

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 70 YEARS

\$2.99 VOLUME 71, NUMBER 5 JANUARY 23-29, 2015



ALYSON BENDER

**LIFESTYLE LAUNCH:** Activewear brand Soybu was one of the new exhibitors showing in Swim Collective's newly launched sister show, Active Collective. The two shows were held at the St. Regis Monarch Beach Resort in Dana Point, Calif.

## TRADE SHOW REPORT

# Active Collective Debuts Alongside Swim Collective

By Alyson Bender *Contributing Writer*

Buyer attendance doubled over last August's edition of **Swim Collective**, according to Executive Show Director Shannon Leggett. The show ran concurrently with the hard-launch debut of **Active Collective** at the **St. Regis Monarch Beach Resort** in Dana Point, Calif., Jan. 15-16. With a maximum total capacity of 130 exhibitors, the shows were sold out months in advance.

"We experienced a fantastic turnout this edition," Leggett said.

Although very little buyer crossover traffic was reported between the Swim and Active shows, brands that offer both categories appreciated the co-location to show their Spring and Summer '15 collections. Noteworthy retailers in atten-

dance included **Neiman Marcus**, **ShopBop**, **Amazon.com**, **MGM Resorts**, **Bloomingdale's**, **Nordstrom**, **Gilt Groupe** and **Everything But Water**, plus others from over 22 states.

"Buyers have been very happy with this show," said Debbie Martin, national sales manager of **L\*Space by Monica Wise**, who reported seeing over 30 accounts the first day, including **The Venetian** in Las Vegas, **Butterflies and Bikinis** and **Sundance Resort**. "There has been a great energy to this show, and buyers are writing. While we have seen many local and national accounts, we feel there has been a lack of international buyers, though," Martin said. "We had a very good show and were able to establish new relationships, which is always exciting."

**Raj Manufacturing**—who manufactures and represents

➔ **Swim Collective** page 6

## TRADE SHOW REPORT

# SoCal Materials Show Debuts With Bustling Traffic

By Alison A. Nieder *Executive Editor*

The debut run of the **SoCal Materials Show** got off to a brisk start as manufacturers and brands crowded the aisles of the **California Market Center's** penthouse on the hunt for sourcing materials for footwear, accessories and apparel.

Traffic was consistently busy over the course of the two-day show, organized by Portland, Ore.-based **American Events Inc.**, which also runs the **NW Materials Show** in Portland and the **NE Materials Show** in Boston.

"This show has been great," said Leah Soles, the Portland-based representative for **Yuan Ling Knitting Industrial Co. Ltd.**, a family-run vertical knitter in Changhua City, Taiwan. "I was surprised. It's nice to connect with Southern California."

Yuan Ling manufactures circular knits for footwear linings. **Nike** is one of its largest customers. At the SoCal Materials Show, Soles said, she primarily met with manufacturers based in Southern California, but she did meet with one person from Mexico.

Many of the exhibitors also show at one or both of the other American Events shows.

That was the case with **Auburn Leather**, a manufacturer of made-in-America shoelaces in Auburn, Ky.

"This is an opportunity to expand outreach to brands who don't make it out to Boston," said Adam D. Simon, director of sales and marketing.

Auburn Leather, which recently celebrated its 150th anniversary, is a family-owned business that sells footwear laces to brands such as **Sperry**, **Timberland** and **L.L. Bean**. On the West Coast, the company works with **Deckers** and **DC Shoes**, Simon said. Plus, he added, "We always pick up a little new business [at the shows]."

Simon said he is seeing a growing interest in made-in-America product. Although the company works with the large manufacturers—or "the big global guys," as Simon put it—the company is also able to work with smaller companies.

"We definitely support our domestic manufacturers where

➔ **SoCal Materials Show** page 2

# Wet Seal Files for Bankruptcy

By Andrew Asch *Retail Editor*

Juniors retailer **The Wet Seal Inc.** announced Jan. 16 that it had filed a voluntary petition for Chapter 11 bankruptcy protection in U.S. Bankruptcy Court in Delaware.

The announcement follows a tumultuous period when it suddenly shuttered two-thirds of its fleet of stores, which was announced on Jan. 7. In a Dec. 10 conference call, Ed Thomas, Wet Seal's chief executive officer, told Wall Street analysts there was a possibility that this company, which was founded in 1962, might go bankrupt.

In the Jan. 16 announcement, Thomas said that the Foot-hill Ranch, Calif.-based retailer negotiated a debtor in possession (DIP) financing arrangement and plan sponsorship agreement with **B. Riley Financial Inc.**, the parent of **B. Riley & Co. LLC** and the **Great American Group LLC**.

On Jan. 16, Thomas said, "After careful consideration, the

➔ **Wet Seal** page 9

## TRADE SHOW REPORT

# More Business for Giant T-shirt Market at ISS Long Beach

By Andrew Asch *Retail Editor*

With screen-printing machines whirring and salespeople talking about the next big thing in T-shirts, the **Imprinted Sportswear Show Long Beach** ran Jan. 16-18 at the **Long Beach Convention Center**, located by one of America's busiest ports, in Long Beach, Calif.

The annual show is devoted to one of America's biggest apparel markets, the multi-billion-dollar T-shirts market, along with hoodies and athleticwear. The U.S. market for sweatshirts alone was \$7.2 billion during the period from December 2013 to November 2014, according to market researchers **The NPD Group Inc.** The show included embellishments from screen-printed designs to embroidery and sublimation printing.

The trade show stretched out over 103,000 square feet of space at the sprawling Long Beach Convention Center, said

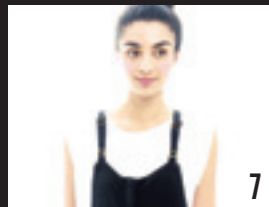
➔ **ISS** page 6

## INSIDE

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



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**Première Vision New York, Indigo New York** coverage ... p. 8



# Container Volumes Rise With the Business Tide at Local Ports

The economy is obviously on the upswing with the local ports being swamped with the largest number of cargo containers they've seen since 2007.

The **Port of Los Angeles** reported that in 2014, cargo-container volumes were up 6 percent over the previous year. Total volumes reached 8.34 million 20-foot containers, which is the third busiest year for the port.

In 2007, the port saw 8.4 million cargo containers crossing the docks and 8.5 million in 2006, a record year.

"The 2014 numbers are an encouraging indication that the national economy continues to improve," said Port Executive Director Gene Seroka. "Beyond that, the second half of the year ushered in a mix of unprecedented challenges due to transformational changes in the shipping-line business. We are working hard to help our customers and supply-chain partners overcome those challenges and urge them to work together with us to find solutions."

Next door, the **Port of Long Beach** hasn't

tabulated its complete cargo volume for the year. But for the first 11 months of 2014, it saw cargo-container traffic inch up 1.7 percent to 6.25 million 20-foot containers.

Long Beach's record year was in 2007, when cargo-container traffic surpassed 7.3 million containers. In 2006, there were 7.29 million containers loaded and unloaded onto ships.

Cargo volumes at the nation's ports are expected to continue to grow during the first half of this year.

In a study released by the **National Retail Federation** and **Hackett Associates**, cargo volume at the nation's major ports is predicted to rise 1.1 percent in January to 1.39 million containers and grow 4.8 percent in February to 1.3 million containers—right before Chinese New Year, which begins Feb. 19.

March through May will see modest gains at the ports surveyed, which include Los Angeles, Long Beach and Oakland, Calif.; Miami; New York/New Jersey; and Tacoma and Seattle in Washington.—*Deborah Belgium*

## TRADE SHOW REPORT

### SoCal Materials Show

*Continued from page 1*

we can," he said. We are not the type of company that says we have a 10,000 [-piece] minimum."

For Daniel Pons de la Garza, who represents the **Le Farc** tannery in Guanajuato, Mexico, showing at the SoCal Materials Show was an opportunity to expand the company's California client base. (The company also shows at the NE Materials Show in Boston.)

Le Farc specializes in leather for higher-end designer footwear and accessories such as belts and bags, Pons de la Garza said.

"In California, there are a lot of very good shoe companies," he said. "California is very interesting. A lot of people are moving from New York to California."

The tannery's proximity to Southern California is an added benefit, Pons de la Garza said.

"Everybody is looking to make shoes in



**BUSY BOW:** The first edition of the SoCal Materials Show showcased sourcing resources for footwear, accessories and apparel. The show will return to Los Angeles in July.



Mexico," he said. "It's a very good opportunity for everyone."

Mt. Holly, N.C.-based sewing thread maker **American & Efird LLC** was exhib-

iting at the show, hoping to meet with both footwear manufacturers and apparel makers.

Salinda Wong, the Pacific Coast manager for global retailer solutions, said she estimated about 30 percent of the attendees were interested in apparel resources. She said she finds the same percentage of apparel makers attend the shows in Portland and Boston.

"When it comes to sewing thread, I don't think people realize the technical aspects," she said.

Because thread tends to fall under the trim category, many apparel makers don't think they need to source it and will leave it up to their factories to purchase sewing thread, Wong said.

"People aren't coming to look for this, but it's important. I have to get them interested to educate them. They don't realize there is so much to it," she said.

Wong, who is based in Elk Grove, Calif., and covers the Pacific Coast from Southern California to Canada, hosts workshops for apparel manufacturers to talk about the technical

aspects of sewing thread. She also works with design schools to start educating them about the properties of different sewing thread.

"If we can educate students from the get-go, when they get out in the real world they have an understanding of how sewing thread impacts quality," she said.

Over the course of the Jan. 14-15 run of SoCal Materials, close to 400 attendees walked the show, said Hisham Muhareb, who co-owns American Events with his wife, Kari.

Companies came from all over California, he said. "We have brands coming from Santa Barbara, San Francisco."

Muhareb said he started the Southern California show at the request of exhibitors.

"The big brands have been asking for this," he said. "Companies like **Skechers**, **DC Shoes**, **Deckers**—a lot of them have been very supportive. And the small brands, they can't [produce] their own vendor show, so they're happy."

The next SoCal Materials Show is scheduled to run in July. ●



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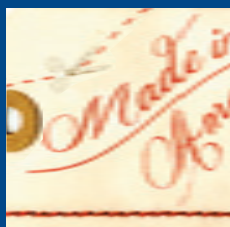
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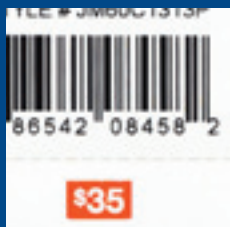
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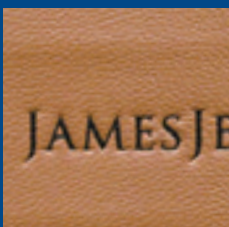
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# New American Apparel CEO Outlines New Path

It's a new chapter for **American Apparel Inc.**

Last year, the beleaguered company sailed through stormy waters when it fired Dov Charney, its founder and chief executive officer, and installed a couple of caretaker CEOs to helm the company until a permanent replacement could be named.

Fashion veteran Paula Schneider formally took the reins of the downtown Los Angeles-based company on Jan. 5, and she held a conference call with Wall Street analysts on Jan. 20 to talk about where she wanted to guide the brand, which makes its basic clothes for women, men and children in California.

During the call, Schneider said she plans to strengthen the foundations of the company by fortifying basic operations such as supply chain, sales and product development as well as planning and forecasting.

"American Apparel is about youth, fun, freedom and social commentary," Schneider said. "Over the next several months, we will focus on improving our business fundamentals to compete in the marketplace and position ourselves for

long-term success. The foundation of this company is solid, and we're starting with a great platform."

She said she hopes the efforts will drive up earnings for the company. Its gross profit declined 2 percent to \$82.5 million in a year-over-year comparison. There was a reported 5 percent net sales decline for the third quarter, reported Nov. 10, from the previous year. Same-store retail sales declined 7 percent, but wholesale sales increased by 2 percent during the third quarter. The company also has liquidity issues. It had \$9.4 million in cash as of Sept. 30 and \$27 million outstanding on \$50 million in an asset-backed revolving credit facility.

During the call, Schneider said the brand is strong enough to overcome these liquidity issues. Dave King, an analyst with **Roth Capital Partners**, headquartered in Newport Beach, Calif., applauded Schneider's experience in brand management and operational management when serving as CEO for **Big Strike LLC**, **Warnaco Swimwear Group** and

**Laundry by Shelli Segal**.

King forecast that Schneider will make a good team with American Apparel's new chief financial officer, Hassan Natha. In a Dec. 17 research note, King forecast that the duo will cut "underperforming business segments and effectively monetize others."

A day after the call, American Apparel's stock declined 3.56 percent, according to **Yahoo Finance**.

The company also made news this month for attempting to change its corporate culture. The company has been known for its provocative advertising and work environment. A new company rulebook banned romantic relationships between management and employees.

"No employee who has a personal relationship or romantic relationship with another employee may be in a position with any perceived or actual influence over the other's terms of employment," according to new rules on American Apparel's website.—*Andrew Asch*

# Prana Announces New Hire, Flagship Store

**Prana**, the lifestyle and yoga line headquartered in Carlsbad, Calif., is going more global with the appointment of Pachó Bedoya as its new director of international sales. He begins his new job on Feb. 2.

Bedoya will be responsible for developing, expanding and managing Prana's emerging international business by finding strong distribution partners in key markets. He will report directly to Prana Vice President of Sales Sasha Dietschi-Cooper.

"I am excited to use my international background to help Prana seize the growth opportunity that exists for it outside the U.S.," Bedoya noted. "The Prana brand has established a very clear and meaningful purpose and plays in a unique space with significant potential."

Bedoya has more than a decade of experience in the apparel and accessories industry. He has worked in strategic brand and marketplace development, as well as sales man-

agement and operations, in international markets.

During his 10 years at **Oakley**, the Foothill Ranch, Calif.-based activewear brand, he managed several international territories, was the general manager for Latin America and most recently was focused on developing a retail franchising program.

"Pachó is another great addition to Prana's sales leadership team and an example of the solid industry talent that is attracted to the growth opportunity represented by the Prana brand," Prana Chief Executive Scott Kerslake said. "I look forward to working closely with Sasha and Pachó to establish and grow Prana in key markets outside of North America."

Prana also announced that it plans to open its first physical boutique in Southern California. It is scheduled to open in Spring 2015 in Encinitas, Calif., about a two-minute drive from Prana's headquarters in Carlsbad, Calif., in San Diego's North County area.

Located a few blocks from Moonlight State Beach, one of San Diego County's popular surfing and swimming beaches, the upcoming Prana boutique will be housed at 624 Highway 101.

Kerslake said that he was glad to open a boutique in the company's backyard. "The proximity to our headquarters and the community itself made Encinitas an ideal spot to connect with our loyal customers and other like-minded locals."

Prana runs five other branded boutiques. The shops are located in Boulder, Colo.; Denver; San Francisco; Portland; and Minneapolis.

Prana was bought last year by **Columbia Sportswear Co.**, based in Portland, Ore., for \$190 million. At the time of purchase, Prana was expected to have revenues of more than \$100 million in 2014 with low double-digit operating margins.—*Deborah Belugum and Andrew Asch*

## TECHNOLOGY

# EarthLink Introduces Secure Storefront to Protect Retailers From Data Breaches

By Alison A. Nieder *Executive Editor*

Like the massive data breach at **Target** in late 2013, the news last fall that a breach may have affected 56 million credit and debit cards at **Home Depot** made headlines, but according to **EarthLink** Chief Security Officer Peter Chronis, the number of data breaches in the last year was even higher.

"There were over 1,000 retail security breaches in the last 18 months," Chronis said. "We heard a lot about those high-profile breaches, but we didn't hear a lot about those 1,000 other retailers that were caught up in very similar circumstances."

At the recent **National Retail Federation's Big Show** in New York, EarthLink introduced its **Secure Storefront** solution, created to help retailers identify and protect against data breaches such as the ones at Target and Home Depot.

"We built the solution set designed to address those fundamental security weaknesses that were involved in those 1,000 security breaches," Chronis said. "We took all of our experience in security and all of our experience in retail and merged them together."

For most consumers, EarthLink is probably best known as a consumer Internet provider from the early days of Internet connectivity. But over the past two decades, the company has shifted focus from consumers to businesses.

"We've been protecting customers for over 20 years," Chronis said. "As EarthLink transformed into this primarily business-to-business network and IT-services provider, those skill sets were really relevant. A lot of our customers were challenged with security issues, and they don't have the benefit of the time, experience, the people, the process,

the technology that we have. Over the years, we've built this security practice that's customer-facing, and Secure Storefront is really a security solution-set that's designed to help retailers across their entire IT ecosystem and help them be secure not just with a secure network, not just with secure Wi-Fi but also help securing their IT systems, their point-of-sale equipment, their servers, their e-commerce infrastructure—really, everything. Secure Storefront is designed to help people with those general risks."

Chronis called 2014 "the year of the breach."

"Retailers today have more data on their customer than they ever had before," he said. "That's valuable to retailers because they can connect with customers in interesting ways, but it's also valuable to criminals because they can sell that data and use it for malicious purposes."

With Secure Storefront, retailers can get an assessment of their security issues and vulnerabilities to help them identify their highest risks and build an action plan, Chronis said.

This security assessment can be done on a one-time basis, but EarthLink recommends doing quarterly or semiannual assessments over a long period of time.

"Typically, we do these assessments over time and deliver some context," Chronis said. He said he tells retailers, "Here's where you are today, and here's what we recommend fixing. We'll be back in three months to see how you did. Or, if you're not sure how to fix these things, we'll help with that."

To Greg Griffiths, EarthLink's vice president of product alliances, there's a disconnect between retailers' security efforts and the threats to their data.

"There are so much resources being spent

on security at the card swipe—and that's all good. It's way past time we did that, but if you go back through those 1,000 breaches, that would have done nothing to prevent the Target breach, let alone the majority of those others," he said. "Those breaches occurred because there was a gap in the corporate network, usually through third-party vendor-access permission via remote into the network [or] a server that's vulnerable that hasn't had its patch management updated. If you really want to make sure your customers' data is safe, you need to be addressing the most common ways people get into your network."

At the NRF show, EarthLink also announced the results of a survey it conducted with the **IHL Group** and cosponsored with **AirTight Network**.

According to the survey, on average, it took 134 days between a security breach and detection of the breach. And the survey found that 89 percent of business that experience a data breach had failed an audit for compliance with PCI Security Standard, the set of data, payment and transaction standards set by the **PCI Security Standards Council**, a global forum launched in 2006 by **American Express**, **Discover Financial Services**, **JCB International**, **MasterCard** and **Visa Inc.**

The IHL Group also looked at the benefits of in-store wireless access and found that most shoppers—86 percent—said they would spend more "for a better customer experience" and 80 percent of mobile shoppers are "influenced by the availability of Wi-Fi when deciding where to shop." Furthermore, the survey found that 84 percent of smartphone shoppers said they use their phones in stores to help them shop.

"What we found out from the study is al-

though the majority of retailers have deployed Wi-Fi in their environments, and even though those retailers have seen a benefit and an increase in customer loyalty and an increase in sales with the deployment of Wi-Fi, very few were actually using the Wi-Fi to connect with the mobile consumer and engage them with one-to-one marketing and loyalty programs," Griffiths said. "It's a huge opportunity because the major cost associated with Wi-Fi is in the technology itself. If you've made the right decisions, it's not that difficult to start collecting the data and those analytics."

Most retailers are currently working on omnichannel and e-commerce strategies and looking for ways to connect that experience with their bricks-and-mortar efforts, Griffiths said.

"The best place to connect with somebody and get them on your mobile app and tied into your e-commerce strategies is right there at the store level—because you can invite them."

EarthLink's Wi-Fi solution helps retailers gather customer data such as time spent in the store and traffic patterns throughout the day. It can also allow the customer to connect to social media, which gives retailers insight into additional demographic data.

"It's really powerful information," Griffiths said. "Our retailers who are now reviewing that information after the holiday sales got a lot of insight in terms of staffing, catch-and-keep, how many people were actually in the store for a period of time and so forth."

The next step, Griffiths and Chronis said, is to connect all this data in one system that allows retailers to analyze the information and "integrate all those customer experiences."

"The data is available today," Chronis said. "It's just building the intellectual property to pull it all together and make it actionable." ●

Jan. 30, Feb. 6, Feb. 13

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## January 30

Cover: Trade Show Coverage  
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Lingerie  
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## Las Vegas Resource Guide Fashion Resource

### Bonus Distribution

OffPrice Show 2/15-18  
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AccessoriesTheShow/LV 2/16-18  
Agenda LV 2/16-18  
Liberty Fairs NV 2/16-18  
MRket 2/16-18  
Sourcing@MAGIC 2/16-19  
Stitch 2/16-18  
WWIN 2/16-19  
ENK Vegas 2/17-19  
FN Platform 2/17-19  
WWD MAGIC 2/17-19  
POOL 2/17-19  
Project 2/17-19  
Project Mvmnt 2/17-19

## February 6

Cover: Vegas Must Buys with Denim  
Eco Focus  
What's Checking

## Retail Focus

## Fashion Resource Sourcing & Fabric Special Section with Tech

### Bonus Distribution

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AccessoriesTheShow/LV 2/16-18  
Agenda LV 2/16-18  
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WWIN 2/16-19  
ENK Vegas 2/17-19  
FN Platform 2/17-19  
WWD MAGIC 2/17-19  
POOL 2/17-19  
Project 2/17-19  
Project Mvmnt 2/17-19

## February 13

Cover: NY Fashion Week Coverage  
Finance Report  
Technology  
Made in America

## Supply Chain Special Section with Tech

## Made in America Advertorial

## Finance Advertorial

## Fashion Advertorial

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WWD MAGIC 2/17-19  
POOL 2/17-19  
Project 2/17-19  
Project Mvmnt 2/17-19  
Designers & Agents NY 2/22-24  
Coterie 2/23-25  
AccessoriesTheShow/FAME/Moda Manhattan 2/23-25  
LA Textile Show 3/2-4

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## NEWS

# Kellwood Names New CEO

Kellwood Holding, LLC, which runs a family of fashion brands, including **XOXO** and **Democracy**, is hitting the books.

On Jan. 19, the New York-headquartered Kellwood announced that Joseph Lombardi, the former chief financial officer of **Barnes & Noble**, a major bookseller, was named the fashion company's chief executive officer. Lombardi will assume his responsibilities helming Kellwood immediately.

In 2013, Lombardi joined Kellwood as its CFO. Lombardi succeeds Lynn Shanahan, who resigned from Kellwood to join **C2 Group**, according to a Kellwood statement. Shanahan

had served Kellwood since July 2013.

Mark Brody, the board director for Kellwood, said that Lombardi will steer the fashion company on a course for growth.

"He brings a wealth of leadership and industry experience to the table along with financial acumen. These skills will be invaluable as the company continues to build on its strong foundation for growth," Brody said.

At Barnes & Noble, Lombardi led a variety of initiatives, including key mergers, acquisitions and spin-offs as well as increasing cash flow, according to a Kellwood statement.—Andrew Asch

## Calendar

### Jan. 23

**California Gift Show**  
Los Angeles Convention Center  
Los Angeles  
Through Jan. 26

### Jan. 24

**Interfilierie**  
Expo Porte de Versailles  
Paris  
Through Jan. 26  
**Salon International de la Lingerie**  
Expo Porte de Versailles  
Paris  
Through Jan. 26

### Jan. 25

**Fashion Market Northern California**  
San Mateo County Event Center  
San Mateo, Calif.  
Through Jan. 27

### Jan. 27

**ColombiaTex**  
Plaza Mayor  
Medellin, Colombia  
Through Jan. 29

### Jan. 31

**Stylemax**  
Merchandise Mart  
Chicago  
Through Feb. 2

### Feb. 2

**CALA**  
Westin St. Francis  
San Francisco  
Through Feb. 3

**NW Trend Show**  
Pacific Market Center  
Seattle  
Through Feb. 4

### Feb. 4

**Milano Unica**  
Fieramilanocity  
Milan, Italy  
Through Feb. 6

### Feb. 7

**Westcoast Trend Show**  
Embassy Suites LAX North  
Los Angeles  
Through Feb. 9

### Feb. 9

**Texworld**  
Le Bourget  
Paris  
Through Feb. 12

### Feb. 10

**Premiere Vision**  
Paris Nord Villepinte  
Paris  
Through Feb. 12

### Indigo

Paris Nord Villepinte  
Paris  
Through Feb. 12

### ModAmont

Paris Nord Villepinte  
Paris  
Through Feb. 12

### Feb. 12

**SIMA Image Awards**  
City National Grove  
Anaheim, Calif.

### Feb. 15

**Offprice**  
Sands Expo  
Las Vegas  
Through Feb. 18

### Feb. 16

**Sourcing at MAGIC**  
Las Vegas Convention Center  
Las Vegas  
Through Feb. 19

### Liberty Fairs

Sands Expo  
Las Vegas  
Through Feb. 18

### Agenda

Sands Expo  
Las Vegas  
Through Feb. 18

### Capsule

The Venetian  
Las Vegas  
Through Feb. 18

### MRket

Sands Expo  
Las Vegas  
Through Feb. 18

### Stitch

Sands Expo  
Las Vegas  
Through Feb. 18

### Accessories The Show

Sands Expo  
Las Vegas  
Through Feb. 18

### WWIN

Rio All-Suite Hotel & Casino  
Las Vegas  
Through Feb. 19

### KIDShow

Bally's  
Las Vegas

Through Feb. 18

### CurveNV

The Venetian  
Las Vegas  
Through Feb. 17

### Feb. 17

### Project

Mandalay Bay  
Las Vegas  
Through Feb. 19

### ENK Vegas

Mandalay Bay  
Las Vegas  
Through Feb. 19

### WWD MAGIC

Las Vegas Convention Center  
Las Vegas  
Through Feb. 19

### Pooltradeshows

Mandalay Bay  
Las Vegas  
Through Feb. 19

### Men's

Mandalay Bay  
Las Vegas  
Through Feb. 19

### ISAM

Las Vegas Convention Center  
Las Vegas  
Through Feb. 19

### FN Platform

Las Vegas Convention Center  
Las Vegas  
Through Feb. 19

### Playground

Las Vegas Convention Center  
Las Vegas  
Through Feb. 19

### WSA@MAGIC

Las Vegas Convention Center  
Las Vegas  
Through Feb. 19

### eTail West

JW Marriott Palm Desert Resort & Spa  
Palm Springs, Calif.  
Through Feb. 20

### Sixth Annual TPC Goes to MAGIC

Mix Lounge, The Delano, Mandalay Bay  
Las Vegas

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

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ISS *Continued from page 1*

Jeff Brown, the show director of ISS Long Beach. Booth space, which increased 10 percent over last year, was sold out, and 350 exhibitors displayed goods at the show, Brown said, adding that there were 100 new booths at the show. The Long Beach show is the biggest in the family of ISS shows, also held in Atlantic City, N.J.; Nashville, Tenn.; Orlando, Fla.; and Fort Worth, Texas.

Exhibiting were some of the high-marquee names in T-shirts and basics, including **Fruit of the Loom**, **Hanes** and **Delta Apparel**. Also showing were well-known brands that put a fashion edge on T-shirts and basics, such as the Los Angeles-headquartered brands **Bella + Canvas** and **American Apparel** as well as **Alternative Apparel**, which maintains a design studio in downtown Los Angeles.

These vendors sell basics to manufacturers and occasionally to artisans who make new silhouettes from the basic tees. Technology vendors such as **Murakami USA**, headquartered in Monterrey Park, Calif.; **Workhorse Products Inc.**, based in Phoenix; and **Epson** also displayed the latest in technology to put decorations on T-shirts and hoodies.

All of the vendors interviewed for this article estimated that attendee traffic increased. Mark S. Mertens of **A4**, an apparel company headquartered in Vernon, Calif., estimated that attendee traffic increased 30 percent over last year. Mertens said ISS is very important to his company, which makes clothing with an athletic, technical edge. However, like many trade shows, orders are typically made after the show. "It's not a writing show," Mertens said. "It is a meet-and-greet."

For Kevin Kelly, chief executive officer of **US Blanks**,

headquartered in downtown Los Angeles, ISS Long Beach is a crucial show for his business.

"It's the best show of the year, as far as qualified clients," Kelly said. "We see the greatest amount of T-shirt screen-printers and embellishment houses."

Kelly estimated that his 10-by-20-foot booth enjoyed double the number of visits compared with last January. There were more attendees this year because the economy has been showing signs of improvement, Kelly said. Most of the visits were from companies headquartered in the Western U.S. However, the show also enjoyed international attendees, representing companies from Korea and Japan.

For Cassie Stanczyk, a sales rep for **Bella + Canvas**, ISS Long Beach has a special entrepreneurial edge, and many attendees represent start-up lines. "Everyone wants to come, touch and feel the product and see what is new," she said.

**Bella + Canvas** introduced new fabrications such as a multi-colored speckled fabric for blank T-shirts available

come across that is entirely made out of recycled fabrics. Other recycled shirts blend fabric remnants and new cotton.

**American Apparel** displayed an "Ultra Wash" T-shirt, which is a sheer cotton jersey with a soft hand. Other looks were performance-inspired looks for women such as **American Apparel's** "Motion Short" and its "Christie" bra.

**Cygnus Apparel**, headquartered in Commerce, Calif., showed T-shirts made out of ringspun cotton.

**Independent Trading Co.**, headquartered in San Clemente, Calif., makes hoodies for many action-sports brands. For this edition of ISS, the company doubled the size of its booth to 40 by 60 feet. The company introduced a 50/50 cotton/poly pull-over, a "Baja" style hoodie that features a fat loop French terry and offers a "Mexican blanket vibe," said Andrew "Franky" Lawson of Independent. While coaches' jackets have been increasing in popularity at streetwear trade shows, Independent introduced a new look for the jacket by placing a hood with its version of the jacket.

Education played a big part at ISS Long Beach. The show hosted many seminars on subjects such as marketing, recycling, sales and technology. One of the speakers was Charlie Taublieb of **Taublieb Consulting**, headquartered outside of Denver. Taublieb typically speaks on screen-printing, and he said that the trend in screen-printing machines is that they are becoming bigger in order to handle more operations and there is an initiative for them to solely use inks that are deemed environmentally friendly.

These environmentally friendly inks react differently to machine operations such as heating, so engineers have been developing new versions of screen-printing machines to handle the environmentally friendly inks. Taublieb said that screen-printing machines could range in price from \$50,000 to half a million dollars.

Next year's ISS Long Beach is scheduled to run Jan. 22-24. ●



**T-SHIRT TV:** Stahls', a heat-printing decorating-system company, screened tutorials on heat-transfer techniques at ISS Long Beach.



**THE MACHINE:** Equipment producers had a big presence at ISS Long Beach.

in different colorways. Other looks included an acid-wash shirt, which features a burnout look without the sheer details typical of other acid-wash styles. Another look was a slouchy shirt for women that would provide a fashionable silhouette but not be as form fitting.

At the show, **US Blanks** introduced its 100 percent recycled shirt, which Kelly said is the first shirt that he has

Swim Collective *Continued from page 1*

**Ella Moss Swim**, **Hurley**, **Reef**, **Splendid Swim**, **Luxe** and **Next**—also reported that buyers were writing. "This show has been awesome for us, and we have connected with many new accounts," Giuseppe DeMasi, account manager, said. "This show has provided a nice cross-section of the industries."

Jacqueline Collins, owner of **Kate & Lace**, a lingerie and swim boutique in Westlake Village, Calif., reported attending Swim Collective "regularly." Although her boutique does not carry activewear, she was "happy" with the selection of swim resources at the show.

First-time exhibitors Camille and Jackie Brady, sisters behind the swim label **Cami and Jax**, who launched their line in April 2014 via an online store and bricks-and-mortar

retail store on Montana Avenue in Santa Monica, Calif., decided to break into wholesale distribution via Swim Collective. "We heard good things about this show and decided to try it out," the sisters said. "It has surpassed our expectations, and we were able to meet with retailers such as **Revolve Clothing**, **Great Shapes** from New York and **Diane's Beachwear**. We have already signed up to participate in the August show and look forward to it."

Veteran Swim Collective exhibitor Odette Leach, retail merchandiser for **Vix Paulahermanny** and juniors swim line **Sofia by Vix**, reported being very busy selling Summer 2015 (which starts shipping in March) and High Summer (June through August deliveries). "This show has gone really well for us. We have had a mix of appointments and walk-ins," Leach said, and she reported working with retailers the **Beverly Hills Bikini Shop**, **Molly Brown's** and **Diane's**. The brands also plan to return to Swim Collective in August.

The debut of Active Collective included over 30 brands, including **Trina Turk Recreation**, **Under Armour**, **Blue Life**, **LVR**, **Jetanna**, **Million Dollar Tan**, **Mika Yoga Wear**, **Ultracor** and **Radiant Active**.

"It was nice they added activewear brands," said Cori French, a buyer for **Revolve Clothing**. "They have a good assortment here, and we have discovered lots of new brands."

**Blue Life** by **Planet Blue**, which introduced swim and active last year, reported "amazing traffic" in the Active Collective Show. "Buyers have been very receptive to the crossover," stated Cassie Palmeri, a sales representative for **Blue Life**. She reported working with **Bloomingdale's**, **Nordstrom** and **Style Runner** from Australia at the show.

**Soybu**, an activewear and yoga wear brand, was a first-time exhibitor and reported being happy with the turnout. "We have opened lots of new accounts and met with existing accounts,"



Viox by Paula Hermanny

Chrissy O'Callaghan, sales manager, said. "We saw mainly regional buyers such as Amazon.com and **KSL Resorts** and enjoyed showing alongside like brands."

Swim Collective will next host a swim preview, June 23-24, with a select 30 exhibitors and 40 top buyers at the **Hyatt Regency Hotel** in Huntington Beach, Calif. ●



L\*Space's Monica Wise



## Lime & Vine: Style and Structure Meet Comfort and Versatility

For Young Chung-Stuart, the wave of athleisure and high-end gym clothes, which have captured the attention of so many women, leaves something to be desired.

They are comfortable, and they look good, but a lot of these lines do not offer a heightened sense of style, she said. So Chung-Stuart, brand director of new fashion label **Lime & Vine**, hopes her line will inject some style and structure into the world of comfortable clothing.

Lime & Vine, which is based a mile away from the corporate headquarters of surf giant **Quiksilver Inc.** in Huntington Beach, Calif., introduced a full collection for the Fall 2014 season and is set to debut its Spring 2015 collection. No trade-show appearances are planned. Chung-Stuart hopes to introduce the line to retailers with the line's sales reps taking it on the road.

Some significant looks for the Spring 2015 line include the "Addison," which is a knit overall that offers a denim look with a distressed style. It comes in colorways of black, white and a greenish "evermoss" look.

Another look is the "Jasmine" top, which features a cowl neck and a boxy silhouette, which, Chung-Stuart said, gives the top a structured look.

There's also the "Shane" bottom, a French terry moto pant, which features contrast detail in the pocket lining and comes in several colorways, including black, white and "glacier" gray. "It is fitted where it should be and relaxed where it should be," she said of the bottom, which is inspired by

harem pants.

Chung-Stuart worked as a buyer for **Kitson**, a prominent Los Angeles-based boutique chain, and **Forever 21** before signing on to work with Lime & Vine. The line's designer is Jasmin Elkaim. Lime & Vine—the name doesn't signify anything, Chung-Stuart said—is owned by **I Mar LLC**, a



Huntington Beach, Calif.-based uniform company.

"It is transitional and versatile clothing," Chung-Stuart said of her line. "It can transition from morning to noon to night, from work to a yoga session to something you can wear out at night."

Lime & Vine's wholesale price points range from \$30 to \$70. For more information, contact [sales@limeandvine.com](mailto:sales@limeandvine.com) or call (855) 500-2463.—*Andrew Asch*

## SIMA Honors Legendary Surf Shops

A lot of cultural landmarks have been honored recently—the 50th anniversary of British Invasion bands such as **The Beatles** and **The Rolling Stones** dominating rock-music charts, the 50th anniversary of Martin Luther King Jr.'s march on Selma—and the surf scene has its own golden anniversary coming up.

Many of the high-profile, core surf shops that popularized surf culture and built the surf industry are 50 or a few years older. **Surf Industry Manufacturers Association**, a trade group headquartered in Aliso Viejo, Calif., will honor these venerable surf shops with the **2015 SIMA Surf Shop Gold Wave Award**. The inaugural Surf Shop Gold Wave awards will be presented Feb. 12 at SIMA's Image Award Show at **City National Grove** of Anaheim, Calif.

Doug Palladini, SIMA's president, who also serves as a vice president and general manager for **Vans'** Americas division, said it was crucial to honor these shops, which had done so much to build

the surf scene.

"A surf shop is very influential to its local surf community—the hub of the local surf community, in most cases—and these shops are legendary," Palladini said.

About 20 shops are being honored for the inaugural Gold Wave award, and because surf's popularity skyrocketed in California 50 years ago, many of the honorees are based in the Golden State. SIMA's Surf Shop Gold Wave Award honor roll includes some of the first surf shops, such as **Hobie** of Dana Point, **O'Neill Surf Shop** of San Francisco, **Jack's Surfboards** of Huntington Beach and **Katin** in Sunset Beach, which opened in the 1950s, and others that started business in the 1960s, such as **Val Surf**, headquartered in North Hollywood; **Haut Surfboards** of Santa Cruz; **Froghouse** of Newport Beach; and **Dive & Surf** of Redondo Beach.

Tickets are on sale for the awards show. They may be purchased at the SIMA website ([www.regonline.com/simaimageawards](http://www.regonline.com/simaimageawards)).—A.A.

## Forever 21 Unveils Giant Solar Project

Los Angeles is celebrated for its sunny weather, and fast-fashion giant **Forever 21** is going to harness the sun's power.

The company announced on Jan. 21 that its headquarters in Los Angeles' Lincoln Heights neighborhood has gone solar. The retailer installed a 5.1-megawatt high-efficiency SunPower solar-power system. A Forever 21 statement said the headquarters features the largest single-rooftop solar-power system in Los Angeles County and the third-largest in California.

The system will reportedly generate enough energy to power 1,450 homes in Lincoln Heights. This clean-energy system will sidestep producing carbon dioxide, a greenhouse gas that contributes to climate change. A Forever 21 statement said that the solar-power system will avoid producing 13 million pounds of carbon dioxide, which

is equivalent to taking 1,200 passenger cars off the roads.

Forever 21 founder Don Chang said, "We are thrilled to be a leader in the adoption of clean energy and proud to say that we have built the largest solar rooftop in Los Angeles. As an LA-based company, we wanted to contribute to the city's goal of increasing clean renewable energy and becoming a more green economy."

**PermaCity Solar** designed and installed Forever 21's solar roof system with the help of **West Hills Construction**. Business worked with government to make Forever 21's solar project possible. The companies worked with the **Los Angeles Department of Water and Power's** solar programs, the **FiT100 Set Pricing Program** and the **Solar Incentive Program**, which offers financial incentives for clean-energy programs.—A.A.

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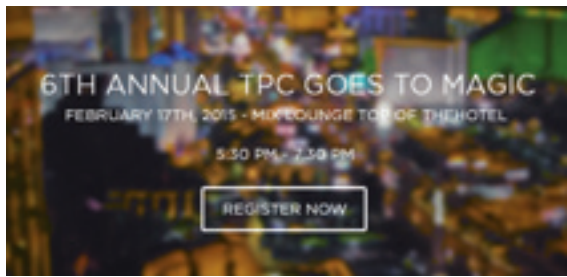
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## New York Editions of Première Vision, Indigo Get Boost From Weak Euro

By Nancy MacDonell *Contributing Writer*

**Première Vision New York** and **Indigo New York** returned to Pier 92, on the western edge of Manhattan, for a second time Jan. 13–14. Almost 300 vendors from 24 countries, including a strong showing of Turkish firms, came to exhibit their Spring/Summer 2016 collections in the categories of fashion fabrics, accessories, and textile and surface design. That figure is up 14 percent from January 2014, when the show was held at the smaller **Metropolitan Pavilion** and **Altman Building** in Chelsea. Four thousand buyers attended the two-day show, including representatives from West Coast brands **Vince**, **Trina Turk**, **Juicy Couture**, **Nasty Gal**, **Pacific Sunwear**, **Athleta** and **Patagonia**.

Assessing the mood on the first day, Guglielmo Olearo, Première Vision's international exhibitions director, said, "People are positive. The fashion industry is strong. The crisis is behind us. There's a lot of interest in the U.S. market, which is strong in comparison to Europe. The U.S. is booming—the statistics in retail are positive, and the economic indicators are good. Everyone wants a part of that cake."

Though the show got off to a somewhat slow start, in part because of an early-morning fire at **Penn Station** that prevented thousands of commuters from getting into the city on the first day of the show, most vendors felt that things had picked up by mid-afternoon.

Sandrine Bernard, executive vice president of the New York office of the French lace mill **Solstiss**, said, "At the end of the day, it [Jan. 13] was a good day. I've seen a good selection of clients, high-quality people, some we know and some we're just meeting." Though Bernard felt it was too early to identify any strong trends ("at this point, people are looking for inspiration"), she pointed to new nettings and embellishment techniques as drawing a lot of attention.

In the vitrines arranged in the trend areas, visitors clustered around displays of textured fabrics and prints with a hand-drawn look, the latter a key talking point in Première Vision Deputy Fashion Director Sabine Le Chatelier's well-attended, hour-long trend presentation. In the accessories area, a selection of recently developed customizable rubber studs made by the Italian company **Modimex** generated interest, as did silicon-coated ribbons by the Italian firm **EU Design**.

Elizabeth J. Darin of the New York office of **Takihuo Co. Ltd.**, which represents the Japanese mill **Hokkoh**, showing for the first time at Première Vision, said designers were drawn to textiles with texture and body such as a triple-layer knit and quilted knits in white/black, crimson, navy and gray. "Some of these are still a little intense for an American customer—they tend to stick with what they know," she said. "These fabrics give a boxy shape. Designers are interested, but they'll introduce them slowly."

Hugo Soudée, a sales manager at the French textile mill **Philea**, said designers were responding to textured, linen-look, poly-cotton jacquards with a subtle ethnic feel in neutrals rather than the brighter colors that prevailed for Spring/Summer '15. "People want something different. They've

been going to China and buying the same things; it gets boring. I knew things were changing when **Banana Republic** bought a Philea jacquard. It was a smart move, bringing in a mix of high and low."

At the **Baxter Fawcett** booth at Indigo, David Haffner, who represents the London-based design studio in the United States, categorized business as "steady. We were busy all day." What drew the most attention, he said, were "graphic, flat, simplistic prints. There's a huge '80s floral story going on and Matisse-style prints, maybe because of the exhibit [at the **Museum of Modern Art**]."

Laura Hughes, the creative director of the Laguna Beach, Calif.-based **Browne**



**RETURN TO PIER 92:** For its second edition at New York's Pier 92, Première Vision New York and Indigo New York showcased nearly 300 vendors from 24 countries, a 14 percent increase from last January, when the shows were held at the Metropolitan Pavilion and Altman Building in New York's Chelsea neighborhood.

**Dog Studio** textile design firm, showing at Indigo, said her bestseller was a Moroccan medallion print. "We deal with a lot of surf and swimwear brands, so that works for them—that and tropical. People have been going for brights and neons, which isn't surprising, but there's more interest than I expected."

Much of the talk at the show centered around the lackluster euro, which has depreciated more than 5 percent in the last three months, putting it on its weakest footing in nine years. "The euro has basically given us a 20 percent discount," said Kevin Maldonado, co-owner of the Los Angeles-based **Studio Bert Forma**. Maldonado was showing the collections of the French mills **Philea** and **Velcorex**, whose joint booth saw constant traffic.

Consequently, said Michele Verganò of **Seterie Argenti**, "Customers are interested in European and Italian fabrics. There's a feeling of optimism. People are careful about what they spend, but they prefer to have something special instead of just looking at the price and making their decision based on that. They want something exclusive that can't be made in Asia."

Karine Jacques, who represents **Ulysse Pila/Reynaud Rexo**, said, "Customers are glad to have a 'made in France' label. In fact, they ask us for labels that say that so they can put them in their garments; it's a selling point." ●



# eBay Lays Off 2,400 to Prepare for Change

**eBay Inc.** reported that revenue for its fourth quarter increased 9 percent to \$4.9 billion. However, the San Jose, Calif.-based company is laying off approximately 2,400 of its employees, or 7 percent of its workforce.

The good news and bad news for the global commerce platform and payments company are symptoms of a reorganization lobbied for by activist investor Carl Icahn, who is the company's largest active shareholder.

When Icahn started agitating for a split of eBay and its payments division, **PayPal**, last year, he noted that the entities would increase their value to shareholders if they were separate, publicly traded companies.

Icahn won the argument. On Jan. 21, eBay officially announced that it had entered a "standstill agreement" with him. The company will observe changes to the way it is governed, and its payments division, PayPal, will be spun off this year, said John Donahoe, president and chief executive officer of eBay.

"Looking ahead, our plans are on track to separate eBay and PayPal into independent companies in the second half of 2015, and we are confident this is the right strategic path for each business," he

said in a prepared statement.

Also, it was announced on Jan. 21 that Jonathan Christodoro, an **Icahn Capital** executive, would join eBay Inc.'s board of directors. In a separate statement, Icahn said that Christodoro built the foundation for a strong transition for eBay.

"I believe that, following the spin-off, eBay and PayPal will both be well-positioned to take advantage of multiple opportunities. Jonathan Christodoro serves as a director for **Hologic Inc.**, **Talisman Energy Inc.** and **Herbalife Ltd.**, where he has worked constructively and congenially with his fellow board members for years," Icahn said.

An eBay announcement also divulged that the company would explore "strategic options" for its **eBay Enterprise** division, which manages e-commerce for large retailers. The strategic options may include a sale or perhaps an initial public offering.

With big changes ahead, Donahoe said that eBay had performed well.

"In a year of unexpected events and distractions, we ended 2014 with double-digit revenue growth, solid earnings growth and strong cash flow, reflecting the fundamental strengths of our company," he said.—*Andrew Asch*

## Wet Seal *Continued from page 1*

board of directors unanimously concluded that filing for Chapter 11 was the appropriate course of action for the company. Overall, we continue to believe in The Wet Seal and remain committed to executing on the strategic steps that we already started. We are thrilled to be working with B. Riley and other constituencies toward the successful and prompt emergence of the company from Chapter 11."

The DIP provides for a \$20 million term loan facility, subject to certain limitations and conditions, including a \$5 million availability block at closing, from B. Riley to be funded on an interim and final basis. As of Jan. 12, the company had approximately \$31 million of cash on the balance sheet, including nearly \$11 million of cash used to collateralize letters of credit.

Emerging from bankruptcy will not be easy for Wet Seal, said Howard Davidowitz, chairman of **Davidowitz & Associates**, a New York-headquartered retail consulting and investment banking firm with more than 30 years of experience.

On top of the bankruptcy, Wet Seal must deal with the fallout from its closing of 338 stores and the layoff of 3,695 full- and part-time employees. Because stores typically sign leases with landlords, the retailer might have to deal with litigation from breaking leases.

"Can this company get out of bankruptcy and function?" Davidowitz asked. "I don't know. A lot depends on how good are the stores that they have left."

Wet Seal currently runs 173 stores, which include its physical stores and its e-commerce store ([www.wetseal.com](http://www.wetseal.com)).

The mass shuttering of the stores and firing of employees promises to be expensive. Wet Seal said it expects to incur estimated pre-tax charges ranging from \$5.4 million to \$6.4 million connected with inventory write-off, asset impairments and employee terminations.

Another group that might suffer from the bankruptcy are the manufacturers that produce for Wet Seal. If Wet Seal liquidates, those companies might be stuck with inventory and will be forced to seek other retailers, perhaps off-price specialists, to unload the canceled goods.

Wet Seal's bankruptcy comes at a time of crisis for traditional juniors retailers. In the past year, many juniors retailers have filed for bankruptcy or called it quits. In December, Philadelphia-headquartered **Deb Shops** filed for bankruptcy. It operates a fleet of 295 shops. During the same month, **Delia's**, a New York-headquartered teen retailer, announced that it planned to seek Chapter 11 bankruptcy protection and said that it planned on liquidating. On Jan. 7, **Body Central Corp.**, a teen retailer based in Jacksonville, Fla., announced that it was experiencing "significant liquidity challenges" and was considering Chapter 11 bankruptcy. One year ago, **Dots LLC**, an affordable women's fashion retailer headquartered in Ohio, liquidated. **Abercrombie & Fitch**, which once was a top retailer at malls, announced in December that it plans to close 60 stores through lease expiration and also plans to restructure its **Gilly Hicks** intimates and sleepwear brand for juniors.

Retail consultant Davidowitz said one reason for the closings of so many formerly solid juniors retailers is that they were unable to handle challenges from fast-fashion retailers such as **Forever 21**, which brought a fast and constantly changing array of fashions to consumers.

"If you're a juniors customer, you have different priorities than you used to," he said. "It's your sneakers and your **iPhone** compared to your sweaters and jeans," Davidowitz said of the material obsessions of teen consumers. He also noted that teen unemployment has increased and many do not have as much disposable income as they once had to spend on clothes. ●

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## Directory of Professional Services & Business Resources

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# CLASSIFIEDS

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## Jobs Available

### PAIGE

#### GRAPHIC/WEB DESIGNER

Paige Denim is seeking a full-time graphic / web & photo retoucher, with 3 years + exp. With a strong knowledge of Photoshop CS with an understanding of curves, levels, color balance, masking, actions, and other various tools and adjustments. InDesign, Capture One and a Photography background are a must. Duties will include but not limited to image retouching, look book layout, gif animated newsletters and in house photography.

Please fax resume with salary history to  
Attn: Human Resources (310) 204-1172 or  
e-mail resume to elaineb@paigeusa.com



#### 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

#### SAMPLE MAKER WANTED

Must know how to sew duplicates and operate sewing machines.

Call or Text at: 562 287-4423

#### ASSISTANT DESIGNERS

Well known contemporary brand seeks individual with min 5 yrs. experience. A tremendous opportunity for a highly motivated, detail oriented person who can work on all design-through-production related projects.

- Must be able to work in a fast paced environment with Designer to create seasonal lines.
- Set up tech packs for overseas development, communicate with overseas and domestic vendors to ensure timely proto samples.
- Must have strong Photoshop and computer skills.

Please email resume to: hrmanagerhiring@gmail.com

#### Los Angeles Knit Converter has following openings:

1. Customer Service
2. Shipping & Receiving Clerk-receiving, packing & invoicing
3. Receptionist
4. Account Receivable & Collection

Three (3) yrs min. exp. in the textile industry required for all positions.

Submit resume to: ronwhitten@gmail.com

### BAILEY44

#### SAMPLE MAKER

Ladies clothing line looking for a sample maker 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

## Jobs Available

#### APPAREL BOTTOMS COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITIONS. INCREDIBLE OPPORTUNITY FOR THE RIGHT INDIVIDUALS

##### PRE-PRODUCTION/PRODUCT DEVELOPMENT

- Will be working directly with Design Dept. in keeping detailed records to ensure smooth transition to Production Dept.
- Sketching ability a must! Be proficient in Illustrator & Photoshop. Must be able to sketch quickly for Designers.
- Must have Great Organization skills to multi-task with Design & Productions Dept's.
- Will be working to create and catalogue denim wash library, assisting in ordering fabric and following up on all sourcing requests.
- Assisting in getting lines ready for market, tagging line, creating photo record of line and organizing files to pass to Production Dept.
- Understanding of overseas manufacturing, garment construction, sample room, pre-production and costing.
- Needs to be detail oriented and be able to work well under pressure in a team environment

Email to hrdept229@gmail.com or  
fax resume with salary history to (323) 657-5344

### JOHN PAUL RICHARD

#### CUSTOMER SERVICE CLERK

Busy Customer Service Department located in Calabasas, CA is looking for a Clerk to handle high volume of data entry; along with sales and production support. Duties include Order entry, purchase order entry, entering cost sheets, ordering price tickets and follow up with sales teams and outside vendors.

Good communication skills and attention to detail are a must.

Knowledge of Apparel and Retail Vendor requirements is helpful.

Highly organized, dependable person needed with the ability to handle multiple tasks and manage deadlines is required.

Email: KBaier@johnpaulrichard.com

#### ALLOCATION/ROUTING

Company requires an individual proficient in UPS & in routing large & small chain stores, with an understanding of & prior exposure to allocation. This person will be responsible for routing all outgoing shipments to customers & incoming from suppliers. Must be able to read, understand & follow routing guide procedures. This position requires computer literacy with email, excel, UPS, apparel industry software & various chain store logistics websites. Exp. with scheduling helpful. Ability to communicate effectively both verbally & in writing is required. Apparel industry exp. preferred. Bilingual Spanish/English is a plus. Wages commensurate with exp.

Email: sales@bbronson.com

#### 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

## Jobs Available

#### LEAD GRAPHIC ARTIST

Are you an enthusiastic & talented Graphics Leader for our Girls 7-16 fashion tops & screened t-shirts division? Must have knowledge of separation & embellishment techniques to recreate print-ready artwork. Teamwork, self-starter & creative input, critical. Private Label & Brand. Develop innovative artwork directly focused for specific customers. Highly organized, driven for results & clear communicator of creative ideas. Well-versed in CAD, Photoshop & Illustrator. Work location near downtown LA area.

Send resumes to: graphicdesigninLA14@yahoo.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

#### APPAREL BOTTOMS COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITIONS. INCREDIBLE OPPORTUNITY FOR THE RIGHT INDIVIDUALS

##### DESIGNERS - DENIM/SPORTSWEAR BOTTOMS

Responsible for development, design and execution of Junior denim/sportswear bottoms product. Must be original, edgy, and able to interpret fashion trends. Qualifications required:

- \* 3-5 years experience as a designer.
- \* Must have strong communication skills to convey trend forecasts to internal sales team and the retailers.
- \* Be willing to travel internationally as part of the job.
- \* Understanding of overseas and domestic manufacturing, garment construction, sample room, pre-production and costing.
- \* Good sketching ability with excellent design/color/fabric/trims sense. Must be able to oversee all phases of line development.
- \* Must have extensive knowledge of adobe illustrator and photoshop.
- \* Must be able to do graphic illustration.

Email to hrdept229@gmail.com or fax resume with salary history to (323) 657-5344

#### IMPORT COORDINATOR

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

#### INDEPENDENT ZIPPER TRIM SALES REPS

J.N. Zippers & Supplies Corp. seeks established reps selling to moderate/better/couture manufacturers. Add our quality line of zippers, hardware, elastics & trims to your repertoire. Low/no minimums on USA stock, drop-ship from factory worldwide. Visit www.jnzipper.com  
Send resume to: info@zprz.com Fax: 877-550-7100



## Jobs Available

### APPAREL BOTTOMS COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITIONS. INCREDIBLE OPPORTUNITY FOR THE RIGHT INDIVIDUALS

#### IMPORT PRODUCTION COORDINATOR/MERCHANDISER

Highly motivated person with 2-3 years experience in the junior/special sizes denim bottoms market needed to assist in import production.

- Must have well rounded knowledge of overseas garment production & construction
- Know how to read TECHPACKS and understand technical garment terms.
- Experience with measuring garments as well as approving finished garments, lab-dips, fabrics, etc.
- Must be a self-starter, detail oriented individual and have strong written and verbal comm. skills.

Email to hrdept229@gmail.com or fax resume with salary history to (323) 657-5344

#### Admin Asst / Cashier

Auto and consumer loan finance company has immediate opportunity for exceptional front office administrative assistant with extensive experience in office administration, cash-handling, balancing drawers and accounts, finance, insurance, and much more. If you are committed, dependable, reliable, and trustworthy and possess reasonable common-sense, attention to detail and efficient time-management skills while effectively balancing multiple priorities please send your resume to daniel.kpeter02@gmail.com



#### 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

#### TECHNICAL DESIGNER

Velvet Heart is seeking highly motivated and organized individual to join our company, minimum of 5 years experience. Candidate is responsible for examining and measuring 1st PP through Top of production, able to conduct fittings with design team, be able to identify and resolve fit, pattern and construction issues, knowledge of patterns is preferred, strong communication is a plus with overseas vendors in a timely manner. Can work with private label customers. Strong organization, written, verbal communication and time management skills is a must. Ability to multi-task effectively, Proficient in Microsoft Office including Word and Excel. Denim experience preferred but not required.

E-mail resume to: MPaguio@velvetheart.com

#### JUNIOR SALES REP

NEED EXPERT JUNIOR SALES REP FOR ESTABLISHED JUNIOR LINE! MUST HAVE EXPERIENCE WITH MAJOR RETAILERS; DEPARTMENT STORES AND CHAIN STORES. TRAVEL TO ALL MAJOR MARKETS AND KEY ACCOUNTS WHEN NEEDED. SALARY+COMMISSION  
info@trendrequest.com

## Jobs Available



#### 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

#### PRODUCTION PATTERNMAKER

Contemporary woman's brand is seeking experienced and creative production pattern maker with min. 5 yrs. exp. Knowledge of draping and construction a must with ability to work closely with designers and technical departments. Good communication skills/follow up in fast paced environment. Must be proficient in Tukatech. Please email resume to hrmanagerhiring@gmail.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.

#### 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

#### Technical Designer:

Five Four Club is looking to build our Design Team with an amazing Technical Designer who is into fashion and wants to help design for our 70,000+ members.  
Apply at www.fivefourclothing.com/new/club/careers

#### CUSTOMER SERVICE REP

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

#### MANUFACTURER WANTED

Highly motivated and professional sales team looking for experienced JR manufacturer who can handle volume. Work closely with our merchandisers to perfect your line. Well established relationships with all major buyers.  
LookingforLines@gmail.com (310) 770-1796

#### IMPORT COORDINATOR

Lunachix is looking for an import coordinator min. 5 yrs exp. in coordinating all import production orders. Must be organized and have great follow up skills.  
Please fax resume to: 213-747-7234 or email cecy@lunachix.com

## Jobs Available

#### 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

Fast paced LA based clothing company is seeking detail oriented candidates for following positions:

#### 1. IMPORT PRODUCTION COORDINATOR

- follow up all phases of production
- communicate with overseas vendors daily
- monitor WIP, TNA
- work well under pressure
- must speak Chinese preferred

#### 2. IMPORT PRODUCTION ASSISTANT

- assist prod. coordinator on daily production matters
- maintain weekly work in process
- issuing PO's
- follow up shipments
- required good communication skills & must speak Chinese preferred

Please email resume to: info@astrologieca.com

## Position Wanted

#### 35 yrs Exp'd

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

12 yrs on Pad System. Freelance.  
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Call 213-627-3755

#### 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

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fabricmerchants.com Steve 818-219-3002

**For advertising information:**

**Jeffery 213-627-3737 Ext. 280**

**jeffery@apparelnews.net**

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