information delivered directly to your hand-held device. The mobile app includes all of the exhibitor information and show-floor maps that are included in the Visitor's Guide as well the seminar schedule, speaker bios, social-media links and a photo album, just to name a few. The Texworld USA mobile app was awarded "Best Niche App" at the 2014 Digital Niche Awards earlier this year. This tool has proven to be a valuable asset for busy professionals who want the detailed information of the Visitor's Guide conveniently delivered to their mobile device.

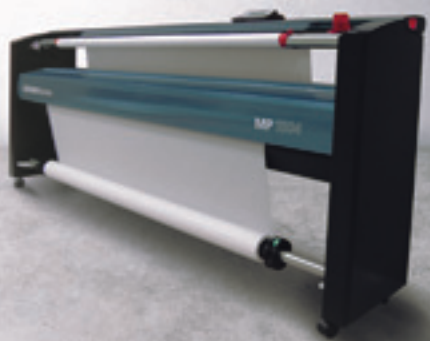
- **Tradegood Matchmaking Services:** Once again, Texworld USA will offer complimentary on-site matchmaking services offered by Tradegood. Attendees can be matched with exhibitors that offer goods and services that meet their needs and have confirmed appointments set prior to attending the show. This service saves our attendees time and creates efficiency by targeting only exhibitors that meet their requirements/needs. Tradegood will also be available on the show floor in the Resource Center to assist visitors on-site who wish to take advantage of this complimentary service.

**Jeff Yunis**  
President  
Specialty Trade Shows  
WWIN (WomensWear In Nevada)  
[www.wwinshow.com](http://www.wwinshow.com)

We print one of the biggest and most comprehensive show directories of any show. We add to that maps of the floor plans around the halls. We also have one of the best apps that gives attendees information on exhibitors by category, by location and by name. The WWIN app, available for iOS and Android devices, comes with a pre-loaded event map and exhibitor list. Buyers can highlight specific booths or areas to visit, use GPS to navigate the show, create a custom schedule and record their show notes.

We are constantly praised by how easy it is to find what buyers want. Sound conceited? I think we have reason to be. First and foremost at WWIN are the buyers' needs. ●

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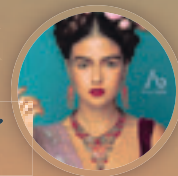


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# Shop & Dine

By Deborah Belgum Senior Editor

Trade shows can be fun, but they can zap your energy with endless hours on your feet or days bogged down at a booth. One way to pamper yourself is by eating out at a chic new restaurant or hitting the shopping trail. Here are a few suggestions on new restaurants and boutiques that might make life a little easier when traveling to those trade shows.

## LOS ANGELES

### FAITH & FLOWER

705 W. Ninth St.

(213) 239-0642

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

On the fringes of the Los Angeles Fashion District is a new restaurant that is receiving a lot of ink from national

magazines and local critics.

Faith & Flower opened this spring but has already been hailed by *Esquire* as one of America's top new eateries for its all-encompassing menu, which flirts with Latin, Asian and American flavors.

The new hot spot should also get an award for its interior design by New York-based AvroKo, which blends a touch of Manhattan sophistication with California cool. Think of darkly lit New York bars offset with hedge-lined breezy pa-



Faith & Flower

tios that soak up the California sun.

The main forces behind the eatery are David Bernahl and Robert Weakley of Coastal Luxury Management. They are the same people who organize the food and wine festivals in Pebble Beach and Los Angeles.

The man in charge of the kitchen is Michael Hung, whose last cooking gig was in San Francisco at the French restaurant La Folie, which earned a one-star rating from the Michelin guide. He has the unusual distinction of being able to say he was a chef consultant on the animated film "Ratatouille," the tale of a little Parisian rat who just wants to be a master chef.

The menu at Faith & Flower has something for everyone. In the raw bar there are oysters, kanpache ceviche and littleneck clams. Two stand-out main dishes are the oxtail agnolotti and the thick-cut wheat noodles served with cumin-braised lamb, chili and garlic cilantro. Because this is California, there are two kinds of pizzas to select from. And what lunch menu wouldn't be complete without a grilled-cheese sandwich or a hamburger?

The swank bar has a host of exotic drinks that will make you forget your worries for the day. The Negroni is a blend of gin, vermouth and Campari aged for 12 weeks in a bourbon barrel.

### ALTHOUSE

761 S. Main St.

(213) 488-1374

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

For years, Jennifer Althouse was a buyer for the small chain of trendy stores under the American Rag flag. So it only seemed natural that she would eventually open her own store.

She did just that in October when Althouse moved into a historical space in the heart of hipster downtown Los Angeles,



Althouse



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Tosca Café

for \$235, and a clean leather jacket, which retails for \$750.

Althouse noted that her pursuit of fashion was drawn from great designers of the 1960s and 1970s. Her store is a reflection of that era, with an eye toward the future.

Althouse's 1,650-square-foot space is only a few blocks away from the California Market Center and the other showroom buildings in the Los Angeles Fashion District. It is also in an area dotted with up-and-coming retail stores with an indie vibe, such as next-door neighbor Skingraft.

The outpost has 20-foot-high ceilings, flooring with restored tiles installed in the 1920s, vintage furniture and black-and-white portrait photographs of country-music stars.

## SAN FRANCISCO

### TOSCA CAFÉ

242 Columbus Ave.

(415) 986-9651

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

The historic Tosca Café got a major makeover when renowned New York-centric chef April Bloomfield and Ken Friedman last year acquired the 1919 dive bar, which is the epicenter of anything hip in the North Beach area of San Francisco.

Not only does the café now serve up some spectacular dishes, but it has made the tunes on its iconic jukebox free so you can listen to all things Frank Sinatra and Dean Martin, plus more.

The booths have been reupholstered in red leather and the murals restored to give the space a fresh but historic look. It goes well with the modern Italian menu, which serves up items such as house-made pasta.

Bloomfield and Friedman are the restaurant forces behind The John Dory Oyster Bar and The Breslin at the Ace Hotel in New York as well as The Spotted Pig in Greenwich Village. But Bloomfield spent a stint working at Chez Panisse in nearby Berkeley and still has a penchant for Northern California.

Bloomfield applied her cooking talents to developing a succinct menu that has no more than three main courses, which consist of Mt. Lassen trout, a skirt steak served with charred eggplant and grilled scallions, and a roasted chicken for two served with ricotta and pine nuts.

A bevy of salads and vegetable sides are available such as broccoli di cicco and a pumpkin smash made with brown butter, nutmeg and pomegranate. There are a number of pastas, which include lumacaoni with prosciutto and lemon breadcrumbs and linguini with clams.

The dining room can seat 40, and the bar is a bit heftier with 45 seats for those waiting to get a table at this popular spot, which hadn't served food since 1953.

where the retail buyer is taking her love for design and matching it with her ability to pluck trendy pieces that will appeal to her average consumer, who is 25 years old and up.

She has 35 directional brands, including Suno, Alasdair, Kimem, Rachel Comey, Grey Ant, J Brand and Rodebjer. She is also debuting her own label, called Alt. The Alt brand offers a high-waisted skinny jean and mid-rise jean, which retail

### AMOUR VERT

437 Hayes St.

(415) 800-8576

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

The Amour Vert collection of clothing, which embraces sustainable fashion with a certain Paris cool, set up a pop-up store last spring in Hayes Valley.

The concept went so well that the company's owners decided to make it a permanent affair in the same neighborhood, which has become one of the trendiest places to shop in an area that thrives on an indie vibe.

Everything produced for the relatively new line is done domestically—primarily in California, where fabrics are often sourced in Los Angeles and garments are assembled in Oakland.

The full collection can now be found in one place—at the compact store whose hardwood floors, white walls and a plant-oriented living wall designed by Lily Kwong inject a modern vibe.

The essence of Amour Vert, which means “green love”



Amour Vert

➔ Shop & Dine page 14

CALA  
SHOWS

Apparel & Accessories  
Trade Show

San Francisco  
Denver  
Seattle

[calashows.com](http://calashows.com)



## Shop & Dine

Continued from page 12

in French, is that everything should be made of sustainable fabric, such as organic cotton, ponté made of wood pulp, linen, silk, Tencel or recycled polyester. The company's carbon footprint should be as minimal as possible.

With that in mind, the clothing line's founders, Christoph Frehsee and his wife, Linda Balti, even devised a way to capitalize on trucks delivering wine from Northern California to Los Angeles. The trucks were filled on the trip south but empty coming back up. So Amour Vert uses those wine delivery trucks to pick up its fabric made in LA mills.

Amour Vert's fashions are sleek and not overwrought with embroidery or trim. The designs, devised by Balti, who recently was admitted to the Council of Fashion Designers of America, are fresh and easy to wear with retail price points ranging from around \$70 to \$200.



DB Brasserie



Fred Segal Collective

The world of fashion and retail is a far cry from what the founders were doing when they met at a trade show in Abu Dhabi. Frehsee's company, MineWolf Systems, which he sold a few years ago, made mine-clearing machinery. Balti developed fighter-jet simulators for the French defense giant Thales Group.

## LAS VEGAS

### DB BRASSERIE

The Venetian

3355 S. Las Vegas Blvd.

(702) 430-1235

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

For four years, famed French chef Daniel Boulud was absent from Las Vegas after closing his restaurant at the Wynn hotel. But he's back in a very French way.

This time he has partnered with The Venetian to open a French-American eatery called DB Brasserie. Boulud, who is based in New York, where he has seven restaurants, has developed a menu that has a strong accent on French cuisine with an injection of North African dishes and American-style burgers for those who like their red meat served between a bun.

Executive Chef David Middleton is in charge of the kitchen, where he and his staff are serving up such French specialties as onion soup, escargots, pâté, and a press of duck and foie gras, as well as seared scallops and salmon with cabbage. Tunisian lamb with couscous and curried lobster also find a place on the menu as do steak and swordfish.

Of course, with DB Brasserie being a French restaurant, there are some killer desserts and pastries, such as a molten chocolate cake with verbena ice cream, a chocolate hazelnut mousse tart and freshly baked madeleines.

No French restaurant would be complete without a wide selection of wines from France, which in this case means they come from the Rhône Valley, Burgundy, Bordeaux, Alsace, the Loire Valley, Provence, the Languedoc and Roussillon. A host of wine offerings also come from California.

The décor is heavy on dark wood and wall mirrors, which is a must for all brasseries, French or not.

### FRED SEGAL COLLECTIVE

SLS Las Vegas

2535 S. Las Vegas Blvd.

[www.slsLasvegas.com/shop](http://www.slsLasvegas.com/shop)

For decades, the Fred Segal brand of stores were only available to Los Angeles-area shoppers who often wandered over to the nameplate's two locations to rifle through the racks of carefully curated designer duds.

But that all changed in August when seven stores under the umbrella of the Fred Segal Collective opened at the SLS Las Vegas, formerly the Sahara, at the northern

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

...Eurovet





White Street



Dover Street Market

end of the Strip.

Each store, scattered throughout the new hotel and casino, represents a different category of merchandise. The categories are She, He, Jeans, Shoes, Jewels, Play and Goods. Combined, the seven stories encompass 10,000 square feet.

Each store carefully selects its luxury-oriented merchandise, carrying up-and-coming labels as well as well-known designers that serve up a taste of Los Angeles fashion. The Jeans store carries denim for men and women, the Play store sells lingerie, and the Goods store is a gift and lifestyle center.

In 2012, New York-headquartered Sandow acquired the worldwide rights to the Fred Segal brand, with intentions of expanding its stores globally. A Tokyo Fred Segal is scheduled to open in 2015.

## NEW YORK

### WHITE STREET

221 W. Broadway  
(212) 944-8378

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

If this place is good enough for President Obama, well, it should be good enough for the rest of us.

White Street had barely opened its doors in September when one month later Obama and his entourage were hosting a fundraising reception there.

The décor is perfect for influencing friends, family and campaign contributors. There are marble floors in the lounge, massive chandeliers, exposed red-brick walls, tufted black booths, hardwood floors and tall ceilings. It all conjures up the feeling of New York in the early 20th century.

The man behind the menu is Executive Chef Fred Cardoz, who partnered with restaurateurs Dan Abrams and Dave Zenczenko as well as BondSt General Manager Christine Cole to open this spot with an American and Continental-influenced menu.

The list of appetizers is abundant, with offerings such as crab-meat cocktail, New Jersey burrata with walnut bread, Long Island fluke ceviche and stuffed quail.

Fish, fowl and beef are well represented as main dishes. There is North Atlantic sea bream served with broccoli and tamarind glaze, bouillabaisse with cockles, shrimp, swordfish and linguica sausage, and lamb with local beans and mint.

The restaurant has been well received and totally different from its predecessor, the Churrascaria Tribeca, a Brazilian steakhouse that closed earlier this year.

## DOVER STREET MARKET

160 Lexington Ave.

(646) 837-7750

[www.newyork.doverstreetmarket.com](http://www.newyork.doverstreetmarket.com)

The Japanese woman behind the famous French-named

label Comme des Garçons has been putting her personal touch on the retail scene with a burgeoning chain of multi-level concept stores that have a well-edited edition of contemporary high-end labels.

Rei Kawakubo launched Comme des Garçons 45 years ago out of her native Tokyo, but the woman with the artistic eye never rests. She started her first Dover Street Market in Tokyo 10 years ago, then London, and late last year she put down roots for her New York outpost. It is in a seven-story building where the wide mix of clothes and accessories creatively displayed has been described as shopping insanity.

On the first floor is a café to get you revved up with caffeine to take on the shopping adventure on the upper floors. The store stocks labels such as Prada and Supreme. There is a number of rotating pop-up stores of notable brands and a look at new designers.

Kawakubo has said she wants to create a market where various creators from different fields gather together and encounter each other in an ongoing atmosphere of beautiful chaos.

That can be seen in the store's displays, which borders

➔ Shop & Dine page 16



**Fashion Market  
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**August 23-25 Holiday/Resort**

**October 18-20 Spring**

[fashionmarketnorcal.com](http://fashionmarketnorcal.com)



# Shop & Dine

Continued from page 15

on concept art. Large dark-gray upholstered shapes frame hanging racks that jut out from the exposed red-brick walls. Towering black loops of metal perched on wooden crates serve as another venue for racks of jackets.

Some of the labels carried at the retail mecca include Comme des Garçons, of course, as well as Victoria Beckham, Jil Sander, Aganovich, Thom Browne, Mark Cross, Moynat and Yang Li.

## DALLAS

### SAN SALVAJE

2100 Ross Ave.

(214) 922-9922

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

The interior design of the new San Salvaje restaurant in the Dallas Arts District gives you an idea where this eatery is going. With bright, festive colors, such as vivid-orange up-



San Salvaje

holstered chairs and banquettes, multi-colored wooden face masks and white Mexican crosses attached to the walls, the overall theme embraces everything that is Latin American. San Salvaje is Spanish for "Wild Saint."

This new restaurant by Stephen Pyles replaces his more Asian spice-route eatery, Samar, which received high praise



Melissa Bengé Collection

from food writers. But when the building underwent a renovation, the restaurant owner also decided to do a little renovation.

The result is Latin cuisine at its best, borrowed from countries such as Peru, Mexico and Cuba. The 70-seat space with purple wooden tables is slightly different from the other Latin American- and Mexican-

influenced eateries in the city.

Pyles, who has been traveling to South America since the 1980s, is partial to the Inca-influenced cuisine of Peru, seen in his interpretation of causa Limeña, an exotic concoction. In the San Salvaje version, a tower of mashed potatoes is spiced with a delicate aji amarillo sauce of Peruvian chile and then topped with a quail egg and shrimp.

Other dishes include a variety of ceviche, one with octopus and shrimp, and arepas, or a corn grid-dle cake so popular in Colombia and Venezuela. Then there are the fried squid tacos smothered in ancho chile-cayenne mayo. In a nod to Brazil, one of the main dishes is the Brazilian stew called feijoada, filled with beans and slivers of pork cheeks.

### MELISSA BENGE COLLECTION

2823 N. Henderson Ave.

(214) 821-1777

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

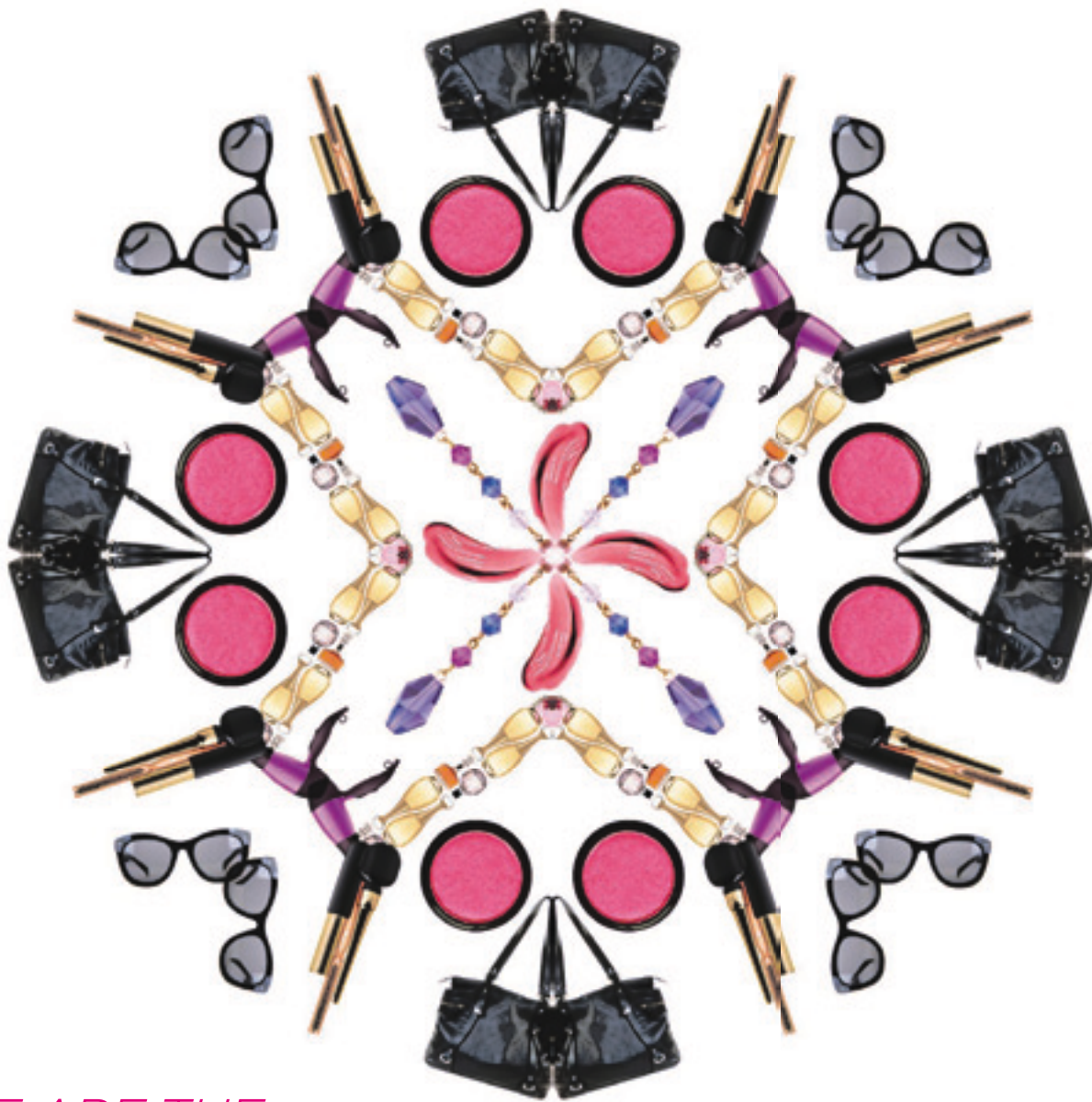
Walking into the Melissa Bengé Collection is a little like visiting the Paris flea market. There are shabby-chic couches and side tables, reclaimed and repurposed goods, and uniquely designed jewelry guaranteed to make buyers look twice.

Melissa Bengé is an artist and conceptual designer who loves putting her personal imprint on her stores. (She has two other retail spots in the Texas Hill Country.)

But for this eponymous boutique, which covers 4,000 square feet, there is a bit of everything. Home goods such as furniture, candles and soap sit side by side with Boho and Western cowboy boots, turquoise jewelry, casual-wear, gypsy scarves and a wide selection of hats with a Western influence.

Benge works with a select group of designers to create looks that can only be found in her store. She stocks a wide array of men's and women's clothing that gravitates to informal looks that work well in the big wide-open spaces of Texas.

Prices range from moderate to expensive. A Marika Nakk flamenco camo skirt will cost you \$525, but then a red-and-cream print dress will carry a \$48 price tag.



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Oolite Bar & Restaurant



Atrium

en's clothing with brands such as Blk Dnm, Helmut Lang, Nudie Jeans, 3.1 Phillip Lim, Rag + Bone and Public School as well as J Brand and Comme des Garçons.

The store garnered the "Best Coed Store in Miami" award this year by *Racked.com*, which should know.

The original Atrium was launched by Sam Ben-Avraham in New York City in

## MIAMI BEACH

### OOLITE BAR & RESTAURANT

1661 Pennsylvania Ave.

(305) 907-5535

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

The menu at the recently opened Oolite Bar & Restaurant takes a food trend coursing through the United States and runs with it. The entire menu is gluten-free, which sounds oh so Californian.

Chef Kris Wessel decided he would embrace the concept and fashion his menu around the fact that many people can't eat wheat, the main ingredient in most breads and pastas. Wessel went gluten free because his youngest daughter is allergic to gluten. After devising different recipes for her, using corn flour for pasta and wheat alternatives for bread, he is now using them in his new restaurant not far from the pedestrian mall of Lincoln Avenue.

Oolite seems like an odd name for an eatery, but Wessel felt the name, which refers to the porous limestone rock that forms much of the foundation of Miami, was appropriate for his healthy regional menu, which also focuses on Florida and tropical cuisines.

The large space, which seats 200 people, also has a sizable bar and nightclub and is decorated with bits of oolite and other native rocks.

Wessel, who was a James Beard Foundation nominee for best chef in the South in 2010, has a few vegan dishes to complement the gluten selections. There are such things as fried tomato arepas and Brussels sprouts with goat cheese.

Main courses have a wide array of beef, seafood and chicken. Wessel is known for his signature BBQ shrimp, which he has kept on the menu. Other seafood offerings include grilled Atlantic swordfish and a coconut conch chowder that is like a tropical seafood stew.

All the desserts are gluten-free, such as the avocado pie made with a crust of pumpkin seeds and oats. Other pie choices include a mango pie and a key lime pie, a must in Florida.

### ATRIUM

1931 Collins Ave.

(305) 695-0757

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

The Atrium in Miami Beach is always garnering tons of praise for its incredible selection of de-

signer labels and wide array of swimwear.

After all, head buyer Janet Wong is one of the founders of the relatively new Cabana trade show, held during Miami Swim Week.

The spacious store on busy Collins Avenue has a clean look, subtle lighting, and racks and racks of men's and wom-

1993. The small chain's flagship store is still there in Manhattan with another location in hip and happening Brooklyn. But for Ben-Avraham, the founder of the Project trade show, Liberty Fairs and co-founder of Cabana, Miami was a natural next stopping-off spot for retail. ●



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- **Surf Expo** January 8<sup>th</sup> to 10<sup>th</sup>, Orlando, Florida
- **Magic** February 17<sup>th</sup> to 19<sup>th</sup>, Las Vegas, Nevada
- **Plataforma K** March 12<sup>th</sup> & 13<sup>th</sup>, Baranquilla, Colombia
- **IFLS** February 3<sup>rd</sup> to 6<sup>th</sup>, Bogota, Colombia
- **EIMI** July 8<sup>th</sup> & 9<sup>th</sup>, Bucaramanga, Colombia
- **Macrorrueda 55** February 19<sup>th</sup> & 20<sup>th</sup>, Bogota, Colombia

For more information, please contact: [miami@procolombia.co](mailto:miami@procolombia.co)

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# International Trade Show Calendar

## FASHION MARKET NORTHERN CALIFORNIA

**Fashion Market Northern California** is the largest open-booth show on the West Coast. With over 2,000 clothing and accessories lines, our exhibitors represent every category: European to contemporary to updated to juniors lines, plus a wide range of classic to trendy accessories. Every market offers complimentary continental breakfast, sponsored lunch for buyers, and coffee and cookies in the afternoon. The buzz is this is the show to attend! We are offering free parking to all buyers on Monday and Tuesday until 10 a.m. Our popular "Late Night Monday" continues, allowing buyers to miss the evening traffic commute and enjoy complimentary wine or beer from 4 to 7 p.m. Our January market will start on Sunday, Jan. 25. The hours will be Sunday, 9 a.m. to 6 p.m., Monday, 9 a.m. to 7 p.m., and Tuesday, 9 a.m. to 5 p.m. We invite any new buyer to come check us out with a complimentary one-night stay at the Marriott during the show. Visit our website ([www.fashionmarketnorcal.com](http://www.fashionmarketnorcal.com)) for more details.

**Nov. 13**  
**Mid-South Jewelry and Accessories Fair**  
Memphis  
Through Nov. 16  
**China Sourcing Fair**  
Johannesburg  
Through Nov. 15

**Nov. 15**  
**Norton's Apparel, Jewelry & Gift Market**  
Gatlinburg, Tenn.  
Through Nov. 17

**Nov. 16**  
**Ocean City Resort Gift Expo**  
Ocean City, Md.  
Through Nov. 19

**Nov. 18**  
**Istanbul Leather Fair**  
Istanbul  
Through Nov. 20

**Nov. 19**  
**The 15th China (Yiwu) International Exhibition on Hosiery, Knitting, Dyeing & Finishing Machinery**  
Zhejiang, Yiwu, China  
**Denim by Premiere Vision**  
Barcelona  
Through Nov. 20

**Nov. 21**  
**San Francisco Christmas Cash & Carry Show**  
San Francisco  
Through Nov. 23  
**Modaprima**  
Florence  
Through Nov. 23

**Nov. 22**  
**GTS Florida Expo**  
Orlando, Fla.  
Through Nov. 24

**Nov. 23**  
**DG Textile Expo Fabric & Trim Show**  
San Francisco  
Through Nov. 24

**Nov. 26**  
**Tissu Premier**  
Lille, France  
Through Nov. 27

**Nov. 27**  
**Hong Kong International Jewelry Manufacturers' Show**  
Hong Kong  
Through Nov. 30

## TEXWORLD USA

Register now for North America's largest apparel fabrics show! **TexworldUSA** is a key resource for fabric buyers, R&D, product development, designers, merchandisers, and sourcing executives. Your Texworld USA registration gives you access to the International Apparel Sourcing Show, featuring contract manufacturing, private label, and ODM resources Jan. 19–21, Jacob K. Javits Convention Center, New York, N.Y. [www.texworldusa.com](http://www.texworldusa.com)

**Dec. 3**  
**New York Shoe Expo**  
New York  
Through Dec. 5

**Dec. 4**  
**Jewelry, Fashion & Accessories Show**  
Rosemont, Ill.  
Through Dec. 7

**Dec. 6**  
**GTS Jewelry & Accessories Expo**  
Greensboro, N.C.  
Through Dec. 8

**Dec. 7**  
**ITMA Showtime**  
High Point, N.C.  
Through Dec. 10

**Grand Strand Gift & Resort Merchandise Show**  
Myrtle Beach, S.C.  
Through Dec. 10

**Dec. 9**  
**WWSRA**  
Sacramento, Calif.  
Through Dec. 11

**Dec. 10**  
**Atlanta Fashion Shoe Market**  
Atlanta  
Through Dec. 11

**Dec. 12**  
**Baton Rouge Jewelry and Merchandise Show**  
Baton Rouge, La.  
Through Dec. 14

**Dec. 13**  
**Capsule**  
New York  
Through Dec. 14

## BIBBY FINANCIAL SERVICES

**Bibby Financial Services** is a world-wide market leader in business cash-flow solutions to small and medium-sized companies. With offices in eight North American cities and 14 countries around the world, its product portfolio includes accounts receivables finance, purchase order finance, and specialist expertise in the apparel industry. It is an approved lender for the Export-Import Bank's working capital guaranty delegated authority program. Bibby Financial Services is a subsidiary of a 204-year-old privately held company based in the United Kingdom. Whether you are a start-up or an established company with sales volumes over \$60 million, Bibby Financial Services can offer you fast, flexible funding solutions to help grow your business. [www.bibbyusa.com](http://www.bibbyusa.com)

**Jan. 4**  
**The ASI Show**  
Orlando, Fla.  
Through Jan. 6  
**AccessoriesTheShow**  
New York  
Through Jan. 6  
**Moda**  
New York  
Through Jan. 6  
**Fame**  
New York  
Through Jan. 6  
**Arizona Apparel, Accessories, Shoes & Gift Show**  
Mesa, Ariz.  
Through Jan. 6  
**TrendSet**  
Munich  
Through Jan. 6

**Jan. 5**  
**Designers and Agents**  
New York  
Through Jan. 7  
**Agenda**  
Long Beach, Calif.  
Through Jan. 6  
**Accessorie Circuit**  
New York  
Through Jan. 7  
**Intermezzo Collections**  
New York  
Through Jan. 7

**Jan. 6**  
**The Atlanta International Gift & Home Furnishings Market**  
Atlanta  
Through Jan. 13  
**WWSRA Rocky Mountain Preview Show**  
Denver  
Through Jan. 8  
**WWSRA**  
Portland, Ore.  
Through Jan. 8

## B. Buhler Quality Yarns Corp.

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**Jan. 7**  
**WWSRA**  
Costa Mesa, Calif.  
Through Jan. 8

**Jan. 8**  
**Surf Expo**  
Orlando, Fla.  
Through Jan. 10

**Jan. 9**  
**Exponoivos**  
Lisbon, Spain  
Through Jan. 11  
**Toronto Imprint Canada Show**  
Toronto  
Through Jan. 10

**Jan. 10**  
**Hawaii Market Merchandise Expo**  
Honolulu  
Through Jan. 11

**Jan. 11**  
**Los Angeles Fashion Market**  
Los Angeles  
Through Jan. 14  
**LA Kids' Market**  
Los Angeles  
Through Jan. 14  
**Lazr**  
Los Angeles  
Through Jan. 14  
**Children's Club**  
New York  
Through Jan. 13

**Retail's BIG Show, NRF's Annual Convention**  
New York  
Through Jan. 14  
**New England Apparel Club**  
Marlboro, Mass.  
Through Jan. 14

**Travelers Show**  
Philadelphia  
Through Jan. 12  
**Trendz**  
Palm, Beach, Fla.  
Through Jan. 13  
**Couromoda**  
Sao Paulo, Brazil  
Through Jan. 14

**Jan. 12**  
**Designers and Agents**  
Los Angeles  
Through Jan. 14  
**Select**  
Los Angeles  
Through Jan. 14  
**Transit**  
Los Angeles  
Through Jan. 14  
**Brand Assembly**  
Los Angeles  
Through Jan. 14

## THE MATERIALS SHOW

Come the new year, Hisham Muhareb, president of American Events Inc., is looking to bring the same magic he weaves with his hugely successful Northeast and Northwest sourcing shows to Southern California. The semi-annual **SoCal Materials Show** will launch Jan. 14–15, 2015, at the Los Angeles Fashion District's California Market Center. "The time is right," Muhareb says. "I do feel like this will be the next successful endeavor for us. We are fulfilling a need in California, and Los Angeles is the next logical locale. "It's more apparel than footwear, more exhibitors with performance materials as well as fashion and lifestyle. Lifestyle is what drives this industry to do more and more every year. We're looking to bring in skate companies, surf companies, sports-related, activewear, and outdoor manufacturers—anyone who can use technical fabrics and materials. Wearable technology is the next thing. It's so Los Angeles, so the future." (503) 642-0977. [www.thematerialshow.com](http://www.thematerialshow.com)

## DG Textile Expo Fabric & Trim Show

New York  
Through Jan. 14  
**WWSRA**  
Salt Lake City  
Through Jan. 14

**Hong Kong International Licensing Show**  
Hong Kong  
Through Jan. 14

**The Metropolitan New York Shoe, Footwear & Accessories Market**  
Secaucus, N.J.  
Through Jan. 13

**Jan. 13**  
**Premiere Vision New York**  
New York  
Through Jan. 15

**Indigo**  
New York  
Through Jan. 14  
**Printsource New York**  
New York  
Through Jan. 14

**Pitti Immagine Uomo**  
Florence  
Through Jan. 16

**Pitti Immagine W**  
Florence  
Through Jan. 16

**WWSRA**  
Reno, Nev.  
Through Jan. 15  
**Intermoda**  
Guadalajara, Mexico  
Through Jan. 16

**Jan. 14**  
**SoCal Materials Show**  
Los Angeles  
Through Jan. 15

**Dallas Total Home & Gift Market**  
Dallas  
Through Jan. 20

**Heimtextil**  
Frankfurt, Germany  
Through Jan. 17  
**London Textile Fair**  
London  
Through Jan. 15

**Jan. 15**  
**Swim Collective**  
Dana Point, Calif.  
Through Jan. 16

## PREMIEREVISION

The next edition of **Première Vision**, the World's Premier Fabric Show, will be held Feb. 10–12 at Parc d'Expositions de Paris-Nord Villepinte—three days to discover the collections of some 780 weavers from all over the world, innovations, trends, and main directions for Autumn/Winter 2015–16. It's a hub for business and inspiration. Other **Première Vision** shows will take place Jan. 13–14 in New York, May 12–13 in São Paulo, Brazil, and in Istanbul April 8–10. [www.premierevision.com](http://www.premierevision.com)

**Chicago Gift Market**  
Chicago  
Through Jan. 19

**Jan. 16**  
**International Western/English Apparel & Equipment Market**  
Denver  
Through Jan. 20

**Imprinted Sportswear Shows**  
Long Beach, Calif.  
Through Jan. 18

**Seattle Gift Show**  
Seattle  
Through Jan. 19

**Western & English Sales Association Show (WESA)**  
Denver  
Through Jan. 20

**Exponoivos**  
Porto, Portugal  
Through Jan. 18

**Northwest Shoe Travelers Market**  
Shakopee, Minn.  
Through Jan. 18

**Jan. 17**  
**Philadelphia Gift Show**  
Oaks, Penn.  
Through Jan. 20

**White**  
Milan  
Through Jan. 19

**Nor-Cal Apparel & Footwear Show**  
San Francisco  
Through Jan. 21

**Jan. 18**  
**The Deerfield Show**  
Deerfield, Ill.  
Through Jan. 19

## Travelers Show

Baltimore  
Through Jan. 19  
**Designer Forum**  
New York  
Through Jan. 20

**Jan. 19**  
**Texworld USA**  
New York  
Through Jan. 21

**Apparel Sourcing**  
New York  
Through Jan. 21

**Liberty Fairs**  
New York  
Through Jan. 21

**Project New York**  
New York  
Through Jan. 21

**The Tents @ Project**  
New York  
Through Jan. 21

**Project Sole**  
New York  
Through Jan. 21

**Agenda**  
New York  
Through Jan. 20

**Hong Kong Fashion Week**  
Hong Kong  
Through Jan. 22

## texollini

We at **Texollini** use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 20 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand. [www.texollini.com](http://www.texollini.com)

## World Boutique, Hong Kong

Hong Kong  
Through Jan. 22

**MosShoes**  
Moscow  
Through Jan. 22

**Capsule**  
New York  
Through Jan. 20

**Premium**  
Berlin  
Through Jan. 21

**Seek**  
Berlin  
Through Jan. 21

**Bread and Butter**  
Berlin  
Through Jan. 21

**Panorama**  
Berlin  
Through Jan. 21

**Jan. 20**  
**Kingpins**  
New York  
Through Jan. 21  
**MRket**  
New York  
Through Jan. 22

**Jan. 21**  
**Dallas Apparel & Accessories Market**  
Dallas  
Through Jan. 24

**GALLA Market**  
Los Angeles  
Through Jan. 26

**Outdoor Retailer**  
Salt Lake City  
Through Jan. 24

**LA Gift & Home Market**  
Los Angeles  
Through Jan. 26

**FIG**  
Dallas  
Through Jan. 23

**Men's Fashion**  
Paris  
Through Jan. 25

**PGA Merchandise Expo**  
Orlando, Fla.  
Through Jan. 23

**JFW International Fashion Fair**  
Tokyo  
Through Jan. 23

**Pitti Immagine Bimbo**  
Florence  
Through Jan. 24

**Tranoi**  
Paris  
Through Jan. 24

**Jan. 23**  
**California Gift Show**  
Los Angeles  
Through Jan. 26

## CALIFORNIA GIFT SHOW

The **California Gift Show** returns to the Los Angeles Convention Center from January 23–26, 2015, to showcase fresh new finds from around the world. From unique designs with international flair to best-selling brands and up-and-coming style-setters, retailers will find it all in eight well-defined product categories in Kentia and South Halls. The expansive product selection is backed by a full roster of buyer amenities, including deeply discounted hotel rates, parking reimbursement for pre-registered buyers, giveaways, seminars, continuous shuttle service between the show and the LA Mart and CMC, and more. [www.californiagiftshow.com](http://www.californiagiftshow.com)

## Denver Apparel & Accessory Market

Denver  
Through Jan. 25  
**Capsule**  
Paris  
Through Jan. 25

**Jan. 24**  
**Salon International de la Lingerie**  
Paris  
Through Jan. 26

**Interfilierie**  
Paris  
Through Jan. 26

**Windy City Gift Show**  
Rosemont, Ill.  
Through Jan. 27

**Innatex**  
Frankfurt, Germany  
Through Jan. 25

**Jan. 25**  
**Fashion Market Northern California**  
San Mateo, Calif.  
Through Jan. 27

**Northstar Fashion Exhibitors**  
St. Paul, Minn.  
Through Jan. 27

**Toronto Gift Fair**  
Toronto  
Through Jan. 29

**Haute Couture**  
Paris  
Through Jan. 30

**Modafabriek**  
Amsterdam  
Through Jan. 26

**Jan. 26**  
**Travelers Show**  
Pittsburgh  
Through Jan. 27  
**Great Ideas Summit**  
Miami Beach, Fla.  
Through Jan. 28

**Jan. 27**  
**ColombiaTex**  
Medellin, Colombia  
Through Jan. 29

**Jan. 28**  
**Pitti Immagine Filati**  
Florence  
Through Jan. 30  
**ispo**  
Beijing  
Through Jan. 30

**Jan. 29**  
**Connections**  
Los Angeles  
**Billings Market Association**  
Billings, Montana  
Through Feb 1



**Sun State Trade Shows, LLC**, is a company that organizes and promotes wholesale trade shows in Mesa, Arizona (for January market), and Phoenix, Arizona, and San Diego, California. We feature clothing lines for missy, junior, and contemporary sizes—petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate to better price range. Upcoming show dates are Jan. 4–6, 2015 (Arizona Apparel, Accessories, Shoes & Gift Show at the Mesa Convention Center), March 29–31, 2015 (Arizona Apparel, Accessories, Shoes & Gift Show at the Phoenix Convention Center), March 8–10, 2015 (San Diego Apparel, Accessories, Shoes & Gift Show at the Town & Country Resort & Convention Center). For more information, visit [www.arizonaapparelshow.com](http://www.arizonaapparelshow.com) or [www.sandiegoapparelshow.com](http://www.sandiegoapparelshow.com) or email [info@arizonaapparelshow.com](mailto:info@arizonaapparelshow.com) or [orchids@sandiegoapparelshow.com](mailto:orchids@sandiegoapparelshow.com)





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**Copenhagen International Fashion Fair**  
Copenhagen  
Through Feb. 1

**SIA Snow Show**  
Denver  
Through Feb. 1

**Jan. 31**

**Dallas Men's Show**  
Dallas  
Through Feb. 2

**Orlando Gift Show**  
Orlando, Fla.  
Through Feb. 2

**Stylemax**  
Chicago  
Through Feb. 2

**NY Now**  
New York  
Through Jan. 4

**Playtime**  
Paris  
Through Jan. 2

**January TBA**

**LA Men's Market (TBA)**  
Los Angeles

**Chic (TBA)**  
Coventry, U.K.

**Feb. 1**

**IFJAG**  
Orlando, Fla.  
Through Feb. 5

**India International Leather Fair**  
Chennai, India  
Through Feb. 3

**Bubble London**  
London  
Through Feb. 2

**Londonedge**  
London  
Through Feb. 3

**Spring Fair**  
Birmingham, U.K.  
Through Feb. 3

**Feb. 2**

**NW Trend Show**  
Seattle  
Through Feb. 4

**Munich Fabric Start**  
Munich  
Through Feb. 4



Five seasons a year, buyers from around the globe flock to the **California Market Center (CMC)** for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel, gift, and lifestyle collections displayed in hundreds of the CMC's showrooms and featured trade shows. Our array of resources includes the SELECT Contemporary Tradeshow, TRANSIT LA Shoe Show, LA Kids Market, and the Gift, Home & Design Showcase. L.A. Fashion Market at the CMC now offers visiting retailers and brands more show options than ever to exhibit in and shop from. The Los Angeles International Textile Show (LA TEXTILE) is the fashion industry's West Coast destination for premier textile, design, and production resources. Offering hundreds of fabric collections and design services from around the globe, the caliber of resources and fashion direction is presented with our contemporary designer audience in mind. [www.californiamarketcenter.com](http://www.californiamarketcenter.com)

**Feb. 3**

**IFLS+EICI**  
Bogota  
Through Feb. 6

**The ASI Show**  
Dallas  
Through Feb. 5

**SpinExpo**  
Shanghai  
Through Feb. 5

**New York Shoe Expo**  
New York  
Through Feb. 5

**Trend Selection**  
New York  
Through Feb. 4

**Feb. 4**

**Global Shoes (GDS)**  
Dusseldorf, Germany

**Shirt Avenue**  
Milan, Italy  
Through Feb. 6

**Milano Unica**  
Milan, Italy  
Through Feb. 6

**The ASI Show**  
Dallas  
Through Feb. 5

**Tokyo International Gift Show**  
Tokyo  
Through Feb. 6

**Feb 5**

**ispo**  
Munich  
Through Feb. 8

**Feb. 6**

**Mercedes-Benz Fashion Week Madrid**  
Madrid  
Through Feb. 11

**Feb. 7**

**New Orleans Gift and Jewelry Show**  
New Orleans  
Through Feb. 9

**Premium Order**  
Munich  
Through Feb. 9

**Westcoast Trend Show**  
Los Angeles  
Through Feb. 9

**Feb. 8**

**TRU Show**  
San Francisco  
Through Feb. 9

**Michigan Women's Wear Market**  
Livonia, Mich.  
Through Feb. 9

**Chicago Men's Wear Collective**  
Chicago  
Through Feb. 10

**Pure London**  
London  
Through Feb. 10

**Feb. 9**

**Texworld**  
Paris  
Through Feb. 12

**Feb. 10**

**Premiere Vision Paris**  
Paris  
Through Feb. 12

**Zoom by Fatex**  
Paris  
Through Feb. 12

**Indigo**  
Paris  
Through Feb. 12

**ModAmont**  
Paris  
Through Feb. 12

**Feb. 11**

**Bisutex**  
Madrid  
Through Feb. 14

**Feb 12**

**Atlanta Shoe Market**  
Atlanta  
Through Feb. 14



As the oldest privately held factoring company in the Southwest, **Goodman Factors** provides recourse and non-recourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$2 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small size and centralized-management philosophy, its clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. [www.goodmanfactors.com](http://www.goodmanfactors.com)

**Feb. 13**

**Momad Metropolis**  
Madrid  
Through Feb. 15

**Memphis Gift and Jewelry Show**  
Memphis  
Through Feb. 15

**Ambiente**  
Frankfurt, Germany  
Through Feb. 17

**Feb. 15**

**OffPrice**  
Las Vegas  
Through Feb. 18

**Stitch**  
Las Vegas  
Through Feb. 17

**Moda**  
Birmingham, U.K.  
Through Feb. 17

**The Micam**  
Milan, Italy  
Through Feb. 16

**Mifur**  
Milan, Italy  
Through Feb. 18

**Mipel**  
Milan, Italy  
Through Feb. 18

**Feb. 16**

**Sourcing at MAGIC**  
Las Vegas  
Through Feb. 19

**Liberty Fairs**  
Las Vegas  
Through Feb. 18

**Agenda**  
Las Vegas  
Through Feb. 18

**WWIN**  
Las Vegas  
Through Feb. 19

**KidShow**  
Las Vegas  
Through Feb. 18

**MRket**  
Las Vegas  
Through Feb. 18

**AccessoriesTheShow**  
Las Vegas  
Through Feb. 18

**Stitch**  
Las Vegas  
Through Feb. 18

**CurveNV**  
Las Vegas  
Through Feb. 17

**Capsule**  
Las Vegas  
Through Feb. 18



**DG Expo Fabric & Trim Show** is a two-day show featuring U.S. and Canadian companies with low minimums and many with in-stock programs. DG Expo focuses on the needs of designers, small manufacturers (producing apparel, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, and event/party planners. In addition to the two-day show, there is a three-day seminar program focused on business growth and profitability, plus textile classes. Our next West Coast show is in San Francisco—Nov. 23–24. Our New York City show is Jan. 12–13. Visit our website for details and to register. [www.dgexpo.net](http://www.dgexpo.net)

**Feb. 17**

**Project**  
Las Vegas  
Through Feb. 19

**The Tents**  
Las Vegas  
Through Feb. 19

**ENKVegas**  
Las Vegas  
Through Feb. 19

**Pooltradeshow**  
Las Vegas  
Through Feb. 19

**Men's**  
Las Vegas  
Through Feb. 19

**WWDMAGIC**  
Las Vegas  
Through Feb. 19

**ISAM**  
Las Vegas  
Through Feb. 19

**FN Platform**  
Las Vegas  
Through Feb. 19

**WSA @ MAGIC**  
Las Vegas  
Through Feb. 19

**eTail West**  
Palm Springs, Calif.  
Through Feb. 20

**rooms30**  
Tokyo  
Through Feb. 19

➔ Trade Show Calendar page 20





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## International Trade Show Calendar

Continued from page 19

### rooms30

Tokyo  
Through Feb. 19

### Feb. 19

#### Macrorrueda 55

Bogota  
Through Feb. 20

### Feb. 20

#### Fashion Exposed

Sydney  
Through Feb. 24

#### London Fashion Week

London  
Through Feb. 24

### Feb. 21

#### Wasche Und Mehr

Koln, Germany  
Through Feb. 23

#### San Francisco International Gift Fair

San Francisco  
Through Feb. 24

### Tranoi

New York  
Through Feb. 23

### Feb. 22

#### CurveNY

New York  
Through Feb. 24

#### Designers and Agents

New York  
Through Feb. 24

### Coeur

New York  
Through Feb. 23

### Axis

New York  
Through Feb. 24

### Capsule

New York  
Through Feb. 24

#### Atelier Designers

New York  
Through Feb. 24

#### Alberta Gift Fair

Alberta, Canada  
Through Feb. 24

### STYL/KABO

Brno, Czech Republic  
Through Feb. 24

#### Toronto Shoe Show

Toronto  
Through Feb. 24

#### ABC-Salon

Munich  
Through Feb. 23

### Sept. 23

#### Clique

New York

#### Stitch

New York  
Through Feb. 25

#### AccessoriesTheShow

New York  
Through Feb. 25

#### Moda

New York  
Through Feb. 25

#### Fame

New York  
Through Feb. 25

#### Stitch NY

New York  
Through Feb. 25

#### Edit

New York  
Through Feb. 25

#### Coterie/Sole/TMRW

New York  
Through Feb. 25

### Feb. 23

#### Edit

New York  
Through Feb. 25

### Feb. 24

#### CPM Body & Beach Moscow

Moscow  
Through Feb. 27

## ASDMARKETWEEK

ASDMARKETWeek comprises one location and nine shows. Did you know that ASD is actually the largest accessories show in the U.S.? With over 1,000 vendors, ASDMARKETWeek is where you will find the latest trends and styles of affordably priced handbags, fashion jewelry, sunglasses, apparel, beauty and fragrance products, and more. This show is the best-kept secret in the industry. Now more than ever is the time to discover the show that offers you the opportunity for higher margins! Show dates are March 1–4 and Aug. 2–5 at the Las Vegas Convention Center. Register for free today. [www.asdmarketweek.com](http://www.asdmarketweek.com)

#### Moscow Mode Lingerie and Swim

Moscow  
Through Feb. 27

#### WWSRA Rocky Mountain Winter Market

Denver  
Through Feb. 26

#### Playtime

Tokyo  
Through Feb. 26



Dallas Apparel & Accessories Markets are held five times each year at the Dallas Market Center. Apparel & Accessories Markets welcome thousands of buyers to each market, 70 percent of whom don't shop other apparel marketplaces. Dallas Market Center has recently added additional key rep groups/lines from California to further establish itself as a destination for the leading edge of fashion. For the latest news and upcoming market dates, visit the Dallas Market Center website. [www.dallasmarket-center.com](http://www.dallasmarket-center.com)



## PROCOLOMBIA

PROCOLOMBIA provides you with reliable information about the industry and facilitates your business transactions with Colombian sourcing companies. We can help prepare information tailored to your needs, organize personalized agendas with potential suppliers in Colombia, and walk you through the entire process of connecting you with the country. We invite you to learn more about the Colombian textile and garment companies that showcase new trends. Learn more about trade opportunities featuring competitive advantages and benefit from the Free Trade Agreement: 0% duty on products imported from Colombia. This industry offers more than 100 years of experience in manufacturing fabrics and apparel for the fashion industry, locally and internationally. Colombia has become a hub in Latin America thanks to its competitive production and quality during the last 10 years. With exports exceeding 1 million dollars per year, Colombia is currently a competitive supplier of apparel and textile goods in Latin America. [www.procolombia.co](http://www.procolombia.co)

### Feb. 25

#### Lineapelle

Milan, Italy  
Through Feb. 27

#### The NBM Show

Orlando, Fla.  
Through Feb. 27

#### International Fur & Fashion Fair

Hong Kong  
Through Feb. 28

#### Poznan Fashion Fair

Poznan, Poland  
Through Feb. 27

### Feb. 27

#### Denver Apparel & Accessory Market

Denver  
Through March 2

#### Denver Gift, Home, Jewelry & Resort Show

Denver  
Through March 2

#### I.L.M. International Leather Goods Fair

Offenbach, Germany  
Through March 1

### Feb. 28

#### White

Milan  
Through March 2

#### Super

Florence  
Through March 2

#### Mido

Milan  
Through March 2

#### Playtime

New York  
Through March 2

### February TBA

#### PGA Expo (TBA)

Las Vegas

#### Clique (TBA)

New York

#### Expoifil (TBA)

Paris

#### Jewelry, Fashion & Accessories Show (TBA)

Rosemont, Ill.

#### Indiana Women's Apparel Club (TBA)

Carmel, Ind.

#### Premium Order Duesseldorf (TBA)

Duesseldorf, Germany

#### Midwest Children's Apparel Group (TBA)

Indianapolis

#### Designers at the Jumeirah Essex House (TBA)

New York

#### CALA (TBA)

San Francisco

### March 1

#### ASDMARKETWeek

Las Vegas

#### Style Lab

Montreal

#### JA New York

New York

#### Michigan Shoe Market

Livonia, Mich.

#### Denver Gift, Home, Jewelry & Resort Show

Denver

#### Michigan Shoe Market

Livonia, Mich.

#### Children's Club

New York

#### Through March 3



For nearly 40 years, **Lectra** has delivered innovative technology solutions to fashion companies around the world, enabling them to improve their edge and better respond to today's most pressing challenges. Lectra's network of experts, specializing across a range of areas—including research and development, solution implementation, and change management—are dedicated to serving businesses as diverse as fast fashion, luxury, and ready-to-wear. Lectra offers an unrivaled suite of hardware, software, and associated services to optimize the entire value chain, from line planning and scheduling through design, development, and sourcing, all the way to manufacturing to delivering a sustainable competitive advantage. [www.lectra.com](http://www.lectra.com)

#### New England Apparel Club

Marlboro, Mass.  
Through March 4

#### SMOTA

Miami  
Through March 3

#### The Profile Show

Toronto  
Through March 3

#### Boston Collective

Boxborough, Mass.  
Through March 3

### March 2

#### LA Textile (LA International Textile Show)

Los Angeles  
Through March 4

#### Factory Direct

Los Angeles  
Through March 4

### March 3

#### Asia's Fashion, Jewellery and Accessories Fair

Hong Kong  
Through March 6

#### NE Materials Show

Danvers, Mass.  
Through March 4



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TRADE SHOWS



Rosenthal & Rosenthal

Celebrating our 75th year as an independent, family-owned factoring company with a large focus on the apparel industry, **Rosenthal & Rosenthal** understands our clients' business and is able to cater to the needs of our clients, including prompt turnaround on requests, flexibility in structure, and a user-friendly, state-of-the-art online client system. Services include factoring, credit protection, collection, cash application, lending services, and letters of credit. We were established in 1938, and 75 percent of our clients are apparel-related. [www.rosenthalinc.com](http://www.rosenthalinc.com)

Northern Cal Active Sports Market (WWSRA)

Reno, Nev.  
Through March 5  
**Ready to Wear**  
Paris  
Through March 11

March 4  
Hong Kong International Jewellery Show

Hong Kong  
Through March 8  
**Northwest Shoe Travelers Market**  
Shakopee, Minn.  
Through March 6

Osaka International Gift Show

Osaka, Japan  
Through March 5  
**Trends The Apparel Show**  
Edmonton, Canada  
Through March 9

March 6

**Capsule**  
Paris  
Through March 8

**Tranoi**  
Paris  
Through March 9

**Premiere Classe**  
Paris  
Through March 9

March 7

**Taste**  
Florence  
Through March 9

Norton's Apparel, Jewelry & Gift Market

Gatlinburg, Tenn.  
Through March 9

March 8

San Diego Apparel Accessories, Show & Gift Show

San Diego  
Through March 10  
**Travelers Show**  
Philadelphia  
Through March 10

**Style Lab**  
Montreal  
Through March 10

**MJSA Expo**  
New York  
Through March 10

March 9

**Coast**  
Miami  
Through March 10

March 10

NW Materials Show

Portland, Ore.  
Through March 11  
**MosShoes**  
Moscow  
Through March 13

March 11

**Preview in Daegu**  
Daegu, South Korea  
Through March 13

March 12

**Plataforma K**  
Baranquilla, Colombia  
Through March 13

**Dye + Chem Sri Lanka**  
Colombo, Sri Lanka  
Through March 14

Textech International Expo

Colombo, Sri Lanka  
Through March 14  
**International Yarn & Fabric Show**  
Colombo, Sri Lanka  
Through March 14

March 13

**Imprinted Sportswear Shows**  
Atlantic City, N.J.  
Through March 15

**Atlanta Spring Gift, Home Furnishings & Holiday Market**  
Atlanta  
Through March 15

**India International Leather Fair**  
Kolkata, India  
Through March 15

March 15

**Los Angeles Fashion Market**  
Los Angeles  
Through March 18

**LA Kids' Market**  
Los Angeles  
Through March 18

Lazr

Los Angeles  
Through March 18

**Syracuse Super Show**  
Syracuse, N.Y.  
Through March 16

**Travelers Show**  
Baltimore  
Through March 16

March 16

**Designers and Agents**  
Los Angeles  
Through March 18

Select

Los Angeles  
Through March 18

Transit

Los Angeles  
Through March 18



Surf Expo is the longest-running and largest boardsports and beach/resort lifestyle trade show in the world. Produced annually in January and September, the show draws buyers from specialty stores, major resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. Surf Expo features approximately 2,600 booths of apparel and hardwoods and a full lineup of special events, including fashion shows, shaping competitions and demos. The show attracts more than 27,000 attendees and was named among the Fastest 50 Growing Trade Shows by Trade Show Executive Magazine and among the Top 25 Fastest Growing Shows For Attendance by Trade Show News Network. Surf Expo will be held Jan. 8-10, 2015, at the Orange County Convention Center in Orlando, Florida. [www.surfexpo.com](http://www.surfexpo.com)



We at **Gateway Trade Funding** customize financing programs to meet the unique needs of our clients. Our focus goes beyond the company's current financial statements. We dedicate time and effort to learn about the business of our clients and their distinctive requirements. Our staff is committed to responding quickly to client requests. Integrity, discretion, responsiveness and creativity are our touchstones. When you are ready to talk to financial experts who are willing to listen to you and see the potential of your business, choose Gateway Trade Funding as your financial partner. Gateway's management team has extensive experience in national and international trade finance and in commercial banking. [www.gateway-tradefunding.com](http://www.gateway-tradefunding.com)

Coeur

Los Angeles  
Through March 18

Shape

Los Angeles  
Through March 18

March 17

**Kansas City Apparel & Accessory Market**  
Kansas City  
Through March 18

**Charleston Fashion Week**  
Charleston, S.C.  
Through March 21

March 17-20  
**Fimec**  
Novo Hamburgo, Brazil  
Through March 20

**SAPICA**  
Leon, Mexico  
Through March 20

March 18

**Yarn Expo**  
Shanghai  
Through March 20

**Hometextile/Intertextile**  
Guangzhou, China  
Through March 22

**Chic**  
Beijing  
Through March 20

**Interfilieri**  
Hong Kong  
Through March 19

**AAFA Executive Summit**  
Washington, D.C.  
Through March 20

March 19

**Baselworld**  
Basel, Switzerland  
Through March 26

March 20

**Portland Gift & Accessories Show**  
Portland, Ore.  
Through March 22

**GTS Jewelry & Accessories Expo**  
Greensboro, N.C.  
Through March 22

**Lakme Fashion Week**  
Mumbai, India  
Through March 24

March 21

**Stylemax**  
Chicago  
Through March 24

March 22

**Travelers Show**  
Pittsburgh  
Through March 23

**The National Bridal Market**  
Chicago  
Through March 24

**Quebec Gift Fair**  
Montreal  
Through March 25

**Europe's Truly International Jewellery Sourcing Fair**  
Messe Freiburg, Germany  
Through March 25

March 23

**The Source/International Textiles Expo**  
Las Vegas  
Through March 25

**Dallas KidsWorld Market**  
Dallas  
Through March 28

**The Metropolitan New York Shoe, Footwear & Accessories Market**  
Secaucus, N.J.  
Through March 24

**Fashion Week El Paseo**  
Palm Desert, Calif.  
Through March 28

March 24

**GlobalShop**  
Las Vegas  
Through March 26

**JITAC European Textile Fair**  
Tokyo  
Through March 26

**Prime Source Forum**  
Hong Kong  
Through March 25

Kingpins

Hong Kong  
Through March 25

March 25

**Dallas Apparel & Accessories Market**  
Dallas  
Through March 28

FIG

Dallas  
Through March 27

**The ASI Show**  
Long Beach, Calif.  
Through March 26

March 28

The One

Dallas  
Through March 30

**Boston Gift Show**  
Boston  
Through March 31

**GTS Florida Expo**  
Orlando, Fla.  
Through March 30

March 29

**GALLA Market**  
Los Angeles  
Through March 31

**LA Gift & Home Market**  
Los Angeles  
Through March 31

**Arizona Apparel, Accessories, Shoes & Gift Show**  
Phoenix  
Through March 31

**GALLA Market**  
Los Angeles  
Through March 31

March 30

**Las Vegas International Lingerie Show**  
Las Vegas  
Through April 2

MM&T

Hong Kong  
Through April 1

**Fashion Access**  
Hong Kong  
Through April 1

March 31

**Northstar Fashion Exhibitors**  
St. Paul, Minn.  
Through April 2

➡ Trade Show Calendar page 22

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TRADE FINANCING



P/O FINANCING





International Trade Show Calendar

Continued from page 21

**APLF**  
Hong Kong  
Through April 2

**March TBA**

**Brand Assembly (TBA)**  
Los Angeles

**LA Men's Market (TBA)**  
Los Angeles

**The Micam Shanghai (TBA)**  
Shanghai

**Connections (TBA)**  
London

**Premiere Vision Shanghai (TBA)**  
Shanghai

**Apparel Sourcing (TBA)**  
Paris

**Manila F.A.M.E. International (TBA)**  
Pasay City, Philippines

**Los Angeles Apparel Trade Show (TBA)**  
Los Angeles

**OffPrice Show (TBA)**  
London

**Interstoff Asia (TBA)**  
Hong Kong

**Intertextile (TBA)**  
Shanghai

**April 6**  
**CALA**  
Denver  
Through April 8

**April 7**  
**LA Majors Market**  
Los Angeles  
Through April 9

**Indigo**  
New York  
Through April 8

**April 8**  
**Made in France**  
Paris  
Through April 9

**Made in France Premiere Vision**  
Paris  
Through April 9

**Premiere Vision Istanbul**  
Istanbul  
Through April 10

**April 9**  
**Printsource New York**  
New York  
Through April 10

**Atlanta Apparel Market**  
Atlanta  
Through April 13

**April 10**  
**Denver Apparel Market**  
Denver  
Through April 13

**April 12**  
**Fashion Market Northern California**  
San Mateo, Calif.  
Through April 14

**New England Apparel Club (TBA)**  
Marlboro, Mass.  
Through April 15

**Michigan Women's Wear Market**  
Livonia, Mich.  
Through April 13

**April 13**  
**Nor-Cal Apparel & Footwear Show**  
San Francisco  
Through April 15

**April 15**  
**Luxe Pack**  
Shanghai  
Through April 16

**Peru Moda**  
Lima, Peru  
Through April 17

**Kingpins**  
Amsterdam  
Through April 16

**April 17**  
**Hawaii Market Merchandise Expo**  
Honolulu  
Through April 19

**Mid-South Jewelry and Accessories Fair**  
**Memphis**  
Through April 19

**April 18**  
**Couture**  
New York  
Through April 20

**April 19**  
**The Deerfield Show**  
Deerfield, Ill.  
Through April 20

**April 20**  
**The Source/International Textiles Expo**  
Atlanta  
Through April 21



Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A partner of our firm manages every client relationship. Our 70-year track record in the core factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff. [www.milbergfactors.com](http://www.milbergfactors.com)

**China International Gold, Jewellery & Gem Fair**  
Shenzhen, China  
Through April 22

**April 24**  
**Billings Market Association**  
Billings, Montana  
Through April 26

**April 27**  
**Hong Kong Gifts & Premium Fair**  
Hong Kong  
Through April 30

**April 30**  
**China Sourcing Fair**  
Hong Kong  
Through April 30

**April TBA**  
**CALA (TBA)**  
San Francisco

**Trendz (TBA)**  
Palm, Beach, Fla.

**Chicago Gift Market (TBA)**  
Chicago

**NW Trend Show (TBA)**  
Seattle

**Motexha (TBA)**  
Dubai

**Indiana Women's Apparel Club (TBA)**  
Carmel, Ind.

**Luggage, Leathergoods, Handbags & Accessories Show (TBA)**  
Toronto

**May TBA**  
**Atelier Designers (TBA)**  
New York



Established in 1994, **Hana Financial** is a commercial finance company specializing in traditional factoring, trade finance, and international factoring. Additionally, it provides SBA loans, residential mortgage loans, and wealth management. Hana Financial has successfully transformed itself from a local start-up, primarily serving a niche market of Southern California, to a nationwide firm garnering businesses from all across the nation. It operates in over 28 industries in four countries, with locations in Los Angeles, New York, and Bellevue, Wash. It's also a member of Factors Chain International. [www.hanafinancial.com](http://www.hanafinancial.com)

**Premium Textile Japan (TBA)**  
Tokyo

**DG Textile Expo Fabric & Trim Show (TBA)**  
San Francisco

**AccessoriesTheShow (TBA)**  
New York

**Moda (TBA)**  
New York

**Fame (TBA)**  
New York

**Accessorie Circuit (TBA)**  
New York

**Intermezzo Collections (TBA)**  
New York

**Apparel Sourcing Show (TBA)**  
Guatemala City

**Head to Toe Women's Expo (TBA)**  
San Diego

**May 3**  
**OffPrice**  
New York  
Through May 5



**EUROVET** is the world-leading trade show organizer for lingerie and swimwear. Eurovet runs 17 textile and fashion-related fairs, 11 of them exclusively dedicated to lingerie and swimwear. The leaders in the field are the renowned Salon International de la Lingerie (Fall-Winter Collections) and Mode City (Spring-Summer collections and swimwear), which take place respectively in January and July in Paris. Interfilière, the fabric and trimmings show, runs simultaneously every year in January and July. Since 2005, EUROVET has become the most influential trade show player for this industry in Asia with Interfilière Hong-Kong, Interfilière Shanghai, the best sourcing platforms produced respectively in March and October, and Shanghai Mode Lingerie, the brand platform in Asia. Eurovet entered the U.S. market in April, 2012 with the acquisition of CURVExpo, the only trade show for designer lingerie, men's underwear and swimwear in North America. In July 2014, Eurovet announced a 50/50 co-ownership agreement with the Igodo company, Russia's leading ready-to-wear trade show organizer. The first joint edition of CPM Body & Beach-Moscow Mode Lingerie will take place on February 24-27, 2015. [www.curvexpo.com](http://www.curvexpo.com)

**IFJAG**  
New York  
Through May 6

**May 4**  
**Designers and Agents**  
New York  
Through May 6

**Techtextil**  
Frankfurt, Germany  
Through May 7

**May 5**  
**The Atlanta Spring Immediate Delivery Show**  
Atlanta  
Through May 7

**The ASI Show**  
New York  
Through May 6

**May 7**  
**Imprinted Sportswear Shows**  
Nashville  
Through May 9



**CALA** is an apparel trade show consisting of Los Angeles, San Francisco, New York, and European contemporary fashion market representatives formed to offer a more contemporary alternative to other shows in Northern California and throughout the United States. CALA San Francisco has grown to over a hundred exhibitors featuring thousands of contemporary women's and men's apparel and accessories. Show fees start at \$400 for exhibitors with complementary catering and parking offered for all buyers. CALA Denver has grown over the years, consistently bringing the best brands in contemporary fashion to the Rocky Mountains. Showing at the newly renovated and spacious Denver Mart Expo Building, conveniently located for the buyers with free parking, low exhibitor show fee, fully catered, and negotiated room rates at the Westin Denver Downtown starting at \$159/night with complementary shuttle service. The show fee is \$400, which includes the cost of booth rental. Catering and free validated parking is provided for attendees. For more information about exhibiting or attending any upcoming CALA Show, please visit our website. [www.calashows.com](http://www.calashows.com)



**Finance One, Inc.** is a privately held factoring company now celebrating its 15th year. Located in the heart of downtown Los Angeles, it provides factoring, trade financing, and purchase-order financing to small- to medium-sized businesses. As the company's motto, "Win/Win Factoring" expresses, Finance One places a top priority on its clients' growth and success. Finance One provides factoring services at the most competitive rates, with exceptional customer service and personalized financial solutions for unique business needs. [www.finone.com](http://www.finone.com)

**May 12**  
**Premiere Vision Sao Paulo**  
Sao Paulo  
Through May 13

**Modama**  
Guadalajara, Mexico  
Through May 14

**May 13**  
**Luxe Pack**  
New York  
Through May 14

**May 14**  
**The NBM Show**  
Arlington, Texas  
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**TLM PUBLISHING INC.**  
**APPAREL NEWS GROUP**  
Publishers of:  
California Apparel News  
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**EXECUTIVE OFFICE**  
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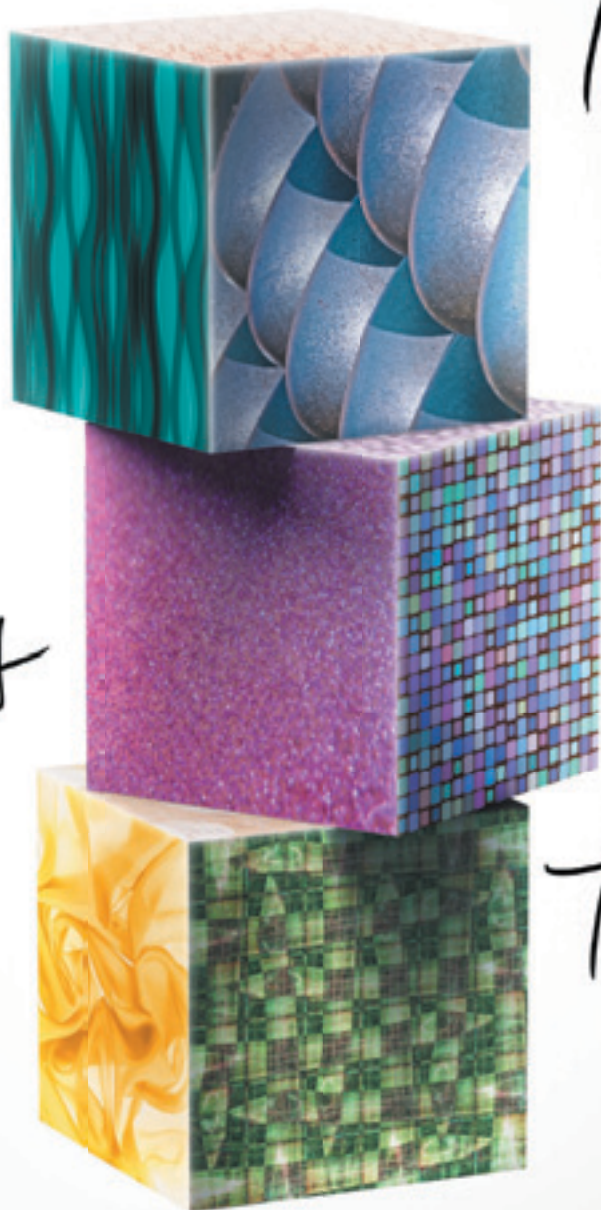
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