

# CALIFORNIA ApparelNews

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ANDREW ASCH

**DVF at SMP:** Diane von Furstenberg poses for photos with fans at her store at Santa Monica Place. The designer was in Santa Monica, Calif., on her book tour. For more, see page 2.

## Port Congestion Fees Suspended for Shippers but More Problems at the Docks

By Deborah Belgum *Senior Editor*

The silver lining in the West Coast port-congestion problem is this: There will be tons of discounted winter merchandise for sale after the holiday shopping season.

That's great for consumers and off-price outlets, but for apparel importers and department stores, it will take a big chunk out of profits at a time many retailers and apparel manufacturers are still struggling with more competition from e-commerce sites and price-conscious shoppers.

Ram Kundani, of **B. Boston & Associates** in Los Angeles, said the port-congestion problem will cost him at least \$500,000. He is still waiting for seven to eight cargo containers filled with sweaters to show up on the local docks. His retail clients already have canceled their orders on that merchandise.

He will probably be selling his excess merchandise to discounters for 50 cents on the dollar. "At this point, what can you do?" Kundani said. "We will have to dump the merchandise."

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## Krochet Kids International Asks, 'Who Made Your Clothing?'

By Alyson Bender *Contributing Writer*

On Nov. 19, Costa Mesa, Calif.-based **Krochet Kids International** let consumers shopping on its website to name their own price for the company's beanies, bags and other hand-crafted apparel and accessories.

The promotion, called "Name Your Price, Define Your Impact," was created to "discover how shoppers value a product when they can know who made it and how the purchase impacts the person's life" and was part of a larger social initiative designed to draw a connection between consumers and the people who make their clothing.

Krochet Kids' founder, Kohl Crecelius, wants to steer consumers away from asking "who are you wearing" and instead have them consciously consider who made what they are wearing. The Name Your Price initiative is part of the company's holiday 2014 campaign, **#KnowWhoMadeIt**.

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## Hyden Yoo Opens on Abbot Kinney

By Andrew Asch *Retail Editor*

The **Hyden Yoo** brand opened its first fashion boutique on high-profile Los Angeles fashion street Abbot Kinney Boulevard earlier this month.

The downtown Los Angeles-headquartered brand has placed its men's and women's merchandise at retailers such as **Bloomingdale's**, **Urban Outfitters**, **Trunk Club** and specialty boutiques, said Hyden Yoo, founder and the namesake of the brand. But a branded boutique would create a higher profile for the label, he said.

"You get instant credibility for the brand if you are on that street," he said of Abbot Kinney. "It's my favorite neighborhood. It is also the neighborhood that I live in."

The 650-square-foot store is located at 1410 Abbot Kinney Blvd., a space that formerly housed **Satine Kawaii**, a fashion store inspired by Japanese "cute" culture. The store was run by prominent Los Angeles boutique chain **Satine**.

Like a few other fashion designers, Yoo got his start on a reality show, but this reality show had nothing to do with fashion.

Yoo appeared on the 2002 season of "Fear Factor," where contestants competed for money and prizes by finessing big stunts. In Yoo's case, on the show he was doing something similar to waterskiing on dirt while being dragged by a covered wagon. He also performed a Houdini-esque stunt by jet-tisoning an opponent out of a **Plexiglas** cage perched high

➔ **Hyden Yoo** page 2

## MarcoMarco: From Runway to Retail

*A limited-run men's underwear line gears up for its retail debut.*

By Alison A. Nieder *Executive Editor*

Walk into the three-room Hollywood studio that serves as the **MarcoMarco** headquarters and you're likely to find the five design assistants frantically stitching the final details to a costume that must be delivered immediately.

On a worktable, there's a bag of plastic doll parts and the remains of dismembered stuffed animals. (Both were used for costumes that have already been completed and shipped out the door.) In the sewing room, two patternmakers and four seamstresses are bringing the creations of costume designer and stylist Marco Morante to life. One wall is covered with framed photos of the designs Morante has created for per-

formers such as Nicki Minaj, Iggy Azalea, Fergie, Kesha, Britney Spears and Katy Perry. (Morante created the famous cupcake bra Perry wore in her "California Gurls" video. He also created the performance costumes for Spears' "Piece of Me" shows at **Planet Hollywood** in Las Vegas.)

But these days, the photos are partially obscured by stacks of boxes containing the designers' latest project: a capsule collection of underwear.

The collection was first created to outfit the Pit Crew on "RuPaul's Drag Race." Morante didn't consider producing more than a few custom pieces until he showed the line on the runway at **Style Fashion Week** last year. The show, held

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



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# DVF Drops by Santa Monica Place Store

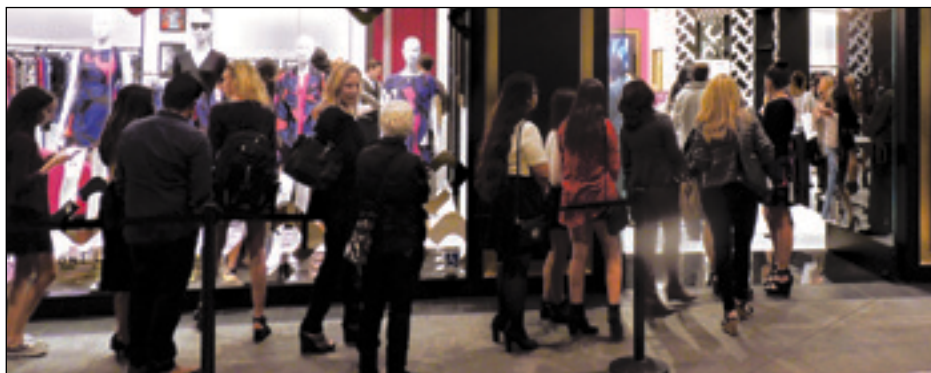
Diane von Furstenberg visited her recently opened **DVF** store at the **Santa Monica Place** retail center on Nov. 17. The colorful boutique in Santa Monica, Calif., served as a stop on her tour for her recently published book, "The Woman I Wanted to Be." It's a memoir that features her creating the iconic wrap dress, her storied career, living a jet-set life and her origin as the daughter of a Holocaust survivor as well as raising her own family. "The Woman I Wanted to Be" was praised for its candor from such diverse public figures as Anna Wintour and Gloria Steinem.

At the Santa Monica Place book signing, a long line of people—many of whom were women in DVF wrap dresses—waited in line



Diane von Furstenberg

for von Furstenberg. She sat on a couch at the store, signed books and posed for photos with fans. When asked by a reporter on what she thought her legacy would be, she answered, "My legacy will be telling every woman she can be the woman she wants to be."—*Andrew Asch*



Fans line up at the DVF store at Santa Monica Place.



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# PacSun Hires New Marketing Chief

**Pacific Sunwear of California Inc.**'s marketing campaign, Golden State of Mind, will be expanding.

The mall retailer, with a fleet of 620 stores, announced on Nov. 18 that Amber Fredman-Tarshis was named as its senior vice president and chief marketing officer. It will be her job to direct the company's Golden State of Mind marketing campaign, which debuted in 2012.

"Much of my career has been focused on creating emotional connections with consumers and telling great stories that bring brands to life. I look forward to developing the brand's Golden State of Mind positioning and celebrating the incredible stories PacSun has to share," she said in a statement.

Fredman-Tarshis' résumé lists gigs directing marketing for fashion brands as well as entertainment. Her last job was as senior vice president of marketing for

**Guess**, where she worked from 2012 until recently. From 2009 to 2012, she was chief marketing officer for **The Hub** television network. She also worked in executive marketing positions for **Victoria's Secret** and **Warner Bros.**

At PacSun, Fredman-Tarshis will earn a base salary of \$400,000 and an annual incentive bonus opportunity based on the company's achievement of a preset financial target, which will be determined by Gary H. Schoenfeld, PacSun's chief executive officer, according to the retailer's financial documents. She also will receive a signing bonus of \$50,000.

PacSun will announce results for the third quarter of its 2014 fiscal year on Dec. 3. For its second quarter, it announced net sales of \$211.7 million compared with the same quarter of the previous year. Same-store sales increased 0.3 percent.—A.A.

# Nasty Gal Takes a Bow on Melrose

Prominent e-commerce emporium **Nasty Gal** opened its first physical store Nov. 21 at 8115 Melrose Ave. in Los Angeles. The space formerly housed a store in the boutique chain **Madison**.

Construction crews put the final touches on the store, which is located across the street from the landmark boutique compound of **Fred Segal** and between Crescent Heights Boulevard and Kilkea Drive. Keeping with Nasty Gal's brash sense of humor, wording on the stainless-steel exterior of the shop reads "No, It's Not a Porn Site," which refers to the e-commerce store's URL ([shopnastygal.com](http://shopnastygal.com)).

Nasty Gal, a privately held retailer, gained a lot of headlines over the past couple

of years from the fashion press for its bold style, its e-commerce success, and the image of its founder and chief executive officer, Sophia Amoruso.

Earlier this year, Amoruso, an Internet maven, delved into print media when she authored **#Girlboss**, her memoirs, which were published by the **Portfolio** and **Putnam** imprints of **Penguin Random House**. The book details Amoruso's rise from selling vintage clothing on **eBay** to helping a company that makes more than \$100 million in revenue, according to a biography on the ShopNastyGal website.

A statement from the retailer promised to hand out prizes to shoppers at the Nov. 21 debut of the shop.—A.A.

## Hyden Yoo *Continued from page 1*

over a river.

He saved \$10,000 of his prize money and started the Hyden Yoo line in 2008. (The Houston native, with a degree in biology/pre-med from the **University of Chicago**, had been working as a business consultant. He is a self-taught designer.) Initially, he designed and sold shirting. But his label gradually increased to include blazers, outerwear, knits and some bottoms. Yoo said that his line worked with unique fabrications. "We wanted to try something different but not too crazy," he said. Rather, they were clothes that men could wear to the office or for going out.

He also started a line called **Standard Issue** in 2010. He described it as sophisticated streetwear, and it keeps the same design mission as Hyden Yoo. It's different but not too crazy. There's military-inspired looks but no loud colors or big, graphic prints, he said. Retail price points for Hyden Yoo range from \$40 to \$400. Standard Issue's price points range from \$20 to \$200. Both lines are sold at

the Abbot Kinney store.

Yoo also crafted the interior design of the store, which had a clean, gallery-style look. He designed many of the mid-century modern-inspired furniture in the store. "It would have been easier if I bought everything," he said, "but it's more special if I designed everything."

The Hyden Yoo label is self-financed and has no investors. Yoo hopes to eventually open another boutique but is in no hurry. "I'm not obsessed by that aspect," he said of boutique retail. "I want to continue to do great business with wholesalers and make great product for the shop." ●



Hyden Yoo at his Abbot Kinney store



# Tankfarm, Schott NYC to Americana at Brand

**Tankfarm & Co** is upping the ante on its boutiques.

The men's clothing line has sold at retailers such as **Planet Blue**, **Kitson** and **Nordstrom** in the past. By Black Friday, the traditional start of the holiday season, Tankfarm plans on opening a 1,300-square-foot boutique at the **Americana at Brand** retail center in Glendale, Calif. It is one of the high-profile properties owned by **Caruso Affiliated**, which also developed, owns and operates **The Grove** in Los Angeles.

"We've been in business for 11 years. We need to diversify and go where the opportunities are," said John Anderson, president and co-founder of Tankfarm, which is headquartered in Seal Beach, Calif., where it runs a flagship boutique. "Our retail store in Seal Beach has been so successful it makes sense to open a few more shops. I want to stress that we're not going to neglect our key wholesale accounts that we have been working with for years."

Its Seal Beach store opened in late 2012. In October 2015, Tankfarm will open another shop in the upcoming **Pacific City** hotel, retail and residential district in Huntington Beach, Calif. It will be its third shop. Anderson forecast that his company will open a string of five boutiques.

Tankfarm sells looks from its own American heritage-inspired brand, Tankfarm. The boutique also will offer 65 third-party brands that complement the Tankfarm look, such as jeans from **Naked & Famous**, **Filson**, **Publish** and **Pendleton** and footwear from **Red Wing**. Other brands sold there will be **Zanerobe** and **Imperial Barber Grade Products** as well as eyewear from **Ray-Ban**.

The Americana store is scheduled to open adjacent to a boutique opened by outerwear maker **Schott NYC**. The Americana store is the first West Coast store for the New York-headquartered Schott, confirmed Liz Jaeger, a spokes-

person for the Americana. The Schott boutique opened at the Americana on Nov. 19. It is the second boutique for the family-owned outerwear company. The 101-year-old company made outerwear for the U.S. Army during World War II. Its **Perfecto** motorcycle jackets were later found on the backs of Marlon Brando as well as rock band **The Ramones** and Bruce Springsteen.

Gregory Okshteyn, with **Studios Go Inc.**, designed the look of Schott's Americana store. Jason Schott, the company's chief operating officer, said, "Los Angeles is a city with a rebellious spirit and tremendous appreciation for authenticity. It was an obvious choice for us to open our second U.S. store in Los Angeles, where we have a large fan base and the opportunity to introduce ourselves to an even larger audience. We are excited to open at The Americana at Brand, and we couldn't have a better partner than Caruso Affiliated."—*Andrew Asch*

## Stockholder Demands Resignation of Two American Apparel Board Members

A Canadian shareholder who owns a minority stake in **American Apparel** stock is calling for the last two senior members on the clothing company's board to resign.

Michael Bigger issued a statement saying he would like to see the resignation of David Danzinger and Allan Mayer, the co-chairmen of the board, who called for the ouster of American Apparel founder and chief executive Dov Charney in June. This year, five new members have been named to the board, with Danzinger and Mayer the only two who pre-date Charney's ouster.

Bigger, whose **Bigger Capital Fund LP**, **Bachelier LLC** and **Bigger Family** fund own more than 2 million shares, previously asked in a letter dated July 17 for the two board members' resignations. Bigger would like the two to be replaced with board members who represent American Apparel's minority shareholders.

"Danzinger and Mayer, with their fellow directors at the time, directly caused enormous economic and reputational harm to the company and must take responsibility," Bigger wrote to the board.

American Apparel declined to comment about the issue.

The Canadian shareholder said he was concerned that the company spent \$5.4 million in the third quarter to investigate whether Charney should be permanently ousted as CEO. Charney currently is acting as a paid consultant while the investigation continues.

"It is of great concern that the board and its sustainability committee have failed to complete the Charney investigation to date," Bigger wrote. He went on to say the committee had been scheduled to wrap up its investigation no later than 30 days from July 9, subject to extensions the suitability committee determined in good faith to be reasonable.

"Four months later, no conclusion has been communicated and shareholders remain entirely in the dark regarding the status of the investigation," Bigger said.

Charney, who with hedge fund **Standard General** owns around 44 percent of the Los Angeles-based company's stock, was suspended as chairman and chief executive pending an ongoing investigation into alleged misconduct that included alleged inappropriate behavior with women.

On Nov. 7, Bigger tweeted he dined with Charney and reiterated that the two co-chairmen of the board needed to resign.—*Deborah Belgun*

## Port *Continued from page 1*

dise. We will be losing a lot of money."

Kundani's loss is a gain for stores such as **TJ Maxx**. In a conference call with analysts on Nov. 18, Carol Meyrowitz, chief executive officer of TJ Maxx's parent company, **TJX**, said that a little disruption at the ports will benefit her company. TJ Maxx brought in a lot of its holiday goods early, which might have cost more in warehouse expenses but will be made up by lower prices for a ton of merchandise made available later this year.

"I think later we're going to yield a great opportunity from the goods that haven't gotten through for most vendors and retailers as of yet," Meyrowitz said.

TJ Maxx's windfall is because the congestion problems at the **Port of Los Angeles** and the **Port of Long Beach** haven't improved. The same holds true at the Tacoma/Seattle port complex. Getting goods to any West Coast port is proving challenging.

Some companies have gotten so desperate they are offering an extra \$200 to \$300 to truckers if they pick up their cargo containers before other clients, said Debra Taylor, a customs broker and freight forwarder with **Alba Wheels Up**, located near the ports.

Taking desperate measures to dig cargo containers out of the ports has been prompted by several problems that converged all at once on the waterfront.

A new labor contract between nearly 20,000 longshore workers and their employers at 29 West Coast ports has been in the negotiation process since last May but still hasn't been resolved.

On Nov. 17, the **National Association of Manufacturers** and other trade groups wrote the White House to urge President Obama to intervene by sending a federal mediator to help negotiate the six-year contract, which expired July 1. The **International Longshore and Warehouse Union** and the **Pacific Maritime Association** have been meeting regularly in San Francisco.

"We'd like the administration to consider the use of federal mediation to help them reach a deal," said Jonathan Gold of the

**National Retail Federation**. "We want to avoid at all costs the shutdown of West Coast ports."

However, the White House said it would not send in a federal mediator but continue to monitor the situation, confident the two sides will resolve it on their own.

That stance was reiterated by Mario Cordero, chairman of the **Federal Maritime Commission**, a federal agency responsible for the regulation of maritime international transportation of the United States. "In my mind, something will develop very soon," Cordero said in a telephone interview. "That complements the White House statement where they expect some closure soon."

Accusations linger that longshore laborers are not working as quickly as they could, with crane operators scarce at the ports of Los Angeles and Long Beach, the Pacific Maritime Association said.

To add to the slowdown, the ILWU announced on Nov. 20 it was taking a 12-day break from "big table" negotiations and would only have subcommittee meetings during that time to discuss limited issues. The ILWU maintained it is concentrating on some of the smaller issues that need to be tackled. "We believe that smaller subcommittees are the best way to make progress on some important issues that need special attention," said ILWU spokesman Craig Merrilees in an email.

The PMA was not happy with the fact that "big table" negotiations would be shelved for a while. "We have made it abundantly clear that we believe these negotiations are of the utmost importance and should continue at full strength until the Thanksgiving holiday," PMA spokesman Wade Gates said. The PMA maintains that ILWU work slowdowns mean some ports' productivity remains 30 percent or more below normal.

As a result, a watery parking lot with cargo-container ships is forming off the breakwater of the Port of Long Beach and Port of Los Angeles. On Nov. 20, there were nine cargo containers still waiting for berths at the two ports, compared with nine last week. Off the Tacoma/Seattle port complex, there were

seven cargo containers floating on the ocean, waiting for space.

On Nov. 20, the **Port of Oakland** and other San Francisco Bay Area ports were closed for the entire day when ILWU laborers decided not to work in response to the death on Nov. 19 of a longshoreman who was stricken at the nearby **Port of Benicia** and later died at a hospital. His death is believed to be related to natural causes.

Containers that finally made it to the docks were stacked so high that it is still taking as much as two weeks or more to dig out. "It is looking increasingly challenging," said Mark Hirzel, president of the **Los Angeles Customs Brokers and Freight Forwarders Association**. "As you pack it higher and taller, there is more on the bottom, and then you have more congestion, not less congestion."

He complained that ocean carriers continue to send cargo to the West Coast instead of holding it in Asia until the congestion problem eases.

The ports have become so backed up that the shipping lines said they would start imposing a \$1,000 per 40-foot container port congestion fee starting Nov. 17. But when importers complained vociferously, the carriers decided to indefinitely suspend the new fee.

### Keep on trucking, maybe

If matters weren't bad already, independent truck drivers decided this was the time to urge trucking companies to employ them full time. About 80 percent of the truck drivers working in the port area are independent operators who own their own rigs.

At mid-week, truckers were picketing five trucking companies whose rigs were delivering to terminals at the ports in Los Angeles and Long Beach, causing more delays.

"What we are seeing is at least all the marine terminals, at least at the Port of Los Angeles, are turning away trucks from those companies that are being struck," said Barb Maynard, a spokeswoman for the **Teamsters Union**, which is organizing the strike. "So those containers are not getting moved at the

docks."

At the Port of Long Beach, the **ITS** terminal was accepting trucks from targeted trucking companies. Consequently, there was a rash of picketers around that terminal's gates. Picketers were marching alongside trucks and sporadically walking in front of them to stop their movement, said Art Wong, a Port of Long Beach spokesman.

"It is only a temporary slowdown, and then they go back to work," Wong said. "We agreed with them that they get only so many minutes to walk across the street [in front of trucks]. Our security people and the Teamster leadership know how this works."

By Nov. 20, truckers had stopped picketing three truck companies: **LACA Express**, **QTS** and **Win Win Logistics**.

### Cargo on wheels

The months' old port-congestion problem started out with a shortage of chassis, the wheeled frames used to transport the cargo containers. That situation hasn't changed even though the Port of Los Angeles and the Port of Long Beach have devised plans to alleviate the problem.

The Port of Long Beach recently announced it was setting aside 30 acres at Pier S on Terminal Island to temporarily store empty cargo containers affixed atop chassis. That means the empties could be taken off the chassis and the chassis returned to pick up a loaded cargo container. But the Pier S site won't be open until early December because a temporary road to the location has to be upgraded to accommodate larger 18-wheelers, Wong said.

Earlier this year, the Port of Los Angeles allocated space to store empty and loaded containers on Terminal Island. But that still is not being used.

One of the problems is that a labor contract has to be in effect to determine the rules of how the ILWU, which services the chassis, will work in these two locations.

A gray chassis pool that would make chassis more readily available at the two ports won't be in effect until at least February. ●

# Coming Soon in November and December

## November 28

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



## December 5

Cover: Retail Financial  
Report  
Fashion Resource  
Findings & Trimmings  
Advertorial



## December 12

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



## December 19

Cover: Fashion  
2014 Retrospective and  
Financial Industry Review  
Retail Report



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# Byer California Launching Retail and Fast-Fashion Items

**Byer California** has been making juniors apparel for 50 years now for stores around the country, but it never had its own retail presence.

That is about to change. In December, the San Francisco-based company said it plans to open its first outlet store, which will be at the **Outlets at Tejon** in Tejon, Calif. The discount mall is a convenient stopping-off point for long-distance travelers driving north from Los Angeles through the San Joaquin Valley on Interstate 5.

Other outlet stores are planned soon in the Northern California towns of Napa and Livermore.

The retail expansion comes at the same time that Byer California is launching an e-commerce site dedicated exclusively to its Byer California label, geared to the young contemporary woman, ages 18 to 35.

Byer California will continue to provide private-label goods for department stores such as **Kohl's**, **Macy's** and **J.C. Penney** but wants to expand its own label, started in 1964 by Allan Byer, who is still the company's chairman.

Now his children, Phillip Byer and Jan Byer, are leading the clothing cause. Phillip is the chief executive of the venture, which has revenues of more than \$100 million a year, and Jan is the creative director.

"I'm proud of the wholesale business we have created," Jan Byer said in a statement. "With more shoppers online, we feel it's a

good time to step out and curate our own branded collection. We're adding layers to our core business that will allow us to reach our customers directly and incorporate their feedback into all of our products."

Byer California will offer value-priced seasonal items including tops, skirts, pants and dresses along with essential pieces sold separately or as part of a package.

Taking a cue from fast-fashion stores around the country, Byer California's clothing will be updated every month.



**BOXED UP:** Byer California has a deal for young contemporary women on a budget looking to spiff up their professional wardrobe. For \$98, they can get this box, filled with one pair of black pants, a matching black jacket, a black skirt, and a pink or white blouse.

The company is also offering a concept that has been popular with online clothing subscription services. Byer California is selling a \$98 wardrobe package that every young working woman can use: a basic black jacket, matching black pants a black skirt and a white or pink polyester blouse that is delivered in a bright yellow box.

—Deborah Belgum

## Calendar

### Nov. 22

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

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

### Nov. 23

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

### Dec. 4

**The Professional Club's networking event**  
The Palm  
Los Angeles

### Dec. 6

**Line & Dot sample sale**  
2807 S. Santa Fe Ave.  
Vernon, Calif.

### Dec. 7

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

### Jan. 4

**Accessories The Show Fame Moda**  
Jacob K. Javits Convention Center  
New York  
Through Jan. 6

### Jan. 5

**Agenda**  
Long Beach Convention Center  
Long Beach, Calif.  
Through Jan. 6

### Intermezzo Collections

Piers 92/94  
New York  
Through Jan. 7

### Jan. 8

**Surf Expo**  
Orange County Convention Center  
Orlando, Fla.  
Through Jan. 10

There's more  
on ApparelNews.net.

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

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

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LISTEN TO YOUR IDEAS.  
GET A FRESH START.  
HERE YOU ARE FREE.  
HERE NOTHING CAN STOP YOU.  
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## Krochet Kids *Continued from page 1*

The registered 501(c)3 nonprofit organization strives to break poverty cycles through providing employment, education and mentorship to highly vulnerable women. The company first began working with women in Uganda in 2007 and expanded into Peru in 2011 following a **Kickstarter** campaign.

“Through a unique model, we are empowering the women of Northern Uganda and Peru with the assets, skills and knowledge to lift themselves and their families out of poverty,” Crecelius said. “We provide jobs so that women can meet the present needs of their families, educate them so that they develop beyond the need for outside aid, and provide mentorship to help each lady plan a unique and sustainable career path for the future.”



Kohl Crecelius

The company is currently working with 150 women in Uganda who are taught to crochet beanies, cross-body bags, scarves, bowties and infant booties. In Peru, Krochet Kids is currently working with 35 women. The company has also set up a cut-and-sew facility in Peru, enabling the company to offer more-diverse product categories, such as knit lace tops, lounge pants, backpacks and graphic tees.

The workers’ progress is monitored monthly through a mentorship program, which measures growth in six categories: economic, physical, spiritual, psychological, social and intellectual. The company makes a commitment to work with each woman—or “beneficiary”—for at least three years.

“Too many aid programs keep people in poverty in de-



Krochet Kids’ “Pike” bag

pendent cycles,” Crecelius said. “We pride ourselves on giving the women the tools and mentorship they need to become self-sustaining.”

Krochet Kids workers produce apparel and accessories for women, men and children. Each piece is signed by the woman who made it, providing a tangible story line of where the item is made and who the consumer is supporting with a purchase.

“The products created abroad have been well received here at home, and the collaboration of our staff and beneficiaries around the globe has created a sustainable cycle of employment and empowerment,” Crecelius said.

Krochet Kids International is currently selling in more than 400 stores across the United States, including **Urban Outfitters** and **Whole Foods**, as well as in Southern California retailers **Kitson**, the **University of Southern California Bookstore**, **Jack’s Surfboards**, **The Denim Bar** and **Una Mae**. It is also selling in stores in Canada and Japan and ships worldwide through e-commerce on its website. Retail prices range from \$20 to \$50.

“As a nonprofit, we are able to focus more resources and



**WORLD MARKETPLACE:** Krochet Kids International’s product include crochet beanies, cross-body bags, scarves, bowties and infants’ booties made by women in Uganda and knit lace tops, lounge pants, backpacks and graphic tees made in a cut-and-sew factory in Peru.

financial investment into our program initiatives and the activities that achieve empowerment,” Crecelius said. “This allows us to give our global staff, donors and customers the clearest picture of why we exist: to create lasting impact on the ground. We all work together to empower others.”

Going forward, Crecelius said he plans to expand the Krochet Kids concept to additional regions.

“Our two project locations are but microcosmic examples of what we hope to replicate throughout impoverished communities around the globe,” he said.

For more information about Krochet Kids, visit [www.krochetkids.org](http://www.krochetkids.org). To learn more about its “Know Who Made It” initiative, visit [www.knowwhomadeit.com](http://www.knowwhomadeit.com). ●

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# QST Introduces Online Waistband-Design Tool

Michele Wilkerson would like you to stop tearing apart her trade show booth.

The international marketing director for **QST Industries** has a waistband wall, which is part of the Chicago-based company's trade show booth. But, inevitably, designers at trade shows will pull off examples of the custom waistband treatments they want to use in their own collections.

"The waistband wall itself has 70-some waistbands," Wilkerson said. "We do all custom waistbands, and the options are endless because it's all in-house. When the designers come to the trade shows, they rip my waistband wall apart. They have 10 different waistbands to create just one of their own."

The samples on the waistband wall was only part of the problem. With so many options for customizing a waistband, designers were unsure where to start or overwhelmed with the selection, Wilkerson said.

"At QST, we know everything there is to making a waistband," she said. "So it's really hard for us to narrow it down for customers because we think we can do everything—and we can."

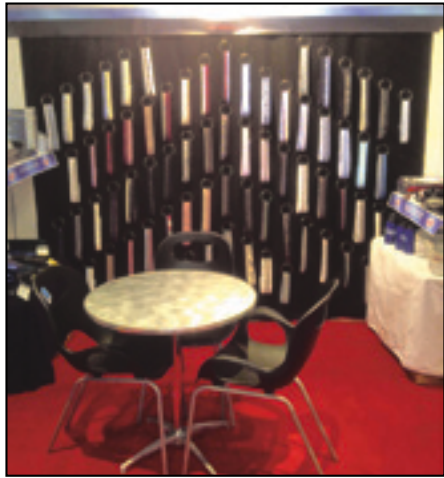
To help designers begin the process, QST created **Waistbandology**, an online tool that helps designers begin creating a custom waistband. There are templates for different waistband styles, and companies can upload artwork or logos to add to the design.

"It doesn't cover everything we can possibly do, but it certainly starts a design conversation," Wilkerson said.

The website ([www.qst.com/waistbandology](http://www.qst.com/waistbandology)) also helps companies get up to speed on the basic terminology of waistband design, such as the waistband curtain, which is the fabric trim on the inside of a waistband on a pair of pants or a skirt. This is prime real estate for branding with a logo or a company's signature print.

"It's so important because a waistband curtain [gives the garment] the hanger appeal," Wilkerson said. "It's the first thing you see when you pick up a pair of pants. Not only is it functional—it's the only thing that hits the wearer's body—but it's also brand identity. You can put your logo on there. You can tell them a whole story just through the waistband curtain."

QST is planning to expand Waistbandology's functionality to the company's other products, such as pocketing.



**ON DISPLAY:** QST Industries' trade show booth features a waistband wall with some of the company's many options for waistband design.

"This is just the foundation," Wilkerson said. "We're going to develop this out so you can see the inside of your garment and build it with QST components in it. We're looking at matching [waistbands] with the pockets. And we're looking at even taking that further."

For example, Wilkerson said, for **Levi's Commuter** line, designed for bicyclists, the denim giant added a little signature binding tape on the pants' hems that is visible when the pants are rolled up. The company is also adding branding to the inside back panel of **Dockers**, Wilkerson said.

For now, customers can browse the product library on QST's website, which shows product availability around the world. In the pocketing library, designers can preview different fabrications and weights.

"And all product is available 90 percent of the time with no minimums, which is huge for designers," Wilkerson said.

QST began previewing the website tool at trade shows last summer.



**ONLINE:** QST's online tool Waistbandology has templates to help designers create a custom waistband.

"We're such a touch-and-feel industry, but designers can utilize [Waistbandology] for their prototypes and their idea meetings," Wilkerson said. "They can see how they can include quality and brand identity—and not tear up my waistband wall."

The nearly 135-year-old QST has facilities around the world, including factories in the United States, Shanghai, Hong Kong, Vietnam, Romania, Pakistan, Mexico, Morocco and the Dominican Republic. In the U.S., QST has a 250,000-square-foot facility in Mocksville, N.C.

In addition to waistbands, QST manufactures other apparel-component products such as pocketing, linings, interlining, embroidery, elastic and undercollar cloth, as well as **Ban-Rol**, the company's patented "non-roll" waistband interlining; **Q-Loop**, a resin tape that fuses to belt loop fabric to eliminate fraying; and **Ascolite**, an elastic product that helps secure buttons.

—Alison A. Nieder

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# Burberry Flagship on Rodeo Bows, Burberry Chief Honored

It's been a **Burberry** month for Rodeo Drive.

On Nov. 19, Christopher Bailey, chief executive officer and chief creative officer of Burberry, picked up his plaque from the Rodeo Drive's **Walk of Style**. Past honorees for the award have included costume designer Catherine Martin, fashion editor Diane Vreeland, and fashion designers Tom Ford, Giorgio Armani and Salvatore Ferragamo. Photographer Mario Testino, a past Walk of Style honoree, presented Bailey with his Walk of Style plaque.

In mid-November, Burberry opened its new Beverly Hills flagship at 301 N. Rodeo Drive. The design of the four-story building was directed by Bailey. It was designed to be a physical store that embraces the digital world and honors the natural world.

The store will feature in-store digital screens that will stream brand content and broadcast live events. The events—featuring new music, film and art—will take place at the Burberry Beverly Hills flagship. Burberry store associates are equipped with iPads that will connect them to the brand's website and help shop for Burberry goods if an item is not stocked in the store.

The place also features 11 rooms with light paneled walls with touches of dark wood, a spiral stone staircase and Corinthian stone flooring. The store is LEED gold certified, which means that the store designers focused on making it a sustainable building, paying attention to water and energy efficiency and indoor environmental quality. The flagship's penthouse features solar panels and a garden with local plants.

The flagship will offer the brand's diverse lines and collections, such as **Burberry Prorsum** for women and men, **Burberry London** for women and men, **Burberry Brit** for women and men, accessories, footwear, eyewear, make-up, and fragrances. The brand also developed an exclusive limited collection for its Rodeo flagship, which includes its famous trench coats.—*Andrew Asch*



Christopher Bailey with Walk of Style plaque. Photo by Donato Sardella /Getty Images for Burberry.

## MarcoMarco *Continued from page 1*

at LA Live, featured drag queens in elaborate custom pieces and male dancers wearing neon and black mesh underwear with the name MarcoMarco prominently emblazoned across the waistbands.

"The next thing you know, everyone is asking for underwear that didn't exist," Morante said.

Potential customers from all over the world began calling to ask to buy the underwear.

Morante started producing limited quantities of the underwear for dancers and staff at some of the big nightclubs in Las Vegas, but the concept remained small until the most recent **Los Angeles Fashion Week** in October when Morante hosted his own runway show at **Vibiana** in downtown Los Angeles. This time, he had sponsorship from "Drag Race" production company **World of Wonder**, which also filmed the show and posted videos on the **WOW YouTube** page. (WOW is working on a web series called "The MarcoMarco Show.")

Within a week, the video had racked up more than 100,000 views, and even more requests for the underwear poured in to the MarcoMarco headquarters. Morante was producing small orders in his Hollywood studio, but it was a challenge to juggle the production work with his passion: creating performance costumes for his A-list clients.

"I just like to make one thing," he said.

### Building a wholesale business

Morante turned the underwear business over to his business partner, Chris Psaila, and brought in designer Nony Tochtermann to help build a capsule collection to sell to consumers and retailers.

A retail website ([www.marcomarco.com](http://www.marcomarco.com)) launched in April, and this month Tochtermann and Psaila opened up the

business to wholesale accounts.

The apparel collection—which Psaila and Tochtermann call "Marco Squared," in a nod to Morante's social-media handle—started with the underwear but soon expanded to include leggings, hoodies, hats, necklaces and socks. Wholesale prices range from \$8 for a necklace to \$13–\$15 for underwear and \$68 for leggings and hoodies.

"We want to be very careful about the stores that carry the line so we have the right distribution," Tochtermann said. Tochtermann plans to move the apparel production from the Hollywood studio to downtown Los Angeles. The next step is to grow the brand.

"We put together a business plan, and we're talking to investors," Tochtermann said.

Morante has known Tochtermann for years and helped to produce runway shows for Tochtermann's **Petro Zillia** label. ("Marco has not seen any of my shows from the front," Tochtermann joked.)

"This is the best way to grow a brand—with a positive atmosphere and friends helping each other," Tochtermann said.



Drag performer Mathu Anderson wearing a MarcoMarco design at Marco Morante's runway show at LA Fashion Week



MarcoMarco underwear and leggings on the runway at LA Fashion week in October.

### Serving a niche market

When Morante sent drag queens and male dancers down the runway during Los Angeles Fashion Week, it could have been seen as a gimmick. But for Morante, the runway show was no gimmick; it was a nod to an underserved niche market of young gay men, drag performers, club kids and dancers.

"This is a community that loves fashion but doesn't get any love from the fashion industry," Morante said.

On social media, Morante's fans hashtag themselves "square boys," Psaila said. They will also imitate the shy designer's signature photo stance by posing with their face covered by their hands or a hat. (Morante created a hat printed with a cartoon face in response to the people who complained that they couldn't see his face in photos.)

"That core base that is supportive of the brand, they connect with the line," Morante said.



Costume designer and stylist Marco Morante in front of his MarcoMarco studio in Hollywood. Morante's hat printed with a cartoon face was designed to counter people who complained that the shy designer often covered his face in photos.

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## DESIGNER PROFILE

### MarcoMarco *Continued from previous page*

The most recent runway show in October featured about 40 looks, including 20 custom drag pieces created for each performer, which included William Belli, Sharon Needles, Yasmine Petty, Detox, the Boulet Brothers and Mathu Andersen.

"They were all different sizes," Morante said. Although there were some styling requirements—for example, some of the girls preferred to highlight certain body parts. But Morante said there

were few preconceived ideas for the designs except that "everybody gets to be beautiful."

Morante and his team created the drag looks in 11 days, including printing the fabric.

"We make clothes fast. It's my thing," he said. "When we open a club, there will be 13 new deejays and every deejay has their own dancer and they'll each change four times. For three or four months, we'll be making something like 120 costumes a week." ●

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Manage sample processing from cutting through sending garments to customer. Strong organization skills req'd. Create mini-body sketches in Adobe Illustrator. Ability to prioritize own workload based on deadlines. Follows company procedures for acquisition of trims & documentation of all PO's & samples. Communicates data to pre-production. Flex PLM knowledge a +. \$15/hr.  
Email resume to [wehirethebest@hotmail.com](mailto:wehirethebest@hotmail.com)



### Sales and Production Assistant

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

### company sales representative

We're a wholesale young contemporary women's apparel and we're seeking a representative with experience with companies and boutique chain stores. We currently work with Dillard's, Francesca, Von Maur, Dry goods, Le chateau, modcloth, and Buckle. We're seeking a representative with minimum of 3 year experience and also works with companies not mentioned above.  
Pay is negotiable. Please contact [sara@marineblustyle.com](mailto:sara@marineblustyle.com) or call 213-741-0030.



### PRODUCTION PATTERN MAKER

Must have 5 yrs. Exp. with Stretch, Rigid Denim fabrics, Knits, jersey, top, bottom, women, kids, and men lines. Well Organized, detailed oriented with sense of urgency. Must know how to work with shrinkage, grading, nest reading, fitting, some marking, specs. Must know how to use Optitex System, some hand pattern making & leather patterns. Xp. preferred

Submit resumes to: [gilberto@robinsjean.com](mailto:gilberto@robinsjean.com)

Fax: 562\*806\*6785

## Jobs Available

### menswear designer needed

established men's and shorts & pants manufacturer in Vernon is looking for an experienced men's designer. we're looking to expand our pants and woven top's business and branch out into swimwear too.

the following experience is required

illustrator

photo shop

excel

create accurate tech packs

spec garments

flats & CAD's

must have complete knowledge of the mens market, whats trending

communicate with overseas factories

THIS IS NOT AN ENTRY LEVEL POSITION

MUST BE ABLE TO PROVIDE VERIFIABLE JOB REFERENCES.

SEND RESUMES TO: [RESUME4DESIGN@GMAIL.COM](mailto:RESUME4DESIGN@GMAIL.COM)

FULL TIME POSITION



### Account Executive

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

### In-House Sales Director

Hiring sales director for newly launched contemporary line. He/She will be responsible for working with representatives in four different national territories to reach monthly sales goals. Candidate must have knowledge of markets per territory as well as experience with trade shows. Knowledge of specialty stores and company sales is also required. Some traveling will be required. Send resumes to: [davikim@lemieuxcollection.com](mailto:davikim@lemieuxcollection.com)

### IMPORT COORDINATOR

5 years +garment experience. Efficient in following up production orders and keep track of T/A with overseas factories. Organized, detail oriented, team player and self motivated. Computer literate and proficient in excel and outlook. Chinese language preferred  
Please send resume to: [may@secretcharm.com](mailto:may@secretcharm.com) or fax to (213) 742-7755

### Contemporary Missy Designer

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

\* excellent trend forecasting skill.

\* Responsible for following up with Sale's team regarding buyer's request & product development.

\* Proficient in Adobe Illustrator, Photoshop, Word and Excel

\* Able to Travel internationally and domestically

Send Resume to [HR@damoclothing.com](mailto:HR@damoclothing.com)

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

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

www.classifieds.apparelnews.net



## Jobs Available

### CONTEMPORARY WOMENS SPORTSWER SALES EXECUTIVE

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

Please send resume to jobshr000@gmail.com

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

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

### Sales Representative

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

### ASSISTANT DESIGNER

Fast paced Jr. Company seeks Design Assistant with 2 year minimum experience in junior market. Must perform multiple tasks, be extremely detail oriented, have excellent following up skills. Hands-on experience with Illustrator/Photoshop preferable. Tatyana@libertylove.net

### CUSTOMER SERVICE

Design oriented textile/garment importer seeks an aggressive, motivated individual for Customer Service position. Experience in textile and garment industry a must. Extensive email correspondence with customers. Must be well organized, detail oriented and with impeccable follow up skills. Please send resume to: resume@meridiantex.com

### Swimwear Designer

Research, creating design concepts, and illustration of swimwear. Looking for a team player with 3-5 years exp, organized, detail oriented, Photoshop and Illustrator. Local candidates only. Email your resume and samples of work to jobs@rajman.com.

## Jobs Available

### s a n c t u a r y CLOTHING

### SENIOR BOTTOMS/OUTWEAR DESIGNER

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

Pls send sample of work with resume and  
Salary requirement to: debra@sanctuaryclothing.com

### Patternmaker

Seeking part time in-house patternmaker for women's clothing line (1st/prod). PAD system preferred. Ability to apply fit comments and create new patterns (by hand/PAD) required. Additional technical design tasks may be required as needed. Email: kates.bobi@gmail.com

### TECHNICAL DESIGNER

Min 5 years exp. Knowledge Flat Pattern, Photoshop, Illustrator, Excel. Create tech packs for overseas & domestic vendors, specs garments.  
andrew@andrewchristian.com

## CALIFORNIA ApparelNews

### JR. ADVERTISING SALES EXECUTIVE

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

Please email your resume to:  
terry@apparelnews.net

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Call 213-627-3755

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

## Jobs Available

### AIMs System Manager

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

### PATTERN MAKER

Garment Dye mfg. patternmaker. Experience in woven & knits. Ability to apply shrinkage to patterns & follow specs. Lectra experience. Near Burbank.  
Email to: cmcpatternmaker@gmail.com

## Jobs Wanted

### 35 yrs Exp'd

1st/Prod. Patterns/Grading/Marking and Specs.  
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Fast/Reliable ALL AREAS Ph. (626)792-4022

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Holiday next week's Classified  
ad deadline is Wed. by 4 p.m.**

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