

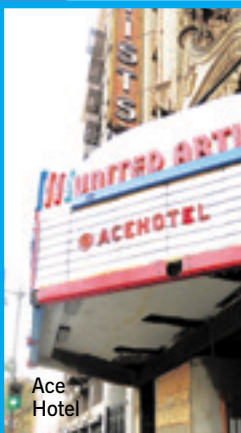
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Avery Dennison RBIS' design center



Ace Hotel



Money-laundering bust in the fashion district



Fred Segal Collective in Las Vegas



Frances Harder



Mayor Eric Garcetti's proposed minimum-wage increase



Staci Riordan/Loyola Fashion Law Project at Loyola Law School



Ilse Metchek

2014 NEWSMAKERS

From the sale of trade show giant Advanstar to the high-profile federal raid on Los Angeles Fashion District businesses, 2014 was a year of surprises and contrasts. This was the year when control of manufacturing giant American Apparel seemed to change daily, as did the ongoing troubles at the ports of Los Angeles and Long Beach. The suggestion of a raise in the city's minimum wage sent shock waves through the apparel community, and questions arose over the specifics behind "Made in USA" labeling.

Bright spots included a wave of luxury retail development on Rodeo Drive in Beverly Hills, an expansion of iconic California retail brands beyond our borders and a new dedicated program to study fashion law in California. For sheer buzz-worthiness there was the highly anticipated opening of the Ace Hotel in downtown Los Angeles, as well as the opening of the first Nasty Gal store, on Melrose, quickly followed by the announcement of a second store under construction in Santa Monica.

Coverage of this year's newsmakers begins on page 6.



Advanstar sale



Rodeo Drive



Port congestion



Nasty Gal's store



American Apparel/Dov Charney



Controversy over the "Made in USA" label

Apparel Importers Push to Bring Cargo in Before Chinese New Year

By Deborah Belgum Senior Editor

Wary apparel and textile importers who have lost millions of dollars due to late-arriving merchandise are setting their shipping plans on fast forward even though the holiday season normally signals a shipping slowdown.

No one is expecting the months-long port congestion problem in Los Angeles or Long Beach to clear up before Chinese New Year on Feb. 19, which sees Chinese and other Asian factories shut down for two weeks and slows merchandise shipments.

Negotiations for a new West Coast longshore workers' contract have dragged on for seven months with no end

➔ Ports page 2

UCLA Anderson Forecast Takes a Look at California's Future

By Deborah Belgum Senior Editor

California is on a steady course to see job growth outpace the U.S. economy through the end of 2016, eventually driving down the state unemployment to 5.6 percent during that period. That is considerably lower than the 7.3 percent recorded in October.

But the kinds of jobs that will be in demand are slowly changing. More positions will be created in the world of information and technology than in construction or manufacturing.

That means a whole different set of job skills will be needed

➔ UCLA page 12

Caruso Outlines Plans for Palisades Village

By Andrew Asch Retail Editor

Reviving a long-gone movie theater; introducing unique, boutique retail; building a park. These are some of the new features that Rick J. Caruso plans to bring to his proposed **Palisades Village** development in Los Angeles' exclusive Pacific Palisades enclave.

Caruso revealed detailed plans for the proposed 2.8-acre retail and restaurant development at a Dec. 4 standing-room-only meeting of more than 1,000 people at **Palisades Charter High School**, which is a short drive from the proposed

➔ Palisades page 4

INSIDE

Where fashion gets down to businessSM



New tenants to open at The Bloc ... p. 12
Salute to Suppliers & Services ... p. 12

Wet Seal Discusses Bankruptcy, Other Options During Third-Quarter Call

During a conference call on Dec. 10, executives of **The Wet Seal Inc.**, discussing third-quarter results, raised the possibility of a company bankruptcy.

In financial documents and statements associated with results for the juniors retailer's third fiscal quarter, Wet Seal, headquartered in Foothill Ranch, Calif., noted that the juniors company is looking to resolve "immediate liquidity needs." On Nov. 24, the company hired investment banking company **Houlihan Lokey** to explore various options. In a Dec. 10 statement, Wet Seal noted that the company's future may be in flux.

"If the company is unsuccessful in the very near term in its efforts to address its immediate liquidity needs or otherwise experiences delays and difficulties in such efforts, the company may deem it advisable to seek a restructuring or other relief under the provisions of the U.S. Bankruptcy Code," the company statement said.

For its third quarter, same-store sales declined 14.5 percent. Net sales totaled \$104.3 million compared with \$114.9 million in the same quarter the previous year. Gross profit was \$14.3 million compared with \$27.4 million in the same quarter in the previous year. The operating loss for the third quarter was \$36.3 million compared with an operating loss of \$12.4

million in the same quarter last year. As of Nov. 1, Wet Seal had cash and cash equivalents of \$19.1 million and \$21.3 million in convertible debt.

The company runs a fleet of 528 stores and forecasts that it will close 60 stores by the end of the fourth quarter when its leases expire. Many of those stores will be Wet Seal outlets and **Plus**, the retailer's plus-size stores, which did not perform as well as had been forecasted, said Ed Thomas, Wet Seal's chief executive officer.

After giving the bad news during the call, Thomas outlined plans to change Wet Seal's merchandising. Popular juniors merchandiser Christine Lee started work at Wet Seal on Sept. 3. Her work will be on Wet Seal's shop floors in spring 2015. "Christine Lee is leading the change to bring [Wet Seal] back to its merchandising roots," Thomas said.

The Spring '15 Wet Seal merchandise will emphasize more fashion rather than basics, which it has done in the recent past. Also, expect looks from Wet Seal's **Contempo** brand and placement of some third-party brands.

The company will sell more dresses and bottoms and will also introduce an "athleisure" line for the first quarter.—*Andrew Asch*

Kelly Slater Expands Outerknown

Surf legend Kelly Slater is hoping to rip it with his new clothing label, **Outerknown**, which will see the men's collection in stores for Fall 2015 and women's debuting for Resort 2015.

Slater, who did not renew his sponsorship contract earlier this year with **Quiksilver**, is working on his own brand, which will be a little more sophisticated than the traditional surfwear looks.

Outerknown already has a minority investment from French luxury conglomerate the **Kering Group**, which owns **Balenciaga**, **Bottega Veneta** and **Stella McCartney**. Now Slater is working on putting a few more people in the executive suite after tapping John Moore, named by *GQ* as the best new menswear designer, as creative director.

Joining the staff of the company, based in Culver City, Calif., is Stella Ishii, who has been named sales director for the Americas and Japan. She is the woman behind **The News**

showroom in New York and helped launch **Vivienne Westwood** in the United States.

Shelly Gottschamer has been named director of supply chain and sustainability, leading the brand's progressive sustainable production and sourcing efforts. She spent the last five years as sportswear sourcing manager at **Patagonia**, overseeing the line's environmentally conscious supply chain.

Julie Gilhart, a fashion consultant and a former **Barneys New York** fashion director, has been appointed to the executive board of directors and will be consulting on how to develop the voice of the brand and contributing to areas such as design, sales, production and communications.

The men's collection will include T-shirts, woven shirts, knits, jackets and chinos in muted colors. Denim will be added when a sustainable source can be found. Womenswear will be more style oriented and have some contemporary influences.—*Deborah Belgium*

Rose Jannuzzi Named SVP of Operations for SwimSpot

SwimSpot, the swimwear retailer owned by **Raj Manufacturing**, named Rose Jannuzzi senior vice president of operations.

With nearly 25 years' experience in the industry, Jannuzzi previously served as chief operating officer of **Cels Enterprises**, the footwear company that produces **Chinese Laundry**. She also served as chief executive officer of **Jannuzzi Clothing**, the clothing company she founded in 2005. Her résumé also includes experience in planning and buying at **Guess? Inc.**, **The Wet Seal**, **Speedo**, **Rampage** and **May Co.**, and she served

as a consultant for **ShoeDazzle**.

"We welcome Rose's manufacturing and retail experience to the Raj family," said Lisa Vogel, co-president of Raj, the Tustin, Calif.-based company that designs, manufactures and distributes several swim brands, including **Athena**, **Nautica**, **Hurley**, **Next by Athena**, **Reef**, **Ella Moss**, **Splendid** and **Luxe by Lisa Vogel**. "Her results-oriented approach and ability to think strategically make her an excellent addition to our management team as we continue to grow our sales and profitability."—*Alison A. Nieder*

Ports *Continued from page 1*

in sight. A chassis shortage is not about to be resolved soon, and cargo is stacked up so high that it is still taking weeks to get containers off the docks.

Customs brokers are advising clients to get their goods on the water as soon as possible while diversifying to other ports.

"It is so congested down there right now that if you didn't bring in another piece of cargo, it would take the ports a month to dig themselves out of the hole," said Mark Hirzel, president of the **Los Angeles Customs Brokers and Freight Forwarders Association**.

With all this congestion, shipping lines recently announced for a second time they were planning to slap a \$1,000 port congestion fee on 40-foot containers arriving at West Coast ports until the problem is resolved. The extra fee was to go into effect Dec. 10, but the **Federal Maritime Commission** convinced the 15 carriers to postpone that surcharge until next year.

"I am very thankful for that," said Mario Cordero, chairman of the Federal Maritime Commission, which regulates those shipping fees. He is hoping that by the beginning of next year, any talk of a port congestion fee will be moot.

To alleviate some of the shipping pain, some logistics companies have been advising their clients to adopt a 50/25/25 plan. That means 50 percent of cargo is sent to the ports of Long Beach and Los Angeles, 25 percent to other West Coast ports, and the rest is shipped to East Coast ports.

However, with cargo volumes at the Long Beach/Los Angeles port complex so large—handling 40 percent of all containerized goods arriving in the United States—it is not easy for smaller ports to process the additional shipments, creating their own congestion problems.

Right now, Jeffrey Coppersmith, president of **Coppersmith Global Logistics** in El Segundo, Calif., sees cargo containers sitting on the docks for as long as 16 days before being picked up by a trucker and delivered to rail yards, where they sit another six days. "It is taking goods 36 days to get to Dallas when it normally takes six," he said.

Coppersmith said he had one electronics client who agreed to pay an extra fee to

expedite extracting a cargo container off the docks. But it would have taken 250 moves to get the container out of the port. "We have a mess right now," Coppersmith said, "and it isn't over."

However, there are some signs of improvement. As of Dec. 10, there were only four cargo-container ships docked off the breakwater waiting to berth. In the past weeks, there have been as many as 10 cargo containers off the breakwater. Normally at this time of year there are none.

Labor pains

Negotiations between the **International Longshore and Warehouse Union**, whose nearly 20,000 laborers work at 29 West Coast ports, and the **Pacific Maritime Association**, comprising shipping lines and terminal operators, have been going on in San Francisco since mid-May. The talks took a 12-day hiatus during the Thanksgiving holiday and started up again on Dec. 3.

"They have been meeting this week and doing their best," said Craig Merrilees, an ILWU spokesman.

An ILWU caucus meeting is scheduled to start Dec. 15 in San Francisco. Many people were holding out hope that this could be a sign that a new contract was imminent.

But Merrilees said the caucus meeting date was set a long time ago. The ILWU caucus is a democratically elected body of representatives from each longshore local. It sets policies in between ILWU conventions. A typical caucus is 90 delegates. Merrilees said there is sure to be some kind of report or update on the contract negotiations but no voting unless a tentative contract is in place.

The lack of a new six-year contract, which expired on July 1, has complicated resolving the ports' chassis shortage. The ILWU is responsible for making sure the chassis are in working order and maintaining them before leaving the docks.

Both the **Port of Los Angeles** and the **Port of Long Beach** set aside acres of vacant land to store empty containers and use their chassis for loaded cargo.

But a new longshore contract or a temporary contract extension governing chassis maintenance needs to be in effect before the off-site locations can be used, port authorities said. ●



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NEWS

Palisades *Continued from page 1*

development on Swarthmore Avenue between Monument Street and Sunset Boulevard.

Redeveloping open-air, Main Street-style districts has been a topic of interest at **Caruso Affiliated**, the Los Angeles-headquartered company helmed by Caruso, who developed, owns and manages popular lifestyle malls **The Grove** in Los Angeles and **The Americana at Brand**, located about 10 miles north of The Grove in Glendale, Calif.

The proposed Palisades Village will be Caruso's first run into redeveloping already-existing neighborhoods. On Nov. 25, his company announced that he was closing escrow on Swarthmore Avenue, which brought to a close around two years of real estate deals and anticipation of what he intends to do with the area, which has fallen on hard times.

Swarthmore serves as something of the main drag of Pacific Palisades, but since the Great Recession, many empty storefronts have lined the district, which stands in grim juxtaposition to a community of multi-million-dollar houses. Pacific Palisades has been the address of famous names such as writer Thomas Mann and President Ronald Reagan and currently is the home of Hollywood heavyweights such as "Star Wars" and "Star Trek" director J.J. Abrams and movie stars Ben Affleck and Jennifer Garner. Caruso makes his home in the neighboring enclave of Brentwood.

During the more than 30-minute talk, Caruso said that cleanup of toxic soil around the site of a former dry cleaner on Swarthmore was scheduled to begin on Dec. 8. He also told the Palisades audience that his company intends to demolish the buildings on Swarthmore, which he said had grown rickety with time. The company also plans to acquire the land currently occupied by a **Mobil** station and relocate a storm drain on the street.

However, his plans for Palisades Village had yet to be approved by the Los Angeles City Council. "I need all of your support to get it done and get it done quickly," Caruso told the crowd of the city's permit process. The enthusiastic crowd, which included Adam Glazer, the president-elect of the **Pacific Palisades Chamber of Commerce**, broke into applause several times during Caruso's presentation. "You're making my night," Caruso said. "I thought I was going to get shot," he joked.

Caruso Affiliated conducted a series of community meetings in Pacific Palisades ear-

lier this year to find out what residents want in a retail district. Topping the list was a community room, a cinema, a specialty grocer, a park, outdoor dining, unique retailers and increased parking. Caruso told the crowd that he intends to grant all requests.

For increased parking, he plans to build parking lots underneath the proposed village. For a cinema, he plans to rebuild the **Bay Theater** on the site where the long-gone movie house closed in the late 1970s.

He also plans to install a 1940s-style art deco sign for the Bay. For a specialty grocer, businesses such as **Whole Foods** and **Trader Joe's** have been considered, but the field is wide open, he said.

For retail, boutiques being considered for the development will be a "diverse group of specialty independent merchants and unique brands, including some opening their first stores on the Westside," according to a Caruso Affiliated statement.

For boutiques currently doing business in the Palisades Village area, Caruso told the audience that businesses' leases will be honored until they expire in mid-2016. During the



BRING BACK BAY: The Bay Theater has not screened films in Pacific Palisades for decades, but Caruso Affiliated plans to rebuild the cinema (see rendering above) if its Palisades Village development is approved by the Los Angeles City Council.

construction period, rent will be cut, although he did not say by how much. Caruso Affiliated also will give low-interest loans to boutiques moving out of the neighborhood and will help out those who will move back into the proposed development.

During a question-and-answer session, Caruso declined to state how much rents will cost at the new place or how much it will cost to construct the project. The project is scheduled to take a bow in fall 2017. Before he ended his talk, Caruso also stated there will be outdoor-style dining as well as a village green park, which will include stately trees, a lawn and colorful flowers. ●

Calendar

Dec. 15

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

Dec. 17

67th Annual Christmas Event for Children, hosted by the CFF and TALA
Cooper Design Space
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

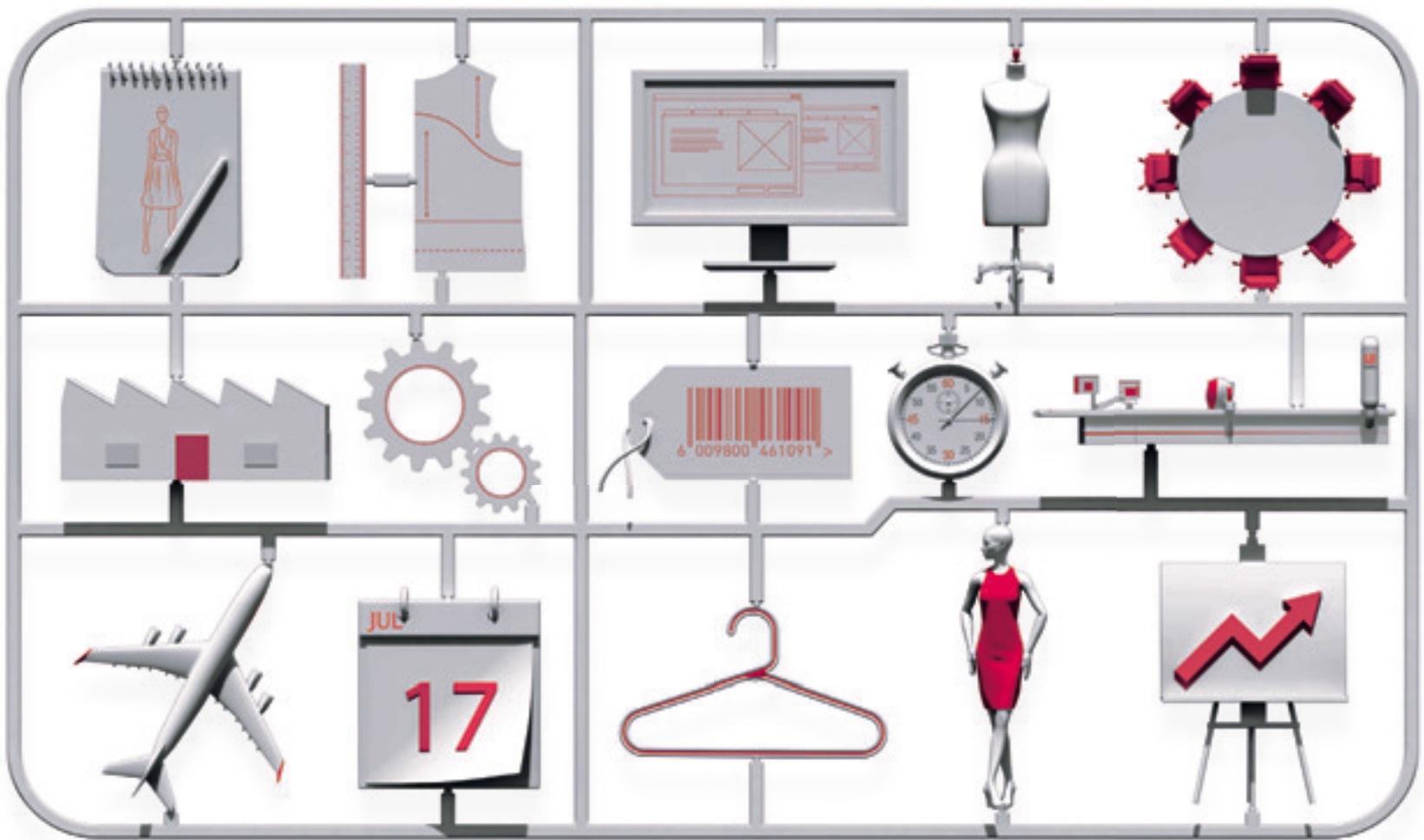
There's more
on ApparelNews.net.

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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MAGIC Parent Advanstar Acquired

Twice a year, more than 5,000 brands and more than 65,000 attendees decamp to Las Vegas to show their latest wares at the sprawling über trade show **MAGIC** and its sub shows, which include **WWD**MAGIC**, Project, ENKVegas, Pool-tradeshow** and **Sourcing at MAGIC**.

So it was big news on Oct. 1 when MAGIC's parent company, **Advanstar**, announced that it was being acquired for \$972 million by **UBM PLC**, a London-based media and events-producing company. In the announcement, Joe Loggia, Advanstar's chief executive officer, said that the deal will provide new opportunities for international business for the Santa Monica, Calif.-headquartered Advanstar. The deal benefited UBM because it provides an entry into the fashion trade show business. Loggia promised to direct Advanstar for a transitional time after the deal closed.

Since then, MAGIC has announced a new trade show, **Playground**, which will debut in February. The new show, which was announced on Nov. 10, will showcase clothes from infants' to tweens'. The show will be curated by vendors and retailers, according to a MAGIC statement. Other than the kiddies' show, no other changes seem to be coming down the pike, and there's a good chance that the upcoming February show will look much like MAGIC's August show.

Still, veteran vendors and retailers hope MAGIC will pursue some new directions. With a London-based owner, perhaps MAGIC could bring in more international retailers, some said.

Others said that they hoped that MAGIC would take steps to add more definition to its shows' identities.

Gillian Julius has exhibited her self-named luxe jewelry and accessories brand, **Gillian Julius**, at ENKVegas since before MAGIC acquired it in 2013. She hopes that the company will take more steps to create clearly delineated boundaries between the shows. "The way the mix is now, ENK is attracting a customer who is no longer the right customer, and [vendors] are spending half of the show defending their price points. We never had these issues before," she said.

Gila Leibovitch, who is a co-owner of **The Vault** group of stores in Laguna Beach, Calif., is a veteran attendee of MAGIC and the satellite shows. She said that she was not sure what UBM will do with its new property, but she hopes that MAGIC will turn into a more compact show. "I'd like to see the entire venue under one big roof. It is so hard for us buyers to jump from venue to venue and have enough time to see everything in a few days," she said of running from the MAGIC shows at the **Mandalay Bay Convention Center**, at the south end of the Las Vegas Strip, to other MAGIC shows at the **Las Vegas Convention Center**, located toward the north end of the often congested Strip.—*Andrew Asch*

Dov Charney's Fight With American Apparel

For **American Apparel** founder Dov Charney, it's been a harrowing year.

No stranger to controversy, over the years Charney faced sexual-harassment lawsuits and strong criticism for his sexually charged advertising campaigns.

But in June, American Apparel's board of directors voted to oust the Canadian-born entrepreneur as the company's chairman and suspend him as the chief executive and president for alleged inappropriate behavior and financial misconduct.

A special committee appointed by the board is conducting an investigation into Charney's alleged missteps, but there still has been no determination of what will happen.

Charney fought back. With only 27 percent of American Apparel's stock in his portfolio, Charney went on a hunt for more financial clout. The result is that **Standard General**, a New York hedge fund, started buying up stock and, with the support of Charney's 27 percent interest in the company, now controls 44 percent of the stock.

That has given Charney a little more leverage, which helped him get a paying consulting job with American Apparel while the board's investigation continues.

Meanwhile, at Standard General's urging, six members of the eight-member board have been replaced as well as several top-level executives who backed Charney's dismissal.

John Luttrell, the chief financial officer at the time of Charney's departure, stepped in as interim chief executive. But by September he was out the door, replaced by John Brubaker, another interim CEO, known as a turnaround whiz.

Stepping into the chief financial officer position is Hassan Natha, a former **Nike** executive. And as of Dec. 15, the company will have a new chief counsel on board. Chelsea Grayson is taking over the job from Tobias Keller.

All this turmoil comes as American Apparel, which operates the largest apparel-making factory in the United States in downtown Los Angeles, has been struggling for nearly five years and flirted with bankruptcy twice.

The company has lost nearly \$300 million in almost five years and is carrying an accumulated debt load of nearly \$300 million. For the first nine months of the fiscal year ending Sept.

30, net sales were \$455.4 million, down from last year's \$464.8 million. Net loss for the same period was \$40.8 million compared with \$85.5 million last year.

The Charney ouster had many people fearing that American Apparel would move its production overseas to save money. But so far, the company, which employs more than 3,000 people in its downtown factory and another 7,000 people in its 245 retail stores and other entities, has vowed to stay in Los Angeles.—*Deborah Belgun*



PUBLIC STATEMENT: A recent American Apparel billboard



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West Coast Ports' 'Perfect Storm'

For many retailers and apparel importers, this holiday season didn't turn out to be very merry and bright.

Some of the worst cargo congestion seen in a decade hit the ports of Los Angeles and Long Beach right when important holiday merchandise needed to be in warehouses and on store shelves to meet demand for the busiest shopping season of the year. From September onward, several factors converged to form what everyone has been calling "the perfect storm."

First, the shipping lines decided to get out of the chassis business, creating a chassis shortage and chaos in quickly finding a chassis on which to load cargo containers. Then huge cargo-container vessels carrying as many as 13,000 containers, instead of the normal 8,000 to 9,000 cargo containers, started calling at the ports, making it harder to unload merchandise and get ships off to their next destination very quickly. Cargo containers have been stacked so high on the docks that extracting a container has become as complicated as figuring out a **Rubik's Cube**.

To add to the turmoil, the six-year contract

between the **International Longshore and Warehouse Union** and the **Pacific Maritime Association** expired on July 1. Contract negotiations were still going on by early December, but the PMA—made up of the shipping lines and terminal operators that employ the nearly 20,000 longshore workers covered by the contract at 29 West Coast ports—were complaining about work slowdowns.

The result has been cargo-container chaos. Berths have been so backed up that at any one time there were five to 10 cargo-container ships anchored beyond the breakwater waiting for space to dock. Some ships were parked on the water for as long as one week.

It has taken as much as two weeks to get containers off the docks and then days longer to load them onto railcars. Many importers opted to pay extra money to have their cargo transported more quickly by trucks instead of waiting for space on the railroads.

Several importers are expecting to lose millions of dollars in lost orders because many retailers became impatient and canceled their orders.—*Deborah Belgum*

Federal Raid in Los Angeles Fashion District Uncovers Drug Money-Laundering Scheme

Federal agents in September raided some 70 LA garment companies and residences in an investigation uncovering a Mexican drug money-laundering scheme that had been going on for years right in the heart of the Los Angeles Fashion District.

So far the raids have raked in nearly \$100 million in cash and confiscated bank accounts, including \$35 million in cash at a Los Angeles condo and \$10 million in cash at a Bel-Air house. And the investigation by multiple U.S. agencies—including the **Federal Bureau of Investigation, U.S. Immigration and Customs Enforcement** and the **Department of Treasury**—continues.

All this cash comes from a money-laundering scheme between two Mexican drug cartels and several Los Angeles clothing and textile importers.

Messengers would drop off large sums of cash at a garment company. The garment company would use the money to buy clothing or fabric in overseas factories. The clothing and

goods ultimately ended up in Mexico, where they were sold for Mexican currency and kept by the cartels.

Three people from **QT Fashion** were arrested. Another four people from **Pacific Eurotex** were arrested after an indictment alleged they received laundered money of at least \$370,000 in bulk cash. Two other people associated with **Yili Underwear** and **Gayima Underwear** were arrested.

The investigation into money laundering was months in the making, beginning in May 2013. Federal agents used confidential informants to identify money brokers who were dropping cash to fashion-district businesses.

Undercover agents then started posing as the money droppers to get an inside view of what was happening.

Days after the September raid, federal officials posted a seizure notice for an \$8 million mansion in Pasadena, Calif., whose owner is listed as Nancy Yih, president of **LA Idol Fashion**.—*D.B.*



CASH CACHE: Federal investigators raided several fashion businesses and residences allegedly involved in laundering drug money for Mexican cartels. In one condo, they found \$35 million in cash stored in cardboard boxes.

The Controversy Over 'Made in USA' Labeling

A class-action lawsuit filed earlier this year has led to a lot of confusion lately about how California apparel companies cutting and sewing their garments locally should label their products.

Should they be allowed to say "Made in the USA" if the fabric and other components came from outside the United States? Or should they have to say "Made in USA of Imported Fabric, Buttons and Zipper?"

The decision may be up to a federal judge.

This past summer, several class-action lawsuits and legal letters were delivered to Los Angeles makers of premium-denim jeans challenging their labels that merely said "Made in USA" when their fabric often comes from Italy and Japan and their zippers and buttons from other countries.

In October, a U.S. District Court judge denied a motion to dismiss one of the lawsuits against the Los Angeles denim company

AG, formerly known as **AG Adriano Goldschmied**, and against **Nordstrom**, where the jeans were sold.

The controversy is over the difference between federal regulations, which are more liberal, and more-stringent state regulations that say labels must more accurately explain where the garment's raw materials come from and where it was assembled.

Normally, federal regulations prevail over state regulations, but in this case the judge said the two can co-exist.

The lawsuits can now proceed to trial or be settled out of court. Meanwhile, apparel makers are waiting to see if they will have to make new labels with more information on them.

This is particularly tricky for U.S. manufacturers outside of California, whose locally sewn clothing might have to have one label for California and another for the rest of the United States.—*D.B.*



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7 for All Mankind
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2014 NEWSMAKERS

Ilse Metchek and the CFA

For nearly 20 years, Ilse Metchek, president of the **California Fashion Association**, has served as the spokesperson for the California apparel community. She is the person to call for business intelligence or a pithy comment for the press or to consult about a new business strategy or the ramifications of a new piece of legislation.

Metchek has led the organization since it was founded in 1995 in the wake of the discovery of 70 Thai nationals forced to work in slave-like conditions in a garment factory in El Monte, Calif. Then-Mayor Richard Riordan hosted a roundtable with members of the fashion industry, who agreed that an organization was needed to field media questions, gather industry statistics and data, and work with city, state and federal officials to investigate the incident in El Monte. Over the years, the organization has grown in scope to include outreach to allied associations and keeping its members apprised of all matters affecting their business, from economic trends to financing opportunities to legal issues.

This year, Metchek hosted seminars on a wide range of current topics, including intellectual-property issues, licensing and new technologies, held at the **Los Angeles International Textile Show**; new innovations in denim, held at the **Kingpins** trade show; and the U.S. manufacturing revival, held at the **West Coast Manufacturing Conference**.

At the biannual **MAGIC** trade show, the CFA hosted a finance seminar with **CIT** and organized a seminar examining export and import issues for U.S. denim. Metchek also hosted panel discussions on U.S. market entry for delegations from Hong Kong, Brazil, China and Saudi Arabia.

Metchek and the CFA worked with French technology company **Lectra** to host a

panel discussion on technology and fashion, hosted a panel with **Wells Fargo** on opportunities for growth through private label and branded manufacturing, and co-moderated a panel with **CIT** on strategies and innovations in financing fashion.



Ilse Metchek

In March, she traveled to Hangzhou, China, to present a seminar for online platform **Alibaba** titled "Understanding the U.S. Market for Apparel & Textiles." She presented a similar discussion for the **China Office of Trade** in Shanghai.

Back in Los Angeles, she discussed U.S. market opportunities for delegations from Peru, Thailand, Hong Kong, Colombia, Singapore, Italy, Mexico and Sweden.

And Metchek continued to work with the **Fashion Industries Human Resources Association** on key human-resources issues affecting the apparel industry.

The CFA also serves as a hub of industry information. The **Textile Association of Los Angeles**, a unit of the CFA, fielded inquiries for textile resources and provided more than 760 referrals this year.

Its charitable arm, the **California Fashion Foundation**, continued to raise funds for scholarships and other philanthropic efforts related to the fashion industry. In May, the CFF and TALA hosted the annual Scholarship Awards Luncheon, presenting scholarship funds to students from **California State University-Los Angeles**, the **Fashion Institute of Design & Merchandising**, **Long Beach City College**, **Los Angeles Trade-Technical College**, **Mt. San Antonio College**, **Otis College of Art and Design**, **Santa Monica College** and **Woodbury University**.

And on Dec. 17, the organization hosts the 67th annual Christmas Event for Children, a holiday party for children from area boys' and girls' clubs and after-school programs.—*Alison A. Nieder*

Ace Moves Into Fashion District

The **Ace Hotel** was one of the most highly anticipated projects to open in the **Los Angeles Fashion District**.

The boutique hotel with a fervent cult following made its big debut in January 2014 at 929 S. Broadway, a block away from the **California Market Center**. Since then it has hosted big rock concerts at its Southern Gothic-style, 1920s-era theater and was the site of fashion pop-up shops and the center of a chi-chi cocktail scene in downtown Los Angeles. But has it lived up to the hype of attracting well-off hipsters to shop in the fashion district?

For Julia Blake, the owner of the **Pale Violet** contemporary women's boutique, located at 650 S. Spring St. in downtown Los Angeles, the answer is yes. However, the hotel has not brought a major wave of shoppers to downtown retailers—at least not yet, Blake said.

"Is it equal to people who live in downtown? No. But it is substantial," she said of the Ace Hotel guests who have shopped at Pale Violet. The boutique is located about a 10-minute walk from the Ace.

The cachet of the Ace has also attracted high-marquee boutiques to the neighborhood. Over the past 14 months, fashion stores **Acne Studio** and **Oak NYC** have moved into the area. Beauty company **Aesop** also opened a

store, across the street from Acne. French fashion brand **A.P.C.** is scheduled to open a short walk from the Ace.

For Brigham Yen, a real estate expert for **Miren Co.**, a boutique real estate firm headquartered in downtown Los Angeles' Little Tokyo neighborhood, and publisher and writer of the blog **DTLA Rising with Brigham Yen**, the Ace was a significant anchor needed to jump

start the revitalization on district thoroughfare Broadway.

"Their role is to plant the seed, to start the rippling effect. They created an environment that sets the precedent for others to follow," Yen said. "They add another layer of sophisticated retail in downtown that you'd expect to see on the Westside."

Yen forecasts that eventually downtown

Los Angeles' Broadway could become a high-end shopping district.

Also around the fashion district, there's interest in the **Broadway Trade Center**, a historic building located at 830 S. Hill St., a short walk from the Ace. New York's **Waterbridge Capital** acquired the building this year for an undisclosed amount. Rumors are flying at blogs covering **Apple** that the much vaunted computer and lifestyle company will open a flagship store in the building.

—*Andrew Asch*



Nasty Gal Rising

Get ready for more **Nasty Gal**.

On the heels of the Nov. 21 debut of the hip e-commerce emporium's debut of its first physical shop at 8115 Melrose Ave. in Los Angeles, it's getting ready to open another boutique. The second shop will be located at 1254 Third Street Promenade in Santa Monica, Calif. It was the former site of a **MNG by Mango**.

Jay Luchs, executive vice president of **NewmarkGrubbKnightFrank**, represented Mango during the deal, which took place mid-year. He said Nasty Gal took out a long-term lease on the space. Nasty Gal did not reply to an email requesting comment.

The new physical stores are just the latest chapter for the Los Angeles-headquartered Nasty Gal, which seems to be riding a new wave of prominence. Earlier this year, Nasty Gal founder Sophia Amoruso published her memoir, *#Girlboss*, which details her wild youth (including a confession to shoplifting) as well as her rise to be the chief executive officer of what she said is a \$100 million

fashion company.

Nasty Gal is more than a personality cult for Amoruso. Soon after starting as an **eBay** store selling vintage in 2006, it minted a new look, said Laurie Brucker, a stylist and chief of **LaurieBStyle**. "It was all about the torn denim shorts; the oversized, see-through, silk blouses; and the **Jeffrey Campbell** lace-up booties," Brucker said. "It grew into a persona and evolved into so many stylistic looks. But it kept that rebellious, 'devil-may-care, I'm gonna rock it' style."

It also gave a new, affordable look to a generation seeking an identity, said Kelsi Smith, the founder of fashion marketing company **Stylesmith** and the director of the **LA Fashion Council**, which provides a platform for emerging Los Angeles fashion designers.

"[Nasty Gal] appeals to the millennial generation in a unique way. They created a trend-driven e-commerce site for affordable fashion that wasn't **Forever 21**," Smith said. "It filled that millennial niche. There wasn't anything around when it launched."—*Andrew Asch*

Rodeo Drive Construction Brings Even More Luxury to Beverly Hills

This was a big year for remodels and construction of new buildings on Rodeo Drive, often considered the most exclusive of luxury shopping districts in Southern California.

Burberry, the British fashion house, unveiled a new multi-story building at 301 N. Rodeo Drive in November, the same month Burberry's Christopher Bailey, the label's chief creative officer and chief executive officer, was honored by a plaque on the luxe street's Walk of Style.

Crews working with **Shawmut Design & Construction** are in the final stretches of building one of the most highly anticipated new buildings on Rodeo, the **Louis Vuitton** flagship, which is scheduled to take a bow in the first quarter of 2015.

Also notable for new construction this year, a three-level flagship for the **Saint Laurent** fashion house opened at 326 N. Rodeo Drive. The street is marked by some undone work. **Chanel** acquired the street's **Lladro** building for more than \$200 million in 2013. However, Chanel has not yet begun construction on its reported expansion.

Rodeo's construction crews typically worked on remodels and creating new looks for fashion houses moving onto the street. **DSquared2** created a new look for its flagship at 461 N. Rodeo Drive. **Vera Wang** put its idiosyncratic look on a flagship at 428 N. Rodeo Drive, which it moved into in April. **Tori Burch** kicked off 2014 when it opened its

Rodeo Drive flagship in January. **Coach** also unveiled a remodel of its Rodeo Drive boutique this year.

The 2014 construction represents something of a restoration for luxury and European fashion houses on Rodeo. A few years ago, a vanguard of contemporary retailers and denim brands moved onto the street, and it seemed that Rodeo, which had been devoted to luxury with a distinct European personality, was going in a new direction. While some of those contemporary retailers are thriving on the street, Beverly Drive, a few blocks away from Rodeo, has become known as the top Beverly Hills address for contemporary looks, with retailers such as **Scoop**, **Intermix** and **Iro** moving onto the street, said Jay Luchs, executive vice president of **NewmarkGrubbKnightFrank** and one of the prominent commercial brokers in Beverly Hills.

Most Rodeo fashion houses that recently penned leases intend to stay for a long time. The typical Rodeo lease is a 10-year lease with options to add another five additional years. "There are more tenants who want to be on the street," Luchs said. "There is more demand than supply." Rodeo rent also costs the prettiest penny. It costs \$60 for a square foot of commercial space on Rodeo, or a range of \$650 to \$750 per annum. A square foot of commercial space on nearby Beverly Drive ranges from \$15 to \$18 per square foot, or \$180 to \$216 per square foot per annum.—*A.A.*

Avery Dennison RBIS Opens Innovation Center in Downtown LA

For its third **Customer Design and Innovation Center**, or CDIC, Glendale, Calif.-based **Avery Dennison's Retail Branding and Information Solutions** unit (RBIS) looked to downtown Los Angeles' Arts District, where the branding, packaging and technology solutions company opened a 15,000-square-foot facility on East Third Street in September.

The airy space houses a library of branding and research materials, where visitors can browse through RBIS' custom embellishments and analysis tools to help them create innovative labeling and packaging products that help communicate and reinforce their company's brand.

When the Los Angeles CDIC opened, it joined two existing Design Centers: the Miamisburg, Ohio, center, which opened in 2010 and focuses on information solutions, such as RFID (radio-frequency identification), and the Sprockhövel, Germany, center, which opened in 2011 and showcases all of RBIS' capabilities.

The Los Angeles center is similar to the Germany CDIC, but in Los Angeles, there's an added focus on solutions for some of LA's key apparel categories: denim, surf and active apparel.

The company hosted an open house on Sept. 25 to introduce designers and manufacturers to the new Los Angeles center, which the company hopes will help brands explore "the future of mass customization" and "inspire them to push the envelope," said Shawn Neville, president of Avery Dennison RBIS.

"The CDIC is a place where our customers can integrate art, science and sustainability through our proprietary trends and creative services while leveraging our leading-edge capabilities, including brand protection, RFID and high-definition digital graphics," Neville said. "We do this through the lens of our Greenprint sustainability tool, which helps customers reduce their environmental impact."

—*Alison A. Nieder*

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Frances Harder and Fashion Business Inc.

Since 1999, **Fashion Business Inc.** has been helping small apparel companies grow their businesses through its series of courses, workshops and webinars.

This year, FBI founder Frances Harder published the 10th edition of her book "Fashion for Profit," which details what apparel manufacturers need to take their idea from design concept to retail.

Harder also continued her work with the United Nations, helping international apparel organizations assist local producers in bringing their products to market. This year, she has been helping a group of cashmere producers in Nepal prepare to sell to the U.S. market, including working closely with the **MAGIC** trade show to select 10 to exhibit at the February edition of the **Sourcing at MAGIC** show in Las Vegas. She has done the same for a group of Peruvian manufacturers, who continue to travel annually to Los Angeles to meet with Harder and her team for guidance about entering the domestic market. The Nepal group and the Peruvians have since become FBI members, and a handful from both organizations will show in **MAGIC's** Emerging Designers section in Las Vegas, Harder said.

The nonprofit organization continued its partnerships with **MAGIC**; **DG Expo**, the small-minimums fabric show; and the **Los Angeles International Textile Show**. FBI hosts several business-to-business seminars during the February and August editions of **MAGIC**, as well as at the New York, San Francisco and Miami editions of **DG Expo**. For the biannual LA Textile show, FBI holds an open house and a series of free seminars and workshops. This year, the organization was also invited to host seminars at the **Licensing Expo** and **ASD** trade shows in Las Vegas.

"You find a different dynamic in each city," Harder said. The strength of the San Francisco community has prompted FBI to start hosting monthly meetings in the Bay Area with FBI board member Teri Watts, chief technology officer of the e-commerce platform **Shoppista**. Watts also created an FBI marketplace on **Shoppista**.

This year, FBI hosted a technical training program for displaced workers in the apparel industry and is planning to host more next year, said FBI Executive Director Trish Concannon. FBI also conducted tours of the **Los Angeles Fashion District**, local showrooms and area factories, Concannon said, adding that the group is working on a monthly newsletter to highlight FBI members.

For companies looking for investment opportunities, FBI launched the **Lion's Den**, a "Shark Tank"-style event that selects a group of start-ups to pitch their business concept to a group of investors. Participants have to prepare an investment deck, and, if they're ready for investment, FBI chooses six to present to the group, Harder said, adding that since the launch of the program other investors have shown interest in participating in the future. One is a manufacturer looking to set up an incubator program in his factory. Another is a London-based brand looking to invest in U.S. companies.

And in October, FBI hosted its fourth annual **All Aboard.... LA's Fashion Platform** runway show and fundraiser, which showcases the work of several California brands, as well as the winner of the **Moss Adams Fashion Innovator (MAFI)** award. Held at the historic **Union Station** in downtown Los Angeles, the sold-out event was so well received, FBI is considering expanding the event to two nights and adding an international component, as well, Harder said.—*Alison A. Nieder*



FBI President Frances Harder with FBI Executive Chair Rob Greenspan and FBI Executive Director Trish Concannon at the All Aboard....LA's Fashion Platform event in October

VOLKER CORELL

Staci Riordan and The Fashion Law Project

Attorney Staci Riordan is known for having a lot of energy and creative ideas swirling around in her head.

So when she suggested that **Loyola Law School** in downtown Los Angeles, her alma mater, should have a concentration of law classes that deal with the peculiarities of the fashion business, the dean of the law school immediately thought it was an excellent idea.

Riordan joined forces with Sean Scott, the law school's associate dean for faculty, to develop a number of classes that start in 2015 in what is being called **The Fashion Law Project**.

This will make Loyola Law School only the second law school in the United States to have a major concentration of fashion law courses.

Fordham Law School in New York was the first, opening its **Fashion Law Institute** in 2010 with six fashion law classes and a fashion law boot camp.

At Loyola Law School, a few fashion law classes already are being taught. In January, Riordan, now a partner with **Nixon Peabody LLP**, started teaching a class called "Fashion Law," which focuses on brand building, fashion financing, import/export rules and celebrity endorsements.

Classes to be offered next year include "Fashion Modeling Law" as well as a "Fashion Law Clinic," pairing law students with emerging designers for hands-on experience in running a company. A class in "Fashion Mergers and Acquisitions" as well as "Retail Law and Fashion" also will be part of the 2015 curriculum.—*Deborah Belgum*



Staci Riordan

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Iconic LA Retailers Test the Waters in Las Vegas

High-end shopping has been part of the Las Vegas Strip experience for years, but 2014 was the first time Los Angeles retail came to the strip.

In August, **Fred Segal**, a pioneer and a landmark of the Los Angeles boutique retail scene, opened its first set of stores outside of Los Angeles County at the new **SLS Hotel & Casino** at the north end of the Las Vegas Strip.

Earlier in the year, **Kitson**, a boutique chain that made its reputation on Los Angeles' Robertson Boulevard, opened one of its largest stores, at 12,000 square feet, at the outdoor shopping district located outside of **The LINQ Hotel & Casino**. To make the strip's new boutique retail even more of an LA story, **Caruso Affiliated**, the developer of **The Grove** and **The Americana at Brand** retail centers in Los Angeles County, also signed up to manage the retail district at The LINQ.

There's a lot of work facing these retailers, said Meital Bronstein, a veteran of Las Vegas' boutique scene since 2001. She operated the now-defunct **Talulah G.** boutiques on Las Vegas Boulevard and at the strip's **Fashion Show** mall and also co-founded **Bungalowclothing.com**, a Las Vegas-headquartered e-commerce store that aims to give its patrons a personal styling experience with designer clothes.

"It's very difficult to sell a designer product in a specialty, multi-brand design store," Bronstein said of the Las Vegas Strip. "The people with the spending power—the tourists—are going to go directly to [branded] designer stores."

But Fraser Ross, founder of **Kitson**, said that the Las Vegas Strip Kitson is exceeding its forecasted sales numbers. But he does concede that business is different on the Strip. Most of the tourists are looking for bathing suits, flip-flops or something that they could fit into already-full suitcases. Yet, like everywhere else, location is key on the Las Vegas Strip. "We're on the 50-yard line of the Strip," he said of The LINQ. "How could we not be successful on the 50-yard line?"—*Andrew Asch*



Fred Segal at the SLS in Las Vegas.

Mayor Eric Garcetti's Minimum-Wage Proposal

On July 1, the minimum wage in California increased from \$8 per hour to \$9 per hour, the first increase in California's minimum wage since 2008. In 2016, the minimum wage will increase to \$10 per hour,

This year, voters in San Francisco and Oakland, Calif., approved raising the minimum wage in those cities to \$12.25 next year. (San Francisco currently has a minimum wage of \$10.74, and the city is planning to raise the minimum wage each year over the next four years.)

California already has a higher minimum wage than the federal minimum of \$7.25, which has not changed since 2009.

But for the Southern California fashion industry, the minimum-wage increase that generated the biggest shockwaves was one that hasn't happened.

On Labor Day, Los Angeles Mayor Eric Garcetti announced a proposal to raise the city's minimum wage to \$13.25 in the next 2½ years, starting with a raise to \$10.25 next year, followed by annual raises of \$1.50 until 2017.

The mayor has the support of the Los Angeles County Federation of Labor, and he commissioned a research paper from the **Institute for Research on Labor and Employment** at the **University of California, Berkeley**, which studied the impact of a higher minimum wage on several Los Angeles industries. According to the study, which is available on Garcetti's **#RaiseTheWageLA** website (www.la-mayor.org/raisethewagela), labor costs (excluding health benefits) currently account for 11 percent of retail operating costs and 13 percent of manufacturing costs. An increase in the minimum wage will

increase operating costs by 0.6 percent for retail and by 0.4 percent for manufacturing. The study further predicts that boosting the minimum wage will also boost the local economy.

Many retailers either say they pay above the minimum already or will be forced to absorb the cost if the wage is raised. Manufacturers were more alarmed at the prospect of a higher minimum wage.

Many Los Angeles-based businesses argue that they are already running lean operations and thin margins in order to meet retailers' demands for sharp prices.

Some said they would be forced to move to nearby cities, such as Vernon and City of Commerce, if Los Angeles enacts such a drastic increase, which could add as much as \$8,840 every year to the salary of a full-time worker. Others said they would consider cutting back on employees' hours. And some said they might shutter operations altogether.

The **California Fashion Association** released a position paper proposing a reduction of some business taxes, a 60-day training wage and tax credits to help manufacturers purchase or lease new machinery related to employment.

In October, the Los Angeles City Council requested another study be done on the proposed wage hike. The announcement came a few weeks after the City Council voted to raise the minimum wage for hotel workers to \$15.37 per hour beginning next summer. The nearby cities of Santa Monica and Long Beach already have a special minimum wage for hotel workers. In Santa Monica, they earn \$15.37 per hour, and in Long Beach, they earn \$13.53 per hour.—*Alison A. Nieder*



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Macy's Remodel, New Retailers Planned for The Bloc

Plans for **The Bloc**, the 1.8 million-square-foot, mixed-use shopping center in downtown Los Angeles, are taking shape with a remodel planned for the center's **Macy's** stores and new tenants signing on to open.

The **Ratkovich Co.**, owner of the building with partners **National Real Estate Advisors** and **Blue Vista Capital**, announced the San Francisco men's store **Wingtip** will open at The Bloc, as well as a new unnamed "retail gallery concept" being developed by **CNTRLgroup** and **Otto Design Group**.

Plans call for the Macy's to be remodeled to give the 250,000-square-foot store an open environment with new décor and visual presentations. The store will add a fourth selling floor by extending sales space into the lower level. The cosmetics department on the first floor will "get a major facelift," according to the company. Plus, there will be a new furniture department, as well as an expanded housewares department to service the needs of the downtown Los Angeles community. Shoppers will now be able to access the store from all four levels of the shopping center, including from the new nine-screen **Alamo Drafthouse Cinema**.

When it opens in October, this will be the first Los Angeles location for Wingtip, which features custom and ready-to-wear menswear and leather goods, as well as lifestyle products such as cigars and cigar accessories, rare single malt scotches, fly-fishing gear, and barware.

The retailer will also re-create its members-only social club in The Bloc's office tower, where members and guests will have access to a private bar, event space and meeting rooms, as well as wine storage and smoking rooms, in a space with 180-degree views of the city.

"Creating a curated experience for the modern gentleman has been my passion for more than 10 years," said Ami Arad, founder of Wingtip. "The

Bloc's vision and aesthetic made it the natural fit in the evolution of our brand, and we look forward to serving the men of Los Angeles."

CNTRLgroup and Otto Design Group are the downtown Los Angeles-based creative agencies that designed the **Apolis** and **Alchemy Works** stores in downtown Los Angeles as well as the biannual **Parachute Market** design fair.

"Our vision for a new multi-brand retail concept is to present fashion as art in a non-linear environment that treats visitors to a unique experience," said Douglas Geller, spokesperson for CNTRLgroup. "We believe that anything interesting has to stem from a place with no rules."

Plans call for the retail gallery to showcase niche and established brands. The gallery will also host fashion and lifestyle events within its own space and around The Bloc's "public square."

"Each of these three retailers represents exactly the types of shopping experiences we envisioned for The Bloc," said Wayne Ratkovich, president and chief executive officer of **The Ratkovich Co.** "These partners give Angelenos a taste of the modern, lifestyle-oriented brands they can look forward to at The Bloc, all presented in a fresh and relevant way. You can be sure we'll have many more unique retail concepts to unveil as we bring our vision for The Bloc to life."

Ratkovich and his partners purchased the enclosed mall in 2013 and are currently renovating the space to make it a **LEED**-certified open-air lifestyle center anchored by Macy's and the **Sheraton Los Angeles Downtown Hotel**. Originally built in 1973, the space also features a 750,000-square-foot office tower. Developers say the space will also be the first **Delos WELL Building Project** in Los Angeles. Construction is expected to be complete by the third quarter of 2015.—*Alison A. Nieder*

UCLA *Continued from page 1*

by workers hoping to find employment.

That was the prediction outlined in the latest **UCLA Anderson Forecast**, unveiled on Dec. 10 at the **University of California, Los Angeles**.

Senior economist Jerry Nickelsburg, who wrote the California forecast, said construction jobs won't be returning soon to the all-time highs seen in 2004 to 2007 and manufacturing employment continues to slowly decline even though factories are producing more with fewer workers.

According to the forecast report, the state unemployment rate will hover around 7.1 percent through the balance of 2014. Unemployment will fall through 2015 and will average approximately 6.6 percent, a slight decrease from the previous forecast. In 2016 the unemployment rate is predicted to be approximately 5.6 percent, slightly higher than the U.S. forecast.

"Our estimate for the 2014 total employment growth is 1.8 percent, and for 2015 and 2016 the forecast is for 2.1 percent and 2.2 percent," Nickelsburg wrote in his report. "Payrolls will grow at about the same rate in the three years. Real personal income growth is estimated to be 3.1 percent in 2014 and forecast to be 4.5 percent in both 2015 and 2016."

The counties whose employment percentages have risen the most recently are San Francisco, San Mateo, Santa Clara, Kern and Merced. In Merced, job gains have been seen in the agricultural industry, but increased hiring at the relatively new Merced campus for the University of California has been a major contributor.

The bulk of the jobs at the Merced campus, established in 2005, were educational and administrative jobs. Jobs in mining, manufacturing, construction as well as professional and business services that were lost during the recession have not been replaced.

On the national front

With oil prices falling, consumers are getting a big boost to their wallets. For most of the year, oil has been trading at around \$100 a barrel. But more recently it has been fetching \$70 to \$75 a barrel.

That translates into pump prices falling at least 50 cents a gallon. UCLA Anderson senior economist David Shulman expects lower oil prices to prevail for a while. "There will be a huge benefit to consumers," Shulman noted.

With the United States consuming about 135 billion gallons of gasoline a year, this means drivers will be saving \$67 billion a year, which can be spent on other things, such as clothing, shoes, electronics, appliances and cars.

On the employment front, the U.S. economy should be adding 200,000 to 260,000 jobs a month, which will help the unemployment rate dip to 5 percent by the end of 2016.

Demand for labor will push up payrolls by 3.2 percent this year and next and by nearly 4 percent in 2016. That is much better than the annual average 1.8 percent wage gain seen between 2009 and 2013.

Housing starts will grow across the country by 21 percent to 1.21 million new houses, but this is considerably lower than the previously forecasted 1.38 million.

Shulman points out that banks' credit standards continue to be rigorous and many people don't have enough cash for a down payment because they are still recuperating from the recession.

That may change with **Fannie Mae** and **Freddie Mac**, the government-sponsored mortgage giants, promoting a program that would make it easier for some homebuyers with good credit and little cash to make a 3 percent down payment on a house that is their primary residence. ●

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Products and Services: For over two decades, family-owned and operated Asher Fabric Concepts (AFC) has been offering an impressive selection of knitted fabrics produced in Southern California. Notwithstanding the (mis)conception that "everyone is manufacturing overseas," AFC has a 22-year track record proving otherwise. Based in Los Angeles, AFC is committed to becoming the dominant domestic knit supplier for the swim, active, and contemporary markets. In addition to its unequalled selection of knits [and some luxurious wovens] AFC 's eco-friendly textiles include jerseys, French terries, ribs, sweater knits, etc., comprised of organic cotton, organic hemp, bamboo, and other recycled and natural fibers. "Our customers are often surprised at how competitive our pricing is on the Organic and other specialty lines," declares AFC Sales Vice President Yael Ohana.

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Products and Services: Five seasons a

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

Dallas Market Center

2100 Stemmons Freeway
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www.dallasmarketcenter.com

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

Keylin Inc.

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Products and Services: Keylin, Inc. is a company organized to design, manufacture, and market fasteners for the aviation, construction, garment, leather, medical, and oceanic industries. This Los Angeles-based company serves as a distribution center that provides immediate delivery of goods to customers. Keylin offers a vast variety of hardware to the global market. The company specializes in custom-built, made-to-order product lines that satisfy the customers' needs. Keylin is proud to become the Mid- and Western Regional Distributor of the world's leading premium fashion zipper manufacturer, Riri Zippers of Switzerland. To date, Keylin has a stock collection of #4, #6, and #8 metal zippers available in 5-metal teeth colors and 7 tape colors. This provides a vast array of 105 different combinations of items to satisfy the customer's creative demand. To enhance Keylin's operation as Riri's Regional Distribution Center, Keylin has an on-site Riri machine from Switzerland to allow on-site custom jobs enabling zipper customization that closely matches the original factory specification. Keylin may also accept orders for production from Riri's Swiss plant that can be shipped anywhere in the world where customers may desire. The success of Keylin, Inc. as a leader in its line of trade is indicative of the effectiveness of the company's philosophy and goal.

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

Pacific Coast Knitting Inc.

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(323) 584-6888
Fax: (323) 582-8880
Contact: Mike Tolouee
www.pacificknitting.com
info@pacificknitting.com

Products and Services: We are an American mill, located in Huntington Park, California. Our passion and creativity produce high-quality fabric for the fashion industry with low minimums, fast delivery, and over 2,400 styles of knits.

What's New: We have developed over 3,000 new styles of novelty knits, including high

twist, recycled cotton, recycled poly, 100 percent linen, MicroTencel, Supima, and many other novelty yarns. We also have added to our eco-friendly collections. Competitive Edge: We are always investing in new products to be on the competitive edge with European mills. We produce high-quality fabrics for women 's, contemporary, men 's, and children 's with competitive pricing.

Première Vision

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www.premierevision.com

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

Progressive Label

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Commerce, CA 90040
(323) 415-9770
Fax: (323) 415-9771
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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

Salute Continued from page 12

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.

SoCal Materials Show

(503) 642-0977
www.thematerialshow.com

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

Trim Networks Inc.

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www.trimnetworks.com

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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.

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Products and Services: Welcome to the US Blanks premium fashion basic apparel line for men and women. US Blanks is the creation of two decades of research and expertise, incorporating the concept that styles should be manufactured with the finest cottons and raw materials. We believe in the idea that design, fit, and feel can be brought to a new standard in our market. As a vertical manufacturer, we mill our own

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www.v-i-i.com

Products and Services: Vertex International Inc. is a market leader in domestic knit fabric production, with over 20 years of experience producing high quality and innovative knits for the contemporary apparel market. Our specialty is the fast delivery of knit-to-order fabrics. Located in Los Angeles, we knit, dye, and finish all of our fabrics locally. We produce a multitude of knit fabrics, utilizing a variety of yarn contents and counts. Our line of fabrics ranges from super-soft fabrics, novelty knits, stripes, and much much more. Basically, if it's a knit, then we make it! Vertex is dedicated to providing our customers with the best quality, fast turnaround time, and complete customer satisfaction.

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Main responsibility is to schedule production with vendors, mainly domestic. Handle inventory in various locations. Familiar with local mills and sources. Other duties as assigned.

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Bachelor's Degree preferred, min. 5 years exp. in textile and apparel industry. Detailed orientated and good organizational skills. Ability to participate as a team member in a fast paced environment.

Proficient in MS Office, must have Excel experience.

For immediate consideration, please send resumes to: maggie@nextlevelapparel.com

Monique Lhuillier

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- Basic knowledge of pattern-making, fabric sourcing, woven and denim wash processes
- Pre-production experience preferred.
- Self-motivated and pro-active.
- MUST be able to multi-task.

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Summary of Primary Job Responsibilities

Main responsibility is to check fabric quality after dye stage. Be able to implement company's quality procedure. Monitor quality performance of vendors. Other duties as assigned.

Qualifications

Bachelor's Degree preferred, min. 5 years exp. of quality inspection experience in textile and apparel industry. Ability to make decisions. Valid Driver's License. Driving required. Ability to participate as a team member in a fast paced environment.

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Email resumes to: abraham@paramounttextile.com

JUST FOR WRAPS

PRODUCTION PATTERN MAKER

Min. 5 years exp with knits, wovens, dresses, plus sizes and imports and domestic production. Must be organized and proficient in Gerber 8.2.
Email resume to albam@wrapper.com

Temp Technical Designer Needed in Bell, CA

Responsible for fit comments, tech packs, sending out samples to factories and customers, specking garments, communicating with customers and factories in a fast paced environment with continually changing priorities. 7 years of tech design and strong communication skills required. No definite end date, benefits offered.
Send resume to wehirethebest@hotmail.com

Accountant needed for Apparel Manufacturer

Knowledge of Fin. & Acctg. software application, federal & state accounting. Ability to accurately compile & analyze financial data, reports, statements. Ability to quickly learn new software application & features. Aims software knowledge would be a plus.
Email: brad@ustopimporters.com

INVENTORY/DATA ENTRY/ENTRY LEVEL

Computer savvy person needed for inventory control position for fabric company in Boyle Heights. This is a warehouse/office position - making fabric categories & entering into inventory system. Fabric knowledge helpful.
fabriccompanyposition@gmail.com

A Junior / Young Missy company in downtown LA is looking for a talented GRAPHIC ARTIST for screen prints and sublimation. Must be fashion forward and keep up with trends. Must be highly organized, creative, dependable, and detail oriented.

Please submit your resume to :
Yvonne@evolutionandcreationinc.com

Pattern Maker & Sales Rep

Seeking a full time PATTERN MAKER, creating tops & dresses. Efficient on Gerber V8 System & must communicate clearly & follow directions as needed. Also seeking SALES REP for luxury lifestyle brand including high-end apparel & fine jewelry. Send resume to cyrus@vmt-losangeles.com

Seeking Independent Sales Rep & Showroom

A women contemporary line is looking for rep in LA and NY.
**MUST SEE: www.dinaagam.com
dina@onlyincusa.com**

Jobs Available

Clerical/Entry Level Position for Design Room

Must have computer knowledge and be able to work in a fast pace environment. Organized, dependable team player.
Email Resume to: sohaila@designcollection.com

Jobs Wanted

35 yrs Exp'd

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

12 yrs on Pad System. In house/pt/freelance
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Take your business from slow to go in the New Year! Highly motivated and professional sales team looking for JR lines immediately. Well established relationships with all major buyers. Let our decade of experience grow your business. LookingforLines@gmail.com (310) 770-1796

WE NEED FABRIC

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Also, buy sample room inventories...
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WE BUY FABRIC!

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fabricmerchants.com Steve 818-219-3002

Real Estate

SPACE FOR LEASE

* In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District.
* Industrial, retail and office space also available throughout the San Fernando Valley.
* Retail and office space also available just south of Downtown.
213-626-5321 or email info@anjac.net

GARMENT BUILDINGS

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500 sq. ft. - 16,500 sq. ft. Priced Right.
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