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ANDREW ASCH

Becky Ramirez conducts a meeting at the Siblings Showroom at the Cooper Design Space.

TRADE SHOW REPORT

Small January Market in LA Proves to Be a Hit With Locals and Upbeat Retailers

By Andrew Asch, Deborah Belgum and Alison A. Nieder

The first **Los Angeles Fashion Market** of 2015 proved to be surprisingly upbeat for many exhibitors, who reported seeing steady traffic from primarily West Coast retailers.

The show kicked off on Jan. 11 at the **California Market Center**, the **Gerry Building** and select showrooms at **The New Mart**. Jan. 12 was the official start for The New Mart and the **Cooper Design Space** as well as the **Designers and Agents**, **Select** and **Brand Assembly** shows.

The January show typically draws a smaller crowd than the big Fall and Spring markets in March and October. Although most showroom reps reported seeing local buyers, a few said retailers traveled from Washington, Arizona, Michigan and Hawaii to shop the show.

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Sheree Waterston Joins Nasty Gal as CEO

By Andrew Asch Retail Editor

Sophia Amoruso penned a bestselling book called “#Girlboss” about how she took retailer **Nasty Gal** from an **eBay** store to a reportedly \$100 million company. Now she has made way for a new boss.

Amoruso announced Jan. 12 on her myriad of social-media accounts that she has named Sheree Waterston as new chief executive officer of the Los Angeles-headquartered retailer. Waterston had served as Nasty Gal’s president since February 2014. She had previously worked as chief product officer for yogawear and athleisure giant **Lululemon Athletica**.

Amoruso will continue to run the company’s creative ventures. In a blog, Amoruso wrote that brand marketing and creative departments will report to her. “Finance, tech and [human resources] will report to Sheree along with her existing teams in design, merch, production and planning.”

In a video attached to the blog announcement, Amoruso discussed her thinking behind the executive musical chairs.

“I’ve spent a long time, probably the last couple of years,

thinking constantly about whether or not this is the job I want or the job that I’m best at,” Amoruso said. “I spent so much wonderful time with our customers that I found myself really wanting to spend my time extending our brand, which means sometimes being out of the office, but it would really shortchange Nasty Gal for me not to be out there, engaging with our customers, learning things and opening new stores.”

In the video, Amoruso mentioned that a second Nasty Gal boutique will open in March, at the **Third Street Promenade** retail district in Santa Monica, Calif., and that the company will unveil new collaborations with other brands.

In a written statement on the Nasty Gal blog, Amoruso wrote that her company’s new arrangement will be similar to how **Net-a-Porter** operates. Natalie Massenet founded the company and continues to serve as an executive chairman, but a CEO runs much of the operations.

“This is a choice that will give our team, and our business, legs. And it will give me the freedom to feel that I’m using my talents at my best and highest,” Amoruso said. ●

ECONOMIC FORECAST

Full Steam Ahead for 2015 as Economy Accelerates and Gas Prices Drop

By Deborah Belgum Senior Editor

Just about everyone agrees that 2015 is shaping up to be a good year for the U.S. economy.

“We believe that 2015, barring any unexpected event, should be the best year since the beginning of the recession in 2008,” said Esmail Adibi, director for the **A. Gary Anderson Center for Economic Research** at **Chapman University** in Orange, Calif.

But how that translates into apparel and textile makers is another thing.

Even though the economy was on solid footing last year with the nation’s gross domestic product rising an estimated 2.3 percent, several clothing manufacturers and retailers saw overwhelming challenges to their business.

A shift in the way clothes are sold and by whom continues to transform the industry, creating winners and losers. Particularly affected are brands and retailers that cater to the juniors

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TRADE SHOW REPORT

Surf Expo: Sunny Skies and Busy Booths for East Coast Surf Trade Show

By Andrew Asch Retail Editor

While much of the Eastern Seaboard suffered under a cold snap Jan. 8–10, weather in Orlando, Fla., was a relatively balmy 60 degrees Fahrenheit or so, which was a good backdrop to **Surf Expo**, the veteran trade show for surfing and other water sports.

Surf Expo is the stomping ground for prominent East Coast surf shops such as the **Compound Boardshop** of Sarasota, Fla.; the **Cocoa Beach Surf Co.** of Cocoa Beach, Fla.; **Ron Jon**, also headquartered in Cocoa Beach; and the **17th Street Surf Shop** in Virginia Beach, Va. Regional department stores such as **Bealls** also were spotted at the trade show, as were buyers from Caribbean resorts. Hawaiian retailers reportedly stopped by the show, and California retailers such as **Jack’s Surfboards** and **ZJ Boarding House** also shopped the event.

Surf Expo also could be described as a California colony in Florida—30 percent of the show’s vendors come from West Coast clothing labels such as major surfing brands **Quiksilver** and **Billabong**, which are headquartered in Orange County. Also attending were veteran surf brands such as **Maui & Sons** and **Katin USA**, along with brands such as Los Angeles-based **Wellen** and beach-lifestyle brand **Amuse Society** and swim brands such as **Manhattan Beachwear**, which are both headquartered in Orange County.

Roy Turner, senior vice president of **Emerald Expositions’ Sports Group**, which owns the 39-year-old trade show, said 1,100 vendors showing 2,500 brands exhibited at the show, which represents a 10 percent increase over last year. He described solid business for retailers looking to stock their stores in the categories of surf, swim, stand-up paddleboarding, skate, lifestyle and coastal gift.

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INSIDE

Where fashion gets down to businessSM



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Ships Stack Up as Port Terminals Try to Clear Back-Logged Containers

Setting a record is often a good thing. But on the waterfront, it can be a bad thing.

As of Jan. 15, there were 13 cargo-container ships anchored beyond the breakwater that protects the **Port of Long Beach** and the **Port of Los Angeles**. This is the largest number of ships sitting idle on the water since the ports' congestion problems began in October.

It beats the previous record of 12 vessels on Nov. 11 and Nov. 23 last year and on Jan. 14 this year, said Capt. Kip Louttit, executive director of the Marine Exchange of Southern California, which tracks the comings and goings of ships at the local ports.

People are now waiting as long as one month to get their merchandise cleared from

the docks.

To tackle the gridlocked cargo sitting at the two ports, the **Pacific Maritime Association**, made up of shipping lines and port terminals, said it would stop loading and unloading cargo from ships at night.

Instead it is working to move more cargo containers off the docks at night to make room for incoming cargo unloaded during the day. "This will continue until we are able to chip away at the congestion," said PMA spokesman Steve Getzug. "There have been backlogs and delays ongoing for weeks, largely due to complications with the ILWU [International Longshore and Warehouse Union] slowdown. ... If the ILWU would

dispatch crane yard drivers in the numbers necessary to get cargo moving, that would help. That has been the problem for 10 weeks."

Loading and unloading of ships continue during the day, Getzug said.

The ILWU maintains that the congestion problem is being caused by a chassis shortage and management decisions to not load and unload at night.

"Longshore workers are ready, willing and able to clear the backlog created by the industry's poor decisions," ILWU President Bob McEllrath said. "The employer is making nonsensical moves, like cutting back on shifts at a critical time, creating gridlock

in a cynical attempt to turn public opinion against workers. This creates an incendiary atmosphere during negotiations and does nothing to get us closer to an agreement."

Negotiations for a new six-year contract between the ILWU and PMA continue in San Francisco with the help of a federal mediator called in on Jan. 6. The last ILWU contract expired on July 1, but negotiations began in mid-May. Strides have been made in the area of healthcare, which was a difficult issue to resolve, but other issues remain on the table.

"The talks are ongoing," Getzug said. "There has been good structure and content, and we are focused on getting a new contract as quickly as possible."—*Deborah Belgum*

TRADE SHOW REPORT

Surf Expo *Continued from page 1*

California vendors interviewed described a show that was crucial in building business on the Eastern Seaboard. Taylor Gramkow, marketing director for Wellen, said 10 new accounts were opened at Surf Expo.

Maria Sass, a representative for Amuse Society, said that the brand was slammed with appointments—more than 100 during the three days of the trade show.

At Surf Expo, swim giant Manhattan Beachwear built a 20-foot-by-60-foot booth for its swim brands—which include **Trina Turk**, **Nanette Lepore** and **Hobie**—and it had a 10-foot-by-20-foot booth for its active brands. Ron Razzano, the company's vice president of sales, said attendance at his booths increased 18 percent over the show

last January.

Donovan Dartez, vice president of sales for the **Element** label in Irvine, Calif., said Surf Expo is focused on work. "The productivity levels from a sales standpoint are higher than many shows that we attend," Dartez said. "The buyers come here knowing that they have to review lines of their key vendor partners." However, many retailers file show orders a few weeks after the show, not typically at the show.

Element exhibited its Fall '15 looks, which include **Element Flex**, which features flannels and bottoms made with stretch fabrics for increased mobility while skateboarding.

Katin exhibited Fall and Holiday 2015 looks, which included men's shirting in indigo dyes and long bottoms with cinched

ankles.

Maui & Sons offered Summer and Fall '15 clothing with the surf brand's trade-marked graphics, which have a retro 1980s and 1990s feel, said Patricia Thornton, the label's vice president of sales. Thornton said her label had one of the best Surf Expo shows of its more than 10 years

of doing business there. However, exhibiting at **Agenda** and Surf Expo in the same week wreaks havoc with schedules, she said. Many vendors and retailers, exhausted from work at Agenda, find themselves rushing to airports after Agenda closes in Long Beach, Calif., to catch red-eye flights to Surf Expo.

"As vendors, they are making our lives miserable. We pay for the shows, but they are making it difficult for us. We have to be on two coasts at the same time," she said. It was worse in 2014. There was one day when both shows' schedules overlapped.

Surf Expo's Turner said that his company has already scheduled dates for the trade show for the next decade. It's hard to change them.

"Dates are challenging as production needs, buyer preferences, day patterns, etc., all come into play, and a shift of a single day can often create a bigger headache. With that said, like all major producers we try and provide show dates well into the future to make customers and competitive shows aware," he said.

Aaron Levant, founder of Agenda, said January is one of the busiest times of the year for trade shows, so it is tough to schedule new times. However, he stated that he had approached Surf Expo several times since 2011 to schedule the shows farther apart.

"We have done everything we can, but they are unwilling to make any compromise on the matter," Levant said. "It is unfortunate because it affects everybody in the industry."



Swimwear Anywear, Skye and Lucy Love on the runway at Surf Expo

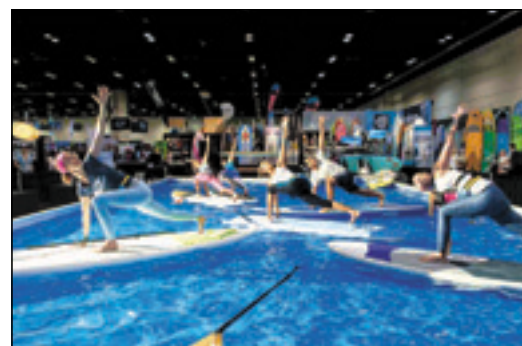
SURF EXPO

Turner said that Surf Expo's dates have been established for years. "We did speak with the Agenda team as well as confide in our association partners at **SIMA** (the Surf Industry Manufacturers Association) and found that Surf Expo was positioned where we need to be to best serve our markets both in dates and day patterns,"

Turner said.

This year, Levant said he moved the show earlier in the week so people would have a day of travel.

And in 2016 people with business at both shows will get a break. Surf Expo is scheduled to run Jan. 14–16 next year, Turner said. Agenda is scheduled to take place the first week of January. ●



MERCHANDISE MIX: Surf Expo showcases merchandise for surf, swim, stand-up paddleboarding (pictured), skate, lifestyle and coastal gift.



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Holiday Sales Increase 4 Percent With Mixed Results

By Andrew Asch *Retail Editor*

Sales for the winter holiday season increased 4 percent to \$616.1 billion, according to the **National Retail Federation**, slightly missing forecasts.

The Washington, D.C.-based trade organization had forecast that retail sales for holiday shopping in the months of November and December would increase 4.1 percent. The trade group's economists also noted that if sales for gas, autos, restaurants and building materials were excluded, December retail sales actually dipped 0.9 percent. The finding concurs with the **U.S. Commerce Department's** survey that noted December sales declined 0.9 percent.

Jack Kleinhenz, the NRF's chief economist, said in a Jan. 14 statement that the U.S. economy was resilient.

"While December's figures are disappointing, holiday sales in 2014 are the best we've seen since 2011. We remain positive about the future and expect to see consumers continue to benefit from the extra income gained from an improved job market and the dramatic fall in gas prices. It is important to recognize that December is a very difficult month to adjust for seasonal forces because of holiday spending, and this could explain, in part, this month's volatility."

Wall Street analysts and retailers had mixed reviews for the holiday season. Adrienne Yih-Tennant, a Wall Street analyst for **Janney Capital Markets**, wrote that the past two months were good for many apparel retailers.

"The holiday season 2014 was clearly better than expected for softline retailers, with the vast majority of retailers beating on the top line and toward the higher end of the range on the bottom line," she wrote in a Jan. 14 research note.

One winner for the 2014 holiday was e-commerce. Reston, Va.-headquartered **comScore** said U.S. retail e-commerce from desktop computers for the November-December period increased 15 percent compared with the same time last year. According to comScore data released Jan. 7, \$53.3 billion was spent on desktop computers for gifts during the season.

Some retailers and malls ended 2014 on a high note. Outlet retailers at the **Citadel Outlets**, near downtown Los Angeles, typically offer discounts of 25 percent to 65 percent off retail prices, and many of the outlet mall's retailers forecasted an increase of

December sales of 9 percent to 30 percent greater than the previous year, said Traci Markel, the Citadel's director of marketing.

For Fraser Ross, founder of **Kitson**, the Los Angeles-headquartered specialty chain of 27 stores, the holiday season was profitable. He reported that his company's December same-store sales were higher than the same month in the previous year. However, he declined to reveal the figures. Kitson's secret was that it gave the public what it wanted—albeit, public demand changed quickly.

"We had items at the right price," he said. "The kids' apparel business was up tremendously, almost 100 percent."

Other Wall Street analysts, such as Jeff Van Sinderen of **B. Riley & Co.**, thought the season's business was hurt by overly aggressive discounting.

"Merchandise was moved; sales were up marginally versus last year," he said. "The bigger question was what was the quality of that business? How much was done on a 'buy one, get one free' deal?"

During December, **Macy's** stores were offering discounts of 25 percent to 65 percent off. **The Gap** offered a winter sale with some items discounted up to 70 percent.

Fred Levine, co-owner of the **M.Fredric** chain of stores, headquartered in the Los Angeles area, noted that winter holiday business for his stores followed a similar script for winter holiday in 2013. There was a lot of business done on Black Friday, the traditional start of the season, followed by a lull. Business started moving again after Dec. 10 and skyrocketed the weekend before Christmas.

However, cold weather in Los Angeles County during December sparked a lot of business in the sales of outerwear and sweaters. After Christmas, consumers still were looking for sweaters and outerwear.

"The conditions couldn't have been better," Levine said. "It was cold but wasn't rainy." If it was rainy, Los Angelenos may have stayed home.

Many analysts criticized the holiday as not having a "must-have" item to drive sales. However, Barbara Fields of the **Barbara Fields Buying Office**, headquartered in Los Angeles, listed some of the most popular items for the season, including fur vests, "ugly" Christmas sweaters with a comic edge, sweater dresses, leggings and outerwear such as fur jackets, ponchos and capes. ●

Jan. 16

Imprinted Sportswear Show
Long Beach Convention Center
Long Beach, Calif.
Through Jan. 18

Jan. 19

Agenda
Jacob K. Javits Convention Center
New York
Through Jan. 20

Texworld USA Apparel Sourcing
Jacob K. Javits Convention Center
New York
Through Jan. 21

Project
Jacob K. Javits Convention Center
New York
Through Jan. 21

MRket
Jacob K. Javits Convention Center
New York
Through Jan. 21

Liberty Fairs
Pier 94
New York
Through Jan. 21

Capsule
Basketball City
New York
Through Jan. 20

Hong Kong Fashion Week

World Boutique
Hong Kong
Through Jan. 22

Jan. 20

Kingpins
Skylight Clarkson Square
New York
Through Jan. 21

Jan. 21

Outdoor Retailer
Salt Palace Convention Center
Salt Lake City
Through Jan. 24

LA Gift & Home Market
California Market Center
Los Angeles
Through Jan. 26

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through Jan. 24

FIG
Fashion Industry Gallery
Dallas
Through Jan. 23

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.

FINANCE

2015 Forecast *Continued from page 1*

market. They have seen the floor pulled out from under them as teens flock to the lowest-priced seller.

"Children's and teens' apparel did well last year, but the teen stores didn't," said Britt Beemer, a retail analyst and founder of **America's Research Group**, which polls 1,200 consumers a week to take the pulse of their retail-spending attitude. "**Walmart** and **Target** got 9 percent more teen shoppers than one year ago."

Juniors retailers such as **Forever 21** and **H&M** have been expanding their stores. They offer merchandise at rock-bottom prices and churn out new styles faster than you can sew on two new buttons.

"For us it has been a good year, but it is tumultuous," said Ike Zekaria, vice president and co-owner of Los Angeles-based teen retailer **Windsor Fashions Inc.** "A lot of our competitors are going out of business."

Those competitors are **Delia's**, a New York-based juniors apparel retailer that announced at the end of last year it was filing for Chapter 11 bankruptcy protection and closing its 95 stores after being in business for 22 years.

The Wet Seal, a Southern California juniorswear store chain that has been on and off the financial ropes, said in January it would shutter 338 stores and lay off 3,650 employees. The chain still has 173 stores, based mostly in malls. Many speculate that the teen retailer will be headed for bankruptcy court soon if a buyer for the retailer isn't found soon.

To add to pricing challenges, apparel makers are seeing mid-tier retailers scooping up brand-name licenses or the names themselves and selling them exclusively at their stores. Traditional independent brand names that have been a staple in the stores are being booted out the door.

One Los Angeles company executive, who didn't want his name or company mentioned, said that for years he supplied **Kohl's**. But the Wisconsin-based retailer started stocking the **Vera Wang**, **Rock & Republic** and **Jennifer Lopez** brands. Three years ago he was cut out of the loop, costing him \$24 million in sales.

Many apparel makers were working every angle to market their labels. **Chaudry**, a Los Angeles label started in 1976 by Krishan Chaudry, has seen its revenues increase 30 percent in the last year, but the company has taken to the social-media airwaves to get the word out about the line, known for its brightly

colored bohemian prints and crochet details. It caters to the 30- to 55-year-old woman. "We are doing everything possible to reach the influencers and bloggers," said Ravi Bhushan, the company's sales director. "We are doing all the trade shows."

Recently, the brand added a new label called **Chaudry Black**, a line of hand-beaded dresses and tops selling at **Anthropologie** and **Free People**. Wholesale prices range from \$99 to \$169.

"It is challenging out there. You have to be innovative," Chaudry said. "If you have things that are different, it is very good."

Gas it up

This year, retailers and apparel makers have given the gift that keeps on giving. Gas prices have plummeted, now at a national six-year low. Who would have thought that the average price of gas across the nation would nosedive 35 percent in a year, dipping from \$3.23 a gallon to around \$2.11 a gallon. Gas prices are slightly higher in California.

That means instead of spending \$58 to fill up a mid-size car, it now costs \$38. Gas prices are expected to remain low through 2016. "Whenever gas prices go down, it is like a tax cut for consumers," Adibi said. "That extra money does two things. It reduces people's debt or increases their savings. Or it can be spent. In all likelihood, a good portion of it is going to be spent."

The downside is for oil-producing states and countries now seeing their oil revenues drop. In the United States, Texas is the country's No. 1 oil producer, followed by North Dakota and then California. So there could be some layoffs in the state's petroleum industry and declines in revenue for businesses and services that supply them.

It's off to work we go

Job creation in California has been more robust than in the rest of the country, offsetting the large number of jobs lost during the recession that started in 2008.

California's unemployment rate in November was 7.2 percent compared with 8.4 percent during the same month in 2013. The state's unemployment rate peaked in February 2010 at 12.4 percent.

But Los Angeles County is still behind in tackling its unem-

Apparel and Textile Employment

	Nov. 2014	Nov. 2013
California		
Apparel manufacturing	52,700	56,500
Textile mills	8,300	8,800
Wholesaling	35,200	35,200
Los Angeles County		
Apparel manufacturing	42,000	45,300
Textile mills	6,700	7,000
Wholesaling	24,500	24,100

Source: California Employment Development Department

ployment rate, which stands at 7.9 percent. That should change by mid-2015. "Los Angeles still has not recovered all the jobs it lost during the recession," said Robert Kleinhenz, chief economist at the **Los Angeles County Economic Development Corp.** "We are still very reliant on government jobs and jobs tied to the defense industry. Government jobs have been slow to come back. But by mid-2015, Los Angeles County should recover all the jobs it lost during the recession."

Los Angeles County's unemployment rate peaked at 13.3 percent in July 2010.

"Industries where gains have been more pronounced have been in healthcare, professional services and business services," Kleinhenz said. "Leisure and hospitality have been adding jobs over the past couple of years due to the growth in the tourism component of the local economy."

Jobs associated with the **Port of Los Angeles** and the **Port of Long Beach** should also be on the upswing because international trade is expected to rise, even though the ports have been plagued with congestion problems.

"Import volumes on the West Coast, despite all the problems there, were the highest since 2009," said Ben Hackett, founder of **Hackett Associates**, which tracks national port traffic for the **National Retail Federation**.

For the first 11 months of 2014, cargo volumes at the Port of Los Angeles were up 6.5 percent over the previous year while at the Port of Long Beach they rose 1.7 percent.

Jobs in California's apparel manufacturing sector continued to slide, dipping 4.1 percent in November compared with the previous year. Nationally, they declined 6.4 percent. ●

Kitson to Mayor: Let's Talk

Los Angeles Mayor Eric Garcetti's website encourages people to share their ideas to create jobs and deliver better city services for the City of Angels, but Fraser Ross, founder of the Los Angeles-based boutique chain **Kitson**, said that he's been unable to talk to the mayor about the city's retail.

So this week, Ross posted a provocative message at the flagship Kitson store at 115 S. Robertson Blvd. in Los Angeles and at his Melrose Avenue store, in West Hollywood. The signs say, "Eric Garcetti, Mayor of Los Angeles, Why Won't You Talk to Us? What Are You Afraid of? The Truth?" The messages ends with the hashtag #getusameeting.

For the past few months, Ross contends, he has been trying to get some time with the mayor to talk about ways to improve boutique business at **Los Angeles International Airport**, where Kitson runs two boutiques, one at **Terminal 7**, another at **Tom Bradley International Terminal**. But he said he's gotten nothing but the cold shoulder from the mayor.

One of Ross' grievances is that while Los

Angeles-area restaurants are well represented at LAX, he contends that Kitson is the only Los Angeles-headquartered boutique at LAX. "Local businesses are not being respected at LAX," Ross said. He contends that the national businesses running boutiques and concessions at LAX are regularly fumbling opportunities to build better businesses.

"He's a public servant," Ross said of Garcetti. "But I don't think he understands the word 'public.'"

Ross plans to continue upping the ante for his grievance. He said that he would place more messages demanding a meeting with Garcetti on the windows of his other Los Angeles-area boutiques.

The mayor's office countered that it had met with Kitson on a number of occasions.

"Kitson has a contractual dispute with Hudson," Jeff Millman, a spokesman for the mayor said, referring to **Hudson Group**, a prominent concessionaire at LAX. "The mayor's office has brought both sides together and hopes both sides can resolve their differences."

Ross rejected the notion that his grievance was a contractual dispute and said that he hoped to talk to the mayor himself about boosting the profitability of boutiques at LAX. Kitson runs a fleet of 27 boutiques including an e-commerce emporium at www.shopkitson.com.

Lately, LAX has been on the mayor's radar screen. On Jan. 6, his office announced that the airport had broken records for passenger levels. In 2014, 43.4 million visitors made Los Angeles their ultimate destination while an estimated 70.7 million passengers traveled through LAX last year.

Kitson frequently uses windows as a platform. In September 2013, Ross posted a message in the Robertson store window to

demand a boycott of NBC. At issue was "Today" anchor Tamron Hall's critique of Kitson for stocking T-shirts from the **Brian Lichtenberg** label bearing names of prescription drugs. According to Kitson, Hall stated during a "Today" screening that people should not shop at Kitson until it dropped the Lichtenberg shirts.—*Andrew Asch*



PHOTO COURTESY OF KITSON

Wells Fargo Opens Commercial Banking Office in New York

Wells Fargo opened a new commercial banking office in New York to better serve the city's \$98 billion apparel industry.

The new office joins the company's existing **Wells Fargo Capital Finance** unit, which offers factoring and asset-based lending, senior secured lending services, and accounts receivable and purchase-order finance services. The new apparel-focused unit will offer local service such as asset-based lending, traditional secured loans, and "access to working capital for day-to-day operations and growth" to businesses with annual revenues over \$20 million.

Headed by Joe Pollicino, the **Wells Fargo Commercial Banking** division will also be staffed by Doug Taliaferro, who will lead the apparel banking office, and Gary Vessecchia, who will serve as a senior relationship manager. Both were previously with **HSBC**.

"We had known Gary and Doug as competitors for years," Pollicino said. "Establishing a dedicated apparel team and bringing these talented bankers to Wells Fargo reinforces our commitment to an industry where many of our competitors are pulling back. It will accelerate our growth in the marketplace."—*Alison A. Nieder*

TECHNOLOGY

IBM Survey Says Online Shopping Activity Lags Behind Enthusiasm for the Channel

In a survey released during the **National Retail Federation's Big Show** and annual conference in New York, the **IBM Institute for Business Value** found that consumers' growing enthusiasm for online shopping and "digital interaction with retailers" is not matched by their actual behavior.

According to the study, "consumer expectations are not being met" and there are "clear opportunities for retailers to close the gap and create new loyalty."

The study gathered data from more than 110,000 consumers in 19 countries over four years. According to the survey, "43 percent of consumers said they prefer to shop online, [but] only 29 percent actually made their last purchase online." In some categories, such as youth apparel and home decor, the gap between shopping and purchasing is wider.

There was a similar split when consumers were asked about sharing information such as GPS location with trusted retailers. The survey found that 42 percent said they saw a "potential benefit" to sharing their location, but only 28 percent were actually willing to do so. There were similar results when the consumers were asked if they would allow retailers to contact them via text messaging. Fifty-four percent said they could see the benefit of allowing it, but only 42 percent

said they would actually share this information.

"With consumers switching seamlessly from online to the store it might appear that retailers have finally struck the right balance, but IBM's study identifies a significant gap between what shoppers want from retailers and what they are getting today," said Sarah Diamond, IBM Global Business Services general manager, in a statement. "Retailers may not be doing enough to meet consumer expectations shaped by digital experiences outside of retail from location-based services to preference-based apps. The good news is that this gap also indicates the potential growth for retailers who can meet those consumer expectations."

When asked what information consumers wanted from retailers, inventory visibility ranked high on the list. Sixty percent said they wanted to be able to determine if an item was in stock before they visited the store, and 46 percent recommended that retail employees use mobile devices "to fix an out-of-stock issue."

Consumers also wanted personalized promotions both online and in-store. Forty-one percent recommended that store associates offer personalized promotions "based on their purchase history or preferences."—*A.A.N.*

MADE IN AMERICA

Winky & Dutch: Novelty Metal Jewelry Made in the USA



Three rings from the new Winky&Dutch collection (Photo by Cathy Salamone/DirectDigitalPhoto.com)

By Alyson Bender *Contributing Writer*

After nearly 30 years making novelty jewelry in America, New York-based **Winky & Dutch** is restructuring the company, streamlining its pop culture-inspired collection and updating its back-end operations.

The company has been manufacturing premium novelty metal jewelry and accessories since 1987. All products and materials are made in the United States using metal, glass and acrylics manufactured in Los Angeles. Sales, marketing, product development and final assembly take place in New York, and administration and shipping are conducted from a warehouse near Syracuse, N.Y.

Winky & Dutch artwork is derived from a combination of licensed materials and original art created by in-house artists and graphic designers. Each piece features the company's signature acrylic photographic dome, which is manufactured and assembled from proprietary castings.

Last March, the company restructured, "retaining majority ownership within the same family by deploying new management, product development and creative direction," according to BJ Murray, chief operating officer.

The company reorganized operations, streamlined the manufacturing process and "greatly improved the design of our iconic pop

culture-centric pieces and built a completely modern fulfillment, assembly and administrative back end," Murray said.

This month, the company launched an e-commerce platform for consumer retail at **ShopWinky.com**. Products offered include charm bracelets, buttons, cufflinks, earrings, medallion necklaces, hairpins, key chains, pins and rings, and the site offers roughly 800 artistic designs to choose from.

The company also released its first major licensing collaboration in many years, with **CMG Worldwide** for officially licensed "I Love New York" merchandise to promote New York state tourism, which was sold at **PrideFest** in New York.

"The company is in a renaissance right now," Murray said. "Trying to offer everyone—everything was tough—exponentially, with our current art and metal-product library, we could have 50,000 options available—so the new **ShopWinky.com** [e-commerce site] will feature a broad range of curated pieces in addition to selections from our archive of vintage findings and castings that we developed in-house," Murray said. "By relaunching the original pieces, adding new plating finishes, new artwork and new products to give the product dimension, Winky & Dutch is prepared for multiple sales verticals."

For more information, visit www.shopwinky.com. ●

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Bridget Eldred, sales rep for the Vava, Voom and James & Joy lines, at Select.



Shala Theus at the T & A Showroom at the California Market Center.



Liza Stewart Showroom at The New Mart

Market *Continued from page 1*

Walking the CMC

Buyer traffic at the California Market Center was on the slow side. While no one was breaking any records, there were signs of brightness.

Recently, the **Karen George & Co.** showroom on the third floor tweaked its interior space, lifting the carpet to reveal industrial concrete floors. The showroom owner changed the lighting, painted the walls and took out some tables to create more space. The result has been more buyer walk-in traffic. It also helps to be right next to the elevators.

Sande Zipser, a sales rep at the showroom—with five lines, including **Poema**, **Sisters** and **Bagoraz**—said business had been steady. “This has been the best market for this time of year,” she said.

She and showroom owner Karen George said buyers coming in seemed to have a more optimistic economic outlook for the future.

At the **T & A Showroom** on the fifth floor, sales representative Shala Theus said

Sunday was the busiest day for market. Mostly out-of-town buyers were visiting during the first days of the event, which ended on Jan. 14, but local buyers said they planned to pop by the showroom on Jan. 15 or 16, when things were less hectic. “People are buying Immediates and things to be delivered in March and April,” Theus said. The showroom carries 12 young-contemporary lines that range from **Dear Creatures**, **Eight to Four** and **Paolo Hernandez** to Colombian lines **Color Siete** and **Rosé Pistol**.

For new showroom **Le Meilleurs Inc.**, also on the fifth floor, this was a disappointing market for its young contemporary lines **Kaia** and **Bttn**. Phillip Kim, the showroom’s sales rep, said he had some appointments, but the walk-in traffic was disappointing. “The foot traffic that walks in may only have one boutique, or they are trying to start an online store or they are thinking about opening a store,” he said.

Having Fall merchandise in stock was a boon for showrooms. Robert Friedman, who for years has had a self-named showroom on the third floor of the California

Market Center, said he got Fall orders for his Canadian line **Frank Lyman Design**.

“I got some good appointments and good orders, but in general it was slow,” he noted.

Consistently busy at The New Mart

Some showrooms at The New Mart opted to open a day early, on Sunday, Jan. 11, which proved to be a busy day.

“Sunday was probably our busiest day,” said **XCVI**’s Matthew Gill, who said traffic throughout market was split between locals and out-of-town buyers.

“They seem to be excited to be seeing Summer,” he said.

For Rande Cohen, owner of the **Rande Cohen Showroom**, Sunday was “fabulous.”

“It was one of my best days as far as quantity and order writing,” she said, adding that Sundays are always a hit with buyers.

“They appreciate working on Sunday. It’s not as crowded,” she said.

In addition to local retailers, Cohen said she was seeing “a lot of Arizona and a lot

of Hawaii.”

Cohen said her lines—including **Ann Ferriday** tops and dresses, **Crown Jewels** T-shirts, **Peace Love World**’s beach-themed casualwear, **Old Gringo** boots, and **Fickle**’s made-in-LA pieces—were well received.

She was particularly pleased with the reaction to **PJ Salvage** sleepwear and loungewear.

“My reorder business was off the charts—and I don’t say that very often,” she said.

Diane Vonderheide, owner of **The Vonderheide Showroom**, also got off to an early start on Sunday but said the good turnout continued throughout the market.

“We had traffic every day,” she said.

For Liza Stewart, owner of the **Liza Stewart** showroom, the market was surprisingly good.

“January in LA has traditionally been a fairly strong market, but we were all surprised,” she said. “The environment was super positive. Our buyers were very open to try new resources. We’ve had a lot of openness to quality and that price structure for fine fabrications.”

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Marilyn Rodriguez of Room at the January run of the LA Fashion Market



Australian line Banana Blue at the Salt & Pepper Showroom at the Gerry Building.



Meeting at Lady Liberty's The Globe showroom



Sol Angeles at Designers and Agents

Good business at Cooper

For many showrooms at the Cooper Design Space, buyer traffic and sales were better than expected at LA Fashion Market.

Israel Ramirez, owner of the **Siblings Showroom**, said his women's contemporary showroom enjoyed the best sales of a January market since it started business in 2009. "Traffic was up slightly," Ramirez said. "[Buyers] were committed to buying more."

However, a crowded trade-show calendar has many showroom owners keeping an eye on the next shows.

On Jan. 14, the last day of the LA Fashion Market, Patrick Heitkam of the **Ted Baker London** showroom shipped the U.K.-headquartered line's Autumn and Winter 2015 collection to the **Project New York** show, which runs Jan. 19–21. However, he said that the recent run of the LA Fashion Market proved valuable for his company.

"It gives us a head start on the season," Heitkam said. "If [an item] looks like it is going to be a bestseller, then we can produce more stock."

So far, buyers have been interested in outerwear for men and prints on dresses for women.

At the **Noella** showroom, the only new looks displayed during the January market were the pre-Fall looks from its client **Sachin & Babi**, headquartered in New York. Lien Vets, Noella's owner, said her other clients would introduce their Fall looks at the **Coterie** show in February.

At the recent run of the January market, Mikey Herlo exhibited the **Cotton Citizen** brand men's line at the **Community Service** showroom and saw retailers such as **American Rag**, **Fred Segal** and **Ron Robinson**. Other retailers seen at the building included **Evereve**, headquartered in Edina, Minn.; **KSL Resorts**; and **Nordstrom**.

Going gently at the Gerry

The Gerry Building wasn't overwhelmed with buyers, but there were a few wandering the halls. As Bea Gorman was showing a visitor around her **Salt & Pepper Showroom**, which she shares with Emmalena Bland, two buyers walked in and said, "We're looking for jewelry."

They were in luck. The showroom carries an Israeli line of jewelry called **Zzan**, which has been doing extremely well, Gorman said. The line recently sent new items to update the showroom's collection.

Gorman said this show helped her open up new accounts for **Zzan** and the Australian line **Banana Blue**, which sent samples from its Fall 2015 collection for market week. "In general we have had an okay show, but the reaction to Banana Blue has been fantastic and customers have come in and placed orders."

The showroom is also carrying a new sweater line called **Santiago Knits**. It is designed by Julio Santiago, an Argentine designer, and is hand loomed in Los Angeles from light materials such as silk, linen and viscose. "We had a lot of customers who told us they don't want wool sweaters," Gorman said.

Business at the **Vertigo** showroom, whose owner, Shawn Far, also owns the Gerry Building, was very subdued for the mid-tier line of women's clothing. "It has been pretty slow. It is typically not our best market," said account executive Natalie Curiel.

Busy at Lady Liberty

The January market proved to be a busy one for the showrooms of the Lady Liberty building. Showroom owners and staff claimed higher retail traffic compared with last January.

Leary Forteau, a sales rep with **The Park Showroom**, estimated that he saw 20 percent more traffic compared with last year.

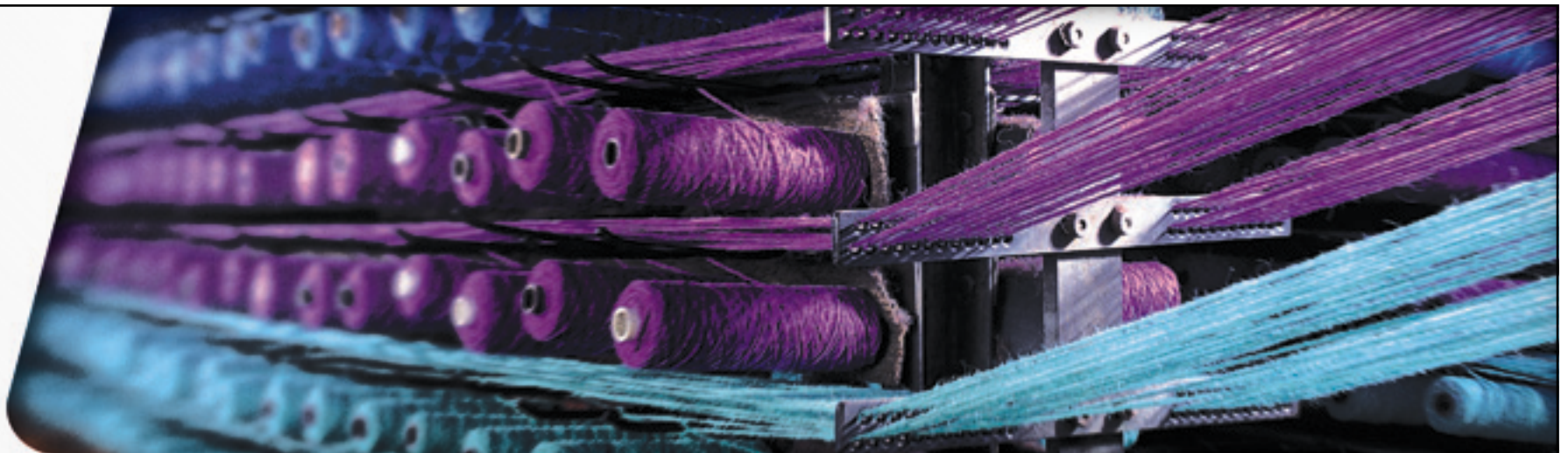
"I haven't seen traffic like this in January. It was definitely busier," he said.

Forteau considered it more remarkable that buyers browsed The Park's men's brands because the LA Fashion Market is typically considered a women's show. Forteau saw retailers such as **American Rag**, **Kitson** and **The Den** in Carlsbad, Calif.

The January market was a time for introductions at The Park. Brands making their showroom debuts included **Michael Stars'** men's line as well as New Zealand brands **I Love Ugly** and **Thing Thing**.

At Lady Liberty's **The Globe** showroom, Tracey Smith, a co-owner, estimated traffic increased 30 percent for her contemporary showroom, which represents brands such as **Sam & Lavi**, **Tryb** and **Torn by Ronny**.

➔ Market page 8



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Market *Continued from page 7*

Kobo. "People are ready to look for Fall," Smith said. "They're not so many people looking to fill holes," Smith said of retailers ordering Immediate. Boutique retailers such as **Madison, Ron Herman** and American Rag visited The Globe, as did retailers from the Midwest and the Rocky Mountain West.

Bright spots at Select

On the CMC's main floor was the better contemporary—brands show **Select**. There were some 24 accessories and clothing brands that displayed their lines inside the Fashion Theater. The traffic inside the theater, where the aisles were wide, was sparse.

"It has been pretty slow, I think, for everyone," said Bridget Eldred, a sales rep for the contemporary women's brands **Vava, Voom** and **James & Joy**. "But we have had a few orders come in."

Voom, designed by Joy Han in Los Angeles, is a consistent participant in Select.

Another regular participant in the show is New York-based **Magaschoni**, a luxury line with a reputation for quality fabrics. On display were mostly sweaters made of cashmere or cashmere blends, but the company also makes dresses, pants, jackets and blouses.

David Merk, Magaschoni's senior vice president of sales, said the show was going well for him. "The traffic has been somewhat spotty, but the accounts we contacted have come in. We haven't seen a lot of new accounts," he said.

Broad reach at D&A

While there were many California retailers shopping the Designers and Agents show at The New Mart, many of the exhibitors reported seeing buyers from across the country.

"It's been all over the place—Dallas, Chicago, Florida, Australia," said Christopher Seelif, owner of the **B&S Showroom** in New York and a longtime D&A exhibitor.

"We always do well at this show, Seelif said. "In January, we do really well."

Seelif said the retailers are optimistic but also realistic.

"They want things they know will sell, but they want special

things," he said.

The lines carried by the B&S Showroom are casual lifestyle collections with an "LA-meets-New York vibe," Seelif said. His lines include New York-based **Go by Go Silk** and **Lola & Sophie**, Los Angeles-based **Illia** and **R&R Surplus**, which is based in Arizona but made in Los Angeles.

Another longtime D&A exhibitor, Mattie Ilel, designer of Los Angeles-based **J.P. & Mattie**, said she was seeing a mix of Southern California buyers but also had appointments with retailers from Hawaii and Colorado.

"It gets crowded first thing in the morning, and then the appointments start," she said on opening day of the show.

This season, J.P. and Mattie introduced bags

made from recycled leather jackets mixed with the detailed hand embroidery done by Hill Tribe artisans in Southeast Asia. Some of the styles incorporated details such as jacket pockets in the final design. The company also introduced a group of hand-embroidered tunic tops in an ultra-lightweight fabric.

Los Angeles designer Bryan Emerson was a new exhibitor at D&A, showing her **Bryan Emerson** line of hand-dyed luxury scarves.

Emerson said she decided to show at D&A because she was looking to land more California accounts, and she did, adding that she saw retailers from across Southern California as well as buyers from as far as Colorado.

Brand Assembly

At the Brand Assembly show, a mix of returning exhibitors and new contemporary lines met with buyers in the Penthouse of



J.P. & Mattie embroidered top at Designers and Agents



Ada Collection belts at Brand Assembly



Bohemian Bones at Brand Assembly

Market Continued from previous page

the Cooper Design Space.

Tuesday was a busy day for Elizabeth Lewis, owner of **The SYDNY** showroom, a long-time exhibitor at Brand Assembly who opted to show in January for the first time.

Lewis represents and distributes Australian lines such as **Tiger Lily**, **Ministry of Style** and a new line, **Auguste**, which features boho-chic pieces such as floral dresses and rompers.

A few of Lewis' lines were showing Summer collections, and some were showing "a little Fall."

Retailers are optimistic and "excited to try new things," Lewis said. "They're look-

ing for more special pieces. The big deterrent last year was the weather, which you can never predict."

This season, Los Angeles label **Rachel Pally** showed in two locations: the company's longtime showroom, **Hatch**, at The New Mart, as well as at Brand Assembly.

Nicole Lustigman, who represents the line on the East Coast and was in Los Angeles to show the line at Brand Assembly, said she was mostly seeing West Coast buyers, although she added, "I had two from Michigan."

Designer Ada Komorniczak was showing at Brand Assembly for the first time with her Sacramento, Calif.-based belt line, **Ada Collection**.

"We've been looking for placement here in Los Angeles," Komorniczak said. "We are a California-based company but haven't been doing any LA markets for the last couple of years. We like the layout of this show. So far it's been great. I've been able to reconnect with some retail stores we had down here."

Exhibiting at a show like Brand Assembly also gives Komorniczak a chance to show buyers how to tie her belts and style them with pieces from the other exhibitors' lines.

"Belts are a special category," she said. "Stores that have been carrying us for years say the belts help sell the clothing. It's an interactive accessory." ●

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Qualifications

Bachelor's degree, Master preferred. Minimum 5 years' experience in Quality management in the consumer goods, textile and/or apparel industry preferred. Proficient in MS office. REFERENCE CODE: QM

Send resumes to: maggie@nextlevelapparel.com

NEXT LEVEL APPAREL PLANNING MANAGER

Summary of Primary Job Responsibilities

Responsible for managing the planning department by overseeing scheduling of production locally and internationally. Will plan production according to sales forecast, monitor trends and analyze statistical data based on our industry and product sold.

Qualifications

Bachelor's Degree, Master preferred. Min. 5 years' exp. in Planning management in the textile and/or apparel industries preferred. Must be proficient in MS Office, main concentration Excel. REFERENCE CODE: PLM

Send resumes to: maggie@nextlevelapparel.com

Karen Kane

SPEC/COSTING TECHNICIAN

Candidate must be able to develop cost sheets and spec sheets from sample. Garment construction experience needed. Detail oriented, highly motivated, able to handle multiple tasks. Min 2 yrs previous exp domestic/import costing. Proficient in AS400, Excel and Lotus Notes.

Send resume in PDF/Word format to resumes@karenkane.com or fax to: 323-277-6830

Sr. Account Executive

We are looking for a Savvy Sales Rep to join the team of our corporate office. Experience with selling to Majors, Specialty Chains and Private Label Accounts. Must have a minimum of 3 years' experience with established sales contacts. Trade show travel.

Please send resume to: careers@urbanexpressions.net

Jobs Available



ACCOUNTING MANAGER - ASSISTANT

Great opportunity to join our accounting team to assist with the over-all operation of the accounting department: A/P, stores accounting operation, weekly and period reporting, A/P aging report, reconciliation of various General Ledger accounts and post entries. Requirements: BA in accounting, 3 years accounting exp. in fashion industry, QuickBooks, Excel, AIMS (preferred).

Submit resume to: maria@robinsjean.com

NEXT LEVEL APPAREL PLANNER Sr. and PLANNER Jr. Summary of Job Responsibilities

Responsible for scheduling production from raw material to garment delivery. Monitoring inventory levels in comparison to sales forecast, identifies trends and preparing statistical analyses.

Qualifications

Bachelor's degree, min 5 years exp. in planning experience in the textile and apparel industries preferred. Must be analytical, proficient in MS Office, main concentration in Excel. REFERENCE Planner.

Send resumes to: maggie@nextlevelapparel.com

BAILEY44

PRODUCTION SAMPLE CUTTER

Ladies clothing line looking for a production sample cutter with at least 5 years' experience in the contemporary market. Must have the ability to work with Jersey, Ponte, Silks and various wovens.

Please send your resume to info@bailey44.com or call (213) 228-1930 Ext. 200



Production Sportswear Patternmaker

Seeking right candidate to work in our Women's Sportswear Division. Ideal patternmaker must possess excellent technical & verbal skills to assist in fittings with designer and production. Must have recent exp. with gerber pds 8.4. We offer an ideal working environment and competitive benefits package. Candidates not having gerber exp. will not be given a pattern test.

Send resumes to hr@swatfame.com.

ACCOUNT EXECUTIVE

Just For Wraps, Inc. has an immediate opportunity for a business-minded, focused, self-motivated sales executive for its Kids Div. (2-Hip/Paperdoll). Must have 5 yrs experience, established relationships with dept and specialty stores and the ability to identify new business opportunities and continue to grow existing accounts. Strong sales, interpersonal, organizational, analytical, and follow-up skills a must.

Email resume to AlbaM@wrapper.com

CUSTOMER SERVICE/DATA ENTRY/ CREDIT CONTROL

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

Jobs Available

Shipping-Warehouse Coordinator

3-5 years working in the apparel business
Must be bilingual

Oversee operation in Los Angeles area

Computer skill a must

Responsible for paperwork flow,

1. Receiving reports
2. Quality report
3. Special projects
4. Shipping documents
5. Quarterly inventory

Quality Control Supervisor

10 years experience in Apparel industry doing quality audits and 3rd party warehouse facilities

1. Bilingual
2. Computer skills a must

Send resume to BStenzel@landnseaco.com

NEXT LEVEL APPAREL COST ANALYST

Summary of Primary Job Responsibilities

The Cost and Material Analyst will analyze sales forecast, prices, costs, raw material and other statistical data based on our industry and product sold. They will monitor trends and set-up reports and databases to report information vital to managing the business efficiently.

Qualifications

Bachelor's Degree, min. 5 years' analytical exp. in consumer goods, textile and/or apparel industry.

Project management experience. Full Circle exp. or other ERP exp. a plus. Highly proficient in MS Office with concentration on Excel (formulas, pivot tables, links and databases). REFERENCE CODE: COST

Send resumes to: maggie@nextlevelapparel.com



Account Executive

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

sales@urbanexpressions.net

EIGHT SIXTY PRODUCTION PATTERNMAKER

Looking for an experienced production pattern maker...

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

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

PRODUCTION COORDINATOR

LA's largest Knitting Mill seeking Production Coordinator to handle several key accounts.

-3-5 years experience in fabric or garment production
-Organized, detail oriented, self-motivated team player, hands on

-Proficient in Excel

-Strong sense of urgency and deadlines

Please email your resume to annat@antexknitting.com

Admin. Assistant Piece Goods

Trixxi is looking for an admin. asst. in our piece goods department. Ideal candidate should have knowledge of fabrics and be computer proficient with Excel, Outlook, and Word. Please submit resumes to resume@trixxi.net.

Jobs Available



1st Patternmaker (Denim Division)

Ideal candidate must have min. 3 yrs recent exp. making 1st patterns. Must be able to create patterns from sketches. Exp. with denim required. Must be able to function in busy environment. Exp. with Gerber V8.4 PDS required no exceptions. Only candidates with Gerber PDS exp. will be interviewed and given skills exam. Send resumes to rvasquez@swatfame.com.



Sales and Production Assistant

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

Romeo + Juliet Couture

Better contemporary sportswear is looking for a Merchandiser for the collection. The candidate needs to have min 3-5 years experience in contemporary fashion, the job entails of trend & color forecasting, working with designer on bodies and important silhouettes, follow the latest trends in Europe, must be able to travel, based in Los Angeles. Please forward your resumes to Davidsham72@gmail.com

ACCOUNT EXECUTIVE

Mia Marcelle Swimwear is looking for an Account Executive: Min. 3 years experience in Apparel/Swimwear brands sales preferred -Travel is required - Grow new account base and foster existing buyer relationships -Plan, manage and execute sales and merchandising strategy -Knowledge of competitive pricing, merchandising and trends. -Attend trade shows - Meet or exceed sales goals -Base salary and commission based on experience.

Email: Rebecca@miamarcelle.com

ACCOUNT EXECUTIVE

Velvet Heart a rapidly growing contemporary brand seeking Account Executive for Corporate Los Angeles Showroom in the New Mart. Must have 3 plus years proven track record, the ability to thrive in fast paced environment with a positive attitude and team spirit. Must be willing to travel and work road appointments/ trade shows. Please email resume stacia@velvetheart.com Salary + Commission and benefits

BEDHEAD PAJAMA DESIGN ASSISTANT

- Must have at least 1-3 yrs' exp. as a design asst., working with a co. with prints is a plus. Need exp. doing cost sheets, tech designs, CADs, color separations & spec sheets. Must be highly motivated, energetic, & willing to adapt quickly in a fast paced environment. Must have good computer skills & know AIMS, Excel, Photo Shop & Illustrator. Will be in charge of the full sample process from fabric & trim purchasing to Cads & line sheet production. Must be highly organized & not afraid to try new systems or develop systems to save time.
- Contact wendy@bedheadpjs.com

Office/Production Assistant

Trixxi is looking for an assistant to maintain/update multiple Excel files, follow up w/ suppliers/buyers, and communicate with other dept's about styles/orders. Candidates must be eager to learn, show initiative/leadership, be good with numbers & have great verbal/written communication skills & organization skills. Prior exp. & Full Circle knowledge a plus but not necessary. Will train the right candidate. Submit resume to resume@trixxi.net.

Jobs Available

FIELD & INSIDE QC AUDITOR

3-5 years of experience as quality control auditor. Experience with International & Domestic Production: ensuring quality level of cutting, sewing, embroidery and screen printing. Understanding of AQL system, technical packages, measurement guides, sewing stitches, pattern making, Excel, & Microsoft Outlook. Supervisor experience a plus.

INSIDE QC AUDITOR

2-3 years of experience as quality control auditor. Understanding of AQL System, technical packages, measurement guides, determining major/minor defects, knit/woven fabrics, embroidery & screen printing techniques. Must be organized, meet daily quality audit goals, work well under pressure and follow company procedures.

All candidates send in resumes w/salary history to job4891@gmail.com or fax to 213-406-6099

THOMAS WYLDE

LA BASED LUXURY FASHION BRAND is hiring:

- Head Designer
- Director of Sales
- Director of Production

Minimum 5 yrs experience. Send resume w/salary history to jene@thomaswylde.com or meldy@thomaswylde.com

We will respond to qualified candidates only

PATTERNMAKER

FIRST - PRODUCTION
UPDATED MISSY SPORTSWEAR.
DOMESTIC AND IMPORT
PRODUCTION.
VERNON LOCATION
hr@kimandcami.com

SENIOR DESIGN ASSISTANT

Los Angeles-based women's apparel manufacturer is looking for an experienced team player to work on all design-through-production related projects for its major private label customer, Chico's FAS, Inc. Candidates MUST have proven experience working on product development and production for Chico's. To apply, send resume and salary history to jobs@xcvi.com

Junior Lines Wanted

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

RECEPTIONIST/CLERICAL

Antex Knitting Mills seeking a Receptionist for busy front office. Light clerical duties including filing posting, etc. Some experience required.
Please email your resume to annat@antexknitting.com

Bookkeeper

Job Duties: A/R, A/P, payroll, all reconciliations, journal entries, month end, . Qualifications: must be proficient in Quick Books, have at least 2 yrs experience as a bookkeeper in the garment industry.
email: careers@dolan-group.com with resume and salary history

PRODUCTION MANAGER/ APPAREL PRODUCTS

Production Manager/Apparel products. 2 to 5 years experience Import and Export. Need to know Excel, Word, and Quickbooks. Travel Required.
Please email resume to: jobs@mauiandsons.com

www.classifieds.apparelnews.net

Jobs Available

CUSTOMER SERVICE REP

ESTABLISHED FAST PACED LADIES CLOTHING CO. SEEK AN EXPERIENCED CUSTOMER SERVICE REP. PROFICIENT IN AIMS, EDI EXPERIENCE IS A PLUS. EMAIL RESUME TO: ORDERS@POPCALIFORNIA.COM

1st thru Production Patternmaker

L.A. contemporary women's apparel co. seeking highly skilled GERBER or PAD patternmaker with 10 yrs exp. with knits and woven. Need to be team player and communicate well. Email: designnet2020@hotmail.com patternmaker

TECH PACK SALES REPRESENTATIVE

A leading Manufacturer is seeking a self-driven & motivated sales representative. Must have more than 5 yrs of exp. in women's apparel specializing in tech pack sales. Candidate must have strong verbal communication skills.
Pls email resume to: kevinahn@ivoryusa.com

PATTERNMAKER

5-7 of exp. 1st thru production pattern maker to work on collection pieces including jackets, tops, bottoms and dresses. Create development and production ready patterns and make changes and edits by hand as needed. Denim experience preferred. Email resume: rebekah@emilrutenberg.com

Position Wanted

35 yrs Exp'd

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

12 yrs on Pad System. Freelance.
Fast/Reliable. ALL AREAS
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Call 213-627-3755

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