# Appendix of the voice of the industry for to years

# OS ANGELES FASHION WEEK

Los Angeles Fashion Week is underway with local, national and international collections shown on runways across town. For highlights from the events, see page 5.

## Unicolors Wins Another Copyright-Infringement Case Over Fabric Design

By Deborah Belgum Senior Editor

Nearly one year after filing a lawsuit over a colorful fabric design, **Unicolors Inc.** has been awarded \$164,400 in a case over copyright infringement.

The federal lawsuit was filed April 25, 2014, in U.S. District Court in Los Angeles against **Urban Outfitters** and its retail and manufacturing subsidiary **Free People** as well as the discount department-store chain **Century 21**.

In court papers, Unicolors is described as a textile converter in Vernon, Calif., that creates, purchases or obtains exclusive rights to unique graphic artworks that are printed on imported and domestic fabrics.

In its lawsuit, Unicolors maintained that Century 21 Unicolors page 12

# Otis Report: Los Angeles' Creative Economy Slowly Regaining Jobs

By Deborah Belgum Senior Editor

The Los Angeles County fashion industry is the secondlargest sector in the local creative economy, right behind the entertainment industry and just ahead of the publishing industry.

While the county's fashion industry employed 89,900 people in 2013, those numbers are declining and will continue to shrink in the future, according to the recent "Otis Report on the Creative Economy," which concentrates its analysis on Los Angeles and Orange counties.

The annual report, which has been prepared every year since 2007, aims to give the arts and other creative industries •• Otis page 4

#### INSIDE

Where fashion gets down to business™

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Mila Hermanovski



## **Planet Blue Starts Nationwide Retail Rollout**

Planet Blue, the multi-brand boutique retailer steeped in West Coast beach culture and boho styles, will be taking its act nationwide.

The Santa Monica, Calif.-headquartered boutique chain announced that it will open stores in Miami, Atlanta and Houston. The debuts are scheduled to take place late summer or early fall, said David Lindell, Planet Blue's vice president of retail.

He is one of a slate of new executives who joined Planet Blue in the fall of 2014 to help guide the retailer's growth across the U.S. The new executives are Lindell; Katrina Basic, vice president of finance; Roger Wason, vice president of e-commerce; and Ellen Nguyen, brand director.

Planet Blue forecasts opening 20 new stores by the end of 2016, Lindell said. It currently runs a fleet of six stores on the West Coast, and it runs five stores in Japan. They are operated in a partnership with a Japanese company. The retailer's U.S. store growth started last May when it opened a Planet Blue store in the **Town & Country** Village retail center in Palo Alto, Calif. In November, another Planet Blue store opened at the Scottsdale Quarter lifestyle center in Scottsdale, Ariz.

As the economy recovers, Planet Blue executives decided the time is right for expansion, Lindell said. "2014 was a record-breaking year for us-in wholesale, in e-commerce and in bricks-and-mortar. Bricks-and-mortar led the way," he said. The boutique division enjoyed a doubledigit increase in same-store sales compared with its 2013 comps. Lindell declined to break out the numbers in the same-store sales

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EXPANSION PLANS: California retailer Planet Blue has six stores in California—Malibu. Beverly Hills, Venice, Palo Alto, and two locations in Santa Monica. (The 14th Street store in Santa Monica is pictured, above). The company also runs a store in Scottsdale, Ariz., and five in Japan. The company is planning a nationwide rollout of 20 new stores by the end of 2016.

of opportunity in new retail real estate. The Atlanta Planet Blue will open in a new retail center called Buckhead Atlanta, Lindell said. The Miami boutique will move into a historic building that is being refurbished. It is located on Collins Avenue, between Eighth and Ninth streets in the city's stylish South Beach district. The Houston store will move into the city's new River Oaks **District** retail center, probably this fall. Luxe retailers moving into that district are Etro, Canali, Brioni and Bonobos.

Most Planet Blue boutiques average 2,400 square feet to 3,200 square feet, and currently most of the boutiques in the retailer's fleet are stand-alone stores. The retailer is considering building stores in Hawaii, where Ling-Su Chinn, Planet Blue's founder, grew up, as well as New York and other parts of California. The retailer typically scouts for bricks-andmortar locations where its e-commerce sales surge.

The new stores will carry the same brands offered by Planet Blue's shops in Malibu and Santa Monica. However, store managers will have leeway to merchandise their stores to fit the styles of the different locales where they do business

Along with carrying designer brands such as Amuse Society, Mara Hoffman, Mikoh Swimwear, Missoni, Wildfox and 12th Street by Cynthia Vincent, Natalie B. Jewelry, Jen's Pirate Booty, and For Love & Lemons, Planet Blue offers house brands such as Blue Life, Blue Life Fit and Blue Life Swim. Lindell called it a key part of the business, and the Planet Blue brands have been wholesaled to retailers such as Revolve and Shop Bop.

However, one of the most important initiatives the retailer is taking will be finessing its retail service, Lindell said. "It goes back to basic retail," he said. "You have good neighborhood staff that is socially connected, and people want to have a relationship with the store."-Andrew Asch

# **East Coast Ports Benefited From** West Coast Cargo Diversions

In a sign of how bad the port congestion problem grew on the West Coast this January, East Coast ports ended up handling 45 percent of the cargo-container traffic that entered the United States, up from 36 percent during the same month last year.

Normally, the West Coast ports would have handled about 64 percent of all container traffic in January, but that dipped to 55 percent.

"Importers and exporters are reviewing their supply-chain plans for the future and not necessarily in favor of the West Coast. said Hackett Associates founder Ben Hackett, who prepares the monthly "Global Port Tracker" report for the National Retail Federation.

A crippling work slowdown on the West Coast was resolved when a tentative agreement was reached Feb. 20 between the International Longshore and Warehouse Union and the longshore workers' employers, the Pacific Maritime Association-made up of shipping lines and port terminal operators. But some 25 cargo-container ships are still stuck at anchor waiting for a berth to unload their merchandise at either the Port of Los Angeles or the Port of Long Beach.

Many importers are balancing the pros and cons of shipping goods from Asia to the West Coast or the East Coast. Hackett said sending ships to the East Coast is more expensive because it takes longer and results in higher expenses to move the cargo to Midwest distribution centers by rail or truck. Also, importers have significant investments in West Coast distribution centers that can't be easily abandoned. In addition, a large number of consumers live on the West Coast.

But congestion problems persist at ports in Long Beach and Los Angeles. There is still a chassis-shortage problem that has not been completely resolved, even though a new program went into effect March 1 to make it easier to find chassis-the wheeled vehicles used to transport containers.

To relieve cargo build-ups, the Port of Los Angeles announced it has started a special program where cargo owners can move their containers through a special "peel-off" yard in less than 48 hours.

The port established a 17-acre "peel-off" yard open six days a week from 7 a.m. to 3 a.m. at Navy Way and Reeves Avenue on port property. The yard can handle as many as 500 cargo containers but could grow to accommodate 650 containers and operate around the clock.

Under the "peel-off" program, import containers belonging to high-volume shippers are stacked together in a block when they arrive at the port. Then the terminals expedite trucks through the gates to pick up the containers and deliver them to the near-dock vard. less than one mile away. where they are sorted.

Undertaking operations of the yard are stevedoring company **The Pasha Group**, harbor trucking firm **Total Transportation** Services Inc., several marine container terminal operators and a core group of major retailers. TTSI has leased 250 chassis to ensure containers have wheels to roll.

The parties are also coordinating their efforts with the new interchangeable "gray" chassis pool, launched March 1 at both the Port of Los Angeles and the Port of Long Beach, where chassis can be picked up and dropped off at any of the 12 cargo-container terminals at the two ports.

No specific cost for the "peel-off" program at the Port of Los Angeles has been given, but terminal operators said it is a small differential that can be made up by the rapid deployment of cargo.

Because of the port congestion problems on the West Coast, cargo-container volumes at the nation's major ports dropped considerably in January due to less cargo movement on the West Coast. According to the "Global Port Tracker" report, January's volume of 1.24 million 20-foot containers slipped 9.5 percent from the same month in 2014.

February cargo-container volumes fared better with an estimated 1.27 million cargo containers coming through U.S. ports, up 2.3 percent from the previous year. March will see cargo volumes surge, rising nearly 17 percent to 1.52 million containers.

For the first half of 2015, cargo volumes will increase 4.5 percent over last year to 8.7 million containers.-Deborah Belgum

#### **Corrections and Clarifications**

The "70s Chic: The Look for Fall '15" trend story, which appeared in the March 6 issue, incorrectly identified the designer of the Sam & Lavi collection. She is Lavi Mirzak.





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### Mall Giant Simon Makes Bid for Macerich

Simon Property Group Inc. continued its campaign to acquire The Macerich Co.

Simon, one of the largest mall landlords in America, issued a presentation to its investors on March 10 outlining the reasons why its gambit to take over Macerich, which is headquartered in Santa Monica, Calif., would benefit the giant Indianapolis-headquartered company.

In the presentation, David Simon, Simon's chairman, said real estate market research finds that mergers and acquisitions for real estate investment trusts such as Simon and Macerich typically turned out to be highly profitable. Macerich had outperformed in every key operating and financial category.

On March 9, Simon announced its proposal

to acquire Macerich for \$91 per share in cash and stock, which some media reports contended would add up to \$16 billion. Simon's announcement of its proposal made headlines across the United States and in the business press. In response, Macerich acknowledged it had received the proposal and advised its investors to not take any action until the company had reviewed its options. In a statement, David Simon noted that Macerich had refused many times to participate in talks on a deal.

Simon is an S&P100 company, which means it is kept on a Standard & Poor's index of 100 leading U.S. stocks.

In California, it owns high-profile malls such as Fashion Valley in San Diego, Del Amo in Torrance, The Shops at Mission

Viejo in Mission Viejo, the Stanford Shopping Center in Palo Alto and Desert Hills Premium Outlets in Cabazon. It also owns nationally known retail centers such as Aventura Mall in Florida and King of Prussia Mall in Pennsylvania.

Macerich owns luxury mall Santa Monica Place in Santa Monica and Westside Pavilion in Los Angeles as well as other retail centers in California such as Fashion Fair in Fresno, Inland Center in San Bernardino, Capitola Mall in Capitola and The Oaks in Thousand Oaks.

Proposal notwithstanding, both real estate REITs reported in financial documents that they continue to undertake major developments.

Last month, Simon made a deal with

Hudson's Bay Co., a Canadian retailer, to build a real estate joint venture valued at \$3.4 billion, according to media reports. The venture will scout additional properties and eventually announce an initial public offering.

On March 2, Simon announced that it had extended its \$2 billion revolving credit facility. Its borrowing capacity has increased from \$2 billion to \$2.75 billion and might be increased to \$3.5 billion when it matures in 2019.

In November, Macerich announced that it undertook a joint venture with Lennar Corp. to develop a 500,000-square-foot outlet at Candlestick Point in San Francisco. It is the former site of Candlestick Park, the former home of the San Francisco 49ers and San Francisco Giants.—Andrew Asch

#### **Otis** Continued from page 1

statistical backing to persuade local officials to adopt arts-friendly policies. It is prepared by the Los Angeles County Economic Development Corp. at the behest of the Otis College of Art and Design, which has a fashion school located at the California Market Center.

In 2008, Los Angeles County employed 98,000 workers in the fashion industry. That dipped 8.2 percent to 89,900 in 2013 and is expected to shrink another 12.2 percent to 79,000 in 2018.

Fashion jobs are also sinking in Orange County. In 2008, there were 12,600 people employed in the fashion industry, but by 2013 that had dropped by 12.7 percent to 11,000 positions. In 2018, it is estimated that fashion industry employment will decline again to 10,000 jobs.

Still, Los Angeles and Orange counties continue to employ the largest number of apparel workers in the United States, with a labor income of \$4.2 billion.

While many cut-and-sew jobs are being outsourced to Asia and Latin America, Los Angeles and Orange counties remain the center for apparel design as well as production of high-end fashions and fast fashion.

The largest employer of creative talent was dominated by the entertainment industry, which was responsible for 132,700 jobs in Los Angeles County. That made up about 37 percent of the 355,600 creative jobs in the area.

Even though the entertainment industry and Hollywood have been the cornerstone of creativity in Los Angeles, it too has shed a few jobs over the past few years due to runaway production headed to more economically friendly zones such as New York. Atlanta and Canada. In 2008, there were 143,100 people

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working in the entertainment industry.

But many are banking on a recently revamped tax credit passed by the state legislature last fall that triples the California film tax credit to \$330 million over the next five years and should bring back some production. It is estimated that by 2018 entertainment jobs will grow 12.6 percent to 149,400 positions.

Even though the national and state economies are headed for solid expansion, the creative industries in the Los Angeles region still have not returned to their 2006 greatness. when employment peaked.

While just about every industry was affected by the Great Recession, which took place between 2008 and 2010, the creative industries took a bigger hit. A lot of that is due to the disproportionate share of manufacturing jobs that make up the creative economy.

In general, manufacturing in 2013 made up 9.4 percent of the jobs in the Los Angeles/ Orange County region. But in the creative sector, manufacturing made up 28.7 percent of the local employment.

Between 2008 and 2013, job counts in the overall manufacturing sector declined by 13.8 percent while in the creative economy, manufacturing slipped 21.3 percent.

The greater decline in creative sector manufacturing comes from the fact that more apparel and furniture production is being outsourced to overseas factories, where labor is much cheaper than in the United States.

The report notes that some of these manufacturing jobs may return as the economy reverts to full employment, but advanced technologies and greater productivity puts a damper on that.

So, what do all these creative types earn? It's all over the map. Of course, if you consider actors, musicians and producers, many are earning millions.

But the behind-the-scenes people have a more down-to-earth salary. In 2013, the annual median wage for advertising and promotion managers was \$133,320, among the highest in the creative economy.

In the fashion industry, the median salary for a fashion designer in 2013 was \$65,440, up 0.7 percent from the previous year, even though there are some Los Angeles designers who are pulling in more than \$1 million a year.

Fabric and apparel patternmakers earned \$52,670 in 2013, a 14.3 percent upswing over the previous year.

Over the next few years, the creative economy in Los Angeles County will continue to grow by 3.2 percent with creative jobs in 2018 growing to 363,000 in Los Angeles County. The largest gains will be in the entertainment and digital media sectors.

Modest gains will be seen in the furniture and decorative arts sectors as home building and construction boom. This growth will be tempered by employment declines in fashion, publishing and printing.

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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

Brand Assembly Coeur **Cooper Design Space** Los Angeles

Calendar

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** 

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.

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. CALIFORNIA APPAREL NEWS<sup>®</sup>: (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: California Apparel News<sup>®</sup>, Market Week Magazine<sup>®</sup>, New Resources<sup>®</sup>, Waterwear<sup>®</sup>, New York Apparel News<sup>®</sup>, Dallas Apparel News<sup>®</sup>, Apparel News<sup>®</sup>, Stylist<sup>®</sup> and MAN (Men's Apparel News<sup>®</sup>), Prop-erties of TLM PUBLISHING INC., California Market Center, 110 E. Ninth St., Suite A777, Los Angeles, CA 90079, (213) 627-3737. © Copyright 2015 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly first week of January, second week of July and first week of September. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.appareInews.net. For customer service, call (866) 207-1448.

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#### LOS ANGELES FASHION WEEK

#### **Sue Wong at Art Hearts Fashion**

# LA Runway Report

Los Angeles Fashion Week kicked off with runway shows and installations at Concept L.A., held on March 7 at Beachwood Studios in Hollywood, followed by Art Hearts Fashion, held March 9-13 at the Taglyan Complex in Hollywood and Los Angeles Fashion Council, held March 10–11 at Maker City LA at The Reef in downtown Los Angeles. Additional runway coverage can be found online at ApparelNews.net. Coverage of the runway shows continues in the next issue and will include the Style Fashion Week Shows.



**Camila X Castillo at Concept L.A.** 

#### Mila Hermanovski at L.A. Fashion Council



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Hale Bob at Project Ethos at Art Hearts Fashion



### **Nicole Miller at Project Ethos at Art Hearts Fashion**



#### Mike Vensel at Concept L.A.



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# **ACTIVEWEAR**

# From Fitness Trend to Lifestyle Uniform

Just like the "casual Friday" trend, which evolved from a weekly break from professional attire to an everyday uniform, activewear has spread beyond the gym, yoga studio or dance class.

Last year, U.S. consumer spending on apparel, footwear and accessories increased 1 percent to \$323 billion, and that 1 percent was largely due to increased sales in activewear and athletic footwear, according to the **NPD Group**.

"Casual and 'athleisure' have taken on a life of their own,"

said Marshal Cohen, chief industry analyst for the Port Washington, N.Y.-based research firm, in a recent release. "This is no longer a trend. It is now a lifestyle that is too comfortable, for consumers of all ages, for it to go away anytime soon."

The "athleisure" category ranges from activewear staples such as yoga pants, sports bras and sports tops to loungewear that crosses over from fitness to casual apparel.

"The status quo won't work anymore, as the fashion industry has

undergone one of the most dramatic makeovers in recent history—no doubt influenced by the millennial consumer," Cohen said. "There is an underlying sense of rebellion that comes through in today's fashion, but self-expression and creativity also enter the picture, and history has shown that trends driven by such emotion are ones that evolve quickly. Designers and marketers alike need to be at the ready with something new and different that will evoke and reflect equally strong feelings for all consumers in 2015 and beyond."

# **Fabletics: The Activewear Solution**

By Julie Gallego Contributing Writer

The last two years have seen streetwear shift from denim to activewear. Everywhere, women are sporting yoga pants, running tights and other clothing once reserved for the gym while running errands or even dressing them up with heels for evening.

"Consumers love the comfort of athleticwear and the ease of wearing," said Marshal Cohen, chief retail industry analyst for the **NPD Group**. "Forty-nine percent of people wear athleticinspired clothing with no active intention."

Brands and retailers are looking for new ways to sell active apparel to a wide range of consumers and at all different price points.

In the middle of this industry and style sea change is **Fabletics**, an online activewear brand co-founded by actress Kate Hudson.

"Kate has been an instrumental partner," said Don Ressler, chief executive officer of **JustFab Inc.**, which owns Fabletics as well as other online fashion brands. "She works with our design team on ideas for the collections, wear tests our new styles, provides design feedback and loves to engage with our community."

Founded in 2013, Fabletics is part of **JustFab** (*www.justfab. com*), an online subscription e-tailer with some 3.5 million active members. JustFab Inc., owned by Ressler and co-founder Adam Goldenberg and launched in 2010, has a portfolio that includes JustFab, **FabKids** and **ShoeDazzle**.

Ressler and Goldenberg met while at **Intermix Media**, the original parent company of **MySpace**. Goldenberg, a boy wonder who became Intermix's chief operating officer at age 20, had sold his first company (financed with his Bar Mitzvah money) to Intermix. Ressler also sold his startup, a fitness company, to Intermix. Eventually, the pair left Intermix and launched three other online companies besides JustFab, a monthly subscription fashion website known for its shoes but that also sells denim, bags and jewelry. To join Fabletics, JustFab's newest e-commerce site, shoppers take a quiz about their workout habits, color preferences and size before being directed to sign up for membership. Members agree to pay \$49.95 for an outfit per month. Each month, Fabletics members must go online and pick an outfit or click "skip" to suspend the monthly charge for that month. If they don't "skip," they will be charged and that amount can be used as credit for a future purchase.

Fabletics' mission is to offer high-quality activewear for women of all sizes at an affordable price.

For example, one of the outfits listed under "Kate's Picks"—ensembles chosen by Hudson includes cropped pants, a bra and a shirt for \$69.95 or \$34 for new members, who get a 50 percent discount when they sign up.

On Instagram and Twitter, members praise

Fabletics' style and variety, using social media to cheer with each delivery and treating themselves to new outfits when they reach fitness goals. Part of Fabletics' system includes community building to encourage fitness and healthy lifestyles. The website has a "masters" page featuring super-fit members (trainers and instructors, mostly) who share their personal fitness stories.

"I think the outfit deal is super great, especially since I wear workout clothes for my job every day, said Carol Gourlay, a fitness professional in Orange County, Calif. But Gourlay, who typically wears a small bottom and medium top, found the Fabletics fit off for her.

"I love the product. However, I purchased size small, which was too small—[I] gave the outfit to my daughter," she said. "My next purchase was medium but was too big. However, the fit is just not right for me."

Although JustFab does not share membership numbers by brand, Fabletics seems to be working.



Kate Hudson in the Fabletics line

"After just 17 months in business, Fabletics has been exceeding its plans each month," Ressler said. "The consolidated JustFab Inc. business will generate north of a half billion dollars in revenue in 2015, and it will be profitable this year."

Last year, El Segundo, Calif.–based JustFab got \$250 million in capital from TCV, Matrix Partners, Rho Ventures, Passport Special Opportunities Fund and Shining Capital, according to Ressler. The investments prompted industry experts to estimate the company's worth at about \$1 billion, but because JustFab is a privately owned company, that valuation could not be confirmed.

According to Ressler, the membership model keeps Fabletics' prices up to 40 percent lower than its competitors and its members returning to the website.

"The program works," Ressler said. "Our average VIP visits us nearly 30 times per year, and last year our VIPs saved \$245 million."  $\bullet$ 

# **Cozy Orange: Taking Eco Active Beyond the Gym**

Carlsbad, Calif.–based **Cozy Orange** launched in 2013 with a mission to fuse active apparel with a sustainability message. Today, the company continues to evolve its eco-active focus to position the brand as a fashion-driven lifestyle collection.

"We wanted to bridge this gap between high-performance gear and fashion," said Mark Wolz, Cozy Orange's director of sales and marketing. "We're moving beyond yoga, beyond the gym, into her everyday life."

Central to the company's sustainability ethos is **Revive Eco**, the company's own fabric made from recycled water bottles. The recycled micropolyester has a soft hand and four-way stretch. The company also has a mesh material called **Easy Fabric**, which is a lighter-weight fabric with good drape that also has performance characteristics such as four-way-stretch and moisture-wicking properties.

"We were looking at how we can differentiate ourselves," Wolz said. "Especially in the last two years, a lot



more people have gotten into this space. It was important that we not only offer something different but we really wanted to make sure we offer beautiful products, beautiful collections that are eco-friendly and also last longer. Our price points are half of what some of the other leaders in the industry are selling for."



Retail prices for Cozy Orange range from about \$12 to \$80. Cozy Orange is a vertical operation whose parent company produces spandex and neoprene for wetsuits.

"We're based in Carlsbad. Our designs are created here," Wolz said, explaining that California's beaches and active lifestyle inspire the line's look.

The line is carried by several yoga studios as well as on **Zappos**. The next step is to introduce the line in department stores and fashion boutiques.

"Yoga studios typically don't have much of a retail space—some do, but most of them don't," Wolz said. "They're **Cozy Orange** page 10

# **Colosseum Activewear: Support for Your Sport**

**Colosseum Activewear** was launched in Spring 2012 under the parent company **Colosseum Athletics Corp.** as a fashion-inspired, contemporary performance collection. "Our fashion collection was developed as we saw the need for active clothing that was stylish enough to keep you moving seamlessly throughout your day—both at the gym and to and from the gym," said Kristen Sullivan, director of sales and marketing.

"We wanted to develop true performance pieces without sacrificing beauty, comfort or style, creating great layering pieces designed for a woman's everyday busy lifestyle," Sullivan continued.

While the brand focuses on yoga, running and cross training, it spans to other activities; it was seen on "Dancing With the Stars" and "So You Think You Can Dance" contestants in recent

seasons. Fashion details are evident, with designs such as drop-needle surplice tops, floral burnout crop tops, dolman-sleeve tops, and seamless tops and bottoms.

The company is headquartered in Los Angeles, where everything is designed. Textiles are sourced in Vietnam and China, and everything is manufactured in Asia, as well.



Each piece is coated in Colosseum Activewear's proprietary **C-DRI** technology, which has a moisture-wicking component.

The collection includes performance and lifestyle tanks, tees, shorts, leggings and capris, skorts, hoodies, jackets, performance sports bras, and seamless tops and bottoms. Wholesale prices range from \$18.50 for a seamless top to \$36.50 for leggings to \$58 for a jacket.

Colosseum Activewear is sold at **Dick's Sporting Goods**, **Amazon.com** and **Core Power Yoga** locations as well as at specialty running shops and select barre studios. It currently has accounts throughout the U.S., Canada, and Australia.

The company exhibits the line at **WWDMAGIC** in Las Vegas, **Outdoor Retailer** in Salt Lake City and the **Women's Fitness and Running Tradeshow** in Chicago.

Colosseum Athletics Corp., the parent company, is a privately owned collegiate apparel manufacturer that holds more than 400 licensing agreements with colleges and universities throughout the United States. It was founded in 1992 and is ranked the fourth-largest collegiate apparel company in the U.S. It currently offers men's, women's, youth, girls', toddlers' and

infants' apparel, which include fleeces, tees, shorts, pants, outerwear and some activewear.

For more information on Colosseum Activewear, visit *www.colosseumbrand.com*. Information about Colosseum Athletics can be found at *www.colosseumusa.com*.

-Alyson Bender

## Karma Activewear: Taking Yoga From Hot to Haute

When Nasim Tyab launched his **Karma** activewear brand in 2002, his goal was to "capture the spirit, beauty and athleticism of yoga" in a clothing collection designed specifically for practitioners of Bikram yoga, the form of yoga practiced in high-heat and high-humidity environments.

Nearly a decade later, the Vancouver, Canada–based company is taking the brand in a new direction with yoga apparel that can transition in and out of the yoga or dance studio.

"Karma is fashion and movementinspired clothing, created to redefine what movement apparel is," Tyab said. "Our clothing is thoughtfully designed for movement, contoured to highlight the feminine shape and enhance what makes

women beautiful."

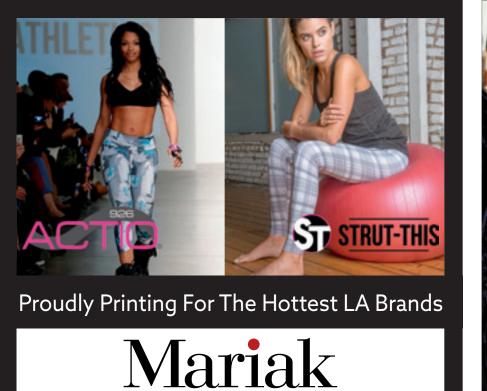
Each collection reinterprets aspects of nature, photography or film, creating new seamless looks—printed pants for appearance, sheer cut-outs and lightweight legging styles for ventilation and technique, as well as built-in bras for support and loose fits for movability.

The Spring/Summer 2016 collection,

titled "We Are the Champions," is inspired by the strength of a modern woman.

"With nods to boxing, weightlifting, football and other typically male-dominated sports as influences, the collection breathes new meaning into the term 'throw like a girl," Tyab said. The collection includes body-conscious, futuristic cuts mixed with Karma Activewear page 10

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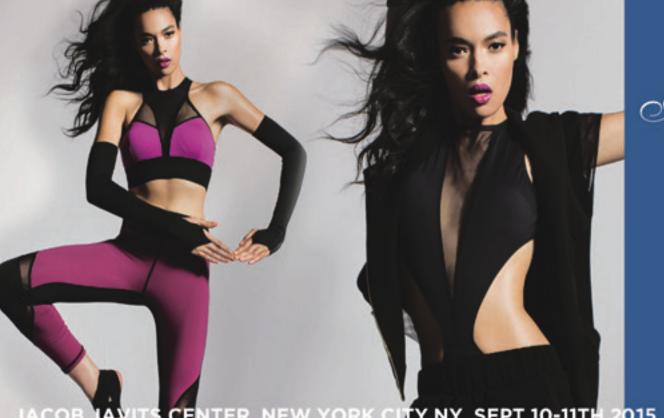
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properties.

#### Karma Activewear Continued from page 8

relaxed après-class pieces, geometric lines, and fabrics with added sheen and transparency. Fabrics are selected for their sustainability and moisture-wicking properties. Subtle details include inseam piping, accent zippers, printed reverse-coil zippers and metallic heattransfer prints.



The company's "Eucalyptus Jersey" is made from 100 percent MicroTencel for lightweight drape and moisturemanagement properties, and its "Beech Knit" is made from a Modal/cotton/spandex blend that offers a smooth hand and easy drape. The company's "Boo Terry" and "Boo Fleece" are made from a bamboo/cotton/spandex mix for a soft hand and moisture-management properties.

Karma is currently sold online and at major department stores such as **Nordstrom** and retailers **Yoga Outlet** and **Thread**. Wholesale price points range from \$48 to \$178. For sales information, contact Director of Sales Perry Sharma at *psharma@karmawear.com.—Sarah Wolfson* 

#### Cozy Orange Continued from page 8

focused on practice rather than product. Where we found success is bridging the gap between the studios and fashion and daywear."

To meet the broad demands of fashion retailers, Cozy Orange has added contemporary pieces such as active dresses, sweaters and coverups.

"We make yoga pants and yoga leggings, but we

don't really care if you're using them for yoga or to go out on the town," Wolz said. "We just want you to wear our cozy fabrics."

Cozy Orange has exhibited at the **WWDMAGIC**, **Active Collective** and **CALA** trade shows. For **Los Angeles Fashion Market**, the line is part of the new **Shape** show at the **California Market Center**.

For more information, visit www.cozyorange.com. —Alison A. Nieder

### Activewear Resources

2nd Skin

(310) 995-6422 kirk@2ndskinfashion.com gene@2ndskinfashion.com

#### http://2ndskinfashion.com

Products and Services: 2nd Skin is a denim alternative concept in which special blends of cotton, French terry, and fleece are used to create garments that look like denim but are soft and comfortable to wear. We have pioneered a technique for creating the illusion of denim on jog-wear in a variety of looks and styles ranging from youth to adult in fits from slim to plus sizes for both men and women. 2nd Skin currently specializes in private label for some of the biggest companies in America. All of our products—including the knitting of fabric to printing and, finally, sewing and producing of the garments—are 100 percent "Made in the USA."

#### Antex Knitting Mills/div. of Matchmaster Dyeing & Finishing Inc.

3750 S. Broadway Place Los Angeles, CA 90007 (323) 232-2061 Fax: (323) 233-7751

annat@antexknitting.com Contact: Bill or Anna Tenenblatt

Contact: Bill or Anna Lenenblatt **Products and Services:** Antex Knitting Mills, a privately owned vertical knitting, dyeing, and printing company in Los Angeles, announces capability of providing full-package garments produced in California or Central America to meet your varied needs. Antex s product line includes Antex Premier Performance a line of highperformance, technical fabrics with moisture management, anti-microbial, stain resistant, or UV finishes; and Matchmaster Prints by Antex California, offering design and development of custom prints. Please contact sales@ antexknitting.com

#### **Asher Fabric Concepts**

2301 E. Seventh St., #F107 Los Angeles, CA 90023 (323) 268-1218 Fax: (323) 268-2737 www.asherconcepts.com sales@asherconcepts.com

Products and Services: In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, "Made in U.S.A" knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its premium quality, knitted constructions with and without spandex, along with its creative print design and application. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally. Asher Fabric Concepts' customers are leaders with strong brand recognition in the high-end, fashion-forward contemporary markets. Whether it is dress wear-knits, swimwear, active wear, sportswear, body wear, or intimate apparel, Asher Fabric Concepts always delivers.

#### **Mariak Industries**

575 W. Manville St. Rancho Dominguez, CA 90220 (310) 710-9156 www.mariak.com Contact: Ashley Duffield aduffield@mariak.com

**Products and Services:** Mariak provides roll-to-roll digital dye sublimation printing on the industry's newest state-of-the-art equipment up to 126" wide and 1200 DPI. Digital printing allows the ability to group files and minimize cost. Direct UV, solvent printing and vintage film transfer are also available. Our efficiencies allow for very low minimums and quick turns. Print on your own PFP fabric or purchase from one of our 32 + fabrics in-house. Our image library includes over 3,500 designs. Services include expert color management and limited design, located in sunny Los Angeles.

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#### **NEWS**

# Maui & Sons Opens Flagship

The **Maui & Sons** brand is taking on more surf in Los Angeles' Venice neighborhood.

Since 2008, the 35-year-old-surf brand has run a shop at 1415 Ocean Front Walk in Venice. But it will open a 1,200-squarefoot flagship store less than one mile away at 23 Washington Blvd., said Patricia Thornton, the Los Angelesbased brand's vice president of sales. The new store is scheduled to open the week of March 20. The brand will



SHARK TANK: The new Maui & Sons shop in Venice will feature a shark mural painted by Alex Castaneda.

continue to run the Ocean Front Walk store, which also serves as a core skateboard store. A lot of the store's sales space is devoted to selling boards and hard goods from a wide range of skate brands. The Washington Boulevard store will display the Maui & Sons brand's entire collection. It offers clothes for men, women and children. The goods range from boardshorts to hoodies and headwear. The brand's look is noted for its neon colors and its mascot, Sharkman, a muscular surfer with a shark's head. Maui & Sons has been placed at retailers such as **Nordstrom**, **Macy's**, **Pacific Sunwear**, **The Buckle** and core surf shops.

The new location will feature a mural painted by street artist Alex Castaneda and will open new vistas for Maui & Sons. Thornton said the flagship will attract a different demographic than the Ocean Front Walk store. "There will be more tourists," she said of the spot, located by Venice pier. It also is located across the street from **Casa Ado**, a restaurant in which brand owner Richard Harrington has invested.—*Andrew Asch* 

#### **NEW RESOURCES**

#### **Beach Riot Bows First Contemporary Line**

The **Beach Riot** label makes garments for the endless summer, and Nicole Hanriot, owner and designer of the label, believes that women should be able to wear swimwear everywhere.

But last month, the Costa Mesa, Calif.– based swimwear brand introduced its first apparel line at the **Axis** trade show in New York.

"We wanted to make Beach Riot more of a full collection," Hanriot said. The Fall '15 apparel line also was intended to complement the label's swimwear with its shorts and T-shirts with kitschy slogans, such as "Mas Shots, Por Favor" and "Adios Muchachos." But the line will strive to be different.

In this line of summer-like clothes, Beach Riot also will offer leather rompers and jackets. The leather pieces were designed for the nightclub and music festivals, but the pieces are meant for summer. They are lightweight. "It's sexy,

but it's still got a city look to it," Hanriot said. "You could wear it to the beach or a club in New York."

The 30-piece apparel collection also will feature black one-piece jumper, which will mix contemporary looks with beach comfort, Hanriot said. For its Fall 2016 line, Beach Riot will offer a bigger apparel collection. Wholesale price points will range from \$30 for graphic T-shirts to \$170 for leather pieces. The line also will be raising the ante with its swimwear. It plans to introduce a swimwear line in Fall '15. In the past, Beach Riot released swimwear only for the Spring seasons. 2015 started as a banner year for Beach

Riot. Last month, it was honored with the "Women's Swim Brand of the Year" award by **Surf Industry Manufacturers Association**'s **SIMA Image Awards**. Hanriot said that winning the award helped



her business.

"It gives you more respect in the industry. We definitely had a lot more people reach out to us in terms of carrying the line. Our orders are increasing," she said.

Last year, Beach Riot and Irvine, Calif.– based sleep and loungewear company **P.J. Salvage** formed a joint venture, which shifted many of Beach Riot's operations to P.J. Salvage.

For more information about the new Beach Riot collection, contact *kyla@beachriot. com.*—*A.A.* 



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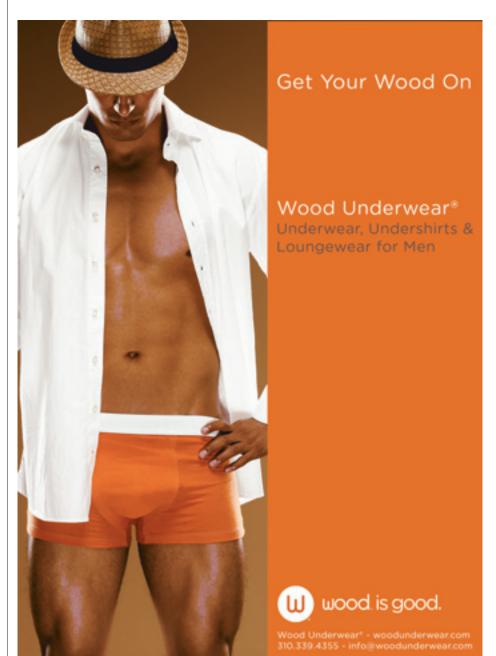
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department stores—the off-price chain that sells designer merchandise and other goods in stores located in New York, New Jersey and Philadelphia—had been selling a Free People dress for \$44.97 made of fabric whose breezy palm-leaf design was very close to artwork that Unicolors exclusively owned.

Unicolors said it had sampled the print design in question to prospective customers and negotiated sales of fabric bearing the palmleaf design. In court documents, the textile company said it believed each of the defendants had access to Unicolors' showroom or design library or access to illegally distributed copies of the print by third-party vendors or overseas vendors.

In a summary judgment, U.S. District Court Judge Manuel Real found the defendants guilty of willful copyright infringement under the Copyright Act of 1976. A jury on Feb. 26 awarded Unicolors \$164,400 in damages.

Unicolors' attorney, Scott Burroughs of **Doniger/Burroughs**, said his law firm would be filing a motion with the judge asking that the defendants pay Unicolors' attorneys' fees.

A second related lawsuit is still ongoing between Unicolors and more than 60 retailers accused of selling the same Free People dress. Those retailers include **Macy's**, as the lead defendant, as well as **Bloomingdale's**, **Nordstrom**, **The Buckle** and others.

Unicolors is no stranger to the courtroom. The company has been involved in at least 90 copyright-infringement cases since 2005. Earlier this year, it filed a copyrightinfringement lawsuit against Charlotte Russe Inc. as well as Amici Accessories, Rainbow USA, A'Gaci, Mandee and Pretty Girl for selling several kinds of garments made allegedly with a substantially similar print to one owned by Unicolors.

It is rare for these kinds of copyrightinfringement cases to go to trial. Most are





Unicolors' artwork

settled out of court to avoid an expensive trial, where attorneys' fees can go as high as \$400,000 and damages can be considerable.

In a recent case between **Novelty Textile**, based in Vernon, Calif., and **The Wet Seal**, the judge awarded Novelty Textile's law firm, Doniger/Burroughs, \$392,000 in attorneys' fees after finding that Novelty Textile should be paid \$650,000 in damages. Novelty Textile has filed at least 27 copyright-infringement cases since 2005.

Another fabric company that has frequently visited the federal courthouse is **L.A. Printex Industries**, which has filed some 128 copyright-infringement cases since 2006 and scores more before that. In a case filed by the fabric printer a few years ago against retailer **Aeropostale** and manufacturer **Ms. Bubbles**, L.A. Printex reached a settlement in 2013 that netted the printer an award in the low seven figures, confirmed Burroughs, the attorney for L.A. Printex.

Registering fabric designs with the U.S. Copyright Office is easy, but it is difficult to research which designs have been registered, experts said. That's because designs are listed only by number or name and have no accompanying photos or drawings to show what they look like. Many fabric designs and print artwork are listed by a letter and number rather than a catchy name. If you know the exact number or name, it makes it easier to research.

Lawyers suggest there are a few ways manufacturers and retailers can protect themselves from lawsuits when buying fabric or graphic artwork. "If you are sourcing from various fabric converters and piece-good suppliers, you could get an indemnity agreement stating they will agree to indemnify you and hold you harmless if a lawsuit is filed," said Mark Brutzkus, an attorney with **Ezra Brutzkus Gubner**, which has represented several defendants in such cases. "You could get warranties either to their ownership rights in the artwork or some affirmation that they have a license to sell the artwork." •

New American Apparel Director on Board After One Member Resigns

Los Angeles-based **American Apparel's** board of directors has had several members come and go in the wake of founder Dov Charney being suspended and later terminated as the president and chief executive.

The latest to exit the board room is Robert Mintz, a Charney childhood friend who in August was appointed by **Lion Capital**, a previous American Apparel financial investor that has the right to appoint two members to the nine-member board. Lion Capital holds warrants to buy 24.5 million American Apparel shares, which is about 12 percent of the company's stock.

Mintz handed in his resignation March 5, according to documents filed with the Securities and Exchange Commission. Replacing him is Jeff Chang, a Lion Capital director based in Los Angeles. On June 18, the board decided to push Charney out of his leadership roles and off the board while they investigated the founder for alleged misconduct. At that time, four other board members left. Shortly after, Mintz was appointed to the board.

In July, four new board members were appointed: Joseph Magnacca, Colleen Brown, David Glazek and Thomas Sullivan. Later, Lyndon Lea of Lion Capital joined the board.

The board's two co-chairs, Allan Mayer and David Danzinger, stepped down as cochairs but remained on the board. In their place, Brown was named to head the board.

With a practically all-new board, the directors decided in December to terminate Charney from his executive positions, although he is still a major stockholder. —Deborah Belgum

## **Fashion** Resources

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Contemporary Tradeshow, TRANSIT LA Shoe Show, and the LA Kids Market. L.A. Fashion Market at the CMC now offers visiting retailers and brands more opportunities and resources than ever to exhibit in and shop from

#### **Cooper Design Space**

860 S. Los Angeles St. Los Angeles, CA 90014 (213) 627-3754 info@cooperdesignspace.com www.cooperdesignspace.com Products and Services: The Cooper Design Space, at the corner of Ninth and Los Angeles streets in the heart of LA.'s Fashion District, hosts a space that embraces cross-pollination among L.A. lifestyle businesses in fashion, media arts, and publishing.

The building is 11 stories tall and, having been built in 1927, represents the city's history of creative commerce. It's a space that encourages fluidity across functions by offering an event venue offices and showrooms in a single location

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Contact: Thomas Havburn (949) 394-2425 homas@twintigersltd.com 3334 E. Coast Hwy #256 Corona Del Mar, CA 92625 www.oatscashmere.com re.com Products and Services: Oats Cashmere is sourced from the thick fleece of the cashm Pashmina goat. It is considered to be some of the world's finest cashmere. This luxurious fiber has inspired Oats Cashmere and is sought after by

their natural moulting season. Both methods are

time consuming and tedious, which results in the

PO Box 817 excited consumers who also want to be eco-chic. Cashmere goats are low-maintenance and thrive by free-grazing on natural pasture without chemicals, toxins or hormones. Producers encourage good health through their more holistic manage-ment practices. Goats are shorn or combed during

typically higher cost of cashmere. The finest quality cashmere is based on yarn purity and tightness of the knit. The longer strands give the garment a flatter and tighter feel. Once the garment is washed, the strands get fuller and softer. You don't have to feel guilty about looking good when you dress in Oats cashmere with eco-friendly values.

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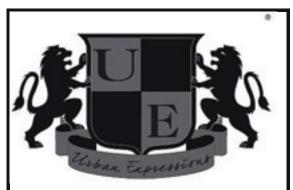
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ACCOUNT EXECUTIVES Growing company is seeking for 2 account executives. 1)An Account Executive with exp. selling to Majors, Specialty Chains and Private Label Accts to maintain existing & opens new acct in our Import Dept. 2)An Account Executive/Road Rep for our unique Children's designer line. Candidate must have established relationship with current Major buyers, Boutique & Chain accounts. Base salary and commission. Email to: gracelee@idolincusa.com

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#### DESIGNER/ASSOCIATE DESIGNER

Talented "Dolls" please apply. 3 years of designing experience, including expertise with all major retailers. Candidate should be well rounded in all facets of design. Must possess excellent time management skills. Hand sketches preferred with your resume. Benefits included. Email: hr@ldlaclothing.com

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#### IMPORT COORDINATOR

Junior, Missy and Girl's lines are seeking an Import Coordinator. Needs to have 2 yrs+ of garment exp. Good at communication & presentation. Can present novelty fabric, trims, & garments to designers. Can maintain a good relationship with designers and customers. Bilingual - Able to speak Mandarin Chinese to talk to Chinese suppliers to resolve issues. Able to drive to visit companies(Customers). Please send resume to: Perry@Luxephil.com

#### PRODUCTION COORDINATOR

Fast paced LA based clothing company is seeking detail oriented production coordinator: •follow up all phases of production •communicate with vendors daily •maintain WIP •spec TOP samples •follow up TNA, shipments •work well under pressure •extremely organized, team player •required good communication skills, and proficiency in Excel. Pls. email res. to jenny.l@email

#### CUSTOMER SERVICE

Design oriented textile/garment importer seeks an aggressive, motivated individual for Customer Service position. Experience in textile and garment industry a must. Extensive email correspondence with customers. Must be well organized, detail Oriented and with impeccable follow up skills. Please send resume to: humanresources1522@gmail.com

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Established Junior, Missy Sportswear Company seeks Production Coordinator with Minimum 2 years experience. Must be organized, strong communication skills with factories overseas. Able to track production, maintain T&A and WIP to ensure factory deadlines are met. Experience with Private Label is a PLUS. Please email resume to: hr@blueplanetint.com

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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

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Wilt looking for production patternmaker full time. Exp on Tukatech a must. Minimum 8 years experience in contemporary knits. Garment dye exp extremely helpful. Emailparcandpearl@parcandpearl.com

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Energetic new co. seeking talented and creative designer/design consultant for Downtown L.A. based apparel co. Must have knowledge and exp. in women's apparel. Please contact Carolyn at 562-324-1109 or carolyn@nphilanthropy.com

#### Jobs Available

HUMAN RESOURCE MANAGER Summary: Three Dots, an OC Apparel Manufacturer has an immediate opening for HR Mgr. S(he) would be responsible leading all HR functions. The key areas are: Recruitment, Employee Relations, Benefits, Payroll, Performance Management, and Workers Compensation. Primary Job Description: • Fullcycle recruiting and talent acquisition • Manages all benefit programs. • Prepare & process multistate payroll New-hire orientation and on boarding • Administrative processing for all new hires, status updates, leave of absences and terminations • Workers' Compensation claims & monthly bill reconciliation Please submit resume to: resumes@threedots.net

#### **APPAREL POSITIONS**

Located in downtown Los Angeles, MATTEO LLC is accepting resumes for the following positions: • Graphic Designer • Quality Control Inspector • Product Development Assistant • Production Manager • Import/Sourcing Coordinator • Apparel Designer • Sewer, Cutter, Finisher/Presser. All positions must have a min. two yrs exp in apparel production. Please send res. to: Recruiting@matteohome.com

#### IMPORT PRODUCTION COORDINATOR

Apparel Company in Commerce is looking for a production coordinator with minimum 3 years of apparel production experience. Must be detail oriented, team player. Proficient in excel. Mandarin speaking is a plus. Send resume to uniquestylehr@gmail.com.

#### **TECHNICAL DESIGNER**

Contemporary tops/dresses co. in Commerce seeks: Technical Designer. Min. 5 yrs exp. in import production. Pattern making a must. Knowledge in tech pack, spec, garments and private label. Able to write fit comments with photoshop. Proficient in Word & Excel. Please send resume to Uniquestylehr@gmail.com.

#### ADMINIST RATIVE ASSISTANT

Exp'd Administrative Asst., • Various QA Paperwork, Communications with overseas • Personable, professional with polished writing & communication skills. •Fluent in English • Work independently, multitask • Highly organized & accurate with attn. to detail • AIMS, Excel, Word and Outlook. Email resume to genrhumanresources@gmail.com

#### SR. DESIGN ASSISTANT

Sr Design Assistant- Wilt seeks Sr design asst-Must know Illustrator, photoshop & Office. Ability to create linesheets & cads a must. Multi-task in a fast paced environment. Emailparcandpearl@parcandpearl.com

#### **Jobs Available**

#### DESIGN ASSISTANT/CLERK

We are looking for an all-around assistant to designers with all assist day-to-day responsibilities. Duties and responsibilities will include: • assistant will help prepare all garments for market • have a great eye for design concept and layout • help apply stone & sublimation heat transfer on garments as needed • will assist in the preparation of silk screen fabrics blocks & vendor send outs . basic knowledge in Adobe Illustrator and Photoshop is a plus • candidate must be detail oriented, responsible and professional candidate must have strong organizational and time management skills based on deadlines Email resumes to: Jessica.r@bluprintcorp.com

#### **DESIGN ASSISTANT**

Design Assistant- Wilt seeks entry level design asst min 2 years exp, must have reliable car and team player Emailparcandpearl@parcandpearl.com

#### ACCOUNT RECEIVABLE & COLLECTION

Los Angeles Fabric Company has opening for: ACCOUNT RECEIVABLE & COLLECTION. Three (3) years minimum experience int he textile industry required. Submit resume indicating salary desired to: hrfabrics01@gmail.com

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For advertising information: Call Jeffery 213-627-3737 Ext. 280 classifieds@apparelnews.net Go to www.apparelnews.net



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