

# CALIFORNIA ApparelNews

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The Los Angeles International Textile Show bowed with a new layout during its March 2-4 run at the California Market Center. (Pictured: Triple Textile Inc.)

## TRADE SHOW REPORT

### New Format, New Developments at the LA Textile Show

By Alison A. Nieder *Executive Editor*

The threat of rain put a damper on the opening day of the **Los Angeles International Textile Show**, but traffic picked up on the second and third day of the show's March 2-4 run at the **California Market Center**.

This season the CMC debuted a new look for the 13th-floor penthouse, which had been reconfigured to add additional open-booth space. The new look was praised by exhibitors, although several said they had to move from longstanding locations to harder-to-find spots on the floor.

That was the case for **Buhler Quality Yarns**, which moved from its initial spot in a showroom tucked in a corner to an open-booth space in the newly reconfigured space.

Victor Almeida, textile engineer with the Jefferson,

➔ **LA Textile Show** page 16

## Retailers Searching for Premium-Denim Rebound

By Andrew Asch *Retail Editor*

Premium denim is a staple at **LASC**, but the West Hollywood, Calif., men's boutique kept its offerings fairly narrow until recently, when the retailer began adding new labels to its mix.

In October, the retailer started stocking Los Angeles brand **Bravery for All**, which offers novelty premium-denim pants retail priced at \$180 and up. Alfredo Izaguirre, LASC's general manager and buyer, said he was surprised to find customers were open to trying new denim brands and not as resistant to premium-denim prices as they have been in recent years.

"There was no issue with price. We could have gone to \$250," he said. "It's a big step. .... We are cautiously optimistic about the denim business."

Southern California has been a capital for the design and the production of high-end premium denim. Jeans retailing for \$100 and above have long been popular for their fine fabrics and their attention to stylish detail, but since the Great Reces-

sion, boutiques such as LASC found higher-priced premium denim a harder sell.

For LASC customers, this marks a change in spending on premium denim. Before the Great Recession, premium denim made up 30 percent of the sales at LASC. Since 2009, it has made up 10 percent of the boutique's sales, Izaguirre said.

Throughout the relatively lean years for premium denim, LASC stocked denim from tried-and-true brands such as **G-Star** and **Scotch & Soda**.

Darrel Adams, owner of the boutique chain **Kin**, also reported that he was developing more business in premium denim—specifically, novelty denim.

"Customers are willing to pay for something special," Adams said. "If it looks the same as all of their other jeans, they won't pick it up. But if it is different, if it is something that they don't have in their closets, they will pay for it."

Kin maintains boutiques in West Hollywood, Los Angeles' exclusive Bel-Air neighborhood and a recently opened

➔ **Premium Denim** page 2

## What's Up for Solving the Ports' Congestion Problems

By Deborah Belgum *Senior Editor*

LONG BEACH, Calif.—The lingering port congestion problem may linger a little longer.

Even though a labor dispute has been tentatively resolved, port officials in the Los Angeles area admit it will take at least three months to deal with the traffic jam of goods that has plagued the watery transportation centers since October.

Gene Seroka, executive director of the **Port of Los Angeles**, and Jon Slangerup, chief executive of the **Port of Long Beach**, told a crowd of shippers, freight forwarders and high-stakes importers at the recent **Trans-Pacific Maritime Conference** that the two ports are working as fast as they can to return to normal. "By the third month, I hope by working in concert with the liner [shipping]

➔ **Pacific Maritime** page 18

## TRADE SHOW REPORT

### Sourcing Show Factory Direct Debuts at The New Mart

By Alison A. Nieder *Executive Editor*

Full-package producers, logistics, design consulting and other sourcing resources exhibited at the debut of the **Factory Direct** trade show at **The New Mart** March 2-4.

Organized by trade show and technology executive David Dea, the show got off to a slow start when weather kept traffic away on opening day. But by the second day, exhibitors reported seeing established companies walking the show.

"We saw quality businesses," said Scott Wilson, account vice president for **JS Apparel**, a printer and manufacturer based in Carson, Calif. "I think David is on to something."

Wilson said he met with an established jewelry brand that is starting an apparel line.

"It already has the brand awareness and the distribution," he said. "What we do is a perfect match for them."

Ted Houston, president of Long Beach, Calif.-based **Polygon Solutions**, was similarly enthusiastic.

"The level of established businesses here is high," he said, adding that he met with a \$2 million denim brand at the show. Polygon Solutions provides an operation platform for emerging brands to outsource services such as purchase order and EDI management, customs liaison, invoicing and inventory management, and customer-service support.

"We will definitely be back," Houston said.

Helen Saleh, head designer for Los Angeles-based **Adiva Intimates Inc.**, said she had a good reaction to the company's services.

Adiva provides full-package design development and production in its own facilities in Vietnam. The 20-year-old com-

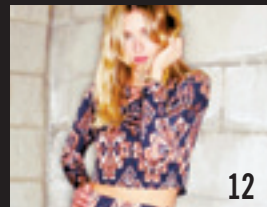
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# NRF President Calls for a Better Way to Resolve Labor Union Disputes

Noting that the retail industry is highly reliant on just-in-time delivery of goods, the head of the **National Retail Federation** said many retailers were economically hurt by the recent West Coast port problems and labor slowdowns that led to imported merchandise taking weeks and even months to be delivered.

"Countless retailers of all sizes, from big-box stores to boutiques, are feeling the hurt," said Matt Shay, the NRF's president and chief executive, speaking at a March 2 luncheon held at the 15th annual **Trans-Pacific Maritime Conference** in Long Beach, Calif. (See related story, page 1.)

He said one retailer told him that he had ships that should have discharged merchandise in Tacoma, Wash., but skipped Tacoma to unload merchandise in Vancouver, Canada, and

then went to anchor for three weeks before returning to Tacoma. "He said, 'We will literally be throwing the cargo away,'" Shay noted.

Another retailer was expecting at least a \$20 million loss in the first quarter due to the delivery delays.

"Our pain was particularly acute over the recent Christmas season, when our retailers suffered delays in getting holiday goods to store shelves," he said. "Now, as we begin to stock up for warmer weather to come—from garden shovels to spring fashion shoes—it looks like another seasonal opportunity will be affected."

To survive, he said, retailers shifted cargo to ports along the East Coast, the Gulf Coast, Canada and Mexico. "In many cases, these temporary arrangements might become per-

manent," he observed.

Much of the more recent port congestion problems were caused by work slowdowns during the drawn-out labor negotiations between the **International Longshore and Warehouse Union** and their employers, the **Pacific Maritime Association**.

He said it was unacceptable to resolve issues with work slowdowns and there had to be some solution. "The time has come for all of us to say, 'Enough is enough.' There are too many challenges facing the ports that already require us to work together. The ongoing uncertainty and unpredictability from labor negotiations every few years can't be standard operating procedure," he said.

"I do have to say that it is inconceivable to me that a small group of narrowly self-

interested people can think it's okay to put thousands upon thousands of American jobs at risk," Shay added.

He called on Republicans and Democrats to work together to reform labor laws and regulations and modernize the labor-agreement system to avoid the kind of costly negotiating period just concluded between longshore workers and their employers.

"Overall, labor and management work together quite well in this country," Shay said. "Look at the automakers, for example. **Ford [Motor Company]** and the **UAW [United Auto Workers]** found ways to work together in the depths of the recession to restructure and refocus to build a stronger company for the future. ... We can do the same here."

—Deborah Belguem

## Denim *Continued from page 1*

appointments-only boutique in Huntington Beach, Calif.

There has been a rebound of consumer interest in novelty premium denim, said Michael Morrell, partner and president of operations and marketing at **Olah Inc.**, which produces the denim trade show **Kingpins**.

"It has recovered in novelty areas," he said. "It has not recovered just as much in core areas." He defined the core area of premium as five-pocket jeans. Core premium is going through a challenging time because the low end of that segment, perhaps \$110 jeans, has done a spectacular job of emulating the core denim jeans that are \$180 and higher—whereas customers of novelty jeans get what they pay for. The high-priced novelty jeans look and feel different from the less-expen-

sive novelty jeans, Morrell said. There are no alternatives. Those who want the best novelty jeans must pay the requested price.

"The main search for denim companies will be the search for pure innovation and newness," he said. "No longer does a simple five pocket make it. For core to do well, they have to hit home runs."

The resurgence of interest in premium novelty might take a page from the pre-recession period, which was marked by a spirit of experimentation with new looks for denim. Entrepreneurs were willing to take their chances with new premium-denim brands, and consumers did not blink when they were told that a pair of pants retailed for more than \$150. But the Great Recession caused many U.S. consumers to step back from what seemed like a years-long shopping spree for premium denim.

For Fred Levine, owner of the **M.Fredric** chain of contemporary boutiques in Los Angeles County, the excesses and the variety of the go-go days of premium denim aren't back. He says consumer interests have changed.

"I don't see any demand for any 'flavor of the month' premium brands like we experienced in the denim rush of the pre-recession days," Levine said. "I think there's a movement toward jeans in the \$120 to \$180 price range that offer a flattering and consistent fit with tasteful washes and no embellishments and no bold branding," he said. "There is no 'must-have' brand, and the consumer is identifying and remaining loyal to a brand that fits her body best and feels good. This is a big departure from the brand consciousness of the past."

Consumer research from **Cotton Inc.**, a trade group for the cotton industry, found that premium denim has a long way to go to recapture its market share of its heyday.

In a recent survey published by its **Lifestyle Monitor** newsletter, about 7 percent of those surveyed plan to purchase a pair of premium-denim jeans, which cost more than \$100. Three in four consumers surveyed planned to buy new jeans. Fifty-four percent plan to purchase jeans made in the U.S. Many are looking for jeans made with technical fabrics. The survey found that 48 percent of those surveyed plan to buy jeans with thermal-regulating properties, 42 percent plan to purchase odor-resistant jeans, and 27 percent plan to purchase moisture-wicking jeans. The survey was conducted in December. (Earlier this year, Greensboro, N.C.-based **Cone Denim** introduced a number of performance denim fabrications designed to bring high-strength and thermal-regulating properties to jeans.)

Even if the popularity of premium denim waxes and wanes, styles are always changing, and there always is room for experimentation.

Adams of the Kin store noted that moto-style premium denim is popular. Bernard G. Jacobs, a fashion stylist for his Los Angeles-based company **Katy Duds**, noted that the Los Angeles-based **Robin's Jeans** kept the spirit of premium experimentation alive.

Jacobs reported being impressed with Robin's Jeans styles such as the "New Long Flap Miami Red," which features a snake-style print and Swarovski crystals on the back.

The Miami Red retails for \$999. Kim Dillard, a Robin's spokesperson, said Robin's offers couture-style denim. Each retailer can

request a different style of embellishment on their order of jeans, which will make them unique from other retailers.

Jacobs noted a resurgence of interest in premium denim with his entertainment and sports clients. A few years ago, they seemed to prefer simple five-pocket jeans. But by the end of 2013, interest in new premium-denim looks started to surge with his customers.

## Premium-priced and special

In April, LASC will take its commitment to premium denim further. It is scheduled to introduce a special store environment for high-end Los Angeles premium-denim brand **Eight Field of Freedom**, which made its debut at the **Liberty Fashion & Lifestyle Fairs** trade show in Las Vegas last month.

Premium denim will thrive because there is a well-off consumer who seeks it out, said Gonzalo Posada, a founder of Eight Field of Freedom. "There are people who want denim, and they are not scared to spend \$189 to \$350 for a pair of well-made jeans," he said.

The key is to be different, and Posada intends to give people what they want—a serious and appealing alternative.

Eight Field, which is headquartered in Vernon, Calif., makes jeans on sewing machines that were constructed in the early 20th century. These machines were built to make suits and hats, but Posada and his studio of 15 denim tailoring veterans use the vintage machines to make unique silhouettes and special stitching. Eight Field makes its jeans with denim fabrics from Italy and Turkey. High-end fabrics range from \$7.50 to \$14 a yard. The brand's highest price point denim retails for \$352 and features velveteen fabric in the waistband and special lining for pockets. The pants are especially tailored and can take two days to make by an Eight Field tailor.

Jeff Shafer, founder of premium-jeans brand **Agave**, which sells its jeans at specialty stores such as **American Rag**, said that premium denim is here to stay.

"The biggest change is that the denim market went from 'boom' to 'bubble' to 'bust' and now we are back to 'business as usual.' Hundreds of companies have come and gone trying to take a piece of this market. Premium denim became a fad. All fads eventually die. Only denim is denim and it has always been there and it will always be there. Denim is part of the global fashion culture," he said. ●



**NEW BRAND:** Eight Field of Freedom, a premium-denim label, took a bow at the Liberty Fashion & Lifestyle Fairs trade show last month.

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## RETAIL SALES

# February Business Toughs Out Pressures

February was tough for retailers. Freezing temperatures and winter weather kept shoppers inside their homes. There was a labor slowdown at ports on the West Coast, and after receiving a break from high gas prices during the fall, prices at the pump started climbing in February.

Despite the added pressures, February business was not bad, said Adrienne Yih-Tennant, a high-profile retail analyst who works for **Janney Capital**. Retailers faced added economic pressures by keeping inventories light this month, she wrote in the first of two retail notes that she released on March 5. She also noted that consumers want to shop.

In her second March 5 research note, she said most of the retailers that she tracked posted sales above Wall Street's expectations. "This suggests to us that consumers are in the mood to spend on apparel and bodes well for the core of the spring selling season in March/April," she wrote.

**Gap Inc.** reported a 4 percent decline in its February same-store sales. It reported net sales of \$918 million during the month, but it missed its expectations, said Ken Perkins, founder of market-research company **Retail Metrics**. He forecast that Gap Inc. was going to post an increase of 1.3 percent during February. In a March 5 newsletter, he stated that Gap Inc. posted negative monthly same-store sales in three of its last five quarters.

Sabrina Simmons, Gap Inc.'s chief financial officer, placed responsibility for the decline on typical business during February. "Recognizing that February is a relatively small sales month, we're focused on the spring shopping months ahead and deliver-

### February Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
<b>The Buckle</b>	<b>\$88.60</b>	<b>-0.9%</b>	<b>-2.7%</b>
<b>Gap</b>	<b>\$918.00</b>	<b>-11.0%</b>	<b>-4.0%</b>
<b>L Brands Inc.</b>	<b>\$806.10</b>	<b>+7.0%</b>	<b>+6.0%</b>
<b>Stein Mart</b>	<b>\$88.60</b>	<b>+4.9 %</b>	<b>+2.6%</b>
<b>Zumiez</b>	<b>\$54.00</b>	<b>+11.6%</b>	<b>+6.9%</b>

Information from company reports

ing on our full-year goals," Simmons said.

**Zumiez Inc.**, the action-sports retailer, reported a 6.9 percent increase in its same-store sales for February. Its net sales increased 11.6 percent to \$ 54.0 million.

"February same-store sales well-exceeded expectations," said Dave King, a retail analyst for **Roth Capital Partners**, wrote of Zumiez in a March 4 research note. "Overall sales also exceeded projections but were pressured somewhat by foreign exchange. Zumiez seems to be gaining market share amidst an improving teen retail backdrop, though we attribute part of the outperformance to a larger relative men's offering."

—Andrew Asch

## Calendar

### March 7

**Concept**  
Beachwood Studios  
Los Angeles

### March 8

**Art Hearts Fashion**  
W Hotel (opening night)  
Hollywood  
Through March 13

### March 10

**Project Ethos**  
Taglyan Complex  
Los Angeles

**CALA**  
Fort Mason Center  
San Francisco  
Through March 11

### March 13

**Imprinted Sportswear Show**  
Atlantic City Convention Center  
Atlantic City, N.J.  
Through March 15

### March 15

**Lazr**  
The Vertigo Building  
Los Angeles  
Through March 18

### March 16

**Los Angeles Fashion Market**  
California Market Center  
Cooper Design Space

The New Mart  
Gerry Building  
824 Building  
Lady Liberty Building  
Primrose Design Building  
Academy Awards Building  
Los Angeles  
Through March 19

**Designers and Agents**  
The New Mart  
Los Angeles  
Through March 18

**Coeur**  
Cooper Design Space  
Los Angeles  
Through March 18

**Shape Select Transit**  
California Market Center  
Los Angeles  
Through March 18

**LA Kids' Market**  
California Market Center  
Los Angeles  
Through March 19

### March 18

**Style Fashion Week**  
The Reef  
Los Angeles  
Through March 22

**AAFA Summit**  
The Ritz-Carlton  
Washington, D.C.  
Through March 20

### March 19

**Atlanta Market Week**  
AmericasMart  
Atlanta  
Through March 23

### March 23

**The Source/International Textiles Expo**  
Rio All-Suite Hotel & Casino  
Las Vegas  
Through March 24

### March 25

**Dallas Market Week**  
Dallas Market Center  
Dallas  
Through March 28

**FIG**  
Fashion Industry Gallery  
Dallas  
Through March 27

There's more  
on [ApparelNews.net](http://ApparelNews.net).

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

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

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## NEW LINES

### California Market Center

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#### NEW SHOWROOMS

##### LEADERS IN LEATHER

**Suite A336**  
Dolma Imports  
Kathy L. Barrett Selections Inc.  
*Updated*

##### CALIFORNIAN STITCH

**Suite A369**  
Californian Stitch *Updated*

##### MINI MOD MODE

**Suite A601**  
Creamie *Children's*  
Haute Stuff *Children's*  
Imps & Elfs *Children's*  
Little Sloppy *Children's*  
Mini Mod Mode *Children's*  
Nohi Kids *Children's*  
Pepper & Penny *Children's activewear*  
Scalise *Children's*

##### HATCHED SHOWROOM

**Suite A642**  
Central Park West  
Fore by Axel & Hudson *Children's*  
Headbands of Hope  
Hollyworld  
Le Big  
Sally Miller  
So Nikki  
Young, Fabulous and Broke

##### HONEY POT

**Suite A764**  
Honey Pot

##### CEYLON

**Suite A811**  
Ceylon *Juniors*

##### THREAD TREND

**Suite A877**  
Thread Trend *Juniors*

##### EMPERIA INC./IZZY & ALI

**Suite A1028**  
Emperia Inc./Izzy & Ali *Handbags*

##### AKOO

**Suite B459**  
House of Gangs  
Playcloth

##### NEW LINE TRIMS

**Suite B955**  
New Line Trims *Textiles*

#### ACCESSORIES

##### ROBERT ARUJ

**Suite A1085**  
Hedgren *Small leather goods/travel bags*

#### MODERN/UPDATED COLLECTIONS

##### REICHMAN ASSOCIATES

**Suite A287**  
Gertie's *Updated tops, outerwear*  
Nikki Jones *Updated outerwear*

##### TOM TOM SALES

**Suite A291**  
Renuar *Updated bottoms, tops, sportswear*

##### MARY MINSER

**Suite A298**  
Lobo Mau *Updated*

##### FRED POSTAL

**Suite A301**  
Koren *Updated tops, sportswear, dresses*  
Simpli-U *Updated tops, sportswear*

#### CONTEMPORARY

##### International Brands Of America

**Suite B535**  
Naama Bezael *Contemporary*  
Traffic People

##### T & A SHOWROOM WOMEN'S

**Suite B588**  
Benares *Contemporary*  
Color Siete *Contemporary*  
Rose Pistol *Contemporary*  
Tregene *Contemporary*

#### CHILDREN'S

##### NICKY ROSE KIDS

**Suite A605**  
Agree 2 Disagree *Children's*  
Detention Tees *Children's*  
Kate Spade New York *Children's*  
Lauren Moshi *Children's*  
Michael Lauren *Children's*  
Miki Miette *Children's*  
Rebel Yell *Children's*

### The New Mart

127 E. Ninth St.

#### NEW SHOWROOMS

##### KUT FROM THE KLOTH

**Suite 408**  
Edyson  
Kut From The Kloth  
STS Blue

##### HASSON COSTA

**Suite 700**  
Charles Henry  
Clayton  
Heather  
Hunter Bell  
Margaret O'Leary  
Rachel Pally  
Vimmia  
Whitney Eve  
Wilt  
WAYF

##### 34 HERITAGE

**Suite 701**  
34 Heritage

##### VALERIE HAMBAS SHOWROOM

**Suite 800**  
Blue Canoe  
Custo Barcelona  
Kay Celine  
Krazy Larry  
Lisa Todd  
Love and Grace  
Muche et Muchette  
Papillon Blanc  
Saxx  
Second Base  
Stiletto  
Trybe

##### BRANDY GARRISON SALES

**Suite 1002**  
Funky Yoga  
Harvest  
Joah Brown  
Onzie

##### GROCERIES APPAREL

**Suite 1006**  
Groceries Apparel

##### SHOWROOM 1205

**Suite 1205**  
Bou Jeloud  
Doubleshot  
Frontlab  
LA Fine  
Ladission  
SolKissed

#### NEW LOCATION

##### REPRESENTING SHOWROOM (FORMERLY IN SUITE 509)

**Suite 1002**  
Eric Javits  
Hipanema  
Idlebird  
Red Monkey Designs

#### NEW LINES

##### HATCH

**Suite 135**  
Cynthia Vincent  
Madeworn Rock  
Mara and Mine  
Thomas Wylde

##### JACKIE B SHOWROOM

**Suite 505**  
Bienne  
PPLA Clothing

##### PROJECT DL

**Suite 603**  
Beulah  
Moon Collection

##### JOKEN STYLE

**Suite 607**  
American Fitness Couture  
Confused Girl in the City  
Dina Agam  
Ellie & Leesa  
Fame on You Paris  
Karen Capli  
Libre  
Liza/Liza Schwartz Jewelry  
Makena Surf Wear  
Piero Guidi  
Rosebud  
Sonjja Baram  
Stylish  
Tee Ink  
Whispering Ivy  
Wilma and Ethel  
Yana K

##### COHEN SHOWROOMS

**Suite 703**  
Jacob Davis  
Jo & Me  
Orange Beld  
SIX \* TEN

##### KLA/KAREN L. ANDERSON

**Suite 704**  
Alpaca Collections  
Kuna

**E. VICTOR GABRIEL INC.**  
**Suite 706**

##### NANCY CARROLL MATERNITY FASHIONS

**Suite A643**  
Danielle Forte *Maternity*  
Urban Ma *Maternity*

##### WEST COAST MATERNITY

**Suite A651**  
Loyal Hana *Maternity*  
Luxe Junkie Maternity *Maternity*  
Mothers En Vogue *Maternity*  
Pietro Brunelli *Maternity*

##### KIDS DU MONDE

**Suite A678**  
Lexie by Mon Cheri *Children's*  
Mono Children's *Gift and Home*

#### GIFT AND HOME

##### ROSALIE & FRIENDS SHOWROOM

**Suite C1298**  
Legacy Publishing  
Note Bagz *Gift and home*

#### MEN'S

##### ONE TEN SALES

**Suite B473**  
Good Denim Co. *Men's dress shirts*

##### PROPER BRANDS SHOWROOM

**Suite B479**  
Reason *Young men's*

Maria Grazia Panizzi (Italy)  
Me & Thee (United Kingdom)  
Olivier Philips (Paris)  
Sonia Fortuna (Italy)

##### DIAL M SHOWROOM

**Suite 715**  
Leo & Sage

##### SHOWROOM SHIFT

**Suite 806**  
Ilse Jacobsen  
Letol

##### CORINA COLLECTIONS

**Suite 807**  
Liza Shtromberg  
Mofe Handbags  
Skinny by Jessica Elliot

##### KATHY WALKER SALES

**Suite 808**  
Heartloom  
JuJu

##### THE VILLAGE SHOWROOM

**Suite 809**  
Nikki Montoya

##### BERNADETTE MOPERA SHOWROOM

**Suite 813**  
Knighbury

##### LIT STUDIO

**Suite 906**  
Faubourg Du Temple  
GLAM

##### THE GIG SHOWROOM

**Suite 907**  
Maidenform Accessories

##### DATSCAT

**Suite 910**  
Life Is Good

##### MARY HARDIE SHOWROOM

**Suite 1008**  
Indigenous

##### DIANE LEVIN SALES

**Suite 1008**  
Escapada Living

##### LANDA SALES

**Suite 1009**  
Eden Society

##### WEST BANK CLOTHING

**Suite 1101**  
Australia Luxe

##### TOMMY BAHAMA

**Suite 1208**  
Tommy Bahama Footwear





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## Sandy Jang, Sweet Rain and Alice Blue

California Market Center  
Suite B579  
(323) 583-4580

Sandy Jang has been producing young contemporary fashions for 15 years under the labels **Sweet Rain** (previously called **Jump Clothing**) and **Alice Blue**. For the upcoming March 16–19 run of **Los Angeles Fashion Market**, Jang will introduce her eponymous premium collection in her fifth-floor showroom at the **California Market Center**.

Wholesale priced from \$18 to \$120, the **Sandy Jang** collection is designed

for the customer looking for contemporary, trendy fashion at a competitive price, so, as Jang says, “They don’t have to think too long to buy.”

The new collection will target a different market and different buyers from Sweet Rain and Alice Blue, which are known for their prints and original colors. Sweet Rain is wholesale priced from \$8 to \$18 and sells in chain stores such as **Forever 21** and **Modcloth**, and Alice Blue is wholesale priced from \$10 to \$24 and sells in department stores such as **Dillard’s** as well as at boutique retailers.

The California Market Center space will serve as a showroom for all three collections, and Sandy Jang will also be represented in the **Barbara James Showroom** in **The New Mart**.

Jang’s business is growing. The company just purchased an 80,000-square-foot warehouse adjacent to its headquarters in Vernon, Calif., to keep up with demand.

—Alison A. Nieder



Sandy Jang

## The GIG Showroom

### The New Mart

Suite 907  
(213) 488-0975  
sales@thegigshowroom.com

For 15 years, The GIG Showroom has been a hub for intimates, sleepwear and swim brands at The New Mart, but after years of representing the first clothes people put on in the morning, the showroom has branched out into new categories.

After representing high-profile underwear **Spanx** and **Calvin Klein**, GIG co-owners Stacey

and Joel Gossman recently took on some denim and activewear clients. The additional clients demanded more space. GIG moved to a bigger showroom in the building.

The Gossmans and their team moved into a 1,200-square-foot space on the building’s ninth floor. For the past two years, the company was doing business in an 820-square-foot space.

GIG, which stands for Girls/Guys Intimate Gear, recently added denim accounts for **Calvin Klein Jeans** and the newly introduced activewear line for **2XIST**, the men’s fashion underwear line that has been in business since 1991.

However, lingerie brands will remain an emphasis at the showroom. Lines include **Maison Close**, a French brand; **Splendid Intimates**; **Underella** by Ella Moss; **Clo Intimo**; **Private Arts**; and **Maidenform Accessories** and **WG** by Wendy Gonzalez. Wholesale price points range from \$4.80 for some Calvin Klein pieces to \$200 for catsuits from Maison Close. In late 2014, GIG also announced its representation of Los Angeles–based sister lines **WG Edit** and **The Lovelies**. WG Edit is a contemporary clothing line. The Lovelies is composed of lingerie and accessories.

If underwear is the first piece of clothing people put on in the morning, Stacey Gossman said, lingerie and underwear brands have a responsibility to make their consumers feel good.

“We are representing romance,” she said. “It starts with intimates. It should look good, fit well, and be well priced—all of which makes you feel good about yourself.”—Andrew Asch



From left: Stacey Gossman, LaNae Mackey, Jill Williams, Kyleah Gist. Sitting is Joel Gossman.

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# the New Mart

showrooms & lines

## SHOWROOMS

10eleven  
34 Heritage  
A La Mode Showroom  
allen allen USA  
Barbara James Showroom  
BB Dakota  
Bernadette Mopera & Co.  
Bob Ditchik & Assoc./  
The H.E.M. showroom  
Brandy Garrison Sales  
Chan Luu Showroom  
Chantal Accessories Inc.  
Charlotte Tarantola  
Cohen Showroom  
Complete Clothing  
Corina Collections  
Daniel Friedman West  
Daniel Rainn  
Datscat  
Deux Lux  
Dial M  
Diane Levin Showroom  
E. Victor Gabriel, Inc.  
Echo  
Eileen Fisher  
Engel's Showroom Inc.  
French Connection  
GIG Showroom  
ginger. Showroom  
Groceries Apparel  
Hale Bob  
Hard Tail  
Hasson Costa  
HATCH  
Heather G Showroom  
Hudson Jeans  
Jackie B Showroom  
Jacob Davis USA  
Jacob Gray Agency  
James Jeans  
Jennifer Michelle Sales  
Johnny Was  
Joken Style Showroom  
Judith Autumn Mann  
Sales  
Karen Kane  
Kathy Walker Sales  
KLA/Karen L. Anderson  
Kut From The Kloth  
La Rue Showroom  
Lacoste  
Landa Sales  
LIT STUDIO  
Livefree Showroom  
Liza Stewart, Inc.  
Lucky Brand  
Lynn Girard Showroom  
M Group Showroom  
Mary Hardie  
Mavi Jeans  
Miss Me  
Mod-O-Doc  
Mother  
Nanette Lepore  
Necessitees Apparel  
Niche Showroom  
Paige  
Pink Tartan  
Piper June Showroom  
Project DL  
Rande Cohen Showroom  
Representing Showroom  
Robert Graham Collections  
s.a.m Showroom

Sanctuary  
Clothing  
Showroom 1205  
Showroom 903  
Showroom Shift  
ShowroomFive21  
Silver Jeans Co.  
Sky  
Stacy Keyes Showroom  
Studio Two Clothing  
Sue Goodman Showroom  
T. Smith & Co.  
the residency. Formerly  
Renee & Company  
The Village Showroom  
The Vonderheide  
Showroom  
Three Dots  
Tiger Fish/By Design  
Tommy Bahama  
Trend Request, Inc.  
True Grit  
True Religion Brand Jeans  
UGG Australia  
Valerie Hambas Showroom  
Velvet Heart  
West Bank Clothing  
XCVI

## LINES

19.1  
0039 Italy  
2(x)ist  
2nd & Vine  
3 J Workshop  
34 Heritage  
4th Avenue  
Able  
Abyss By Abby  
Acrobat  
Adelyn Rae  
Alashan Luxe by  
Alashan Cashmere  
ALC  
All Things Fabulous  
allen allen usa  
Alpaca Collections - Kuna  
American Fitness Couture  
American Vintage  
analili  
Anatomie (USA)  
Andrew Marc  
Ann Ferriday  
Aratta  
Ariella  
Atina Christina  
Auden  
Australia Luxe  
Baci Collection  
Banaris Scarves  
Banjanan  
Bariano  
BB Dakota  
Beach Riot  
Beckley by Melissa  
Before & Again T's  
Belford  
Bellario  
Beth's Addiction  
Betsey Johnson  
Betseyville  
Beulah  
Bienne  
Bishop+Young  
BIYA  
Black Moon

Black Swan  
Bloom  
Blue Canoe  
Blue Tassel  
Bobeau  
Boemo  
Boho Me  
Bou Jeloud  
Brett Morris  
Brokedown  
Butterflyzebra Zzz's  
Calvin Klein  
Cambio  
Cameo and Myth  
Cameo Clothing  
Caroline Grace by  
Alashan Cashmere  
Chan Luu  
Charles Henry  
Charlotte Tarantola  
Chaser  
Chessy Shay Jewelry  
Christa Louise  
Christophe Sauvat  
Christopher Fischer  
Christopher.Kon  
Cino Blouses  
Cirana  
CJ by Cookie Johnson  
Claudia Nichole by  
Alashan Cashmere  
Clayton  
Cleokai  
Clo Intimo  
Cocobelle  
Co-Lab  
Cole Haan  
Confused Girl in the City  
Contempo  
Cop Copine  
Cowboys Belts/Handbags  
Crown Jewel  
Cullen USA  
Current Elliott  
Custo Barcelona  
Cynthia Vincent  
DADA Fashion Hats  
Dakota Collective  
Daniel Rainn  
Dantelle  
Dear John Denim  
Denimocracy  
Desigual  
Deux Lux  
Diane von Furstenberg  
Dina Agam  
Dittos  
Doma Leather  
Dora Landa  
Doubleshot  
Dream Investor  
dylan developed by  
true grit  
Echo  
Eden Society  
Edyson  
Eileen Fisher  
Elan & Elan Beach  
Elise M Belts & Bracelets  
Elizabeth Mckay  
Elle Sasson  
ellie & leesa  
Ellington Handbags  
Emotion Apparel  
Enza Costa  
Equiptment  
Eric Javits  
Escapada Living  
Eva Varro  
Fabrizio Gianni  
Fame on you Paris  
Fate  
Faubourg Du Temple  
Feather & Stone  
Feather 4 Arrow

Feel The Piece  
Fever Sweaters  
Fickle  
Fifteen Twenty  
Final Touch  
Fluff by Acme  
Fontlab  
For Love & Liberty  
Forever Unique  
Forgotten Grace  
Fraiche by J  
Fredd and Basha  
Free Heart  
Freelander  
Freeway  
Freida Rothman  
French Connection  
Frenzii  
Frock Shop  
Funky Yoga  
Gentle Fawn  
George Loves  
Giles & Brother  
GLAM  
Global  
Green Dragon  
Groceries Apparel  
Guess Belts  
Gypsy 05  
h.i.p  
Hair Accessories  
by Jan Tran  
Hale Bob  
Halloday Jeans  
Halo  
Hard Tail  
Harvest  
Haute Hippie  
Havaianas  
Hazel  
Heart Soul  
Heartloom  
Heather  
Hidden Heart  
Hipanema  
Hourglass Lily  
Hudson Jeans  
Hunter Bell  
Hybrid  
I Heart UGG Kid's  
I.Madeline  
IDI  
Idlebird  
Ilse Jacobsen  
Ilux  
Indigenous  
Industria Candles  
Invisibelt  
Ivan Grundahl  
J Brand  
Jachs  
Jack  
Jacob Davis  
James Jeans  
James Perse  
Janna Conner  
JET by John Eshaya  
Ji Oh  
Jimmy Taverniti  
Jo & Me  
Joah Brown  
Joe  
Joed Belts  
Joe's Jeans  
John Varvatos  
Johnny Was Collection  
Joie  
Josie  
JOULES FROM THE UK  
Jude  
JuJu  
JWLA  
Karen Capil  
Karen Kane  
Karen Klein  
Karlita Designs  
Karma Kreations  
Kay Celine

Kaya Di Koko  
Kelly Wearstler  
Kerisma  
Kersh  
Kid Tails  
Kira Grace  
Kling  
Knitted Dove/Love Dove  
KOA Swim  
Kokun Cashmere  
Koral - Activewear  
Krazy Larry  
Kut from the Kloth  
LA Fine  
LA Natura  
LA Soiree  
Lace & Whiskey  
Lacoste  
Ladission  
L'AGENCE  
Lan Jaenicke  
Lapis  
LATS  
Laura J Designs  
Lavender Brown  
Leatherrock  
Lemieux  
LEO & SAGE  
Letol  
Level 99  
Libre  
Life Is Good  
Lilla P  
Lily  
Line Knitwear  
Liquid Metal by  
Sergio Gutierrez  
Lisa Carrier Candles  
Lisa Todd  
LIV  
Living Royal Socks  
Liz Soto Handbags  
Liza Schwartz Jewelry  
Liza Shtromberg  
Lodis  
Lola Jeans  
Lolly  
Lori Jack  
Love + Grace  
Love By Design  
Love Token  
Lovely BAG  
Lucky 7 Tees  
Lucky Brand  
Luii  
Lumier by Bariano  
Luv Aj  
Lysse  
M Made in Italy  
Mad Mac  
Madeworn Rock  
Maidenform Accessories  
Maison Close  
Makena Surf Wear  
Mara and Mine  
Margaret O'Leary  
Maria Grazia Panizzi  
Marie Chavez  
Marseilles  
Matty M  
Mavi Jeans  
Me & Thee  
Melody  
Micahela  
Michael Kors  
Mickey & Jenny  
Mila Bikinis  
Mirlo  
Miss Me  
Mod-O-Doc  
ModSock  
Mofe Handbags  
Moon Collection  
Mother  
Moyuru  
Muche et Muchette  
Nana Nucci  
Nanavatee

Nanette Lepore  
Nation LTD  
Necessitees Apparel  
Neesh.... By DAR  
New Leaf  
Nick & Mo  
Nikki Montoya  
NIKKI Rich  
Nor  
Notify  
Novemb3r  
O2 Collection  
Oats Cashmere  
Old Gringo Boots  
Olive & Oak  
Olivier Philips  
Om Girl  
One Teaspoon  
OneOddBird  
Only Hearts  
Onzie  
Oober Swank  
Oonagh by Nanette Lepore  
Orange Beld  
Others Follow  
Paige  
Paige Hamilton Designs  
Pam and Gela  
Paper Heart  
Paperwhite  
Papillon Blanc  
Parallel Skies  
Parker Smith  
Patrons of Peace  
Peace Love World  
Peace of Cloth  
Penelope Chilvers  
Pepa Loves  
Pete and Greta  
Peter and June  
Piece of My Heart  
Piero Guidi  
Pink Lotus  
Pink Tartan  
Pistil  
PJ Luxe / PJ Salvage  
Porto  
PPLA Clothing  
Press  
Private Archieves  
Private Arts  
Pure Karma  
Quintsoul  
Rachel Pally  
Raffaello Rossi  
Raviya  
RD Style  
Rebels Footwear  
Red Haute  
Red Monkey Designs  
Red23  
Repeat  
Revolution by Edwin  
RG Jeans  
Riller & Fount  
Robert Graham Men's  
Robin Ruby  
Rock Revival  
Rosemunde  
Rowan Reed  
Rubber Ducky  
Sanctuary Clothing  
Saraswati Jewelry  
Saxx  
Scrapbook  
Search for Sanity  
Second Base  
Sheri Bodell  
Sigalie Jewelry  
Signorelli  
Silva  
Silver Jeans  
Simply Irresistible  
Single  
Sita Murt  
SIX \* TEN  
Six Degrees  
Skif

Skinny by Jessica Elliot  
SKUNKFUNK  
Sky  
SolKissed  
Solow  
Soludos  
Sonia Fortuna  
Sonjja Baram  
Soul Mates  
Spanx  
Spirithouse  
Splendid Intimates  
Stacy Sterling  
Steve Madden  
Stiletto  
Streets Ahead  
STS Blue  
Stylish  
Sugar Bean Jewelry  
Sugar High  
Suki & Solaine  
Sunday in Brooklyn  
Sunlight  
Suzi Roher  
T2Love  
Talia Hancock  
Tanya Taylor  
Tee Ink  
TFNC London  
The Chic Bags  
The Fisher Project  
The T Refinery  
Thomas Wylde  
Three Dots  
Tiger Fish  
Timberland  
Tommy Bahama  
Tracy Evans  
Transmission  
Trendline by  
Raffaello Rossi  
Tricots Jean Marc  
True Grit  
True Religion  
Trybe  
Twenty  
UGG  
Undercover  
Underella by Ella Moss  
Une  
UP!  
Urban Fitting Room  
Varro by Eva Varro  
Velvet Heart  
Viereck  
Vigross Denim  
Vimmia  
Vince  
Vintage Highway  
Vintageous  
VPL  
wallpapHer  
Want Need  
WAYF  
Wells Grace  
Western Fashion Jewelry  
WG  
Whispering Ivy  
White Crow  
Whitney Eve  
Willow & Clay  
Wilma & Ethel  
Wilt  
Wooden Ships by  
Paola Buendia  
Workshop  
XCVI  
Yana K  
YASB  
Yerse  
Yoana Baraschi  
Yoshi Yoshi by PJ  
Z Supply  
Zacasha  
Zelda  
Zina Kao Jewelry  
Zoa  
Zoe Couture  
Zowee Jewels

www.NewMart.net



## New Lines

Continued from page 6

### Gerry Building

910 S. Los Angeles St.

#### NEW SHOWROOM

##### THE MISSION SHOWROOM

**Suite 203**  
AAPE by A Bathing Ape  
Ad-lib  
Established  
Fool's Day  
Han Cholo  
Hickies  
Indispensable

#### NEW LINES

##### LEVEL 7 SHOWROOM

**Suite 408**  
Backerton  
Levi's (Tops)  
Wewood Watches

##### MARIANA OJEDA SHOWROOM

**Suite 702**  
Alquema  
The Avenue West  
Babette  
Bia Miro  
Elemente Clemente

Elm Design  
Krista Larson  
Non Season  
P Taylor  
Sally Drennon  
Sarah Pacini  
Stella Carakasi  
Veronique Miljkovitch

##### IMPULSE MODA

**Suite 803**  
Harari  
Olivi's Lace Collection  
Sandy Duftler

##### BARBARA NOGG

**Suite 905**  
AN Designs  
Brodie Cashmere  
Equestrian  
Escape from Paris  
Petit Pois

##### KAREN KEARNS SALES

**Suite 906**  
Amy Brill Sweaters  
Erin Draper Collection  
M.A.D.  
Matti Mamane *Dresses and sportswear*  
Paige Hamilton Designs *Handbags*  
Rafinalla Collection  
Ruiz by Yolanda  
Vigorella Sportswear

#### TEMPORARY SHOWROOMS

##### MEYERSON SALES

**Suite 404**  
Bordado Knits  
Diana Rosh Furst  
Kin Ross Cashmere (Northern California)  
Red Paris  
Ren Frew  
XYZ

##### JOHN WALTER

**Suite 404**  
Alison Sheri  
Body Bark  
Elana Wang  
Samuel Dong  
Scapa  
Spanner  
Three Stones

##### MARIANA OJEDA SHOWROOM

**Suite 601**  
Axara  
Bitte Kai Rand  
Catherine Andre  
Didier Parakian  
Elemente Clemente  
Le Phare De La Baleine  
Lilith  
Nid D'Abeile  
Papucei  
Poles

P. Taylor  
Ri Chi Ami  
Whiite  
Zyga  
**EUROPEAN COLLECTIONS SHOWROOM**  
**Suite 604**  
SST AMERICA INC  
Johnstons  
Saint James

##### C.C. CREE & COMPANY

**Suite 604**  
Geiger  
Skovhuus  
Stehnmann  
Vanilia

##### TERRY BLAKE AND ASSOCIATES

**Suite 604**  
Conrad C.  
Dismero  
Piece of Blue  
Tricia Tyler  
Wrappings

### Cooper Design Space

860 S. Los Angeles St.

#### NEW LINES

##### THE NEWS

**Lobby F**  
Destin  
Sloane & Tate

##### AUSTRALIAN FASHION LABELS LTD.

**Suite 315**  
Esson Heritage

##### LIFESTYLE CLOTHIERS

**Suite 400**  
Andree by Unit  
Freeway  
Gilded  
West Kei

##### SEAMLESS SHOWROOM

**Suite 401**  
Boys + Arrows  
Daftbird  
Janessa Leone  
Knot Sisters  
Lacausa  
Lisa Maree  
Rue Stiic  
Show Me Your Mumu

##### LNA

**Suite 407**  
LNA

##### SUITE SHOP

**Suite 409**  
Ash & Ember  
Casual Friday  
Chole Oliver

##### IT'S ALL ABOUT THE GIRLS

**Suite 410**  
Bobo House  
Pink Stitch

##### CASTILLO SHOWROOM

**Suite 420**  
Tavik Swimwear  
Tavik Men's  
The Poster List

##### WAYS & MEANS/FUTURE OPTION

**Suite 520**  
Future Options  
Vanishing Elephant  
Zee Gee Why

##### BOND SHOWROOM

**Suite 635**  
CYNJIN  
Objects Without Meaning

### Academy Awards Building

817 S. Los Angeles St.

**GEORGE & LAUREL**  
**Third Floor, Unit C**  
George & Laurel *Jewelry*

## Stance Raises \$50 Million in VC Funding

**Stance**, a San Clemente, Calif.–based company that helped build a market for fashion socks at streetwear and surf and skate retailers, raised \$50 million in venture capital funding, according to media reports.

According to the *Wall Street Journal*, venture firms **August Capital** and **Kleiner Perkins Caufield & Byers** led a \$50 million investment in the socks maker.

Stance has made socks bearing images of **NBA** stars such as Dwayne Wade, who was an early investor in the brand. The company also made socks with unique designs such as bandannas, camouflage and geometric prints. Stance makes socks for men, women and children.

Jeff Kearnl, Stance's founder, said he would use the new funding to finance an expansion into new categories such as underwear and building six branded stores in the next year. All of the branded stores will have a different appearance and all will serve as research centers to study which Stance products get the best reception from customers.

Stance has been sold at majors retailers such as **Nordstrom**, specialty retailers such as **Pacific Sunwear** and **Tilly's**, and independent boutiques such as **The Well** in downtown Los Angeles.

Where many brands offer socks, Stance may be one of the only companies that was able to create a widespread interest in the category, said Aaron Levant, founder of the **Agenda** trade show. Stance has exhibited at the lifestyle, streetwear and action-sports trade show.

"It changed the conversation around socks," Levant said. "They put an emphasis and focus on a product that most brands offered almost as an afterthought."

Before Stance became popular, Levant couldn't remember a socks brand seeking to exhibit at his more than 10-year-old trade show. For the past 18 months, he estimated seeing 30 submissions for socks brands each season at Agenda.—*Andrew Asch*



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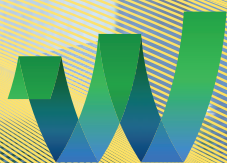
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Classic  
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ASTARS

## Gypset Chic



Cynthia Vincent



Sam &amp; Lavi



Tina + Jo

## Jumpsuits



Trina Turk



Tina + Jo

'70s CHIC:  
THE LOOK  
FOR FALL '15

Blame it on Nicolas Ghesquière, but the '70s are back—and they are ever so chic.

The designer's debut collection for **Louis Vuitton** reignited the era, and many designers are channeling the '70s for Fall. From Gypset Chic to Studio 54 Glam and Le Smoking, LA-based designers are re-creating the era—many with a Cali-inspired aesthetic.

Flares, fringe, fur and freedom of expression are key themes of the season. Think '70s icons such as Jane Birkin, Bianca Jagger, Ali MacGraw and Stevie Nicks to get the “of the moment” look.

“The '70s is a huge trend right now—making old new again,” said designer Cynthia Vincent. For Fall '15, Vincent was inspired by a trip to the Pacific

Northwest.

During a train ride up the coast with her daughter, she was enamored by the magnificence of “The Avenue of The Giants” in **Humboldt Redwoods State Park**. She incorporated '70s styles such as printed handkerchief midi-length dresses and oversized cozy sweaters into her collection. Vincent said that retailers have been drawn to ponchos, embroidery, fringe, midi-length dresses and floral prints.

Rachel Pally also drew from her California roots. She said she combined “the silhouettes of the '70s—billowy-sleeved maxi dresses, high-waist wide-leg pants (long or cropped!), velvet bell-bottoms and plush, loopy sweaters—merged with the colors of the California coast: pine trees, ocean views and saturated sunsets of Big Sur.” Cropped gauchos, Pally said, will be a big trend moving forward.

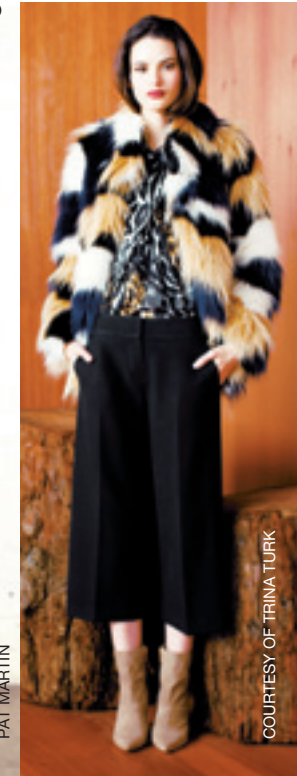
Trina Turk also ventured north to find inspiration—but in the multi-cultural city landscape of San Francisco and its environs.

“From the **Golden Gate Bridge** and the **Palace of Fine Arts** to the Marin headlands and up the redwood coast, Northern California captivates with an eclectic blend of bohemian and cutting edge,” Turk said. “Fall is all about adding the extra piece for a mixed-media effect of pattern, surface interest and color. It could be a poncho, fabulous faux fur, fearless plaid or tonally textured coats—we are all about layer-on-layer this season,” she explained.

## Culottes



Rachel Pally



Trina Turk



McGuire Denim

## Fringe



Cynthia Vincent



AS by DF



tbagslosangeles





COURTESY OF SAM & LAVI

Sam & Lavi



PAT MARTIN

Rachel Pally

## Maxi Dresses



SIX WOLVES FOR CYNTHIA VINCENT

Cynthia Vincent



COURTESY OF AS BY DF

AS by DF



KYLE JEFFREY

## Knits



SIX WOLVES FOR CYNTHIA VINCENT

Cynthia Vincent



SIX WOLVES FOR CYNTHIA VINCENT

Cynthia Vincent

Layering—especially outerwear—is also key for **Sam & Lavi**. Co-owner and designer Lavi Arasteh created the collection’s modern ’70s look by juxtaposing tailored, structured pieces with bohemian, hippie-chic looks. Flowy dresses are paired with long lamb’s-wool vests, cozy yak sweaters with asymmetrical A-line skirts and flared, tailored trousers with bohemian print blouses.

**A.moss**’ Fall collection was influenced by the ’70s and ’90s as well as a variety of cultural references. “[The ’70s look] evolved from the romantic notion and bohemian vibe of [Spring/Summer] 2015 to a more streamlined and sophisticated aesthetic with an air of glamor,” said designer Sebastian Truong.

Fur—either real or faux, Truong said—is at the top of the “must-have” list for Fall, and long-over-long silhouettes are important.

Key trends also include sartorial tailoring, elongated, oversized jackets and cropped as well as floor-sweeping wide-leg trousers.

Menswear inspiration à la “Le Smoking” is also strong this season. For Anthony Franco, the tailored silhouette, whether a men’s-inspired suit or a fitted bodice on a dress or gown, is important.

“I think the return of the trouser for women is huge right now,” he explained. “Fuller cuts and fitted waists are going to be seen more this season,” he added.

**Again** designer Amber Kekich was also inspired by retro style, a signature of the collection.

“Again is always inspired by silhouettes and women from the past, and I have always been fascinated with time,” Kekich explained. “[This season] we went back to when women started wearing suits and became more tailored. We pictured the smell of a bearded man sipping a whiskey and the powerful woman standing beside him.”

It wouldn’t be the ’70s without a free-spirited attitude. For **tbagslosangeles** designer Shadi Askari-Farhat, inspiration came from “a strong and deeply free-spirited woman whose expression extends beyond her attitude and directly into the clothes that she wears.”

She paid homage to the ’70s with a combination of ’70s rock-star looks and modern bohemia with knits, long vests, ponchos, fringe details and a touch of prairie.

**AS by DF** designer Denise Focil said the life of the gypset inspired her this season.

Luxury and freedom are key themes of the collection, which includes relaxed silhouettes, fringe, leather and suede in a palette of oxblood wine, military green and gray.

For her **ASTARS** collection, the concepts of bohemian luxury and wanderlust are the focus. She included flares, vegan leather and specialty knitwear. “The bigger the flare, the better,” Focil said.

Here is a look at the key trends of the season.

—N. Jayne Seward

## Le Smoking



DANIEL KINCAID

Again



GREGORY KEITH METCALF

Anthony Franco

## The Flare



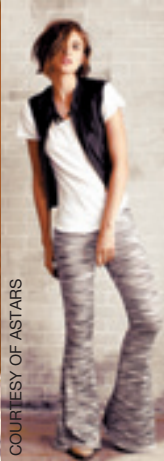
KYLE JEFFREY

a.moss



RAFAEL PULIDO

Citizens of Humanity



COURTESY OF ASTARS

ASTARS



COURTESY OF TRINA TURK

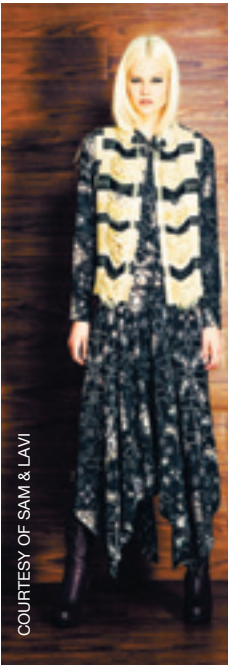
Trina Turk



SIX WOLVES FOR CYNTHIA VINCENT

Cynthia Vincent

## Vest Love



COURTESY OF SAM & LAVI

Sam & Lavi



COURTESY OF SAM & LAVI

Sam & Lavi



PAT MARTIN

Rachel Pally



SIX WOLVES FOR CYNTHIA VINCENT

Cynthia Vincent



## Australian Fashion Labels

### Cooper Design Space

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[www.australianfashionlabels.com.au](http://www.australianfashionlabels.com.au)

In the days leading up to **Los Angeles Fashion Market**, the new U.S. team at **Australian Fashion Labels** was putting the finishing touches on the 4,100-square-



**U.S. TEAM:** Erin Dowsett, international sales manager; Marco Lebel, CEO America; and Kendall Sargeant, PR director, America

foot headquarters and showroom space on the third floor at the **Cooper Design Space** in Los Angeles.

The new space features a cool, minimalist mix of warm wood, industrial concrete, exposed beams and raw metal fixtures, providing a backdrop for the company's newest launch, **TY-LR**, a better contemporary women's collection featuring tailored pieces, original prints and a modern, architectural aesthetic.

TY-LR is one of several brands under the Australian Fashion Label umbrella, including **Finders Keepers**, **Cameo**, **Keepsake** and **The Fifth**, which are currently carried by **The Place** showroom, located on the Cooper Design Space's 11th floor. Going forward, all new

labels under the Australian Fashion Label umbrella will be launched out of the new showroom, including a contemporary men's collection called **Esson Heritage**, which is set to bow for Spring '16.

Designed for the millennial customer, Australian Fashion Label's collections are "trend-driven" with an "Australian flair," said Kendall Sargeant, Australian Fashion Label's public-relations director, America.

TY-LR is the highest-end line currently in the company's portfolio, with retail prices ranging from \$130 to \$595. The Fifth is the company's opening line, with retail prices ranging from \$30 to \$110, while Finders Keepers and Keepsake have an average retail price of \$130 and Cameo's average retail price is \$150.

Founded in Adelaide, Australia, in 2007 by Dean and Melanie Flintoft, Australian Fashion Labels specializes in employing the fast-fashion business model of monthly deliveries for their premium contemporary collections.

So for the March 16–19 run of Los Angeles Fashion Market, Australian Fashion Labels is showing 8/15 deliveries.

"We don't show multiple deliveries at once," said Marco Lebel, chief executive officer for the company's American headquarters. "Every time customers walk in, there's always new

product. It's creating that same sense of urgency that we have at retail. And once they have great sell-through, they don't want to miss a delivery."

The new showroom space at the Cooper serves as sales showroom for TY-LR, a press showroom for the company's other brands and headquarters for a team of 14 working in customer service, sales and public relations.

The look of the new Los Angeles showroom is based on the style of the company's flagship store, **BNKR**, in Adelaide. The company will be opening its first BNKR store in downtown Los Angeles in May.

—Alison A. Nieder

## Mission Showroom

### Gerry Building

Suite 203  
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[www.themissionshowroom.com](http://www.themissionshowroom.com)

Inside the **Mission Showroom**, the décor is minimalist, but the various brands are not. They range from clunky jewelry and fashion-forward sunglasses to colorful men's socks and athletic streetwear.

Danny Cariño, who started his Mission Showroom a few years ago in the Arts District of downtown Los Angeles, recently joined forces with Vicky Le, who had her **Le Vie Showroom** in Santa Ana, Calif. Together they opened a new showroom space in the **Gerry Building**.

The two represent seven lines that make up their lifestyle-brand showroom. Cariño represents **Aape by a Bathing Ape**, a contemporary streetwear line out of Tokyo; **Ad-Lib**, a collegiate men's apparel line out of Hong Kong; **Fool's**

**Day**, a collection of colorful men's socks from China; **Hickies**, rubber band-like shoelace replacements from New York; and **Indispensable** backpacks from Japan.

Le represents **Han Cholo**, a rock 'n' roll-inspired jewelry collection based in Los Angeles, and **Established**, a line of trendy sunglasses from Australia.

Cariño and Le decided to move their combined showroom to the heart of the **Los Angeles Fashion District** to help spur sales. "All of the other showrooms are in downtown. So we wanted to be more local," Cariño said.

—Deborah Belugum



**A MISSION:** Inside the showroom, from left to right, Danny Cariño, Vicky Le, Desirée Mitchell and Donna Nguyen



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## LA Textile Show

Continued from page 1

Ga.-based spinning mill, said traffic picked up as the show progressed.

"You still need to be here no matter what," he said. "There's always one or two that make it worthwhile."

This season, Buhler introduced **MicroModal** heather yarns in seven colors. Because the dye is introduced during the fiber-manufacturing process, the color won't wash out. The process saves energy and uses less water and dye, plus the final fabric can be overdyed to create additional colors.

The company is also in the process of introducing yarns made from long-staple cotton as a cost-effective alternative to luxury **Supima** cotton.

"We've always been a Supima producer, but people are looking for something that still has the quality and the performance but at a lower price," Almeida said. "We are not an upland cotton producer. The cotton is still grown in California. The goal of Buhler is to produce a long-staple cotton that's still a high quality yarn. With finishing and processing you might be able to be close to what you can get with Supima but more affordable and

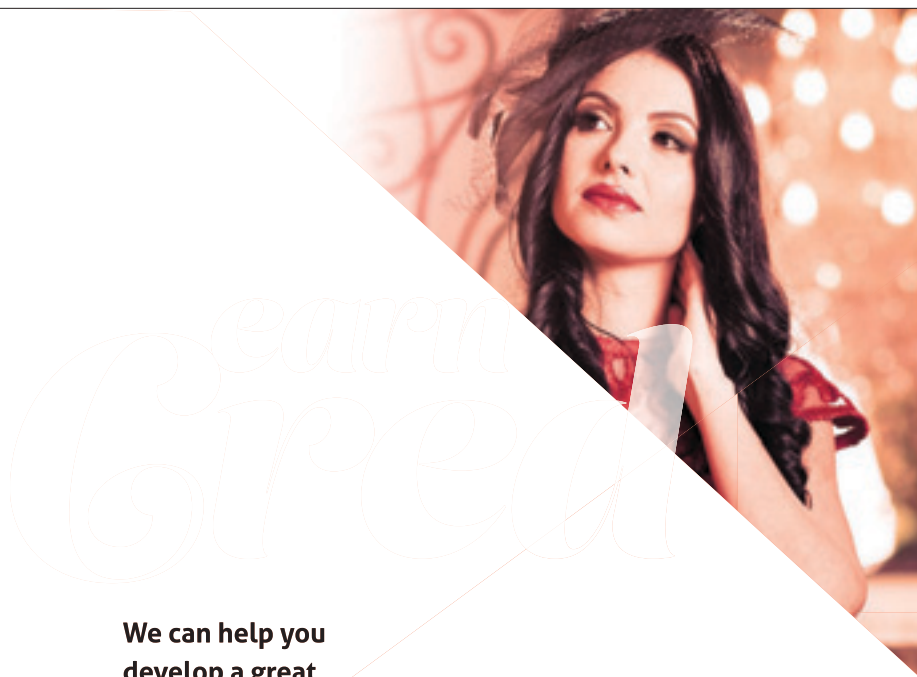
still good quality."

Buhler's customers who prefer the true Supima cotton product will be able to use the Supima hangtags and other marketing materials to promote their products as made with the Supima yarns.

This summer Buhler will have a new line in its Jefferson plant to handle production of



**EXHIBITORS:** Jay Ann Fabrics Inc., pictured above, and JM International Inc., pictured below, were among the exhibitors at the recent Los Angeles International Textile Show.



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**VARIATIONS:** These swatches from Los Angeles-based knit mill Design Knit are all the same layout but made with different yarns or dyed to create dramatically different looks.

the long-staple cotton.

Los Angeles-based knit mill **Design Knit** saw consistent traffic throughout the show, said marketing manager Pat Tabassi.

Inspired by a nautical theme, Design Knit introduced new stripes and textures, as well as lightweight fine French terry fabrics, lace- and mesh-inspired developments, and linen blends as well as some polyester fabrics, which is unusual for the company.

“We’re not usually a poly-rich company, but we have some 100 percent poly for sublimation or activewear,” Tabassi said.

The mill was also showing several double-faced fabrics as well as developments that can vary depending on the yarn used.



**COLORFAST HEATHER:** Buhler Quality Yarns recently introduced MicroModal heather yarns made with Lenzing’s Modal Color fibers. Available in seven colors, the heather yarns are colorfast because the dye is introduced during the fiber-manufacturing process. In addition, the process saves energy and uses less water and dye. Plus, the final fabric can be overdyed to create additional colors.

“We like to show how you can do the same layout, but based on a different yarn. It will have a different look,” Tabassi said.

The market for higher-end fabrics was good. Michael Shapiro, owner of Los Angeles-based **D&N Fabrics**, which was in a new location at the show, mixed in with the European fabric providers.

“Yesterday was busy,” Shapiro said on the final day of the show. “Monday was slow—and cold.”

(On opening day of the show, over-active air conditioners had several exhibitors wearing coats, wool hats and scarves in their booths.)

➔ **LA Textile Show** page 19

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## Pacific Maritime *Continued from page 1*

companies, we can work on how to get the vessels back in a normal order of rotation," Seroka said.

Seroka was referring to the backup of vessels that sometimes have been waiting as long as six or seven days at anchor to sail into a berth. As of March 4, there were still 20 cargo-container ships waiting for space even though a tentative five-year contract agreement was hammered out on Feb. 20 between the **International Longshore and Warehouse Union** and the **Pacific Maritime Association** after nine months of negotiations. The contract covers nearly 20,000 workers at 29 West Coast ports. As the negotiations grew tenser, more longshore-worker slowdowns occurred. But there were also infrastructure problems.

The result is that cargo-container traffic volumes coming into the United States will take a major hit this year because importers looked elsewhere to solve their shipping problems. Some people opted to air freight goods in and will continue to do so to keep promotional items arriving on time and factories operating. Others took a look at Canadian and Mexican ports as alternatives to receiving merchandise on time.

Many importers took a big economic hit. Recently, apparel maker **Perry Ellis International** said it was unable to fill \$23 million in orders due to goods arriving late at the congested West Coast ports.

Already, shippers are making contingency plans. In a survey conducted by the *Journal of Commerce*, the publication that organized the maritime conference, held March 1-4, some 65 percent of shippers said they would send less merchandise through the West Coast ports this year and next year, with about a third of that going to East Coast ports.

Mario Moreno, an economist with the *Journal of Commerce*, said the problems at the ports made him reduce his 2015 prediction for U.S. cargo-container imports—from 6.8 percent growth to only a 1.7 percent increase.

Moreno characterized the recent port-congestion problem as being one of the worst in recent memory, even more dire than in 2002 when an 11-day lockout at the 29 West Coast ports during the busy holiday import season caused billions of dollars in lost economic activity.

"January [containerized] imports this year stumbled nearly 10 percent on a year-over-year basis, and February will be no less disappointing," the economist noted. "Cargo diversions to western Canadian ports and western Mexican ports will make for restraints for the first half of 2015. On top of that, we have learned some shippers have been using air freight despite the high costs."

While the first half of 2015 will be disappointing, Moreno expects cargo-container growth to pick up in the third and fourth quarters this year, improving 4 percent over the same period last year.

"The good news is that consumers will be buying more durable goods, such as cars and household goods," as the economy improves, more jobs are added and credit eases to buy houses, Moreno said.

### Fixing the problems

A contract dispute between longshore workers and their employers was just one element of the port congestion problem.

Another contributor was the shortage of chassis—those wheeled vehicles that go under cargo containers so they can be transported by trucks.

In the past, shipping lines owned and operated their own chassis pools. Ships arrived, containers were offloaded and put on chassis that were attached to the back of a truck and gone.

But when the profit on those chassis fleets declined, the shipping lines began selling their chassis in 2013 and 2014 to leasing companies that got caught off guard with so much cargo coming in last year.

One of the first fixes to the problems has been a "gray" chassis pool, which started operating on March 1 at the Port of Long Beach and the Port of Los Angeles. Under this system, truckers can pick up and drop off chassis at any of the 12 cargo container terminals at the two ports.

Before the "gray" chassis pool was formed, chassis were divided up into different pools run by the three leasing companies and had to be returned to those pools. Those three chassis leasing companies are **Trac Intermodal**, **Flexi-Van Leasing Inc.** and **Direct ChassisLink Inc.**

Now the "gray" chassis pool is one big



**STACKED UP:** Port officials said it would be at least three months before the backlog of cargo containers is cleared.

chassis pool in a cooperative-agreement program between the three leasing companies, which control 80,000 of the 100,000 chassis at the Los Angeles/Long Beach port complex.

"For terminal operators, it means no more segregation. They can put the box [container] on any asset there. It does create a much more fluid process for all involved," said Philip Connors, executive vice president of Flexi-Van Leasing.

The chassis-pool managers are hoping **West Coast Chassis Pool**, operated by shipping line **SSA Marine**, comes into the program with its 15,000 chassis.

"What we started with is fine, and it is a big improvement from where we started 12 months ago," said Keith Lovetro, president and chief executive of Trac Intermodal, referring to when the three got together to plan the "gray" chassis pool. "But it is a process of continuous improvement."

Yet chassis fleets are just one part of the equation that needs to be solved. The economic downturn in 2009 and 2010 masked many infrastructure problems that have been building up at the ports.

"We have not seen improvement in terminal productivity in the last six or seven years," said Søren Skou, chief executive of **Maersk Line** and a speaker at the event. "The economic recession hid the issues that needed to be improved, and there was less investment at the ports. Now we have lost five years in dealing with this."

With U.S. economic growth on a strong upswing, port improvements at the Los Angeles/Long Beach port complex, which handles 40 percent of all cargo-container traffic coming into the United States, is mandatory.

With larger cargo-container ships sailing across the ocean—hauling as many as 18,000 containers instead of 8,500—more cranes that are wider will be required as well as longer and deeper berths. ●



## Factory Direct Continued from page 1

pany started out manufacturing in Los Angeles but opened its own factory in Vietnam about 15 years ago and eventually moved all production there.

"I don't need too many customers. I just need the right customers," Saleh said.

Long Beach wash house **International Garment Finishing** was at the show with examples of its garment-wash, dyeing and laser-finishing capabilities.

"We know the premium-denim business," said James Y.S. Choi, I.G.F.'s laser specialist, touting laser finishing as an environmentally friendly finishing solution that uses no water and no chemicals.



**LINGERIE & SWIM:** Helen Saleh, head designer for Los Angeles-based Adiva Intimates Inc., working with attendees at Factory Direct



**PROTOTYPE TO PRODUCTION:** Argyle Haus provides design development, prototyping and low-minimum production.

"We got some good leads," said Houman Salem, founder and chief executive officer of **Argyle Co.**, who was exhibiting with his 8-month-old **Argyle Haus** business, which provides design development, prototyping and low-minimum production.

"We got 40 leads overall," he said. "But it's not a numbers thing. It's about the quality. The quality of these leads appears to be high-caliber. **Pacific Sunwear** came by."

Argyle Co. has three operations: Argyle Haus; **Argyle Partners**, which helps fashion businesses develop branding strategies; and **Reverb**, a digital brand-management agency. Salem also runs **Made by Los Angeles**, the program that promotes made-in-Los Angeles production.

"I'm a strong proponent of LA fashion and apparel," he said. "We are a legitimate industry in this town that's being overlooked. Fashion is a major economic driver."

For the launch of Factory Direct, Dea lined up 25 booths. For the next edition, in September, he plans to add international resources, adding that he was in talks with factories in India and China—"but factories with low minimums in China," he said. ●



**MANUFACTURER/PRINTER:** JS Apparel, a printer and manufacturer based in Carson, Calif., met with several promising leads at Factory Direct, said Account Vice President Scott Wilson.

## LA Textile Show Continued from page 17

Shapiro said he was seeing a lot of designers he already knows but was surprised that many of his out-of-town customers did not attend this time.

According to Rebecca Aguilar, CMC spokesperson, bad weather impacted some attendees' travel plans. "We had attendees calling that their flights were delayed and didn't know when they were going to make it out," she said. "Despite that, we had a definite increase in notable designers and companies."

Among the designers, brands and retailers that attended the show were Kevan Hall, Peter Cohen, Karl Kani, David Meister, **Guess**, **Gap Inc.**, **Levi Strauss & Co.**, **Perry Ellis**, **Spirit Activewear**, **Joe's Jeans**, **Modcloth**, **Miss Me**, **Tobi**, **Walt Disney Co.**, **Wildfox**, **Corey Lynn Calter**, **American Apparel**, **Pacific Sunwear**, **BCBG Max Azria**, **Nasty Gal**, **Twelfth Street by Cynthia Vincent**, **Trina Turk**, **Splendid**, **Ella Moss**, **Planet Blue**, **Obey Clothing**, **7 for All Mankind**, **Billabong**, **J Brand**, **American Rag & CIE**, **Heidi Merrick**, **Brian Lichtenberg**, **Three Dots**, **Manhattan Beachwear**, **Michael Stars**, **Kohl's**, **Karen Kane**, **Current/Elliott**, **The Reformation**, **Speedo**, **Black Halo**, **Rachel Pally**, **Torrid**, **Trashy Lingerie** and **Mo-**

**nique Lhuillier.**

For Raj Parikh, manager of Los Angeles-based **Jay Ann Fabrics**, the second day of the show was the busiest. Parikh said he was seeing existing customers, as well as prospective new ones.

Alexis Quesada, with **DFW**, a Los Angeles-based stock-yardage supplier, agreed that the second day of the show was busy.

Quesada said a small percentage of the traffic seemed to be up-and-coming companies.

"Most are established companies—either apparel producers or costume designers," she said. "For me, we're getting a lot of costume designers."

At **SG Knits**, some designers were looking for fabrics with a "drier hand," said Vice President Lauren Greenberg, although company President Steve Greenberg said he was also fielding requests for super-soft Modal fabrics.

"You have be able to give people what they want—quickly," Lauren Greenberg said.

SG only knits to order, but the Greenbergs said if someone comes to the booth looking for something they don't have, they try to provide a referral to a company that does.

"We're all in this industry together," Steve Greenberg said. ●

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## Jobs Available

### 1ST PATTERNMAKER

Well established LA based junior and contemporary company seeking 1st Patternmaker. Must be proficient in Tuka system. Must have exp. in tops, dresses and soft bottoms, knit and woven fabrics. Will need to assist in creation and execution of product. Applicants must have expertise in construction, draping and textiles. Ability to work in fast paced environment is critical. Email resume to: [textsmart@aol.com](mailto:textsmart@aol.com)

### 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](http://www.miller-international.com)

### CUSTOMER SERVICE MANAGER

Santa Monica based company seeks an operations-minded Cust. Service Mgr. 5+ yrs exp. Able to work effectively w/ multiple departments. GREAT BENEFITS. FULL TIME. Fax resumes to (310)828-0091 or email [koirecruiter@koihappiness.com](mailto:koirecruiter@koihappiness.com)

### TECH DESIGNER

Tech designer for contemporary sweaters- Min 8 years experience in contemporary market a must- good communications skills a must. Email [parcandpearl@parcandpearl.com](mailto:parcandpearl@parcandpearl.com)

### CUSTOMER SERVICE

2+ yrs exp. in Customer Service. 1+ yrs exp. in Sales, Order Entry & Invoicing. Excellent verbal & written communication skills. Organized, positive & friendly. Pls send resume to [adriana@chaletetceci.com](mailto:adriana@chaletetceci.com)

### PATTERNMAKER

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](mailto:designjobs2015@yahoo.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 & proof of WC insurance. Contact the Production Manager at: (323) 588-0000 ext. 1122.

### FASHION DESIGNER

To direct & participate in the production of high end knit products for the fashion industry. Mail to Tube Rags, Inc., 4382 Bandini Blvd., LA, CA 90058

## Jobs Available

### PRODUCTION SAMPLEMAKER

Minimum 5 years experience with knits and wovens. Excellent benefits. Please call 213-747-4701 (x122) speak with cecy to make an appointment

### CUSTOMER SERVICE

Parc & Pearl seeks customer service person. Must be proficient in AIMS software. Must be able to multi task, with strong communication and organizational skills. EMAIL [parcandpearl@parcandpearl.com](mailto:parcandpearl@parcandpearl.com)

### SALES ASSOCIATE

M E S M E R I Z E Seeking an individual to join our sales team. Email: [kambiz@mesmerize.net](mailto:kambiz@mesmerize.net)

## Position Wanted

### 35 YRS EXP'D

1st/Prod. Patterns/Grading/Marking and Specs. 12 yrs on Pad System Freelance Fast/Reliable ALL AREAS Ph (626)792-4022

## Real Estate

### GARMENT BUILDINGS

Mercantile Center 500 sq. ft. - 16,500 sq. ft. Priced Right. Full Floors 4500 sq ft. Lights-Racks-New Paint-Power Parking Available - Good Freight. Call 213-627-3754 Design Patternmaker Garment Lofts 300 sq ft - 1,000 sq ft. Call 213-627-3755

### SPACE FOR LEASE

\* In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District. \* Industrial, retail and office space also available throughout the San Fernando Valley. \* Retail and office space also available just south of Downtown. 213-626-5321 or email [info@anjac.net](mailto:info@anjac.net)

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