

CALIFORNIA ApparelNews

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GREAT ESCAPE

Designers go outward bound to create the look of the season. For more on the trend, see pages 8 and 9.

MADE GOLD "Hyperion" boyfriend jacket (\$149). MARGARET O'LEARY side-slit tunic (\$110). WOOLRICH wool tote bag (\$95).

RICHARD KNAPP

More Chassis May Not Solve Peak Port Congestion Problem

By Deborah Belgum *Senior Editor*

In March, a more streamlined chassis fleet should be up and running at the Los Angeles/Long Beach port complex, making it faster and easier to get and return the wheeled frames.

But that might not be the ultimate solution to the cargo-congestion problem that is always a challenge before the holiday season, when a flood of goods comes rushing through the ports.

This month, four companies are starting a "gray," or neutral, chassis pool at the **Port of Los Angeles** and the **Port of Long Beach**, which should be fully operational by March.

Everyone is hoping this will alleviate the problem of quickly finding a chassis to load and unload cargo containers and having a better supply. Yet there are doubts.

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New President at the Helm of Michael Stars

By Deborah Belgum *Senior Editor*

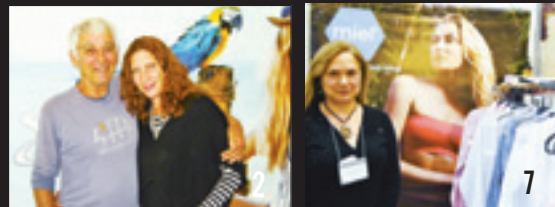
After 30 years as president of contemporary clothing label **Michael Stars**, Michael Cohen has stepped down as the head of the company, turning the job over to his wife, Suzanne Lerner. His title is now chairman of the board.

The new position is not much of a stretch for Lerner, who co-founded the company in 1986 with Cohen when Michael Stars was basically a T-shirt line with artsy graphics. But Lerner had been primarily spearheading the marketing, merchandising and sales side of the business with her **Lerner et Cie** showroom at the **Cooper Design Space** in Los Angeles, where she represents Michael Stars' men's and women's clothing and accessories and **Koral**, a denim line founded by denim kingpin Peter Koral and his son, David.

"Last year I was named executive vice president because Michael decided he wanted to semi-retire," Lerner said. "I was

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INSIDE

SOURCING & FABRIC WITH TECH

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Lockout Nears for West Coast Ports With No New Longshore Worker Contract

Nine months of contract negotiations between West Coast longshore workers and their employers have produced a small amount of progress and a big dose of frustration.

Jim McKenna, chief executive officer of the **Pacific Maritime Association**, which employs the longshore workers, got so frustrated he called a press conference on Feb. 4 saying the ports could shut down if the two sides don't come to some kind of agreement soon. He wouldn't exactly call it a lockout but said a clogged system will bring activity to a stop.

He did the unusual thing of laying out on the table exactly what kind of offer the PMA, made up of shipping lines and port terminal operators, is making to the members of the **International Longshore and Warehouse Union**.

He said the PMA proposed to raise wages by 3 percent a year. Currently, full-time workers earn \$147,000 a year. The PMA's offer would raise the base rate of pay from \$35.68 an hour to \$40.68 an hour after five years. The PMA also offered to increase the maximum pension from nearly \$80,000 a year to \$88,000 a year.

The healthcare and chassis part of the contract has already been ironed out, he said, giving workers a generous healthcare program in which they make no monthly contributions, don't pay for in-network doctors' visits and pay only \$1 for prescriptions. The value of the healthcare coverage is \$35,000 a year per employee.

The ILWU would continue to repair the chassis at the terminals.

But the ILWU still hasn't agreed to a new contract. "It is time to conclude these nego-

tiations and get our ports working again," McKenna said in a telephone press conference listened to by dozens of reporters.

He emphasized that work slowdowns beginning in late October and early November by the union have resulted in a 40 percent to 60 percent drop in West Coast port activity and have made the cargo situation impossible. As of Feb. 4, there were 20 cargo-container vessels anchored beyond the breakwater that protects the **Port of Long Beach** and the **Port of Los Angeles**.

"Ultimately, this will grind itself to a stop," McKenna said, noting this could happen in five to 10 days. He said if cargo stopped moving, the PMA would not hire any longshore workers and in effect would cause a lockout.

In response, the ILWU pledged to keep the ports open and keep cargo flowing, despite what the union calls a "massive, employer-caused congestion crisis that has delayed shipping for most of 2014."

The PMA maintains that the union stopped sending qualified crane operators to move cargo containers at the various West Coast ports including Seattle/Tacoma, Oakland, Los Angeles and Long Beach.

The result is containers are taking longer to get off ships. In Oakland, there were 32.1 container moves per hour in October. But by January, that had declined to 24.4 container moves, the PMA said.

"There was no congestion in the Pacific Northwest as of Oct. 31," McKenna said. But he said when the slowdowns started, cargo activity declined by 50 percent. "The apple shippers are not able to get their fruit to the market."

Apparel importers have been devastated by

the slowdown at the ports. Right before the holiday season, many clothing importers saw stores canceling their orders because merchandise was arriving late. It was taking as long as two weeks to a month to get goods off the docks, and the situation has only gotten worse.

The last time there was a lockout was in 2002, when a long-and-drawn-out contract negotiation grew acrimonious. The lockout, which started at the end of September during peak shipping season and lasted 11 days, was disastrous for the economy, costing up to \$1 billion a day in lost wages and revenues.

Eventually, President George W. Bush had to invoke the Taft-Hartley Act and get a court order to open the ports.

Michael Stars *Continued from page 1*

involved in marketing, helping in the inspiration of the clothes, colors and styles, but I spent more of my time in the showroom."

Now, more of her time will be spent in the company's headquarters in Hawthorne, Calif., where she will expand the new menswear collection, open new stores and launch a licensing collaboration with sustainable brand **Under the Canopy**. Still, she and Cohen live and breathe the label and frequently talk about the company at home.

Under her new title, the new year kicked off with actress Lena Dunham being featured on the February cover of *Elle* magazine wearing a black Michael Stars T-shirt.

For Lerner, several expansion plans are in the works. Michael Stars is opening three new stores this year in major high-end shopping centers to add to the fleet of 12 outposts located in California spots such as Malibu, Manhattan Beach, Newport Beach and Laguna Beach as well as New York, Atlanta and Scottsdale, Ariz.

At the end of April, the label will be setting up shop at the **Ponce City Market** in Atlanta. At the end of July, Michael Stars will open an emporium at **The Point**, a new lifestyle shopping center being developed on Sepulveda Boulevard in El Segundo, Calif.

This fall Michael Stars opens a 2,000-square-foot flagship store at 8547 Melrose Ave. in West Hollywood. To tackle the perennial parking problem in that area, there will be valet parking.

Lerner picked this location because she believes it is an up-and-coming neighborhood, near an **Urth Caffé**, close to a **Rag & Bone** store and across the street from the new 40,000-square-foot **RH West Hollywood, The Gallery**, a high-end showroom by **Restoration Hardware**.

McKenna said the two sides continue to meet at the bargaining table in San Francisco with a federal mediator. He said they need to get about five to seven issues resolved, which include the wage and pension portion of the contract. The new contract would be for five years and replace the previous six-year contract, which expired on July 1. The contract covers nearly 20,000 workers at 29 West Coast ports.

"The last thing we want to do after nine months," McKenna said, "is close this place down."

ILWU President Robert McEllrath said the two sides are very close to reaching an agreement. —*Deborah Belgun*

"We are targeting opening three stores a year," Lerner said, noting the label is also carried by about 1,000 specialty stores across the country and at **Bloomingdale's**.

Lerner will continue to expand upon the men's collection introduced last fall and embark on a licensing deal to co-create and



Michael Cohen and Suzanne Lerner

manufacture the sustainable brand **Under the Canopy**. She is shooting to place the label, made in a Global Organic Textile Standard factory in Turkey, in stores such as **Whole Foods**; on the online site **Ethica**, which sells eco-friendly sustainable fashions; at **Rodale's**; and at **Pharmaca**.

The company continues to make its entire T-shirt and activewear line in Los Angeles while about 70 percent of its contemporary collection, which includes sweaters, is made in China.

One more change coming for the company is this: "I am getting all new furniture for my office that I have shared forever with Michael," Lerner said. ●

Menswear Gets Its Own New York Fashion Week

After many years of womenswear getting its place on the runway, menswear is now getting its own chance to walk down the catwalk.

The **Council of Fashion Designers of America** announced it will be organizing a separate **New York Fashion Week: Men's** starting this summer.

The stand-alone event will run July 13–16 at **Skylight Clarkson Sq**, an events space in Manhattan's Soho neighborhood. The four-day event will be a combination of runway shows, presentations and special events.

New York Fashion Week: Men's is scheduled to be a biannual event. It will be produced at the same time as **New York**

Men's Market Week, said Steven Kolb, the CFDA's chief executive officer. "American menswear has never been stronger or more creative," he said.

The events will be sponsored by the fashion division of e-commerce giant **Amazon.com**. Another event sponsor will be **Shinola**, a Detroit watch and lifestyle brand.

Labels scheduled to be participating in the inaugural New York Fashion Week: Men's will be **Tommy Hilfiger**, **Calvin Klein Collection**, **Michael Kors**, **Rag & Bone**, **Public School**, **Billy Reid**, **Todd Snyder**, **Michael Bastian**, **Ovadia & Sons**, **Robert Geller**, **Duckie Brown**, **Patrik Ervell**, **Timo Weiland** and **Kent and Curwen**.—*Andrew Asch*

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NEWS

Popkiller Shuttters First Shop in Retail Chain

Ricky Takizawa started his **Popkiller** boutiques in 2003 by opening his first store at 7503 W. Sunset Blvd. in Los Angeles' Hollywood neighborhood.

But the Japanese expatriate decided to recently close the 900-square-foot space, which sold T-shirts with a pop-culture sensibility, Japanese accessories and vintage clothes curated by the store's buyers.

The shop was breaking even, he said, but foot traffic had been declining month after month. "I was sad to see it go," Takizawa said. "It was my first baby."

Last July, he closed his Popkiller store at **The Lab**, an upscale alternative shopping center in Costa Mesa, Calif.

Yet, Takizawa won't be leaving the retail world entirely. He continues to run his Popkiller boutiques in Los Angeles' Little Tokyo section and another one in the city's Los Feliz neighborhood.

But there are other business ventures in the making. In Little Tokyo, he also runs a separate shop called **Pop Tee Shop**, where he will introduce in March a kiosk-like machine, where shoppers can custom-make T-shirts, mixing and matching T-shirt graphics, T-shirt silhouettes and colorways.

And he is starting up a new division called **Popfactory**, which he forecasts will serve as the back office and the business support for a creative community of artists who can upload their designs to the website www.popfactory.net.

If Takizawa and his team choose to work with a specific artist, they will source T-shirts for them and print the artist's graphics at Popkiller's 5,500-square-foot compound at the edge of downtown Los Angeles.

Then they will wholesale the artist's tees to retailers. A point of difference for Popfactory is that not just anyone can upload their art and have it screen printed, said Jacob Koz, a Web consultant working with Takizawa.

Rather, Popfactory will pick the artists they wish to work with. "A lot of

artists have good ideas, but they don't have business savvy," Takizawa said. He declined to forecast how much the new venture would make.

In addition, Takizawa is hoping to use his downtown Los Angeles space as a showroom for emerging Japanese labels hoping to take a bow in the United States and for American labels hoping to do business in Japan.—Andrew Asch



POPMAN: Ricky Takizawa at his downtown Los Angeles showroom

Calendar

Feb. 7

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

Feb. 8

Momad Metropolis
Feira de Madrid
Madrid
Through Feb. 14

Feb. 9

Texworld
Le Bourget
Paris
Through Feb. 12

Feb. 10

Première 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.

Atlanta Shoe Market
Cobb Galleria Centre
Atlanta
Through Feb. 14

Feb. 13

Memphis Gift and Jewelry Show
Memphis Cook Convention Center
Memphis
Through Feb. 15

Ambiente

Frankfurt, Germany
Through Feb. 17

For complete
Las Vegas trade
show listings, visit
our website.

There's more
on ApparelNews.net.

For calendar details and contact
information, visit ApparelNews.net/calendar.

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

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AAFA *Continued from page 1*

"We are still concerned there will not be enough chassis for peak season," said Jon Slangerup, chief executive of the Port of Long Beach, speaking on Jan. 28 at a logistics seminar at the port's headquarters in Long Beach, Calif. The seminar was organized by the **American Apparel & Footwear Association**, headquartered in Arlington, Va.

As larger cargo container ships, known as mega-ships, keep arriving at the two ports, containers quickly stack up on the docks. "There are ships coming in that are carrying 14,000 TEUs [20-foot containers]. They are as long as the Empire State Building is tall and 10 freeway lanes wide. This is a massive, massive ship," Slangerup said. In the past, the average vessel carried 8,500 20-foot containers.

The "gray" chassis pool is a plan between three chassis leasing companies and one marine terminal operator to work together to provide chassis in a more efficient and interoperable manner. This means you can pick up a chassis from one company and drop it off with another company. Those companies are **Direct ChassisLink**, **TRAC Intermodal** and **Flexi-Van Leasing** as well as **SSA Marine**, which operates three container terminals at the ports and has its own chassis fleet. Combined, the four entities control about 95 percent of the chassis at the two ports.

Chassis shortages and dislocations have been a major contributor to the port congestion problem in Southern California along with bigger ships and a labor slowdown by longshore members working without a contract. Getting the kinks ironed out of the chassis problem is key to getting the ports running efficiently.

"The 'gray' chassis pool will add fluid-

ity to the system, but it is not going to mean everything will be hunky dory," said Phil Connors, executive vice president of Flexi-Van Leasing.

He noted that during the second week of this year, there were 5,800 chassis in marine terminals "that had not seen the light of day for 15 days or greater." Some of those were damaged, but some of them were fully functional chassis stacked among the ones that needed to be repaired.

Another kink in the system is that in recent weeks, marine terminals have not been accepting empty cargo containers to load onto ships because there was just not enough room to stack them on the overcrowded docks. "Some terminals have been saying, 'Don't bring me your empties,'" Connors complained. "Well, underneath that empty [container] is a chassis."

Toll time

As ships get larger, one solution to the congestion problem might be charging a fee for peak-season delivery.

Keynote speaker Anne Goodchild, an associate professor of civil and environmental engineering at the **University of Washington**, said charging more for optimum delivery times might even out cargo traffic. "Demand will likely be increasingly managed with price, like time-based pricing on highways with tolls," she said.

Already at the Los Angeles/Long Beach port complex, importers and exporters pay a premium to pick up and drop off cargo containers during the day under the **PierPass Inc.** system, implemented in 2005.

Freeway traffic and clogged roads are another problem. The **Port of Seattle** has been losing market share for five years,

Goodchild noted, because it is located near an urban area where it takes longer to get goods in and out of the port over highways that are already clogged with urban traffic. "If you look at the West Coast over time, I think you'll see that the ports that are most congested will be suffering," she said.

Leadership, she said, is required to identify new transit corridors, channel investment into roads and terminal expansion, and develop an industry-performance measure-



BIG LOAD: China Shipping containers on a ship at the Port of Los Angeles

ment that will identify weak spots in the system and improve them.

If solutions don't come soon, cargo could be diverted to places such as **Prince Rupert Port**, in British Columbia, Canada. The small port opened its first cargo-container terminal in 2007 and transports all containers by rail to destinations in Canada and the United States. Last year, it handled 500,000 20-foot containers and is hoping to boost its cargo traffic to 2 million containers by 2020.

By comparison, the Port of Los Angeles handled 8.3 million 20-foot containers in 2014, up nearly 6 percent from the previous year.

Meanwhile, apparel and footwear importers are fine-tuning their plans to deal

with port congestion.

Last May, Sean Gallagher, director of logistics and transportation for **VF Corp.**, met with his team to evaluate how to best manage the 15,000 to 17,000 containers arriving yearly at the Los Angeles/Long Beach port complex.

VF Corp.—whose 25 labels include **Vans**, **The Northface**, **Wrangler**, **Lee** and **Timberland**—decided not to divert its cargo away from the two ports because so much inventory needs to be positioned on the West Coast. "Right now we are working with the hand we were dealt," Gallagher said, noting it has been a challenge.

To get containers off ships quickly, he has been analyzing recent dwell times and discharge times at the various terminals and then adjusting his carrier allocations because not all terminals are congested equally. "If we see they are struggling, we are then switching to other carriers and diversifying across terminals," he said.

Also, VF Corp. has its own small fleet of truck drivers who make long-haul trips. But with port truckers in short supply right now, VF Corp. took 10 days to train 40 truckers to pick up cargo at the port terminals, which is a special skill. "It enabled us to be very surgical to get containers that were targeted and critical," he noted.

VF Corp. also rented about 25 chassis for its storage yard to make sure the company had easy access to wheels for transporting containers.

One strategy that hasn't been used yet is "buying" a gate, or paying to open a closed terminal gate during off hours. All gates are closed on Sundays, and some are shuttered on Saturdays. Opening a gate can cost anywhere from \$40,000 to \$80,000, but if it is done with a few other importers, it is more cost effective. "This is an area we continue to evaluate," Gallagher said. "I'm not sure we are out of the woods yet." ●

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New Exhibitors and Diverse Mix at Fashion Market Northern California

By Christina Aanestad Contributing Writer

SAN MATEO, Calif.—There were several new exhibitors and a range of products from made-in-America apparel and accessories to European collections and moderately priced lines at the Jan. 25–27 run of **Fashion Market Northern California** at the **San Mateo Event Center**.

Brenda Hargan returned to FMNC for the first time in four years to showcase two lines of Paris-based jewelry.

“I’ve been really busy with both lines, so I’m really happy,” said Hargan, who had landed seven orders within hours of the first day at FMNC.

Batucada is a new synthetic accessories line consisting of a “proprietary patent of plastic jewelry, flip-flops and ballerina shoes,” Hargan said. The material is soft and smooth. The jewelry has intricate and feminine designs while the ballerina shoes are similar to the jelly-style shoes from the 1980s but with a softer look and feel. Wholesale prices range from \$13 to \$18.50.

Hargan’s other collection, **Potluck Paris**, is a silver and pewter jewelry line of bracelets, necklaces, earrings and rings wholesale priced from \$30 to \$200.

“I kept hearing [Fashion Market Northern California] is really good,” Hargan said.

FMNC has lines for every category of the market, ranging from affordable lines such as **Pretty Angel** to high-end collections such as **Olivi’s Lace**. A wide range of trends and fashions converge in the single-story, open-booth show, which allows retailers to easily shop the show.

Evelyn Sanders-Haye, owner of **A City Obsession**, a women’s clothing boutique with stores in San Francisco and Oakland, Calif., said she attends most markets to stock her store, which caters to fashion-minded women in the high-tech environment.

“I’m looking for long skirts, natural fibers, something edgy,” said Sanders-Hayes, who said she attends FMNC to also preview what will be in store at the larger national shows.

Sanders-Haye said she would like to see Fashion Market Northern California expand its international offerings—“because San Francisco is an international city,” she said. She also would like to see the show highlight new exhibitors in a separate area.

This season, there were 22 new lines showing at FMNC and attendance was on par with last year, but Suzanne De Groot, FMNC executive director, said the number of new retailers increased.

“New stores attending was up by 33 percent, including stores from Alaska, Maine, Missouri, Massachusetts and Idaho,” De Groot said.

First-time attendee Marie Florence traveled from Bend, Ore., where she runs **Romantique Inc.**, a women’s boutique of high-end lingerie, women’s outerwear and shoes.

“I love it,” Florence said. “It’s easy, everything is next to each other for easy access, and I see all my lines from LA here.”

At the show, Florence bought from established lines such as **Tom Tom** and from the

Wells Apparel Group. She also met with Liliانا Varbanova, the San Jose, Calif.—based representative for **Salua Lingerie**—a Seattle-based line of silk, cotton and spandex undergarments and nighties ranging from \$16 to \$110 wholesale—and **Miel Sisters**—a Canadian-based line of simple, seamless, everyday-wear bras and panties. Although this was Florence’s first face-to-face meeting with Varbanova, the two have known each other for years. Before representing Salua and Miel Sisters, Varbanova was the vice president of sales for now-shuttered San Francisco-based lingerie line **Mary Green**, which Florence carried in her store.

“The venue is easy on exhibitors,” Varbanova said. “They support you with setup and make it easy. Shows like this are useful, so I don’t have to go from shop to shop. It’s a gathering point for close-by states.”

Sales representative Griffin Craig Williams landed 22 orders on the first day of the show for his moderately priced fashion lines **Pretty Angel**, **TAN’s**, **Aris A**, and **Monkey Mango**.

Philanthropic mission

Los Angeles-based sales representative Sharon Lockhart was showing 11 lines at FMNC, including **L.L. Couture**, a new collection with a philanthropic mission.

L.L. Couture—L.L. stands for “language of love”—is a women’s fashion and accessories line with a yoga influence featuring everyday pants and T-shirts made in the U.S.A. and hand-stitched leather bags made in India. Ten percent of the proceeds from sales go to the **Eddie Nash Foundation**, which “raises money for the support of foster youth, motel kids and homeless youth,” according to an L.L. Couture brochure. Wholesale prices for the clothing range from \$20 to \$43.50. Handbags run from \$72 to \$120.

“A lot of my San Francisco people who I don’t see in LA come here,” Lockhart said. “The atmosphere is less stressed and I love my customers—they’re very loyal.”

Marita Trobough was at FMNC on the hunt for some very specific items for her boutique, **The Next Stop**, in Los Gatos, Calif.

The Next Stop offers comfortable clothing for women undergoing chemotherapy and post-surgical treatment for cancer. Trobough said her mother died of breast cancer 30 years ago and she had the hardest time finding suitable clothing and head coverings. So Trobough opened a store specializing in fashion for women seeking to retain their beauty as they face a life-threatening illness.

“We need beautiful bandanas, wonderful turbans and hats—something that’s comfortable and fun, so when they walk out of the store they feel they can do this,” said Trobough, who is also a cancer survivor, “because it’s a tough journey for these ladies.”

At FMNC, Trobough found what she was looking for after perusing the accessories offerings such as hat lines **Couture Inc.**, **St. Julian** and **Arturo Rios**, a line of handmade hats in the U.S. that wholesale for \$55 to \$100. ●



Brenda Hargan, sales representative for Batucada and Potluck Paris



Salua Lingerie sales rep Liliana Varbanova



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Left: A.MOSS sweater with faux-fur collar (\$145). CALVIN RUCKER "Get Down on It" skinny jean (\$129). Right: JACOB HOLSTON "Keaton" jacket (\$180) and "Dean" long-sleeve shirt (\$45). LEVI'S "Commuter 511" jeans (call for pricing).

GREAT ESCAPE

The great outdoors inspires Fall's essential denim-based looks. Whether camping in the woods or trekking the city streets, flannels, joggers and the season's best jackets are the requisite attire. —N. Jayne Seward



MARGARET O'LEARY tank top (\$43) and honeycomb stitch cardigan (\$165). SIWY "Joan Rapture" jean (\$99).



CITIZENS OF HUMANITY "Engineer Shirt" (\$103) and "Bowery Pure Slim" jean (\$131). AZUL by MOUSSY puffer vest (\$75). GOORIN BROS. "Hawker Cadet" hat (\$14).



THING THING "Crony" shirt (\$51) and "Fake Jean" (\$51). WOOLRICH pattern rich scarf (\$38).

PHOTOGRAPHER: RICHARD KNAPP/RICHARDKNAPP.COM, CREATIVE DIRECTOR/STYLIST: NORMA JAYNE FOR CLOUTIER REMIX, MAKEUP: GARRET GERVAIS AT OPUS BEAUTY USING CHANEL, HAIR: TARA JEAN FOR JK ARTISTS USING ORIBE HAIRCARE, MODELS: SOPHIA AT NEXT LA AND TREVOR WAYNE AT LA MODELS, PHOTO ASSISTANTS: JEFFREY MUSTACHE AND KEENAN DWYER, STYLIST ASSISTANT: JACQUAR HUNTER



WOOLRICH "Mix-Up" shirt jacket (\$90). JACOB HOLSTON "Cary" cashmere Henley (\$135). GENTS "King" jean (\$81).



MCGUIRE DENIM "Skywalker Jacket" (\$225) and "Newton Skinny" jean (\$95). SEA GYPSIES by LOST "Coney Plaid" shirt (\$62-68). GOORIN BROS. "Miss Mei Fedora" (\$28).

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Left: LEVI'S "Sherpa" trucker jacket (call for pricing). MARGARET O'LEARY "Essential Tee" (\$45). KUT FROM THE KLOTH "Mia" moto skinny (\$36). Right: ...LOST "Sgt. Slaughter" overshirt (\$38) and "Ripper Yogger" pant (\$29). AZUL by MOUSSY thermal shirt (\$22). GOORIN BROS. "Diamond Peak" beanie (\$13) and "Pier" fingerless gloves (\$10).



LEVI'S "Trucker" jacket (call for pricing). JACOB HOLSTON "Morris" sweater (\$105). MATIERE "Lewis" pant (\$150). GOORIN BROS. "Aegean Sea" scarf (\$20).



MADE GOLD "Landa" denim crop top (\$44) and skinny legging (\$77). AZUL by MOUSSY anorak jacket (\$95).

Las Vegas Roundtable: What to Expect at the Upcoming Trade Shows

With more than 20 fashion trade shows showcasing a huge selection of products and styles, MAGIC and its satellite shows will give retailers an opportunity to view the latest collections from brands across the country and around the world.

From MAGIC—which includes Men's, WWD-MAGIC, Project, Pooltradeshows, FNPlatform, WSA@MAGIC, ENKVegas, the Tents at Project, and Sourcing at MAGIC—to MRket, Accessories The Show and Stitch, which are part of Modern Assembly—which also includes Liberty, Agenda and Capsule—to CurveNV, Women's Wear in Nevada (WWIN), Kidshow and OffPrice, every show offers an eyeball-popping array of choices.

California Apparel News Retail Editor Andrew Asch asked fashion veterans with different perspectives on what they expect from the show and what they are seeing with the economy.

Those interviewed included Alfredo Izaguirre, buyer and general manager for LASC, a 4,000-square-foot men's boutique that has been serving West Hollywood, Calif., for more than three decades; Barbara Fields, president of the 35-year-old Barbara Fields Buying Office, who shops MAGIC as part of her retail-consulting practice; Mas Hayakawa, president of No Rest for Bridget, a "fast-fashion" style chain, with four locations, headquartered in Costa Mesa, Calif.; and Jennifer Althouse, owner of the Althouse contemporary boutique in downtown Los Angeles.

What season are you buying? How many days are you spending at the show? How many shows are you going to?

ALFREDO IZAGUIRRE: We are buying pretty wide, but we are making our dollars available for Immediates. If we are working with a new line, we're going to be working with them on consignment. [We tell sales reps,] "In this game, you have options: You can have your merchandise sit-



SOUTH HALL: Last August, the Sourcing at MAGIC show was filled with hundreds of booths.

ting in a warehouse, or you can have it in a store." I'd prefer a store.

Also, when you go to a show, you cannot go with a narrow mission. You have to be open to possibilities. You have to be open to considering the most alternatives possible. You have to see if a look is the same one as was shown last year. You have to think, "What will make it different from last year?"

If you buy through Fall, it is through lines that have a long relationship with the company. For LASC, these are lines such as Scotch & Soda and G-Star.

We just went to New York. I went to Capsule, Project and Liberty Fairs. I did Agenda in Long Beach. In Vegas, we will definitely go back to Capsule, Liberty and Project. You cannot cover every show.

BARBARA FIELDS: We'll be there for two days. We're buying Immediates and Back-to-School. Our primary coverage is for the juniors market—WWD-MAGIC for juniors. When we shop the manufacturers there, we find out what are key best sellers. We take pictures of key items and publish them in a book that we call the "Best of the MAGIC Show." By the end of the trade show, we have a report ready that we publish in our offices. We send it out after the show.

MAS HAYAKAWA: Immediates through Fall. We usually go to MAGIC, Project and Platform.

JENNIFER ALTHOUSE: I'm buying for Fall 2015. I do not tend to place orders in Las Vegas. I go there to see what is going on—who is showing, what are the trends. I only go for 24 to 48 hours. I'll go to Capsule. I'll walk Liberty even though I do not buy men's. (It is in my future.) I do walk ENKVegas. At bigger shows, you'll always find that small brand hiding in the corner. For me, that is what is so exciting, to find that new designer, the designer who is just starting out. If I find that one brand in Las Vegas, I'm a happy buyer, and it has been worth it.

How is the economy? Are your customers spending more? Will you be spending more at the Las Vegas shows?

A.I.: To be honest, we'll spend the same as we did in February 2014. The bottom line to the deal is that there are

➔ Roundtable page 12

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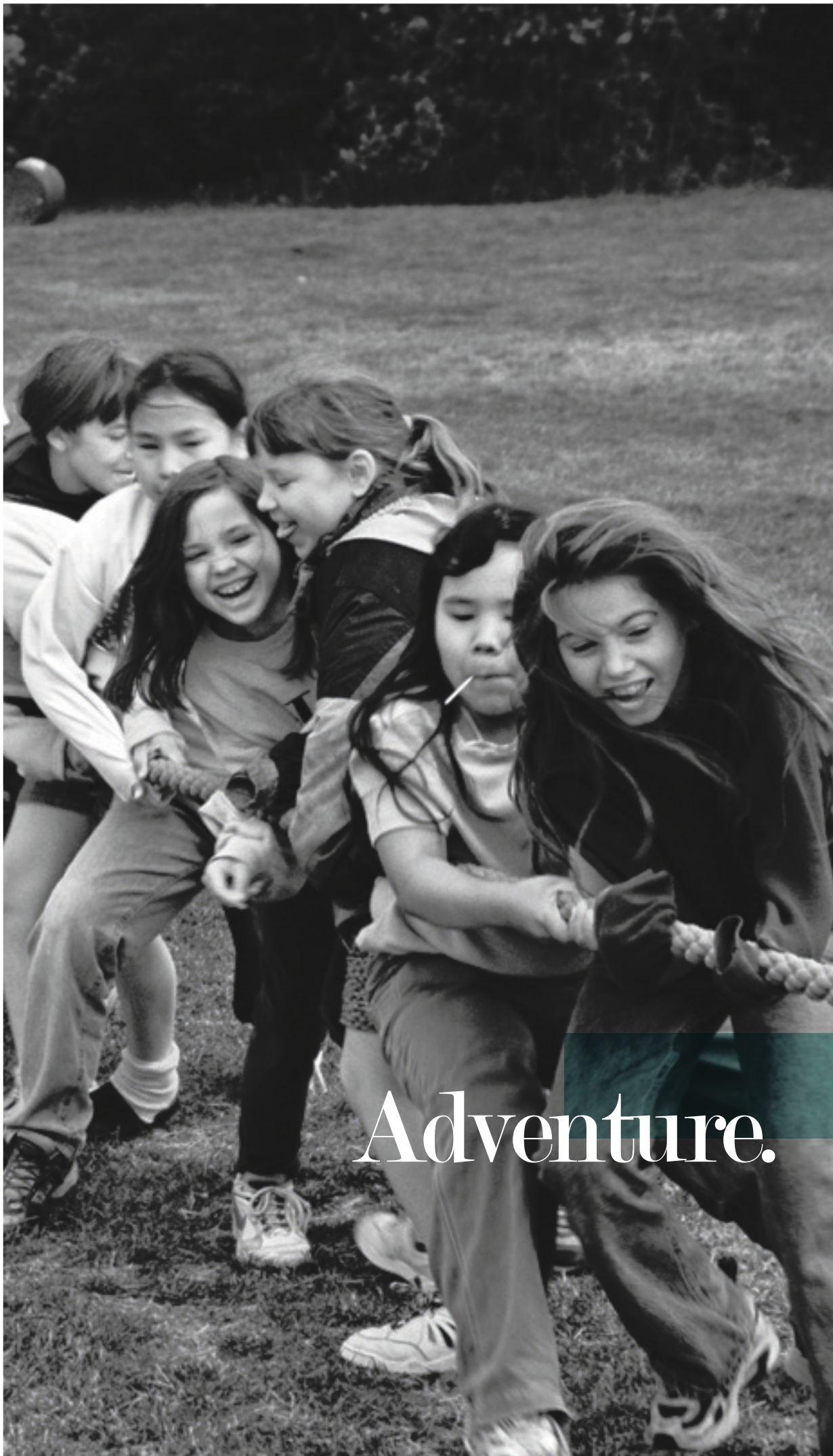
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Roundtable *Continued from page 10*

[fewer] customers. Shoppers are more price conscious than ever. You see them coming in and looking at price tags. I really depend on my associates to use every opportunity they have with the customer to see if the price is an issue or if a secondary lesser-price-point item can be found. I do believe every customer that leaves empty handed from the store is an opportunity lost. Some people are still buying the way they had always shopped with us. They'll spend \$1,500 to \$2,000 or more when they shop, but they are such a small group of customers. Years ago, \$300 for a pair of jeans was not unusual in this shop. Now, perhaps, there's just one style of jeans in the store at this price range.

In conclusion, my job has two main focal points. I'll engage the customer so they will spend more money for items that they might not have planned for. I'll also help them find items that can satisfy their need for deals and popularly priced items. We want them to come back over and over again to shop at LASC.

B.F.: Basically, [retailers] are buying for shorter delivery

periods, so they can keep track of what is happening trend-wise. Retailers have been buying this way since the Great Recession, and until things open up, this will be the way that they will shop; buying close-in for shorter delivery periods instead of extending themselves for future. It's so they can keep a leash on the trends. It is where we come in. We take the risk out of buying because of our global sourcing. We have the answers. They can buy with conviction. We project what not to buy, what they should buy and what has peaked, so they can avoid any markdowns.

MH: The economy in the last few years has been a little complicated. I hear from our suppliers that the majority of retailers are suffering. For us, 2014 was the year of re-discovering ourselves and making it clear who we are. We looked at what we are buying, how we merchandise and how we market. I feel great that we went through this exercise in a good economy.

Our customers are used to our fast-fashion pricing. As we add unique products to our merchandise mix, they do spend more. That is the whole idea of our new concept store, **OPT by No Rest For Bridget**. We are giving our customers more

options in shopping, including home goods, beauty, active-wear, etc.

JA: I won't be spending more than I have spent in the past. I have to be careful and make sure that buys are extremely tight. I will focus on the top five brands that sold the best at my boutique and buy deeper in those brands. For the next five brands, I'll cherry pick items. January is a slow month in general. Even though you have sales, many people don't want to spend because they spent their money in December. But people love that extra bargain. My expectations for January were low, but I reached beyond what I had thought I would sell. I had a great January.

Will there be an "it" item this season? Are there any fashion trends that will be peaking during the show?

AI: To me this season will be about "short boxers." They are boxers, but they have loose fabric, and they look like little shorts. There's a newness.

Also, for the past few years, we have been revolving around four main looks [for men]. There is the fitness/modern look mixed with sportswear that has prints all over. With

this look, guys will pay \$200 for drop-crotch sweat pants with great cuts. Examples of these brands are **Drifter**, **Matiere** and **Eleven Paris**.

There is the sophisticated dress for a special occasion or business-function look, super tailored European modern cool yet casual with great sneakers or cool modern dress shoes with rubber soles. Think of brands such as **Tiger of Sweden**, **Puma Black Station**, **Descendant of Thieves** and **Tom Ford Sunglasses**.

There is the Americana look. It's been called the "Lumbersexual." It circulates around wearing plaid shirts, slim cargo chinos, tailored jeans that are clean or distressed and boots that look like you can climb up a mountain and chop down a tree. "Lumbersexual" brings the Americana look up-to-date with a very tailored touch. I believe clear examples of this are **Woolrich**, **Hickey Freeman**, **Burkman Bros**, **3X1** and **Shwood Eyewear**.

There's a fourth look. It's the Australian influence in fashion—khaki pants, cargo shorts, drop crotches with chino materials that are gathered at the ankle plus cool surfer-inspired printed shirts, tees and tanks. Examples are **Globe International**, **Ksubi** and **Insight**.

B.F.: We'll know after the show. But there are some things that have not sold. We're going to be cautious with projections with denim joggers. They did not do well. Regular joggers did well, but denim joggers peaked.

MH: With the lack of newness in fashion in the last few seasons, we are focusing on our "Bridget style," which is elegant and wearable for work/play. Our buying is also based on "what not to buy" based on our sales analytics. This year that includes boho, crops, Californian fashion and too many prints.

JA: I'm not sure about fashion trends. Trends are just starting to come in. I have always been a big believer in customers buying a carry-over item. An item that you can dress up and dress down, a staple piece, perhaps an over-size black blazer or a pair of black slacks, items of great quality that they can bring to work or in the evening. ●

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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



Sr. Account Executive

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

Please send resume to: careers@urbanexpressions.net

Jobs Available

sanctuary CLOTHING

PRODUCT DEVELOPER - SANCTUARY CLOTHING

Seeking for an individual with 5+ years import apparel production experience. Knowledge of import and domestic costing. Must have good communication skills. Responsibilities include the following: Responsible for establishing initial cost sheets for proto/SMS styling. Work to ensure all fabrics and trims meet quality specs, cost and delivery in-house for sampling and production. Work with Design Team on embroideries, washes and embellishments. Communicate needed changes and/or details to factories for correct execution. Effectively communicate with designers and buyers for sourcing needs and question/issues arising in the course of product development. Ensure submits are sent in a timely manner according to calendar due dates.

Please send resume along with salary requirements to:
rosemary@sanctuaryclothing.com

Trim Supervisor Wanted!

Job Functions:

- Manage Trim Dept. purchase orders, set trims codes in the systems.
- Maintain and bring new trim suppliers a must.
- Follows up on incoming orders AS400 and PLM system experience a plus.
- Corresponds with vendors; provides excellent service and attention to detail for sales, design and production

Job Requirements:

- 5+ years experience
- Competencies & Skills
- Strong communication skills including ability to work in a team environment, give honest and direct feedback
- Meet deadlines, prioritizes appropriately..
- Is accountable for results, approaches obstacles proactively and looks for ways to resolve problems and issues.

Email resumes to: resumesap151@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.

Technical Designer - Men's Division

Responsible for interpretation & execution of design, fit, fabrics & trims. REQUIREMENTS: 3 years exp. Proficient in Illustrator/Photoshop/PLM (web based Product Life Management). Strong knowledge in patternmaking incl. grading, construction & fit. Ability to analyze quality & maintain standards w/contractors. Ability to produce computer generated technical sketches. Self-motivated w/strong sense of urgency. Attention to detail. Organized. Technical knowledge of fabrics, finishes, trims & techniques. Excellent interpersonal/verbal/written communication skills. Problem solver. Team-oriented. Proactive attitude. Please send resumes to jacksonwirht@topsondowns.com

1st Production Patternmaker

Contemporary Clothing Mfg. Company is seeking Patternmaker with experience in PAD System; Specializing in garment dye, spec'ing & testing knits & woven.

Please fax resume to: Martha @ (323) 231-5231

Jobs Available

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

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@eightysixty.com or fax resume to 213-683-8390

DESIGNER

Major manufacturer seeking Designer with extensive import and domestic experience. Must be able to work in a fast paced environment. Strong knowledge in knits and wovens required. Please send resumes to nbradfordx@gmail.com

SALESPERSON

Looking for sales person with account for Trims and Notions and Zippers
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Web: www.zipupzipper.com
Tel: (213) 489-2029 Ask for Sam

SALES REPRESENTATIVE

"Seeking an independent West Coast sales rep. for a women's contemporary brand. Must be a road warrior with an existing account list/managing existing accts. Compensation will be awarded on a commission basis. Interested parties, send an resume/cover letter contactandresume@gmail.com.

PATTERNMAKER

Growing Girls Clothing Company in Burbank seeking a Production Patternmaker. Min. 10 years exp. and knowledge of PAD is a plus.

Please email resume to annetter@vesturegroupinc.com

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: tsujino@luxecause.com

To place a Classified Ad
Call Jeffery
213-627-3737 Ext. 280
or jeffery@apparelnews.net

Jobs Available

PATTERNMAKER

Manhattan Beachwear, Inc. Cypress CA

1st thru Prod Patterns, samples, fitting, grading, sportswear and garment dye exp. 5+ years' experience. We offer a competitive compensation and benefits. Send Resume to hrdept@mbwswim.com

TEXTILE DESIGNER

Manhattan Beachwear, Inc. Cypress, CA is looking for Textile Designer to join our team. Must have exp in Textile Design, CAD, Photoshop, Illustrator, textile printing, repeats. We offer Competitive Compensation and Benefits. Send Resume & Portfolio to hrdept@mbwswim.com

Temp Product Development Asst needed in Bell, CA

Ability to do renderings in AI/Photoshop required. Follow up on fabric and maintain fabric library. Maintain WIP's. Input all data into A2000 for all requests. Must be very organized and able to multitask. Email resume to recruiting@scta.samsung.com

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

- 1 Merchandiser
- 1 Tech Designer
- 1 Knit Designer

Interested parties may send inquiries to
"info@usjeanscompany.com"

FIRST THRU PRODUCTION PATTERNMAKER

Seeking right candidate to work in Contemporary Dress Division. Ideal patternmaker must possess excellent technical & verbal skills to assist in fittings with designer & production. Must have recent exp. with gerber pds 8.5. Send resumes to hr@swatfame.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

CAD DESIGNER

Need a CAD Artist who has knowledge of Separation and Repeat. Able to do Re-designs, Color Ways, email mill and follow-up on strike offs/restrikes. Proficient in Photoshop or Ned Graphics.

Email resume to: miae@titaniumfabrics.com,
tel#213-769 4222 x202, fax#213-769 4224

1st to PRODUCTION PATTERNMAKER

Wilt is looking for an experienced 1st to Production patternmaker- Must know Tuka. Minimum 5 years experience, garment dye knowledge preferred
email: parcandpearl@parcandpearl.com

Jobs Available

DESIGN ASSISTANT

Wilt is seeking a full time design assistant- Experience in garment dye a plus, proficient in Photoshop, Illustrator, Excel, Word, good communication skills and the ability to multi task. Min 2 year exp a must, CDL, insurance and a reliable vehicle. email parcandpearl@parcandpearl.com

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Cathy McCroskey cathyv@pacbell.net

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Call 213-627-3755

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- * Retail and office space also available just south of Downtown.
213-626-5321 or email info@anjac.net

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