

CALIFORNIA ApparelINews

THE VOICE OF THE INDUSTRY FOR 70 YEARS

\$2.99 VOLUME 71, NUMBER 15 APRIL 3-9, 2015



HAUTE IN THE DESERT

Fashion Week El Paseo celebrated its 10th anniversary during its March 21-28 run in Palm Desert, Calif. The designer lineup included some well-known Southern California names, including Eduardo Lucero (pictured above). For highlights from the show, see page 12.

INDUSTRY FOCUS: FINANCE

The U.S. Dollar Is on Fire: The Pros and Cons for U.S. Apparel Manufacturers

By Deborah Belgum *Senior Editor*

The U.S. dollar is sailing at a 12-year high. A strong greenback means that if you travel overseas, hotels and restaurant dinners are cheaper. It also means raw materials produced overseas, such as fabric, zippers and buttons, have suddenly gone on sale.

But if you were one of those U.S. apparel manufacturers who widened your market by selling overseas, you might be facing some financial headwinds this year.

For example, **Levi Strauss & Co.** in San Francisco noted recently that its fourth-quarter revenues would have grown by 10 percent, but with various currency declines, it rose only 7 percent.

Nike, the athletic apparel and shoe company in Beaverton, Ore., has grown to be a global company with more than 50 percent of its sales coming from overseas. Its executives recently said there might be some financial pushback this year with a strong dollar creating a drag on revenues.

All this can create a challenging world. *California Apparel News* recently spoke with some finance-industry executives to find out the effects of the strong dollar on local apparel companies.

➔ **Finance** page 6

Strong Dollar Makes Business Tough for Exporters

By Andrew Asch *Retail Editor*

Since the beginning of 2015, Mike McGinley's European retail partners have been telling him that they cannot afford his West Hollywood, Calif.-based **LASC** line of men's activewear and swimwear—after years of selling LASC at their shops.

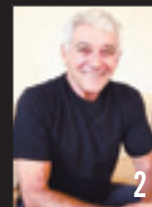
McGinley has received no complaints about the line's quality or not being on trend. It's the macro economy. The dollar is strong and other currencies such as the euro and the British pound are weak. People overseas are cutting back on their purchase of U.S. goods. The currency market has been forcing McGinley and other California fashion entrepreneurs to change their business strategies.

Before 2013, overseas business made up 35 percent of LASC's wholesale business. This year, the number has dropped to 10 percent, said McGinley, president of LASC's wholesale business. Another division of LASC also serves as a multi-brand fashion boutique.

➔ **Dollar** page 9

INSIDE

Where fashion gets down to businessSM



2



11

Jeff Rudes' new line ... p. 2

Remembering Michael Cohen ... p. 2

Technology ... p. 5

Made in America ... pp. 10-11

Made in America Resources ... p. 13

www.apparelnews.net

Jeff Rudes Launches Luxury Menswear Collection

J Brand co-founder Jeff Rudes is at it again.

More than two years after selling a majority share of his Los Angeles premium-denim label to Japanese retailer **Uniqlo** for nearly \$300 million, Rudes is back in the clothing business with a new line of high-end menswear that will be designed and produced in Bologna, Italy, even though the label's headquarters will be in Los Angeles.

The brand will be called **Jeffrey Rüdes**,



Jeff Rudes

with an added umlaut to reflect the German origin of his last name. And to make sure that people pronounce that last name as two syllables and not just one.

The menswear collection debuts July 1 when Rudes opens a self-named store in the heart of New York's SoHo District and debuts an online site. The two-story space at 57 Greene St. will encompass 5,800 square feet.

At J Brand, the denim guru sourced top-

of-the-line denim from places such as Italy and Japan. Again he will be concentrating on luxury fabrics that will be sourced in Italy and Japan plus England for the new menswear line.

When Rudes departed J Brand nearly one year ago, selling the rest of his share to Uniqlo's parent, **Fast Retailing Co.**, he said he was working on a project that had been in the making for five years.

This is the result of that five-year plan. The new menswear collection will be heavy on men's blazers, the staple ingredient in any well-groomed man's wardrobe, as well

as leather and shearling jackets, crisp shirt-ing, sweaters, and only a few styles of jeans.

Rudes has been in the apparel industry for decades. He got his start in 1976 when he founded the jeans line **Paris 2000**. He went on to create the womenswear lines **Area Code** and **A. Gold E**.

In 2004, with designer Susie Crippen, he launched J Brand when the premium-denim category was on fire. In 2010, they sold 52 percent of the company to **Star Avenue Capital**, which two years later sold an 80.1 percent share to Fast Retailing for nearly \$300 million.—*Deborah Belgium*

Mooney Exits Quiksilver, Agnes Promoted to CEO

Andy P. Mooney, the former chief executive officer of **Quiksilver Inc.**, has left the company. Mooney, a former **Disney** and **Nike** executive, joined Huntington Beach, Calif.-based Quiksilver in January 2013 to help reform the ailing surf apparel company.

Mooney will be replaced by Pierre Agnes, who until recently served as president of Quiksilver. The longtime Quiksilver executive also worked as the company's global head of apparel and as president of Quiksilver Europe. Greg Healy, another Quiksilver veteran, was appointed to be president of Quiksilver. Bob McKnight, the founder of the company, is coming back from retirement to serve as the company's chairman.

Dave King, an analyst at **Roth Capital Partners**, headquartered in Newport Beach, Calif., reiterated his "buy" rating for Quiksilver.

In a March 30 research note, King wrote that "investors may be somewhat disappointed by CEO Andy Mooney's perceived termination, given his ability to make tough decisions and attempts to drive cultural change. Still, new CEO Pierre Agnes should help to restore core wholesale relationships amidst already-improving near-term fundamentals noted by strong recent sell-through and improving Fall order books. We reiterate our 'buy,' which reflects seemingly overblown bankruptcy fears and increasingly achievable estimates."

Jeff Van Sinderen, a senior analyst with **B.Riley & Co.**, wrote in a March 30 research note that the company should explore strategic alternatives.

"Regarding strategic alternatives, the board's perspective appears not to have changed [will do what is right for shareholder value but not actively pursuing]. [Quiksilver] is not proactively looking to sell the company but will entertain anyone who makes an advance. All things considered, we feel that it is time to explore," Van Sinderen wrote.

In a company statement, McKnight said that the times called for a leader with Agnes' perspectives. "His primary focus will be on improving operational execution and efficiencies and identifying growth opportunities, especially in the U.S. wholesale channel," McKnight said.

"On behalf of the board, I want to thank Andy Mooney for his leadership in driving the organizational changes that were essential to restoring our product design leadership and globalizing many of our key functions. This work provides the foundation for the next phase of Quiksilver's progress."

Van Sinderen spoke to the new management team the morning of March 27. Agnes seemed to indicate that there would be no dramatic changes for Quiksilver's chain of **Boardriders Club** stores. Going for-

ward, the company would place a focus on wholesaling to core action-sports shops, such as **Zumiez Inc.**, which runs a fleet of 604 stores, to high-profile independent retailers and **Jack's Surf** in Huntington Beach, Calif.

Quiksilver stock declined during the day of the announcement. A share sold for \$1.90 toward the end of the trading day on March 27. The stock had opened at \$2.23 per share. Toward the close of the market on April 1, a share of Quiksilver stock sold for \$1.78, according to **Yahoo Finance**.

Mooney left a company that had issues with financial reporting and had been encountering difficulty in returning to profitability.

On March 4, Quiksilver postponed the release of its first-quarter earnings for 2015 due to problems in reporting company business. It described the problem as "a revenue cut-off issue identified by management." In a financial document dated March 26, the company conceded there had been "material weakness in internal control over financial reporting."

On March 17, Quiksilver reported its first-quarter 2015 earnings. Net revenues were \$341 million during the first quarter with a \$10.7 million net loss. The company reported that its net revenues were down 4 percent. Net revenues in the company's Americas region were down 8 percent to \$148 million compared with \$175 million the same time in the previous year. Net revenues were down 3 percent in its European region but were up 4 percent in its Asia Pacific region.

In a March 18 research note, Van Sinderen said sales had come in above consensus. However, the company was continuing to sail in rough seas.

Mooney had received some praise from analysts recently. In a March 27 research note, Jeff Harbaugh of **Jeff Harbaugh & Associates** wrote, "Andy Mooney was driving some critical operating improvements. I hope they continue to be driven."

Mooney had only recently wrapped up a major initiative to turn around Quiksilver's business. It was unveiled as a "profit-improvement plan" on May 2013.—*Andrew Asch*

Obituary

Michael Cohen, Founder of Michael Stars, 79

Michael Cohen, who immigrated from South Africa to Los Angeles to co-found the **Michael Stars** apparel collection, passed away of prostate cancer on March 27. He was 79.

Cohen got his start in the garment business in 1956 in his native South Africa, where at 21 he founded the import-export fashion agency **Bernstein & Cohen**.

In 1977, the fashion executive moved to Los Angeles, where he later met Suzanne Lerner, who would become his partner in a business they launched in 1986, starting with a few T-shirt designs and then expanding it into a large lifestyle collection sold in high-end stores and in the company's own boutiques.

The couple married in 1988 and worked to build the Michael Stars brand into a quality label, starting with long-staple cotton and expanding into other fabrics as the line grew.

Cohen was a great lover of the sun and the beach. He resided in Manhattan Beach, Calif., with his wife and built a second home on the Greek island of Mykonos, where they spent time every year.

The convivial Cohen was a man with a zest for living and experiencing as much as he could. He had a passion for music and played the bongos. He could be found reading in the sun and wearing his favorite beach hat alongside his dog, Simba.

A passionate devotee to human rights and education, he and his wife in 2005 formed the **Michael Stars Foundation** to support causes near to their hearts.

Cohen is survived by his wife, Suzanne Lerner; his son, Simon, and daughter-in-law, Christina; his daughter, Lisa; brothers Stuart and Imre; sister Yvonne; and grandchildren Mischa and Jackson. He was preceded in death by his brother Desmond.

The family asks that donations in lieu of flowers be made in Cohen's honor to the **Providence Little Company of Mary Foundation** or the **UCLA Institute of Urologic Oncology Research Fund**.—*D.B.*



Michael Cohen

American Apparel Reducing Work Force

With the company hemorrhaging losses and too many styles in its clothing repertoire, **American Apparel** is laying off 180 workers at its downtown Los Angeles clothing factory.

The layoffs were expected to be completed by April 3, Good Friday, sources close to the company said. The company employs 4,300 workers at its manufacturing facilities and offices and a total of 10,000 workers in its various divisions and retail stores worldwide.

The decision to let the garment workers go comes three months after Paula Schneider took over as the new chief executive, replacing the company's founder and former president and chief executive, Dov Charney.

Schneider has repeatedly said the apparel venture manufactures too many different items—4,000 styles in all—which range from leggings, underwear and swimwear to T-shirts, blue jeans and dresses. The company wholesales its garments and sells them at 239 American Apparel stores located in 20 countries.

"While we were disappointed that we had to make this very difficult decision, it is important that everyone understand that American Apparel is managing a turnaround," said Schneider in a statement. "This change is meant to help restore the financial health of the company, which under previous management saw losses of more than \$300 million over the past five years. Layoffs are not new to American Apparel. Under Dov Charney's leadership, in 2013, 160 employees were laid off, and in 2014, prior to his departure in June, 238 employees were laid off. Of these groups, only 10 percent of employees were given severance pay. This week, our new management team is offering severance to every employee affected by the layoff. This has been a difficult week,

but we have to conduct business differently in order to thrive."

The layoffs are the latest in the ongoing turmoil that has enveloped the company, founded in 1998 by Charney, who elevated the brand to a must-have item with the help of risqué advertisements and headlines about alleged sexual harassment. But in recent years the company has seen increased competition from fast-fashion retailers.

"The company is not managing a turnaround. It is managing a severe decline in sales that has taken place under the stewardship of a hedge fund," Charney said in an email. "Right now the company is laying off qualified workers, some of whom have worked for the company for more than 12 years. The bottom line is the company is facing a sales crisis that began after my ousting and the ousting or departure of dozens of my colleagues. In the spring and summer of 2014, we were hiring workers—not laying off workers. I was personally involved in that effort."

In June, the board of directors suspended Charney from his duties while a special committee conducted an investigation into alleged financial misconduct and sexual harassment. He continued working as a paid consultant. At the end of December, the board fired Charney, who still owns 43 percent of the company's stock.

In its recently reported fourth-quarter earnings results, American Apparel said it had a net loss of \$28 million on \$153.5 million in sales compared with a net loss of \$20 million on \$169.1 million in sales for the same period in 2013.

During the last five years, its net losses have totaled more than \$300 million.—*D.B.*

DON'T COMPROMISE

SUSTAINABLE

MicroModal's eco-friendly fiber characteristics and Buhler's Oeko-Tex® Standard 100 certification are now more attainable. Through supply chain optimizations and long-standing industry relationships, manufacturers benefit from our experience as the United States' first successful spinner of MicroModal®. Get the sustainability and quality you want without the added costs.

We make MicroModal® work.



+



For more information on integrating MicroModal into your products, contact Victor Almeida, Product Specialist, at +1 (706) 367 3933.

buhleryarns.com/MicroModal

antex

- Southern California's oldest and largest vertical knitting mill

- Established in 1973, Antex currently occupies a facility of 500,000 sq feet

- ISO-certified Product Testing Facility

- Antex's product line includes:

Matchmaster prints

Antex Premier Performance

Dry Inside Performance Cotton

Pyrosafe—flame retardant fabrics



The goal at Antex Knitting Mills is to service the knit fabric needs of the apparel industry with high quality, competitively priced fabrics, backed by outstanding customer service and technical expertise.

antex

3750 S. BROADWAY PLACE, LOS ANGELES, CA 90007
TEL (323) 232-2061 | WWW.ANTEXKNITTING.COM

FOR MORE INFORMATION, PLEASE CONTACT
SALES@ANTEXKNITTING.COM

NEWS

LA Men's Market Moves to CMC Penthouse

For its fourth run, the Los Angeles Men's Market trade show is going on a growth spurt.

LAMM is moving into the 93,000-square-foot penthouse floor of the California Market Center showroom building when its Holiday 2015 show takes a bow on April 7-8, said Kellen Roland, LAMM's founder.

LAMM was formerly held in the CMC's smaller Area 4 section on the fourth floor of the Los Angeles showroom building. During those shows, some brands were able to display in permanent showrooms, and others exhibited in temporary showrooms, Roland said.

"By going up to the penthouse, it gives every brand an incredible spot, and it will improve the experience for the buyers. They will be able to easily shop every brand," Roland said.

More than 150 brands will exhibit at the upcoming trade show. More than 100 will display in 10-by-10 booths. Roland forecasts triple the number of buyers will shop the show compared with LAMM's last show in October.

Some confirmed brands exhibiting at LAMM are 10 Deep, Apolis, Asics, B & O Play, Brixton, Clarks, Diamond Supply, G-Shock, Herschel Supply Co., Huf, I Love Ugly, Komono, Obey, ourCaste, Publish,

Rains, Stance, Woolrich and Zanerobe.

Retailers shopping past LAMMs have been Active, American Rag, Attic 2 Zoo, Black Market, Conveyor, Crsvr, Hemingway & Pickett, Jack's Surfboards, LASC, Milkmade, Moose Limited, Need Supply Co., Pacific Sunwear, Poketo, Revolve, Stockist, Sun Diego, Tank Farm & Co., Tilly's, The Well, Val Surf, Wasteland, Wildfang, Zappos, Zebra Club and Zumi-ez, Roland said.

The upcoming show also will offer lounges that will feature food from some cult Los Angeles-area eateries such as Egg Slut and Bludso's BBQ. Om Nom Organics, a Los Angeles Fashion District grocery, also is scheduled to set up a pop-up convenience shop at the show. Also at the show is a newsstand stocked with high-end men's fashion and pop-culture periodicals such as *Inventory Magazine*.

LAMM is a biannual show that concentrates on Summer and Holiday collections rather than Spring and Fall collections. Roland felt that there were not enough trade shows serving business for those seasons. LAMM was launched at the CMC to bring men's buyers to the womenswear-focused LA Fashion Markets.—Andrew Asch

Simon Drops Macerich Bid

Simon Property Group, one of the biggest mall landlords in America, dropped its bid to acquire the Macerich Co., headquartered in Santa Monica, Calif., avoiding a possibly costly and lengthy proxy war.

Simon confirmed in a tersely worded statement released on March 31 that it had dropped the campaign it had formally started on March 10 to acquire Macerich, which developed and owned malls such as Santa Monica Place in Santa Monica, Calif. The Indianapolis-headquartered Simon owns California properties 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 Pre-

mium Outlets in Cabazon.

Also on March 31, Macerich confirmed that its board had unanimously rejected a Simon proposal, which Macerich had called unsolicited, to acquire the company. Simon proposed to acquire Macerich for \$95.50 per share in cash and stock. Arthur Coppola, chairman and chief executive officer of Macerich, said in a company statement that the proposal undervalued his company.

He also stated that there was a "disconnect between private market valuations and public market views" of Macerich. He planned to change the perspective through redeveloping and expanding various Macerich projects.—A.A.

Calendar

April 7

LA Majors Market
California Market Center
Los Angeles
Through April 9

LA Men's Market
California Market Center
Los Angeles
Through April 8

Indigo
Metropolitan Pavilion
New York
Through April 8

CALA
The Denver Mart
Denver
Through April 8

"Tell Your Story, Get a Loan"
webinar
online

April 9

Printsource New York
Metropolitan Pavilion
New York
Through April 10

"Social Media Hack" webinar
by FGI-LA
online

April 11

Line & Dot Spring Sample Sale
2807 S. Santa Fe Ave.
Vernon, Calif.

April 12

Fashion Market Northern California
San Mateo Event Center
San Mateo, Calif.
Through April 14

April 14

"Hiring the Right Sales Rep"
webinar
online

April 15

Peru Moda Business Roundtable
Lima, Peru
Through April 17

There's more
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/calendar.

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

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: *California Apparel News*, *Market Week Magazine*, *New Resources*, *Waterwear*, *New York Apparel News*, *Dallas Apparel News*, *Apparel News South*, *Chicago Apparel News*, *The Apparel News (National)*, *Bridal Apparel News*, *Southwest Images*, *Stylist* and *MAN (Men's Apparel News)*. Properties 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.apparelnews.net. For customer service, call (866) 207-1448.

Tech Companies Look to Consumers and Connectivity to Drive Apparel Industry

From the shifting nature of analytics to consumers' growing influence to the consumer connectivity of the "Internet of things," key technology issues and their impact on apparel retailers and brands were discussed by technology experts who recently gathered in Los Angeles.

"Tech is the foundation to deliver the product," said Mary McFadden, director of CAD product management for **Gerber Technology**, the Tolland, Conn.-based maker of automated manufacturing systems and software solutions.

To make consumers happy, apparel needs to have the right fit, the appropriate level of quality and be sold at the right price point, McFadden said. "In order to do that, you need a foundation that supports product from design through development, production and delivery. Technology lets you respond to trends in the marketplace to meet that peak demand."

McFadden was speaking on a panel at the **Apparel West 2015** conference, held March 25 at **The Reef** in downtown Los Angeles and organized by *Apparel* magazine.

"Technology allows companies to combine customer feedback with operational insight to help them determine what sells well—and, more importantly, why it sells well," said Quach Hai, senior director of product management for **PTC**, a technology solutions provider based in Needham, Mass.

Traditional analytics can help a company "guess better or guess faster," said Bob McKee, senior product development director of New York-based **Infor**, which provides business application software and cloud services. "I think we should look at how we can replenish quicker rather than how we can guess better."

Companies have the ability to "assimilate massive amounts of data," including consumer feedback and social sentiment and "overlay information such as geolocation," said Jon Buchan, chief customer advocate and chief executive officer of **PA Group USA**, the U.S. division of Italian software provider **Gruppo PA**.

Technology can help an apparel company "identify who your brand loyalists are and what they're thinking," Buchan said. "We think it's important to include them in the product-development process—particularly millennials. They enjoy being part of the process."

But it's all in the execution, said Info's McKee, who said he recently was in a major specialty retailer looking to purchase a suit.

"They have mobile checkout people, and every single one of them was standing at the cash wrap," he said. "Execution is key. Social media has changed the world, but a lot of it is noise. Brand loyalty is not as prevalent today as it once was. Technology is leading what you're doing. It's up to you to take advantage of the technology."

Several panelists discussed the "Internet of things," which is the connectivity network that allows physical objects to collect and exchange electronic data to automate processes. (Recent examples are smart electronics such as wireless thermostats or cars with built-in sensors.)

"IoT is not just a fad. It's here to stay," PTC's Hai said. "IoT can be used to do a lot of important things

for you as a retailer and brand. It helps improve the relationship with consumers [and create a frictionless buying experience]. They want to go into a store and have a compelling purchasing experience. IoT is a way to leverage a brand's current sales systems. It can bring all those disparate data systems together."

On the supply-chain side, Hai said, companies can see inventory levels and availability of raw materials.

Gerbers' McFadden described it as "inventory without borders."

"From the manufacturing perspective, we can use IoT connectivity to help supply chains because we can do predictive support on our equipment," she said, explaining that connected equipment means a company can see that a motor is about to fail on a machine thousands of miles away and take steps to repair it.

The all-day event also featured the results of a survey conducted by **EKN**, a research company owned by **Edgell Communications**, which also owns *Apparel* magazine.

According to the apparel retailers and brands surveyed, most will be focusing their analysis on customer profiling, promotion effectiveness and pricing improvements in the coming year, said Sahir Anand, vice president and principal analyst of EKN.

"A number [of executives] are talking about how to improve data analytics and where to put the budget," Anand said. Currently, these companies are focusing their budgets on Web analytics, social-media analytics and enterprise data warehouse analytics.

In the next two years, many companies will shift focus to spending on predictive analytics, mobile business intelligence and omni-channel

nel analytics, Anand said.

The conference also featured keynote addresses by Claire Ortiz, chief executive officer of Los Angeles-based **Ortiz Industries**, which fuses performance fabrics with professional dress, and David Aquino, senior vice president of supply chain, operations and information technology for Gardena, Calif.-based **Barco Uniforms**.

There was also a discussion of financing opportunities held by Kevin Sullivan, executive vice president of **Wells Fargo Capital Finance**.

Attendees also had a chance to discuss current issues and needs at the conference's Technology Topic Briefings hosted by Gerber, Infor, PA, PTC, **Centric Software Inc.**, **NGC Software**, **Tradestone Software** and **7thonline**.—*Alison A. Nieder*

CIT Knows You Want to Grow

That's why we work hard to understand your business objectives and create flexible, innovative financial services solutions designed to help your business thrive.

A dedicated member of our team will ensure that you benefit from the full resources of CIT, from credit protection to accounts receivable management and financing. CIT combines a relentless focus on execution with insights based on in-depth industry knowledge.

To learn how CIT can help your business grow, visit cit.com/apparel or call us at 800-248-3240

**FACTORING • WORKING CAPITAL FINANCING • CREDIT PROTECTION
ACCOUNTS RECEIVABLE MANAGEMENT • IMPORT/EXPORT FINANCING**

CIT

**Put Knowledge
to Work®**

© 2015 CIT Group Inc. CIT and the CIT logo are registered service marks of CIT Group Inc.

INDUSTRY FOCUS: FINANCE

Finance *Continued from page 1*

How are manufacturers coping with the rise in the U.S. dollar regarding exports, and what steps are they taking to minimize its effect on their revenues?

Eric Fisch, Senior Vice President and Regional Commercial Executive, Los Angeles, HSBC Bank USA

As part of an international bank that is committed to helping U.S. businesses expand globally, I regularly talk with manufacturers about the impact of foreign currency fluctuations on their revenue. However, the dollar's recent strengthening has certainly made some of the conversations around the best methods for mitigating currency risks more urgent.

As a first step to mitigating currency risks, we ask clients to identify the areas of most concern. These can vary from basic concerns of mitigating risks that affect sales margins and cost of goods to mitigating risks associated with fluctuations reported in public-company quarterly statements.

One way U.S. manufacturers are mitigating currency risk from a stronger dollar is using longer-duration currency hedges that allow them to offer a fixed price for goods throughout an upcoming season. We have seen more interest in these lately, especially for companies selling into Europe.

Another way we are seeing some U.S. manufacturers mitigate risk is to make payments in the local currency. Where U.S. companies have historically paid their suppliers in U.S.

dollars, we are seeing a shift in interest by U.S. companies to paying in the local currency and hedging the risk themselves.

In some cases this has allowed for tangible reductions in cost of goods as the suppliers overseas were including a buffer in their pricing to allow for any currency fluctuations.

As some manufacturers have learned, insisting on U.S. dollar pricing does not insulate your business from currency exposure. For example, the U.S. dollar has appreciated on average by more than 20 percent over the last year. So, if a U.S. company continues to pay its overseas suppliers in U.S. dollars, it could be paying its suppliers more than 20 percent of what it paid a year ago when translated into the supplier's local currency.

Ultimately, what's important for business owners and chief financial officers to remember is that they have built their success on innovative products and services, not on predicting the future movements in the dollar.

A bank with strong foreign exchange experience can have a role in helping mitigate, or at least control, the risks of those movements so the company can concentrate on its underlying business.

Ron Friedman, Partner, Marcum LLP

Our export clients at Marcum are primarily branded manufacturers, who tend to be less hard hit by fluctuations in currency rates than commodity product manufacturers.

Their sales are driven as much by the brand as by the product, and the product is a high-quality, high-demand item. The market for these products tends to remain stable longer.

The rise in the dollar will certainly increase the cost of products manufactured in the United States for foreign consumers, but our clients' customers are not as price sensitive, and they have more disposable income.

On the other hand, U.S. manufacturers that import product from overseas will see their costs reduced as the dollar gets stronger.

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

In its simplest form, when the U.S. dollar rises, it becomes stronger against foreign currencies. That means the amount of foreign monies needed to pay off the dollars becomes larger, meaning more expensive.

Because of this the U.S. exporter might be pressured by the foreign buyer to reduce prices to offset some or all of the increase so they can maintain their gross profit margins. The result could be fewer "purchases" from the foreign buyers, which would have a negative effect on the U.S. exporter's revenues.

Additionally, if the U.S. exporter is having to negotiate its price due to the strength of the U.S. dollar, the company's revenue could drop or its gross profit margins could fall due

ASHER
Fabric Concepts

Los Angeles Office
2301 E. 7th St # F107
Los Angeles, CA 90023
P: 323.268.1218

www.asherconcepts.com
sales@asherconcepts.com

Asher Active
Athletic Concepts

NEW!

Supreme quality knits for contemporary, athletic, and yoga markets!

Made in the **USA**

to the increasing strength of the U.S. dollar.

U.S. exporters need to be smart about when and if ever to lower prices to compensate for the strength of the U.S. dollar. Lower prices don't necessarily mean greater revenues. Normal margins need to be managed and maintained within a relevant range. At the end of the day, the goal is to run a profitable U.S. business. If it means doing a bit less selling overseas, look for ways to increase the domestic market for your products.

At this point in time, I have not seen any significant drop in export revenues to foreign distributors or retailers. While the markets still seem to be strong for U.S. brands overseas, the amount of sales has not been large enough to notice any particular trends.

Sunnie Kim, President and Chief Executive Officer, Hana Financial

As the U.S. dollar continues to strengthen and the economy improves overall, Americans gain more buying power for goods and services overseas.

However, as the growth in Europe and Japan remain stagnant, demand abroad for U.S. goods is lessened and a significant trade gap is created. Additionally, many experts predict that the value of the dollar will increase by 10 percent this year alone.

Therefore, the impact to manufacturers and others will lead to softer sales and profits and may even have a negative impact on future employment. In many cases, manufacturers will be unable to raise their prices in concert with the dollar's rise against other currencies. Foreign competitors may now have an advantage in production costs as they are not under the same pricing pressures.

In order to offset some of these challenges, many manufacturers have sourced their production closer to some of their major foreign markets in an attempt to minimize currency-fluctuation issues.

However, we should keep the aforementioned in perspective. Those smaller and middle-sized companies that are mostly serviced by our industries generally have less exposure to foreign sales and therefore face less risk than some of the larger multi-national businesses.

Robert Meyers, Interim Managing Director, Bibby Financial Services

Gross margins have been steadily declining for the past nine months for U.S.-based export manufacturers, mirroring the ever-increasing value of the U.S. dollar in relation to

most currencies.

Export manufacturing companies with longer-term or fixed-price raw-material contracts are likely near default in their existing financing relationships or larger companies may be suffering challenging quarterly results. **Apple** Chief Executive Tim Cook even stated that overseas revenue is behind budget.

Other factors to consider: Declining margins reveal negative short-term implications while yielding longer term opportunities for businesses with a strategic focus on efficiency, process, product diversi-

fication and supply relationships. Middle-market companies can explore overseas acquisition opportunities where they could control the labor or supply costs to make them more competitive.

Some Bibby Financial Services clients are exploring divestitures of their foreign subsidiaries with an eye on strategic or private-equity buyouts if the longer-term trade risk isn't acceptable or profitable enough.

Several companies are delaying capital-expenditure programs and investments or reallocating budgets toward more domestic interests.

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

Historically, export sales of our factored clients have been a very small percentage of the manufacturers' overall sales.

Frankly, we have not heard from any clients complaining that the surge in the U.S. dollar has negatively affected their sales or profits. They seem to be selling at the same pace as before.

However, large apparel companies selling in multiple countries and sourcing goods in different countries have been affected. On a recent earnings call,

Ralph Lauren Corp. reported that unfavorable foreign currency fluctuations could cost the company 200 basis points (or 2 percent) in gross margins in 2015.

At current currency levels, they project 2016 sales and profits would be impacted. In a *Wall Street Journal* article on March 31, **Prada** and **Chanel** reported that a weakened euro against the dollar in the past months has caused them to evaluate cutting prices in Asia to reduce the differential with European prices.

➔ Finance page 8



Eric Fisch, Senior Vice President and Regional Executive, HSBC Bank USA



Ron Friedman, Partner, Marcum LLP



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



Sunnie Kim, President and Chief Executive Officer, Hana Financial



Robert Meyers, Interim Managing Director, Bibby Financial Services

You can borrow money from a bank.
You can also listen to an 8-track cassette.

Consider a more evolved approach.

Rather than squeeze you into a box and subject you to tired formulas, at Salus Capital we prefer a fresher approach: We listen, learn, then develop a forward-reaching plan designed for your goals. Because that's how we vest in each other's long-term success. There's traditional thinking. Then there's transformational thinking. You probably know where the real opportunity lies. www.saluscapital.com



The alternative route.™

BOSTON | NEW YORK | ATLANTA
LOS ANGELES | TORONTO

Finance *Continued from page 7*

Jeffrey Sesko, Vice President, Rosenthal & Rosenthal Inc.

Our strengthening currency affects various sectors differently, with U.S. manufacturers potentially encountering the greatest risk from the surging U.S. dollar.

Product exported by U.S. manufacturers becomes far less attractive to foreign consumers as a stronger U.S. dollar dramatically increases the purchase price for the foreign consumer. Consequently, this has a negative impact on revenue generated overseas.

This also poses an increase in competition from foreign entities who export their products to the United States as they deliberately drop their prices in an effort to increase sales into the U.S.

On the positive side, a rising dollar decreases the cost of the aforementioned imports, which U.S. manufacturers can take advantage of by purchasing more products abroad.

Lastly, since businesses are under no mandate to transfer the profits they earn from their exports, they may elect to reinvest the cash in foreign markets. As a result, they will avoid paying U.S. taxes.

Overall, manufacturers that rely less on sales to foreign countries should be in a more favorable position as they aren't affected as much by the rise in our dollar.

Ken Wengrod, President, FTC Commercial Corp.

If you need to cope with the rise in the U.S. dollar ... it's too late.

Like most economists, many manufacturers were taken off guard by the recent surge of the U.S. dollar. With the exception of using derivatives and hedging currency risk, exporters do not have many options to cope with the rising U.S. dollar.

An astute apparel exporter should understand the impor-

tance of having a strong presence in Asia and Europe and that it will create a further demand for their merchandise in the U.S.

We see numerous companies power branding their image by placing their merchandise in key foreign retailers such as **Selfridges**, **Harvey Nichols** and **Lane Crawford** and on-line sites such as **Net-a-Porter** and **Farfetch**. This sort of advanced creative thinking can ultimately bolster their U.S. sales because numerous U.S. retailers shop those markets to

People are willing to purchase items that have a certain cachet—a design that represents a certain lifestyle—and it separates the consumer from the crowd. This makes them feel good, even if it might be irrational.

We also see this behavior in our domestic market. A T-shirt being sold in a mass merchandiser for \$20 is manufactured with the same piece goods as the T-shirt being sold for \$70 in a small luxury store.

Yet, some buyers truly feel that there is a dramatic difference in the item. It's a perception vs. the reality. This is one of the reasons that price should not be considered a long-term competitive advantage. It should only be considered as a temporary advantage, depending on the strength of the U.S. dollar.

Paul Zaffaroni, Director of Investment Banking, Roth Capital Partners

The U.S. dollar has seen its fastest increase in over 40 years and is up 14 percent since the beginning of 2015.

The rising U.S. dollar makes U.S. exports more expensive in international markets, reducing sales and profitability for large U.S. multinational companies that derive a large percentage of their sales outside the U.S.

At our **Roth Capital Conference** March 8–11, the institutional investors we met with were seeking public and private-growth companies that had less exposure to international markets and stood to benefit from lower gas prices domestically, along with an improving job market.

Many of the growth and middle market businesses we work with generate less than 15 percent of their sales internationally, so they have not been impacted as severely as large multinational companies.

Some of our clients with international sales in excess of 15 percent have implemented hedging strategies to offset a rising dollar, but most are focusing their efforts on finding ways to drive higher margin sales through their own stores or online through their websites. ●



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



Jeffrey Sesko,
Vice President,
Rosenthal &
Rosenthal Inc.



Ken Wengrod,
President, FTC
Commercial Corp.



Paul Zaffaroni,
Director of
Investment
Banking, Roth
Capital Partners

look for new trends.

The real question that the exporters should consider is how to keep their price level once the dollar weakens and capture the positive effects on their margins.

Before manufacturers consider exporting, they need to know their competitive advantages and cachet. The exporters should focus on their ultimate customer, the consumer, and what makes their merchandise truly unique for the local market that they are selling to.

The demand for California lifestyle apparel and luxury items, such as leather merchandise and accessories, which are manufactured in the U.S., is still high in Europe and Asia. It hasn't been affected by the surge in the U.S. dollar.

SEEING YOU THROUGH FRUITION



FACTORING & TRADE FINANCE • ASSET BASED LENDING
SBA LENDING • HOME MORTGAGE • WEALTH MANAGEMENT



Hana Financial

CORPORATE HEADQUARTERS
1000 Wilshire Blvd., 20th Floor, Los Angeles, CA 90017
Tel | 213.240.1234 Fax | 213.228.5555

NEW YORK OFFICE
1410 Broadway, Suite 1102, New York, NY 10018
Tel | 212.240.1234 Fax | 212.869.2449

www.hanafinancial.com

We See Opportunities Where Others See Issues

Successful companies take advantage of the opportunities that challenging times present. But growing companies often face financial issues in times of change. It takes a knowledgeable view to see beyond fixed formulas or capital ratios to fully comprehend the complex financial needs of businesses. For the past 75 years, mid-size and large businesses have relied on Rosenthal & Rosenthal to manage their accounts receivable and to provide timely financing for growth. Business owners and managers have access to the key decision makers, which enables them to obtain quick and informed responses to their most pressing business needs.

Domestic & International Factoring
Letters of Credit—Working Capital Loans
Term Loans—Collateral Management Services

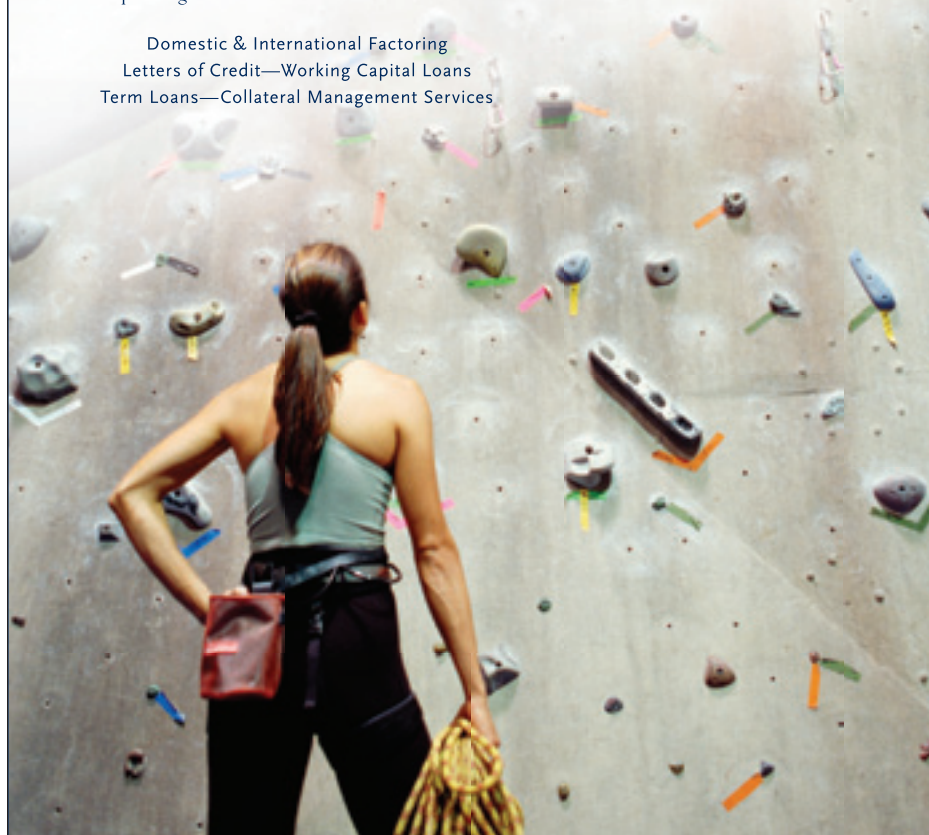


Rosenthal & Rosenthal

NEW YORK LOS ANGELES SHANGHAI

For a confidential consultation, please
contact Harry Friedman: 818 914-5901
or hfriedman@rosenthalinc.com

ROSENTHALINC.COM



Hank Pola Scholarship Winner

Members of the Los Angeles fashion community met at the museum at the **Fashion Institute of Design & Merchandising** to present FIDM student Karoline Korpor with the Hank Pola Scholarship.

Korpor is currently studying business development at FIDM, which will be her fourth degree from the design school. She has already completed her studies in fashion design, textile product and development, and international manufacturing and product development.

Anne Bennion, FIDM's chairperson of the fashion knitwear design and textile design programs, said the school's international manufacturing and product development program provides students with a chance to see the inner workings of the apparel industry.

"IMPD isn't the bridge to someplace—it's the entire structure," she said. "It's so hands-on. They see product from concept to completion."

The program took Korpor and her colleagues from a cotton field in Visalia, Calif., to the **Dystar** facility in North Carolina to see the dye-sample process. The students worked on a project with Italian denim mill **Candiani** to explore the definition of "premium" as it applies to the LA denim market.

The Hank Pola Scholarship is named in honor of Hank Pola, a longtime textile executive and member of the **Textile Association of Los Angeles**.

Pola's grandson Spencer presented the \$5,000 scholarship award "in my grandfather's name."

Pola's widow, Ilse Metchek, president of the **California Fashion Association**, called Korpor "an impressive young woman."

"Perhaps in five years you'll be standing here handing out awards," Metchek said.—*Alison A. Nieder*



Karoline Korpor and Ilse Metchek

NEWS

Dollar *Continued from page 1*

"This is the first time that it has become a major issue," McGinley said of how the dollar's value has impacted business in his three decades of running LASC.

In the past, he has given foreign buyers a 10 percent discount to help balance some costs of shipping and tariffs on American goods. But in the past year, many of his overseas retail partners have requested discounts larger than he could afford. So McGinley has been scouting for more domestic business.

"It's the new normal until the dollar starts sinking," McGinley said.

It may not happen for a while. A **Goldman Sachs** forecast released in mid-March said the euro will decline until it reaches the same value as the dollar this fall. The forecast also predicted that the euro will drop to record lows against the dollar in the next couple of years. In a recent forecast, **Barclays Capital**, which also offers currency analysis, forecast that the euro and the dollar will reach parity by the end of the year. Currency news site **Pound Sterling Live** (www.poundsterlinglive.com)

quoted forecasts from some other high-profile currency analysts such as **HSBC** and **Morgan Stanley**, which forecast the British pound will continue to decline against the U.S. dollar.

The dollar's gain has helped to boost consumer confidence in the U.S., according to a statement released March 31 by the **Conference Board**, a business research group. American consumer confidence had been declining in February.

It has been a boon for American fashion consumers looking for clothing made with European fabrics, said Galina Sobolev, designer and owner of Los Angeles-based dress company **Single**. Dresses made out of high-end fabrics that may have been out of their reach are now affordable. A silk kimono dress by Single wholesaled for \$140 in the past. But with the stronger dollar, the dress has wholesaled for \$98.

Overseas business has not completely disappeared. LASC's McGinley said that he receives overseas orders from his website (www.shoplasc.com). The overseas consumers purchase LASC's athleticwear and swimwear at the same prices that American consumers do. However, they also have to pay for international shipping and taxes.

Venius Adams makes turbans, leggings and head wraps for her Los Angeles-based line, **Venius**. She estimates that 25 percent of her business is based in Europe. While her overseas business has declined, many of her overseas customers, including many yoga studios, want to continue doing business with her. But they are looking for ways to avoid shipping costs. For some of them, it is cheaper to travel to the U.S., pick up goods stateside and return to their homes without paying for shipping.

"They are looking for anything that will save them money," said Adams, creative director and designer for the Venius brand.

International Checkout is a shipping company based in Los Angeles' Van Nuys neighborhood. It handles some direct sales/international shipping for companies such as **Kitson**, **Bebe** and **James Perse**. Due to the strong dollar, the company's volume of shipments has declined an estimated 15 percent in March compared with the previous year, said Kathy Beteta, executive vice president of International Checkout. "What we're losing is the lower-ticket items," Beteta said. "Luxury shoppers have not been impacted. We seem to be retaining the business we most want to keep." ●

be Savvy

We know you're fashion savvy. We can help you be financially savvy as well.

Bibby Financial Services provides a cash flow boost to help you take advantage of growth opportunities.

FUNDING THAT'S GOT YOU COVERED:

- › 24-hour funding on invoices
- › No dilution of equity
- › 24/7 online account access
- › Credit management and collections
- › Facilities from \$250k up to \$12m
- › Local decision-makers and one point of contact working alongside you
- › Export finance and purchase order finance available

BIBBY FINANCIAL SERVICES

Your Apparel Finance Experts

www.bibbyusa.com or 877-88-BIBBY

The concept of factoring is simple:

You Give Us Your Invoice.
We Give You the Money.
You Pay Your Bills.

Factoring Made Simple.

No bells, unnecessary, really. No whistles, not needed as well. No tricks. Ditto.

At Goodman Factors, we simply offer smart, dedicated good service from an experienced team of pros. Along with money at competitive rates when you need it—today, for instance.

Goodman Factors

— Since 1972 —

Please call 877-4-GOODMAN
or visit us at goodmanfactors.com. Simple, right?

Mother Plucker: From Flights of Fancy to Feathered Jackets

Drop by the **Mother Plucker Feather Co.** just east of downtown Los Angeles and you'll find designers wandering among hundreds of bins of brightly colored feathers, racks of feathered boas and displays of feather flowers, elaborate feathered epaulettes and collars, and, of course, wings.

Pop star Justin Bieber wore a giant pair of Mother Plucker's white wings over his bright purple suit when he took the stage for his recent roast on **Comedy Central**. When comedian Sacha Baron Cohen appeared to crash into musician Eminem at the 2009 **MTV Movie Awards**, he was wearing a pair of Mother Plucker wings (and little else).

Mother Plucker has been making feathered apparel, fashion and home décor accessories and providing feathered supplies for almost 40 years. The company has been providing feathers and feathered designs to everyone from **Cirque du Soleil** to Britney Spears to Annie Lennox to Michael Jackson.

"I did a headress for an elephant once," Mother Plucker owner Willy Zelowitz said. The giant red headpiece is one of many custom-designed pieces pictured in a photo album of Mother Plucker designs. There's a tiny pair of dog-sized wings for a photo that appeared on a **Hallmark** card. There's a pair of wings with a 16-foot wingspan Zelowitz designed for a ballet dancer in **Showtime's** "The Red Shoes Diary" series. Zelowitz said he worked on the design for a year to make sure it was lightweight and properly harnessed and balanced to keep the wings stable while the dancer performed on point.

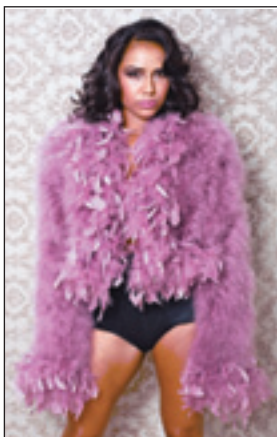
"It was a feat of engineering," he said.

In addition to custom pieces and studio work, which makes up about 30 percent to 40 percent of Mother Plucker's business, the company produces private-label apparel and lingerie.

Miley Cyrus' stylist recently commissioned an ostrich-feather coat for the pop star, which prompted Zelowitz and his team to introduce a new group of feathered jackets to its wholesale offerings. One of the company's feather bolero jackets have already been picked up by **Patricia Field** in New York.



Mother Plucker owner Willy Zelowitz



Lead fabricator Betty Lo making a set of Mother Plucker wings

Zelowitz is looking to expand his apparel offerings and sees a demand for higher-end U.S.-made products like his. Mother Plucker has two full-time sewers—"and three more on call," said Zelowitz, who typically sees his business pick up dramatically in the months leading up to Halloween. In total, the company employs 12 people—"and a few interns." Some of his

team, such as lead fabricator Betty Lo, have been with the company for nearly 30 years. Others, such as controller and design coordinator Stephen Landreth, started as interns.

"My second week here, they said, 'Miley Cyrus' stylist is here,'" Landreth recalled. "We made a couple of jackets—and they wanted them quickly."

Within three months, Zelowitz hired Landreth. He has been with the company for a year and a half.

Lelan Berner, an **Emmy Award**-winning costume designer, heads up design and production as lead designer. She has been with the company for 13 years but has known Zelowitz since he first started selling feather earrings.

"Lelan is super-creative. Her knowledge is unreal," Zelowitz said. "She worked with the studios for years. I was lucky to grab her."

Mother Plucker feathers are sold by the piece, by the yard, by weight and by length. The company sources feathers from around the world, including chicken and duck feathers from China, guinea hen and peacock feathers from India, ostrich feathers from South Africa, and white turkey feathers from the U.S.

"We're the only country that has the white color," Zelowitz said, noting that most turkeys have brown feathers. For small jobs, Berner will hand dye feathers in-house. For larger orders, Mother Plucker sends the feathers to a local dyehouse.

Mother Plucker's feather flowers are wholesale priced from \$7 to \$45 each. Feather-trimmed lingerie pieces are currently priced from \$19 to \$50. The two-ply ostrich jackets are wholesale priced at \$700 to \$1,700.

Chandelle/maribou jackets (made from turkey feathers that have been split) range in wholesale price from \$150 to \$135.

Feathered wings run from \$29 to \$1,495 for production. Top prices for custom-designed wings are limited by "my imagination and my customers' pocketbook," Zelowitz said. "Sometimes we get full rein on things."

For more information, visit www.motherplucker.com.

—Alison A. Nieder

PROGRESSIVE LABEL INC.

LABELS • HANG TAGS • LOOKBOOKS • HARDWARE • & MUCH MORE

WWW.PROGRESSIVELABEL.COM

{323} 415.9770

2545 YATES AVE • COMMERCE, CA 90040

CELEBRATING OUR 87TH ANNIVERSARY

Emsig Manufacturing Corporation

YOUR #1 GLOBAL RESOURCE FOR QUALITY INNOVATION DEPENDABILITY, DISTRIBUTION

MANUFACTURING A FULL SELECTION OF BUTTONS
BUCKLES CLOSURES *SWIMWEAR* ACCESSORIES
NEW STYLES EACH SEASON

Emsig Manufacturing Corporation

1.212.563.5460 1.800.364.8003
sales@emsig.com www.emsig.com

SALES OFFICES ACROSS AMERICA
CHICAGO*MIAMI*DALLAS*NEW YORK
PHILADELPHIA*SEATTLE*NASHVILLE*SAN FRANCISCO
LOS ANGELES*NORTH CAROLINA

EMSIG IS OPENING NEW OFFICES IN KOREA AND VIETNAM. MORE DETAILS TO FOLLOW.

Emsig is the largest manufacturer of Melamine buttons in the world

UL APPROVED

Recycled Melamine Buttons by Emalg / US Button

A Full Selection of Shirt and Pants Buttons

Natural and Recycled Buttons Products

OEKO-TEX CERTIFIED

New Resource: Ethereal Targets Women Who Want a Touch of Edginess

Designer Anita Rinaldi-Harnden is a big believer in garment-dyed clothes. For the past 20 years, she has worked with this special dyeing technique and fell in love with the endless possibilities it renders.

"When it comes back from the dye house, it is always a surprise," said the long-time designer, who has worked on such labels as **Julie Mango** and **Studio Ease**, a division of **Kellwood**, as well as **Pear** and **Nadia** sportswear.

Rinaldi-Harnden is putting this special process to good use. She recently joined forces with **Fabric Avenue**, a Los Angeles fabric warehouse and textile converter, to launch a new line called **Ethereal**, a contemporary modern line for the misses woman looking for clothes that have an artistic, funky air.

"It's a casual luxury lifestyle line," Rinaldi-Harnden said, showing off the collection that launched for the Fall/Winter 2015 season. Everything is cut and sewn in Los Angeles. Wholesale prices range from \$59 to \$99.

Brought on board to be the label's chief executive is Paul S. Lewis, a veteran clothing executive best remembered for his **Paul Stanley** line of clothing, which emerged in the mid-

1970s and lasted until the mid-1990s. It was geared toward the working woman seeking career clothing that was smart but professional. "The Ethereal line is very soulful, elegant and brings newness to the modern woman," Lewis said.

The idea is to give the misses customer several styles that are fresh and urban with an edgy twist. "I wanted to do something that is novelty and that appeals to an ageless customer and in real sizes," said the designer, who got her degree from the **Otis College of Art and Design** in Los Angeles. The garments will range in size from extra small to extra large.

Some of the Fall/Winter 2015 collection's secret ingredients are unique trims and novelty details that include zippers made in Los Angeles, grommets and riveted studs shaped like spikes or cupcakes that appear along shoulders, around seams or dance along hems. There are also Italian trims made of wool blends, yarn-dye twill tape or faux leather. Feather fringe rings the bottom of some pull-on tops.

Fabrics are mostly Cupro rayon with a silky bemberg finish, French terry Modal, cotton, Tencel, indigo denim, French terry and wool blends imported from Italy.



Anita Rinaldi-Harnden and Paul S. Lewis

Tops have a stylish cut with lots of short fronts and long backs. Other tops have angled hems, going high to low from one side to the other.

There are quilted baseball jackets garment dyed to give them a two-toned effect and jackets with faux fur or faux-leather trims around the lapels or neckline.

Skirts are designed with a flair for the creative. One black indigo denim skirt with raw edges along the seams has a special coating to make it look like leather. Another skirt in French terry Modal ties in front with what appears to be sleeves from a knit top. There are even ribbed edges along the sleeves' cuffs for emphasis.

Some of the pants and jackets made of indigo denim are sanded and have a mineral wash treatment.

Ethereal is carried in Los Angeles at the **Sharon Koshet Showroom** in the **California Market Center** as well as in showrooms in New York, Atlanta and Dallas. For more information, call (310) 699-4469.—Deborah Belgun



APPROPRIATE DEVELOPMENT

MADE-WELL

DESIGN
DEVELOPMENT
PRODUCTION

323.747.8008
4953 Hollywood blvd.
Los Angeles, CA, 90027

CALIFORNIA LABEL PRODUCTS

BRAND IDENTITY | LABEL SOLUTIONS

 WOVEN LABELS	 PRINTED LABELS	 METAL TAGS
 HEAT TRANSFERS	 HANGTAGS	 CARE & CONTENT
 BUTTONS & RIVETS	 PRICE TICKETS	 LEATHER PATCHES

Made in America

WWW.CALIFORNIALABEL.COM | 310.523.5800

BLACK & WHITE Ball

Presented by L.A. Professional Services

Benefiting National Jewish Health

Become a Sponsor and Join Us!

Saturday, June 6, 2015

Honoring

George P. Blanco, Avant Advisory Group

Sunnie S. Kim, Hana Financial, Inc.

6 p.m. Cocktail Party

Sponsored by Avant Advisory Group &
Hana Financial, Inc.

7:30 p.m. Dinner & Entertainment by Night Shift

Skirball Cultural Center

Herscher Hall and Guerin Pavilion

BizBash's "Best New Venue for Meetings and Events"

Join 2015 Sponsors Avant Advisory Group;
Moss Adams, LLP; Rudes, LLC;
L'Agence, Feel The Piece By Terre Jacobs &
Enza Costa Rogue; Crowe Horwath LLP;
Rosenthal and Rosenthal of California, Inc.;
and many more at this year's highly
anticipated Black and White Ball

Last year's event sold out,
and you won't want to miss it!

To register or become a sponsor visit
lapsdblackandwhiteball.com
or contact Catina Lesavoy at
LesavoyC@njhealth.org or 800.821.3670.

#njhblackandwhite

LAPSDBlackandWhiteBall.com

 **National Jewish
Health**
Science Transforming Life®

National Jewish Health is the Leading
Respiratory Hospital in the Nation.

EVENTS

Fashion Week El Paseo

Opening night of **Fashion Week El Paseo** put the spotlight on eight Southern California designers: Trina Turk, Eduardo Lucero, Kevan Hall, Anthony Franco, Lloyd Klein, **Chagoury's** Gilbert Chagoury, Oliver Tolentino and Candice Held.

The March 21 event kicked off eight days of fashion and retail events held in a tented venue on El Paseo, the luxe shopping district in Palm Desert, Calif.

Organized by *Palm Springs Life* magazine, the event was sponsored by Coachella Valley real estate developer **Saxony Group**. The annual event draws more than 13,000 attendees and has raised funds for more than 100 local charities, including **Fashion Group International Inc.**, **The Girlfriend Factor**, **The Children's Charity**, **Junior League of Palm Springs Desert Communities**, **Desert Outreach** and the **Humane Society of the Desert**.—Alison A. Nieder

Candice Held

TIFFANY L. CLARK PHOTOGRAPHY



Anthony Franco



Chagoury



Eduardo Lucero



Lloyd Klein



Oliver Tolentino



Kevan Hall



Trina Turk



Made in America Resources

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

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 high-performance, 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.

Buhler Quality Yarns Corp.

1881 Athens Highway
Jefferson, GA 30549
(706) 367-9834
www.buhler yarns.com
sales@buhler yarns.com
Contact: David Sasso

Products and Services: Get more than just yarn. In addition to the industry's best yarn, Buhler provides unsurpassed technical support, transparency, and 20+ years of supply chain partnerships. Our US-based facilities allow for quicker delivery and agile responsiveness to market trends. Known throughout the industry for consistency, our products are certified safe by Oeko-Tex Standard100, which include Supima Cotton, MicroModal Edelweiss, MicroTENCEL, and various blends. Visit our website at www.buhler yarn.com.

California Label Products

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

Products and Services: California Label Products is proud to have a variety of domestic products that are Made in America. These products are woven labels, printed labels, care labels, size tabs, custom hangtags, heat transfers, and stickers. We also have a service bureau for care labels and price tickets with a 48-hour turn time. Best of all, we have an in-house Art Department, where our graphic art team can always help you with Brand Identity and Label Solutions!

Emsig Manufacturing Corporation

263 W. 38th St., 5th Floor
New York, NY 10001
(800) 364-8003, Ext. 309
sales@emsig.com
www.emsig.com

Products and Services: We have been doing this for the past 87 years. Our new 2015 button and trim line is ready to be shown, featuring the newest and most creative innovative button styles. We see color and metal combinations, tortoise-shell looks, rubber touch effects, as

well as Western concho looks and magnetic closures. Also, military styles. All making your apparel more eye catching. Our line will add to your garment sales appeal. Shop our line. We do make a difference.

Made-Well LA

(323) 747-8008
Fax: (323) 747-8007
www.madewella.com
info@madewella.com

Products and Services: Made-Well-LA is a full package, private-label garment and apparel manufacturer based in Los Angeles. Our clientele consist of designer brands, boutique chains, online stores, and start-up companies. All garments and apparel are manufactured and/or made in the U.S.A. We have the ability to produce any type of garment, and we specialize in women's activewear, knits, organics, natural, and performance fabrics. The foundations of our manufacturing and development teams are based on ethical work habits, good relationships with our customers, and over 25 years of experience in the apparel industry. Not only do we focus on supporting our customers in a wide range of services, but we also focus on the fit, form and function of every garment we produce.

Tianello

(800) 223-8328
www.tianello.com

Products and Services: The founder of Tianello, Steve Barraza, produces high-quality, "feel good" apparel for the modern, distinguished, woman throughout the United States and Canada. His brands have been synonymous with quality and integrity. Steve was an early pioneer of "garment dyeing" in Los Angeles when he started the L.A.Gear Clothing collection in 1983. In 1992, Steve launched the "Tianello" brand as his premium collection, using eco-friendly, natural fibers such as "Bemberg" and "Tencel" and recently adding novelty knits and silk prints. All fabrics have a "soft as butter" hand and are distinctively textured and beautifully printed. In 1994 Steve opened a manufacturing facility in Los Angeles. The location serves both as headquarters and production, providing consistent maintenance of the brand quality. Today he has over 180 tailors and finishers who cut, sew, and finish all of his products. Tianello women's and men's apparel is available in more than 2,000 better stores and is Made in the U.S.A.!

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within Made in America Resources.

Apparel News Group



Seventy years of news,
fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

EXECUTIVE EDITOR
ALISON A. NIEDER
SENIOR EDITOR
DEBORAH BELGUM

RETAIL EDITOR
ANDREW ASCH

EDITORIAL MANAGER
JOHN IRWIN

CONTRIBUTORS
ALYSON BENDER
BEN COPE
VOLKER CORELL
RHEA CORTADO
JOHN ECKMIER
CAITLIN KELLY
TIM REGAS
FELIX SALZMAN
N. JAYNE SEWARD
MIGUEL STARCEVICH
SARAH WOLFSON

WEB PRODUCTION
ALISABETH MCQUEEN
CREATIVE MARKETING
DIRECTOR

LOUISE DAMBERG
DIRECTOR OF SALES
AND MARKETING
TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE
AMY VALENCIA

ACCOUNT EXECUTIVE
LYNNE KASCH

SALES & MARKETING COORDINATOR
TRACEY BOATENG

SALES ASSISTANT/RECEPTIONIST
NOEL ESCOBAR

ADMINISTRATIVE ASSISTANT
RACHEL MARTINEZ

SALES ASSISTANT
PENNY ROTHKE-SIMENSKY

CLASSIFIED ACCOUNT
EXECUTIVES
ZENNY R. KATIGBAK
JEFFERY YOUNGER

CLASSIFIED ACCOUNTING
MARILOU DELA CRUZ

SERVICE DIRECTORY
ACCOUNT EXECUTIVE
JUNE ESPINO

PRODUCTION MANAGER
KENDALL IN

ART DIRECTOR
DOT WILTZER

PRODUCTION ARTIST
JOHN FREEMAN FISH

PHOTO EDITOR
JOHN URQUIZA

CREDIT MANAGER
RITA O'CONNOR

BUSINESS DEVELOPMENT
MOLLY RHODES

PUBLISHED BY
TLM PUBLISHING INC.

APPAREL NEWS GROUP
Publishers of:

California Apparel News
Waterwear
Decorated

EXECUTIVE OFFICE
California Market Center

110 E. Ninth St., Suite A777
Los Angeles, CA 90079-1777

(213) 627-3737
Fax (213) 623-5707

Classified Advertising Fax
(213) 623-1515

www.apparelnews.net
webmaster@apparelnews.net

PRINTED IN THE U.S.A.



Directory of Professional Services & Business Resources

COATING/PRINTING

American Flock Association

MADE IN AMERICA

CREATED WITH PROUD IN USA

COATING AND PRINTING

*GLITTER *EMBOSSING *FOIL
CUSTOM ORDER ROLL TO ROLL UP TO 68" WIDE 1000 YD MIN
VISIT OUR WEBSITE FOR OUR STOCK PRODUCTS

WWW.SPECTROCOATING.COM
FLOCK@SPECTROCOATING.COM

TEL: 978-534-1800 SPECTRO COATING CORP. Fax: 978-534-4155

101 Scott Drive Leominster MA 01453 USA

FIT MODELS

Print Runway Showroom Trade Show

MAVRICK Models

323.931.5555

Contact Ms. Penny to set up a Fitting or Casting
Penny.Middlemiss@mavrickartists.com
Tiffany.Stubbs@mavrickartists.com

HANDBAG MANUFACTURER

Leather Handbag Manufacturer

Patterns | Samples | Production

Remke DESIGNER

1901 S Alameda St, STE 108 "We make your idea come to life"

CONTRACTOR - DENIMS

JIMS DESIGN STUDIO

Premium Denim

Duplicate Samples/Small Production

Pattern/Grading/Marking

117 W. Ninth Street Suite 210
Los Angeles, CA, 90015

Email: Jimk61@mac.com Tel: 213-627-2088

GARMENT RACKS

Moving, Expanding or Consolidating

Consulting • Design • Engineering • Installation

•Garment storage racks •Rolling racks for garments
•Speed rail systems with packing stations •Chain link fencing and gates
•Packing tables and work tables •Mezzanines
•Pallet racking and shelving •Conveyors live and gravity roller

J.C. Rack Systems

5232 Alcoa Ave., Vernon, CA

1-323-588-0137 fax 1-323-588-5067

www.jcracksystems.com

MODEL SERVICES

Rage MODELS

"Real Models for Real Clothes for Real People!"

FIT MODELS

MODELS OF ALL AGES & ALL SIZES

FIT, SHOWROOM, TRADE SHOWS, PRINT, COMMERCIAL, RUNWAY

818-225-0526

teamrage@ragemodels.com

www.ragemodels.com

To advertise in the Directory of Professional
Services & Business Resources
call June Espino 213-627-3737 x250 or
E-mail: june@apparelnews.net

CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737 Ext. 278, 280 F 213-623-1515

www.apparelnews.net

Jobs Available

IT PROJECT MANAGER

PRINCIPAL RESPONSIBILITIES AND DUTIES: • Act as internal Project Manager and champion implementation of new ERP system (BlueCherry) • Operations Super User and ongoing support to functional units for ERP system • Build, automate, and manage reports/inquiries for functional areas • Manage upgrades (update/manage test scripts and user acceptance testing) • Communicate, manage and if applicable escalate technical issues on behalf of functional areas • Ongoing development and management of training documents for all major processes • Cross-training and SOP development • Communicate pitfalls and best practices for procedures updating and continuous improvement initiatives • Other duties as assigned. JOB SPECIFICATIONS/REQUIREMENTS: • Bachelor's degree preferred • Maintains professionalism and Team Player • Requires a minimum of 2 years experience working with ERP systems, BlueCherry experience a plus • Detail oriented with strong project management skills and follow through • Proficient in Microsoft Excel and Outlook • Requires exceptional verbal and written communication skills • Requires strong problem solving skills, creative thinking, and organizational skills • Requires exceptional interpersonal skills • Ability to work independently in a fast-paced environment Please send your resume to victor@secretcharm.com

DESIGN ASSISTANT

DESIGN ASSISTANT - Company Confidential The positions of Design Assistant supports and assists in the needs of the Design Team for successful design and development of product lines. Experience with activewear or swimwear a plus! QUALIFICATIONS: Education : Associate's Degree in Fashion Design Experience : One to two years related experience • Proficiency in PC operation, MS office and Excel • Proficiency in Photoshop and Illustrator software • Strong Creative abilities, color sense / print sense. • Ability to view and differentiate the color spectrum. • Team Player. • Strong Presentation and organizational skills. Company offers a competitive compensation and benefit package including health, dental, vision, 401K and paid vacation. TO APPLY: Submit your resume and pay history to: infojobsapparel@gmail.com

PURCHASING ASSISTANT

Create styles, worksheets; Review/distribute production swatches; Analyze sales projections to achieve the correct inventory position to fill orders and limit liability; Enter purchase orders, Review confirmed delivery dates on a weekly basis, ensure product delivers on time; Communicate relative delivery changes to internal departments. Maintain Master Price List for all programs; Complete sample lists for all assigned lines; Track samples orders; Complete status recaps for production; Review merchandise inventory report to identify action points for over/under sold, sub brands validation, excess/aged inventory; Assist Manager on additions of any new programs; Other duties as assigned by manager. 1-2 years' experience minimum, College Degree Preferred. Email resume to: <https://external-pvh.icims.com/jobs/11441/merchandise-operations-assistant/job?hub=16>

Jobs Available

BAILEY44

QUALITY CONTROL

Bailey 44 has an immediate opening in our quality control department. We are looking for a strong candidate that can perform the following duties; • Daily communications to factories/contractors and company regarding any updates, changes, issues, problems and/or technical questions to gain final resolutions. • Performs daily checks on all finished goods as it compares to established standards. • Conducts inspections and initial audits(in process auditing) for all factories • Inspects all initial production runs ensuring products conform to technical specifications • Responsible to conducting audit processes in manufacturing and manages all inspections of first production units off production line • Offers troubleshooting resolutions for all production and technical issues as they arise • Works closely with TD and Production Teams to ensure clear and concise communication is transmitted Please e-mail your resume to info@bailey44.com

Karen Kane

PATTERN MAKER

Karen Kane is seeking a 1st thru production pattern maker for its established better sportswear division and emerging contemporary divisions. Strong communication skills, attention to detail, great organization skills, self-motivated, energetic. Computer literacy a must, knowledge of Gerber system is beneficial. Bilingual a plus. Min 2 yrs experience. Fax resume with salary history to 323-277-6830 or email in PDF or Word format only to: resumes@kareneane.com



CUSTOMER SERVICE REPRESENTATIVE

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

swatfame

truth in fashion®

MARKING & GRADING

Seeking exp. marker/grader. Must have 5 yrs exp. with Gerber PDS 8.5. Must be able to work in a fast tempo environment and possess excellent communication. Send resume to hr@swatfame.com

SUBLIMATION DRIVEN MISSY COMPANY LOOKING FOR: GRAPHIC DESIGNER

Experience 2-4 yrs in Sublimation/Screen Print/Screen Separations. Must know Photoshop & Illustrator. Salary - 42k/yr - 45k/yr. Please e-mail your resume to Teresa Maldonado: teresa.m@bluprintcorp.com

Jobs Available

PRODUCTION MANAGER

Early stage high growth apparel company seeking production manager. Candidate must be highly organized & detail oriented. Bachelors degree & 5+ years production management experience for designer apparel required, 8-10 deliveries per year. Must procure & manage factory relationships, analyze & negotiate costing, develop & maintain inter-departmental production calendar, understand logistics of apparel production (LA & Central America). Must work well with multiple departments to resolve issues efficiently & within critical time constraints. Knowledge of garment construction for dresses/tops/pants/shorts/ skirts/ blouses in woven/knit materials required. Must monitor development charts to ensure timely delivery on PO's, must have extensive knowledge of fabrics, trims & be able to identify issues such as long lead times, minimum issues that mills may not be able to achieve. Send resume to HiringManager.Production@gmail.com.

TRIM SUPERVISOR WANTED!

Job Functions: •Manage Trim Dept. purchase orders, set trims codes in the systems. •Maintain and bring new trim suppliers a must. •Follows up on incoming orders AS400 and PLM system experience a plus. •Corresponds with vendors; provides excellent service and attention to detail for sales, design and production. Job Requirements: •5+ years experience •Competencies & Skills •Strong communication skills including ability to work in a team environment, give honest and direct feedback •Meet deadlines, prioritizes appropriately. •Is accountable for results, approaches obstacles proactively and looks for ways to resolve problems and issues. Email resumes to: resumesap151@gmail.com



TECHNICAL DESIGNER

Established Junior, Missy Sportswear Company seeks an experienced technical designer. • Minimum 5 years experience • Must have pattern making knowledge • Excellent communication skills - written & verbal • Team player, works well with others • Experienced in conducting fittings, generating fit comments and communicating with factories • Must be able to work in a fast-paced, detailed-oriented environment with strict deadlines • Experience with denim and bottoms a plus Please email: hr@blueplanetint.com

PATTERNMAKER

We have an immediate opening for a Production Patternmaker with a min. of 5 years experience. Knowledge of bra or daywear development, construction and grading is required. Must have experience in Sleepwear and Daywear in both woven and knit fabrics. Experience with Gerber PDS 2000 or Optitex system is required. Optitex 3D software experience a major plus. Must be detail-oriented, able to work independently, and have good communications skills. Send resume with salary history for all positions to: Emily Luna MGT Industries, Inc. 13889 S. Figueroa Street Los Angeles, CA 90061 Fax: (310) 538-1343 E-Mail: eluna@mgtind.com

Jobs Available



DESIGNER

Women's Casual - Athletic Apparel Senior Designer with 8 years successful experience designing from concept through production, & managing the design department. Spirit Clothing Co. - growing, well established - offers a great environment & package. Please email your resume, salary history, current salary requirements & online portfolio link or attach samples to: jake@spiritactivewear.com

TECHNICAL DESIGNER FOR OUR MISSY DIVISION

- Minimum 3-5 years experience • Illustrator, photoshop, Excel • Create tech packs for overseas & domestic vendors • Experienced in conducting fittings, generating fit comments...
- Pattern making knowledge a plus • Excellent communication skills - written & verbal • Team player and works well with others. Send resume to vitae101@gmail.com

TRIM ASSISTANT

Karen Kane is seeking to fill a trim assistant position. The person will be responsible for filling trim orders for cuts • Data entry of cut tickets, POs, receipts • Prior experience in a Trim dept. and/or minimum of 2 years' experience. in the industry • Strong communication skills, oral & written • Strong MS Office skills, especially Excel • AS400/VPS software knowledge a plus • Bilingual English/Spanish a plus Fax resume with salary history to 323-277-6830 or email in PDF or Word format only to resumes@karenkane.com

PATTERN ROOM ADMIN. ASSISTANT

Seeking well organized and detailed candidate to assist Pattern Room interdepartmentally from development to production. Candidate will be responsible for monthly line preparation and pre-production set up, along with overseas interaction with factory for all in-house sampling needs. Send resume along with pay/salary requirements to atwa.cf.mc@gmail.com.

SAMPLE MAKER

Sample maker needed. Experience in sewing evening wear using lace, silk and fine fabrics required. Some cutting may be required. Must speak English. Please contact Yecenia @ 213-221-7282 or yecenia@noamhanoch.com

SALES ACCOUNT EXECUTIVE

Jr. Dresses and Sptwr. Must have relationships w/ major dept stores, specialty chain stores and private label accts. Excellent opportunity w/ well known L.A. based co. Send resume in strict confidence to: hr@stonyapparel.com

Jobs Available

1ST THROUGH PRODUCTION PATTERNMAKER

Seeking candidate versed in 1st /Production Patterns and tech packs for JRS and Plus. Kids 1st/Production pattern exp is a bonus. Position requires a highly organized individual with strong teamwork ethic, garment construction/alteration knowledge, and exp working with factory overseas. Candidate will be responsible for executing Design team's aesthetic and fit from development to final product, creating and updating tech packs as needed throughout the process. Send resume along with salary requirements to atwa.cf.mc@gmail.com.

PRODUCTION COORDINATOR

A Torrance based apparel mftg company is in immediate need for a SOLID Production Coordinator with 2-4 years of global apparel production experience. Must have an apparel related degree from a fashion school, computer literate (MS Office, Outlook, Word and Excel), must possess a sense of urgency, detail-oriented, good communicator & a team player. Can multi task! Interested, pls email resume with a cover letter to lizah@tcwusa.com

PRODUCTION PATTERNMAKER

Trixxi Clothing Company is looking for a production patternmaker to join our great team and amazing work environment. MUST have exp. w/ private label such as Kohl's, Target, or Wal-Mart. Exp. with Tuka preferred, but will train the right candidate. Health insurance, 401(k), and other benefits. Please submit resumes to resume@trixxi.net.

CUSTOMER SERVICE REPS NEEDED

We are an outsourced operations company providing services to multiple apparel and footwear brands. We are growing and looking for customer service representatives to deliver outstanding service to our great clients. Must have 2 years apparel or footwear related experience. Please send resume and salary history to jobs@polygonsolutionsnow.com

MERCHANDISE ASSISTANT

We are a wholesaler of women's apparel, specializing in the plus-size market. Our customers are retailers and boutiques throughout the U.S. The position includes: • Sales • Processing and shipping orders to customers • Photographing product Must have experience with Quickbooks and be competent using MS Word and Excel. Contact: Dan dpetrula@avantgardestyles.com Website: www.avantgardestyles.com Tel: (213) 746-4143

MARKETING MGR.

4 years experience, trade shows website, materials. ymadrid@mlkishigo Santa Ana CA.

Jobs Available

PRODUCTION PATTERN MAKER

Garment Manufacturer in Los Angeles is looking for 10yrs+ experienced private label production patternmaker. Must be detail-oriented and have a sense of urgency in a fast pace environment. Must be proficient with PAD. Experience with Cato Missy a plus. Send your resume to vitae101@gmail.com

GRAPHIC ARTIST

Established Missy Contemporary label seeks full-time graphic artist to produce CADs as well as original artwork for textile printing. Must be proficient in Adobe Photoshop and Illustrator. Please submit resume with portfolio to jobsHR000@gmail.com

PREMIUM DENIM MANUFACTURER, BELL, CA IS SEEKING EXPERIENCED PARTNERS IN:

- In-house and Independent Sales Manager
- Merchandiser/Branding • Creative Design Director

Send resume to info@usjeanscompany.com

Position Wanted

35 YRS EXP'D

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

Real Estate

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

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

Buy, Sell and Trade

WE NEED FABRIC

Silks Wools Denims Knits Prints Solids... Apparel & Home decorative. No lot to small or large... Also, buy sample room inventories... Stone Harbor 323-277-2777

WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's. ALL FABRICS! fabricmerchants.com Steve 818-219-3002

COMING SOON IN CALIFORNIA APPAREL NEWS



April 10

Cover: Runway
Real Estate Charts
Technology

April 17

Cover: Fashion
Quarterly Financial Report

Finance Advertorial
Supply Chain with Tech Focus
Fashion Faces

Bonus Distribution
AccessoriesTheShow/FAME/Moda Manhattan
4/27-29

April 24

Cover: Fashion
Spot Check
Retail Roundup

Retail Focus with Tech

Bonus Distribution
2015 Scholarship Awards Luncheon 4/30
Designers & Agents NY 5/4-6
Imprinted Sportswear Show Nashville 5/7-9
Apparel Sourcing Show Guatemala 5/19-21

CALIFORNIA
ApparelNews

CALL NOW FOR SPECIAL RATES
TERRY MARTINEZ (213) 627-3737 x213

Tianello

by STEVE BARRAZA®
MADE IN USA

FMNC SAN MATEO | 4/12-15
ENK INTERMEZZO NYC | 4/27-29

WWW.TIANELLO.COM
800.223.8328

