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CurveNV



Liberty



Capsule



OffPrice



WWD MAGIC



ENK Vegas



Agenda



Accessories The Show

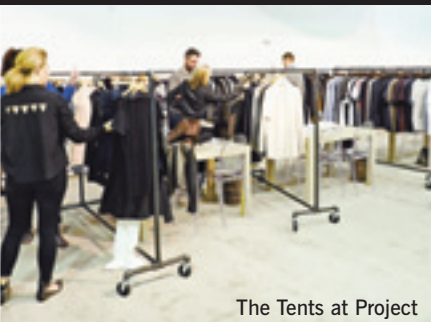
BUSINESS-MINDED IN VEGAS



Sourcing at MAGIC



WWIN



The Tents at Project



Stitch



WSA at MAGIC



Pooltradeshows



Project

TRADE SHOW REPORT

Good International Turnout and Strong Interest in Immediates at Las Vegas Trade Shows

By Andrew Asch, Deborah Belgum and Alison A. Nieder

LAS VEGAS—International buyers and retailers looking to restock diminished inventories circulated around the more than 20 apparel, accessories and sourcing trade shows in Las Vegas, including the **MAGIC Marketplace** shows (**MAGIC**, **Project**, **ENK Vegas**, **WWD MAGIC**, **Pooltradeshows**, **Tents at MAGIC**, **Sourcing at MAGIC**, **ISAM**, **FN Platform**, **WSA Vegas** and **Playground**); the **Modern Assembly** shows (**Liberty**, **Agenda**, **Capsule**, **MRket**, **Stitch** and **Accessories The Show**); the **Offprice** show; **CurveNV**; **WWIN** (Womenswear in Nevada); and **Kidshow**.

MAGIC kicked off most of its shows on Feb. 17 with some exhibitors reporting an especially strong turnout.

"This is one of the better first days in a long time," said

➔ Las Vegas page 8

California Economy on a Sound Footing for the Next Two Years

By Deborah Belgum Senior Editor

More young people are moving out of their parents' homes, unemployment is inching downward, and gasoline prices are among the lowest in years.

All signs point to the U.S. and California economy picking up speed in 2015 and 2016 and leaving the Great Recession in the dust.

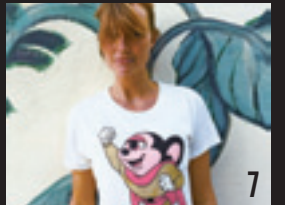
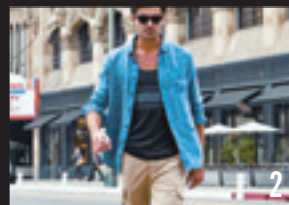
The U.S. gross domestic product is expected to rise 3 percent this year and next compared with 2.4 percent growth seen in 2014.

Nationally, unemployment should remain around 5.6 percent this year and drop to 5.4 percent in 2016 while California's unemployment rate will shrink from its current 7 percent to 6.7 percent later this year and 6.3 percent in 2016.

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Where fashion gets down to businessSM



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www.apparelnews.net

Hudson Jeans Founder Fights to Get His Company Back

By Deborah Belgium Senior Editor

Sometimes breaking up is hard to do. But **Hudson Jeans** founder Peter Kim is trying to do just that.

Nearly two years ago, **Joe's Jeans** acquired Hudson in a deal worth about \$97.6 million in cash and convertible notes. The two Los Angeles premium-denim companies were to be operated separately but under one corporate umbrella.

Now that arrangement has gone sour as Joe's nears bankruptcy. It has defaulted on millions of dollars in loans used for the merger and even owes Kim and other Hudson stockholders more than \$20 million in notes.

Kim alone is owed \$14.3 million in notes and is setting the pace to get his company back, sources said.

On Feb. 17, Kim announced his resignation from the board of directors of Joe's Jeans even though he remains chief executive officer of Hudson.

Kim has retained **B. Riley** as a financial adviser and **Sullivan & Cromwell LLP** as a legal adviser to help him weigh his alternatives. The denim executive was not immedi-

ately available for comment.

Basically, Kim wants to audit the financial books of Joe's Jeans, which recently reported a net loss of \$27.7 million on \$188.7 million in net sales in 2014. In 2013, Joe's Jeans had a net loss of \$7.3 million on \$140.2 million in net sales.

Of much more concern is that in late November, Joe's Jeans defaulted on nearly \$94 million in debt, used for the Hudson acquisition. The default was triggered by Joe's failure to comply with the EBITDA requirement on term loans as of Sept. 30.

The denim company owes \$59.9 million to **Garrison Loan Service Agency**. Because of the default, the interest on the loan goes from 12 percent to 14 percent.

Joe's also defaulted on its revolving-credit agreement and factoring facility with **CIT Commercial Services**, which was owed \$33.9 million as of Sept. 30. Additionally, Peter Kim and other Hudson stockholders, as well as **Fireman Capital Partners**, are owed \$22.9 million in convertible notes they hold.

Joe's executives said they were trying to work out the company's loan problems, but so far no word. "We are currently in discus-

sions with [Garrison] and CIT regarding a resolution to the defaults, including amendments to the existing agreements and waivers for the defaults," the denim company said. Unless it retains a waiver, the lenders are entitled to "accelerate the outstanding amounts under those agreement[s]."

The loan defaults set in force a chain of events that has kept the apparel industry buzzing about the denim company's fate. On Jan. 23, Marc Crossman, the long-time president and chief executive officer, was forced out. He announced his resignation but is being retained as a consultant.

In his place, Jay Furrow Jr. stepped in as interim CEO only to resign by Feb. 11. Furrow's father, Jay Furrow Sr., Joe's chairman of the board, is now the interim CEO.

Adding to the fiasco, Joe's Jeans changed accountants in October from **Ernst & Young** to **Moss Adams** to go over its financial returns for fiscal 2014, which were delayed. It has also retained **Carl Marks Advisory Group** to explore strategic and financing alternatives to deal with the company's debt.

The merger between Joe's Jeans and Hudson Jeans came about through a surfing-buddy friendship between Kim, who founded

Hudson in 2002, and Crossman, who had been the CEO of Joe's for nine years.

The idea was to take Joe's sourcing savvy in Mexico, where it now makes about 65 percent of its blue jeans, and help Hudson save money by moving its Los Angeles production south of the border. But that resulted in at least \$10 million in returned Hudson jeans last year. Hudson's revenues in 2014 were around \$96 million last year, sources said.

The financial situation at Joe's Jeans has become so dire that analysts at **B. Riley & Co.**, a Los Angeles investment bank that used to advise investors on whether to buy stock in Joe's Jeans, has dropped its financial coverage of the company. "At this juncture, we do not believe we can add much value on the equity, given the dire circumstances, and we are discontinuing coverage," B. Riley analyst Jeffrey Van Sinderen wrote in a Feb. 17 report. "With no re-fi deal reached and no suitor for the company having emerged, we do not see the company continuing to operate in its current form. It appears that some sort of restructuring will be necessary."

In an interview Van Sinderen said, "Both the brands are good brands. But I think Joe's Jeans has been financially mismanaged." ●

MAGIC Strikes Deal With Curvexpo for New CurveNV@MAGIC Show in August

UBM Advanstar—producer of the **MAGIC**, **Project** and **ENK Vegas** shows—has formed a strategic alliance with **Eurovet**, producer of the **Curvexpo** lingerie and swimwear shows in Las Vegas and New York, to launch a jointly owned new swimwear and lingerie show in Las Vegas called **CurveNV@MAGIC**.

The new show, set for Aug. 17–19 at the **Las Vegas Convention Center**, will showcase swimwear and lingerie brands, expanding on **CurveNV** and **MAGIC**'s existing swim and lingerie resources showing at **ISAM** (the International Swim and Active-wear Market) at **MAGIC**.

Pierre-Nicolas Hurstel, chief executive of-

ficer of **Curvexpo USA**, said the new show will remain under management of **Curvexpo**.

"It's the same Curve but at the Las Vegas Convention Center and with the marketing power of **MAGIC**."

In a statement, Hurstel said, "This partnership is a great combination that will allow us to better serve the West Coast and international buyers by offering them a comprehensive selection of swimwear and lingerie brands."

Buyers will continue to be able to access show information at www.curvexpo.com as well as be able to view product collections and full e-commerce capabilities via **MAGIC**'s retail buyer technology platform, **Shop-TheFloor.com**.

"We are extremely pleased to partner with Eurovet/Curvexpo," said Joe Loggia, UBM Advanstar's chief executive officer,

in a statement. "CurveNV@MAGIC allows us to be more responsive to buyers' needs by further expanding the already dynamic product offerings found at **MAGIC** for retailers—large or small."

UBM Advanstar is a division of **UBM Americas**, the U.S.-based event and marketing services business that owns and operates a portfolio of 54 trade shows, 100 conferences, 30 publications, and almost 200 electronic products and websites. In addition to the **Curvexpo** shows in Las Vegas and New York, Eurovet operates lingerie and swimwear events in Paris, Hong Kong, Moscow, Cannes and Shanghai, including the **Salon International de la Lingerie**, **Mode City Paris** and **Interfilère** textile show for the lingerie, swimwear and performance markets.—*Alison A. Nieder*



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NEW RESOURCES

Original Paperbacks Label Says 'Made In Vernon'

If there's any question on where the **Original Paperbacks** brand is made, the answer is on the back of the pants of the men's brand: Vernon, Calif.

Vernon, the gritty industrial town in Los Angeles County, is no place for an elegant restaurant, but there is local pride there, said Tommy Kerns, sales director for Original Paperbacks. "Every single Original Paperbacks item is going to go through the Vernon warehouse. We like that aspect," Kerns said. "It's not glamorous, but it's for those people who are not ashamed of their roots. It's not Malibu, but I will guarantee that there are plenty of people who will wear it in Malibu."

The Vernon label is sewn above the right back pants pocket on every Original Paperbacks bottom. While the pants are made in the South Asian nation of Sri Lanka, Original Paperbacks shorts, chinos and corduroys are dyed and finished in Vernon. The Original Paperbacks brand started business in 2010.

In January 2014, the bottoms label debuted woven button-down shirts.

Original Paperbacks runs a sprawling dye house in Vernon. It makes an array of more than 55 colors, which range from neon to earth tones. The label makes itself unique by offering a program where retailers can work with the dye house to make a color that will be unique to the Original Paperbacks products sold at a specific store.

Its chino pants are directed toward the slimmer, fashion-oriented guy. There's a slim silhouette with a 14-inch leg opening and a straight-leg opening with a 15- and a 16-inch leg opening. Pants are made out of linen, cotton, and a ripstop and a low-wale Bedford corduroy.

Kerns said that the line, which also has been called by the abbreviation OPB, can be worn at work and during evenings. Wholesale price points range from \$39.50 to \$58.

For more information, contact Kerns at tommy@originalpaperbacks.com or at (440) 463-8048.—*Andrew Asch*



Vapor Apparel Opening New Cut-and-Sew Facility to Meet Made-in-America Demand

By John W. McCurry *Contributing Writer*

South Carolina-based **Vapor Apparel**, a provider of digital print-on-demand services and performance apparel manufacturing, is growing fast. The company saw sales rise by 30 percent in 2014 and company management projects another 20 percent in 2015.

So, to help meet this growing demand, Vapor, which is headquartered in North Charleston, plans to open a new 48,000-square-foot cut-and-sew operation in Union County, the historically textile-oriented area in the north central part of the state. Cut and sew is a rapidly growing segment of Vapor's manufacturing process. Vapor will also use the facility to expand its print-on-demand and e-commerce activity.

"If January is any indication, this will be another solid year," said Chris Bernat, co-founder and chief revenue officer of the 11-year-old firm. "Our company has grown consistently year over year."

Bernat, who founded the company with Jackson Burnett, who serves as president, said Vapor has evolved from being in the sublimation space 11 years ago to adding screen printing five years ago to adding full cut-and-sew operations two years ago. The company also owns a couple of retail brands, which Bernat said allows Vapor to act as its own supply chain. Burnett and Bernat are both graduates of **Clemson University** and both worked at **Sawgrass Technologies**, a North Carolina developer of digital-printing technologies, before founding Vapor.

"We started as a blanks company, and for five years we focused on producing high-quality garments for sublimation," Bernat said. "We have a fabric that feels like cotton, and we have carved out a good mix of clients in the outdoor retail market, in the coastal market and in the athletic market."

Vapor considered expanding in Charleston, even with its

higher real estate costs, but Bernat said there is a lack of sewing resources in the area. "In Union County, we are as close as we can be to Charleston and still have the organic sewing skills we need."

Charleston has become the top sublimation printing corridor in the U.S. outside of Los Angeles, Bernat said. "There

coastal lifestyle markets, ranging from fishing tournaments to coastal retailers to paddle boarders on the beach (including UPF 50-rated fabrics); the outdoor retailer market; and print-on-demand companies.

E-commerce is a growing source of business for Vapor. Working through **Amazon.com**, Vapor does fulfillment for

its brands. Bernat said Vapor hopes to eventually make print-on-demand services available out of both of the company's South Carolina locations.

"A lot of our clients who have art who want to implement e-commerce don't have the resources to do print on demand," he said.

Vapor Apparel expects its Union County operations to come on line in the first quarter of 2015.

"For one customer, we do a six- to eight-day turnaround for made-in-the-USA cut-and-sew full sublimation," Bernat said. "This turns into more of a just-in-time type of capacity and requires you to have a high level of customer service."

All of Vapor's printing is done in North Charleston. Cut-and-sew operations have been outsourced to a company in North Carolina the past two years, but Bernat said the volume reached a point where this operation needed to be brought in-house. Vapor sources its fabrics from a company in Colombia. The yarn comes from Colombian producers with some coming from the U.S. Vapor developed products using **Unifi's Repreve** recycled yarns.

Having the printing and cut-and-sew operations in the U.S. gives Vapor's products a made-in-the-U.S. aspect, which Bernat said is important to a growing end-user group of its products: millennials.

"The made-in-America distinction is becoming increasingly important," Bernat said. "The millennials in the U.S. want this option. I was recently at a trade show where this was being emphatically reinforced." ●



is a good amount of activity in Charleston and in the Southeast in general," he said. "There are a lot of paper and printer companies. There's ink manufacturing and there are software engineers for sublimation here. Charleston has a very good pool of potential employees for all the things you need to do to be a brand such as marketing, customer service, creative content, graphic design and Web."

Vapor serves four core markets: companies active in the sublimation print industry and in need of quality blanks; the

NEWS

Forecast *Continued from page 1*

That was the forecast predicted by the **Los Angeles County Economic Development Corp.**, which released its "2015–2016 Economic Forecast & Industry Outlook" on Feb. 18.

The good news is that California's economy is expected to grow even faster than the nation as the housing industry builds up new inventory, more people find jobs, and the millennial generation starts to move out of Mom and Dad's basement into an apartment or house.

"The real key to 2015 and 2016 is the situation with real estate," said Robert Kleinhenz, the LAEDC's chief economist. "At some point, we expect to see millennials [those born in the early 1980s to the early 2000s] come into the housing market, which will put pressure on apartment occupancy and single-family homes. This will unleash construction activity, which is somewhat overdue in California and long overdue on the national level."

Demand for new and old homes will be bolstered by another demographic that was devastated by the recession: those people who lost their homes through foreclosure or bank repos. It takes seven years to come back from personal bankruptcy and a foreclosure. Many have repaired their credit-worthiness and are ready to replace the homes they lost.

Construction employment in the state is predicted to shoot up 5.6 percent this year and 6.3 percent in 2016 af-

ter growing 5.6 percent last year, when 35,700 construction jobs were added. However, these gains still won't offset the 373,900 jobs lost during the recession. At its peak, the construction industry employed 933,700 in 2006 before dropping to a low of 559,800 in 2010. Last year, 672,000 people in California were employed in construction.

Already, shortages of skilled workers—such as equipment operators, carpenters, project managers and supervisors—are being reported.

Other strong job growth areas will be in the healthcare in-

Los Angeles, the Port of Long Beach and Los Angeles International Airport—will rise nicely if the seaports can resolve their congestion problems. "International trade has great potential in 2015," Kleinhenz said "Imports should pick up pretty good in 2015 with the economy growing while exports should be flat or up a little bit because of the strong dollar."

Dialing for oil dollars

Economists had expected to see a rash of consumer spending after gasoline prices plummeted from around \$4 a gallon last year to about \$2.75, but that hasn't been the case. Nationally, retail sales in January dipped 0.8 percent. "We still have a cautious consumer out there," Kleinhenz said, noting that many people don't realize that gas prices will remain fairly low until the end of the decade.

Consumers affected by the recession are taking their gas savings and

paying off credit card debt accumulated from the holidays or earlier. Many people still are not earning as much as before the recession.

When adjusted for inflation, the median household income in the United States is 10 percent lower than in 1999, when it was \$56,900. In 2013, it was \$51,900.

"At some point, we should see some of the savings from lower gasoline prices show up in retail sales for clothing and other types of goods," Kleinhenz said. "But it may take a while for that to show up." ●

The California Economy

	2013	2014	2015F	2016F
Unemployment Rate	8.9%	7.5%	6.7%	6.3%
Nonfarm Jobs (% Change)	3.0%	2.2%	2.2%	2.1%
Population Growth (% Change)	0.8%	0.9%	1.0%	1.0%

SOURCE: LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORP.

dustry. Last year, healthcare added the most jobs in California, with an uptick of 67,900 workers. "Health services is a safe bet for job growth because it saw job gains even during the recession," Kleinhenz said. "With the aging population and increased access to healthcare because of the Affordable Care Act, it points to growth in that industry."

Growth was also robust in the administrative support and waste-services industries, which added 48,500 workers last year, followed by leisure and hospitality with 46,000.

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IMPORT/EXPORT

Port Cargo-Container Volumes Drop as Longshore Contract Negotiations Continue

Work slowdowns, idling ships and closed weekend gates all contributed to cargo volumes at California's ports dropping precipitously in January compared with the same month last year.

The **Port of Long Beach** said its cargo-container volume slipped 18.8 percent in January compared with the previous year. Overall, 429,490 containers measuring 20 feet in length were handled at the port during the first month of this year.

The **Port of Los Angeles** has not come out with its January tally yet, but port spokesman Phillip Sanfield said cargo volume is expected to be off by at least 20 percent compared with last year's 685,549 containers.

The situation was more acute at the **Port of Oakland** in northern California, where cargo-container volumes slumped nearly 30

percent in January to 138,055 containers.

To make matters worse at the Port of Oakland, longshore workers there decided to take the day off on Feb. 19, skipping the 8 a.m. to 5 p.m. shift to attend a monthly union meeting. That meant that 12 vessels docked had to wait even longer to be unloaded.

Meanwhile, contract negotiations between the **International Longshore and Warehouse Union** and their employers, the **Pacific Maritime Association**, continued in San Francisco with the help of a federal mediator and Labor Secretary Tom Perez, who was sent by President Obama to help end the long and drawn-out negotiations, which have lasted nine months.

A new five-year contract would replace the one that expired on July 1, covering nearly 20,000 workers at 29 West Coast ports.

—Deborah Belgum

NEWS

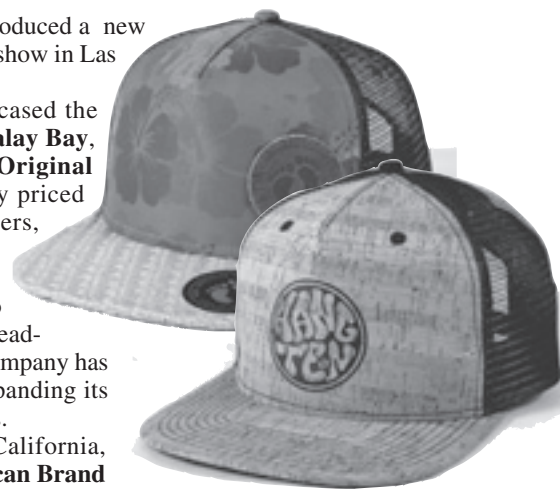
Hang Ten Headwear Debuts New Collection

Iconic surf brand **Hang Ten** introduced a new hat collection at the **MAGIC** trade show in Las Vegas.

Otto International Inc. showcased the licensed line at its booth at **Mandalay Bay**, with two groups: the **Hang Ten Original** collection, which is competitively priced and geared to mass-market retailers, and **Hang Ten Gold**, an upscale line for high-end boutiques.

Based in Ontario, Calif., Otto International has been producing headwear for more than 30 years. The company has its own factory in China and is expanding its licensed and private-label programs.

Founded in 1960 in Southern California, Hang Ten is now owned by **American Brand Holdings LLC**.—Alison A. Nieder



Hang Ten Original, left, and Hang Ten Gold

Calendar

Feb. 22

Coeur
404 Event Space
New York
Through Feb. 23

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

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

Capsule
Pier 94
New York
Through Feb. 24

Axis
Pier 94
New York
Through Feb. 24

Feb. 23

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

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

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

March 1

ASDMARKETWeek
Las Vegas Convention Center
Las Vegas
Through March 4

March 2

L.A. Textile: Los Angeles International Textile Show
California Market Center
Los Angeles
Through March 4

Factory Direct
The New Mart
Los Angeles
Through March 4

FGI LA's Factory Direct Trade Show Opening-Night Fashion Show
The New Mart, third floor
Los Angeles

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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Insight's Fall '15 Shows New Way for Brand

It's round two for **Insight**.

The surf and street brand, founded in Australia in 1999, introduced its Fall '15 line at the **Agenda** trade show in Las Vegas Feb. 16–18 and at **Axis**, which runs Feb. 22–24 in New York. The new season represents a new direction for the irreverent label. It is the first collection directed by its new Los Angeles–based designers, Robert Abeyta Jr. and Danica Elbertse, who joined the label last year. Abeyta forecasted that the label's new California crew would make a different statement with fashion.

"There's a new area, somewhere between fashion and sportswear, that Insight has the ability to push into a new space," Abeyta said. He and his design company, **DualForces**, which maintains offices in Hermosa Beach, Calif., and San Francisco, have worked with top streetwear brands such as **Stüssy** and **Un-defeated**. Elbertse had worked previously as a stylist for editorial shoots and also in marketing for Insight.

The hires of new designers followed some big changes for the label's parent brand, **Bleach Group USA Holdings**. It restructured at the end of 2013. Bleach also received backing from private-investment firm **Breakwater Investment Management Inc.**, based in Los Angeles, for an undisclosed amount and moved its headquarters and production to Los Angeles.

Along with a new line, Insight will get some new digs. Designers and other Insight staff will move into new offices at 1310 Main St. in Los Angeles' Venice neighborhood this spring. The address is a couple of blocks away from the Pacific Ocean and a few storefronts down from Insight's flagship store at 1501 Main St. The store also is scheduled for a renovation, which will take place later this year.

Insight's Fall '15 line also will celebrate new beginnings. "We didn't want to live in the past," Abeyta said of the line's looks. "It's breaking down the old system and creating something new."

The Fall '15 line is called "Crypto Luxury," and it was in-



Insight's "Marylins Doubts" shirt



Insight's "Wolf" jacket

spired by the unique culture of Venice. Over the past decade, a lot of wealthy people have moved to Venice, which was known for being a bohemian enclave that also happened to

have a high crime rate. The district still juggles the free spirit and danger of the old Venice with the comfort and chic living of the new Venice.

For the men's line of **Crypto Luxury**, design inspirations include Tokyo streetwear, American sportswear and military looks. The line's "Bravo Scout Thermal" long-sleeve top features a jungle-style camouflage patterns along with brown and mustard colors. Other looks include the "Krypteia Vest," a black, quilted vest covered in the satin typically used on flight jackets. There's also the "Darknet" coat, a trench-style jacket.

Women's looks include the "Marylins Doubts" shirt, a long-sleeve button-down shirt. It bears the graphic of a woman with a dazed look. Another is the color-blocked long-sleeve dress shirt, called the "Block You" dress. Also in the collection is a layered crop tee. Wholesale prices range from \$20 to \$50. For more information, contact Purdom Thomas, Insight's sales director, at purdom@insight51.com.—Andrew Asch

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Insight's "Baby Shift" dress

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EVENTS

SIMA Image Awards: The Big Honor Goes to ... Core Surf Shops!

The **SIMA Image Awards** honor achievements in the surf business, and the big winner for the SIMA Image Awards was the core surf shop.

The SIMA Surf Shop Gold Wave Award was introduced at the SIMA Image Awards show, which took place Feb. 12 at the **City National Grove of Anaheim** in Anaheim, Calif. The Gold Wave Award honors surf shops that have been in business for 50 years or longer.

SIMA honored 21 of them, and most of them came from California. They included **O'Neill's Surf Shop** in San Francisco, **Hobie's** in Dana Point, **Frog House** in Newport Beach and **Val Surf**, headquartered in Valley Village. Surf legend Shaun Tomson presented the new awards and talked about how these small, independent businesses built the surf scene and industry.

"Every single one of these shops honored tonight has changed lives," Tomson said from the stage. "If surfing is a religion, surf shops are the temples of stoke."

The Image Awards have been produced by the trade group **Surf Industry Manufacturers Association** since 2003. SIMA members nominate and choose the winners. Some brands enjoyed long winning streaks. **L*Space by Monica Wise** won the "Women's Swim Brand of the Year" award for seven years. But the streak was broken this year when **Beach Riot**, a 2-year-old brand from Newport Beach, Calif., was named Women's Swim Brand of the Year.

In past years, **Vans** has taken the "Footwear Product of the Year" Image Award. It took the footwear award this year, too. But it also won the 2014 "Men's Apparel Brand of the Year" Award. **Volcom** won the "Women's Apparel Brand of the Year" Award.

Vissla took the "Breakout Brand of the Year" award. Vissla is helmed by Paul Naude, a surf-industry veteran. Vissla started business in late 2013.—*Andrew Asch*



SIMA Image Award hosts Chris Cote, left, and Nicole Dabeau



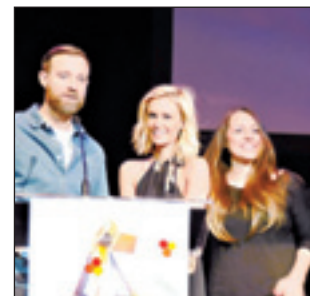
Surf legend Shaun Tomson presents the inaugural SIMA Surf Shop Gold Wave Award.



Paul Naude of Vissla accepts the SIMA Image Award for Breakout Brand of the Year.



Vicki Redding, Vans vice president of apparel, accepts the SIMA Image Award for Men's Apparel Brand of the Year on behalf of Vans.



Nicole Hanriot, second from left, accepts the Women's Swim Brand of the Year Award on behalf of her brand, Beach Riot.



The crew from Channel Islands Surfboards accepts the SIMA Image Award for the Surfboard of the Year. The Average Joe board won the category.



Volcom designers accept the Women's Apparel Brand of the Year Award.

After Decades as a Shirt Maker, Kennington Tries on Pants

Since the late 1950s, **Kennington Ltd.** developed a reputation by mixing bright prints and paisleys with button-down and oxford-style silhouettes for men's shirts.

The Los Angeles-area label reportedly had annual revenues of \$100 million during its heyday in the 1970s.

In the 1980s, Kennington shifted gears and worked on private-label business. The label went on hiatus in 1992 but made a comeback in 2013 when it dusted off its archives and started selling its brightly colored button-down shirts to retailers such as **Ron Robinson**.



Now it's getting into pants.

In January, at the **Agenda** trade show in Long Beach, Calif., Kennington introduced a line of men's pants. "We thought it was the right time," said Alan Walters, director of apparel operations. "We always had a shirt presence, but we wanted a rounded collection."

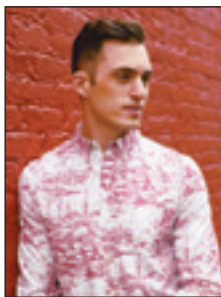
The first pants collection introduced by the label is manufactured, dyed and finished in Los Angeles. However, it is made with Italian fabric. For its first line, Kennington made chino pants and corduroys in two fits.

There's the "Slim Parker" fit, a slim-fit bottom. It is 98 percent cotton. To give it a bit of stretch, 2 percent spandex was woven into the fabric.

The other fit is the "Parker." It is more relaxed and is intended to give a good shape to the guy who may not be on a strict fitness regimen, Walters said. It has a higher rise in back and a lower rise in front. "It covers the body better," Walters said. "It doesn't fight against the stomach as much. ... We made it for a regular guy rather than the man with a model's body."

The pants come in eight colors, mostly earth tones, which Walters called stone, sand, earth and turmeric. Wholesale prices range from \$48 to \$52. Later this year, Kennington will introduce denim pants.

For more information, contact alan@kenningtonltd.com.—Andrew Asch



Shearer's Circle of Heroes

Neely Shearer carved a niche in Los Angeles fashion by running independent boutiques such as **Xin** and designing dress lines with a Japanese pop inspiration and a rock 'n' roll edge, such as **Issho** and **Parade by Neely Shearer**.

Parade is still going, but Xin closed and Issho folded in 2009. For Shearer's next act, she will be slipping into T-shirts.

Shearer recently introduced the T-shirt line **In Heroes We Trust**, which shares a name with the boutique she opened in July 2014, just off of Los Angeles' high-profile Abbot Kinney Boulevard. For the T-shirt label, she worked with several Los Angeles-area street artists to make the In Heroes We Trust line and to give these artists a walking billboard.

For the new line, wholesaling from \$26 to \$46, street artists Chase, WrdsmtH, Teacher, Isabelle Alford-Lago and Diana Garcia were given the assignment of doing an image of someone or something that inspired them.

WrdsmtH drew the words "Let It Be" wafting out of a typewriter, which was inspired by **The Beatles**. Chase, who has painted murals all over the Los Angeles area, made a graphic of the Mighty Mouse cartoon character with a Cyclops eye.

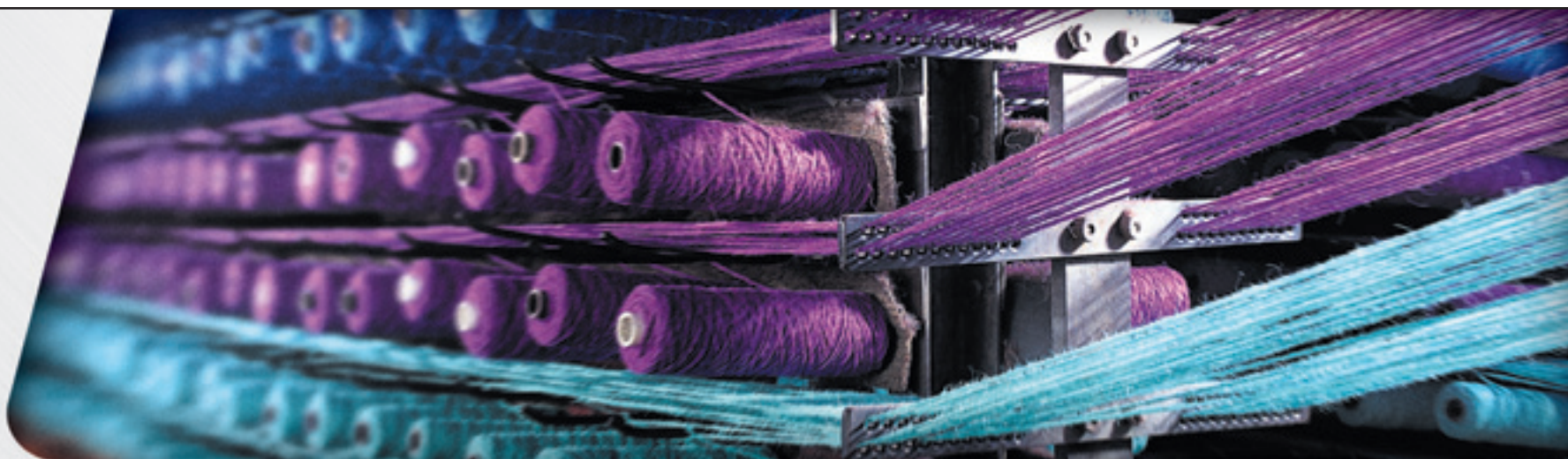
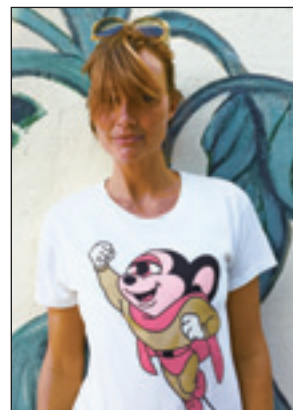
For an image that is not a parody, Chase also made a graphic of hands forming a heart. Another muralist, Alford-Lago, made a picture of Mexican artist Frida Kahlo as a primate.

The images were placed on a variety of T-shirt bodies—all made in Los Angeles. Some of the bodies were given extra fashion panache with details such as slits on the side and stitching.

Shearer hoped the images would inspire people to think of their heroes and how they can be better versions of themselves. "We don't have to rely on gatekeepers anymore," Shearer said. "We are able to take control of our destiny."

For more information, email neely@inheroeswetrust.com.

—A.A.



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Las Vegas *Continued from page 1*

Moshe Tsabag, whose **Velvet Heart** booth at WWD**MAGIC** at the **Las Vegas Convention Center** was consistently busy throughout opening day.

"They are coming and asking for Immediate goods, and we have it—we projected earlier," Tsabag said, adding that some retailers have been struggling to fill in inventories for goods that have been stuck at the West Coast ports during the recent slowdown during contract negotiations. "People are looking for goods, and we are able to fulfill these orders quickly," he said.

At the end of the first day, **Stop Staring!**'s James Atyeo was entering a stack of handwritten orders into the computer at the Stop Staring! booth at WWD**MAGIC**.

"So far, so good," he said. "I wasn't sure how this day would go, but from 10 a.m. on it hasn't really slowed down all day."

Kristen Keyes Sullivan, director of sales for Compton, Calif.-based **Colosseum**, was similarly upbeat.

"So far, it's a great first day," she said.

Sullivan was showing the company's 3-year-old activewear collection in WWD**MAGIC**'s new dedicated section for activewear and yoga collections.

"It's nice having a real activewear section," she said.

The semiannual Sourcing at **MAGIC** show, held in the South Hall of the Las Vegas Convention Center, opened a day early on Feb. 16. Nearly 40 countries represented at the gargantuan show were showing their expertise in manufacturing everything from athletic wear to zippers. Chinese exhibitors made up more than half the show.

This season, there was a focus on Egypt and its 25 qualifying industrial zones, where apparel made there gets duty-free entry into the United States under a trade preference program.

Mandalay Bay shows upbeat

At Project at the **Mandalay Bay Convention Center**, Christopher Yoo, wholesale director of the Los Angeles-based **Andrew Christian** fashion underwear brand, said that his booth had 50 appointments.

"Every hour was double booked," he said.

Mario Pasillas, West Coast sales for **7 Diamonds**, said he saw "an upswing in the way people are spending."

The 7 Diamonds booth was in the same place it's been for the last three years, Pasillas said.

"It's tried and true," he said. "People know where to find us. It's great."

At the upscale Tents at Project, retailers Jacqueline Forbes and Arlington Forbes, owners of **Canvas Malibu** at the **Malibu Country Mart** and **Canvas Woman** in Malibu, described business as "solid."

"There is an uptick in buying," Forbes said.

Marie Shaffer, who was working with **Agave**, said she saw **Pitkin County Dry Goods** of Aspen, Colo.; **Gary's** of Newport Beach, Calif.; **Butch Blum**, based in Seattle; **Rodes**, based in Louisville, Ky.; and **Baer's**

Den, with locations in Memphis and Birmingham Ala.

Opening day of **ENKVegas**, also at the Mandalay Bay Convention Center, was for window shopping, said Amanda Parenti, a freelance salesperson for women's contemporary brand **Philanthropy**.

"During the first day there's a lot of looky loos," she said. "The second day they always come back and order."

Pooltradeshow expanded its style boundaries during its February 2015 run. Best known for T-shirts and casual looks, Pool became a forum for suits when Dutch brand **Opposuits** made its U.S. debut at Pool. The line's suits retail for \$99 and feature comic prints of dollar signs, leopard skin prints and ugly Christmas sweaters, said Jelle van der Zwet, a founder of the brand. "We saw some serious buyers looking for the latest trends," he said of Pool.

Busy at the Sands and Venetian

The trade shows held at the **Sands Expo & Convention Center** and adjacent **Venetian** ball-

rooms started early, giving buyers a head start on shopping.

MRket, Accessories The Show and Stitch, all organized by **Business Journals Inc.**, opened on Feb. 16.

By the second day of the show, everyone up and down the wide aisles glowed about the amount of traffic that was seen that Monday.

"We had six people working in our booth, and we could have used more," said Bea Gorman, who runs the **Salt & Pepper Sales** showroom with Emmalena Bland at the **Gerry Building** in Los Angeles and was showing at Stitch. "We booked in one day what we booked the entire show one year ago."

At the Liberty show, Leary Forteau, sales for **Matiere**, said he met with a lot of international retailers.

Dale Rhodes, vice president of sales at **Katin USA**, said he saw all his major accounts, including **Nordstrom**, **Bloomingdale's** and **Conveyor** at **Fred Segal**. But many retailers were late on deadlines, Rhodes said. "Our deadlines for Fall and Holiday are past," he said. "This show is for us to capture new boutique accounts."

At Agenda, Brian Krauss, president of Carlsbad, Calif.-based footwear line **MacBeth**, introduced an apparel collection.

"We're getting a lot of recognition for the brand by being at this show," he said.

This season, Agenda quietly introduced a section called (+), or Plus, devoted to elevated streetwear.

At Capsule, Tina Ye, national agent for the **True Collaborative Fashion** showroom, with locations in Portland, Ore., and the Cooper Design Space in Los Angeles, said opening day was busy with buyers looking at the showroom's lines **Nau**, **Bridge & Burn**, **Prairie Underground**, **Curator** and **Little River Sock Mill**.

"People were open to look at the other lines we represent," Ye said, adding that she saw several buyers from Japan and Korea.

Lingerie and swimwear buyers shopping at CurveNV got the news that the show, or-

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Las Vegas *Continued from previous page*

ganized by French trade show organizer **Eu-rovet**, will partner next season with MAGIC and move to the Las Vegas Convention Center.

Among the new exhibitors at the recent show was **Joe's Intimates**, the lingerie, swimwear and lounge line from **Joe's Jeans** and **Onis Design Group**.

"Day one has been good," said Gihan Gabor, vice president of sales for Onis. "They're surprised to see Joe's intimates. We keep hearing how much people love their Joe's Jeans."

Mona Goldberg, senior vice president of sales and merchandising with luxury eco underwear collection Blackspade, said she was meeting with buyers from "all over," including many international retailers.

"The energy has been great," she said.

The Offprice show, held on the first floor of the Sands, opened on Feb. 15.

"This is a very good show for us," said Patti Luner, director of sales for Studio City, Calif.-based **Ingear**, which shows its excess inventory at Offprice and its better lines and

licensed collections at MAGIC.

"This is the time of year for Immediate goods," she said. "At this show, they see this body and that print, and they can get it right now."

Ed Bernard, president of Michigan-based **Bermo Enterprises**, described this season's Offprice show as "phenomenal."

"We had so much activity before the show that we knew it was going to be good," he said.

We saw all of our domestic companies but quite a few new and more international than ever."

Brisk at WWIN

The WWIN show at the **Rio All-Suites Hotel & Casino** had particularly brisk traffic this season. Even during the third day of the four-day event, which ran Feb. 16-19, the tables were packed with buyers perusing new looks, taking notes or placing orders.

Elaine Nieh, president of **Flair LLC** in

Burlingame, Calif., has been attending the event for 10 years to sell her stylish reversible jackets and crinkled polyester tops that are flared at the bottom. They wholesale for \$40 to \$50.

"It has been a very good show for us," said Nieh, whose wide booth was separated into sections for Immediate, Spring and Fall. Buyers were placing orders for all three.

"I always feel comfortable at this show, and my clients know where to find me here," she said, explaining why she keeps coming back year after year.

Over at the **Sienna Rose** booth, Sasha Rivera was meeting with buyers interested in the line's vibrant print tops that had a certain bohemian look. Half the line made of georgette, polyester/spandex and polyester knit is manufactured in the Arts District in downtown Los Angeles, and the rest is made overseas. "I think our vibrant prints are attracting a lot of customers and also because of our price points," she said of the collection that wholesales for \$20 to \$45. ●

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Seeking highly motivated, energetic, and creative Associate Designer to join our team.

Must have Swimwear experience. Proficient w/ Illustrator and Photo Shop. Solid understanding of design process and garment construction.

Send resume w/salary to: hrdept@mbwswim.com

ASSOCIATE DESIGNER

We are seeking Associate Designer for Contemporary Dress division. Ideal person must have 2-3 recent yrs exp. in Contemporary or Dresses. Must be exp. in all aspects of design that includes sourcing fabric, trim, sketching with illustrator, and trend research. Must be able to meet deadlines and be extremely organized.

Email resumes to: hr@swatfame.com

PRODUCTION PATTERNAKER

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

FIRST THRU PRODUCTION PATTERNAKER

Candidate must have strong computer pattern making & grading skills. PAD system is a plus. Excel & Illustrator knowledge is a must. Duties will include: fitting, creating spec sheets, approving fit pre-production and T.O.P. samples. Good verbal and writing skills are essential.

Please fax resume attn: Jake 323-526-4774 or email: jfarshi@aol.com

PATTERNAKER

Freelance digital patternmaker to create first through production patterns for Women's Athleisure. 3 + yrs experience with women's. Proficient with TUKA TECH. Long term, working 2 days a week, in house preferred.

Please email your resume to: designjobs2015@yahoo.com

Jobs Available



Customer Service Representative

We are looking for a Customer Service Rep, Sales Assistant. Contributing to the sales and production process. Build relationships with retail accounts. 1-3 years' experience in apparel/accessory customer service and sales. Please send resume to: careers@urbanexpressions.net.

ENTRY LEVEL A/P

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Focused team player.
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Resume: hr2015apcontractors@hotmail.com

TEXTILE AND APPAREL SALES SHASON & LISA S.p.A. Print, Italy

L.A. based company for fabric & garment.
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E-mail resumes to: gigi@shasoninc.com

PRODUCTION ASSISTANT NEEDED

Order Trim, Over See T.O.P Samples
Strong Computer Skills. Must Know
QC and Cut Samples.
Send Resume to dantemalanllc@gmail.com

RECEPTIONIST

Textile company is looking for a full time receptionist.
Please fax resume to:
323*582*0900

Jobs Available

EXPERIENCED DENIM DESIGNER

We are seeking an experienced designer to work in our Junior Division. All candidates must be self-motivated and fully versed in tech packs. Limited communication with our factory in China in addition to communication with our buyers is essential. Please send resumes to tina@gnhgroup.net

PRODUCTION ASSISTANT

OC BASED COMPANY IN NEED OF PRODUCTION ASSISTANT. HIGHLY ORGANIZED AND KNOWS GARMENTS. KNOWLEDGE OF PHOTOSHOP/ILLUSTRATOR AND EXCEL IS A MUST. EMAIL TO JOSY6237@SBCGLOBAL.NET OR FAX TO 714 670 8008

Textile Designer

LA based clothing company needs a Part/Full time Technical designer. Must have 3 yrs exp in Textile design, be skilled in CAD, PSD, AI, textile printing, repeats, boards, and color specifications. Must be able to multi task and work in a fast paced environment. Send Resume to jannet@nayetel.com

Designer

Hot branded and private label company looking for designer in YOUNG/CONTEMPORARY Designer for Missy & Women. Candidate must have eye for fashion and trend, and experience in the moderate price/ volume driven market. Please send resumes to: cquestdeux@gmail.com

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