

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 69 YEARS

\$2.99 VOLUME 70, NUMBER 52 DECEMBER 5-11, 2014



HOLIDAY SHOPPING: The night falls on Black Friday at luxe boutique district Two Rodeo in Beverly Hills.

## After Black Friday, Retailers Await Next Big Shopping Event

By Andrew Asch *Retail Editor*

The long holiday slog has begun.

Retail analysts forecast a lull in business in weeks following the big deals and buzz of Black Friday, generally considered the kickoff of the winter holiday retail season. Business is predicted to skyrocket sometime before Dec. 20, Super Saturday, the weekend before Christmas.

For Fred Levine, co-owner of the **M.Fredric** chain of contemporary stores, the lull is part of the general pace of the season. "Even in good times, there's a bump up on Black Friday, then it goes really dry. The beginning of December is horrible. But the flood gates open by Dec. 10," he said. M.Fredric opened a new location at **The Collection at RiverPark** mall in Oxnard, Calif., on Black Friday.

The drop-off after Black Friday might be more gentle than past years, said Dave King, a senior research analyst for **Roth Capital Partners**, headquartered in Newport Beach, Calif. Since the economy is on more solid footing than last year, shopping might not dry up as quickly after Black Friday as in

➔ **Black Friday** page 3

## California and U.S. Economic Growth Look Brighter for 2015

By Deborah Belgium *Senior Editor*

California has been slowly adding jobs to its payrolls, and next year should be no different.

The steady but slowly improving economy on the national and local fronts means there is still room for sustained growth. In 2015, the nation's gross domestic product should see a 3 percent jump compared with a rise of 2.2 percent this year, according to the annual 2015 U.S. and California economic forecast, prepared by the **A. Gary Anderson Center for Economic Research** at **Chapman University** in Orange, Calif.

California is expected to gain 364,000 jobs next year, and Orange County employment should be up 2.6 percent with 38,000 new jobs being added. "Optimistic consumers have increased spending, and that, in turn, positively affected employment in the retail, wholesale, food and leisure sectors," the report said. "This trend should continue into 2015."

Home prices will be increasing but at a moderate rate, the report said. In Orange County, housing prices are expected

to inch up 4 percent in 2015. That's because more inventory of new and resale housing will keep residential real estate prices from rising too much.

The report noted that in 2014 a home buyer with an estimated median family income of \$86,600 needed to spend about 35 percent of his or her gross income to pay for a mortgage and property taxes. This is a major improvement over the 47.3 percent of gross income needed to pay off a home in 2006. But it is still higher than the 27.2 percent needed in 2012, when housing prices were depressed from a higher inventory of repossessed and short-sale houses on the market.

On a positive note, industrial construction in California is expected to see an uptick because vacancy rates now are low.

One concern about any economic recovery is the fact that stagnant growth in other economies around the world means there is less demand for U.S.-made goods and services. Also, the strength of the U.S. dollar makes prices higher for overseas residents buying U.S. goods. Still, U.S. exports will see some growth in 2015. ●

## Poshmark Fashion App Adds a Layer to Detect Fake Designer Labels

By Deborah Belgium *Senior Editor*

Deni Greene has been selling her used designer handbags on the **Poshmark** mobile app for more than a year. She always checks the authenticity of the **Chanel** purses and other luxury lines she sells to make sure she and her customers don't get burned.

But not everyone is as vigilant or honest as Greene. That is why Poshmark, a 3-year-old mobile app launched by Manish Chandra out of Menlo Park, Calif., unveiled a free new service that will help buyers on the fashion and accessories destination make sure they are getting the real McCoy.

On Dec. 4, Poshmark launched Posh Concierge, a free luxury authentication service for high-end handbags, accessories and other designer items priced at more than \$500 and sold through the mobile app. Less than 10 percent of the 7 million mostly used items for sale on Poshmark are considered top-

➔ **Poshmark** page 2

### MADE IN AMERICA

## Texollini: Domestic Knitter Focuses on Efficiency and Technology

By Alison A. Nieder *Executive Editor*

Rolls of knit fabric are neatly stacked by order, content and color. A mill employee supervises a print run as the first color of the design rolls off the machine. Circular knitting machines knit fabric from behind thick sheets of plastic to keep foreign fly—or bits of lint—from contaminating the finished fabric. In the dyehouse, teams of workers are pulling fabric from the dye bath. The scene is efficient, obsessively clean and surprisingly quiet.

Founded in 1989, **Texollini** is a vertical operation producing circular knits for the activewear, contemporary, ready-to-wear, swimwear, intimates and technical markets.

Most—99 percent—of what Texollini produces is for U.S. customers, said Amit Bracha, president and chief operating

officer with the Long Beach, Calif.-based company. Some of the Texollini fabric remains in the U.S. for production, but a considerable amount goes to Mexico and Central America for cut-and-sew, Bracha said.

Texollini was first founded in Vernon, Calif., as strictly a circular knitter. When the company moved to its current location in 1993, the company expanded its operations from just knitting to dyeing, printing and finishing all under one roof in a 250,000-square-foot facility.

Daniel Kadisha, Texollini's chief executive officer and director of research and development, oversees a staff of about 200 employees working in the company's research and development, purchasing, production, planning, knitting, dyeing, printing, quality control, customer service, receiving and ship-

➔ **Texollini** page 8

### INSIDE

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



CMC launches new trade show ... p. 4

Findings & Trimmings ... pp. 6-7

Findings & Trimmings Resources ... p. 9

# November Sales Strong Despite Black Friday Disappointments

Black Friday sales results disappointed, but overall retail business for the month of November generally pleased retailers and Wall Street analysts.

The **International Council of Shopping Centers** reported that U.S. retail sales increased 4.9 percent during November, said Jesse Tron, an ICSC spokesman.

"Sales showed a steady industry-wide performance for the month, with apparel showing a strong uptick compared to October," Tron said. "It's an encouraging reading for the holiday season and means we should continue to expect significant improvement over the 2013 season."

Retailers followed by *California Apparel News*' index showed positive results almost across the board. **Gap Inc.** reported a 6 percent increase in same-store sales in November, a break from a 3 percent same-store decline in October. **Zumiez Inc.**, a mall-based action-sports chain headquartered in Washington state, reported a same-store-sales increase of 6.3 percent. **L Brands**, the parent company to mall chains **Victoria's Secret** and **Bed, Bath & Beyond**, reported a same-store-sales increase of 8 percent in November. **The Buckle Inc.**, a mall-based contemporary chain headquartered in Nebraska, reported a 1 percent same-store-sales decline in November. However, its net sales increased 2.7 percent during the month.

The first week of December also saw several major specialty retailers report quarterly results. **Pacific Sunwear of California**, headquartered in Anaheim, Calif., reported results

## November Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
<b>The Buckle</b>	<b>\$104.00</b>	<b>+2.7%</b>	<b>-1.0%</b>
<b>Gap</b>	<b>\$1,720.00</b>	<b>+6.0%</b>	<b>+6.0%</b>
<b>L Brands Inc.</b>	<b>\$1,078.00</b>	<b>+9.0%</b>	<b>+8.0%</b>
<b>Stein Mart</b>	<b>\$127.90</b>	<b>+6.7%</b>	<b>+4.8%</b>
<b>Zumiez</b>	<b>\$70.30</b>	<b>+12.6%</b>	<b>+6.3%</b>

Information from company reports

from its third quarter, which ended Nov. 2. Its same-store sales increased 4 percent, and its net sales for the quarter were \$212.3 million compared with \$202.8 million from the same time last year. For its fourth-quarter forecast, PacSun gave a guidance that its net sales would range from \$218 million to \$227 million, and same-store sales would range from flat to an increase of 4 percent. However, all is not perfect for PacSun. Its guidance from its fourth-quarter earnings per share forecasted a loss of \$0.17 to \$0.12 compared with a previous guidance of \$0.17.

**Guess? Inc.**, headquartered in Los Angeles, also reported its third-quarter results on Dec. 3. The company reported net earnings of \$20.8 million, which represented a 41.3 percent decrease compared with the same time in the previous year. Same-store sales for its North American stores decreased 4 percent. In a statement, Paul Marciano, Guess chief executive officer, noted that the third-quarter results were in the range of the company's perspective. He noted that store traffic and the promotional environment in America remained problematic.

—Andrew Asch

# Westfield Santa Anita Gets a \$20M Upgrade

Shopping-center juggernaut **Westfield** wrapped up a \$20 million renovation of its **Westfield Santa Anita** mall in Arcadia, Calif., on Black Friday. What does \$20 million buy? According to a Westfield website, the mall debuted new center court seating and staircase and a new outdoor play space for kids as well as new tiles and handrails. Also, look out for a new entrance for the mall's **JC Penney**, restaurant upgrades and new amenities, including Wi-Fi and valet parking. More than 1,400 gallons of paint were used to paint over the center's interior as well as 27.4 miles of tile.

The upgrade was an "unmotivated investment," said Lanko Miyazaki Goldberger, Westfield's district marketing manager. Otherwise, it was made a major new anchor moving in. "We felt it was time to beautify the center and show our commitment and respect to our community and to continue to make Westfield Santa Anita a true destination," she said.

Other new elements for the center will include improved natural light via a giant sky-

light that was recently installed as well as bamboo plants placed throughout the center. Beauty shops **L'Occitane** and **TheFaceShop** recently opened, and Beijing-based restaurant **Meizhou Dongpo** will open in 2015.

"The physical transformation of the center is just the beginning," Miyazaki Goldberger said. "It will be a spectacular center."—A.A.



J. GORDON PHOTOGRAPHY FOR WESTFIELD SANTA ANITA

# Doneger Acquires Huepoint

New York-based **Doneger Group**, the retail consultancy and partner of Los Angeles-based **Directives West**, has acquired New York-based color trend-forecasting agency **Huepoint**.

Founded in 1983, Huepoint provides color consulting services to fashion, apparel, home furnishings and digital design companies.

Huepoint's Amy Aspland and Alex Kelley will continue the lead the business, which will be based in The Doneger Group's New

York offices.

"Our strategy is to support our clients in every way, and the addition of Huepoint demonstrates our commitment to providing the industry's most in-depth color service," said Doneger Group President Abbey Doneger.

Founded in 1946, The Doneger Group provides trend intelligence, merchandising direction, market information and analysis for retailers.—Alison A. Nieder

# Poshmark *Continued from page 1*

tier luxury items. But Chandra is hoping that Posh Concierge will make buyers more eager to purchase tried-and-true labels online with more confidence.

To celebrate the launch of Posh Concierge, Poshmark is creating a Chanel boutique where shoppers can access more than 17,000 Chanel items across 8,000 Poshmark closets.

"We wanted to add an extra layer of service to the market," Chandra said. "This new service gives sellers and buyers extra protection. They know the product has been validated, so there is no risk there."

Poshmark is basically a way for people to sell what's in their closet or shop other people's closets. About 20 percent of what is sold on the fashion app is new clothing. But the rest is used—ranging from **J. Crew** dresses to **Hermès** purses.

For those who want to make sure the designer label is real, Posh Concierge works this way: When something sells for more than \$500, the item is not immediately shipped from the seller to the buyer. Instead, the seller receives a pre-paid, pre-addressed shipping label to send the item to Poshmark. Then Poshmark, through its in-house staff or experts around the country, checks the validity of the item, which is then sent on to the buyer.

"Most sellers try to verify their items, but I am grateful for this extra level of scrutiny," Greene said.

On average, about .05 percent of items sold on Poshmark are disputed for their authenticity, Chandra said. With Posh Concierge, he is hoping to reduce that to zero even though the mobile fashion app has Posh Protect, which gives buyers three days to return an item for any reason. "Sometimes our buyers may not know they have been delivered merchandise that is not real," Chandra said, noting they have no recourse after missing the three-day return window.

Making and selling counterfeit designer goods is big business. U.S. Customs and Border Patrol agents last year seized \$1.74 billion

in counterfeit goods brought mostly in cargo-container ships. Value-wise, 40 percent of all counterfeits found by customs agents were handbags and wallets. Another 30 percent were watches and jewelry.

But that is only a small portion of what is really out there. The International Anti-Counterfeiting Coalition predicts that \$1.77 trillion in global trade will be done next year in counterfeit and pirated items, which includes pirated DVDs, fake consumer electronics and apparel.

China is by far the largest source of all counterfeit items, followed by Hong Kong, government statistics show.

Counterfeit websites are extremely abundant and clever. Many times, knockoff artists copy photos from real designer websites and put them on their own websites. The product being sold may resemble the real item but uses inferior raw materials.

Anti-counterfeit experts advise that if a price is too good to be true, it probably is a fake. Also, Internet shoppers are warned to look for typos and spelling errors on websites, which is an indication that they are not legitimate selling spots.

So far this year, U.S. Immigration and Customs Enforcement's Homeland Security Investigations and other law enforcement agencies across 18 countries have shut down 29,684 domain names illegally selling counterfeit merchandise online.

With the new Posh Concierge service at Poshmark, Chandra is hoping to amp up luxury-item sales at the mobile phone app, started in 2011 after he founded and sold **Kaboodle Inc.**, a website to collect, organize and share information found on the Web.

He said Poshmark's revenues grew tenfold last year and are expected to double or triple this year although he would not give total revenue numbers.

In the past year, Chandra said the destination has seen growth in sportswear, modern designer labels and teenage brands. In the future, Poshmark is hoping to add categories for menswear and childrenswear, and it hopes to soon debut in the international market ●

California Apparel News

2015

WATERWEAR

Get in the next issue

January 2015

Apparel News

2014

WATERWEAR

For the Street Scene

Capturing the Style of the

Endless Summer

New Resource

What's Hot

What's New

What's Hot

The LARGEST CIRCULATION of any SWIM/Activewear trade magazine.

Waterwear publishes 3 times a year, January, July and August/September.

CALIFORNIA

Apparel News

110 E. Ninth St., Ste. #A-777, Los Angeles, CA 90079

213-627-3737 | apparelnews.net

# International Checkout Goes Where Few Shippers Dare

Sending a T-shirt or a pair of jeans overseas can land a retailer into the unfamiliar and occasionally hostile destination of duties, taxes and customs-clearance fees.

**International Checkout Inc.**, a Van Nuys, Calif.-based shipper, has carved a niche of managing international sales and fulfillment for retailers such as **Bebe**, **Alice + Olivia** by **Stacey Bendet**, **Trina Turk**, **Joe's Jeans** and **Kitson**. It recently announced that it would be working with high-profile boutique **Ron Herman**.

Kathy Beteta, International Checkout's executive vice president, said that the niche has been lucrative for her 11-year-old company. It started as a cottage business that Saskia Chiesa, the company's founder, headquartered on her living-room table, and it has grown into one that currently employs more than 50 full-time people and maintains a 20,000-square-foot warehouse.

People can send e-cigarettes, car parts, coffee and anything else legal through International Checkout, Beteta said. But the company focuses on fashion and apparel. Chiesa

worked as a model and appeared in magazines such as *Vogue*, *Cosmopolitan* and *Marie Claire*, according to her **LinkedIn** profile. She started the company after friends in Europe sent requests for jeans and other American fashion items and had hard times navigating customs.

International Checkout's interest in fashion has an e-commerce edge. The company posts a button to the checkout pages of its partners' websites. The button gives consumers the option to go to a checkout page hosted by International Checkout, which becomes the merchant of record. International Checkout accepts payment directly. The company also handles taxes, shipping and fulfillment. Beteta said that the company guarantees against fraud. To guard against fraud, the company uses tools—some proprietary—to evaluate whether the consumer and the consumer's address are valid. International Checkout makes its money by charging fees for shipping and handling.

International Checkout provides a unique service, said Robert Krieger, president of **Krieger Worldwide**, a customs

brokerage headquartered in Carson, Calif. Not many retailers ship internationally, he said. With a service such as International Checkout, retailers can take international sales. While many companies handle business-to-business international shipping, few handle business-to-consumer international shipping. He was not aware of another company where a consumer could purchase products from many retailers and have a third party ultimately ship them overseas.

Judah Phillips, an author of data-analytics books and founder of Boston-area analytics consulting firm **SmartCurrent**, said that International Checkout's business can be a bit like negotiating an international crisis.

"E-commerce merchants shipping items to overseas destinations can be challenging but potentially lucrative business propositions if done correctly. Doing so certainly takes planning and a strategy to complete efficiently without negatively impacting the customer experience or reducing the revenue generated by sales from higher-than-expected costs," he said.—*Andrew Asch*

## Black Friday *Continued from page 1*

previous years, King said. Also, for the 2014 Back-to-School season, the year's most recent high-profile sales event, there was not a huge drop-off in the weeks following the Labor Day weekend, which is generally considered the end of the Back-to-School season. Instead, analysts deemed business in September and October to be good. "It's going to be a little better than people are expecting," King said.

Black Friday's results generally disappointed retailers and Wall Street analysts, however. Sales declined for the big holiday. The **National Retail Federation**, the world's biggest retail trade group, noted that Black Friday's results showed a 3.9 percent decline in average spending. It was the first time since 2009—the toughest year of the Great Recession—that the average amount of money that consumers spent during the Black Friday Weekend declined. In 2009, spending declined by 8.5 percent.

On Nov. 30, the NRF released other disappointing statistics for the holiday kickoff. Black Friday's retail traffic declined with 55.1 percent of holiday consumers shopping in physical stores and online over the Thanksgiving weekend, compared with 58.7 percent of holiday consumers shopping during the Black Friday weekend last year.

Total spending is forecast to reach \$50.9 billion during the weekend, a decrease from last year's estimated \$57.4 billion, according to the NRF's Thanksgiving Weekend Spending Survey, which was conducted by **Prosper Insights & Analytics** and released on Nov. 30.

Despite the declines, the NRF would not revise its forecast of a 4.1 percent increase in holiday sales with \$616.9 billion predicted to be spent at U.S. retailers, Matthew Shay, president and chief executive officer of the NRF, said during a Nov. 30 conference call.

The weekend's decline during what is typically the most bullish time of the year reflects, among other things, consumers changing the way they shop and some shoppers exhibiting anxiety about the economy. However, Shay was upbeat about the holi-

day season because it remains the **Super Bowl** of shopping, he said.

"There's not another day of the year when 85 million Americans are shopping," he said of Black Friday. "Is it different from a year ago? Yes. But the only thing that this can be compared with, a lot of executives say, is the Super Bowl."

The macro economy also has been giving presents to retailers. Declining gas prices have

and senior analyst with **Brean Capital**, which could make big sales events that much more crucial to retailers' bottom lines.

"Retailers hurt themselves," Pierce said of the promotions, which ran from 30 percent to 70 percent off during many Black Friday sales. "Super Saturday will become more and more meaningful."

In a Nov. 30 research note, Ken Perkins, president of Boston-area market-research

28, Gian Fulgoni, the chairman emeritus of comScore, said in a Nov. 30 statement.

"The strength we saw in the early online buying rush likely reflects a few things, including overall health in consumer spending, responsiveness to the strong deals being offered online and perhaps some shoppers opting to stay home on Thanksgiving rather than head out to the stores that opened their doors early," Fulgoni said. "Regardless of the particular drivers, it's clear that the online holiday rush is getting off to a very good start and is reason for optimism as we get into the heart of the buying season."

While Wall Street seemed disappointed with Black Friday's results, many malls and retailers were pleased with traffic during the weekend. Luxe retail center **South Coast Plaza** in Costa Mesa, Calif., which counts boutiques and emporiums such as **Prada** and **XXI Forever** among its store mix, said an estimated 415,000 people shopped at the South Coast Plaza during the Black Friday weekend, according to Deborah Gunn Downing, executive director of marketing for the retail center.

Parking lots were jam packed at the **Citadel Outlets**, the Los Angeles-area outlet center where discounts were given for off-price brand-name items, said Traci Markel, Citadel's marketing director. "What made the difference for the Citadel was that we had a lot of tourism traffic," Markel said. However, local traffic dipped slightly, she said. From 3 p.m. to midnight on Thanksgiving, 10 independent tour buses dropped off overseas tourists, many from China, to shop at the outlet center.

Boutique business reportedly increased on Nov. 29, the "Small Business Saturday" campaign started by **American Express** to bring Black Friday shopping to independent, neighborhood-style retailers. The Small Business Saturday Consumer Insights Survey, released by the **National Federation of Independent Business** and American Express, noted that the average spending for the day declined 11.5 percent to \$162. However, spending was boosted by the volume of shoppers. Consumers who were aware of Small Business Saturday reported spending \$14.3 billion with independent retailers and restaurants, which was a 2.1 percent increase over the previous year. ●

## 12 Tips to Boost Holiday Biz

The winter holiday season can turn into a numbers game. How many people can the retailer bring into a shop? Other than big promotions, Mercedes Gonzalez, director of the buying office and consulting firm **Global Purchasing Companies** in New York, recommended 12 tips to bring consumers into stores—with the number inspired by the Christmas carol "The 12 Days of Christmas." Here are Gonzalez's 12 tips for Christmas.—*A.A.*

1. Have unique products that are limited and well-crafted.
2. Offer free gift wrapping.
3. Offer phone orders and local same-day delivery.
4. Have free Wi-Fi so the significant other can watch the game.
5. Have a children's area with videos playing.
6. Extend and have flexible return policies.
7. Have trained wardrobe and gift "experts."
8. Have extended shopping hours.
9. Have universal cellphone chargers.
10. Offer "homemade" holiday cookies (make them festive).
11. Surprise shoppers with a small gift with purchase.
12. Host fun events such as having a Santa or photo booth.

the potential to put an extra \$70 billion into the economy. Inclement weather is not forecast to get in the way of shopping this year, and many retailers found ways to get around the ongoing work slowdown at West Coast ports and to deliver goods to their consumers, Shay said during the conference call.

But there was no getting around changes in the way people shop. Pre-Black Friday deals and shopping took momentum away from the season's kickoff weekend. Many consumers postponed shopping on the Thanksgiving weekend because they forecast that they could get better holiday deals at a later date, Shay said.

"The CEOs are saying this season will be really promotional," Shay said. "It is going to be a dogfight every day."

There's been a lot of talk about how the generous promotions could cut into retailers' margins, said Liz Pierce, senior vice president

group **Retail Metrics**, echoed Shay's assertion that shopping has changed. Black Friday had turned into a Black November. "Retailers initiated deals and promotions earlier this year, not waiting for the traditional Black Friday holiday kickoff," Perkins wrote.

A decline in Black Friday mall traffic should be no surprise, said Jeff Van Sinderen, an analyst with **B. Riley & Co.**, a financial-services firm. E-commerce business has been skyrocketing for the past few years. "You'll see that business going up double digits," he forecast. "You have to see it take away from somewhere; it is going to come from bricks-and-mortar," he said.

Market-research company **comScore** reported that e-commerce retailers had a spectacular Black Friday weekend. Americans spent more than \$1 billion both on Thanksgiving and during the day of Black Friday, Nov.



**STAND HERE:** A line forming at City Target at Fig@7th in Downtown Los Angeles on Thanksgiving



**BLACK FRIDAY LUXE:** The Rodeo Drive Cartier's gala Christmas lights were up Black Friday.



**THE DOORBUSTER:** A Quiksilver boutique at South Coast Plaza offered discounts of 40 percent during Black Friday weekend. But many retailers offered even deeper discounts during the weekend.



**NO ROOM:** A full parking lot at South Coast Plaza on Black Friday



The concept  
of factoring  
is simple:

You Give Us Your Invoice.  
We Give You the Money.  
You Pay Your Bills.

Factoring Made Simple.

No bells, unnecessary, really. No whistles, not needed as well. No tricks. Ditto.

At Goodman Factors, we simply offer smart, dedicated good service from an experienced team of pros. Along with money at competitive rates when you need it—today, for instance.

# Goodman Factors

Since 1972

Please call 877-4-GOODMAN  
or visit us at [goodmanfactors.com](http://goodmanfactors.com). Simple, right?

**FOR IMMEDIATE SALE Accepting Offers NOW!**  
*By Order of Owner...*

## TURNKEY EMBROIDERY AND GARMENT EMBELLISHMENT SERVICE

**UNIQUE OPPORTUNITY  
FOR A WELL ESTABLISHED (OVER 25 YEARS)  
EMBROIDERY OPERATION IN THE LOS ANGELES AREA**  
Over 47,000 Sq. Ft. Building • (20) Multi-Head Embroidery Mach.  
Over (300) Sewing Machines & Specialty Heads & Support Equip.

**TIGER** 800-758-TIGER (8443) • [www.SoldTiger.com](http://www.SoldTiger.com)

#### Apparel News Group



Sixty-nine years of news,  
fashion and information

CEO/PUBLISHER  
TERRY MARTINEZ

EXECUTIVE EDITOR  
ALISON A. NIEDER

SENIOR EDITOR  
DEBORAH BELGUM

RETAIL EDITOR  
ANDREW ASCH

EDITORIAL MANAGER  
JOHN IRWIN

CONTRIBUTORS  
ALYSON BENDER  
BEN COPE  
VOLKER CORELL  
RHEA CORTADO  
JOHN ECKMIER  
CAITLIN KELLY  
TIM REGAS  
FELIX SALZMAN  
N. JAYNE SEWARD  
MIGUEL STARCEVICH  
SARAH WOLFSON

WEB PRODUCTION  
ALISABETH MCQUEEN  
CREATIVE MARKETING DIRECTOR  
LOUISE DAMBERG  
DIRECTOR OF SALES  
AND MARKETING  
TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE  
AMY VALENCIA  
ACCOUNT EXECUTIVE  
LYNNE KASCH

SALES & MARKETING COORDINATOR  
TRACEY BOATENG

SALES ASSISTANT/RECEPTIONIST  
NOEL ESCOBAR

ADMINISTRATIVE ASSISTANT  
RACHEL MARTINEZ

SALES ASSISTANT  
PENNY ROTHKE-SIMENSKY

CLASSIFIED  
ACCOUNT EXECUTIVES  
ZENNY R. KATIGBAK  
JEFFERY YOUNGER

CLASSIFIED ACCOUNTING  
MARILOU DELA CRUZ

SERVICE DIRECTORY  
ACCOUNT EXECUTIVE  
JUNE ESPINO

PRODUCTION MANAGER  
KENDALL IN

ART DIRECTOR  
DOT WILTZER

PRODUCTION ARTIST  
JOHN FREEMAN FISH

PHOTO EDITOR  
JOHN URQUIZA

CREDIT MANAGER  
RITA O'CONNOR

BUSINESS DEVELOPMENT  
MOLLY RHODES

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

EXECUTIVE OFFICE  
California Market Center  
110 E. Ninth St., Suite A777  
Los Angeles, CA 90079-1777  
(213) 627-3737  
Fax (213) 623-5707  
Classified Advertising Fax  
(213) 623-1515

[www.apparelnews.net](http://www.apparelnews.net)  
[webmaster@apparelnews.net](mailto:webmaster@apparelnews.net)

PRINTED IN THE U.S.A.



## CMC to Launch 'Athleisure' Lifestyle Show in March

The **California Market Center** will launch **Shape**, a new trade show focused on the "athleisure" trend, during the March 16–18 run of **Los Angeles Fashion Market**.

Exhibitors will showcase lifestyle collections that blend casualwear with athletic and leisure apparel and accessories for specialty retailers such as luxury spas, boutique yoga studios, gyms and better boutiques.

"Projections and trends in retail show sharp sales decreases in staple purchases such as denim and casual pants and a strong increase in activewear," said Brittany Carr, CMC director of events, in a statement. "The growing trend in fashion is in the newly coined 'athleisure' category, athletic + leisure, with women and teens wearing luxe athletic gear and yoga wear in lieu of denim

or other casualwear."

Among the brands signed on to exhibit at the new show is **Style Stalker**, the contemporary brand founded in Sydney that relocated to Los Angeles earlier this year.

"There really is a blur between 'normal' clothes and 'workout' clothes," said Style Stalker co-founder Rachel Zeilic. "The revolution started with Nike a few years ago. We started seeing cool buyers walking the floors of trade shows in Nikes and power suits. Now it's everywhere, and LA is the perfect city for it. Everyone here leads a healthy lifestyle. They'll wear their workout gear to work and then take a pilates class at lunch, for example." For more information, visit [www.shape-tradeshow.com](http://www.shape-tradeshow.com).—Alison A. Nieder

## Hong Kong Fashion Week Takes a Look at the Fall/Winter 2015 Season

The 46th semiannual **Hong Kong Fashion Week** will be held Jan. 19–22 at the **Hong Kong Convention Centre** with a number of fashion shows, seminars, exhibitors and trend forecasts tailor-made for buyers and other attendees.

The huge affair, one of the largest apparel trade and fashion shows in Asia, is expecting more than 1,500 exhibitors from mostly China and Hong Kong who will be showcasing their factories as well as their brands and designs.

There will also be group pavilions from various Chinese regions as well as from Taiwan, Macau and India.

The various exhibition floors in the large convention center will be dedicated to womenswear, menswear, swimwear, cashmere and wool, denim products, eveningwear, jewelry, scarves and shawls, as well as packaging and designs.

In addition to Hong Kong Fashion Week, the annual **World Boutique**, which is reserved for brand names and designers, will be held at the same time. Brands that will be taking part in this year's World Boutique include **Moiselle**, **Shanghai Tang**, **Zalora** and **Ika**. The World Boutique has daily fashion parades and fashion shows.

The first evening of the fair is reserved for the **Hong Kong Fashion Extravaganza**, a fashion show filled with high-end designers. Among those showing are New York haute couture designer Loris Diran and Swedish fashion designer Lars Wallin.

Diran, who started his ready-to-wear line in 2007, creates fashions for men and women. He has seen his designs worn by entertainers such as Beyoncé, Britney Spears and Liev Schreiber. Diran was commissioned this year to create special costumes for the movie "Daughter of God," starring Keanu Reeves and Mira Sorvino.

The day after the Fashion Extravaganza, the **Hong Kong Young Fashion Designers' Contest 2015** will be held. The head designer of Swedish brand **H&M**, Margareta van den Bosch, is one of the VIP judges.

To help defray costs, the organizers of Hong Kong Fashion Week are offering a hotel sponsorship worth up to \$270 for attendees. Send an email to [hkfashionfw.visitor@hktdc.org](mailto:hkfashionfw.visitor@hktdc.org) to inquire about the offer.

For more information about the two fairs, go to [www.hktdc.com/fair/hkfashionweekfw-en](http://www.hktdc.com/fair/hkfashionweekfw-en) or [www.hktdc.com/fair/worldboutiquehk-en](http://www.hktdc.com/fair/worldboutiquehk-en).—Deborah Belgum

## Calendar

### Dec. 11

"What Your Pattern and Sample Makers Won't Tell You" webinar online

### Dec. 15

**Fashion Business Inc.'s Holiday Mixer**  
California Market Center, A792  
Los Angeles

### 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  
**"Starting a Fashion Business" workshop**  
California Market Center, A792  
Los Angeles

There's more  
on [ApparelNews.net](http://ApparelNews.net).

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

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

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

# City of Hope Honors Signal Brands' Jack and Jason Rimokh



Jason and Jack Rimokh



Maurice and Paul Marciano with Patricia Malka (center)



The Rimokh family: Sean, David, Joelle, Olivia, Jack, Jason, Talia, Gabrielle and Michael

The roof of the **W Hotel** in Hollywood was transformed into a Roaring '20s bash by **Signal Brands'** Jack and Jason Rimokh, this year's Spirit of Life Award recipients for the **City of Hope's** Fashion & Retail Industry Group.

The Nov. 22 event was a "Great Gatsby"-themed gala.

Jack Rimokh is the chairman and chief executive officer of Signal Brands, a handbags, small leather goods, luggage and travel accessories maker with a portfolio of licensed lines, including the global license for **Guess** handbags. His son, Jason, serves as president of the company.

Before dinner, guests enjoyed '20s-inspired music and themed cocktails such as "The Bee's Knees" and the "Fizzy Flapper" while women dressed as flappers distributed feather fans and long strands of pearls.

**Cohn Reznick's** Maier Rosenberg introduced the Rimokhs as "two people I admire as individuals, respect as leaders of their company and am proud to call my friends."

Jack Rimokh kept his remarks brief—thanking the group for serving "as valuable partners in supporting the life-saving work of City of Hope."

For Jason Rimokh, the evening was "a wow moment."

"It's easy to write a check that you know is going to a good cause, but to be an honoree has been life changing for me," he said. "I want to thank everyone who contributed. Your money is so well spent. The City of Hope is about empathy and understanding who the patient is and treating them with kindness and compassion. Good enough is not acceptable for these guys. My father and I will be endless supporters of City of Hope."

The event concluded with a special DJ performance by **KCRW's** Jason Bentley.

The Rimokhs and their guests helped raise \$1 million for City of Hope's research and treatment programs. Since 1995, the Fashion & Retail Industry Group has raised more than \$40 million for the research and medical center's efforts to cure and prevent cancer, diabetes, HIV/AIDS and other life-threatening diseases.

—Alison A. Nieder



## World-class fashion events in Hong Kong



### Hong Kong Fashion Week for Fall/Winter

January 19-22, 2015  
Hong Kong Convention and Exhibition Centre



Asia's No.1



### World Boutique, Hong Kong

January 19-22, 2015  
Hong Kong Convention and Exhibition Centre



### Reserve your FREE admission badge!

Web: [www.hktdc.com/ex/hkffashionweekfw/18](http://www.hktdc.com/ex/hkffashionweekfw/18)

[www.hktdc.com/ex/worldboutiquehk/18](http://www.hktdc.com/ex/worldboutiquehk/18)

Wap: [hktdc.com/wap/fashionfw/T119](http://hktdc.com/wap/fashionfw/T119)

[hktdc.com/wap/wb/T119](http://hktdc.com/wap/wb/T119)

App: HKTDC MOBILE

Tel: (1 212) 8388 688 • Fax: (1 212) 8388 941

Email: [new.york.office@hktdc.org](mailto:new.york.office@hktdc.org)

Official Carrier:



CATHAY PACIFIC



Explore and Connect

## Everything's Rosie



1. Cuteque International Inc. "Daisy With Rhinestone and Beads Stitches in Center"
2. Cuteque International Inc. "Grape Flower"
3. Cuteque International Inc. "Rose With Sequin and Plastic Stitches in Center"
4. Cuteque International Inc. "Fabric Flower With Glass Beads Stitches in Center"
5. J.N. Zipper & Supplies Corp. Rose Gold Flat D-Ring
6. J.N. Zipper & Supplies Corp. 1-Inch Rose Gold Swivel Lever Hook
7. J.N. Zipper & Supplies Corp. Rose Gold Tri-Bar Slide
8. J.N. Zipper & Supplies Corp. Rose Gold Magnetic Snap
9. J.N. Zipper & Supplies Corp. 3/8-Inch Rose Gold Swivel Lever Hook
10. J.N. Zipper & Supplies Corp. #5 Plastic Rainbow Mirror Lamé Zipper
11. Trim Networks Labels
12. Seram Europe #N020782XU/0000
13. Seram Europe #N020806UX/0000
14. Seram Europe #N018329XU/0000
15. Seram Europe #N020750XU/0000
16. Emsig Manufacturing Corp. #A3100
17. Emsig Manufacturing Corp. #A3838
18. Emsig Manufacturing Corp. #A3922

## Folkloric



1. Trim Networks Labels
2. Emsig Manufacturing Corp. #A3946
3. Emsig Manufacturing Corp. #A2895
4. Emsig Manufacturing Corp. #A3942
5. Emsig Manufacturing Corp. #A2842
6. Seram Europe #N020763YU/0000
7. Seram Europe #N020991XU/0000
8. Seram Europe #N020808XU/0000
9. Seram Europe #N020749XU/0000
10. Seram Europe #NSER527ZT/0000
11. Cuteque International Inc. "Patch with Color Beads and Natural Wood Beads"
12. Cuteque International Inc. "Garland With Fabric Rose and Embellishments"
13. Cuteque International Inc. "Embroidery on Satin Ribbon"

**Trim Networks**

*Fashion Karma Created Daily!*

Labels, Patches & Paper Tags

Bracelets

Jeans Buttons

Medallions

Charms

Come visit our factory in China!

**U.S.A. +1 213 688 8550**

Showroom: 910 S. Los Angeles St., Suite 405, Los Angeles, CA 90015 USA

Factory: Shigu Industrial Zone, Nancheng, Dongguan, Guangdong, PC 823070 China

[www.trimnetworks.com](http://www.trimnetworks.com) [ae@trimnetworks.com](mailto:ae@trimnetworks.com)

## J.N. Zippers & Supplies Corp.

USA Stock ~ No Minimums      Competitive Pricing  
Global Delivery      China Factory Direct  
Custom Samples ~ Made in USA

Euro-inspired high-polished Metal Zippers ~ Apparel & Bag Hardware ~ Classic & Designer Coil, Plastic, Rhinestone & Metal Zippers ~ Stock Designer Colors

**zprz Since 1990**

380 Swift Ave. #5, So. San Francisco, CA 94080

Sales: (206) 686-3527 / Office: (650) 871-8838

[info@zprz.com](mailto:info@zprz.com) / [info@jnzipper.com](mailto:info@jnzipper.com)

Stock Site: [www.zprz.com](http://www.zprz.com) / Concept Site: [www.jnzipper.com](http://www.jnzipper.com)

## Heavy Metal



1. Trim Networks Labels
2. J.N. Zipper & Supplies Corp. #5 Plastic Lamé Tape Zipper With Mirror Teeth in Silver and Gold, and #5 Plastic Black Tape Zipper With Mirror Teeth in Silver and Gold
3. Seram Europe #N020984XT/2004
4. Seram Europe #N020391XT/0000

5. Emsig Manufacturing Corp. #A3232
6. Emsig Manufacturing Corp. #A3510
7. Emsig Manufacturing Corp. #SQ213701
8. Emsig Manufacturing Corp. #SQ210811
9. Emsig Manufacturing Corp. #A3583

## Colorburst



1. Trim Networks Labels
2. J.N. Zipper & Supplies Corp. #5 Plastic Black Tape Zipper With Mirror Teeth in Pacific Blue, Dark Violet, Rainbow, Clover, Cyan and Tomato Red
3. Emsig Manufacturing Corp. #A3684
4. Emsig Manufacturing Corp. #A3030
5. Emsig Manufacturing Corp. #A2800

### DIRECTORY

Cuteque International Inc., (626) 287-1705, [www.cuteque.com](http://www.cuteque.com)  
 Emsig Manufacturing Corp., (212) 563-5460, [www.emsig.com](http://www.emsig.com)  
 J.N. Zippers & Supplies Corp. (650) 871-8838, [www.zprz.com](http://www.zprz.com)

Seram USA, (546) 590-0296, [www.seram.com](http://www.seram.com)  
 Trim Networks, (213) 688-8550, [www.trimnetworks.com](http://www.trimnetworks.com)

## S & J USA, Inc.



**S & J USA, INC.**  
 est. 1986

ALL TYPES ZIPPERS  
 JEAN RIVETS  
 TACK BUTTONS  
 SNAP BUTTONS  
 PLUS MORE  
 TRIMS AVAILABLE  
 NAILHEADS  
 ALL TYPES ZIPPERS

**YKK** Authorized Distributor

**C&C METAL** Authorized Distributor

843 E. 31st St.  
 Los Angeles, CA 90011

Tel: (323) 231-0811  
 Fax: (323) 231-3820  
 Email: [snjusa@snjusa.com](mailto:snjusa@snjusa.com)

Operating Hours  
 8:00 am – 5:00 pm (PST)  
 Monday – Friday

## CUTEQUE INTERNATIONAL, INC.

*Cuteque International Inc.*

Cuteque International has been a well-known trimming company in apparel industry for many years. We offer **many varieties of trimming** products suitable for hair accessories, bags, shoes, costume making, craft, bridal or packaging. As one of the biggest wholesaler we carry most of our products in stock for immediate delivery. Our products will help to increase your volume of sales. You'll be amazed after browsing through our products and we hope to look forward on your future needs in trimming products.

**CUTEQUE INTERNATIONAL, INC.**  
 5069 Walnut Grove Ave, San Gabriel, CA 91776  
 626-287-1705 • Fax 626-287-1701 • [cuteque@yahoo.com](mailto:cuteque@yahoo.com)

## Texollini *Continued from page 1*

ping, maintenance, accounting, and information-technology departments. Texollini employs 11 sales reps, who work out of the Los Angeles showroom at the Long Beach facility, as well as showrooms in New York, Atlanta and Florida.

Activewear is Texollini's largest segment, followed by the ready-to-wear and contemporary markets.

"We have more than 4,500 different fabrics, and we produce about 1,000 different fabrics annually," Bracha said. "We are working 24/7. Everything is knit to order."

The mill can produce a wide range of fabric in different stitches including jersey, ribs, interlock, mini jacquards, French terry and pointelles in fibers such as nylon, cotton, polyester, wool, silk, linen, **Modal** and **Tencel**, as well as activewear fibers such as **Coolmax** and **Supplex**. The company also produces fabrics from eco-friendly fibers such as organic cotton, **Sorona** and **Repreve**, as well as fire-retardant performance fabrics made with wool-blend fibers.

The mill's strength is in fashion-forward, high-quality technical fabrics, Bracha said, adding, "Together with consistent quality and on-time delivery, we strive to be the best vertical circular mill in North America." The company can produce larger quantities and, at the same

time, small- to mid-sized orders.

With the shift of much of the large production work to Asia, most of Texollini's customers these days place many smaller orders. There are a lot of setup requirements, and the company needs to track many small knit, print and dye runs, but the diverse orders mean the company is well diversified, Bracha said. "We're seeing more startup companies," Bracha said. "We give them the same opportunity we give everyone. One in 10 could become a big company in five years."

### Investing in tech

One way Texollini stays competitive is through an aggressive investment in new technology. The company has a substantial annual budget to invest in new machinery and technology in order to have the latest as far as efficiency, environmental requirements and fashion trends, Bracha said.

"We've invested between \$1.5 million to \$2 million yearly in machinery for many years," he said. "This year, we have purchased already several new dyeing, knitting and finishing machines."

Bracha attends **ITMA** (the Integrated Textile & Garment



**CALIFORNIA KNITS:** Texollini, based in Long Beach, Calif., produces knits for the activewear, contemporary, swimwear, intimates and technical markets.

Manufacturing Technologies Showcase) in Milan, Italy, as well as **ATME** (the American Textile Machinery Association) trade show in Atlanta to scout for new machinery.

"When we buy new equipment, we send greige goods to Europe to test the machinery with different fabrics," Bracha said. "We want to make sure the machines are efficient and capable to produce our fabrics."

### Growing interest in American-made

Interest in U.S.-made textiles has been growing since the beginning of the recession. "People are looking here to be closer to customers," Bracha



Amit Bracha



**VERTICAL OPERATION:** Texollini has knitting, dyeing, printing and finishing all under one roof at its facility in Long Beach.



**TECHNOLOGY FIRST:** To stay competitive, Texollini invests in new technology to improve efficiency and meet environmental requirements.

➔ **Texollini** page 9



## Always in Style!

We've been factoring the fashion industry, from start ups to mid size companies, for over 25 years. A/R Management. Cash flow. Letters of credit.



# MERCHANT FACTORS

KEEPING YOU ON COURSE

800 South Figueroa St., Suite 730  
Los Angeles, CA 90017  
213-347-0101  
Donald Nunnari, E.V.P.  
dnunnari@merchantfactors.com

1441 Broadway, 22nd Floor  
New York, NY 10018  
212-840-7575  
Joshua Goodhart, S.V.P.  
jgoodhart@merchantfactors.com

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

## Texollini *Continued from previous page*

said. “The turnaround is much faster. The culture is much easier.”

When **Walmart** announced two years ago that it planned to spend \$50 billion on made-in-America merchandise over the next 10 years, Texollini started “a push” to source domestically, Bracha said.

“People started thinking, ‘We can do business here,’” he said.

While Walmart’s made-in-America initiative provided a big boost in interest in domestic production, Bracha said even non-apparel initiatives, such as automaker **Chrysler**’s “Imported From Detroit” campaign, help drive interest in building the U.S. manufacturing base. Texollini has so far recovered about 20 percent of the business lost to overseas textile production, Bracha said, adding that he sees even greater opportunities in the coming years .

“In 2000 in Los Angeles, textile [production] was the second-biggest industry after entertainment,” he said. “There were 9,000 knitting machines. Fourteen years later, we have around 900 knitting machines.

“There’s still a price to make textiles in the U.S.,” he said. “It’s challenging. You have to improve. You have to cut costs. You have to translate development into production.” ●



**KNITTING:** Texollini’s circular knitting machines operate 24 hours a day, seven days a week.

# FINDINGS & TRIMMINGS RESOURCES

## California Label Products

13255 S. Broadway  
Los Angeles, CA 90061  
(310) 523-5800  
Fax: (310) 523-5858  
Contact: Tasha  
[www.californialabel.com](http://www.californialabel.com)  
[info@californialabel.com](mailto:info@californialabel.com)

**Products and Services:** California Label Products has been servicing the apparel industry for 16 years. We are dedicated to setting the highest standard of excellence in our industry. Our In-House Art Department can help develop your brand identity with an updated look or provide you with a new source for your existing items. Our product list not only consists of woven labels, printed labels, heat transfers, size tabs, and custom hang tags, but we also have a service bureau with quick turn time and great pricing. Above all, we value quality, consistency and creating solutions that work for you. Check our website for a full product list or call or email us.

## Elite Labels Ltd.

21-23 Brunswick St.  
Leicester, United Kingdom, LE1 2LP  
+44 (0) 116 251 2634  
[info@elitelabels.co.uk](mailto:info@elitelabels.co.uk)  
<http://www.elitelabels.co.uk>

**Products and Services:** Elite Labels (Leicester) Ltd. is a leading clothing/apparel Label supplier in the global label market with over 28 years’ industry experience. Our clients include the most prestigious names in fashion, much-loved high-street retailers, the character-license industries, and edgier brands looking to enhance their credibility with a niche audience. Whether you are a small manufacturer or a group servicing large retail markets, our in-house design and production approach offers an integrated, one-stop service for all your label requirements. We work closely with our customers, developing and innovating, and we are thus fully equipped to meet the demands of the ever-changing trends in labelling and branding concepts. We are confident that we will be able to meet all your needs, giving you the very best in personal service and finished product at a highly competitive rate. We can manufacture and distribute from USA, UK, Portugal, Turkey, UAE, Egypt, India, Sri Lanka, Pakistan, Bangladesh and China.

## JN Zippers & Supplies Corp.

380 Swift Ave.—Unit #5 and 6  
South San Francisco, CA 94080  
Contact: Judy Elfving  
(480) 529-6331  
[judy@zprz.com](mailto:judy@zprz.com)

**Products and Services:** Founded in America in 1990, J.N. Zippers & Supplies Corporation serves the industry with a California-based corporate office and warehouse with China factory customization for garment, bag, and accessory manufacturers worldwide. Quick sampling from our warehouse stock of high-quality zippers, pulls and hardware that are ITS, SGS, Oeko-Tex, ISO9001:2000 safety-tested and standards-compliant. Our zipper specialists are ready to assist you with choosing the best zipper configuration suited to your product. We offer private branding on pulls, hardware, and labels. Our warehouse also stocks elastics, tapes, cords, labels, and workroom supplies for spot delivery. Turn to the experts at J.N. Zippers & Supplies Corp. and the in-stock division of ZPRZ Company to provide you with the best combination of quality, price, and service.

## Progressive Label

2545 Yates Ave.  
Commerce, CA 90040  
(323) 415-9770  
Fax: (323) 415-9771  
[Info@progressivelabel.com](mailto:Info@progressivelabel.com)  
[www.progressivelabel.com](http://www.progressivelabel.com)

**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers. Another important part of our business is FLASHTRAK, our online ordering system for price tickets. It’s a great tool for placing and tracking price ticket orders and will soon be expanded to include custom products and care labels.

## S & J USA, Inc.

843 E. 31st St.  
Los Angeles, CA 90011  
(323) 231-0811  
Fax: (323) 231-3820  
[snjusa@snjusa.com](mailto:snjusa@snjusa.com)

**Products and Services:** S & J USA, Inc. has been a major, authorized distributor of YKK zippers for over 25 years. We carry a vast array of zippers, and we have an in-house factory that allows us to complete orders quicker than our competitors. S & J USA, Inc. also specializes in snaps, tack buttons, eyelets, and elastics, among other trims. Our customers range from the U.S. to Asia, and we hope to expand even further in the future. We are known for great customer service and quality materials.

## Trim Networks Inc.

910 S. Los Angeles St., Suite 405  
Los Angeles, CA 90015  
(213) 688-8550  
Fax: (213) 688-8551  
[info@trimnetworks.com](mailto:info@trimnetworks.com)  
[www.trimnetworks.com](http://www.trimnetworks.com)  
[ae@trimnetworks.com](mailto:ae@trimnetworks.com)

**Products and Services:** TNI is not just a button company; it’s an arbiter of taste and fashion. We give designers the freedom to create freely and not have to worry about the little parts and trims. Connecting our clients with reliable and trustworthy garment factories in Asia has been the foundation of our system and our networks. By joining our network, you no longer need to search for garment manufacturers. We have done the research for you. We enjoy serving all brands in different parts of the world, such as the U.S., China, Italy, Japan, Israel, Sri Lanka, Pakistan, and India. Our facility can accommodate brass, zinc, and aluminum products. Our products are constantly tested by some of the most well-known laboratories in China. We can provide you with all types of test results within a few days. We are in touch with over 2,000 garment and denim factories in southern China. The good water quality of Canton has also enabled us to create some of the most exciting colors in electro plating. Over 300 wash-houses are scattered in this rich province, which in return can provide some of the newest colors in fashion today. In addition, our strategic location south of the Delta River gives us plenty of resources to all types of raw-material suppliers.

This listing is provided as a free service to our advertisers.

We regret that we cannot be responsible for any errors or omissions within Findings & Trimmings Resources.

## Directory of Professional Services & Business Resources

### ACCOUNTING SERVICES

**HOVIK M. KHALOIAN**  
**CPA**  
ACCOUNTING • AUDITING  
TAXATION SERVICES FOR THE APPAREL INDUSTRY

520 N. CENTRAL AVE., SUITE # 650  
GLENDALE, CA 91203

TEL: 818.244.7200  
[HMKCPA@JPS.NET](mailto:HMKCPA@JPS.NET)

### CUTTING/GRADING/MARKING



Computerized  
**GRADING**

Computerized  
**MARKING**

Computerized  
**CUTTING**

**Free Plotter &  
OptiTex Software**

for qualified garment Manufacturers



Call us to find out how we can **SAVE YOU TIME & MONEY**

(213) 748-3117 / [info@fwps.com](mailto:info@fwps.com)  
[www.fwps.com](http://www.fwps.com)

1031 S Broadway, suit 723  
Los Angeles, ca 90015

### FIT MODELS

**FIT MODELS – ALL SIZES**

*Fit • Print • Runway • Showroom • Trade Shows*

**MAVRICK**  
*Models*  
323.931.5555

“Contact Ms. Penny to set up a Fitting or Casting.”

[Penny.Middlemiss@mavrickartists.com](mailto:Penny.Middlemiss@mavrickartists.com)  
[Tiffany.Stubbs@mavrickartists.com](mailto:Tiffany.Stubbs@mavrickartists.com)

### MODEL SERVICES

**Rage MODELS**

“Real Models for Real Clothes for Real People”

**FIT MODELS**  
MODELS OF ALL AGES & ALL SIZES

FIT, SHOWROOM, TRADE SHOWS, PRINT, COMMERCIAL, RUNWAY

**818-225-0526**

[teamrage@ragemodels.com](mailto:teamrage@ragemodels.com)

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

### PATTERN SERVICES

**SWIMWEAR & LINGERIE SPECIALIST**



**SAMPLE DEVELOPMENT**

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

**HIGH END LUXURY SAMPLE DEVELOPMENT FOR  
SWIMWEAR • LINGERIE • ACTIVEWEAR • YOGAWEAR  
CALL FOR APPOINTMENT: 213-233-0253**

### SEWING MACHINE SERVICES

**ACE SEWING  
MACHINE INC.**



214 E. 8th St.  
Los Angeles CA 90014  
**Tel (213) 622-8345**  
Fax (213) 622-0142  
[Acesewing.com](http://Acesewing.com)

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hanger tape
- Cutting room supplies

**To advertise in the Directory of Professional Services & Business Resources**

**call June 213-627-3737 x250 or E-mail: [june@apparelnews.net](mailto:june@apparelnews.net)**

# CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737 Ext. 278, 280 F 213-623-1515

www.apparelnews.net

## Jobs Available

### Junior Apparel Company has immediate openings for the following positions;

#### PRODUCTION PATTERN MAKER

Min. 5 yrs exp with knits & wovens, exp. in domestic & import production. Must be proficient in MSoftware and Gerber system. Able to work in a fast pace environment.

#### PRODUCTION ASSISTANT

Assist Production Manager in all phases of production including issuing po's, follow-up with stores and factories, and logistics. Minimum 2-3 years Import experience preferred. Must be computer literate, team player and be able to understand the urgency of deadlines.

Email resume to jonathon@mikenclothing.com or fax to (323)-266-2580 Attn: Jonathon

### Trim Sales Representative - Los Angeles

Brand I.D is looking for a trim sales representative to be based out of our Los Angeles office.

You will work closely with our customers and the Brand I.D Hong Kong development team to ensure that customer trim packages are developed in a timely manner, according to their specifications and customer expectations.

All applicants please use url below:

[http://www.brandid.com/survey.aspx?survey\\_id=20](http://www.brandid.com/survey.aspx?survey_id=20)

#### MERCHANDISING/SALES ASSISTANT:

Self -motivated individual who is able to multitask in a fast paced environment with positive Attitude. Must be comfortable in sales meetings, pay attention to details, eager to learn and Have a great eye for fashion. Working knowledge of illustrator and photoshop a must.

#### GRAPHIC/CAD ARTIST

Creative individual to develop new artwork for Textiles, screen prints and sublimation. Must be able to create cads and line sheets as well as other graphic needs that arise. Proficiency in illustrator and photoshop a must.

Please E-mail resume to Rose@BBoston.com

### GRAPHIC DESIGNER/ARTIST

A women's apparel co in Vernon is looking for a talented MISSY Textile Print Designer for a sublimation co. Must be Able to work in a past face env.. MUST have exp doing Sublimation, highly organized, creative, dependable, detail Oriented, team player.

Email resume and sal req to: victor@sublitexusa.com

### 1st to Production Patternmaker

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

Are You Interested in Making Unlimited Income? We are looking for highly motivated, talented and energetic salespersons with excellent communication skills. If you are interested being part of a company offering huge potential for growth, please send your resume to: maryangrimm@hotmail.com, or fax at: (831) 298 7271.

### TECHNICAL DESIGNER

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

## Jobs Available

### PRODUCTION MANAGER

FOR SUCCESSFUL WELL ESTABLISHED LOS ANGELES APPAREL MANUFACTURER.

WITH AT LEAST 5 YEARS EXP. AS AN APPAREL PRODUCTION MANAGER. MUST BE TECH SAVVY, HAVE GREAT T&A EXECUTION, TEAM BUILDING & SOLUTION ORIENTED SKILLS. WE OFFER A PROFESSIONAL, WORK ENVIRONMENT & A GREAT FINANCIAL PACKAGE WITH BENEFITS.

PLEASE EMAIL RESUME & SALARY HISTORY TO: abeureka1@gmail.com. PLEASE PUT "PRODUCTION" IN SUBJECT LINE OF EMAIL

### FABRIC AND TRIM COORDINATOR

Wanted for women's domestic and import clothing company. The ideal candidate will have to be able to move fast while working well with others and wear many hats. Must be able to read reports to find actual trim and fabric needs. AIMS knowledge is a plus. Coordinate the distribution of trims between contractors and factories. 2 year's experience needed.

Reply to recruiting\_t@yahoo.com

### Receptionist / Cust Service

Fast paced clothing Mnf seeks asst. Duties include: data entry, answering phones, cust support, etc. Must have strong communication and multi-tasking skills, work well under pressure and detail orientated. Longer hrs may be req. EDI knowledge a plus.

E-mail resume to: monica@bordx.com

### CAD ARTIST

CAD Artist reports to Design Director creating marketable textile prints & color ways; create seasonal CAD color palettes; initiate suggestions; maintain pattern database; stay abreast of trends; liaison to Design Team. Must have the ability to create pattern work, strong illustrative hand, create seasonable CAD color palettes. Must be organized, flexible to change, able to work in fast paced environment and maintain professionalism.

2 years of work exp. and degree in design preferred.  
E-mail resume to hrresumes@neman.com

### CUSTOMER SERVICE/DATA ENTRY/ CREDIT CONTROL

Strong communication skills as well as customer service. High level of computer literacy required. Able to work with factor. 3-4 years garment industry experience. EDI experience. Email resume: email@emilrutenberg.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

### FABRIC SALES REP

A Domestic/Contemporary Knitting Company w/ hi-end line of products is hiring independent or exclusive sales reps.

Email in confidence to newfabricrep@gmail.com

## Jobs Available

### Import Coordinator

Junior, Missy and Girl's lines are seeking an Import Coordinator. Needs to have 2 years+ of garment experience. Good at communication and presentation. Can present novelty fabric, trims, and garments to designers. Can maintain a good relationship with designers and customers. Bilingual - Able to speak Mandarin Chinese to talk to Chinese suppliers to resolve issues. Able to drive to visit companies(Customers).

Please send resume to: Perry@Luxephil.com

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

### DESIGNER

Experienced soft woven tops and dresses, collection Designer. Looking for talent, someone with passion for design. Intuitive, vision, full skill set and trend right.

Exp with domestic and import, start to finish.

Fast paced team, Burbank location.

Email resume, sample of work and salary requirement to: Debra@sanctuaryclothing.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: sales@urbanexpressions.net.

### EIGHT SIXTY

#### PRODUCTION PATTERNAKER

Looking for an experienced production pattern maker...

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

Contact: Aida Vasquez avasquez@eightsixty.com or fax resume to 213-683-8390

### SALES/MARKETING PERSON

Growing T-shirts Company Blank T-shirt company in Ontario, CA seeking sales/marketing person & customer service rep, must have exp. in garment business, highly-motivated, strong communication skills, detail-oriented.

E-mail resume to HR@pimaapparel.com, salary+bonus, good benefit, paid-vacation.

### Manager of Sales

Established wholesale clothing line is looking for an experienced Manager of Sales; an individual who has the ability to lead and direct a team of seasoned Sales Representatives. Candidates should be expert leaders; skilled at managing people, coaching sales conduct, improving processes, and making changes when/where necessary. Please send resume & cover letter to: jobs.confcompany@gmail.com

### APPAREL PATTERN MAKER - FULL TIME

Wanted: Full Time, Apparel Pattern Maker. Must know PAD, marking and grading. Knowledge of Gerber a plus. Computer savvy -- able to do imports, exports and deal with DXF files. Salary negotiable depending on experience. 7:15 to 3:45 Mon thru Fri. Send resume to: apparel2007@pacbell.net

### To place a Classified Ad Call Jeffery

213-627-3737 Ext. 280  
or jeffery@apparelnews.net

www.classifieds.apparelnews.net

## Jobs Available

### PATTERNMAKER

5-7 of exp. 1st thru production pattern maker to work on collection pieces including jackets, tops, bottoms and dresses. Create development and production ready patterns and make changes and edits by hand as needed. Efficiency in Tuckatech. Email resume: [email@emilrutenberg.com](mailto:email@emilrutenberg.com)

## Jobs Wanted

### 35 yrs Exp'd

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

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

## Buy, Sell and Trade

### WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's.  
ALL FABRICS!  
[fabricmerchants.com](http://fabricmerchants.com) Steve 818-219-3002

### WE NEED FABRIC

Silks Wools Denims Knits Prints Solids...  
Apparel & Home decorative.  
No lot to small or large...  
Also, buy sample room inventories...  
Stone Harbor 323-277-2777  
Marvin or Michael

## Real Estate

### GARMENT BUILDINGS

#### Mercantile Center

500 sq. ft. - 16,500 sq. ft. Priced Right.  
Full Floors 4500 sq ft.,  
Lights-Racks-New Paint-Power  
Parking Available-Good Freight.  
Call 213-627-3754  
Design Patternmaker Garment Lofts  
300 sq ft - 1,000 sq ft.  
Call 213-627-3755

For advertising information:  
Call Jeffery 213-627-3737 Ext. 280  
[classifieds@apparelnews.net](mailto:classifieds@apparelnews.net)  
Go to our Self-Serve Website  
[www.apparelnews.net](http://www.apparelnews.net)

## Coming Soon

### December 12

Cover: 2014 Newsmakers  
E-tail Spot Check

### Salute to Suppliers & Services Advertorial

### December 19

Cover: 2014 Retrospective and  
Financial Industry Review  
Retail Report

### December 26

Cover: Year in Review  
Surf Report  
Technology

### Technology Advertorial

#### Bonus Distribution

AccessoriesTheShow/FAME/Moda  
Manhattan 1/4-6, 2015

### January 2

Cover: Retail  
Surf Report  
Fashion Resource  
Waterwear

#### Bonus Distribution

Agenda Long Beach 1/5-6  
Surf Expo 1/8-10  
LA Fashion Market 1/11-15  
Designers & Agents LA 1/12-14  
DG Expo NY 1/12-13  
Premiere Vision NY 1/13-14

## Three of our most popular and best-read cover features of the entire year

### NEWSMAKERS

heralds the industry's  
top influencers in 2014

### RETROSPECTIVE AND FINANCIAL INDUSTRY REVIEW

provides a by-the-numbers  
snapshot on how the  
industry did in retail, real  
estate, employment,  
and more

### YEAR IN REVIEW

looks back, by category,  
on the events that shaped  
the industry in 2014



CALL NOW FOR SPECIAL RATES

TERRY MARTINEZ  
(213) 627-3737 x213



SHOW <sup>OFF</sup>  
your  
BRAND



PROGRESSIVE  
LABEL INC

---

LABELS • HANG TAGS • LOOKBOOKS • HARDWARE • & MUCH MORE

---

---

[WWW.PROGRESSIVELABEL.COM](http://WWW.PROGRESSIVELABEL.COM)

---

{323} 415.9770

2545 YATES AVE • COMMERCE, CA 90040