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CHARLEY GALLAY/GETTY

FORD IN LA: Designer Tom Ford drew a high-profile crowd to his Autumn/Winter 2015 Womenswear runway show, held Feb. 20 at Milk Studios in Los Angeles. Many attendees, such as Jennifer Lopez, pictured above, wore pieces from the designer's recent collections.

A Solar-Powered Factory Helps Bella+Canvas Maintain Domestic Production

By Julie Gallego *Contributing Writer*

Bella+Canvas started out as a company dedicated to making T-shirts in the United States—a business model that hasn't changed much even as other manufacturers have headed overseas.

The knitwear maker was founded in 1992 by high school (and still) best friends Danny Harris and Marco DeGeorge. The pair, who grew up in Los Gatos, a suburb of San Francisco, launched the company as a private label.

"We were very interested in fashion and design, and at

that time there were really no greater companies than **Gap**, **Levi's** or **Esprit**. They were all in San Francisco. There was no greater inspiration for us," Harris said.

Today, Bella+Canvas has more than 400,000 square feet of manufacturing space and 800 employees in Commerce, Calif., an industrial area southeast of downtown Los Angeles.

In 2008, Bella+Canvas—using state subsidies—got rid of its lightbulbs and converted to a solar-powered manufacturing facility that includes bi-weekly yoga classes and workout

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OBITUARY

Henry T. Segerstrom, Founder of South Coast Plaza, 91

By Andrew Asch *Retail Editor*

Henry T. Segerstrom, developer of **South Coast Plaza**, the retail center that brought Rodeo Drive luxury to Orange County, Calif., died Feb. 20 at his home in Newport Beach, Calif., after a brief illness. The death was announced by **C.J. Segerstrom & Sons**, the owner and manager of South Coast Plaza.

Segerstrom built South Coast Plaza during a time of transition for Orange County, when it was changing from an agricultural area to a region of tract homes and office towers. It was increasing in sophistication in business, the fine arts and retail

as well.

Currently, South Coast Plaza is the address of retailers ranging from heritage brands **Louis Vuitton**, **Prada** and **Chanel** to department stores **Nordstrom** and **Saks Fifth Avenue** and fast-fashion emporiums **Uniqlo**, **H&M** and **Forever 21/XXI Forever**. It regularly receives international shopping tourists from China, Saudi Arabia, Mexico and Europe. It claims to be the highest-grossing retail center in the U.S., with annual sales in excess of \$1.7 billion, according to a South Coast Plaza state-

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Ports Still Clogged With Waiting Ships

By Deborah Belgum *Senior Editor*

Hammering out a tentative contract with longshore workers took nine months of negotiations. Now importers are hoping it doesn't take as long to clear the backlog of merchandise floating on the water outside the country's largest ports, in Los Angeles and Long Beach.

The number of cargo-container ships parked beyond the breakwater off the **Port of Los Angeles** and the **Port of Long Beach** reached a recent all-time high of 27 vessels on Feb. 23. That was three days after a tentative contract agreement was announced between the **International Longshore and Warehouse Union** and the **Pacific Maritime Association**—representing the shipping lines and port terminal operators who employ them.

By Feb. 26 the number of waiting cargo container ships was still at 27.

➔ **Port** page 2

American Apparel Fires Creative Director and Adds Two New Executives

By Deborah Belgum *Senior Editor*

Nearly two months after Paula Schneider took over as the new head of **American Apparel**, she has fired the company's longtime creative director, Iris Alonzo.

This is the second firing for Alonzo, who was dismissed last June allegedly for being affiliated with ousted American Apparel founder and former CEO Dov Charney.

But Alonzo was rehired in October to retake a job she had held for more than a decade.

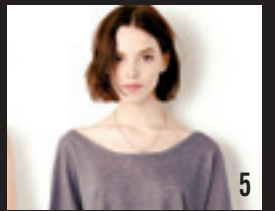
According to Alonzo's attorney, Keith Fink, the creative director was fired after she retained him as her lawyer to recuperate benefits and money she believes American Apparel owed her.

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Textile Preview
with **Tech Focus** and **LA Resource Guide**
A CALIFORNIA APPAREL NEWS SPECIAL SECTION

Saban Launching Macbeth Apparel

Saban Brands announced this month that its **Macbeth** property, which is headquartered in Carlsbad, Calif., has struck two new licensing deals.

Mercer House Inc., headquartered in Montreal, has the global rights for Macbeth's footwear and North American rights to its apparel. **North Hill**, an Australian company, was awarded rights to make and sell Macbeth clothes in Australia and New Zealand. The line has already been picked up by upscale Australian department store David Jones.

Macbeth footwear and apparel were displayed at the **Agenda** trade show in Las Vegas, which ran Feb. 16–18. Mercer is producing Macbeth printed T-shirts and footwear. North Hill will produce Macbeth apparel that the company hopes to place at better department stores.

Macbeth's music- and streetwear-inspired apparel line includes fleece, leather jackets and caps and T-shirts for men, Krauss said. Women's footwear and apparel will be launched in Spring '16.

Macbeth was started by Thomas DeLonge, a guitarist and singer for **Blink 182**, a band whose songs ranked on **Billboard** charts. The inspiration for Macbeth's clothes were DeLonge's indie and punk friends.

Many of the shoes are "vegan" and do not use leather for most of its models. In its place canvas, nylons and synthetic leather are used.

—Andrew Asch

Seegerstrom *Continued from page 1*

ment. It also is one of the only family-held retail centers in the United States. mm

Seegerstrom was working as a real estate developer in the 1960s when he started considering building a mall on a lima-bean field in Costa Mesa, Calif.

South Coast Plaza opened in 1967. It was anchored by a **May Co.** store and a **Sears**. The Sears is still doing business at the retail center.

He later recruited retailers such as **Bullocks**, **I. Magnin** and Nordstrom to the center and European fashion houses and designer boutiques.

Seegerstrom was a World War II veteran who was wounded in the Battle of the Bulge. He was a graduate of **Stanford University** and a patron of the arts. In 1976, he donated to the **South Coast Repertory Theater** land that his family had farmed in Costa Mesa. In 1980, he led a \$74 million fundraising campaign to build the **Orange County Performing**



Henry Seegerstrom

Port *Continued from page 1*

In a press conference convened Feb. 23 at the decommissioned battleship **USS Iowa** near the Port of Los Angeles, both sides vowed to clear the mound of merchandise sitting for weeks and months on ships or docks. Port officials noted it could take as long as three months to clear the backlog.

Bobby Olvera Jr., president of ILWU Local 13, with 7,000 members working at the Los Angeles/Long Beach port complex, assured everyone that the longshore workers were ready to rev up again. "We are committed now and long-term to making sure these cans move and

our economy moves," he said. "We are going to work seven days a week around the clock."

In previous months, the longshore workers had been accused of staging a work slowdown by not sending in enough qualified crane operators to expedite clearing the docks. That set the stage for tense labor negotiations in San Francisco. Toward the end, a federal mediator and U.S. Labor Secretary Tom Perez were dispatched to hammer out a deal.

A tentative labor agreement was announced on Feb. 20. Both sides vowed to get back to work while ILWU and PMA members analyze the contract and vote on it.

ILWU spokesman Craig Merrilees said the union first must have a caucus meeting of the 90 elected delegates from the 29 West Coast ports covered by the contract. The caucus meets for a week to review the tentative agreement and decides whether to recommend it to members.

American Apparel *Continued from page 1*

"When she was fired [the first time], Charney loaned her \$30,000," Fink said. "Part of the agreement of her coming back was that she would be reimbursed the \$30,000 to pay Dov back. But they never paid her back the \$30,000."

He added that she allegedly was promised American Apparel stock, but that did not happen.

Fink said that on Monday, Feb. 16, he called American Apparel's Chelsea Grayson, the company's general counsel and senior vice president, about the issues. "My belief is that Iris was fired in retaliation for these complaints," Fink said.

Praising Alonzo for her creative talent was Mathew Swenson, who worked as head of public relations and marketing at the clothing manufacturer between 2004 and 2008. He is the founder of **IntelligenceLA**.

"Iris played a very important role in developing the ethical and creative mission of American Apparel during the 11 years she was there and continued to work to preserve the integrity even after Dov's departure," he noted.

Also dismissed was Marsha Brady, who worked as a creative director under Alonzo.

However, sources close to American Apparel, who wished to remain anonymous, said this was not the case. Alonzo was fired in an effort to build the right team for the company going forward.

Meanwhile, Schneider, a veteran apparel executive who has headed up **Speedo USA** and **Laundry by Shelli Segal**, added two more people to her executive staff.

Filling a newly created position for chief digital officer is Thornyn Stephens. Stephens

Arts Center on part of that land. In 2006, the **Renée and Henry Seegerstrom Concert Hall** opened. (The concert hall was named after Seegerstrom and his second wife, Renée, who passed away in 2000.) It is currently home to the **Pacific Symphony**. In 2011, the arts campus was renamed the **Seegerstrom Center for the Arts**.

"Seegerstrom changed people's lives in Orange County," said Shaheen Sadeghi, the chief executive officer of **Lab Holding LLC**, which developed, owns and manages **The Lab** and **The Camp** specialty shopping centers, which are less than a five-minute drive from South Coast Plaza.

"What he did, he did first class," Sadeghi said. "He raised the bar for all of us. He had one mall, and it happened to be the best, as opposed to a large portfolio of mediocre malls like his competitors."

His survivors include his wife Elizabeth; his children, Andrea, Toren and Anton; six grandchildren; and seven great-grandchildren. ●

Where's my size?
If you can't find your size or a style,
it may be due to a shipping slowdown
at the West Coast ports.
Let us help, please ask an associate

SIZING DOWN: A sign recently posted in a Payless shoe store in Whittier, Calif.

Then there are local membership meetings and a secret ballot to ratify the agreement. Merrilees said the process can take several months, but work will continue as if there were a contract in place.

The new contract, covering nearly 20,000 workers, is for five years, replacing the previous six-year contract, which expired on July 1. ●



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Presented by Henry Cherner
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EDI Made Simple
Tue., March 3, 11:00 am
Presented by AIMS 360, Progressive Label and Innovative Systems
Located AIMS360, Ste. A1169
If you plan to do business with major department stores, join us and learn from the EDI experts. They will discuss topics such as the GS1 ID number, UPC numbers, UPC catalogs, basic EDI transactions such as purchase order, advance ship notice, and the invoice, mapping and translating, service bureaus, and VANS.

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Tue., March 2 and Wed., March 3, 10 am – 4 pm
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Booths Buzzing at WWD MAGIC

Once again, the young contemporary section of WWD MAGIC was a buzzing hive of activity during the show's Feb. 17-19 run at the Las Vegas Convention Center.

But fast-fashion wasn't the only hot category at the show.

In the contemporary sections of the show, buyers crowded into some booths, such as the one for Los Angeles-based **Velvet Heart**, where boutique retailers, as well as department and chain stores including **Bloomingdale's Dillard's**, **Hot Topic** and **Torrid**—stopped by on opening day.

"I've been nonstop," said Stacia Diamond, vice president of **Velvet Heart** and its sister collections, **Free Heart** and **New Leaf**. Diamond said she had done a lot of "prep work" in advance of the show.

It was a similar scene across the aisle from Velvet Heart at the booth for Montreal-based **RD International**.

Samantha Hollinger, RD International's vice president of sales, said the turnout was primarily appointment-driven.

"We're in the same location, so the customers know where to find us," she said. "But we had a lot of new accounts who have seen the brand at other shows or see how busy we are here."

Plus, Fall is a big season for the knit line, and with stock goods RD International is also able to fill immediate orders.

"We've also had the same reps for the last three years," Hollinger said. "We like consistency—loyalty is a big deal for our company. Plus, the goods are selling."

The **XCVI** booth saw a steady stream of buyers throughout the first day of the show.

"It's been consistent," said company representative Chris Myers, but he noted that buyers were having to split their time among the many shows and venues occurring at the same time in Las Vegas.

"Everything is spread out," he said. "Everyone is visiting all the different shows. I'm excited to go to New York next week and see what the take is there because everyone is under one roof."

Myers said with the changes in the fashion marketplace, now is the time to think about how to make the show easier on the buyers.

"As consumption is changing in the marketplace, we need to think about what's going to be the best experience



Opening day of WWD MAGIC

for our customers," he said.

This season, WWD MAGIC quietly introduced an activewear section to the show. Among the exhibitors was **Colosseum**, a Compton, Calif.-based activewear line that launched three years ago at MAGIC.

A division of 30-year-old sportswear brand **Colosseum Athletics**, the activewear line sells at **Dick's Sporting Goods**, **Core Power Yoga** and "tons of boutiques, spas, gyms and resorts," said Kristen Keyes Sullivan, Colosseum's director of sales.

Sullivan said she was pleased with the location and liked being among other activewear brands.

"We'll see how it goes," she said. "It's nice having a real activewear

section."

On opening day of the show, the Colosseum booth saw a steady stream of buyers, much of which was drop-in traffic, Sullivan said.

Another exhibitor in the new activewear section was **Karma**, a Vancouver-based activewear line inspired by fashion and dancewear.

"It's very gym-to-everyday wear," said sales rep Chelsea Johnson.

The line includes sweaters and plenty of layering pieces as well as a chic cape for Fall. The line sells in activewear stores as well as Nordstrom locations in Canada.

At the **Manhattan Beachwear** booth, Ron A. Razzano, vice president of sales for the Cypress, Calif.-based swim company, was seeing a steady mixed of resort and hotel store retailers.

"This time, people we're more appointment-driven—which I haven't seen in a while," he said.

Manhattan Beachwear typically shows in the **ISAM** section of MAGIC, as well as at **CurveNV** at **The Venetian**, where the company shows its better brands—**Trina Turk**, **Nanette Lepore** and **LaBlanca**.

"We've always done well this time of year. I just wish it was bigger," said Razzano, who described the ISAM section as "a destination" for swim buyers.

Next season, the swim section at the Las Vegas Convention Center is slated to expand with the launch of **CurvExpo @ MAGIC**, the new show formed in partnership between **Advanstar** and **Eurovet**, the parent companies of WWD-MAGIC and CurveNV, respectively.—*Alison A. Nieder*

Around the World at Sourcing at MAGIC

The South Hall of the Las Vegas Convention Center turned into the United Nations for the semiannual Sourcing at MAGIC show, which ran Feb. 16-19.

There were more than 40 countries represented at the gargantuan show, where companies that manufactured everything from athletic wear to zippers were represented. 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 in the zones get duty-free entry into the United States under a trade-preference program.

One advantage is that input materials such as fabric and trim can come from anywhere, such as China or India, but at least 10.5 percent direct input, such as packaging, zippers or thread, must come from Israel and 24.5 percent direct input must come from Egypt. Duty-free entry can shave off up to 32 percent in tariffs.

Gail Strickler, the assistant U.S. trade representative for textiles and apparel, said in a seminar that this trade-preference program was started in 2005 to promote peace between Israel and Egypt as well as to help the region grow its economy.

"This program offers you the opportunity to contribute to the greater goal of achieving peace and save money at the same time," she said, noting there is no expiration date for the trade-preference program.

On the exhibit floor, there were 30 Egyptian companies who were exhibiting at the sourcing show—many for the first time.

One of those was the **Lotus Garments Co.**, which makes blue jeans for brand names such as **Levi's**, **Jessica Simpson**, **Polo Ralph Lauren** and **Wrangler**.

Mohamed El-Hady, the company's marketing director, who was surrounded by a wall of hanging blue jeans finished in different washes, said he had met several new companies at the show.

Some were ventures that wanted to expand on their clothing lineup by adding denim. Others were looking to switch their production of blue jeans out of China. "So far it's been nice," he said as a few buyers rifled through the jeans produced by the company, established in 1994. Lotus Garments now has 11,000 employees who produce 1.2 million blue jeans a month. Wholesale prices for denim range from \$9 to \$13.

While there were 30 Egyptian companies present at the sourcing show, there was only one manufacturer from Honduras, **Exiid International**, whose clothes can be imported into the United States duty free if made from regional yarns under the **Dominican Republic-Central American Free Trade Agreement**.

Exiid International manufactures crisp woven shirts and sportswear tops in a factory in Comayagua, Honduras, near the country's capital of Tegucigalpa. The company is relatively new, started four years ago by Mark Zacapa, who used to work as an architect.

"We've had amazing response," Zacapa said, standing near the front of his booth, which featured an array of colorful women's shirts. "We've had some very good leads, and we are hoping those will be fruitful."

He had seen buyers from mostly the United States but also company representatives from South America and Mexico. Before coming to the show, he thought most of the buyers would be from small ventures but was pleased there were also people from medium-sized companies.

Also appearing at the sourcing show for the first time was **Prasid Pashmina Industry**, which came with 10 other Nepalese apparel and accessories manufacturers. But the group wasn't seeing much traffic in their part of the show. "This first experience has not been that good," said Ajay Karki, executive chairman and managing director of Prasid Pashmina Industry.

Most of the cashmere shawls, scarves, sweaters and ponchos, gloves and socks the company makes with the help of 60 employees in Kathmandu are exported to Europe, but Karki was looking for more U.S. clients. He thought his small minimums of 50 pieces for woven garments and 25 pieces for knit garments would be a draw.—*Deborah Belgium*



Mohamed El-Hady at Sourcing at MAGIC

Project: Big Show Might Get Bigger

Project proved itself to be one of the big players in the fashion trade show business when it ran Feb. 17-19 at the **Mandalay Bay Convention Center** in Las Vegas.

Spanning more than 140,000 square feet with more than 400 brands, Project is a trade show where many of the big players in fashion make an appearance, said veteran fashion entrepreneur Pepper Foster, who was at the booth run by his twin brother, Chip Foster, who was showing his **Chip Foster** denim collection.

"This show is fantastic," Pepper Foster said. "All of the decision makers are here." The Foster brothers also produce a premium line called **Chip & Pepper California**, which is exclusive to the retailer **Belk Inc.**

Major apparel labels such as **Levi Strauss & Co.**, **Perry Ellis** and **Ralph Lauren** had booths there. The show offered every type of fashion category, ranging from suiting from **Ted Baker London** to surf styles from **Toes on the Nose**, headwear from **Christy's Hats** and small accessories from **J. Fold**. There was even a section devoted to colorful men's fashion underwear from brands such as **Andrew Christian**, **Timoteo** and **/Baskit/**.

Denim remained one of the major strengths of the show, with brands such as **Diesel**, **Hudson**, **Paige**, **True Religion** and **William Rast** producing big booths at the show.

After surveying denim brands at Project and other Vegas shows, Alfredo Izaguirre, the buyer for West Hollywood,



With more than 140,000 square feet of show floor space, Project is one of the major fashion trade shows in Las Vegas. Photo courtesy of Project.

Calif., boutique **LASC**, forecasted that fashion denim commanding high price points was going to make a comeback. The heyday for expensive fashion jeans came in the years immediately preceding the Great Recession.

At Project and some of the neighboring shows, retail prices asked for some fashion denim pieces were more than \$250. "People are ready for it," Izaguirre said of higher-priced denim. At his store, people showing price resistance to fashion denim with higher price tags has been declining recently, he said.

A comeback for high-priced fashion jeans could represent a return to pre-recession merchandising for LASC. Before 2009, expensive fashion denim comprised 30 percent of LASC's sales, Izaguirre said. Post-recession, sales of expensive jeans only make up 10 percent of the boutique's sales.

During Project, show directors produced mini-areas such as men's grooming area Project Groom X Nylon Guys and its #Bloggerproject, which gave a platform for illustrators, stylists and photographers making appearances at Project.

If Project seemed big on its most recent run, it may get bigger, said Lara Osment, the show's director. The Mandalay Bay is building new space for its convention center. If construction is completed before August, when the next Project show is scheduled to take place, the show will be able to offer more real estate to vendors as well as "retailer initiatives," Osment said.—*Andrew Asch*

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CIT's Steinberg Charts New Post-Retirement Path

Finance executive Debbie Steinberg spent nearly 40 years in fashion before retiring at the end of 2014.

"There's always a time for the changing of the guard, and for me it was time. I've really retired," she said. "But I'm not ready to remove myself from the industry in its entirety. I still love the industry, and I love the people in it."

Steinberg worked for **CIT Trade Finance** in its Los Angeles office for more than 23 years, most recently serving as vice president of sales/new business development.

Prior to joining CIT, she worked as an account executive for **Citizens & Southern**, a factor that was eventually acquired by **GMAC** and then by **Wells Fargo**. She landed her first job in factoring in Los Angeles in 1976 at **James Talcott Inc.**, a factor that ultimately was acquired by CIT.

Before moving to Los Angeles, Steinberg worked in Philadelphia for **After Six Formalwear**.

Over the years, she has watched the industry shift its business model. "The industry went from being a vertical domestic manufacturing industry to literally a design and import industry," she said, adding that one thing that has not changed is the fashion industry's endless supply of small businesses with big dreams.

"It is still an entrepreneurial industry that allows those with talents to be able to garner that American dream a lot easier than in a lot of other industries," she said. "That needs to be nurtured because it takes so much money to start up a company these days. We've got a lot of these little companies, and we've seen more and more private-equity firms coming in and buying [larger] brands. I think there's that middle area that really needs to be served—that \$5 million to \$15 million or \$20 million company—that needs to be helped and nurtured and served. That was one of the things that I was able to

do at the companies I worked for. Because the companies I worked for understood the industry, and they saw some of the pitfalls and were able to help companies grow and prosper."

Since announcing plans to retire, Steinberg has been asked to consult for the industry, which she said she is considering, but she's keeping her options open for now.

She plans to spend some of her newly acquired free time traveling with her husband, Stu.

"I'm going to look at every opportunity as it comes up. If it's something that I want to do, I will take it under advisement," she said.

The one commitment she's prepared to make

is to continue to use her deep apparel-industry roots to continue the philanthropic work she has done for organizations such as **Fashion Industry Guild of Cedars-Sinai Medical Center**, **City of Hope** and **National Jewish Health**, which honored Steinberg and **Roth Capital Partners'** Paul Zaffaroni last year at its annual **Black and White Ball**.

Steinberg and Zaffaroni helped raise more than

\$500,000 for the Denver-based hospital, which specializes in research and treatment of respiratory, cardiac, immune and related disorders.

This year, Steinberg is the dinner chair for National Jewish Health's June gala honoring **Hana Financial's** Sunnie Kim.

"I'm still going to be very much involved in all three of [those organizations], sitting on boards and helping fundraise and being active in an advisory capacity," Steinberg said. "The reality is that the generosity of clothing manufacturers, big and small, is really unbelievable. And these companies get hit up by everyone.

They're always willing to go into their pocket to support these three charities that have their foundation in either the apparel industry or the professionals of the apparel industry."

—Alison A. Nieder



Debbie Steinberg

Calendar

March 1

ASDMARKETWeek
Las Vegas Convention Center
Las Vegas
Through March 4

Art Hearts Fashion
Hollywood & Highland
Los Angeles
Through March 13

March 2

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

March 10

Project Ethos
Taglyan Complex
Los Angeles

CALA

Fort Mason Center
San Francisco
Through March 11

March 13

ISS
Atlantic City Convention Center
Atlantic City, N.J.
Through March 15

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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New Exhibitors and Returning Brands at CurveNV

The Feb. 15–17 run of **CurveNV** saw a mix of new exhibitors and returning brands showing at the upscale lingerie and swimwear show at **The Venetian** in Las Vegas.

Among the new exhibitors was **Joe's Intimates**, the licensed lingerie and loungewear line for premium-denim brand **Joe's Jeans**.

Retailers were responding well to the line's fit, fabric and comfort, said Gihan Gabor, vice president of sales for **Onis Design Group**, which is producing the collection.

"We do Project and Coterie for the jeans," Gabor said. "We're trying to target this to the contemporary/ready-to-wear customer as she gets into lingerie."

Another new exhibitor was **Nightlift**, the sleep bra developed by Beverly Hills plastic surgeon Randal Haworth.

Designed to protect breasts at night, the wireless bra features a cradle-like structure and straps that can be adjusted seven different ways depending on the support needed, said sales rep Dania Abraham.

"Gravity doesn't sleep," she said. "A lot of bras only give you vertical support. Ours give you vertical and lateral support."

Among the swim brands showing at CurveNV was Los Angeles-based **Unique Vintage**, the vintage-inspired swim line designed by Ellie Wilkins.

"We want every woman of every size to feel glamorous and sexy at the beach," Wilkins said.

Wilkins and Connie Miller, wholesale sales manager for the line, said they were starting to see a little crossover between lingerie and swim stores carrying both categories.

Miller outlined several key trends.

"The nautical look has been important, and polka dots are always good," she said, adding that "little extra details" such as zippers or piping are also important.

Mona Goldberg, senior vice president of sales and merchandising for Turkish underwear and loungewear line **Blackspade**, was upbeat about CurveNV.

"We just opened a **Mr. Boxer** store in the Las Vegas airport—and that's because of this show," she said, praising the show's energy and the turnout from domestic and international retailers.

The 8-year-old collection is well represented in more than 20 countries around the world

and is just starting to launch in the U.S.

"We are the fastest-growing luxury underwear at an affordable price in Europe," Goldberg said. Produced in a vertical facility in Turkey, **Blackspade** offers underwear and loungewear for men, women and children using fibers such as cotton and Modal.

"It's about lifestyle and comfort," Goldberg said.

Next season, CurveNV will relocate to the **Las Vegas Convention Center**, thanks to a newly announced partnership with **MAGIC** parent

company **Advanstar** and CurveNV parent company **Eurovet**. Dubbed **CurvExpo @ MAGIC** and under CurvExpo management, the new trade show will showcase swimwear and lingerie brands, expanding the existing base of swim and lingerie resources showing at **CurveNV** and **MAGIC** in the **ISAM** (International Swim and Activewear Market) section of the show.—*Alison A. Nieder*



Joe's Intimates showed at CurveNV.



PRE-OSCAR FASHION: Two days before she took home the Academy Award for Best Actress, "Still Alice" star Julianne Moore was among the celebrities in attendance at the Tom Ford Autumn/Winter runway show at Milk Studios in Los Angeles. Other attendees included Beyoncé, Jay-Z, Gwyneth Paltrow, Amy Adams, Reese Witherspoon, Jennifer Lopez, Miley Cyrus, Patrick Schwarzenegger, Rita Ora, Neil Patrick Harris, Scarlett Johansson, Jared Leto, John Legend, Naomi Campbell, Armie Hammer, Sofia Vergara, Rosie Huntington Whiteley, Elizabeth Olsen, Amber Valetta, Nicole Richie, Fergie, Josh Duhamel, Molly Sims, Gina Gershon, Olivia Munn, Faith Hill, Anjelica Huston, Liz Goldwyn, Kelly Lynch, Diane Von Furstenberg, Harvey Weinstein, Georgina Chapman, Elton John, Tracee Ellis Ross, Ryan Murphy, Seth McFarlane, Prince Pavlos and Princess Marie-Chantal.

RUNWAY

New York Fashion Week

Los Angeles brand **Mark & Estel** and designers from the **Academy of Art University** in San Francisco were among the Californians showing Fall '15 collections at **Lincoln Center** during **Mercedes-Benz Fashion Week** in New York.

Mark & Estel



DAN AND CORINA LECCA

Academy of Art University, San Francisco



Paulina Susana and Romero Valdez

Emmanuelle Jones and Ghazaleh Khalifeh

Christian Willman

Xiaowei Liu

RANDY BROOKE/GETTY IMAGES

COMPANY PROFILE

Bella+Canvas *Continued from page 1*

facilities. Last year, Harris and DeGeorge added electric-car chargers.

"It's who we are as a culture," Harris said. "I eat organic, and so does my business partner. We adapted our company to our lifestyle."

"It's important that our customers and employees know with confidence that we do everything in an eco-conscious, sustainable and responsible way," he added. "We have a recycling program that leaves our manufacturing with almost zero landfill. These are just a few things we do to create a positive environment for employees to thrive in."

On its website, Bella+Canvas makes a point to tout its "Made in LA" credentials, which accounts for about 10 million units a year, but the company declined to specify what percentage of its merchandise is domestically made. Bella+Canvas shirts retail on its website for about \$16.50 to \$44, depending on the style and sleeve length. The company also manufactures sweatshirts, cardigans, dresses and knit pants.

Analysts said this kind of domestic production has some appeal for a segment of the "millennial" market, but it doesn't attract everyone.



"Examine their competition, which is **American Apparel**," said Ilse Metchek, president of the **California Fashion Association**. "There has yet to be any intrinsic value as per the consumer for the 'eco' part or the 'Made in USA' part."

She said consumers will only pay a little more for "Made in USA" labels, such as \$22 if it's only \$2 over the price of a foreign-made shirt. If it's more than 15 percent above retail, it's a deal killer.

"There is a certain segment of our millennials who that matters to in areas like LA and New York—but not in the middle of the country and not in Florida," Metchek noted.

Frank Kaufman, a **Moss Adams LLP** partner who focuses on retail and apparel sectors, agreed with Metchek about the economic viability of American made and eco-sensitive manufacturing. But he said if Bella+Canvas has "been around since 1992, they must be doing something right."

Harris will tell you that "something right" is Bella+Canvas' wholesale business, which he says saturates a large part (as a privately held company, Bella+Canvas doesn't release sales figures) of the surf-and-skate industry as well as specialty T-shirts for companies and organizations.

"Mostly, where we sell is to the wholesale printable industry—to screen printers and embroiderers who make shirts for fraternities, sororities and companies. Surf-and-skate

brands like **Oakley**, **Roxy** or **Rusty** all use Bella+Canvas," Harris said.

He compared Bella+Canvas to the Italian manufacturer responsible for 80 percent of the world's eyewear brands, "We're like the **Luxottica** of the surf-and-skate industry."

In addition, Harris and DeGeorge make private-label shirts for retailers and brands as well as sell their various lines of combed and ring-spun T-shirts on their website (www.bellacanvas.com) and to about 800 boutiques.

But the company's bread and butter sits in a warehouse full of 40 million "off-the-shelf blanks" (basically, a complete T-shirt in each of Bella+Canvas' fits, bodies and colors). They are available for customers who want to do their own printing and embroidery or to replenish exhausted stock quickly or rebrand as their own. The blanks even include tearaway labels to make it easier for clients to re-brand.

"Rather than someone saying, 'Here's our specs'—odds are we're a lot more sophisticated than they are. We're a larger company than the retailers or the brands. They can take our blanks," Harris explained. "We have customers, like very high-end retail brands or surf-and-skate brands, as well as technology companies and some of the smallest start-up design companies. If they want to put a design on a shirt and it sells out, they are able to jump in and use our label or put a label in it."

To this day, Bella+Canvas is solely owned by the two lifelong pals who started it. And they have no plans to alter that business plan or the way they do business.

"We dress somewhere around a quarter of a million people every single working day," Harris said. "We want to do things our way and not just focus on the next quarter but on the next 50 years." ●

ENKVegas Displays Its Conscious Side

ENKVegas—a show devoted to women’s contemporary fashions, denim and accessories—unveiled its Conscious Collections section during its most recent run, Feb. 17–19 at the **Mandalay Bay Convention Center** in Las Vegas, said **Sunni Spencer**, the show’s director.



ENKVegas booths for brand White Crow were busy.

Boelk believed that was where most of his buyers would shop. During the show, Groceries met with retailers such as **Service Menswear** in Austin, Texas; **Planet Blue** in Santa Monica, Calif.; **Kitson**, headquartered in Los Angeles; and new boutiques that hailed from Colo-

rado.

Greg Garrett, co-founder of **Z-Supply Inc.**, exhibited his Irvine, Calif.-headquartered brands **White Crow** and **Black Swan** at ENKVegas. During the show, Z Supply Inc.’s sales force met with over 200 accounts—most of them independent boutiques. “Manufacturers must evaluate a few basic questions in order to have a successful show. They must determine if it’s on trend or not,” Garrett stated. “It’s important for manufacturers to work with retailers to handle the distribution of their garments. I always ensure that my brands are not over-distributing.”

Meital Bronstein, owner of the defunct high-end **Talulah G** boutiques, founded e-commerce retailer **Bungalow Clothing**, which is headquartered in Las Vegas. She walked ENKVegas and saw that 1970s styles were making a big comeback.

Some of the big trends at the show included 1970s-style bell-bottoms, corduroy pants and garments bearing Ultrasuede-style fabric. “You see a lot of wide-leg pants. You see some boot-cut styles coming back,” she said. Plaid tops seemed very popular as did overcoats, she said.—*Andrew Asch*

The Conscious Collections were brands that make philanthropy, organic materials and fair-trade practices part of their business plans. Around 46 brands participated in the effort, and their booths featured a sticker bearing the moniker Conscious Collections.

More than 540 brands exhibited at 370 booths at ENKVegas, which was larger than the August 2014 run of the show, Spencer said, although she did not say how much larger.

If ENKVegas showed its green colors during the show—green is the color often associated with the environmental movement—the green of dollar bills also remained a top priority at the show.

Matthew Boelk, co-owner of **Groceries**, a made-in-USA knitwear brand that uses environmental fabrics, participated in the Conscious Collections. He forecasted that his Los Angeles-based brand’s sales could increase 50 percent compared with his label’s ENKVegas business in February 2014. “I hope it is a sign that the economy is getting better and that people are being less cautious,” he said. A lot of the growth came from pre-booking the brand’s Fall collection. Groceries exhibited at ENK because

Good Traffic at Offprice

Business was good for the exhibitors at the **Offprice** show, held Feb. 15–18 at the **Sands Expo and Convention Center** in Las Vegas.

Longtime exhibitor **Frank Kashani**, with **Impulse Los Angeles**, said opening day of the show was very good with much of the turnout from Kashani’s existing customers.

“Maybe 20 percent are new customers,” he said.

Kashani, who also shows at Offprice’s New York edition, was bullish on the offprice market overall.

“Business is improving,” he said. “Of course, there’s lots of competition. It matters what merchandise you have.”

Patti Luner, director of sales for swim manufacturer **InGear**, was also upbeat about business.

“All of our clients are coming in,” she said, adding that retailers were looking at juniors swimsuits and coverup styles as well as the company’s swim sets.

“We are the actual manufacturer, so it’s beneficial for us and for the retailers. They get the best price,” she said.

In addition to the OffPrice show, where InGear sells excess inventory, the company also exhibits at **WWD MAGIC**, where it shows better lines and licensed collections.

“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.”

Los Angeles-based blank T-shirt maker **Sun Active** was at the show for the first time at the request of several of the company’s clients, said Dana Alami, who was working

the booth with her father, Sam Alami, who owns the Los Angeles-based company.

Dana Alami said the company was seeing a few prospective customers but not as many as they’d like. The Sun Active booth was tucked into a hard-to-find location at the show, and Alami said she hoped to get a better location at the next show.

Ed Bernard, founder of **Bermo Enterprises**, described the show as “phenomenal”



The Bermo Enterprises booth at Offprice

but added that the Las Vegas show was part of a busy month for his Schoolcraft, Mich.-based offprice business.

“For us, the show puts together almost a month-long event,” he said. “Two weeks before the show, aggressive companies will shop our showroom in New York and our website. And a week after the show, we also get a lot of activity. We had so much activity before the show that we knew it was going to be good.”—*Alison A. Nieder*



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Stitch, Accessories The Show, MRKT VG

Just about everybody was happy at the trio of shows organized by **Business Journals Inc.**, except for the Canadian buyers wandering the **Sands Expo at Venetian/Palazzo**, where the shows were held. “We’re not particularly happy with the American dollar right now,” they said, referring to the strong U.S. dollar, which makes goods more expensive for international buyers.

That was one of the few gloomy comments heard at the shows, which encompassed **Stitch, Accessories The Show** and **MRKT VG**, held Feb. 16–18.

Janelle Crumm, brand manager for Italian-made **Elisa Cavaletti**, said she was having a much better show than last year. “Yesterday, the first day, was very, very good, and today it is consistent,” she said on the second day of the show. The brand of art-inspired women’s apparel designed by Daniela Dallavalle has unique touches, jewelry-like trim and novelty accents that wholesale for \$80 to \$300.

Sharing the large hall with **Stitch** was **Accessories The Show**. Exhibitors there were also upbeat about the first few days, although not everyone had a fabulous first day. Traffic seemed to be less brisk at the accessories show.

“This year has been okay, but last year I had a very good year here,” said David Merizen, who has been participating in the accessories show ever since it opened.

Under his **Onigo Imports**, based in Toronto, he imports colorful handmade raffia hats and bags from Madagascar that wholesale for \$5 to \$35. The boxy bags were lined up like pieces of contemporary art behind him on several shelves, attracting a good number of gift and clothing stores looking for something bright to put in their windows, particularly if they were from the East Coast.

Abigail Riggs, who designs silk scarves and limited-edition purses for her self-named label based in Rochester, N.Y., was having the opposite experience. Last year, she said, there were fewer buyers at **Accessories The Show** because of the horrible weather on the East Coast, but this year buyer turnout was much better even though there were weather challenges in Boston and other East Coast



Elisa Cavaletti, showing at **Stitch**, is designed and manufactured in Italy.

cities. “This has been the best show,” she said. “The first day was the best first day I have ever had.”

Her large, colorful silk scarves that look more like colorful paintings than apparel were a main draw to her booth. So were her limited-edition purses that tell the story of inspiring women who helped advance the feminist cause.

There is a notable quote from each of these women, such as Susan B. Anthony or Amelia Earhart, placed on a plaque on the outside of each purse. The bags retail for \$797, with a portion of sales going to non-profits.

At menswear event **MRKT VG**, Italian-made menswear was strongly represented as were several American brands such as **Gitman Bros.**, a longtime manufacturer of men’s shirts made in Ashland, Penn., and men’s ties manufactured in Pilot Mountain, N.C.

Dana Dean, **Gitman’s** vice president of sales, said he saw a combination of new business and old business from appointments. He noted that the disadvantage of the Las Vegas show is that it comes after shows in California and New York. But that can also mean more order writing. “Because this show is so late, there are a lot of buyers who are waiting to see what is left. By the time they get here, they have to make decisions,” he said. —*Deborah Belgum*

Agenda: Emerging Street Labels

Agenda made its fourth run in Las Vegas Feb. 16–18 at the **Sands Expo and Convention Center**, and for Alfredo Izaguirre, general manager and buyer for **LASC** boutique in West Hollywood, Calif., it was an opportunity to check out the emerging brands.

High-profile brands such as **Hurley**, **RVCA** and **Volcom**, which have a high profile at **Agenda’s** Long Beach show in July, did not make appearances in Las Vegas, so there were a lot of chances to spend more time with emerging and up-and-coming labels in streetwear, fashion and skate looks, Izaguirre said.

Izaguirre reported placing orders for brands such as **Shwood** and **Defend Brooklyn** at **Agenda**. “They’re regional brands, and they are growing,” he said. “But in the LA area, they’ll be a great novelty. They are not oversaturated.”

Agenda’s Las Vegas show was heaven for fans of baseball caps. Displaying the increasingly fashionable baseball caps were some of the leading headwear labels such as **New Era**, **'47 Brand** and **Mitchell & Ness** as well as streetwear and lifestyle cap label **The Official**.

Footwear labels were an important part of the show, and booths for brands such as **Adidas** drew big crowds. Brands that made debuts at **Agenda Vegas** included **Aape by a Bathing Ape**, the Japanese streetwear brand,



Play Cloths booth at **Agenda** show in Las Vegas

and **Macbeth**, a Carlsbad, Calif.–based brand, which introduced its apparel line.

The **Agenda** show also tested a new section called (+), or Plus, which is devoted to high-end streetwear, during its recent Las Vegas run.

For the **101 Apparel** brand, headquartered in Santa Ana, Calif., **Agenda Las Vegas** comes at the right time. 101’s Spring and Summer ’15 lines of T-shirts and accessories were released shortly before the show. “We saw a lot of Japanese, European and Latin American retailers,” said Cocoe Tsimahidis, the sales manager for 101 Apparel.—*Andrew Asch*



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Liberty Fairs: To The Moon and Global

Liberty Fashion & Lifestyle Fairs, a high-end contemporary menswear show, used the theme “To The Moon” for its fourth run in Las Vegas. The show enjoyed a deeper international presence when it took place Feb. 16–18 at the **Sands Expo and Convention Center**, said Stephanie Seeley, a Liberty partner.

There were more than 300 Japanese buyers at Liberty, Seeley said, and more than 18 Japanese brands on the floor, including outerwear label **Nishikawa Down**, which made its U.S. debut at Liberty.

U.S. retailers dropping by the show included majors such as **Bloomingdale’s** and **Saks Fifth Avenue**; high-end boutiques such as **H.Lorenzo** and **Fred Segal**, both based in Los Angeles; **Carson Street Clothiers** of New York City; and **Holt Renfrew**, a luxury specialty chain headquartered in Toronto.

The buyers saw more than 400 booths exhibiting mostly menswear looks, including 123 brands that were new to the show. Seeley said the show directors mostly kept the show layout consistent with what was seen at the third run of Liberty in August.

Show sections included Quest, which was devoted to suiting and other high-end looks. Another part of the show was dedicated to tailored styles and outerwear. Another section was reserved for Japanese and European brands. Lifestyle, streetwear and surf brands such as **Maui & Sons** and **Katin USA** had a larger presence at Liberty. Also making a return



New York brand The New Standard exhibited at Liberty. Pictured are New Standard owner Evan Josloff, left, and Kerin Raftery, right

to Liberty was the Drugstore section, which exhibited men’s grooming brands. In the Network section, fashion tech companies such as **Shopify**, **NuOrder** and **Lightspeed** exhibited.

Seeley forecasted that the show would keep its current layout and size. “We want to grow organically,” she said. “Our main goal is to make the show easy to navigate for retailers.”

Like almost every other trade show, some brands did well and others reported doing only okay business. Don King, senior vice president of sales for **Schott NYC**, headquartered in Union, N.J., estimated that show attendance increased, but the show’s pace was relaxed. “It’s not

overwhelming,” he said of the show. “People here don’t feel harried.”

Hyden Yoo exhibited his Los Angeles–headquartered self-named brand, **Hyden Yoo**, and his **Standard Issue** line at Liberty. He said that retailers mostly ordered Fall styles during the show, but an estimated 25 percent were buying immediates.

Lisa Kline, a boutique retailer who closed her influential Los Angeles boutique chain named **Lisa Kline** in 2011, walked Liberty. Kline recently introduced a self-named fashion line on **Home Shopping Network**. She noticed athleisure was one of the big trends at the show. “Lines that would be dressier were selling sweats and more leisure wear. But they were matched with jackets and button-up shirts,” Kline said. “There was a big influence of skate/street and surf.”—*Andrew Asch*

The Tents Covers Luxe Men’s Looks

Designer trade event **The Tents** ran Feb. 17–19 at the **Mandalay Bay Convention Center** with a theme of “elevation.”

The small show displayed more than 100 brands, including 16 that were new to the 20,000-square-foot venue, said Ryan Crenshaw, the show’s director. The show’s exhibitors displayed looks that ranged from sportswear to the avant-garde.

The Tents veteran **Agave** displayed sportswear and denim. **The Kooples** exhibited looks ranging from suiting with contemporary looks to separates. **Apolis** displayed accessories such as bags, Oxford-style shirts and chinos. **Beautiful Fül** showed looks that were inspired by the trunks and robes worn by professional boxers. **Drifter** showed long, distressed T-shirts that were reminiscent of shirt-dresses.

Retailers shopping the show included **Saks**, **Nordstrom**, **Holt Renfrew** and **American Rag**. Independent boutiques such as **Atrium**; **Canvas**, based in Malibu, Calif.; and **Revolve Clothing** also were seen at the show.

Tents represented a trade show comeback for Beautiful Fül. The last time it exhibited at a trade show was in 2012, said Alejandro Rodriguez, the brand’s founder. Rodriguez took time off to hone the brand’s styles at its flagship store in downtown Los Angeles.

“You got to get a grip on where you are as a brand” before looking to exhibit at a high-profile trade show, he said. “Once you are confident, you can step up,” he said.—*A.A.*



Drifter’s Bada Kim, left, and Kim Johnson at The Tents

Pool: New Brands

For more than a decade, **Pool-tradeshow** has considered itself as the first place where new brands exhibit and experiment until they are assured enough to exhibit at a larger trade show, said Alli Johnson, Pool’s show director.

During its most recent run, held Feb. 17–19 in the South Pacific ballroom at the lower level of the **Mandalay Bay Convention Center**, Pool lived up to its mission. Half of the 175 brands that exhibited were new to the show, Johnson said.

Pool also expanded the number of its brands with an eco-friendly focus. There were more than 40 eco brands exhibiting at the show. Also making a return was Pool’s cash-and-carry section, where attendees may purchase items from the show floor.

Well-known brand **American Apparel** ran a booth at the



OppoSuit’s Jelle van der Zwet, left, and Ashrin Degnarain at Pool

show as did Freddie Rojas, who has been exhibiting his self-named **Rojas** brand at Pool since the first years of the show.

Also exhibiting was novelty Dutch suiting brand **Oppo Suits**. Texas-based T-shirt brand **Femlin Clothing** took a bow at Pool. It makes T-shirts bearing the graphic of a “Mad Men”-era burlesque character called Femlin. Also showing was **Killstar**, a Glasgow, Scotland-based company that calls its styles occult luxury. It designs T-shirts and dresses with pop-culture, rock music-inspired and occult-style graphics, said co-owner Dennis Bence.

“The show was good,” he said of Pool. “Everyone seemed to have their own thing going on. It’s not solely mainstream. It’s not solely alternative.”—*A.A.*

Capsule Sees Good International Response

The Feb. 16–18 run of **Capsule** at **The Venetian** in Las Vegas got off to a good start with exhibitors reporting a strong turnout from domestic and international retailers shopping the men’s and women’s contemporary apparel and accessories collections at the show.

Tina Ye, national agent with the **True Collaborative Fashion** showroom, which has locations in Portland, Ore., and the **Cooper Design Space**, said she met with buyers from Japan and Korea at the show.

“It’s been very busy,” she said. “We’re happy.”

True Collaborative Fashion was showing several West Coast lines, including Portland-based **Nau**, **Bridge & Burn** and **Prairie Underground** and San Francisco-based **Curator**. The company also showed accessories by the **Little River Sock Mill** in Fort Wayne, Ala.

Many of the showroom’s clients had a strong holiday, Ye said, adding that many buyers were open to try new lines.



Callahan booth at Capsule

“I feel like people are taking risks,” she said.

Daniel Torjman, designer and creative director of Toronto-based menswear **18 Waits**, said he was getting a “great response” from buyers at the Las Vegas show. (The company also shows at Capsule in New York and Paris.)

“Every show, we always see existing customers, and we always find new,” said David Morton, 18 Waits’ marketing director. “It gets better and better.”

Torjman and Morton said some retailers are still playing it safe while others are open to taking some risks

with their buying.

“It depends on the store,” Torjman said, adding, “But the collection is very wearable.”

Buyers were responding well to the company’s suiting pieces as well as its new line of handmade hats.

—*Alison A. Nieder*

Consistently Busy at WWIN



Mary Ann Weerts, president and designer for Tey-Art/Tabask Inc., at WWIN

At the **WWIN** (Women’s Wear in Nevada) show, tables were filled with buyers perusing collections and taking notes or writing orders. The show, which fills several hotel ballrooms at the **Rio All-Suites Hotel & Casino**, is popular with lines that sell to the misses, resort and plus-size customers. Specialty-store buyers across the West traditionally show up to look for new brands or meet with their traditional vendors.

“It is always consistent. It doesn’t really vary that much,” said Steve Levinson, sales rep for the new line **Dressorí**, which designs art-influenced printed tops from its Van Nuys, Calif., headquarters.

Tey-Art/Tabask—a line of alpaca sweaters, hats, socks and mittens made in Peru—was having one of its most successful WWIN shows. “Monday was the best day because there was a captive audience,” said Scott Kay, the company’s vice president of sales, referring to the fact that the show, running Feb. 16–19, opened a day before the **MAGIC Marketplace** shows debuted at the **Las Vegas Convention Center**. “It was like a metronome at our booth. Every 30 minutes, someone would come by, then would stand up and someone else would come by.”—*Deborah Belgum*

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Jobs Available

PRE-PRODUCTION COORDINATOR

Duties include

- Create and maintain preproduction WIP tracking due dates.
- Ensure all samples and components adhere to standards including but not limited to lab dips, fit, pp, and top samples.
- Interface with customers and sales on all issues affecting delivery and quality

Qualifications

- Minimum 3+ year working exp. in preproduction
- Skilled in dealing with high volume fast paced environment
- Possess strong written and verbal communication skills
- Proficient with Excel and Photoshop. College degree req

Email resume to: Hrfashion365@gmail.com



Account Executive

We are looking for a Savvy Sales Rep to join the team at our corporate office. Responsible for selling to boutiques, specialty boutiques and online retailers. Must have a minimum of 3 years' experience with established sales contacts. Trade show travel. Please send resume to: sales@urbanexpressions.net

DATA ENTRY/EDI SPECIALIST

We are a fast paced jr dress manufacturer seeking a data entry/ EDI person. This position requires intense attention to detail and knowledge of basic EDI and compliance for major chain retail stores. The position consists of high volume order entry and email correspondence. Excel, AIMS and EDI knowledge are must haves.

Please send cover letter and resume to
shauna@baileyblueclothing.com

Resumes without cover letters will not be read

LA Import Garment Manufacturer looking for:

PRODUCTION COORDINATOR - Mandarin/English speaking. Knowledge of Tech Packs and Vendor Compliance.

PATTERNMAKER - 1st thru production. Knits & Wovens. Knowledge of PAD Systems.

E-mail Resume: sammy@majorapparelgroup.com



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.

PRE PRODUCTION COORD FULL TIME SANTA ANA

Tech Packs, ERP/SAP Raw Mat Sourcing, Planning,
3 yrs. exp., ymadrid@mlkishigo.com
949-553-5638

Jobs Available

PIECE GOODS BUYER

Duties include

- Purchase fabrics and trims from local and overseas vendors
- Responsible for bringing goods in on time and alert production for delays on timely manner
- Negotiate prices to meet targets and track and review shipping samples

Qualifications

- Exp'd buyer with 5+ years buying knits and woven
- Possess strong written and verbal communication skills
- College degree required

Email resume to: Hrfashion365@gmail.com



ADMINISTRATIVE ASSISTANT

NYDJ Apparel is seeking an experienced Administrative Assistant. Duties include coordinating meetings, travel arrangements, data entry and general office. Min 2 yrs in a similar role within a fashion/apparel company. Exceptional communication and organizational skills. Word and Excel. Excellent benefits & work environment. No phone calls please.

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

KANDY KISS OF CALIFORNIA 1ST PATTERNMAKER

Kandy Kiss of California

A Van Nuys based manufacturer is looking for a 1st patternmaker for our junior woven sportswear & dress division. Pad system capability is preferred but will train the right candidate as long as you have proficiency on at least one computer system. Must have a minimum of 5 years' experience. Candidate will need to do a test.

Please send your resume with salary requirements to:
davidz@kandykiss.com.



PIECE GOOD/TRIM ASSOCIATE

Bailey 44 is looking for an energetic candidate to join our piece goods/trim team. Ideal candidate must have at least 2 years' experience working with fabric and trim. Responsibilities will include; issuing & tracking purchase orders, corresponding with suppliers and contractors, coordinating send-outs, issuing trim, updating receiving, and reporting.

Please e-mail your resume to info@bailey44.com

Import Accountant

Junior, Missy and Girl's lines are seeking an Import Accountant. Needs to have 2 years+ of garment Accountant experience. Good at using Quickbooks. Able to make Import Documents. Bilingual - Able to speak Mandarin Chinese to talk to Chinese Suppliers. Able to communicate with U.S. Companies (Customers).

Please send resume to: Perry@Luxephil.com

Jobs Available

Full-time temp positions available with Missy/Contemporary Mfg in Bell, CA:

1st Patternmaker

Make accurate, aesthetically pleasing, proportional first patterns based off designer's sketches. Ensure patterns are balanced and meet specific instructions and measurements by designers. Create pattern cards. Work with cutters, sewers, designers. 7yrs of first pattern experience with at least 5yrs of Gerber V8.

Design Assistant

Work with line, style, & cost sheets. Assist with sample requests (instruct and direct sewers). Coordinate encads, colorings, cad requests, engraving, and strike off requests. Conduct print and pattern searches. 2yrs related experience, strong data entry, good communication skills, & ability to do flat sketching required. Photoshop, Illustrator, Web PDM preferred.

Product Development Assistant

Maintain WIP's, input all data into A2000 for all requests. Maintain fabric library. Follow up on fabric detail sheets and fabrics needed. 5yrs exp in garment industry. Must be very organized and able to multitask. Ability to do renderings in AI/Photoshop.

Tech Pack Creator

Make Face Card & Garment making sheet with Photoshop/Illustrator (must accurately list all construction details). Make graded spec sheets, update charts. Accurately list bill of materials on tech pack. 2yrs of related experience.

Production Manager

Supervise overseas production & QC. Troubleshoot production issues. Communication with customers. Source factory vendors and allocate orders, including negotiating Capa. Supervise costing & pre-production. 10yrs of production experience. Strong organization, multitasking, and written/verbal communication skills.

Sewer/Samplemaker

Experience with acetate slinky a plus. Read/write/speak English required.

Email res. to recruiting@scta.samsung.com

PURCHASING COORDINATOR

Design oriented textile and garment importer seeks a motivated individual for purchasing coordinator position. Experience in the textile and garment industry a must. Must be well organized, hard working, detail oriented and with good follow up skills.

Pls send resume to: humanresources1522@gmail.com

PRODUCTION PATTERN MAKER

- Experienced pattern maker in missy knit and woven tops with various send outs such as garment dye and silk screen

- Comfortable working in a fast paced environment
- Computer pattern only

Email resume to: Hrfashion365@gmail.com

SINGLE NEEDLE SEWING CONTRACTORS

Karen Kane is looking for single needle sewing contractors for better sportswear, tops, dresses and jackets. Must have valid garment registration and proof of WC insurance.

Contact the production manager at
(323) 588-0000 ext. 1122

www.classifieds.apparelnews.net

Jobs Available

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

FIRST PATTERNMAKER

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

Send resumes to hr@swatfame.com

Product Development & Production Manager

Must have experience in all women's apparel categories. Will manage styles ensuring fit, quality, cost, production, delivery. BA/BS and/or 4-6 years related experience. Solutions oriented. Fluent in Korean a plus! Full benefits! Send cover letter, resume, & desired salary to careers@lulus.com.

Women's Master Pattern Maker

San Francisco bridal & RTW co seeks Pattern Maker w expertise in 1st thru final pattern development. 10+ years PM experience & discerning eye for style, fit, attention to detail.

Email resume: Lisa@AmyKuschel.com

AmyKuschel.com/Journal/Pattern-Maker-Wanted

SWEATER TECH W/PATTERN EXP

2-4 YRS EXP IN TECH DESIGN, KNOWLEDGE IN BASICS OF SWTRS. MUST HAVE STRONG WORK ETHIC, ORGANIZED & RESPONSIBLE. MUST BE ABLE TO WORK UNDER STRESS & TIGHT DEADLINES. MUST KNOW EXCEL, PHOTOSHOP &/OR ILLUSTRATOR EMAIL: PARCANDPEARL@PARCANDPEARL.COM

Customer Service Manager

Women's Apparel Company is seeking a Customer Service manager. The position requires you to be responsible for administrative support and data entry. We are looking for a multi-tasker with meticulous attention to detail. Must be familiar with AIMS and Microsoft Office. Please send your resume to jobcsa3@gmail.com for consideration.

Jobs Available

Customer Service Manager

Santa Monica based company seeks an operations-minded Customer Service Manager. 5+ yrs exp. Able to work effectively w/ multiple depts. GREAT BENEFITS. FULL TIME.

Fax resumes to (310)828-0091 or email: koirecruiter@koihappiness.com

1st thru Production Patternmaker

Fast paced JRS company seeking a full time 1st thru production Patternmaker. Must be able to do paper and Gerber patterns. Min. 5 yrs experience required. Please email resume to tatyana@libertylove.net

Denim Fabric Sales

China based premium denim fabric mill seeking experienced sales to expend business in North and South America. must have exiting accounts. pls send your resume to tina@gnhgroup.net

National Sales Manager

Miller International, Inc.; an established wholesale clothing distributor is seeking an experienced National Sales Manager to work out of our corporate office in Denver, Colorado. See the full job description and apply by visiting www.miller-international.com

Domestic QC

Girlsweat Company in Burbank looking for Domestic QC. Must have 2-3 yrs experience with major dept store compliance and production audits.

Email resume to hr@vesturegroupinc.com

OPERATIONS/PRODUCTION COORDINATOR

Small handbag co. looking for experienced, organized production coordinator. Handle all operations in LA office. Wholesale & Online orders. Excellent writing skills. Proficient in: QB, MS Office, Multitasking. Must drive. Letter & resume: mailbagxx@gmail.com

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March 6

Cover: Fashion

Textile Wrap

E-tail Spot Check

New Lines & Showrooms

What's Checking

Finance Advertorial

Fashion Advertorial

Textile & Technology

Advertorial

Bonus Distribution

Fashion Week LA 3/9-15

Project Ethos 3/10

Designers & Agents LA 3/16-18

Coeur 3/16-18

LA Fashion Market 3/16-19

Atlanta Market Week 3/19-23

The Source/International Textiles Expo

3/23-25

March 13

Cover: LA Runway

Real Estate Charts

Technology

Activewear Special Section

Bonus Distribution

Lazr 3/15-18

Coeur 3/16-18

Designers & Agents LA 3/16-18

Shape 3/16-18

LA Fashion Market 3/16-19

AAFA Summit 3/18-20

Style Fashion Week 3/18-22

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March 20

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LA Market Wrap

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