

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 70 YEARS

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**KAPOW COLOR:** Hong Kong designers and brothers Philip and Eri Chu inject heavy doses of color into their Ground-Zero label, which they showed at Hong Kong Fashion Week. For more looks from the event, see page 7.

## TRADE SHOW REPORT

### Hong Kong Fashion Week Offers Something for Everyone

By Deborah Belgum Senior Editor

HONG KONG—As China's apparel and textile industries compete to maintain their global dominance, similar challenges confront **Hong Kong Fashion Week**, established more than 40 years ago at a time when many people outside of Asia knew nothing about making clothes in this part of the world.

The gargantuan semi-annual trade show, which normally houses around 1,500 participants, saw a slight decrease in the number of exhibitors during its recent Jan. 19–22 run. Held at the sleek **Hong Kong Convention & Exhibition Centre**, it sports a spectacular waterfront view of Victoria Harbour and all the seafaring activity that goes on along the choppy

aquatic thoroughfare.

For the Fall/Winter 2015 edition of the show, there were 1,484 exhibitors from 19 countries, about half represented by mainland China and about 25 percent from Hong Kong-based enterprises. The previous year there had been 1,543 exhibitors, who make a wide array of garments and accessories that include denim, swimwear, activewear, eveningwear, men's and women's clothing, childrenswear, buttons, zippers, handbags, shoes, and costume jewelry.

At the more stylish **World Boutique**, an adjunct show in January that focuses on fashion brands rather than cut-and-sew and manufacturing operations, there was a slight uptick

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## Major Progress Made in Longshore Contract Negotiations

By Deborah Belgum Senior Editor

It was one more step forward in the drawn-out contract negotiations between West Coast longshore workers and their employers.

After a federal mediator was called in earlier this year to speed things along, both sides said they have resolved the sticky issue of how the chassis fleet is maintained and by whom. Chassis, the wheeled frames that help deliver cargo containers from the docks to warehouses and rail yards, have been one of the more volatile issues in the negotiations. For years, shipping lines provided chassis to deliver the cargo containers and they were maintained and repaired by longshore workers.

But last year, shipping lines got out of the chassis business and turned it over to four private leasing companies, leaving the issue of chassis maintenance up in the air.

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## TRADE SHOW REPORT

### Bustling Texworld Showcases Returning Mills and New Exhibitors

By Alison A. Nieder Executive Editor

NEW YORK—Clear winter weather and a holiday opening day helped kick off **Texworld USA** with busy aisles and booths for the show's Jan. 21–23 run at the **Jacob K. Javits Center**.

The show drew a handful of West Coast attendees, including Steve Barraza, founder of Los Angeles-based **Tianello**, who said he was at the show looking for silks and novelty knits.

"Novelty knits is really the driving force of my business at this point," he said. "Five years ago, before the recession, we were 100 percent wovens, [but] wovens have really softened up and novelty knits are really hitting on all cylinders."

Barraza said he typically sources novelty knits from South Korea but has started to find new knits at a good price from

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## INSIDE

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



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# 2014 Best Holiday in Three Years, Retail Analyst Says

When retail sales for the 2014 holiday season fell short of forecasts, many industry watchers declared the crucial shopping season a disappointment, but recent research indicates the season may have been better than first reported—and more good news may be on the way.

According to the **National Retail Federation**, the 2014 holiday season saw retail sales increase by 4 percent, slightly missing forecasts of 4.1 percent.

But Ken Perkins of Boston-area market-research company **Research Metrics** said the retail results for the entire fourth quarter paint a much more encouraging picture.

“Retailers look to have turned in their best holiday sales growth in three years during the fourth quarter,” he wrote in a Jan. 26 research note.

He forecast that fourth-quarter earnings for the 123 retailers in his Retail Metrics Earnings Index will rise 8.4 percent to 13.5 percent in year-over-year earnings. For his index, it will be the highest quarterly earnings growth since the first quarter of 2012, when earnings increased 12.2 percent.

Perkins’ forecast seems to concur with comments from Jack Kleinhenz, the NRF’s chief economist, who said the U.S. economy is strong. “Holiday sales in 2014 are the best

we’ve seen since 2011,” he said after results for holiday 2014 sales were released on Jan. 14.

The economy has been improving because gas prices have been relatively low and the employment rate dropped to 5.6 percent in December, which is the lowest it has been since the first half of 2008, according to the **U.S. Bureau of Labor Statistics**.

The first big consumer holiday of 2015 also is forecast to be strong, according to the NRF. People celebrating Valentine’s Day will spend \$142.31 on flowers, sweets and apparel—more than they spent last year, which was \$133.91. Total spending for the holiday is expected to reach \$18.9 billion, including \$2 billion forecast to be spent on apparel during the holiday for lovers, said Michael Shay, NRF president and chief executive officer.

“It’s encouraging to see consumers show interest in spending on gifts and Valentine’s Day-related merchandise—a good sign for consumer sentiment as we head into 2015,” he said.

For lingerie shops such as **Risqué** in Pasadena, Calif., Valentine’s Day is like Black Friday. It is one of the year’s most important days for business, said Ellen Sepulveda, owner of the shop.

“If you are a lingerie boutique and if you are not selling a lot of lingerie during Valentine’s Day, what are you doing? It’s your time to shine,” she said.

This year Valentine’s Day is expected to be especially sweet. It falls on a Saturday, which gives people a weekend day to shop for the holiday, Sepulveda said.—*Andrew Asch*

## CALA Prepares for Last Show at the Westin SF Before Moving to New Open-Booth Venue

**CALA San Francisco** is headed to a new home in March.

The contemporary trade show will hold its last event at the **Westin St. Francis** hotel in San Francisco’s Union Square, CALA’s home for the last eight years, Feb. 2–3. The show’s March 10–11 run will be held at the **Fort Mason Center**, an open-plan venue in the city’s Marina District with views of the San Francisco Bay, including the iconic Golden Gate Bridge and the city’s famous Alcatraz Island. The move will allow CALA to switch its format from a hotel-room show to an open-booth show.

“Everybody wants to go to San Francisco,” CALA organizer Gerry Murtagh said. “We wanted to have an open-booth format. It’s easier for the buyers to navigate and

shop the show.”

At the last CALA show in November, Murtagh said, representatives from 130 showrooms from Los Angeles and New York exhibited at the Westin St. Francis.

“We were bursting at the seams,” he said. “We got a great opportunity with the Fort Mason Center and we have room to grow. It’s just a great situation.”

Plans for the new venue include breakfast and lunch provided by San Francisco restaurants and a happy hour each afternoon. There will be hotel discounts available through the CALA website (<http://calashows.com>), and show organizers will provide complimentary shuttle service to the hotels as well as valet parking and a special **Uber** offer.

—*Alison A. Nieder*

## Gap Closing Piperlime

San Francisco-based retail giant **Gap Inc.** announced plans to shutter its online footwear-driven unit, **Piperlime**, by the end of the first quarter of fiscal year 2015.

The company said the decision was part of a “long-term strategy of driving profitable top-line sales, powered by its global brands and innovative ability to reach customers in new and differentiated ways.” Gap will now focus its efforts on its Gap, **Old Navy**, **Banana Republic**, **Athleta** and **Intermix** units as well as on digital and global growth.

“We plan to keep on pushing new ideas and look forward to seeing how we can apply what we’ve learned to the rest of the company as we continue to bring great products and shopping experiences to our customers,” said incoming Chief Executive Officer Art Peck.

The company does not report Piperlime’s sales independent of its other brands, but the company did call it “by far the smallest of the company’s portfolio, with yearly revenue below \$100 million, representing less than 1 percent of Gap Inc.’s total revenue base of over \$16 billion.”

Launched in 2006, Piperlime sells footwear, apparel and accessories with trends and key styles promoted by guest editors such as Rachel Zoe and Olivia Palermo.

Shortly after announcing its plans for Piperlime, Gap announced plans to eliminate the Gap creative director position held by Rebekka

Bay, who will leave the company immediately.

“I would personally like to thank Rebekka for her passion and the creative processes she’s brought to the brand,” Jeff Kirwan, global brand president of Gap, said in a statement. “She has helped develop a dynamic design team, some of the best creative talent in the industry, and I’m confident that our strong bench of senior designers will see the brand into its next phase. As we look to the future, now is the right time to make these changes and focus the brand on delivering casual, American style and building strong relationships with our customers around the world.”

In the same announcement, Gap promoted Scott Key to senior vice president and general manager of customer experience, where he will oversee the combined e-commerce and marketing departments.

Key has held several positions at Gap Inc., in the growth, innovation and digital division, most recently overseeing customer-engagement marketing.

“Now’s the time to intensify our customer focus and break-through with a truly dynamic and integrated approach to building relationships with our customers,” Kirwan said. Scott will help us bring together our marketing and digital expressions so each interaction with our customers is consistent and compelling. It’s a customer-first approach that reflects how people shop today.”—*A.A.N.*

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## Joe’s Jeans CEO Resigns

Marc Crossman has resigned from his position as chief executive officer of **Joe’s Jeans Inc.** and will remain a consultant for the Los Angeles-based premium-denim maker, according to a company statement.

Samuel Joseph “Jay” Furrow Jr. was named interim CEO.

“We are thankful for Marc’s leadership and relationship with the company. During Marc’s tenure, the company has undergone several

transformations from a private-label craft and accessory business to an internationally recognized premium-denim company,” Furrow said. “We look forward to Marc’s continued involvement and support of the company.”

In 2013, Joe’s Jeans purchased premium-denim brand **Hudson** for \$97.6 million. Hudson founder Peter Kim is a member of the Joe’s Jeans board and remains Hudson’s chief executive.—*A.A.N.*

## Port *Continued from page 1*

“A tentative agreement was reached on the chassis topic, and we are hopeful that this will allow us to move toward conclusion of a full agreement in the near term,” wrote Wade Gates, a spokesman for the **Pacific Maritime Association**, which represents the shipping lines and terminal operators that employ the longshore workers.

The two sides already had resolved another difficult issue—healthcare.

Contract negotiations began in mid-May, but progress between the two sides negotiating in San Francisco has been slow to come.

On Jan. 5, the U.S. Federal Mediation and Conciliation Service announced it would

send in Scot Beckenbaugh, a skilled mediator and the service’s deputy director, to get the two sides moving.

Contract talks between the **International Longshore and Warehouse Union** and the Pacific Maritime Association will establish a new six-year contract to replace the one that expired last July 1. The contract negotiations cover nearly 20,000 longshore workers at 29 West Coast ports.

Even though the chassis issue has been resolved, the PMA still complains that the union continues with work slowdowns at the West Coast ports—particularly at the **Port of Long Beach** and the **Port of Los Angeles**. On Jan. 27, there were 17 cargo-container vessels anchored beyond the port complex’s breakwater, which is a record. ●



## Texworld Continued from page 1

Taiwan as well as some knits from France.

With opening day falling on the Martin Luther King Jr. holiday, some Texworld exhibitors were pleasantly surprised by the turnout although some larger brands and retailers scheduled appointments later in the week.

The **Burlington/ITG** booth was steadily busy throughout opening day as the Greensboro, N.C.-based company showcased its made-in-America products for outdoor, athletic and travel apparel.

"Burlington is known as the suit guys, but we've got military jackets, shirtings in washable worsted crossed with **Tencel** for travel and lifestyle brands," said Gary Kernaghan, executive vice president of global business development. "Burlington is thought of for the men's market, but we want to get back into women's."

The company—which has facilities in the United States, Mexico and China—was showcasing some of its specialty products, such as **Merino FX**, a performance wool product first developed for military applications. Other performance products designed initially for military use include **No Fly Zone**, an insect-repellant fabric, and **BioGuard**, an antimicrobial fabric.

Burlington produces worsted wools in the United States and in Mexico and produces synthetics domestically and in China, Kernaghan said.

This was the first time in several seasons that Burlington was showing at Texworld. Kernaghan said the company was hoping to pique designers' interest to visit Burlington's New York showroom.

"The New York office is set up as an incubator for design," he said.

Another busy booth was **Ashford Mills**, a Gardena, Calif.-based company that has been producing fabrics in Asia for 20 years.

After exhibiting for two years at **Sourcing at MAGIC**, the company decided to switch to Texworld for the first time this season.

"This has been a great show," said company representative Anthony G. Mone. Although many of the people walking the show were "start-ups with big vision," Mone said, they were well-informed and knowledgeable about the market.

"Everybody is talking about lead times and minimums," he said.

Ashford started as a branded beach-towel maker but today also produces a range of knit fabrics from swim textiles to fleece.

The company works with large companies as well as smaller start-ups.

"Because we work with very big manufacturers, it affords us the ability to work with the smaller companies. Eighty percent of the walk-ins [at the show] are start-ups. Even though they're small, they're looking for price, production and commitment from manufacturers."

At the **Buhler Quality Yarns** booth, larger brands and retailers booked appointments on the second day of the show. This season, the Georgia-based yarn spinner put the focus on its **Modal** yarns, emphasizing the benefits of using Modal yarns for production made in Peru or the CAFTA (Central America Free-Trade Agreement) countries.

"The duty-free benefit has become important for synthetic fibers like Modal," said David Sasso, Buhler's vice president of sales. "It's ideal to manufacture nearby. You need speed to sell full price."

Buhler was showing at the **Lenzing Innovation Pavilion**, organized by Austrian fiber maker **Lenzing**, which produces cellulosic fibers such as **Tencel** and **Lenzing Modal**. Tricia Carey, Lenzing's merchandising manager, participated in a Texworld seminar focused on made-in-America opportunities. Lenzing produces fiber in Asia, Europe and in the United States, in a facility in Mobile, Ala.

Carey said Lenzing views itself as the raw-materials part of the made-in-America revival. Plus, there are benefits for companies that are producing offshore but in this hemisphere.

"We need to have that facility in Mobile

because if you're working in NAFTA [North America Free-Trade Agreement countries—the U.S., Mexico and Canada], CAFTA, they're all yarn-forward."

Returning exhibitor **Tradegood**, the international sourcing resource launched in 2012 by **Intertek**, partnered with Texworld this season to offer matchmaking opportunities for attendees looking to find partners at the show.

"If they don't find what they want here, we'll help them post-show," said Anabela Fonseca, Tradegood's director of business development for North America. "If they're looking for a special factory or a specific country, we can help them through our database." Tradegood was also spreading the word about a new showroom opening on Feb. 16 in midtown Manhattan.

"All our factories are verified, and we can showcase members' products at the showroom," Fonseca said. They can see the quality and price range."

For now, the showroom will show women's products only, but the company hopes to expand to menswear and children's apparel.

"It's just a small sample of what we can supply," Fonseca said. "We have almost 100,000 suppliers in the database."

Vernon, Calif.-based **Duo Digital Prints** was at Texworld for the first time after hearing that many of its clients attend the show.

"We want to be here to extend our message about what we're doing in LA, [creating] digi-



**BUSY BOOTHS:** The recent run of Texworld USA at the Jacob K. Javits Center in New York drew a steady stream of designers and piece-goods buyers looking for new textiles resources and sourcing partners.

tal prints in-house," Duo Sales Account Manager Morgan Jackson said.

The 2-year-old company produces digital prints on silk, polyester and cotton with low or no minimums depending on the fabrication.

This was also the first time at Texworld for **Moda Team Italy Ltd.**, a newly formed association of five Italian accessories companies. Moda Team Italy includes embellishments such as beading, lace trim, leather, fur and cording from **Ulissee**; metal fasteners and buttons from **J-Val**; horn, bone, mother of pearl, glass and polyester buttons from **Conti Weij**; luxury zippers for apparel and accessories from **Unzip**; and labels, tickets and patches from **Red Asia**.

"We are a one-stop shop for accessories with everything from bags to evening dresses, day dresses to jeans," said Moda Team Italy representative Gera Gallico. In addition to offices in Italy and New York, Moda Team Italy has offices in China, Istanbul and India.

"We sell to **Gucci**, **Ralph Lauren**, **Prada**, **Balenciaga**, all the way to **Forever 21**, **H&M** and **Victoria's Secret**. We have accessories at every level of the market."

Another new exhibitor showing at Texworld's sister show, **Apparel Sourcing**, which runs alongside Texworld, was **Goucam**, a Portuguese manufacturer of tailored garments for men and women.

The company has four factories and can produce up to 900 jackets and 500 pairs of pants per day, said Henrique Gandara, Goucam's commercial director, who was exhibiting at Apparel Sourcing with the company's New York agent, Walter Pogliani.

"We produce for bigger brands like **Masimo Dutti** and **Carolina Herrera**," Gandara said. ●

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# Intimates Market in China Poised for Growth

The intimate apparel market in China is expected to increase 17.99 percent between 2014 and 2019 as the consumer shifts from basics to fashion lingerie, according to a recent report.

"Globalization has had a huge effect on the fashion industry in China," said Faisal Ghaus, vice president of **TechNavio**, which recently released a market-research report on China's intimate apparel market in China. "The young female population is investing significant amounts of time and money to stay up-to-date with the latest fashion trends, which directly impact the intimate-wear market in China."

The report found that while basic intimate items continue to be popular with Chinese consumers, they are looking for a

wider range of offerings, including fashion intimates, thermals and loungewear.

"Though consumers will spend on purchasing new types of products, at the same time they will show growing interest for 'bare necessity' products as the market is expecting the emergence of new trends with respect to fabric and design."

Furthermore, the report finds that the Chinese domestic market is preparing for "fierce competition with increased threat from foreign companies."

London-based TechNavio is a research and advisory company that employs about 200 analysts globally and covers more than 500 technologies across 80 countries.

—Alison A. Nieder

## Calendar

### 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. 11

**Oeko-Tex Standard 100 webinar**  
online

### 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

**The Tents**  
Mandalay Bay  
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

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on ApparelNews.net.

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

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

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**WORLD BOUTIQUE:** A fashion display marked the way to the World Boutique, where a little more than 300 brand-name fashion labels were showing their creations.



**CUT-AND-SEW:** A reminder of how fashion comes together sits in front of one of the halls where hundreds of companies were exhibiting.



**TROLLEY TIME:** Near the Hong Kong Convention Centre, double-decker trolleys were one way to travel to the show.

## Hong Kong *Continued from page 1*

of 303 exhibitors, three more than last year.

What seemed to be in major decline was the number of foreign buyers attending the show. Definitely absent were the hordes of Russian buyers who seemed to blanket the show a few years ago.

Before, it was not uncommon to frequently hear Russian on the escalators going up and down the various floors where the exhibit halls are located. A dearth of Russian buyers was confirmed by Alexander Lareks, a Russian who works for *Fashion Collection* magazine in Moscow. He was looking for Russian buyers to interview for his luxury womenswear publication but found a big drop in attendance by his fellow compatriots who may have fewer rubles to spend now that the country is seeing a downturn in oil revenues. Russia is predicted to settle into a serious economic slump this year.

The disappearance of buyers was felt by Akshay Agrawal, a director for **Amod Exports**, which manufactures some 70,000 garments a month from his mid-size factory outside of Mumbai, India.

For the last five years, he has been attending the show with a contingent of manufacturers that make up the India Pavilion. This year there were 52 companies in the group.

"Five years ago there would be 30 to 40 people who would drop their business cards off," he said, pointing to a box on top of the table placed in front of his wide array of colorful tops and dresses. "Now I may reach 15 to 20 maxi-

mum. But that doesn't mean you don't get orders."

Tempting to buyers is his low-cost wholesale prices of \$7 to \$8 for a blouse and \$8 for a casual dress—many of which have value-added elements such as detailed embroidery.

**Wang Tai Fashion Wholesale**—a manufacturer of dresses, tops and pants based in Hong Kong—has been attending the show for 10 years. "Before this show was good, but not too many people are coming now," said Judy Kwok, a director for the company, which has a factory in Dongguan in southern China with 300 workers and another factory in Cambodia with 400 workers.

### Quality vs. quantity

Although there was no traffic jam of buyers, those wandering the halls were serious about making contacts and finding new resources.

This was true for Phyllis Brasch Librach, president and founder of **Sydney's Closet** in St. Louis. The manufacturer of plus-size special-occasion dresses was paying her third visit to the fair, where she was hoping to meet new resources, see current manufacturers and glean some creative ideas by perusing the various booths in the Emporium de Mode and other sections of the four-day fair. Then she was off to southern China to meet with her current roster of factories to plan her Spring/Summer 2016 season.

"I come to China several times a year to manufacture, and the fair gives us the chance to see fashion trends. We have to

a wholesale price of \$129 to \$249; and her bridal gowns, which go for \$149 to \$499 wholesale.

Equally intent on placing orders was Mathilde Ottaviano, the new knitwear buyer for **La Redoute**, a large mail-order and online clothing venture in France. The company develops 90 percent of its own designs but is looking for more manufacturers to chip in with their own styles. She has already seen a couple of factories. "If I bring back good business, I would like to come back to Hong Kong Fashion Week at least once a year," Ottaviano said. Finding new factories is a long process because La Redoute likes to make two separate inspections of the facilities to verify social compliance and physical standards before placing orders.

But not everyone was looking to place orders. There were some buyers who were roaming the halls looking for "fashion inspiration" and checking out the trends. That was true of Jacob Separzadeh, whose Los Angeles company, **Radzoli**, manufactures primarily dresses and tops sold in specialty stores in places such as Chicago and Las Vegas. "For 20 years I came to this show to find factories. And I only dealt with factories or manufacturers who had offices in Hong Kong," he said.

Now, to avoid placing large minimum orders, he has his own small factory with 7 to 15 workers in southern China, across the border from Hong Kong. The factory turns out 200 styles per season. He was walking the show with his Chinese fashion designer to survey what was showing.

➔ **Hong Kong** next page



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## Hong Kong Fashion Week Fills the Runway With Dozens of Shows

For the first time ever, a U.S. designer was included in the opening night of the **Hong Kong Fashion Extravaganza**.

New York designer Loris Diran showed both women's and men's fashion on the runway he shared with Swedish designer Lars Wallin, Hong Kong designers Eri and Philip Chu of **Ground-Zero**, and Wang Yutao of **Beautyberry**.

This was Diran's first visit to Asia, but he said he is keen to introduce his menswear label to China, where, he thinks, high-end fashion has a place for couture-conscious consumers. His slim-cut menswear is a perfect fit for the Asian man, he said. His looks on the runway were neat and sophisticated. Many of his men's styles had crisply designed blazers and jackets paired with Bermuda shorts. His women's dresses had asymmetric lines that accompanied cotton-silk brocades.

Also from the United States was Lu Liu, a recent graduate of **Woodbury University**. Her bright and whimsical **Miss Lulu** creations were heavy on yarn-looped jackets and vivid graphics. She wanted to see what kind of reaction her designs would get in the Chinese market.

Several other parts of the world were represented on the stage. There were Australian designers, such as contemporary label **Weave**, knitwear designer Danielle Chiel and vintage swimwear designer Bettina McLeod of **Sirens Swimwear Collective**, who were warmly received for their collections. Indonesia was heavily represented with designers such as Ika, Angela Chung and Yosep Sinudarsono.

The designs ran the gamut from cartoon character-like graphics seen on the creations by the Chu brothers to Victorian-like gowns by Wallin.—*Deborah Belgum*

### Hong Kong

*Continued from previous page*

Many manufacturers at the show believe that slim buyer traffic is an indication that many companies are either going directly to China to do business or skipping the country altogether now that prices are escalating.

The average Chinese garment worker makes anywhere from \$400 to \$600 a month with benefits, compared with \$100 to \$200 some 10 years ago, said Shirley Chan, chairwoman of the Hong Kong Trade Development Council's garment advisory committee. She is also chief executive of **YGM Trading Ltd.**, which licenses or owns such labels as **Aquascutum**, **Ashworth** and **Michel René**. Her **YangtzeKiang Garment Ltd.** makes clothing for such labels as **J. Crew**, **Nike** and **Ralph Lauren**.

"Chinese labor costs are getting much higher. And with the one-child policy, a lot of the young people don't want to go into the industry," she said. "A lot of manufacturing is still done in China, particularly the higher and middle end, but people are talking more about Vietnam and Cambodia."

Many Chinese manufacturers are hedging their bets against a manufacturing slowdown in their country. Several Chinese apparel makers with booths were showing off their factories in Cambodia, where wages are one-fourth those in China and apparel made there can be exported to Canada, Europe and Japan duty free because of the generalized system of preferences giving certain developing countries import advantages. ●



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## Sears to Close at Westfield Topanga

Say farewell to the **Sears** at the **Westfield Topanga**.

Since 1996, the Sears location had sold apparel for men, women and children as well as jewelry, electronics, home goods and appliances to the West Valley area of Los Angeles' San Fernando Valley, but it will close in May, a spokesman for Hoffman Estates, Ill.-headquartered **Sears Holding Corp.** confirmed. Before moving to the Westfield Topanga location, Sears had been in the Canoga Park neighborhood since 1964.

Howard Riefs, Sears' director of corporate communications, said the 122 employees of the Westfield Topanga Sears will be able to apply for open positions at different Sears or in the company's **Kmart** division stores in the area or they will receive a severance.

In December, Sears announced that it will close 235 locations around the country.

"Store closures are part of a series of actions we're taking to reduce ongoing expenses, adjust our asset base and accelerate the transformation of our business model. These actions will better enable us to focus our investments on serving our customers and members through integrated retail—at the store, online and in the home," Riefs wrote in an email.

The closure at Westfield Topanga comes at a time when the high-end center—the retail mix includes locations for **Burberry**, **Gucci** and **Louis Vuitton** as well as **Macy's**, **Neiman**

**Marcus and Nordstrom**—is in the midst of a \$350 million project to construct **The Village**, an outdoor extension of the retail center. The Village is scheduled to take a bow in the fall.

Katy Dickey, a Westfield spokesperson, said the Sears is not located close to the site of The Village. Westfield will be sorry to see the Sears move, she said. "We view this departure as an opportunity to do so at Topanga and will identify, explore and evaluate a range of new prospects for the center," she noted in a statement.

Sears shoppers won't have to drive far from Westfield Topanga. There's a Sears located four miles away in Northridge, Calif., and another, 12 miles away, in North Hollywood.

In December, Sears Holdings announced that same-store sales for its domestic Sears stores declined 0.7 percent for the third quarter of its 2014 fiscal year. Same-store sales for its Kmart division increased 0.5 percent.

Third-quarter revenue for the company was \$7.2 billion, down from \$8.2 billion in the same quarter in the previous year.

Sears also announced new revenue streams recently. It will become a landlord. In October, it reported that it will be leasing space to European fashion retailer **Primark** for seven standalone stores. Two were announced to move into East Coast locations. The other five locations have not been announced.—*Andrew Asch*

## Nordstrom Rack to Open Two Stores in Long Beach Area

**Nordstrom Rack**, the off-price division of **Nordstrom Inc.**, will be doubling its efforts in the area of Long Beach, Calif.

On Jan. 26, the Seattle-based company announced it will open a 34,000-square-foot Nordstrom Rack location in **Cerritos Best Plaza** in Cerritos, Calif., which is about a 20-minute ride from downtown Long Beach, where a Nordstrom Rack location was shuttered last year.

The Cerritos Nordstrom Rack is scheduled to take a bow this fall. It will be located across the street from a full-line Nordstrom at the **Los Cerritos Center** retail center. Locating Nordstrom Rack stores close to full-line Nordstroms is part of the popular department store's strategy, said Naomi Tobis, a company spokesperson.

"Many of our best-performing Racks are next to a full-line store. In fact our very first Rack began in the basement of our downtown Seattle flagship Nordstrom in 1973 and is now directly across the street from our flagship. Both stores really complement each other and give our customers more choices to shop with us," Tobis said.

In early January, Nordstrom also announced that it will open another Nordstrom Rack at the **Marina Pacifica** retail center in Long Beach. It will move into a space that formerly housed a **Loehmann's** off-price shop. The 24,000-square-foot shop is scheduled to open in the fall. Nordstrom opened 27 Nordstrom Rack stores in 2014.—*A.A.*

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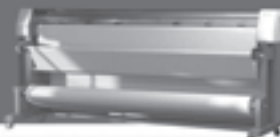
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### PRODUCT SPECIALIST

NYDJ Apparel is seeking an exp'd Product Specialist to support our Import Production. Duties to be partnering with production, PD, sales & design to manage production flow ensuring timely & cost effective production of import product. Strong communication & organizational skills req'd. Excel & analytical skills. Excellent benefits & work environment. No phone calls, please

Send resume and salary history to: eric.ueno@nydj.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

### 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, dropship from factory worldwide. Visit www.jnzipper.com  
Send resume to: info@zprz.com Fax: 877-550-7100

### ADMIN ASST./ CASHIER

Auto & consumer loan finance company has immediate opportunity for exceptional front office administrative assistant with extensive exp. in office administration, cash-handling, balancing drawers & accounts, finance, insurance, & much more, If you are committed, dependable, reliable, & 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

### 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



### 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.



### 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

### 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

### 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



## Jobs Available

### SPEC/COSTING TECHNICIAN

Karen Kane is seeking an experienced individual who will be able to develop cost sheets and spec sheets from sample.

Garment construction experience needed.

Detail oriented, able to handle multiple tasks.

Min 2 yrs. previous exp domestic/import costing.

Proficient in AS400, Excel and Lotus Notes.

Fax resume to (323) 277-6830 or email to [resumes@kareneane.com](mailto:resumes@kareneane.com) in PDF or Word format.

iWear, Inc. A high-end denim and apparel manufacturer base in Bell, CA, urgently needs;

1. IN-HOUSE SALES PERSON, experience is a must

2. Knit Designer/ Merchandiser

Interested parties may send inquiries at

"[info@usjeanscompany.com](mailto:info@usjeanscompany.com)"

### EIGHT SIXTY

#### PRODUCTION PATTERNAKER

Looking for an experienced production pattern maker...

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

Contact: Aida Vasquez [avasquez@eightysixty.com](mailto:avasquez@eightysixty.com) or fax resume to 213-683-8390

### DESIGN ASSISTANT

Seeking Design Asst to work in our Junior Division. Must be motivated, organized, and detailed-orientated. The right person must be able to write spec sheets, work w/ trim vendors, wash, screenprinters, patternmakers, & sewers. Must possess excellent communication skills, will be working closely with designer, sales reps., and Production. Min. 1 yr. exp. required.

Email resumes to: [hr@swatfame.com](mailto:hr@swatfame.com)

### Textile Print CAD Artist

Los Angeles based textile company looking for energetic, creative, talented individual with minimum 3 years experience in textile CAD print work for fashion industry doing multiple colorways. Individual must also have knowledge of doing pattern repeats. Must be knowledgeable in Junior and Missy Fashion trends. Knowledge of photoshop is a must. Please email resume to [resume@alliancetextiles.net](mailto:resume@alliancetextiles.net)

### Associate Designer

Trixxi is looking for an assoc. designer with 3-5 yrs. exp. in Jr's sportswear. Candidate must be a team player who is comfortable taking direction from the merchandiser, be able to source fabrics/trims, understand and research trends, manage/run sewers, cutters, and patternmakers. Experience with department stores (Kohl's, Maurice's, JCPenney's, etc.) is preferred. Please submit resumes to [resume@trixxi.net](mailto:resume@trixxi.net).

### EXPERIENCED ACTIVEWEAR DESIGNER

Create and develop activewear apparel lines. Determine appropriate silhouettes for the season. Design the product. Development from fabric, proto & stock approvals. Create tech packs. Oversee production fittings. Must have experience. Temp to Hire. Email resume: [ttsujino@luxecause.com](mailto:ttsujino@luxecause.com)

### SWEATER TECH W/PATTERN EXP

2-4 YRS EXP IN TECHNICAL DESIGN, KNOWLEDGE IN BASICS OF SWTRS & ABILITY TO DRAFT A PATTERN FROM EXISTING SAMPLE. STRONG WORK ETHIC, ORGANIZED W/ A SENSE OF RESPONSIBILITY & URGENCY A MUST. ABLE TO WORK UNDER TIGHT DEADLINES. MUST KNOW EXCEL, PHOTOSHOP &/OR ILLUSTRATOR.

Email resumes: [Mary@parcandpearl.com](mailto:Mary@parcandpearl.com)

## Jobs Available



### ASSISTANT MANAGER

1 year supervisory exp interacting with day to day operations.

Some studding application exp preferred!

Email resume to: [jobs@robinsjean.com](mailto:jobs@robinsjean.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](mailto:annat@antexknitting.com)

### 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](mailto:annat@antexknitting.com)

### Denim Head Designer & Assistant Designer Import Production & In House Sales

Denim Experience Preferential

Resume to: [nicole@justusajeans.com](mailto:nicole@justusajeans.com) &

[jhch522@gmail.com](mailto:jhch522@gmail.com)

### 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](mailto:kevinahn@ivoryusa.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](http://www.fivefourclothing.com/new/club/careers)

### WILT PRODUCT DEVELOPMENT DESIGNER

Wilt seeks designer for product development. Min 3 yrs exp in contemporary mkt. Knit experience mandatory. Great comm skills.

Email resume to: [parcandpearl@parcandpearl.com](mailto:parcandpearl@parcandpearl.com)

### Sales Rep & Purchasing Agent

Garment & shipping supplies distribution company in LA has an immediate need for two positions. We are seeking a serious individual to join our team as a salesperson. We are also looking for a purchasing agent with experience. Please send your resume to [72@scicorporate.com](mailto:72@scicorporate.com)

### Sales Representative

Growing dress company is looking for a full time in house sales representative to maintain existing accounts and open new ones. Candidate must have prior sales experience and come with established relationships with boutiques and majors. E-mail resume to [jobs@folterclothing.com](mailto:jobs@folterclothing.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](mailto:graphicdesigninLA14@yahoo.com)

## Position Wanted

### Freelance PAD Pattern, Grading, Marker Service

First Patterns, Production, Knock-off, Spec Pack, Grade 30+ Years Experience

In our Studios or at your Factory or Office

Keryl Kris Reinke [kkreinke@mac.com](mailto:kkreinke@mac.com)

Cathy McCroskey [cathyv@pacbell.net](mailto:cathyv@pacbell.net)

### 35 yrs Exp'd

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

12 yrs on Pad System. Freelance.

Fast/Reliable. ALL AREAS

Ph. (626)792-4022

## Real Estate

### GARMENT BUILDINGS

#### Mercantile Center

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

Full Floors 4500 sq ft.,

Lights-Racks-New Paint-Power

Parking Available-Good Freight.

Call 213-627-3754

Design Patternmaker Garment Lofts

300 sq ft - 1,000 sq ft.

Call 213-627-3755

## Buy, Sell and Trade

### REINCARNATION TEXTILE RESOURCE

We Broker Apparel, Textile and Accessories

We also sell, as reps, to desired companies

Contact Chicory at 714-227-3458 or

[chicory@scott-thaler.com](mailto:chicory@scott-thaler.com)

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Silks Wools Denims Knits Prints Solids...

Apparel & Home decorative.

No lot to small or large...

Also, buy sample room inventories...

Stone Harbor 323-277-2777

Marvin or Michael

### WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's.

ALL FABRICS!

[fabricmerchants.com](http://fabricmerchants.com) Steve 818-219-3002

For advertising information:

Jeffery 213-627-3737 Ext. 280

[jeffery@apparelnews.net](mailto:jeffery@apparelnews.net)

Go to our Self-Serve Website [classifieds.apparelnews.net](http://classifieds.apparelnews.net)

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