Contributing Writer

Made-to-Measure for the 21st Century

Executive Editor

By Alison A. Nieder

Blends Heritage With High-End Details

Karl Kani: Made-in-LA Capsule Collection

MAde In AMeRIcA

Sure technology to bring women the perfect go-to dress. Piol

costume designer’s philosophy with advanced made-to-measure

design by Edith Head,

Customized in every way

Inspired by the principles of custom color theory and form
design by Edith Head. Piol (pioldress.com) has adapted the

costume designer’s philosophy with advanced made-to-measure
technology to bring women the perfect go-to dress. Piol

Made-to-Measure for the 21st Century

By Alyson Bender Contributing Writer

Custom made-to-measure clothing has been a luxury few
could afford until recently, when a renewed interest in crafts-
manship over disposable fashion gave rise to another side of
the fashion industry: companies that offer made-to-measure
tailoring and custom design at relatively affordable prices and
timely turn times.

Customized in every way

Inspired by the principles of custom color theory and form
design by Edith Head, Piol (pioldress.com) has adapted the
costume designer’s philosophy with advanced made-to-measure
technology to bring women the perfect go-to dress. Piol

is exclusively online, where the customer actively participates
in the making of her own dress, based on her hair, skin, eye
color and desired fit given five classic silhouettes. From there,
she enters the “design room,” where she picks her own fabric,
neckline, skirt style and length, and sleeves.

The entire process is unique, built specifically by the com-
pany. As a result, even though the company was founded in
May 2012, after taking time to perfect the online system and
developing it into what it is today, the company graduated
from beta mode and officially launched in September.

Piol works directly with mills in Italy and Japan to offer a
wide range of prints, colors and fabrics because “everyone’s idea
of fabric is personal,” said Anne Dayton, the founder of Piol.
All dresses are cut, sewn and shipped out of New York’s

Longshore Union Wants to See
More Shipping-Line Honchos
at the Negotiating Table

By Deborah Belgum Senior Editor

Talks between longshore workers and their employers
have been slogging along since last May with no end in sight
for a new contract that would replace the last one, which
expired July 1.

The employers, represented by the Pacific Maritime As-
sociation, which represents nearly 20,000 workers at 29 West
Coast ports, said it thinks having more top executives from
the PMA board at the negotiating table would produce a bet-
ter dialogue between the two sides.

The ILWU complaints that during months of negotiations,
the PMA’s principal decision makers have not had any direct
participation in the negotiations since bargaining began. “Both
sides need the right people in the room to get things final-
ized,” said Robert McEllrath, ILWU president and chairman

Buyout Firm Lion
Capital Urges
American Apparel Sale

By Deborah Belgum Senior Editor

The pressure keeps mounting for American Apparel to
put itself on the auction block.

British buyout firm Lion Capital, at one time a major
lender to the Los Angeles–based clothing label, recently
sent a letter to the American Apparel board of directors
urging them to look at various strategic options, including
a sale, to help turn around the company, which has a moun-
tain of debt, according to the Wall Street Journal.

Lion Capital still has outstanding warrants to purchase
12 percent of American Apparel’s stock, which could give
ousted Chief Executive Dov Charney a negotiating ad-
vantage to return to the company. Charney and New York
hedge fund Standard General control nearly 44 percent of
American Apparel’s stock.

However, the American Apparel board has enacted a

www.apparelnews.net
Frederick’s of Hollywood Losing Lease on Flagship Store

Since 2005, Frederick’s of Hollywood has had its flagship store sitting appropriately enough at 6751 Hollywood Blvd., one block away from the Hollywood & Highland retail center and in the heart of the well-trafficked tourist district.

But the lingerie store with a beautiful chandelier in the middle of the shop has lost its lease and has to move out by April 27, one employee said. So the retail center and in the heart of the well-trafficked tourist district.

For many years, Frederick’s of Hollywood was the queen of sexy lingerie. And then, in the 1980s, Victoria’s Secret came along and proved to be a tough competitor.

DNA of the brand. It also will offer collections and styles that will be completely new.

YG & RVCA Bring Back Retro Street for PacSun Exclusive

YG is scheduled to perform Jan. 5, after the first day of the show, and some of the capsule collection’s pieces will be on display at the concert.

RVCA also will be exhibiting at Agenda, and on display will be the Fall ‘15 collection. It was the first collection entirely over-seen by Lohr, who joined the brand on Feb. 28, 2014.

The Fall ‘15 collection will feature many RVCA looks that have become part of the retailer known as one of the most prominent retailers for action sports and streetwear.

The inspiration for the nine-piece line is the Los Angeles street look of the mid-1990s, said Rick Lohr, RVCA’s vice president of merchandising and design. “It’s crisp chinos, coach’s jackets and nice flannel,” Lohr said.

Other looks include chino pants, a baseball jersey and T-shirts. Retail prices for the capsule collection range from $36 for T-shirts to $75 for pants and $90 for coach’s jackets. After it’s sold out, there will not be a second capsule collection for YG X RVCA.

Steve Gindin, senior vice president and COO, RVCA, said he’s excited to work with YG.

• • •

This year, the shareholders of Frederick’s of Hollywood Group approved a sale to HGI Funding LLC, a wholly owned subsidiary of Harbinger Group, and to a group of shareholders who owned 88.7 percent of the stock. The transaction was valued at $24.8 million.

The lingerie retailer’s last financial filings as a public company showed that in recent years it was having a tough time making a profit. For the six months ending Jan. 25, the company had net sales of $43.3 million with a net loss of $12.2 million compared with net sales of $46.7 million with a $15.2 million net loss for the same period last year. Same-store sales were down 7.7 percent. — Deborah Belgum

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The Fall ‘15 collection will feature many RVCA looks that have become part of the
Larger ships, a shortage of chassis and work slowdowns at the Port of Los Angeles and Port of Long Beach are keeping the port congestion problem going into the new year.

Business Journals’ Moda, Accessories the Show and Fame trade shows in New York will be co-located with ENK’s Intermezzo and Accessories Circuit in May.

Business Journals Steps Up Partnerships With Co-location Plans With ENK for April Shows

Business Journals Inc.—the New York-based organizer of the Moda, Accessories The Show and Fame trade shows—announced plans to shift its May show dates and co-locate with ENK’s Intermezzo and Accessories Circuit at the Jacob K. Javits Convention Center in New York.

“The shows will be held April 27–29, a move from BJJ’s traditional Fall/Winter schedule of the first week of May. Although the date change was initially prompted by a scheduling conflict with the Javits Center, when BJJ polled its attendees, retailers told the trade-show organizer they preferred the earlier dates, which allow them to be in their stores in the lead-up to Mother’s Day.”

“Mother’s Day is second only to the Christmas holiday season in terms of sales in the women’s market,” said Britton Jones, president and chief executive officer of BJJ. “It’s usually the owner who is coming to our shows and doing the buying. They really like to be [in their store] with their customers [during holidays]. It probably generates more sales because they’re on the floor working with customers, many of whom they know. So it turned out to be a win-win situation.”

The decision to co-locate with ENK’s show was similarly prompted by retailer input. BJJ’s Moda, ATS and Fame shows already coincide with ENK’s Intermezzo and Accessories Circuit shows in February, September and August in New York. In addition to the new April dates, BJJ and ENK will coordinate dates for their August Holiday/Resort shows.

“We have come to realize over the years of running in the same markets at the same time that having more cohesive market weeks benefits everybody,” Jones said. “Our No. 1 goal is how can we create a more productive, a more compelling, a more enjoyable experience for the retailers. The retailers are not bashful about telling us what they think. They really like it when they can shop the shows without having to get on a bus to go five blocks away or try to get a cab or get around the city either in the wintertime, when it’s often cold, or the summertime, when it’s really hot. The quality of their life improves a great deal. It was really the same thing we were hearing in Las Vegas that led to the creation of Modern Assembly.”

In Las Vegas, BJJ’s MRket, Stitch and ATS shows are part of the Modern Assembly partnership with the Liberty, Capsule and Agenda trade shows at the Sands Expo & Convention Center and The Venetian.

BJJ recently struck a third partnership with trade-show organizers Messe Frankfurt and Ohah Inc. to form NYC Textile Week in New York featuring BJJ’s MRket show, Messe Frankfurt’s Texworld USA and sourcing show and Ohah Inc.’s Kingpin denim-supply-chain trade show. The event is designed to be a “destination for textile and sourcing professionals in the global fashion, home and related industries.” The event will soft launch during the January run of the three trade shows but will hold the official launch in July.—Alison A. Nieder

Ports Continued from page 1

of the union’s negotiating committee. “Sure, my counterpart, Jim McKenna (PMA president and chief executive), has been involved in negotiations from the start, but all the decisions are made by the carriers sitting on PMA’s board of directors.”

The board’s 11 members are primarily shipping carriers and the chief officers of the largest West Coast port terminals that employ the dockworkers. “Indirect negotiations won’t get us over the finish line. The few issues that remain unresolved relate directly to the carriers, and these key carriers need to come to the table,” McEllrath said.

But the PMA said the two sides have more than just a few issues to work out. “Significant issues remain unresolved, including wages, pensions, jurisdiction and work rules,” the PMA said in a press release. “The only major coast-wide issue on which we’ve reached tentative agreement is the healthcare plan—already one of the most generous in America. Even with the tentative healthcare agreement—identified by the ILWU as its No. 1 priority when negotiations began in May—the union has engaged in debilitating work slowdowns over the past two months at terminals up and down the coast.”

The PMA maintains its board and coast committee members have been intimately involved in the negotiations, starting months before talks began in May to establish a new six-year contract.

Traffic Jam

Meanwhile, the congestion problem at the ports of Los Angeles and Long Beach shows no sign of going away even though the big push to bring in holiday merchandise is over. As of Dec. 31, there were five cargo-container ships anchored off the breakwater of the nation’s largest port complex, which handles more than 40 percent of all the cargo containers arriving in the United States. Anchored ships beyond the breakwater almost never happen at this time of year and is indicative of the slowdown on the waterfront.

“The delays we have been experiencing are still happening,” said Lee Peterson, a spokesman for the Port of Long Beach. “Reports are of one- and two-week delays.”

A shortage of containers to transport the cargo containers to rail yards and warehouses has been a problem for months as shipping lines got out of the chassis business. Now four companies lease out most of the chassis, but there have been kinks in the system at the Port of Long Beach and the Port of Los Angeles. At some terminals there are not enough chassis, and at others there are too many.

In October, the Port of Long Beach directed its staff to come up with a plan to introduce 3,000 more chassis into the 100,000-strong chassis pool, but that still isn’t meeting everyone’s needs.

Starting Feb. 1, the four principal chassis suppliers will start phasing in a new operation called the “gray chassis pool,” or a neutral chassis pool. This chassis pool means that truckers can pick up and drop off chassis at any of the 13 terminals in the port complex without being concerned about which company serves which terminal or shipping line.

The idea is that trucker drivers won’t end up at one terminal that has no chassis, travel to a nearby terminal that has chassis and then back to the first terminal with a chassis in tow. The assets of the four chassis companies—Direct Chassis, Link, TRAC Intermodal, Flexi-Van and SSA Marine—will be interoperable.

The executive directors at the Long Beach and Los Angeles ports believe this will help solve the chassis problem, which has been a major factor in getting goods-off-ships on time. On Dec. 29, the Port of Long Beach opened a temporary storage facility at Pier 5 on Terminal Island. The idea is to provide more space to place empty cargo containers, remove their chassis and use them to pick up new loads of incoming cargo containers.

The 30-acre site is operated by Pasha Stevedoring & Terminal and open until March 31. On the first day of operation, no one was using the temporary facility. Peterson said. It costs $5 a day to store empty containers, no matter what size container is being stored.

The Port of Los Angeles has been working individually with terminals to lease extra storage space for empty containers. APL and Yuzen Terminals have taken advantage of this arrangement. Port of Los Angeles spokesman Philip Sanfield said.

The Los Angeles port also has extra land available on Terminal Island to have more space to repair and maintain chassis, but the ILWU contract must be in effect for that to happen. “Everyone thought the [labor] contract would be in place by now,” Sanfield said.

Also, everyone thought the congestion problem would be under control by now, but it will probably be heating up again. “In the next few weeks,” Sanfield said, “we will be looking at the pre-push for the [Chinese] lunar new year.”

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Central Location: Business Journals’ Moda, Accessories the Show and Fame trade shows in New York will be co-located with ENK’s Intermezzo and Accessories Circuit in May.

News
American Apparel  
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one-year stockholder rights plan, or “poison pill,” to prevent a takeover attempt by any- one who tries to purchase more than 10 per- cent of the company’s stock or 0.1 percent of outstanding shares if they already own 10 percent of the stock.

In addition, Lion Capital, which still has the right to nominate two people to the nine- person board of directors, wants to withdraw its nomination of Gene Montesano, the co-founder of Lucky Brand and Civilianaire jeans, and replace him with Lyndon Lea, one of Lion Capital’s founders, who was on the American Apparel board until 2011.

Meanwhile, news reports noted that American Apparel has hired investment bank Moelis & Co. to explore strategic op- tions.

Along that line, the American Apparel board said it received a bid on Dec. 22 from Irving Place Capital to acquire the Los An- geles clothing company for $1.30 to $1.40 a share. On Dec. 31, American Apparel stock was trading around $1.03 a share.

American Apparel, which runs the largest apparel factory in the United States and has a fleet of 245 stores, is in a state of chaos right now.

In June, the board suspended Charney from his job as president and chief execu- tive even though he founded the company in 1998.

The board said it was conducting an in- vestigation into his alleged misconduct and violations of company policy. The board hired FTI Consulting to conduct the inves- tigation, concluding that Charney should not get his job back.

The board then turned around and hired veteran Los Angeles apparel executive Paula Schneider to take over the top executive spot on Jan. 5.

Since then, Charney has been waging an aggressive campaign to return to the com- pany, which for years has been struggling financially. The brand’s net losses have to- taled nearly $300 million in five years. For the first nine months of the fiscal year end- ing Sept. 30, net sales were $455.4 million with net losses totaling $40.8 million.

Following Charney’s firing, a group of 30 managers and directors wrote a letter saying they wanted the controversial founder to stay on in some capacity.

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American Apparel...
A Peek at the Hundreds’ Flagship Remodel

In a business where the remodel of a flagship store can take more than a year, The Hundreds, a high-profile streetwear brand, wasted no time in getting its flagship back in the game.

It recently reopened its flagship at 7909 Rosewood Ave., in Los Angeles’ Fairfax District, just a couple of months after closing it for renovations.

Ben Shenassafar, a brand co-founder who also goes by the name of Ben Kani, said that the Rosewood store tripled in size, from 400 square feet to 1,200 square feet. It closed in September but reopened on Black Friday, Nov. 28. He said that it was important to add new elements, such as a library, which is lined with pop-culture tomes such as an encyclopedia on the ‘90s rock band The Smiths and “Not That Kind of Girl” by Lena Dunham. But they wanted to preserve the soul of the flagship, too.

“The goal was to keep the feel of the shop the same,” Shenassafar said of the store’s unique vibe, which has new amenities. “We got some air conditioning finally.”

The exterior of the flagship is black with the brand’s logo riding above the store’s doorway. The inside of the store is lined with a dark-wood paneling. In bright neon lettering above the cash wrap there’s a sign that states “Childlike in Wonder. Romantic in Revolt,” which is a quote from the massive “11 Rules of Brand Building” by Bobby Hundreds, Shenassafar’s business partner, who was born Bobby Kim.

The Hundreds also runs stores in Santa Monica, Calif.; San Francisco; and New York and wholesales the line to high-end boutiques and core skate shops. The brand began in 2003 as an apparel line and an online magazine.—Andrew Asch

Sunset.Vintage.Flex:
The Brand Starts With the Hat

Eventually, Sunset.Vintage.Flex will offer all categories of clothes, said Rico Curry, the Los Angeles–area line’s founder. Yet since it started in 2013, the nascent brand’s focus is on headwear.

“If I make a T-shirt, I’m competing with your whole closet,” Curry said of his line’s strategy to gain a foothold in wardrobes. The brand’s snapback caps, beanies and ski masks have been sold at Traditions, a leading streetwear store in Los Angeles’ Beverly Center mall, among other boutiques. Curry often goes to nightclubs frequented by celebrities such as Chris Brown and Rihanna, and those musicians have been photographed wearing Sunset. Vintage.Flex’s headwear.

A graphic on one snapback depicts hands spelling out the word “Gold” in sign language. Gold happens to be the moniker of a Sunset.Vintage.Flex sub-collection. The sign language also is a symbol of Curry’s life story as a boy growing up with profound hearing loss in his left ear.

The label’s Gold line also has a provocative side. A white ski mask features the brand logo emblazoned upside down. It looks like something a stylish burglar would wear, Curry said. However, the ski mask is only meant to be a symbol of single-minded determination. “We don’t promote negativity,” he said. “But if you go crazy for your dreams, you put on your ski mask.”

Other looks are snapbacks with a 1990s retro theme. When the 1992 film “Malcolm X” was released, baseball caps bearing the letter “X” were very popular. Curry does his own version of the cap, with a graphic of the African continent on the right side of the cap and the name of his brand on the back of his cap. Wholesale prices range from $18 for beanies and $22 to $25 for snapbacks. For more information, contact sunset.vintage.flex@gmail.com.—AA.

Karl Kani

Continued from page 1

[But with domestic production,] we don’t have to worry about the big minimums. We can turn goods in 45 days, which a lot of people can’t do if they’re importing. There are a lot of advantages to making [product] in the USA.

The new Karl Kani line will officially bow at the Las Vegas trade shows in February. But for the retail launch, the line will sell in just a handful of better boutiques in key markets for now. In Los Angeles, the line will be carried exclusively at Wildstyle for the first few months, Kani said.

“For us as a brand to launch at a store like Wildstyle, they only carry the top, high-end brands,” Kani said. “For the store owner to understand the [brand’s] history and what we meant to the marketplace—and where Karl Kani is going—means a lot for us.”

Tom Hirota, owner of Wildstyle, praised the brand for its classic style and its roots in hip-hop culture.

“Karl kept the classic baggy look of his menswear and innovated the women’s line, which includes sports bras, leggings and jersey crop tops to expand the market,” Hirota said.

The Karl Kani collection is a good fit at Wildstyle, which carries high-end street fashion brands from mainly Europe and Japan, Hirota said.

“Karl Kani is an American legend- ary hip-hop brand that has influenced a lot of people who love fashion and American hip-hop culture,” he said. “I feel I can hear the music from just looking at his clothing.”

The brand’s made-in-America ethos is also part of the appeal for customers. “America is where the hip-hop culture was created, and Karl Kani is a legendary hip-hop brand that was born in the United States,” Hirota said. “Nowadays, a lot of brands are manufactured in China or some other places like Vietnam. Made in USA not only ensures the quality of the clothes but also gives customers the sense they were made in the hometown of hip-hop.”

For sales information, call (917) 553-0298 or visit www.karlkani.com.

Karl Kani women’s

Karl Kani men’s
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Howe sources internationally made textiles in downtown Los Angeles. All cutting, sewing, screen printing and hand dyeing take place in her work studio, located in Silver Lake, less than a mile from her retail store. Although most of her clients are local, she does work with women who live elsewhere, keeping all clients’ measurements on file.

While her bricks-and-mortar location has also been a huge part of her business, with many women appreciating custom-fit dresses as opposed to buying off-the-rack generic sizes.

Price points typically range from $150 to $300 with in-store alterations included in the price.
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