

CALIFORNIA ApparelNews

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Los Angeles-based designer Maggie Barry was one of 11 international designers featured in Digital Couture, an event organized by print technology company Epson on the eve of New York Fashion Week. For more from the event, see page 10.

Bungalow Clothing Gets Funding by Mixing E-commerce With Old-School Retail

By Andrew Asch *Retail Editor*

The executives of online shopping site **Bungalow Clothing** believe there is a new way of building an e-commerce business, and it means taking a page from one of the oldest playbooks in retail.

The classic retail strategy is the trunk show. It also has been called the **Avon Lady** party or the **Tupperware** party. According to Rob Wright, the Los Angeles-based co-founder and chief executive officer of Bungalow, these gatherings are the best way to find the customers that contemporary retailers love—the ones who have the means and the interest in spending a lot of money on clothes.

Bungalow's unique business model will also answer a question as old as e-commerce, Wright said. How do you inject a lively boutique experience into something circum-

scribed by a computer screen?

Bungalow's different angle on e-commerce recently caught the attention of some high-level tech people including Tony Hsieh, founder of **Zappos.com**. Hsieh's **Vegas Tech Fund** participated in a round of funding that raised around \$1.5 million.

After Vegas Tech invested in Bungalow—which sells high-end contemporary brands such as **Iro**, **Paige**, **Haute Hippie**, **Halston**, **Ella Moss** and **Rails Clothing** from its Las Vegas headquarters—Bungalow's sales force increased from about five people to about 20. Wright forecasted the sales team will eventually grow to 100 nationally and internationally.

The company will eventually look for another growth round of venture funding.

➔ **Bungalow** page 32

INDUSTRY FOCUS: FINANCE

Factoring in the Age of Start-up Apparel Companies and E-commerce

By Deborah Belgum *Senior Editor*

The retail realm as we know it is being turned upside down by a growing proliferation of e-commerce sites that are acting as the new Main Street store.

Supplying these new websites are a proliferation of start-up apparel and footwear brands that just might skip selling to a traditional store or, then again, hedge their bets and sell online and offline.

Everyone is trying to figure it all out. Will online sites re-

place retail? Will bricks-and-mortar stores end up just being showrooms?

All this makes for a brave new world for the factoring community, which is financing these endeavors.

California Apparel News recently spoke with some finance-industry executives to find out how their companies approach financing new businesses and how selling to e-tailers differs from selling to a bricks-and-mortar retailer.

➔ **Finance** page 36

RETAILER PROFILE

Designer Looks: What's Next for Elyse Walker

By Andrew Asch *Retail Editor*

Retailers do business in a world where every sale counts, but since Elyse Walker started her self-named boutique more than 15 years ago, she tried to take a different sales angle.

A visit to the **Elyse Walker** shop, a five-minute drive from the beach in Los Angeles' exclusive Pacific Palisades neighborhood, feels like a high-end fashion get-together where women talk about style and catch up under the hip paintings of the street artist Retna.

At the store, Walker plays the gracious host, a friend ... and someone who would very much like to dress all of her clients, whether they live a few blocks away in a multi-million-dollar home overlooking the Pacific Ocean or in a loft in Manhattan's trendy West Village. But there is no

➔ **Elyse Walker** page 34

TRADE SHOW REPORT

Milano Unica Celebrates 10 Years, Turns Its Eye to New York for July Show

By Alison A. Nieder *Executive Editor*

MILAN, Italy—**Milano Unica**, the European textile trade show formed when several well-established Italian trade shows—including **IdeaBiella**, **Moda In** and **Shirt Avenue**—joined forces 10 years ago, is preparing to launch its first New York show in July.

The trade show took its showcase of Italian fabrics and trim to Shanghai in 2013, when it began exhibiting at the giant **Intertextile Shanghai** trade show. It has yet to be determined whether the Milano Unica show in New York will be an independent show or in partnership with an existing trade show.

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Where fashion gets down to businessSM



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Troubles Pile Up at West Coast Ports

After a week's hiatus, longshore workers and their employers returned to the negotiating table on Feb. 12 while West Coast port operations were bogged down in cargo containers.

Not helping the port congestion was an announcement by the **Pacific Maritime Association**—made up of the shipping lines and port terminal operators who employ the workers—that it would suspend vessel operations at the ports for four days because of work slowdowns. Closures were announced for Feb. 12, Lincoln's Birthday, the weekend of Feb. 14–15, and Feb. 16, Presidents' Day.

The employers have complained that the union is not sending enough qualified crane operators to clear cargo off the docks. "Weekend and holiday pay rates command a premium of at least 50 percent of the basic longshore wage rate. As a result, working hours on those days would be paid at between \$54 and \$75 per hour for longshore workers and clerks and between \$77 and \$92 for foremen," the PMA said in a press release.

Yard, gate and rail operations to move cargo containers off the docks were to continue at the terminal operators' discretion.

While the employers complained of a work slowdown, the longshore union blamed the shippers for using bigger ships that make it difficult to unload huge amounts of containers at one time. They also cited a shortage of wheeled chassis to transport the cargo containers.

Meanwhile, cargo containers were piled high on the docks and cargo-container ships were waiting for a place to park in various ports along the West Coast. On Feb. 12, there were 14 cargo-container vessels anchored beyond the Long Beach/Los Angeles port complex breakwater, waiting for a berth. That is down from the all-time high of 20 vessels seen on Jan. 24, Feb. 3 and Feb. 7–8, according to the **Marine Exchange of Southern California**, which tracks ship movements in the area.

"It is looking busy out there," said Capt. Kip Louttit, the Marine Exchange's executive director. His maps show there are

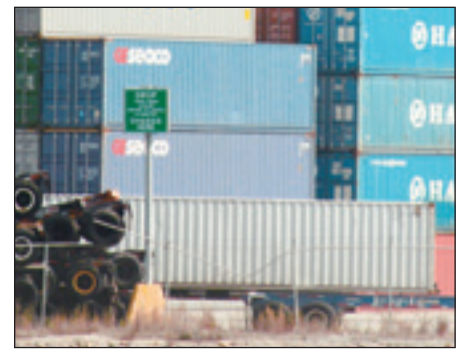
crowds of ships loitering off the coast of Mexico and more drifting beyond Oakland, Calif., to delay their arrival. "The logic is to drift out here with the generator going to save fuel or sit at anchor with the generator going," he said.

This is the second shutdown of the ports in a week. The PMA announced a similar closure for Feb. 7–8, saying it made no sense to pay extra wages for less work.

The PMA has been negotiating with the **International Longshore and Warehouse Union** since mid-May over a new five-year contract to replace the one that expired on July 1.

In frustration over the long, drawn-out process, Jim McKenna, the PMA's chief executive, called a press conference on Feb. 4 to outline the contract terms the employers were offering.

He said the PMA wanted to raise workers' base rate of pay from \$35.68 an hour to \$40.68 an hour after five years. The employers also agreed to increase the maximum pension from nearly \$80,000 a year to



\$88,000. Sections covering chassis maintenance and free healthcare have already been ironed out, he noted.

However, the ILWU was not accepting those proposals. The union hasn't specified what kind of wage hike and pension benefits it would like for the contract, which covers nearly 20,000 workers at 29 West Coast ports.—*Deborah Belgun*

NRF Forecasts a Strong 2015, but January Results Mixed

Retail sales will increase by 4.1 percent for the 2015 year, according to a forecast released on Feb. 12 by **National Retail Federation**, the Washington, D.C.-based retail trade group.

Business will be better compared with 2014, when retail sales for the year increased 3.5 percent, said Jack Kleinhenz, the chief economist for the NRF.

"The economy appears to finally have

gained some real traction, and after a somewhat turbulent 2014, we expect to see continued gains in economic activity in the year ahead," Kleinhenz said. "While Americans are benefiting from a pickup in wages and jobs and gains in the U.S. stock market, economic slack has been reduced. We still, however, have a ways to go in order to achieve sustainable economic growth. There are a few wild cards that the retailers will

need to keep an eye on, like global economic growth, energy prices and even inflation."

Also supporting this relatively sunny forecast, Kleinhenz said that growth in the labor market should add between 220,000 to 230,000 new jobs each month. Also, the NRF stated that gains in equities and housing support the statement that financial health of American businesses and households is improving.

Consumer confidence is also increasing. In fact, the **Conference Board Consumer Confidence Index** announced that consumer confidence rose sharply in January, according to the **Conference Board**, the New York-based research group.

While the year began with good business

forecasts, January's business seemed mixed according to the **U.S. Commerce Department**. Overall retail sales dipped 0.8 percent, the department announced on Feb. 12.

However, the year started on a good note, according to Adrienne Yih-Tennant, an analyst for **Janney Capital Markets**. "Overall, January comp results were above expectations as favorable weather and ongoing (but improved) discounting helped drive traffic and sales," she wrote in a recent research note. "We believe the deep discounting we have witnessed was successful in driving traffic and purging Fall/Holiday inventory. We believe the sector is positioned with very clean inventory exiting '14 and bodes well for a clean start to '15."—*Andrew Asch*

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BCBG Max Azria Group Gets Infusion of Cash

The ailing **BCBG Max Azria Group**, which has a mountain of debt, received a \$135 million infusion of cash from **Guggenheim Partners** and other affiliated investors.

The investment revamps and significantly restructures the Los Angeles company's debt and strengthens its balance sheet.

Guggenheim Partners has been a major financial backer of the brand established in 1989 by Max Azria. It is understood that Guggenheim Partners has in the past held about \$475 million of \$685 million of BCBG debt, with \$230 million on a first-lien term loan and \$245 million on a second-lien term loan.

Azria remains chief executive officer, and his wife, Lubov Azria, remains chief creative officer. "We are very excited about our brands, business and our future prospects," Max Azria said in a statement. "We are gratified that investors have given this vote of confidence to our business and our strategic plans."

In January, the **BCBGMaxAzria** store at the **Hollywood & Highland** shopping center in Los Angeles was shuttered after being at that location for a little more than 10 years.

The brands that make up the company are **BCBGMaxAzria**, **Hervé Leger by Max Azria** and **BCBGeneration**.—*D.B.*

California Market Center Changes Fashion Market Dates

The **California Market Center** has realigned the dates it will be holding the next four editions of **Los Angeles Fashion Market** so they will begin on Mondays and end on Thursdays.

However, the building's managers said they would continue to accommodate buyers and showrooms who want to do business on Sundays and provide a list of showrooms that will be open then.

"We will promote Sunday as open for showroom appointments between 9 a.m. and 6 p.m.," the management said in a press release. "Registration in the lobby will be open between 9 a.m. and 6 p.m. for buyer assistance, and we will be handling free-parking validations for registered buyers with proof

of a showroom order."

However, host hotel shuttles will not start running until Monday mornings.

The new dates are March 16–19 for the Fall 2015 market, June 8–11 for the Fall II/Holiday 2015 market, Aug. 3–6 for the Holiday/Resort 2015 market and Oct. 12–15 for the Spring 2016 market.—*D.B.*

Corrections and Clarifications

In a Feb. 6 article about **Fashion Market Northern California**, Sharon Koshet of **Sharon Koshet Sales** at the **California Market Center** was incorrectly referred to as Sharon Lockhart.

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Visibility is what the Simparel Enterprise solution, the end-to-end, all-in-one business system, is all about. This is the next generation of apparel and fashion software, the faster, nimbler, more skilled athlete of today, designed to pick up the ball and run when a company's aging Enterprise Resource Planning (ERP) system or other software tools can no longer meet the needs of expanding or explosive growth. Unlike these original "legacy" hard-coded ERP systems, for which every change demands multiple instances of time-consuming, expensive software coding, the elegant, metadata-structured Simparel software can shift on a dime—in minutes versus days.

More importantly, Simparel combines in its single platform the typically independent host of software acronyms—ERP, Product Lifestyle Management (PLM), Supply Chain Management (SCM), Manufacturing Resource Planning (MRP), Electronic Data Interchange (EDI), Warehouse Management (WMS), and Mobile Wholesale Solutions (MWS), among them. This all-inclusive system guarantees speed, increased accuracy, and complete visibility of all processes at one time, any time. You can tailor the information template specifically to your needs and have it updated and delivered automatically on any schedule that suits you. That difference is huge.

"Today, it's all about the technology," asserts John Robinson, Simparel senior vice president, sales and marketing, and a 30-year-plus apparel industry veteran. "Those traditional hard-coded systems are elephants that simply cannot dance to today's music. You can't manage your business on a 20-year-old platform that lacks flexibility and critical capabilities. You have to decide, can I keep competing this way with companies that have moved forward with more-modern solutions?"

Robinson cites an example of a client who spent more than a half million dollars in expedited shipments "because they didn't have good visibility of their inventory, their work in process, and their raw materials," he explains. "They were too late and had to air-freight the product to the client to fulfill the order on time. They had these gaps because of their old and poorly integrated ERP system."

Robinson is quick to point out that Simparel may not be right for every company. "If you are not looking to grow," Robinson notes, "then a starter solution"—a typical ERP—"may be fine for you in the short term." But there can be a price for not projecting far enough into the future, he continues. "Be careful not to limit yourself. You may get a new customer that requires a quicker response or greater

transparency who will drop you because someone else can provide that."

If you are, however, a company looking to be on the fast track, intending to grow your business, Simparel may be the best investment you can make in your company's future, according to Robinson. "You don't want to invest the time and money in a starter system, then find out you have to do this all over again in two years," he says. "If you are a growing company, you need to invest in a robust solution."

The proof of Simparel is in its success stories. One West Coast client with \$3 million to \$5 million in sales came to Simparel with "an old ERP system that wasn't flexible enough," Robinson relates. The client installed Simparel Enterprise 18 months ago. "Today, they are at \$10 million," he says. "They would never have achieved that level of growth using Excel and QuickBooks. It would have been out of control."

Robinson—whose career spans the start-ups of Lectra, Visuality, and the online marketplace PopMarket—and his staff are not hard-sell types. That is simply not the Simparel philosophy. A 10-minute initial phone call may lead to an hour-long "discovery" meeting. "We want to learn what pressures the company is under, what their current challenges and pain points are, find the roadblocks to having better visibility, and determine how they can execute faster and reduce costs while increasing revenue," Robinson explains. "We want to see how our technology lines up with their needs. If we can help them with their gaps, we move forward."

And while Simparel can provide a soup-to-nuts package, it also can tailor its software solutions to a particular set of problems. More often than not, however, Simparel is the critical solution to a host of problems bogging down an otherwise good business. According to Robinson, "Simparel provides an immediate snapshot of your business, without having to call three people, send five emails, or rely on inaccurate spreadsheets that are full of errors due to manual entry and maintenance. With Simparel, the information is right there, giving you the tools needed to make more-timely and better informed decisions."

Today, that edge can make all the difference.

"There's a never-ending pressure that manufacturers and brands face to get better product out the door faster and at lower prices," Robinson says. "What was acceptable three years ago is not acceptable today. You need to go to market ready to do battle to keep up with the pace of today's market. If you don't have the visibility and capability to respond, eventually someone who does will replace you. In the fashion industry, there are a lot of companies waiting to knock you off."



John Robinson, Simparel senior vice president, sales and marketing



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TRADE SHOW

Kingpins Show to Discuss Denim Sustainability in New Conference Concept

Producing denim and blue jeans isn't always that friendly to the environment.

To address that issue, denim sustainability will be one of the main topics at the next **Kingpins Show**, the international denim sourcing show whose next edition will be April 16–18 in Amsterdam.

In collaboration with the **House of Denim**, a Dutch initiative to stimulate innovation in the denim industry, a new conference concept will take place called **Kingpins 2029, The Transformers**. It is set to debut during **Amsterdam Denim Days** on April 17.

The Transformers are people in the denim supply chain who recognize that they need to invest in new and better ways to produce denim—from making dye stuffs to manufacturing fibers and finishing gar-

ments—to make the industry environmentally and financially sound by 2029.

The inaugural Transformers event will be a two-part panel discussion on water usage in producing denim. A selection of people involved in the denim supply chain will present their concepts for change in their specific area. Then the panel will end with conclusions and industry suggestions—all with input from an audience of denim professionals.

"Our concept is that the jeans industry must undergo a sea of change if we want to be around in 2029," said Andrew Olah, founder of both Kingpins and The Transformers.

Participating companies include **Invista**, **Lenzing**, **E3**, **Bayer**, **Saitex**, **Royo**, **Crailer** and **Jeanologia**.—*Deborah Belgium*

Calendar

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

CurveNY
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

Pooltradeshow
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

Feb. 22

Designers and Agents
Starrett-Lehigh Building
New York
Through Feb. 24

CurveNY

Jacob K. Javits Convention Center
New York
Through Feb. 24

Coeur
404 Event Space
New York
Through Feb. 23

Capsule
Pier 94
New York
Through Feb. 24

Axis
Pier 94
New York
Through Feb. 24

Feb. 23

Stitch
Jacob K. Javits Convention Center
New York
Through Feb. 25

Edit
Jacob K. Javits Convention Center
New York
Through Feb. 25

Accessories The Show
Moda
Fame
Jacob K. Javits Convention Center
New York
Through Feb. 25

Coterie/Sole/TMRW
Jacob K. Javits Convention Center
New York
Through Feb. 25

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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EVENTS

FIDM Displays Oscar-Nominated Costumes for This Year's Academy Awards

Superheroes, witches, pharaohs, bellhops and regular guys—Hollywood portrayed them all in films released last year.

Showcasing Hollywood characters and their garb, the **Costume Designers Guild** curated 100 costumes from more than 20 Hollywood films, including five **Academy Award** nominees, for the **Fashion Institute of Design & Merchandising's 23rd Annual Art of Motion Picture Costume Design** exhibition. The gallery show took a bow at a gala party showcasing the exhibition's debut on Feb. 7.



FIDM PARTY: The opening reception for the 23rd Annual Art of Motion Picture Costume Design



"Into the Night"



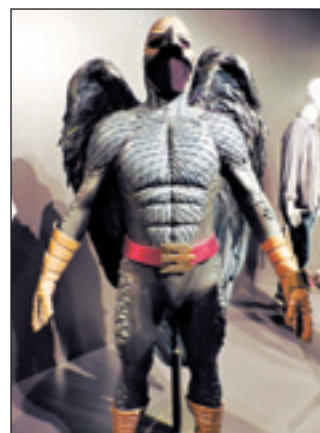
"Belle"

On display was the horned headdress worn by Angelina Jolie in "Maleficent," the beaked mask and feathered costume from the film "Birdman," the jeweled tunic worn by the Pharaoh Ramses in "Exodus: Gods and Kings," and a 1960s-era suit and tie that David Oyelowo wore in his portrayal of Dr. Martin Luther King Jr. in the film "Selma." Even contemporary clothes that looked as if they had been purchased at any mall in the country were part of the exhibit. They were from the film "Gone Girl."

The exhibition will run until April 25. For more information, visit www.fidmmuseum.org/exhibitions/current.—Andrew Asch



"Inherent Vice"



"Birdman"



"Exodus: Gods and Kings"



"Grand Budapest Hotel"



"Dracula Untold"



"Guardians of the Galaxy"



"Gone Girl"

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Harlem's Fashion Row Comes West

Fashion Row, a group that advocates for fashion designers of color, came west to make its Los Angeles debut on Feb. 6. The show was in town just in time for the **Grammy Awards** and the **NAACP Image Awards**, which took place the same weekend.

Brandice Henderson-Daniel, chief executive officer of the New York-based Harlem's Fashion Row, produced a runway show held at a hilltop estate in Beverly Hills.

The show was devoted to African-American fashion designers, half of whom were from Los Angeles. Before the runway show, event hosts and actors Quincy Brown and Vanessa Simmons made a mission statement for Harlem's Fashion Row. They said that less than 1 percent of items sold in department stores were designed by people of color. However, African-Americans spend more than \$22 billion on clothes. Fashion Row hoped that events such as the runway show would boost the profile of African-American designers.

Kevan Hall, a Los Angeles-based designer who runs a self-named label best known for red-carpet gowns, started the runway show with highlights from his Spring 2015 collection. They included day dresses, which are a new direction for his line, some 1960s-inspired dresses, and, of course, red-carpet gowns—including one that featured a rosé print that looked like a burst of flowers.

Waraire Boswell, also based in Los Angeles, showed some of his menswear looks sold on his website (www.waraireboswell.com). There was the Lear Suit, which features a jersey blazer and drop-crotch pants. Also on display was the Nauru shirt, which had a mandarin collar. Other looks included a tux jacket with shorts and a suit bearing a design with iridescent colors.

Kimberly Goldson, a New York-based "Project Runway" alumna, showed bright prints that were inspired by a trip to Cape Town, South Africa. But the silhouettes of the clothes were very much a product of her imagination. There was a boxy-shaped gown, which featured a risqué slit on the side. Another featured a gown top and high-waisted panties bearing metal details featuring the initials "K.G."

Bethune Bros., another New York label and designed by Joseph Bethune, showed more than eight looks. The line's jeans were inspired by motorcycle pants. One jean featured a workman's apron, which was a nod to the career of the designer's father, who was a mechanic who worked on motorcycles. This was Bethune's Los Angeles runway debut.—*Andrew Asch*



Joseph Bethune



Kevan Hall



Kimberly Goldson



Waraire Boswell

VOLKER CORELL

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Designers Showcase the Power of Print at Epson's Digital Couture Event

NEW YORK—Printing technology company Epson kicked off **New York Fashion Week** on Feb. 10 with Digital Couture, a fashion event featuring an international mix of designers and the original creations made with Epson's dye sublimation printers.

Held at **Industria Superstudios** in Manhattan's West Village, the event featured the work of 11 designer lines made from original sublimation patterns printed on Epson's high-speed **SureColor F-Series** printers.

"The idea came up as soon as we launched the printers," said Catalina Frank, product manager, professional imaging, for **Epson America Inc.**, based in Long Beach, Calif.

Epson launched three SureColor printers in January 2013—the 64-inch **SureColor F7070**, the 44-inch **SureColor F6070** and the **Epson SureColor F7170**, a 64-inch printer with a take-up-reel system for roll-to-roll printing. But it took more than a year of planning to coordinate the Digital Couture event, Frank said.

Epson has a strong presence in Latin America, said Mark Radogna, group manager for commercial imaging at Epson America. The company has a design studio in Como, Italy, where they produce printers for natural fabrics such as silk, linen and cotton, but Epson wanted to showcase the SureColor printers and their capabilities on high-end man-made fabrics.

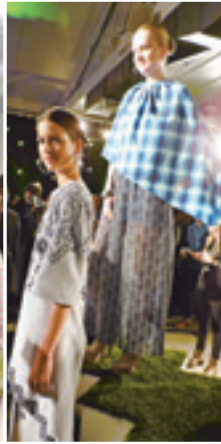
The Digital Couture event drew a packed house of fashionable guests who surveyed the fashion and met with the designers, including three U.S.-based designers, Los Angeles-based Maggie Barry; New York-based **Esosa**, designed by David De La Cruz and Emilio Sosa; and Miami-based Leonor Silva as well as international coterie that included



Ay Not Dead



Dual



Leonor Silva



Ma. Elisa Guillén



Mariana Morrell

Mariana Morrell from Brazil, Marco Antonio Farías from Chile, Ma. Elisa Guillén from Ecuador, **Dual's** Lucia Romero and Cindy Zheng from Costa Rica, Moah Saldaña Vásquez from Peru, Cristina Pineda and Ricardo Covalin of Mexico-based **Pineda Covalin**, Pilar Briceño Cárdenas from Colombia, and **Ay Not Dead's** Noel Romero from Argentina.

Although most of the designers had worked with prints in the past, and some had even worked with sublimation printing, nearly all said this was the first time working with Epson's system.

"It's so fast," said Venezuela-born and Miami-based Silva. "You can wear the clothes right off the printer."

For her piece, Silva updated a classic lace pattern with a skull motif and paired it with an oversized geometric pattern with a pixelated look.

Los Angeles-based Barry said the hard-

est part was narrowing down the designs she created. The final pieces featured prism-like streaks of white and rainbow colors.

"It's a whole new world," Barry said. "Printing has been something we've never been able to explore until now. The future is so colorful, so, look out."

Barry was also excited to connect with the other designers exhibiting at the event.

"I'm a designer, but I'm also a stylist," she said. "I found lots of designers I can work with as a stylist."

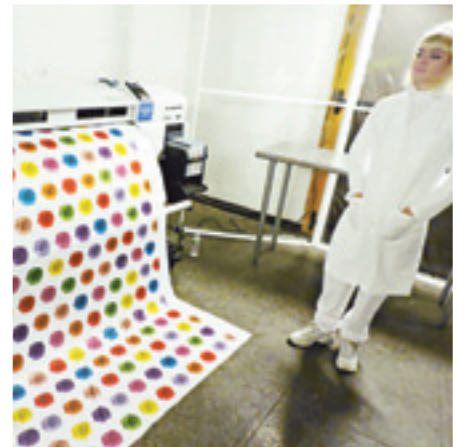
Ay Not Dead's Romero was inspired by fine art and her own watercolor and oil painting. Her collection included a suit with a brightly color engineered design clearly inspired by David Hockney.

Ecuador-based Guillén was inspired by a futuristic view of the world for her designs.

"In the future, I think people will be more connected, so I created geometric designs to represent networks," she said, adding that she also wanted to explore the future of nature.

"I think technology will allow us to be closer to the places we've never been," she said.

Brazil-based Morrell showed convertible



The Epson SureColor F7170, a 64-inch printer

garments connected by a series of zippers. Her prints were inspired by the texture of cities such as Sao Paulo and New York.

Colombia-based Briceño Cárdenas drew inspiration from Central American motifs and colors. The designers of Mexico-based Pineda Covalin were inspired by the religious iconography of Mexico, and Dual designers Romero and Zheng were inspired by pre-Colombian symbols.—Alison A. Nieder

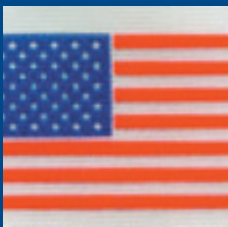


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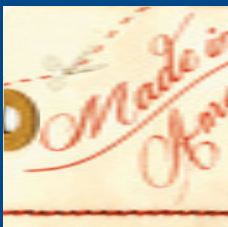
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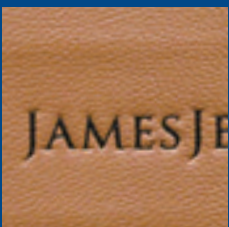
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MADE IN AMERICA

Mr. Brainwash and House of T-shirts: Wearable Street Art

Street artist Thierry Guetta was thrust into the spotlight in 2010 when the film “Exit Through the Gift Shop: A Banksy Film” premiered at the Sundance Film Festival. The film kicked off a street-art career that led to Guetta’s own art exhibitions in Los Angeles, New York and London. His work appears on the cover of Madonna’s “Celebration” album.

Although Guetta comes from an apparel-industry family, the artist, who paints under the name Mr. Brainwash, had avoided expanding into fashion for fear of being labeled a sell-out, said Patrick Guetta, Thierry Guetta’s brother.

“People were asking for a line of product,” Patrick Guetta said. “He really didn’t want to do that. He’s not into selling his name to make T-shirts. But he has the same love of T-shirts that my other brother and I have.”

Patrick Guetta and his brother Marc Guetta owned the **World of Vintage T-shirts** store on Los Angeles’ Melrose Avenue. In 2010, **Tashen** published a book, called “Vintage T-shirts,” featuring some of the Guetta’s favorite styles from their collection. (Disclosure: The introduction of the book was written by the author of this story.)

Following the publication of the book and the release of “Exit Through the Giftshop,” Patrick Guetta left the vintage T-shirt business to assist Thierry Guetta in his art career. (Marc Guetta still operates the Melrose Avenue store.)

“We did a major show in London,” Patrick Guetta said. “We did something incredible over there. I learned a lot about art and marketing.”

But as Mr. Brainwash’s notoriety grew, so did interest from around the world. The artist finally consented to allow his brother to produce a few exclusive T-shirts and sweatshirts for sale on the Mr. Brainwash website (www.mrbrainwashcreative.com).

“The sales we did online, 60 percent of it is from outside America,” Patrick Guetta said. “He’s well known all over the world, especially in England, Italy, Australia and France.”

The T-shirts feature Mr. Brainwash de-

signs, and some are packaged in a cylinder that looks like a can of spray paint. There are subtle details, such as the words “Life Is Beautiful”—Mr. Brainwash’s mantra—stenciled on the inside of a sweatshirt. It



Mr. Brainwash, Thierry Guetta

is only visible when the wearer ties the sweatshirt around his waist.

The next step for Mr. Brainwash is a wholesale division called **House of T-shirts**, which will launch later this year, Patrick Guetta said. The plan is for Thierry Guetta to release one or two new designs every day. The limited-edition designs will be packaged for sale in national chains and distributors.

To fill the wholesale orders, Patrick Guetta has set up a printing studio in Los Angeles, which will supply the tees for House of T-shirts.

“All the printing is done in-house,” he said. “I’ve got all the equipment, all the machines. That’s the only way we can develop and be more innovative.”

Wholesale prices for T-shirts will be about \$18 to \$26, and sweatshirts will be wholesale priced around \$44 to \$56.

The launch of House of T-shirts brings together Patrick Guetta’s background from his days producing the Mr. Brainwash shows to the “Vintage T-shirt” book and retail store to his early days producing the **Too Cute** apparel line, which sold in stores such as **Macy’s**,

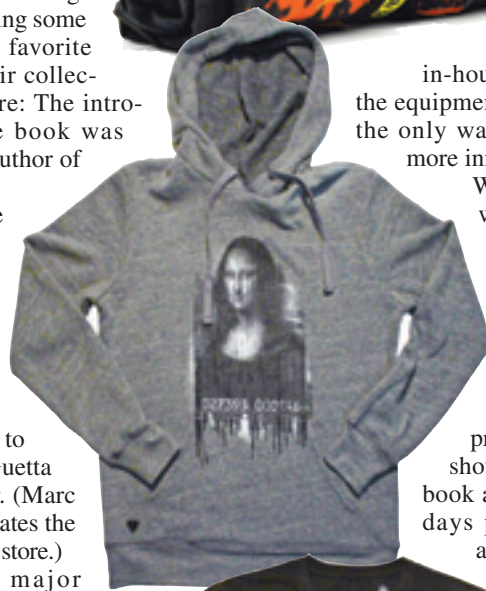
Bloomingdale’s and **Sharper Image**.

The apparel line, which launched in 1987 and continued for 13 years, featured apparel with images of cartoon characters.

“I’m taking all my experience from all these past 30 years of work to do this venture,” Patrick Guetta said.

For more information about Mr. Brainwash and House of T-shirts, contact Patrick Guetta at patrick@mrbrainwashcreative.com.

—Alison A. Nieder



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Security Sourcing: Made in LA and Under the Radar

By Alison A. Nieder *Executive Editor*

Los Angeles-based **STC-QST** supplies products that provide the foundation of a garment, such as interlining, pocketing, shoulder pads and zippers. When STC-QST Chief Executive Officer Brian Weitman quietly launched a sourcing division 15 years ago, he began providing support for growing apparel makers and brands.

"I've always been a supplier to brands," Weitman said. "I understand the challenges because I'm doing it with them."

Security Sourcing International Apparel operates as a modified full-package producer, Weitman said. Typically, clients provide their own fabric, but SSI Apparel handles everything else, including product development, patternmaking, cutting, sewing and quality control. SSI Apparel can provide operational support such as cost sheets and trim cards. Clients can hold their fittings at SSI and store their patterns and materials there, as well.

"They are almost leasing our staff," Weitman said. "It's hard for a designer to be really good at all facets of the industry. We can do all the things they were doing themselves, but we do it better—and we're taking a burden off them so they can focus all their time on design and sales."

When SSI Apparel first began, the focus was on producing T-shirts primarily for action-sports brands, but the division has grown to produce nearly every category of apparel, from woven shirts to contemporary dresses.

"We like to stay away from full-fashion sweaters. There are a few shops in town that do that really well," said SSI Apparel President Jack Ribakoff. "And until recently, we didn't do any five-pocket jeans. There are great five-pocket denim houses in town."

With the addition of a seasoned denim developer, SSI Apparel has added small specialty denim programs to its list of services.

Ribakoff joined the company three years ago as a trainee and last year acquired a stake in the SSI Apparel business.

"It's been a good balance," Weitman said. "He brings a different set of eyes. He also gets the support of my base of knowledge."

SSI Apparel's shift from T-shirts to more-complicated pieces started with **The Row**, the high-end collection started by

twin actresses turned fashion designers Mary-Kate and Ashley Olsen.

"Ashley and her sister needed first garments and product development," Weitman said. "They were making sophisticated garments at a high price point. The Row is what turned us into a higher-end house."

But eventually the Olsens moved the business to New York and hired their own production team, Weitman said, noting that that trajectory is typical. Young brands start out needing SSI Apparel's services but eventually bring production in-house.

On the other end of the spectrum are the well-established manufacturers looking for a resource to handle manufacturing. That was the case with **Levi Strauss & Co.**, which began producing woven shirts at SSI Apparel about two years ago, Weitman said.

"We're an alternative for big brands that want to be part of the made-in-America story," Ribakoff said.

Levi's encouraged SSI Apparel to build out its facilities.

"That was always my vision," Weitman said. "I knew eventually in order to continue to offer quality, fast delivery and the flexibility to do small quantities, I'd better have a factory."

Today, the space in downtown Los Angeles employs about 10 sewing operators, a quality-control worker, patternmaker and development manager working alongside STC-QST's staff. There are about 55 sewing machines, including several vintage machines that can produce certain specialty stitches.

"The shop is only as good as the people who operate the equipment," Ribakoff said. "There's a difference between a sample sewer and a production sewer. We try to hire sewers with sample experience."

Weitman said he envisions a time when SSI Apparel employs about 30 operators but he's not looking to build a massive sewing factory. Some of the work is done in-house, but for larger cuts, SSI Apparel will place production with outside contractors.

"We have the freedom to go to our contractor base when we



Brian Weitman and Jack Ribakoff in the sewing room at Security Sourcing International Apparel.

don't have capacity," Weitman said.

In the early days of SSI Apparel, Weitman said, taking on clients was akin to gambling, with the company betting that a start-up brand would quickly grow from a small business making 150 pieces to a large company producing 1,000 pieces per style.

"You spend six months on product development," he said. "What we do is too valuable and too expensive. Really, what we're selling is our time—and we invest a lot in it."

Although SSI Apparel works as a traditional vendor with clients that meet certain criteria, the company added a new pricing model to make the cost of its services more like an ongoing agency fee than a flat fee for contracting services.

"We charge them a monthly management fee—look at it as the overhead cost," Weitman said. "When we go to cut production, they're getting the true raw cost of goods sold."

Weitman and Ribakoff declined to state the cost of the monthly fee, only explaining that it depends on the breadth of the line and the complexity of the styles.

"The single biggest issue is getting to a price point the customer is happy with," Weitman said. Companies that typically produce offshore make up the difference in cost between import and domestic with speed to market, quality control and lower minimums.

"There are other ways to mitigate the challenges," he said.

To date, SSI Apparel has primarily attracted new business through word of mouth. The company does have a website (www.ssiapparel.net), which lists some of its capabilities.

Weitman and Ribakoff describe their relationship with clients as more of a partnership or a "plug-in" for a company's operating team.

"It requires a lot of dedication to have success with a clothing line," Ribakoff said. "Seventy percent of design doesn't make it to production. I get to see it from sketch to conception. When you see the star piece, it's exciting. I get a kick when I know we made merchandise hanging in a store." ●

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Electric & Rose: From Venice With Love

With roots in yoga and surfing, **Electric & Rose** is a lifestyle collection that draws its name from Los Angeles' Venice neighborhood, which is home to company founders Eric Balfour and Erin Chiamulon.

The couple created the line, which officially launched for Fall/Winter 2014, to bridge a gap between fashion and their active lifestyle.

"There weren't any cool activewear lines that were edgy and fun, especially when it comes to men's," said Balfour, an actor whose résumé includes "Haven," "24" and "Six Feet Under."

Chiamulon had worked as a stylist for WWD before launching her own line of T-shirts called **January**.

When the two decided to launch Electric & Rose, it became a personal project that reflects their life, their relationship and their friends.

"I didn't come from fashion, but I was always interested in fashion. Also, I wanted to build something together," Balfour said, recalling when the couple landed their first big order from the **Equinox** fitness chain. Balfour was filming in Nova Scotia when Chiamulon called to deliver the news.

"I collapsed on the floor," Balfour said. "I couldn't imagine sharing this with anyone else."

The collection features men's and women's activewear pieces such as T-shirts, leggings and shorts as well as fashion items such as a jogger and a jumpsuit.

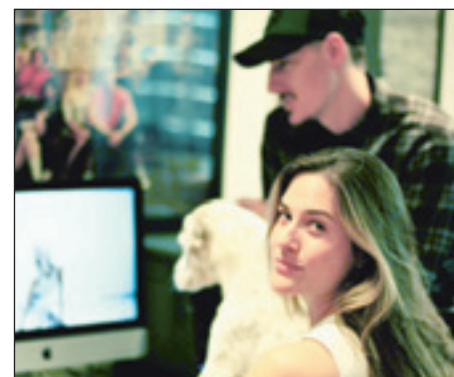
All of the prints are custom, and many pieces feature art created by friends.

For example, the "Fireworks" print was designed from a photo a friend shot on a beach in Mexico. A T-shirt graphic of a couple holding hands was taken from another photo of two friends. And an abstract print was created first as a giant collage made with a group of friends.

"That's the greatest thing—getting to collaborate with friends," Chiamulon said.

Everything is made in Los Angeles, and nearly all the fabrics are sourced locally as well.

"I come from a family that built companies here [in Southern California]," Balfour said.



Erin Chiamulon and Eric Balfour

"We're both third-generation LA."

The one imported fabric is a stretch fabric sourced from Taiwan that is used for the boardshort and the boardpant.

"We wanted it to be the strongest, lightest four-way stretch," Balfour said.

The shorts and pant feature a gusset for strength and ease of movement.

"It came out of functionality of what we do," Balfour said, telling about the time he ripped the inseam of another brand's boardshort while surfing in Venice and then had to bike home.

"Most boardshorts don't have a gusset—it's a complicated sew," he said.

Their boardpant style is designed to be an activewear piece as well as an easy-to-wear casual style.

"I surf in them. I do yoga in them. You can get on a plane and go to Costa Rica," Balfour said. "I live in them."

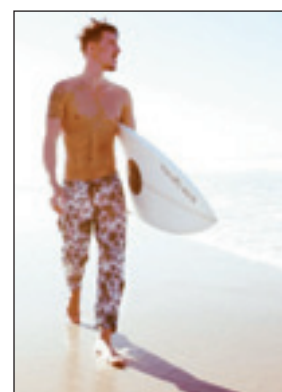
There's also a printed men's legging style made from a recycled plastic fabric that can be worn layered under shorts.

Wholesale prices range from \$30 to \$60 with some French terry pieces priced a little higher. Leggings will all retail for under \$100.

In addition to Equinox, the line has been picked up by **Ron Robinson, Azalea and YogaWorks**.

Electric & Rose will show at **Capsule** in Las Vegas and at **Axis** in New York.

For more information, contact the **Castillo Showroom** in the **Cooper Design Space** at (213) 627-8992.—*Alison A. Nieder*



Swim Collective Sets Dates, Plans NY Launch for Active Collective

Swim Collective, the Southern California-based swimwear trade show organized by Shannon Leggett, has set its dates for new activewear show **Active Collective**, including a new edition in New York.

The next edition of the Active Collective show will be held June 23–24 at the **Hyatt Regency** in Huntington Beach, Calif. More than 200 active brands are confirmed to show, Leggett said, adding that there will be a separate section, called Swim Collective Spring Preview Pavilion for swimwear brands at Active Collective.

Active Collective will host its New York show Sept. 10–11 at the **Jacob K. Javits**

Convention Center. Leggett said more than 150 brands are confirmed to show.

The show will return to Southern California for its Nov. 19–20 run at **St. Regis Monarch Beach Resort** in Dana Point. More than 100 brands are confirmed to show, and there will be a Swim Collective Summer Preview Pavilion featuring swimwear brands, as well.

The next edition of Swim Collective has been dubbed the International Edition. It will be held Aug. 13–14 at the Hyatt Regency in Huntington Beach. Leggett said more than 600 swim brands are confirmed to exhibit.

For more information, visit www.swimcollective.com.—*A.A.N.*

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US Blanks: The Recycled T-shirt

The apparel industry has been criticized for wasteful manufacturing practices and fouling the environment with dyes to color clothes. This year **US Blanks**, a basics manufacturer headquartered in downtown Los Angeles, believes that it can offer an alternative.

The fabric Kelly is using is called **Recover**. The fibers are manufactured by **Hilaturas Ferre**, a Spanish yarn manufacturer. Recover is made of fibers that come from recycled clothes, factory waste and polyester made from recycled plastics. It avoids using dyes due to Hilaturas Ferre's proprietary open-end spinning technology.

The process produces colored yarns from recycled material, some of which have been colored by low-impact dyes. US Blanks knits and finishes the fabric and produces the garments.

Recover fabric has been used by Spanish fashion companies such as **Zara** and **Mango**, but it's just beginning to be used in the United States, said Isaac Nicholson, founder of sustainable fashion consultants **Sustainable Source**

Studios and a salesman for Recover. "It's literally the lowest-impact yarn on the planet," Nicholson said of Recover. "But it is a high-quality yarn."

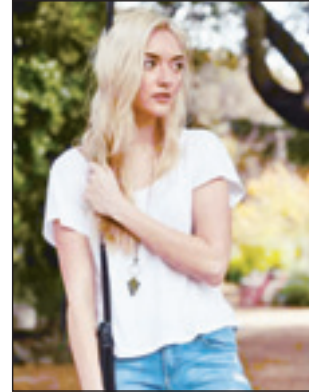
The wholesale price point for the Recycled Men's Crew T-shirt is \$5.85, Kelly said. The women's recycled T-shirt is \$5.65.

US Blanks typically sells to screen printers, distributors and promotional companies.

For more information, contact natalie@usblanks.net.—Andrew Asch



NEW OLD SHIRTS: US Blanks' tees are made entirely from recycled fabric.



US Blanks' Recycled Men's Crew shirt uses little water and little dyes and creates few emissions, said Kevin Kelly, chief executive officer and co-owner of US Blanks. The label's Recycled Men's Crew is made entirely from recycled fabric. The label also makes a 100 percent recycled shirt for women.

"We have sold recycled polyester and organic cotton," Kelly noted. But his company had never used a fabric made entirely of 100 percent recycled materials.

Veteran Designer Barbara Lesser Launches New Line of Tops

For more than 20 years, Barbara Lesser was the creative spirit behind her self-named label, which encompassed a line of casual contemporary sportswear and dresses.

Last fall, the Los Angeles label decided to pull back and revamp. The result is a new brand called **Love Barbara**, a line of tops that launches with a Fall 2015 collection that will be shown at the **Stitch** trade show Feb. 23–25 at the **Jacob K. Javits Convention Center** in New York City.

Half the tops will be similar to those seen in the **Barbara Lesser** line, which is still a program in certain specialty stores. Lesser was known for her weekend casual tops that were garment-dyed fabrications in rayon knit mixed with chiffon, rayon thermal and cotton Modal. The Love Barbara label will



have that same look.

The other half of the line will be mainly novelty knits with a more urban flare to help consumers make a seamless transition from work to a night out. "These tops can step up to a lot of different situations," Lesser said. "Women can wear them with joggers, jeans, leggings or their favorite black pants. They are very adaptable."

By concentrating on just tops, Lesser has more freedom to source new fabrics and indulge in more details. Some of the details offered in this debut collection are fabric blocking, textured fabrics including tweed, lace and faux suede, novelty hand-dyed treatments, high-low and asymmetrical silhouettes, shirttail hemlines, cape collars with over-the-shoulder hoods, detailed trim, curved seaming, and stitch detailing.

The color palette goes from sophisticated neutrals to full color. The silhouette is free flowing and complements all body types and a broad range of ages.

The tops will wholesale for around \$39 and retail for \$100. The collection can be seen at the **Anonymous Showroom** in New York and the **Niche Showroom** at **The New Mart** in Los Angeles. For more information, visit www.barbaralessor.com.

—Deborah Belgium



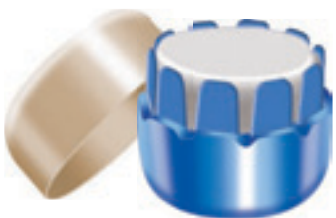
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Free Movement Finds Bespoke Tailoring in Tees

By Andrew Asch *Retail Editor*

Years ago, blue jeans made the unlikely leap from work pants to the realm of contemporary fashion. For **Free Movement's** Andrew Suttner, it's time for plain T-shirts to make the same leap.

"I know it's a T-shirt, but it is not just a T-shirt," Suttner said of his current project, known as Free Movement, which is designed in Newport Beach, Calif., and manufactured just over the border in Tecate, Mexico. To differentiate itself, Free Movement puts bespoke tailoring details into its crew necks, V-necks and polo shirts.

The garments' seams are covered by green satin strips to give a feeling of luxury and comfort. Like a Savile Row shirt, shoulder areas in Free Movement's tops feature darting—or folds in the fabric—for a more structured look.

For fabric, Free Movement only uses organic cotton. The shirts have a soft feel created by what Suttner calls a refined-dye process. He said the process is environmentally friendly because it uses trace amounts of chemical softeners. That means a minute amount of chemicals is used in treating the garments.

To make the shirts as unique as possible, no more than 90 shirts are made in a run for each category. Wholesale price points range from \$24 for basic tees to \$75 for hoodies.

The line has been sold at high-end retailers such as **Aza-lea** in San Francisco and **The Blue Jeans Bar**, which has several locations, including San Francisco.

The market for high-end T-shirts is gaining momentum, and labels such as **James Perse**, **American Giant** and **Michael Stars** have placed their T-shirts in high-marquee retailers. "The T-shirt has definitely come a long way over the years," said Suzanne Lerner, president of Michael Stars, which makes women's tops and recently introduced a men's line.

"Soft cottons and a perfect fit make it luxurious yet ef-



THE EXTRA: Free Movement tops, left, often come with small journals, pictured above.

fortless and more directional than it once was, so it never seems to go out of style," Lerner said of the high-end tees. "I think that's why luxury retailers can command a higher price point. There's an art to creating the 'perfect' T-shirt."

Free Movement's full collection of tops was introduced for the Spring 2015 season. It is based on 15 years of making T-shirts at Suttner's **Secura Inc.**, which is headquartered in Orange County, Calif., and makes T-shirts for streetwear and action-sports labels.

Suttner and his business partners thought they had enough experience to make what they believed to be an Olympic gold medal-level T-shirt. But they also wanted to make a statement that businesses could manufacture top-rated products, be good corporate citizens and could outfit a casual but creative lifestyle.

The label is called Free Movement because it respects the freedom to create, which is something that living in America offers, said Suttner, who grew up in South Africa and moved to California in 1991.

Suttner opened a factory in Tecate, the town best known for making **Tecate** beer, after a colleague recommended it would be a good place for a second chapter in Suttner's manufacturing career. Suttner closed a plant in 1999 in Oceanside, Calif., where he made boardshorts.

Building an apparel operation was not easy in the border town's small manufacturing community. Suttner had to deal with everything from making sure that workers showed up on time to improving sewing standards. The factory currently employs 135 workers. The company offers medical benefits and developed a training program for all new sewers, Suttner said.

He also formed a star team of workers, he said. "Not all patternmakers are the same. Not all sewers are the same," he said. "We have groomed and mentored teams so that everyone is striving toward the same objective. Great patterns and cutting is meaningless without crafted assembly."

For more information, please contact info@free-movement.com. ●

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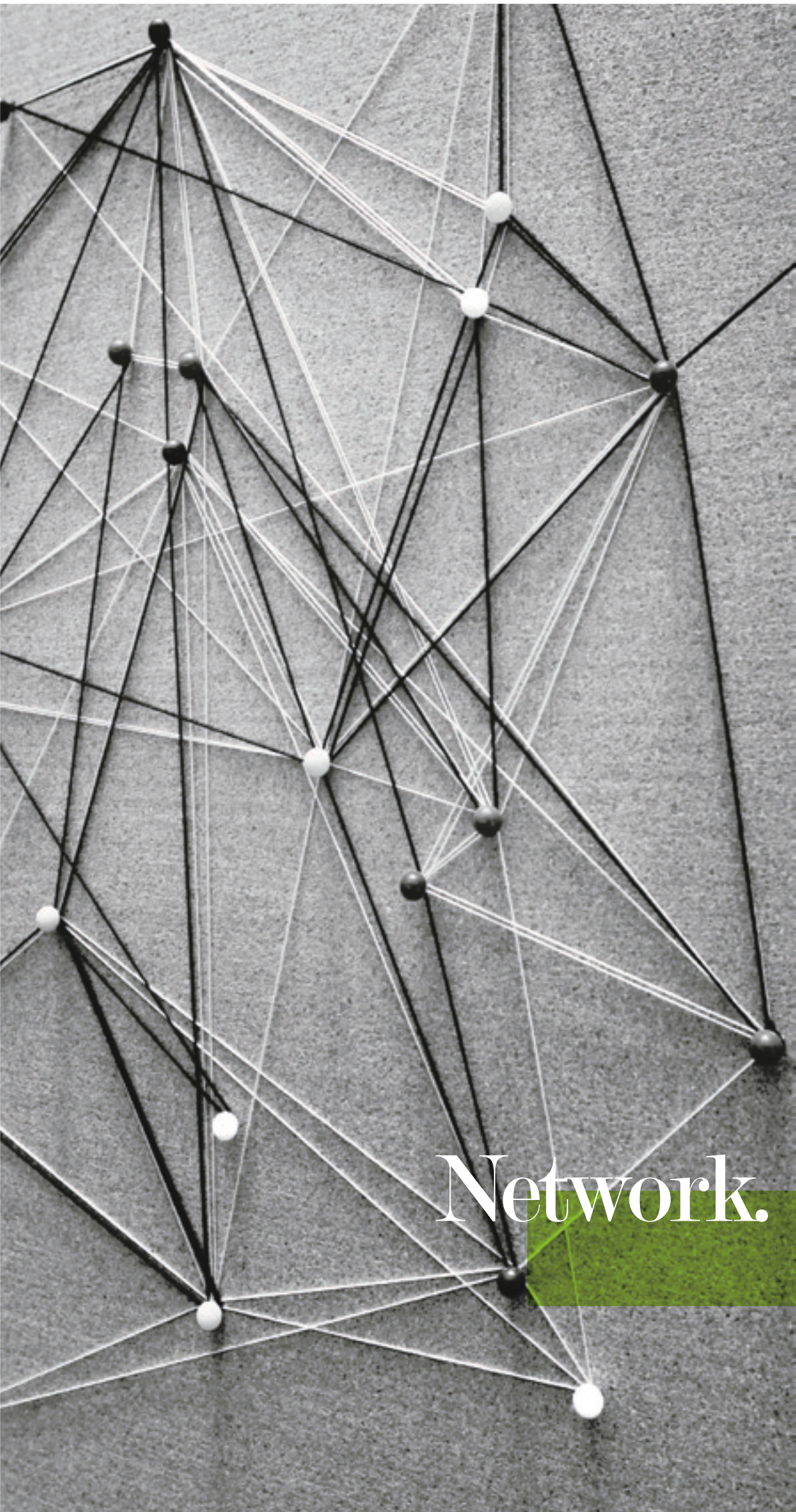
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Eagle Rock Caters to the Local Crowd

By Alyson Bender Contributing Writer

Nestled between Glendale and Pasadena, Calif., Eagle Rock's retail scene is slowly but surely growing around the junction of Eagle Rock Boulevard and Colorado Boulevard. The community counts families and college students as the majority of its local residents, and retailers have found success in offering niche merchandising through artisan products, sourcing locally and maintaining a strong point of view.

GIFT OF GARB

1615 Colorado Blvd.
www.giftofgarb.com

After helping to clean out closets 14 years ago and selling on **eBay**, Abby McLucas quit her corporate job and a full-time job to focus three years ago on Gift of Garb.

She always knew she wanted to open a bricks-and-mortar location, carrying modern, wearable pieces with a **Barney's Co-**



Gift of Garb storefront

Op/Opening Ceremony/Steven Alan feel, where every piece is impressive. There is no digging to find quality pieces like at other resale stores because the entire store is tightly curated with contemporary and designer pieces. Designer pieces include **Phillip Lim, Alexander Wang, DVF, Isabel Marant, Ero, Helmut Lang, Rag & Bone** and **Marni**.

McLucas opened her retail location last August and has had heavy foot traffic despite minimal marketing. "Eagle Rock was an ideal location to open a store because it is a happening hub to surrounding neighborhoods Pasadena, Glendale and Highland Park. Most of my customers have found us by driving or walking by or word of mouth," McLucas said. She does use **Instagram** daily to announce new arrivals but does not



Merchandise ranging from apparel to bags, shoes and accessories are tightly curated.

utilize any other marketing strategies.

McLucas maintains two online stores plus the bricks-and-mortar location. Her Eagle Rock store currently accounts for about 40

percent of total business. Around 60 percent of her merchandise is consigned, with the other 40 percent new. She works directly with different labels to stock limited quantities of select styles.



Letters From LA storefront

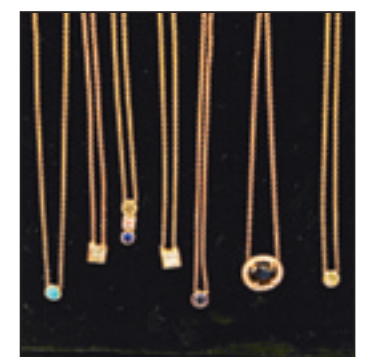
LETTERS FROM LA

5022 Eagle Rock Blvd.
www.shoplettersfromla.com

Letters From LA has been in Eagle Rock for four years and has a laid-back atmosphere that mirrors "carefree California style," as owner Sasha Martinus put it. The retailer carries brands such as **Citizens of Humanity, Bella Luxx, BB Dakota, L*Space** and **Daydreamer LA**, plus clothing and jewelry that Martinus designs under her own label, **Letters from LA**.

Some of her top-selling styles lately are "slouchy knit BB Dakota sweaters for spring transition, Citizens of Humanity crop jeans to wear now with booties and soon with sandals, and great-fitted cotton tees and silk button-ups from Bella Luxx," according to Martinus.

She also does really well with the house line, which is designed and manufactured in downtown LA. "Our customer base is diverse—sultry rock chicks, bohemian babes and more-understated and classic women," the store owner said.



Letters From LA necklaces

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O & M LEATHER

5048 Eagle Rock Blvd.
www.ommleather.com

Having just opened this past November, husband-and-wife team and owners Oscar Morales and Michelle Trayfoot-Morales have almost two decades of combined experience in leather working and jewelry making.

The couple works out of the back half of the store, where Oscar hand makes bike panniers, belts, bags, wallets, bracelets, key chains, trays, notebook covers, and **iPhone** and **iPad** sleeves, plus other accessories. Michelle makes jewelry from wire, metal and crystals by hand. Everything in the store has the option to be customized, ranging from adding rivets to stamping the customer's name into any item.

Michelle said business has been great, noting that all their customers are local. In addition to their retail platform, they also offer a variety of basic leather-working classes (\$200/class) and metal-stamping jewelry classes (\$100/class) out of their work studio. Michelle said that all the classes have been "very popular."

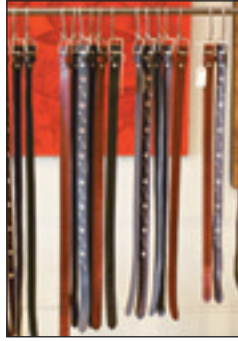
Bike panniers are offered in the traditional belt-and-buckle attachment or with modern hooks and retail for \$280. Men's and women's leather belts range between \$75 and \$95, leather totes range from \$320 to \$380, and their best-selling handbag retails for \$295.



O&M storefront



Handmade leather hobo bags (\$320), and leather totes (\$380) can be personalized on-site.



Men's and women's leather belts (\$75-\$95)

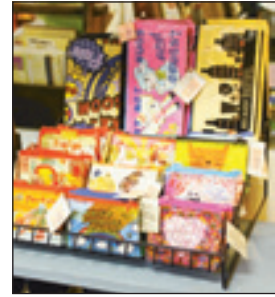


Customized leather bike panniers (\$280)

OWL TALK

5060-B Eagle Rock Blvd.
www.owltalk.com

Having been in the same location for 20 years now, Owl Talk is owned and run by sisters Kathleen and Sharon Kroner. It offers contemporary



Blue Q pouches, which are made in America



Owl Talk storefront



Unique jewelry with prices typically ranging from \$25 to \$100

and vintage clothing and accessories. Although the majority of their clothing is vintage, they do stock contemporary jewelry brands such as **Nashelle** (around \$100 per piece) and **A Mano** (price points start at \$25), which they source in downtown Los Angeles, and **Blue Q** pouches made in Massachusetts.

"We have an eclectic mix of customers," Sharon Kroner said. "They are just about all local and of all ages."

SOL'S BOUTIQUE

4516 Eagle Rock Blvd.
www.solsboutique.com

Buying mainly from places in downtown LA, Sol's Boutique carries mostly young contemporary brands at affordable price points, catering to local students.

According to Cindy Lopez, the store manager, Sol not only sells to locals, but it also utilizes **Instagram** to connect with customers around the country, for whom they happily ship orders. "Dresses and rompers have been extremely popular lately," Lopez said.



Sol's Boutique storefront



Vilo Couture gray animal-print dress (\$22)



Jealous Tomato pinstripe romper (\$20)



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Pantone Reveals Top Ten Colors for Fall 2015

Everyone has been talking about how marsala is the “it” color for the upcoming Fall season.

But **Pantone**, one of the top authorities for predicting trendy colors for the design industry, has another nine colors that are making the Top 10. The designator of future colors unveiled its Top 10 list just in time for **New York Fashion Week**.

“Juxtaposition of color from opposite sides of the spectrum emphasizes poise and confidence on the runway,” said Leatrice Eiseman, executive director of the **Pantone Color Institute**. “The Fall 2015 palette is rooted in multi-faceted, androgynous colors that can be worn to portray effortless sophistication across men’s and women’s fashion. It is the first time we are seeing a truly unisex color palette.”

The colors that made the list are:

Desert Sage: This is a cool greenish-gray that serves as a good neutral for the Fall 2015 palette. Desert Sage evokes naturally inspired colors that remind us of nature.

Stormy Weather: The color of a gray, overcast day, Stormy Weather is a powerful blue-gray that is sophisticated but not too dark.

Oak Bluff: This shade takes a cue from the mellow-yellow folks. It is a golden color but is warm and comforting and works well with Desert Sage and Stormy Weather.

Dried Herb: Olive green is what makes up this hue that has turned sophisticated and chic and not reserved for safari or military attire.

Marsala: A deep winey red-brown is what makes up marsala. It has been widely seen on the runways this season. The



color is warm and rich and has a certain Italian feel to it.

Biscay Bay: Think of the ocean when you see these blue and greenish tones that combine to make an elegant teal. It has a definitely tropical feel.

Cadmium Orange: If you liked the 1960s and the 1970s, then you are going to like this bright orange, which is a good contrast to the more subtle Fall colors.

Cashmere Rose: A soft pink that is extremely tactile and warm, this works well with Cadmium Orange and Desert Sage, mixing bright with earthy tones.

Reflecting Pond: Like a still pool of water, this cooling blue adds dimension and intrigue to the Top 10 colors. This is a serious shade that adds stability and security.

Amethyst Orchid: Pantone calls this the jewel in the crown of the Fall 2015 palette. It is a subtle lavender that won’t jump out at you.—*Deborah Belgum*

Asher Fabric Names Jolie Fierro VP Sales for New Athletic Concept Division

Los Angeles-based knitter **Asher Fabric Concepts** has hired Jolie Fierro as vice president of sales for its newly launched Asher Active Athletic Concepts division of performance knits for the fitness, yoga and athletic markets.

With more than 20 years of experience in sales, merchandising and product development, Fierro spent 14 years as senior account manager at **McMurray Fabrics**, covering the intimate apparel, swimwear and activewear markets. She has also served as senior account executive at **Liberty Art Fabrics**, where she worked with large brands and retailers such as **Victoria’s Secret**, **Lane Bryant** and **Mast Industries**.

She will be based in the company’s new Asher Active Athletic Concepts showroom in New York at 1441 Broadway, Suite 5054.

Asher Shalom, president of Asher Fabric Concepts, praised Fierro’s reputation and industry experience.

“Her remarkable reputation and knowledge of the textile and activewear markets will be a significant asset toward the growth of our business,” he said.

Founded in 1991, Asher supplies U.S.-made knitted fabrics for the contemporary fashion, athletic and yoga markets, including dress knits, swimwear, sportswear, bodywear, sweater knits and intimate-apparel fabrics.

“I am delighted to be a part of taking this domestically manufactured, innovative and fashion-forward activewear collection to the marketplace,” Fierro said. “With an extensive offering of yarns and fabrications, we are sure to have something for everyone, particularly those looking to make advanced activewear made in the USA.”

Fierro can be reached at (646) 569-5884.

For more information about Asher, visit www.asher-concepts.com.—*Alison A. Nieder*

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Fall '15 Freedom of Expression

Women want comfort and the freedom to express themselves when it comes to their jeans, and for the Fall season, denim designers are offering them plenty of choices. From classic denim blues to activewear inspirations and the return of the '70s, there is something for everyone.

To create the best looks of the season, denim brands have developed a variety of innovative new fabrics, washes and silhouettes. "We're in the midst of a diverse denim moment," said Marianne McDonald, president and head of design for **McGuire Denim**. "It's been a long time since we've seen such a range of silhouettes. Forward-thinking versions of '60s and '70s silhouettes are still prevalent, but anything goes—high-waisted, low-slung, embellished, tie-dyed, painted, distressed [and] super clean."

Consumers and retailers continue to demand fashion-forward looks, but comfort is key. "The term

'Athleisure' doesn't look like it's going anywhere, and we personally couldn't be happier," said **Big Star** Senior Designer Ron Balatbat.

Big Star's Fall '15 collection features its four-way stretch fabric for women as well as men. "It is the epitome of comfort and flexibility in denim, both of which are becoming industry standards," he said.

And no matter what the style, fit is key, according to **Citizens of Humanity** Women's Creative Director Catherine Ryu. "The emphasis on fit becomes more important this season over wash treatments such as holes and mending," she said. "There is a seismic shift in fits in denim: the skinny silhouettes are now a true basic. The high-rise continues to be important, and the mid-rise slim straight leg and flares become the new news for fashion denim."

Here are the key trends of the season.

—N. Jayne Seward



RAFAEL PULIDO

Citizens of Humanity

'70s FLARE

The '70s are back, and many brands—including **Big Star** and **Citizens of Humanity**—are using the era's key silhouette as inspiration. "The '70s feel on point," Ryu said. "Flares continue to pick up momentum," she added, explaining that the **Citizens of Humanity** Fall collection includes an assortment of styles.



DARREN KEITH

McGuire Denim



COURTESY OF RAILS

Rails



COURTESY OF STETSON APPAREL

Stetson



RAFAEL PULIDO

Citizens of Humanity



COURTESY OF BIG STAR

Big Star



COURTESY OF G-STAR RAW

G-Star Raw



JEROME DUCHANGE

Black Orchid Denim

THE SKINNY

The skinny has become a basic in every girl's closet, but the newest variations on the style are anything but typical. Look for high rises, figure-hugging four-way stretch fabrics and sleek surface treatments. At n: Philanthropy, a key denim trend is its ultra-long "Scrunchie" skinny legging, which resembles a leg warmer at the ankle.



SEBASTIEN MICKE

n: Philanthropy

SPORTS CHIC

The merging of activewear and denim is on the forefront of denim innovation. Think joggers, denim knits and innovative stretch fabrics. "Activewear is still a really big trend," said Marta Goldschmied, co-founder and designer of **Made Gold**. "It's all about being sporty chic and having an outfit that's comfortable yet makes a strong fashion statement. Finding new ways for denim and activewear to coexist is an interesting new world we are excited to pioneer and explore."



JEROME DUCHANGE

Black Orchid Denim



COURTESY OF MADE GOLD

Made Gold



SEBASTIEN MICKE

n: Philanthropy



Adam Rindy
Azul by Moussy



COURTESY OF LOVERS + FRIENDS
Lovers + Friends



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Lovers + Friends



COURTESY OF BIG STAR
Big Star



Jerome Duchange
Black Orchid Denim



COURTESY OF LOVERS + FRIENDS

Lovers + Friends



John Williams
Level 99

Level 99

DISTRESSED

Vintage and workwear inspiration continues as designers develop new techniques to create authentic and original denim looks. For Fall, G-Star Raw has introduced “Restored Denim,” which celebrates the dying art of mending jeans. Special techniques, such as tailored darning stitches and blanket-stitch reinforcements, are utilized to repair ripped and distressed denim styles taken from G-Star’s workwear archive.

SURFACE INTEREST

While some brands are going back to basics, others are continuing with surface treatments and plenty of novelty. “We feel strong about embellishments, including soutache, patches and studs,” said Jen Neumeister, creative director/designer for **Siwy**. At **Black Orchid Denim**, bold colors, sequins, fun prints, straight lines, subtle clean washes and shiny soft leathers are key.

CABIN FEVER

The great outdoors is a hot topic for Fall ’15, and denim designers are finding inspiration in the classic outdoor look. “Our Fall collection is a play off of the dichotomy of these two worlds—a street-smart city girl on a mountain getaway. Take something sleek and minimal—like the city—and pair it with something intricate and charming for a completely unique combination that’s fun, sexy and ultimately effortless to wear,” said John Williams, director of marketing and public relations, **Level 99**.



Jerome Duchange
Black Orchid Denim



Ellen Sugawara
Kut from the Kloth



Rafael Pulido
Citizens of Humanity



COURTESY OF BIG STAR
Big Star



Darren Keith
McGuire Denim

McGuire Denim

UPDATED BOYFRIEND

The “boyfriend” continues forward but with new variations. “The slim boyfriend is really taking off right now,” said **Lovers + Friends** Denim Designer Jordan Nodarse. “[It’s] a more modernized boyfriend fit with a cool girl feel.” Look for boyfriend styles with wide roll-ups and distressed washes as well as patch and repair.



COURTESY OF LOVERS + FRIENDS

Lovers + Friends



Jack Alice
Siwy

Siwy



COURTESY OF MADE GOLD
Made Gold

Made Gold

Milano Unica Continued from page 1

“Milano Unica abroad is a good partner to have,” said Silvio Albini, president of Milano Unica and director general of the **Albini Group**, speaking during Milano Unica’s Feb. 4–6 run at the **Fiera Milanocity** in Milan. “We definitely have people who are asking Milano Unica to be with them.”

Many longtime Milano Unica exhibitors already have a presence in New York, either with their own local sales representative or by showing in one of the existing trade shows

excellent [there were a lot of smaller designers], but generally we are happy.”

Vigano said he primarily met with Italian customers and companies but expected to see more international designers at the **Première Vision** show in Paris the following week. Like many exhibitors at Milano Unica, Vigano has already showed his line in New York at **Première Vision Preview** and at **Munich Fabric Start** in Germany before taking the line to Milan and Paris.

This season, the Argenti collection included jacquards,

layer of pattern detail. There were also stretch jacquards with the look of an embroidered fabric. For women, Taiana was showing double-faced jacquards, lightweight organzas and seersucker.

Last year, Grandate, Italy-based mill **Teseo s.p.a.** introduced a line of GOTS-certified fabrics based on some of the mill’s best-selling fabrications: organza, crêpe satin, crêpe de chine and georgette. The fabrics are supply-chain certified from yarn to weaving to dyeing, said company representative Luca Clerica.

“We introduced it one year ago, then improved the quality six months ago. At first, we were only producing white. Now we have a range of colors, and we stock all of them,” he said.

Clerica said several major Teseo customers are producing eco-friendly collections.

Piobesi D’alba, Italy-based mill **Miroglio** introduced a new collection of digital prints

on natural fabrics, said Carlo Marone, who represents the **Miroglio Lana** and **E Miroglio** collections. Currently, the digital prints are produced in Italy, but soon the company will set up production in Bulgaria, where it produces the rest of its collection.

Ten years ago, the company shifted production to Bulgaria, where it today employs 2,300 people in a vertical operation.

Marone said with the addition of prints, Miroglio now offers “360 degrees of business.”

“Now we are complete,” he said.

Business at the Miroglio booth got off to a good start with strong turnout from all over the world, Marone said.

“For us, it was a really good day,” he said on the opening day of the show. “We had customers from all over the world.”

➔ **Milano Unica** page 30



Silvio Albini, president of Milano Unica and director general of the Albini Group



The crowded trend forum at the Feb. 4–6 run of Milano Unica at Fiera Milanocity



Italian TV and radio host Nicolo Savino hosted Milano Unica's opening-night party, celebrating its 10th anniversary.

in New York such as **Première Vision Preview New York**, **Texworld USA** or **Kingpins**.

Michele Vigano, co-owner of Italian textile converter **Sete-rie Argenti**, based in Como, shows in New York at **Première Vision Preview** and employs a New York-based sales rep.

“I think [Milano Unica New York] is a good idea,” he said. “It’s a good way to show what Italy has to offer [in a] nice show with all the good Italian companies and not spread around the city.”

Vigano was at the recent Milano Unica show in Milan with a newly launched higher-end collection, **Black Label**, which uses finer yarns and is targeted as “more for the designer level,” Vigano said, who added that the show turnout was good.

“It was better than we expected and much more than a year ago,” he said. “The quality of the customers was not

stripes, colors and prints.

“People are asking for special base goods like clipped jacquard and devoré or yarn-dye backgrounds like stripes. Something with added value,” Vigano said.

At the booth for Como-based mill **Taiana**, Marketing Manager Marco Taiana was showing the latest offerings from the company’s men’s line **Taiana Cult** and its women’s line **Taiana Vanity**. (The company shows its swim line, **Taiana Blu**, at the **Mare di Moda** swim show in Cannes.)

For men, Taiana was showing yarn-dye woven fabrics, including jacquards and inkjet prints in engineered scenic patterns, stripes, geometrics and ombré microdesigns. The company’s new **Rainbow Lightning** fabrics feature a multi-color yarn on a dark ground, and its **Dynamic Printing** group features a special design made by printing on crushed fabric, which is then flattened out to give the design another



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Milano Unica Continued from page 28

Mostly Italy but also two or three from France, two from Germany and several from Eastern Europe.”

Marone said he had not seen many companies from Russia, which has been a good market for Miroglio, but he expected to see a greater turnout overall in Paris the following week.

The first day was also good for Isabelle Dupy, export manager for French lines **Trouillet** and **Angie**.

“For us, it’s a really good show. It’s always interesting to be here,” she said.

The company launched a new women’s range called **Tecmoda**, which Dupy described as aimed at a slightly older customer than the typical Trouillet young woman.

U.K. print house **Liberty Art Fabrics** was showing its new collection created by new designer Tessa Birch.

“The theme was the artist,” said Grace Sisto, who works in customer service for Liberty. “You can see the hand of the artist in the prints.”

The new collection is a bit of a departure from Liberty’s traditional botanical patterns, Sisto said, but the company also included some floral prints for its childrenswear and “classic” customers.

Sisto said the company was seeing a mix of existing and new customers at Milano Unica.

“We saw the usual customers and some new—despite the weather,” she said on the second day of the show, when a steady snowfall powdered much of the city.

Hugo Soudée, sales manager for Soultz, France-based **Philea**, said he was seeing nearly all Italian companies at Milano Unica. Philea was showing “newness in each category,” including new crêpes, new jacquards and new prints.

Soudée, who covers the U.S., U.K. and French markets for Philea, said buyers’ moods vary depending on the region.

“In the U.S., people are more optimistic [because] the economy [is getting stronger],” he said. In France, the mood is more conservative, he said.

“Italy is between the two worlds,” he said. “They tend to be conservative about price. The buyers are going for safe [items] but are looking for beautiful, tasteful and simple [fabrics]. They’re not going for the bling bling.”

According to Albini, Milano Unica’s president, the past 10 years have been challenging for Italy, but there are signs that the market is improving.

“We have seen good signs at last for international Italian demand—and that is very good news,” he said. “We had a long period of very depressed internal market.”

The exporting of Italian fabric to the U.S. and Eastern Europe is growing, Albini said, adding that the demand from Eastern Europe indicates that companies are looking to move production from the Far East back to Europe. China also remains a strong market for Italian textiles, he said.

“Our view of the Chinese market is long-term,” he said.

Still, Albini acknowledged the forecast for the international market remains challenging.

“2015 has started with some clouds in the sky. I cannot deny what is happening in this turbulent world is affecting our customers,” he said, pointing to the crisis in Russia and Ukraine and the devaluation of the Russian ruble, conflict in the Middle East, Chinese austerity, and deflation in Brazil and Latin American countries.

“But I’m not pessimistic,” he said. “Looking forward, things should improve. The best garment manufacturers are full of work—this is a sign of big changes happening.”

The more-favorable exchange rate for the euro should help boost sales.

“We have been able to export 55 percent with a euro that has been extremely high—too high,” he said, adding that things should improve with a more balanced rate.

“We are definitely export-oriented. That should also balance the convenience of imports.

“The mood in Italy is step-by-step change. I’m very aware that being united together is the right way to be successful in the international market.”

For the second season, Milano Unica featured Japan Observatory, a dedicated pavilion of Japanese mills organized in partnership with the **Japan Fashion Week Organization**. Albini said the show intends to expand the concept with additional countries, although he declined to say which countries might be invited.

“Milano Unica wants to represent the best fabric product in the world,” he said. “That will be criteria with which we will be admitting enterprises from other parts of the world.

Important Italian fashion houses have asked for textile producers—from Japan first and also some other parts of the world.”

Show organizers are also interested in creating a special denim presentation. The recent show featured Denim Italiano, a denim supply-chain trend forum organized by Milano Unica and **Pitti Immagine**. The forum included a denim burnout print in an oversize houndstooth pattern from **Confezioni Vestire**, embossed printed animal patterns on denim from **I.T.V. Industria Tessile Del Vomano s.r.l.**, a dense ribbed fabric made into a jacket and then washed down to show

the variations from **Candiani Denim**, art nouveau prints on denim from **Stamperia Toscana**, oversize wallpaper foulard florals and photo-realistic giant blooms by **Lanificio Europa**, and wash techniques ranging from antiqued stencil designs to copper foulard prints from **Martelli Lavanderie Tessili**.

In Milano Unica’s accessories section, there were Mod enamel buttons in bright colors from **Visma SRP** and oversized buttons that looked like iridescent marbles from **Astarte SRL Unipersonale**. **Art Lin s.r.l.** was showing foam moulding, embossing, appliqués and photo-realistic printing, and **Ramponi** was showing nailheads in different shapes and sizes overlaid with a laser-cut fabric. ●



Como-based mill Taiana was showing double-face jacquards as part of its women’s collection, Taiana Vanity.

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RETAIL**Bungalow** *Continued from page 1***Peer pressure**

Bungalow recently put its Tupperware strategy into play at a party in Santa Monica, Calif. Mai Lee, an executive director of the nonprofit **Helping Young People Excel**, was invited to the party but had no plans to make a big purchase.

But Amanda McConnell, the party's host and Bungalow's vice president of product, insisted that Lee try on a T-shirt dress by French brand Iro. Soon, Lee found herself making a \$120 purchase.

"If you are by yourself, you wouldn't do it," Lee said of the purchase. "You'd walk away."

But with a chorus of friends egging her on and telling her the dress was cute, it was hard to resist.

Gina Katz, a Los Angeles-based saleswoman for Bungalow, said that the social aspect of the party is the best way to welcome a new customer because the new customer's first Bungalow experience is not sitting in front of a computer alone but rather shared with friends at a lively shopping party.

"It's an experience



PARTY TIME: Mai Lee, center, tries on clothes at a party produced by Bungalow Clothing. With her is Amanda McConnell, Bungalow's vice president of product.



THE ENTRY: A screen shot of the Bungalow home page. Consumers must fill out a questionnaire on style preferences before they can participate on the site.

showing up here with your girlfriends," Katz said. "It's unavoidable that someone will pick up an item and say, 'That's adorable.'"

Before a party, guests fill out a questionnaire on their style preferences. At a party, a Bungalow stylist puts together an array of clothes for the individual shopper based on her questionnaire.

The customer typically makes purchases from that array, which is called a "dressing room." If the shopper joins Bungalow, she will be sent a box of new clothes every 30 to 90 days. The shopper also can attend as many live parties as she wants.

Other e-commerce companies such as **Stella & Dot**, **Cabi Clothing** and **Ava Gray Direct** use the trunk-show strategy.

Even though Bungalow is an e-commerce site, it was founded on dissatisfaction with e-commerce. Many e-commerce customers make purchases from fashion sites only to return them after trying them on.

Maybe the customers will ask for an exchange. Maybe they will demand a refund. Wright said that when his wife, Wendy, shopped this way, he had heart attacks when he saw how much money was charged to a credit card for the sake of trying on clothes in a residence instead of a physical store.

He and business partner Jon Snyder brainstormed about how to make Bungalow different. Unlike other e-commerce stores, Bungalow would not charge for goods. Rather, it would only charge when goods were purchased.

Bungalow protects itself from fraud and

theft by employing a traffic manager who investigates social-media profiles of the women who seek to become members. If a **Facebook** profile or a **LinkedIn** profile looks like it was started last week and has no followers, reportedly the typical hallmarks of a fraudster, Bungalow will not do business with that person. Also, customers must submit a credit card number before a stylist will send goods. If goods are taken and not returned, the credit card will be charged.

For the two Bungalow founders, this was their first fashion venture. For fashion expertise, they recruited Meital Bron-

stein, who formerly ran a chain of high-end bricks-and-mortar boutiques under the **Talulah G** nameplate in the Las Vegas area and Newport Beach, Calif.

After the boutiques closed in 2009, she produced parties where she sold contemporary looks in the Las Vegas area. She was friends with Snyder, and in 2013 they started collaborating with Wright on the idea for Bungalow.

Many support the idea and others have suggestions. Chelsea Matthews, chief executive officer and founder of **We Are Matte Black**, a digital marketing and brand strategy firm with offices in Los Angeles and London, believes the juxtaposition of live trunk shows and regularly scheduled clothes deliveries is compelling. She thinks Bungalow gives fashion shoppers what they want and in a manner they want it.

"Millennials [the generation that reached young adulthood at the turn of the century] have a real 'come to me' attitude—just look at the **Ubers**, the **Yummy.coms** and the **Postmates** of the world," she said. "Platforms like Bungalow Clothing are no different," she said.

For Kelsi Smith, who works with fashion bloggers to create custom programming for brands at her Los Angeles-based **StyleSmith** company, Bungalow needs to provide a la carte ordering instead of just curated packages by a stylist.

Bronstein said it was possible to request a single item from the site, but it won't be shipped unless the shopper fills out a questionnaire about her personal preferences. ●

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A woman with dark hair and dramatic eye makeup stands amidst lush green tropical foliage. She is wearing a black and white patterned halter-neck top and a long, flowing skirt with a bold geometric pattern in black, white, and red. The text 'STYLE FashionWeek' is overlaid in a large, white, serif font.

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Elyse Walker *Continued from page 1*

hard sell. Rather, business seems like a conversation between friends and a conversation that never stops.

"I live and breathe my clients. I think of them all of the time, wherever I go," Walker said in a recent interview, looking a bit bohemian in a **Rag & Bone** skirt, **Isabel Marant** long-sleeve T-shirt and **Chloé** short-sleeve sweater. She took a break from the conversation when a sales associate walked by. "Molly, that dress..." Walker said. "Do we have that in a [size] 4 for Linda?"

The sales clerk walked away to look for the dress for a woman who is not in the store at 15306 Antioch St. Linda will send photos of the garment, probably by email, with the message that Walker was thinking about her and this special dress. They then may follow up with a call and ask if the client wants more information about the garment.

The unique sales style is famous, said Nicole Pollard Bayme, who shops at the store as a stylist and founder of **LaLaLuxe**, a 10-year-old company that outfits clients as well as guests staying at hotels such as the **SLS Beverly Hills**, **Montage Beverly Hills** and **Beverly Wilshire**.

"Elyse is like your best girlfriend. It doesn't feel like you are being sold anything," Pollard Bayme said. "When Elyse works with you, she can be whoever to whomever. She's fun, she's hip, she's up on fashion. Since she's so successful, she's not worried about making every sale. She'd be the first to tell you if something didn't look right."

Pollard Bayme said that Walker can often be found at her store, sitting on a comfortable couch talking with neighborhood moms and kids.

Walker built up one of Los Angeles' most exclusive lists of fashion clients and developed a sense of what looks good on Los Angeles' Westside. It's typically designer clothes from fashion houses such as **Balenciaga**, **Alexander McQueen**, **Lanvin**, **Stella McCartney** and **Givenchy**, mixed with an easygoing California sensibility, Pollard Bayme said.

Walker's business has grown into developing her own fashion lines, philanthropic endeavors and e-commerce. Her website, **Fwrdr** (www.fwrdr.com), has shown the most change recently, and it presents a challenge. How can you communicate Walker's charisma online?

The website was first at the address www.forwardbyelysewalker.com because Walker's designer partners wanted it to be known that the site was her production.

Last month, the site unveiled a "refresh," or renovations. The most prominent change was that the site's URL was whittled down to the more easily typed www.fwrdr.com. However, the former name, Forward by Elyse Walker, still remains on the website.

On Jan. 29, the Balenciaga label was introduced on the site. Walker said only a few groups on the globe have the privilege of selling Balenciaga online. Her website will be presenting new apps, such as an iPad app, and making improvements to the site's iPhone app.

Mike Karanikolas, a partner in Walker's website and one of the founders of **Revolve** (www.revolveclothing.com), said that m-commerce, or sales through smartphones, grew 70 percent on the site in the past year.

Walker's online sales grew 50 percent in 2014 compared with the previous year, Karanikolas said. He declined to state the website's revenues but notes that the average sale is \$700.

The site's point of difference is its coterie of designer brands. No other is more exclusive, said Michael Mente, another Revolve founder and partner in Fwrdr.

"With Fwrdr, we can take our curated designer roster mixed with Elyse's unique Los Angeles perspective and make it global," Mente said.

But can a computer communicate the

unique charisma of Elyse Walker? "There's no doubt that it translates online," Karanikolas said. "We're continuing to figure out how to do it in more effective ways."

But Walker concedes that even in designer e-commerce, the full power of her sales magic doesn't always come through. "In the store, people have the luxury of trying on and touching the fabric, the feel of the lace, for example," she said. "The online shopper doesn't have the opportunity to do so, which is why the trust in the quality of what we buy is so important."

Also, online shoppers are often looking for deals and lower prices.

Bringing a boutique aesthetic to e-commerce can be problematic, said Colleen



WHAT'S NEXT: Elyse Walker, pictured in her self-named Pacific Palisades boutique, is charting her next steps into e-commerce, fashion and boutique retail.

Winter, founder of Chico, Calif.-based e-commerce shop **LuLu's** (www.lulus.com). She shuttered her three physical boutiques in 2009.

"The experience of an online boutique is one-dimensional compared to the many dimensions of a physical store. Our stores were always destinations where we perfected our ambiance with the use of color, décor, displays, aromas and music in addition to our merchandising. When we went online, we struggled for quite a while with the dilemma of how to create this new reality, which had been obvious in our bricks-and-mortar spaces. We eventually created a boutique personality unique with imagery and in-house, curated content," she said.

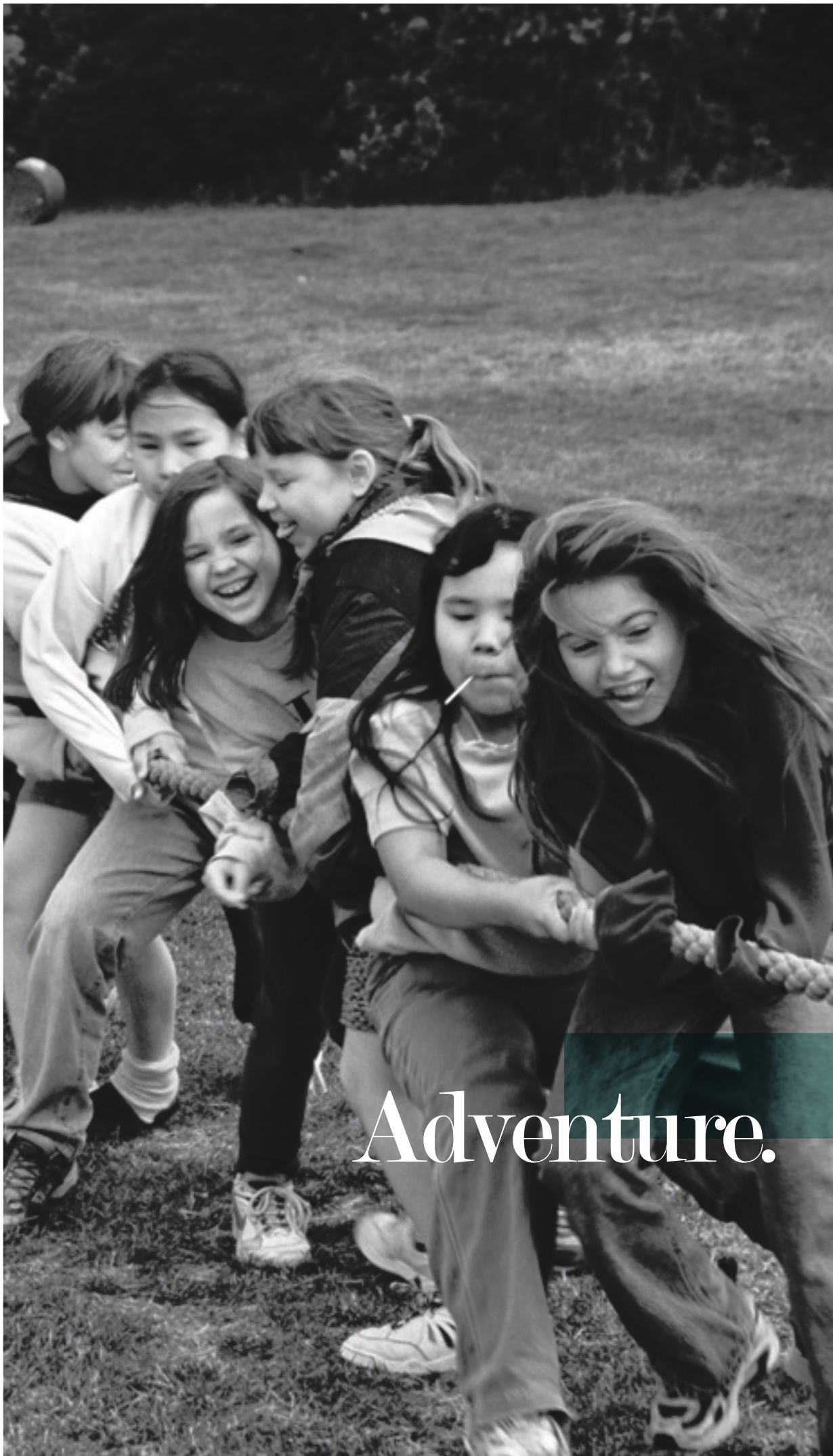
Like her online site, Walker's other businesses have been thriving. Her fashion line, **The Perfect** (pronounced "Perfect"), which she designs with Sable Banoun, was introduced less than 10 months ago. There's also a footwear line, **ElyseWalkerLosAngeles**, which has been placed at high-profile retailers such as **Neiman Marcus**.

In October, she closed her annual **Pink Party** fundraiser for women's cancer research at **Cedars-Sinai Medical Center**. Over the past decade, Walker said, she raised more than \$11 million and co-hosted the event with celebrities such as Jennifer Garner, Anne Hathaway, Jessica Biel and Michelle Pfeiffer.

She is considering producing a smaller fundraising event for cancer research in the future.

Physical boutiques continue to be important to her. Walker is considering adding space to her Pacific Palisades store, and new retail locations are continually on her radar screen.

A few years ago, she was considering opening a new store on Abbot Kinney Boulevard, but she didn't think the street's high-end retail was developed enough for her to move in. She has no plans to leave Antioch Street. ●



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INDUSTRY FOCUS: FINANCE

Finance *Continued from page 1*

When a new apparel brand approaches you about financing, what do you look for to determine if you will factor it? If a brand sells to online sites, such as RevolveClothing, how does this affect its ability to get factoring?

Ron Garber, Executive Vice President/ Regional Manager, First Capital

The main criteria for when a “team” with a new brand approaches us for financing is the historical success record of management.

Committed capital and target customers are important determinants in evaluating the prospect’s qualifications, but experience and proven past competency in the apparel business is paramount.

A clever idea or name does not of itself assure a bright future, and only when pairing ingenuity with a strong business acumen and battles won under fire does a fledgling enterprise have a chance to succeed.

A sound financial plan, adequate investment to support long overseas production lead times, strong contacts with credit-worthy customers and realistic expectations in today’s tough retail environment are essential building blocks that must be in evidence to convince a lender/factor to proceed from prospect to client.

Although an online business can prove to be a profitable supplemental revenue stream, such enterprises that rely solely on such resources are not good candidates for factors. They customarily sell directly to the consumer while traditional factoring is primarily suited for a business-to-business model.

Rob Greenspan, President and Chief Executive, Greenspan Consult Inc.

In my consultations with clients about obtaining factoring, I almost always see the factors looking at various key points (in no particular order).

These points include the financial strength of the retail customers to whom the apparel brand will be selling. If the retail customer list is financially strong, the factor is more likely to propose better, less-costly rates than if the retail customers are weak.

If the factor cannot approve the credit of the retail customers (i.e., small, one-off stores who don’t issue financial information), then the factor might pass on the deal. So, retail customers’ credit-worthiness is very important.

The strength of the apparel brand’s balance sheet is also important. While the factor is lending against the company’s approved accounts receivables, the company’s financial strength is important for the potential factor.

While there will always be dilution of the factored accounts receivables, the factor/lender still has to rely on the company’s financial strength to help support the company if some of the accounts receivables are disputed.

The average size of the invoice is important to a factor. The larger the invoices, the fewer amount of transactions are required for the factor. This translates into lower factoring costs as well.

The amount of money an apparel brand needs to borrow

from the factor is also a key point. The average borrowing loan against the accounts receivables is between 80 percent to 85 percent. If a company needs to borrow less than this amount, it makes it easier to attract a factor. If the company needs to consistently over-advance above the borrowing rate, that can make it more difficult to get factor financing.

The ability for a company to prepare accurate, timely financial reports to the factor is also important. No lender wants to be surprised. If a company cannot deliver timely financial data to the factor/lender, this makes it difficult to attract a factor.

If a company sells only online, there really should be no need for a factor. The factor’s primary function is to approve, buy and lend against eligible open accounts receivables. If you are selling online, you are most likely either being paid by credit card, **PayPal** or some other form of upfront money. All should be paid before your product is shipped, so there

retail accounts along with the boutique shops they plan to sell.

Second, we look at the history of the ownership team, mainly focusing on their industry insight and prior experiences. From a financial statement perspective, we look more at their future projections than their prior year’s performance for new apparel brands.

The last key focus is on the vendor agreements and purchase orders to make sure they are receiving confirmed orders instead of potentially consignment or rights to return if they don’t sell well enough.

Finally, we look to see what accounting and law firms they have engaged to provide additional advising as they start their business.

There is no issue selling online as long as a business has the correct licensing agreements and is selling to other businesses. If they are selling directly to individuals,

that’s perfectly acceptable but typically not factorable. It can be used to construct an over-advance for some lenders but wouldn’t be part of the normal factoring arrangement.

Don Nunnari, Executive Vice President/Regional Manager, Merchant Factors Corp.

Merchant is a leader in factoring designers and new apparel brands. Because we are a privately owned, entrepreneurial company, we are very flexible in offering financing to new brands.

We pride ourselves on having a Los Angeles team located adjacent to the garment center to quickly meet new brands and evaluate their factoring needs. There are several types of factoring, but the oldest and best suited for the apparel industry is known as “old line” factoring. It is also

known as non-recourse factoring.

The brand can use the factor for credit-and-collection services alone or in tandem with advances [financing]. Because factoring is a relationship business, it is in the mutual best interest of the brand and the factor to meet and get to know each other. Not all factors are the same.

If the new brands feel more comfortable meeting with someone more familiar with factoring, it’s a good idea to ask their financial adviser or accountant to join the meeting.

Next, it is critical to know the types of customers the brand is selling. If they haven’t received orders yet, the brand can share the names of customers they will solicit. We then get an understanding of the brands’ capital contribution and their financing needs.

When evaluating new brands, we seek to finance enthusiastic people, passionate for the apparel industry and who value the importance of having good credit.

If the brand is selling to online retailers such as **Amazon, Overstock, Asos** or **Nasty Gal**, each is a factorable, creditworthy account that we would finance. If the brand is only selling online directly to consumers, it is not factorable. If the brand had plans to expand its business to wholesale accounts, we would be happy to discuss if factoring can help them.



Ron Garber, Executive Vice President/Regional Manager, First Capital



Rob Greenspan, President and Chief Executive, Greenspan Consult Inc.



Sunnie Kim, President and Chief Executive Officer, Hana Financial



Robert Meyers, Interim Managing Director, Bibby Financial Services



Don Nunnari, Executive Vice President/Regional Manager, Merchant Factors Corp.



Dave Reza, Senior Vice President/Western Region, Milberg Factors Inc.



Paul Schuldiner, Managing Director, Business Development, King Trade Capital



Jeffrey Sesko, Vice President, Rosenthal & Rosenthal



Kevin Sullivan, Executive Vice President, Wells Fargo Capital Finance



Ken Wengrod, President, FTC Commercial Corp.

shouldn’t be any need to carry any accounts receivables.

Lastly, and this is a case-by-case basis, but many factors will consider lending against eligible inventory. But that is generally against finished-goods inventory. Most factors will not lend against production/purchase orders for inventory. Purchase-order financing is a business most factors are not in.

When it comes to selling to online retailers, you can factor these invoices, assuming the online retailer has acceptable credit.

Sunnie Kim, President and Chief Executive Officer, Hana Financial

When we contemplate bringing on a factoring prospect, we rely on the results of our due diligence to determine if it is the proper fit for our company.

It is our policy to not comment on specifics of that process, but in general terms we are interested in the industry or market in which our prospect is involved, as some industries are more prone to risk than others. But the underlying fundamentals of the company consume more of our focus.

This rings more true today given the current pressure our industry is now experiencing.

Robert Meyers, Interim Managing Director, Bibby Financial Services

The first step is reviewing the credit of the brand’s major

Dave Reza, Senior Vice President/Western Region, Milberg Factors Inc.

Determining whether a prospective client is a fit involves underwriting ownership, management, financial wherewithal and collateral quality.

Ownership/management: At Milberg we believe that “people” are the most important new-business decision criteria. Who are the shareholders and managers? What is their background? What industry experience do they bring to the table? What financial resources do they have? What relationships do they have with potential customers and vendors? Do they have a track record of success? Can we get references from outside professionals, such as accountants and lawyers?

Financial: Another component is the financial strength of the new company. How much capital or debt has been invested/advanced to the new entity? What is the scale of projected operations? Is the capital base coupled with any additional shareholder support (via loans or advances) sufficient to attract vendor support? Will suppliers support the new company with open-credit terms or will they require advance deposits or even security such as a letter of credit? Has management put together a short-term projection that realistically forecasts their revenues and expenses? In sum, have the owners and management clearly articulated their financial requirements of their business and put together a plan to meet these needs based on capital, vendor support and a factoring facility?

Collateral: Typically, we are advancing on factored accounts receivables and, in some cases, inventory. Who are the customers? Sales terms? Peak customer credit requirements? Sales by customer? Is the customer base concentrated or is it spread between department stores, mass merchandisers and specialty stores? Do we know all the customers? If not, is credit information available for those we don't know? It's important to both client and Milberg that we are able to approve a majority, if not all, of the customers so that the client's customer credit risk is absorbed by Milberg. On the inventory side, we need to understand what raw materials are used, how they are sourced, seasonal attributes, key vendors etc? Most importantly, how much of inventory is purchased or made based on actual customer purchase orders, replenishment metrics as compared with production for stock.

We factor business-to-business accounts only. If someone has online sales that are direct to consumers, then the consumers would provide their credit-card information directly to the manufacturer.

If a client is selling online but to another business, then they would normally obtain payment via the customer's business credit card. While Milberg has the ability to accept payments from our customers via credit cards, it is not a commonly used payment method.

Major retailers often request that vendors fulfill customer orders that the retailers receive on their websites. In those cases, our clients typically bill and assign to us either individual or bulk invoices (for multiple consumers) for the sale. However, our client is invoicing the retailer in that circumstance, not the individual consumer(s).

Paul Schuldiner, Managing Director, Business Development, King Trade Capital

As we provide purchase-order financing, which is a form of pre-sold inventory financing that works in tandem with factoring, we are often approached by apparel brands that are either rapidly growing or those that have hit a bump in the road and are in transition.

The keys to our evaluation of an apparel brand seeking purchase-order financing in-

clude: (a) the quality of the customer base they are selling into and can the factor we work in tandem with approve the credit of the retailers? (b) the price point of the merchandise and gross margin that the company is earning on the sales orders; (c) the product quality and reliability offered by the manufacturing/production partners that are making the garments; (d) the reputation of the brand and sell-through history, including whether the brand has been licensed; and (e) the quality and reputation of the management team and their ability to execute the trade cycle they are seeking our form of financing to support.

While we look at online sales, we only would potentially support direct-to-consumer (online) as a small percentage of an overall business plan that is predominantly “business-to-business” sales. This could be a wholesale brand selling to a bricks-and-mortar retailer or a wholesale brand selling to an online catalog retailer.

Jeffrey Sesko, Vice President, Rosenthal & Rosenthal

Anyone involved in the apparel industry is aware that the lifespan of today's fashion trends and styles can be very limited.

Due to this ever-changing landscape, apparel companies (both young and old) need to keep pace with recent fashion trends or they'll inevitably face the risk of shutting down their business.

As a result of this precarious climate, we assess a variety of criteria that influences our decision to move forward with a potential factoring relationship. Some of these pre-qualifiers include, but are not limited to, the following: previous work experience of the owners/operators of the new company, credit quality of the customer base with whom they anticipate shipping and the amount of initial start-up capitalization.

Because Rosenthal is a privately held organization, we are able to capitalize on our entrepreneurial spirit and thin layers of hierarchy. This affords us the chance to be flexible in our approach when it comes to evaluating new business opportunities.

Factoring is most common for businesses that have other businesses as customers. Should the company sell to other online businesses, we proceed using the same aforementioned criteria.

If a company is exclusively selling through the channels of e-commerce and is billing the consumer directly on their invoice, special consideration would have to be provided to entertain a factoring relationship because there are different legal regulations governing business-to-consumer invoice financing.

Kevin Sullivan, Executive Vice President, Wells Fargo Capital Finance

The first two things that we seek are a management team that can deliver as it relates to marketing, sales and distribution of the company's product, and a product that can stand out within a very crowded marketplace.

In a market that tends to be increasingly dominated by larger players with multiple sources of production, it's also helpful if a company has identified a niche that isn't quite as crowded as others might be.

If we have a strong management team and an interesting product, the next thing that we look for is the professionals that the company has selected. A good accountant and a strong attorney can be invaluable at all stages of a company's growth but are particularly important in the early stages.

In the example that's mentioned, most lenders will want to know that the company has developed some diversity within its customer base. It's not really a function of whether a company is online, bricks-and-mortar or

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INDUSTRY FOCUS: FINANCE

Finance *Continued from page 37*

both. It's more a question of the concentration risk associated with doing a large percentage of business with one customer.

A company needs to understand what the implications of losing that account would mean and how that business would be replaced. With the continued consolidation at retail, even established companies face the dilemma of addressing customer concentrations.

While it's not uncommon for a company to start out with a strong concentration in one account, a smart management team realizes early on the importance of making sure that the business isn't too heavily dependent upon one customer.

The issue for us isn't whether it's an online retailer or a bricks-and-mortar retailer: it's that they have a concentration to one customer. We would still perform the same due diligence on the retailer.

Ken Wengrod, President, FTC Commercial Corp.

The most important elements are character, character, character. It's more than just looking at a specific credit rating. I also look to see how the owners have been handling themselves when there was a problem.

Are they the type to come up with stories and blame others or do they take responsibility for their actions? It's very comforting to know when an individual has been through extreme adversity and overcame it. Adversity builds character.

It's important to see if owners have the strategic vision to distinguish themselves from their competitors. The owners need to know what the company does best and understand the rules of engagement. Then break those rules and create their own. They need to be leaders, not followers and stay focused.

The owners need to surround themselves with people with complementary skill sets. Successful companies have a team of great designers/merchants along with competent businesspeople.

Second, the management has to have the ability to execute its business plan and take ownership of it. Management needs to be on top of its financial numbers. If the owners tell me to "go speak to my outside bookkeeper or accountant," it's a red flag.

They should know firsthand what's going on with their financial status and understand their capital limitations. It's very important to grasp the financial creativeness of the management team and its ability to leverage its supply chain.

The mindset of the owners needs to manage funds as if they were their last cent. They need to have a conscious strategy of knowing the end game and refrain from excessive spending (e.g., spending too much on sampling and creating an excessive number of items in a line).

The team needs to truly understand its ultimate consumers and inspire them. Consumers tend to get confused when there are too many selections.

If the company sales are with online distribution sites, such as **Amazon** and **Net-a-Porter**, we treat these sales the same as if you were selling your products to some other bricks-and-mortar stores.


We have, however, noticed that there are fewer chargebacks for vendor compliance and markdowns in these online distribution sites. If the company is selling directly to consumers via its own online site, then it's difficult to provide traditional factoring. ●

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Dave Reza, SVP, LA **818.649.8662**
Ernie White, SVP, Winston-Salem **336.714.8852**

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Products and Services: Bibby Financial Services is a worldwide market leader in business cash-flow solutions to small and medium-sized companies. With offices in eight North American cities and 14 countries around the world, its product portfolio includes accounts receivables finance, purchase order finance, and specialist expertise in the apparel industry. It is an approved lender for the Export-Import Bank's working capital guaranty delegated authority program. Bibby Financial Services is a subsidiary of a 204-year-old privately held company based in the United Kingdom. Whether you are a start-up or an established company with sales volumes over \$60 million, Bibby Financial Services can offer you fast, flexible funding solutions to help grow your business.

Products and Services: Comerica Bank has been providing financing and commercial banking services for nearly 150 years. Our apparel team has over 20 years of industry experience and delivers customized solutions for apparel and textile companies by providing management of growth, cash, risk, and wealth. Other tailored products include trade finance, equipment and real estate financing, foreign exchange and hedging. We can also work with your factor through established inter-creditor agreements. Member FDIC. Equal Opportunity Lender.

Products and Services: Finance One, Inc. is a privately held factoring company now celebrating its 15th year. Located in the heart of downtown Los Angeles, it provides factoring, trade financing, and purchase-order financing to small- to medium-sized businesses. As the company's motto, "Win/Win Factoring," displays, Finance One places a top priority on its clients' growth and success. Finance One provides factoring services at the most competitive rates, with exceptional customer service and personalized financial solutions for unique business needs.

Products and Services: As the oldest privately held factoring company in the Southwest, Goodman Factors provides recourse and nonrecourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$4 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small size and centralized-management philosophy, Goodman's clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. Goodman Factors now operates as a division of Independent Bank (Memphis, TN), which has routinely been recognized as one of the Southeast's highest-rated independent banks in terms of customer approval ratings and in terms of capital soundness.

Products and Services: Established in 1994, Hana Financial is a commercial finance company specializing in traditional factoring, trade finance, international factoring, and asset-based lending. Additionally, it provides SBA loans and residential mortgage banking, as well as capital market services, including investment banking, asset management, and wealth-management services. Hana Financial has successfully transformed itself from a local start-up, primarily serving a niche market of Southern California, to a nationwide firm garnering businesses from all across the nation. It operates in over 28 industries in four countries with locations in Los Angeles, New York, and Bellevue, Wash. It's also a member of Factors Chain International.

Competitive Edge: Marcum's team of seasoned professionals is uniquely qualified to serve retail and consumer products companies; they understand the industry and specific market forces that are driving business decisions. Members of our Retail and Consumer Products practice group speak and publish regularly on such topics as strategic business and tax planning, working effectively with your board, finance sourcing, and operational excellence. Marcum professionals combine practical knowledge with years of experience to provide a level of understanding and service that is unique among professional service firms. The firm takes a team approach to every engagement, ensuring the highest degree of technical knowledge, experience, and understanding of current issues and regulatory matters.

Products and Services: Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A partner of our firm manages every client relationship. Our 70-year track record in the core factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff.

Products and Services: Celebrating our 75th year as an independent, family-owned factoring company with a large focus on the apparel industry, Rosenthal & Rosenthal understands our clients' business and is able to cater to the needs of our clients, including prompt turnaround on requests, flexibility in structure, and a user-friendly state-of-the-art on-line client system. Services include factoring, credit protection, collection, cash application, lending services, and letters of credit. We were established in 1938, and 75 percent of our clients are apparel-related.

Products and Services: Salus Capital is a direct originator of senior secured asset-based loans, with a mission to provide borrowers the opportunity to focus on what matters most—the future of their business. We create ideas that free capital for companies to monetize the true value of assets. How do we do it? By taking the time to listen, learn, and leverage our experience.

Products and Services: The Commercial Services Group at Wells Fargo Capital finance offers factoring, asset-based financing, inventory financing, and letters of credit for companies in the U.S. and abroad. We have dedicated expertise working with manufacturers,

Products and Services: AIMS360 offers the most robust and fully integrated apparel ERP software solution for manufacturers, wholesalers, and importers of apparel, footwear, accessories, and other fashion-related goods. The AIMS360 apparel ERP system offers complete inventory management, time and action, multiple windows, high-level dashboards, enterprise business intelligence, custom reporting, and much more. Solutions are available in the Cloud or for on-premises. The Cloud-based AIMS360 reduces costs and runs on the latest .NET and Microsoft SQL platforms. AIMS is a Microsoft Partner and Gold Competency Holder in Application Development, Data Platform and Mobility and a QuickBooks Gold Developer. The AIMS360 inventory-management system provides the most professional and up-to-date applications including AIMS RemoteLink (order taking on the go for iPad and Windows 8 devices), AIMS EasyShop (online retail shopping cart), AIMS WebLink (online wholesale shopping cart), AIMS GL Integration/POS Integration with QuickBooks, UPS/FedEx/USPS shipping integration, Business Analytics reporting for iPad, and simple EDI integration. Connect AIMS 360 with any third-party solution (examples: JOOR, NuOrder, Brandboom, Shopify, Magento, etc.). Whether a small, medium or large business, AIMS is the most robust and affordable ERP system in the industry. Grow your business and increase your ROI. Get AIMS360! For more information, please visit our website or call us today.

Products and Services: Gerber Technology™ delivers a complete suite of integrated design, product line management software, and comprehensive manufacturing systems for some of the biggest names in apparel and sewn-goods. Over 100 Fortune 500 companies in over 130 countries depend upon Gerber to help them create and develop their products, communicate and collaborate with their global partners, and manage their data more efficiently throughout the entire process. From the industry-leading AccuMark® pattern design, grading and marker-making software to textiles spreading systems, single- and multi-ply Gerbercutters, and the YuniquePLMTM Product Management software. Gerber's knowledge of the apparel industry and its world-wide service organization allow it to offer some of the world's biggest brands fully-integrated solutions.

Products and Services: Simparel Inc is a leading provider of concept-to-consumer business solutions tailored specifically for fashion and softgoods brands, manufacturers, and retailers. Its flagship Simparel® all-in-one enterprise software delivers the full range of capabilities large and small companies need to manage their entire business and supply chain. Leveraging the latest technologies and industry best practices, this breakthrough solution empowers clients with previously unattainable process visibility, control, and collaboration across their product development (PLM), supply chain(SCM), manufacturing (MRP), warehousing and distribution (WMS), retail compliance and collaboration (EDI), and other critical business processes. With the power and simplicity of this single system, apparel and fashion-related companies can accelerate cycle times, reduce costs, and improve customer service. Los Angeles-based Koi Happiness, a leading developer of designer scrubs for the medical market, is one of the many companies that have replaced multiple systems and generic software with the comprehensive Simparel solution to better manage growth and changing business requirements. Simparel clients also include Ballin, Bonobos, Hanky Panky, Mamiye Brothers, Outerstuff, R.G. Barry, and other leading and emerging brands.

<http://tukatech.com>
tukateam@tukatech.com
Products and Services: Tukatech is the garment and apparel industry's leading provider of fashion technology solutions. Founded

Products and Services: The Agenda trade show is a forum for the most inspired in the streetwear and action-sports industries to unite. Lines speak for themselves, and buyers are not intimidated by the usual overwhelming trade show experience. From the garage-run lines on the verge of explosion to the well-established elite, Agenda caters to the needs of buyers and brands that exist on a higher level of design and aesthetic. With a strong emphasis in style, art, music, and culture, the Agenda experience is as much a lesson as it is a tool. Make sure to come to Agenda's Las Vegas show Aug. 16-18, or for more info go to our website.

240 Peachtree St.
Atlanta, GA 30303
(800) ATL-MART
www.americasmart.com

Products and Services: AmericasMart Atlanta is the premier product destination in the center of a global crossroads — the nation's leading gift, home furnishings, apparel, and area rug marketplace. Launched as the Atlanta Market Center, and later rebranded as AmericasMart Atlanta, the complex ranks first as the world's largest trade mart/trade show facility with more than seven million square feet of enclosed space. Inside AmericasMart's doors you will find more product than anywhere else, with unmatched styles of the latest design on every floor. Accessibility. Convenience. A world of product. It's all in one place — and with all this to offer and so much more, AmericasMart continues to lead the way.

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Fashion Resources

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ASDMARKETWeek

www.asdmarketweek.com

Products and Services: ASDMARKETWeek comprises one location and nine shows. Did you know that ASD is actually the largest access-ories show in the U.S.? With over 1,000 vendors, ASDMARKETWeek is where you will find the latest trends and styles of affordably priced handbags, fashion jewelry, sunglasses, apparel, beauty and fragrance products, and more. This show is the best-kept secret in the industry. Now more than ever is the time to discover the show that offers you the opportunity for higher margins! Show dates are March 1–4 and Aug. 2–5 at the Las Vegas Convention Center. Register for free today.

CALA Shows Inc.

PO Box 182
Venice, CA 90294
Contact: Gerry Murtagh
Gerry@calashows.com
www.calashows.com

Products and Services: “After eight successful years at the Westin St. Francis, CALA is proud to announce its much anticipated transition to the Fort Mason Center, located in the heart of San Francisco. The move is inevitable, due to the shows ever-growing popularity in the fashion industry. Set on the world-famous San Francisco Bay, The Fort Mason Center is bordered by views of the Golden Gate Bridge and Alcatraz, making this venue a desirable destination for buyers and exhibitors alike.

The show will now offer an open-booth floor plan. CALA’s new pre-sentation concept will serve as a great platform for new and upcoming vendors to showcase their product in a strategically curated show featuring the best contemporary brands in the industry. This will not only benefit the exhibitors by highlighting their product in beautifully lit booths, bursting with natural light, but will provide buyers ease in locating the brands they come to see.

CALA will offer competitively priced booth packages while continuing to provide discounts on local hotel rooms.

Taking place five times a year, CALA’s transition into this amazing venue will offer many new and exciting perks to those attending the show. Local restaurants will cater the event, embracing the local vibe of this incredible city. Breakfast and lunch will be served daily, and an open bar will be available at happy hour each afternoon. There will be a complimentary shuttle service from the hotels to the show both days, a special offer from UBER for transportation needs—and valet will also be available for all buyers at the entrance of the show.

CALA has stood for quality and consistency for over eight years, and we plan to provide that for many more years to come. CALA looks forward to welcoming our loyal customers and new participants to our new venue at Fort Mason. See you in March!” Show dates are March 10–11.

California Market Center

110 E. Ninth St.
Los Angeles, CA 90079
(213) 630-3600
www.californiamarketcenter.com

Products and Services: Five seasons a year, buyers from around the globe flock to the California Market Center (CMC) for Los Angeles Fashion Market, the West Coast’s premier destination for thousands of apparel, gift, and lifestyle collections displayed in hundreds of the CMC’s showrooms and featured trade shows. Our array of resources includes the SELECT Contemporary Tradeshow, TRANSIT LA Shoe Show, LA Kids Market, and the Gift, Home & Design Showcase. L.A. Fashion Market at the CMC now offers visiting retailers and brands more show options then ever to exhibit in and shop from. The Los Angeles International Textile Show (LA TEXTILE) is the fashion indus-try’s West Coast destination for premier textile, design, and production resources. Offering hundreds of fabric collections and design services from around the globe, the caliber of resources and fashion direction is presented with our contemporary designer audience in mind.

Dairi Fashion

(213) 624-1258
info@dairifashion.com

Products and Services: This is a unique line of classic women’s apparel that comes in one size fits most. We’ve been in business for more than 25 years, since 1989. We are sure it will work great for you and your customers. We guarantee satisfaction in our products and services. When you receive your first order, we like to wait to see how your customers react. From there, we are sure you will begin placing bulk orders as your customers fall in love with this clothing line. This fabric is available in wide array of textures and patterns.

ENK

www.enkshows.com

Products and Services: ENK is the most exclusive trade show producer in the United States, with a series of trade exhibitions that include nearly 10,000 design companies in New York City and Las Vegas. ENK shows attract 250,000 domestic and international buyers and press yearly, producing sales of over \$1 billion.Currently, ENK produces 14+ annual exhibitions, including Coterie, Accessorie Circuit, Intermezzo Collections, Children’s Club, and ENKVegas.

Factory Direct Trade Show

4325 Glencoe Ave., Ste C9, Box 10933
Marina Del Rey, CA 90292
Tel (310) 906-0885 | Fax (888) 416-6318
www.ftydirect.net

ddea@ftydirect.net

Products and Services: Factory Direct Trade Show is the first pre-qualified, sourcing trade show in Los Angeles. Our focus is on delivering “quality” resources with lower minimums to provide a platform for designers, product development, production, owners, brand and retailers to improve their bottom line, test new product, start new divisions, and located resources to run their day to day business. Ranging from full-package resources, creative, logistics, legal, technology and more. The goal is to build a community that does not die off after the show. At Factory Direct, we want to foster relationships between exhibitors and attendees year round and twice a year we convene to gain new business, new resources and learn new strategic ways to improve your business.

Fashion Market Northern California

3701 Sacramento St., Suite 204
San Francisco, CA 94118
(415) 328- 1221
fashionmarketnocal@gmail.com
www.fashionmarketnocal.com
Contact: Suzanne De Groot

Products and Services: What decisions go into choosing your next Market to attend?

Here are ten great reasons to rediscover and attend the Fashion Market Northern California® (FMNC) this April 12-14, 2015.

- Made in USA - fabulous assortment of designers and collections made in America
- Fair Trade - with a conscience, sustainable - for our planet and your budget
- Outerwear - Don’t miss our collection of Fall ready style; knitwear, sweaters, stylish layers
- Denim - leggings, skinny, capri and boyfriend
- European - see what is modern and cool - trending to wear with sneakers or ankle boots.
- Accessories - trend, fashion and semi precious jewelry, tights, gloves & socks, distressed boots to your ankles and knees!
- Open booth format- not a hotel suite show. Buyers can shop without appointments and can find new resources for 3 days, 5X a year
- Free night at the Marriott if you have never attended our show - come stay on FMNC!!
- Free parking - Monday and Tuesday until 10:00 sponsored by FMNC
- Taco truck- fresh taco and quesadillas plus custom salad bar, lunch sponsored by FMNC - and don’t forget the afternoon cookies and snacks, plus the Starbucks station, newly opened.

LAmade Clothing

1213 E. 14th St.
Los Angeles, CA 90021
(213) 688-9790
Fax: (213) 688-8869
www.lamadeclothing.com
info@lamadeclothing.com

Products and Services: Founded in 2004, LAmade creates the clas-sic, feminine items that can evolve with any wardrobe. Perfect basics and novelty pieces are designed with attention to fit and details, emphasizing impeccable quality and modern sophistication. The LAmade brand includes women’s, maternity, kids’, and baby apparel. LAmade can be found in over 1,000 boutiques worldwide; select retailers such as Nordstrom and Lord & Taylor; and online retailers including Piperlime, Revolve Clothing, Amazon, and Zappos. For the latest news and upcoming market dates, please email us.

Line & Dot

(323) 589-1200
info@thelineanddot.com
http://thelineanddot.com

Products and Services: Line & Dot, making its way onto the market in 2009, has quickly emerged as a leader of the women’s contem-porary fashion world, distinguishing itself by combining classic staples, vibrant prints, fun silhouettes, vintage flair and a hint of modern European style. The importance of quality, expert craftsmanship, and impeccable attention to detail resonate deeply with Line & Dot’s core brand identity. Every season, Line & Dot delivers an element of surprise with each style, marrying together timeless femininity and a modern aesthetic. This creative blend results in a collection of effort-less pieces that are perfect for any occasion.

MAGIC

2501 Colorado Ave., Suite 280
Santa Monica, CA 90404
(310) 857-7558
(877) 554-4834
cs@MAGICOnline.com
www.magiconline.com

Products and Services: MAGIC is the largest global marketplace for contemporary men’s and women’s apparel, footwear, accessories and sourcing resources—and the world’s most comprehensive forum for fashion buyers and brands. Every February and August, the industry convenes in Las Vegas for connection, inspiration and to shop a portfolio of 10 expertly merchandised and curated shows across every category, trend, and price point. With more than \$200 million in orders written daily, MAGIC fuels the business of fashion. Held at the Las Vegas and Mandalay Bay Convention Centers, the upcoming show dates are February 17-19, with SOURCING at MAGIC opening on the 16th. Visit magiconline.com or call (877) 554-4834 for more information.

Original Paperbacks

4879 Fruitland Ave.
Vernon, CA 90058
(323) 973-1801

Sales@originalpaperbacks.com

www.originalpaperbacks.com

Products and Services: Original Paperbacks is an American fashion brand that creates casual, classic, and functional clothing with an eye on relaxed style. We started with a premium short called St. Bart’s and have duplicated its success across a comprehensive offering of premium shorts, khaki pants, T-shirts, and sweaters for men and women. Based in Southern California with a nod to the East Coast mindset, we have a laid-back sensibility that has drawn the atten-tion of stores and customers across the globe. Visit us at Liberty Las Vegas Booth #632.

Stop Staring!

www.stopstaringclothing.com
(213) 627-1480

Contact: Stop Staring!

Products and Services: Stop Staring! will be doing a LIVE RUNWAY FASHION SHOW every hour at MAGIC. We will be showing the latest in vintage-inspired dresses (worn by a huge celebrity following!), which include our plus-size collection, available up to size 26. Visit the Stop Staring! showroom at the California Market Center in Los Angeles. located on the second floor, room #A296. Or our Corp Showroom at 14023 Paramount Blvd. Paramount, CA 90723.

Sun State Trade Shows, LLC

Products and Services: Sun State Trade Shows, LLC, is a company that organizes and promotes wholesale booth inspired trade shows in Mesa, Arizona, and Phoenix, Arizona (March Market), and San Diego (March Market), California. We feature clothing lines for missy, junior, and contemporary sizes: petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate to better price range. Upcoming show dates are March 9 & 10, 2015 (San Diego Apparel, Accessories, Shoes & Gift Show at the Town & Country Resort & Convention Center), March 29, 30, 31, 2015 (Arizona Apparel, Accessories, Shoes & Gift Show at the Phoenix Convention Center). For more information, visit *www.arizonaapparelshow.com* or *www.sandiegoapparelshow.com* or email *info@arizonaapparelshow.com* or *chinds@sandiegoapparelshow.com*

Wood Underwear

PO Box 817
Hermosa Beach, CA 90254
(310) 339-4355
Fax: (310) 421-1430
www.woodunderwear.com

Products and Services: Men don’t have enough options...especially compared to women’s options for shopping. Being outdoor people, a link with beach, ocean and snow sports was natural. Thus, the name “Wood.” It embodies our brand: fun, keep-it-real, aspiration to push further no matter your sport, level or age. It’s also about fashion, or our slightly irreverent take on it. We want to get every man into a great pair of underwear that he can feel and look fabulous in....and feel great about the price as well. We aim to make great underwear that is approachable and accessible at the right price point and you can feel comfortable buying and wearing it. Our brand brings you in, our product brings you back.

Ya Los Angeles

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(Showroom)
1100 S. San Pedro St. Suite B-2
Los Angeles, CA 90015
(213)765-8000
Fax: (323)262-8002
www.yalosangeles.com

Products and Services: Located in the style capital of the world, Ya Los Angeles works with a professional and eclectic team of designers who create a wide variety of styles that complement every woman. Ya Los Angeles is a renowned and respected name on the market, specializing in current and cutting-edge trends. Our mission is to address the different needs, desires, and moods for every woman, so that not only the clothes, but the woman, shines! Our extensive selection includes: tops, pants, skirts, dresses, outerwear, and other specialty items. Here at Ya Los Angels, we make sure to only select the best and most stylish pieces from each of our collections to sell to our wonderful customers! We look forward to serving you!"

Made in America Resources

California Label Products

13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 523-5858
Contact: Tasha
www.californialabel.com
info@californialabel.com

Products and Services: California Label Products has a great line of domestic trims that are proudly Made in America. These products consist of woven labels, printed labels, care labels, size tabs, custom

hangtags, heat transfers, and stickers. We also have a service bureau for care labels and price tickets with a 48-hour turn time. We have an in house Art Department, where our graphic artists can help you with product development or quote an existing item. Above all, we value quality, consistency and creating solutions that work for you. Check our website, for a full product list, or call or email us.

Single

2324 Hunter St.
Los Angeles, CA 90021
info@singledress.com
(213) 239-9933

Products and Services: Our new collection is perfect to take on any vacation destination. It is light, airy, and it can take you from brunch to the beach and then to dinner! Most importantly it is 100% Made in USA. In this collection, more than ever before, “feminine beauty” was the main focus! Each piece was designed with the sheer purpose of making every woman who wears it feel absolutely exquisite, feminine, and exotic. So grab those last-minute tickets to Costa Smeralda, or to Cancun, and enjoy life as it was meant to be: beautiful, unique, special, and the one-of-a-kind lifestyle in Single Collection and Singledress dresses!

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Contact: Judy Elfving
(480) 529-6331
judy@zprz.com

Products and Services: Founded in America in 1990, J.N. Zippers & Supplies Corporation serves the industry with a California-based corporate office and warehouse with China factory customization for garment, bag, and accessory manufacturers worldwide. Quick sampling from our warehouse stock of high-quality zippers, pulls and hardware that are ITS, SGS, Oeko-Tex, ISO9001:2000 safety-tested and standards-compliant. Our zipper specialists are ready to assist you with choosing the best zipper configuration suited to your product. We offer private branding on pulls, hardware, and labels. Our warehouse also stocks elastics, tapes, cords, labels, and work-room supplies for spot delivery. Turn to the experts at J.N. Zippers & Supplies Corp. and the in-stock division of ZPRZ Company to provide you with the best combination of quality, price, and service.

Philips-Boyne Corp.

135 Rome St.
Farmingdale, NY 11735
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Fax: (631) 755-1259
www.philipsboyne.com
sales@philipsboyne.com

Products and Services: Philips-Boyne Corp. offers high-quality shirt-ings and fabric. The majority of the line consists of long-staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, Oxfords, dobbies, voiles, Swiss dots, seersuckers, gingham, flannels, and more. Exclusive broadcloth qualities: Ultimo , Corona , and Superba. Knowledgeable customer-service team, immediate shipping, and highest-quality tex-tiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations.

Progressive Label

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Commerce, CA 90040
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Fax: (323) 415-9771
Info@progressivelabel.com
www.progressivelabel.com

Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers. Another important part of our business is FLASHTRAK, our online ordering system for price tickets. It’s a great tool for placing and tracking price ticket orders and will soon be expanded to include custom products and care labels.

Texollini

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Long Beach, CA 90810
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sales@texollini.com

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

E-COMMERCE GRAPHIC DESIGNER

An OC Apparel Co seeks a talented, creative, e-commerce graphic designer. Cand must be exp'd in web design & fashion branding. Cand should understand aesthetic & brand identity in the luxury fashion space. Must have hands-on industry exp; using a mix of UX best practices and knowledge to design a luxury exp on the website & throughout all mktng channels/comm. Proficient in Adobe CC web design suite (MAC). Prev exp of web design, CSS, layout & typography is req'd.

Submit resume, portfolio and salary history to:
humanresourcesmgr801@gmail.com

Candidate without portfolio and salary history will NOT be considered

COSTING TECHNICIAN

APS Global located in Chatsworth, CA is looking for a Costing technician. Minimum 5 years Product Development experience. Strong knowledge of garment construction & understanding of costing a must. Will communicate with factory costing engineers to obtain labor costs for styles, including sending tech packs, pictures & pertinent information for accurate costing & recosting; ability to discuss construction options with internal staff, customers & factories. Prepare style costs sheets for final review by upper management & ensure all necessary information is provided in the costing package & is accurate, provide Pre Production team with yields, selling & labor prices and work closely with PD team on all aspects of style development. Active wear exp. a plus. Qualified and interested candidates should send resumes with salary history to careers@aps-group.com.

SUBJECT LINE: Costing Tech

A Junior / Young Missy company in downtown LA is looking for a talented GRAPHIC ARTIST for screen prints and sublimation. Must be fashion forward and keep up with trends. Must be highly organized, creative, dependable, and detail oriented.

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Australian Fashion Labels is a dynamic fashion house incorporating the contemporary womenswear labels, Cameo, Finders Keepers, Keepsake, Jaggar & The Fifth. 2015 will mark to launch of advanced contemporary womenswear label, TY-LR, footwear label, Bossede, and menswear label, Esson.

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Contact marco@auslabels.com.au or call 213 973 002
www.australianfashionlabels.com.au

Karen Kane

1st thru PRODUCTION PATTERN MAKER

We are looking for an exp'd 1st thru Prod. pattern maker. Must have experience in women's apparel. Strong communication and organizational skills. Gerber system a plus. Min 2 -3 yrs experience.

Send resume in PDF/Word format to
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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:
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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

MARKETING ASSISTANT

Next Level Apparel seeks 5 years exp., fashion marketing, branding, website maintenance, promotional material and catalogs. Knowledge of Illustrator, Photoshop, Microsoft Office Suite.

Email: maggie@nextlevelapparel.com

Jobs Available

PRODUCTION MANAGER

High-end and well established contemporary/activewear manufactures seeking highly exp'd and knowledgeable production manager to oversee domestic production. Individual must be a strong leader, manager, attention to detail oriented and knowledgeable with all aspects of garment production. Individual must be analytical, computer efficient and be an effective communicator. Must have strong contact to Los Angeles based contractors. Responsibilities will include: purchasing and monitoring fabric and trim inventory, issuing and scheduling cutting and sewing tickets, monitoring quality control and timely delivery of production. Competitive starting salary and benefits dependent on experience.

Send resumes to LosAngelesFashionJobs@gmail.com

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

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

PRODUCTION PATTERNMAKER

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



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E-mail resume to: terry@glorialance.com

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EIGHT SIXTY

PRODUCTION PATTERNAKER

Looking for an experienced production pattern maker...

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- Set up tech packs for overseas development, communicate with overseas and domestic vendors to ensure timely proto samples.

- Must have strong Photoshop and computer skills. Please email resume to: hrmanagerhiring@gmail.com

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Email resume to: june@jleetexo.com

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TECHNICAL DESIGNER ASSISTANT

Next Level Apparel seeks 5 years exp., tech pack thru pre-production includes sample fitting. Knowledge in textile, trims, fit construction, pattern and sewing required.

Email: maggie@nextlevelapparel.com

DESIGN ASSISTANT

Fast growing contemporary company seeks women's Design Assistant. Must be energetic, organized, with a sense of urgency and excellent follow-up skills. Must have knowledge of Adobe Photoshop/Illustrator and Microsoft office.

Please send resumes to jobshr000@gmail.com

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