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TRADE SHOW REPORT

Big-Name Retailers Turn Out for LA Majors Market

By Andrew Asch, Deborah Belgum and Alison A. Nieder

The **Los Angeles Majors Market** at the **California Market Center** kicked off on April 7 for its three-day run with a flurry of activity as many buyers began their visit with the **Directives West** runway show (see related story, page 6) and a trend presentation by the **Barbara Fields Buying Office** (see related story, page 7).

The market drew buyers from department stores and specialty chains including **Macy's**, **Target**, **Kohl's** and **Nordstrom** to **Forever 21**, **Ross Dress for Less**, **Dillard's**, **Von Maur**, **Soft Surroundings**, **JCPenney**, **Rue 21**, **Pacific Sunwear**, **Nasty Gal**, **The Buckle** and **Revolve**.

The CMC's third and eighth floors were buzzing with buyers crammed into permanent and temporary showrooms to view the Fall 2015 collection of juniors, young contemporary and misses lines.

At the **Stony Apparel** showroom, company President Dean Wiener said the Los Angeles juniorswear company

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TRADE SHOW REPORT

LA Men's Market Expands in New Open-Booth Venue

By Andrew Asch *Retail Editor*

For its fourth run, the **LA Men's Market** trade show went for a complete makeover.

In its previous three outings, it was a showroom event held in the Area 4 showroom wing of the **California Market Center** in downtown Los Angeles. The show's new look was unveiled for its April 7-8 run. The men's streetwear, action-sports, contemporary and fashion-focused show looked more like a convention-center trade show than a showroom-centered event.

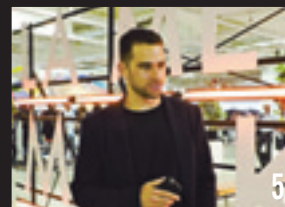
Held at the B wing of the CMC's penthouse, which offered commanding views of downtown Los Angeles' skyline, the show featured 150 brands in 10-by-10 booths equipped with metal rolling racks, simple tables, shelving and chairs. The entrance to the show was dominated by a big

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FALL FORWARD

Buyers were in town for the Majors Market, checking out the Fall '15 trends seen in showrooms, runways and seminars. For a complete look at the Directives West runway show, see page 6.

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ILWU Delegates Approve Tentative Agreement for Members' Vote

The five-year tentative contract agreement between longshore workers and their employers has been given the thumbs up, paving the way for a vote that will set the contract in stone.

Some 90 delegates from the **International Longshore and Warehouse Union** spent a week at the Coast Longshore Caucus in San Francisco analyzing the 90-page agreement line by line. The previous six-year contract expired July 1.

At the end, 78 percent voted to recommend

the contract be approved by the nearly 20,000 longshore workers covered by the agreement, which encompasses 29 West Coast ports.

"The agreement required 10 months of negotiations—the longest in recent history," said ILWU International President Bob McEllrath. "But we secured a tentative agreement to maintain good jobs for dockworkers, families and communities from San Diego to Bellingham [Wash.]. Longshore men and women on the docks will now have the final and most important say

in the process."

Copies of the agreement will be mailed to union members, who will be able to discuss it at local union meetings. A secret ballot ratification vote will be tallied by May 22.

Contract negotiations between the ILWU and the **Pacific Maritime Association**—made up of shipping lines and port terminal operators—began in mid-May last year in San Francisco and didn't wrap up until Feb. 20.

Meanwhile, one of the worst port congestion problems on the West Coast took place,

with importers waiting as long as two months to get their goods out of terminals piled high with cargo containers due to a work slowdown and a lack of chassis.

The tentative agreement continues to pay all health benefits for union workers. Wage increases include a \$1-an-hour hike that is retroactive to June 28, 2014. The base wage will increase \$1.50 in 2015, \$1.25 in 2016, \$1.50 in 2017 and \$1.25 in 2018, when the straight-time wage will become \$42.18 an hour.—*Deborah Belgum*

Sequential Brands Buys Major Stake in Jessica Simpson Brand

Sequential Brands Group announced it has purchased a majority stake in the **Jessica Simpson** brand, including the **Jessica Simpson Collection** master license and other rights. No purchase price was given for the deal, which should close in 90 days.

Entertainer Jessica Simpson, who selected Sequential as her brand partner, will continue to own the balance of the brand launched in 2005 and whose annual sales are said to be \$1 billion a year. The label has 31 product categories, which include shoes, clothing, perfume, fashion accessories, ma-

ternity wear, girls' clothing and a home line.

There are 20 licensees who produce the brand, sold in department stores such as **Macy's**, **Dillard's**, **Lord & Taylor** and **Belk**.

Tina Simpson, Jessica's mother and creative director of the Jessica Simpson Collection, will continue to be part of the celebrity's Los Angeles-based team.

At the same time, **Camuto Group's** master license for the Jessica Simpson Collection will be replaced with a newly signed long-term license agreement to manufacture and distribute footwear. Camuto Group was founded by shoe

designer Vince Camuto, known for launching the women's shoe line **Nine West**. A fashion mentor to Simpson, he passed away in January at the age of 78.

"Working together with the powerful management team at Sequential and with all of our trusted retailers and licensees, including Camuto Group, there is no limit to our success," Simpson said in a statement.

Sequential Brands, once based in Los Angeles before moving its corporate headquarters to New York, has been on a brand-buying binge since the company changed its

business model in 2012 from a designer and producer of apparel to a brand-management company. That same year, it changed its name from **People's Liberation** to Sequential Brands.

Some of the brands it now owns include **Ellen Tracy**, **William Rast**, **Heelys**, **Caribbean Joe** and **The Franklin Mint**. At the end of last year, it had 75 licensees.

After the Jessica Simpson deal closes, Sequential is projecting that its 12-month royalty revenues will range from \$88 million to \$90 million.—*D.B.*

Garment Factory Manager Indicted for Alleged Bribery of Labor Inspector

A federal grand jury in Los Angeles indicted the general manager of a clothing factory for offering to bribe a labor investigator in exchange for closing down a wage-violation investigation.

Howard Quoc Trinh, the manager at **Seven-Bros Enterprises** in La Puente, Calif., is

accused of offering to pay a U.S. Dept. of Labor Wage and Hour investigator \$10,000 to end an investigation that allegedly showed the factory owed some \$100,000 in back wages to its workers.

The indictment also notes that Trinh offered the bribe to release a hold known as a

"hot goods" objection that had been placed on a shipment of clothing.

Under the "hot goods" provisions, the U.S. Department of Labor can seek a court order to prevent the interstate shipment of goods produced in violation of the minimum wage, overtime or child-labor provisions of the law. The order applies not only to the employer who produced the goods but to anyone in possession of the goods.

According to the indictment, an investigator was examining Seven-Bros for violating the Fair Labor Standards Act, which governs minimum wage and overtime pay.

The investigation found that between May 2012 and March 10, 2015, the clothing factory allegedly owed its workers \$100,000 in back wages.

The investigator returned to the apparel factory on March 18, court documents said, where Trinh allegedly told the federal labor investigator he didn't owe his employees any money and that he wanted to "take care" of the investigator, offering \$10,000 to settle the case and lift the "hot goods" order.

During a recorded meeting the next day, Trinh allegedly gave the investigator \$3,000 in a manila envelope, court papers said.

A criminal complaint was filed against Trinh on March 20, and he was arrested. At his initial court appearance, Trinh was released on a \$200,000 bond and ordered to appear for arraignment on April 17.

If convicted, Trinh faces a maximum sentence of 15 years in federal prison.—*D.B.*

American Apparel Hires New Menswear Designer

The new executives at **American Apparel** are redesigning their design team.

Weeks after firing creative directors Iris Alonzo and Marsha Brady, the Los Angeles company made a big hire in March by bringing on board Joe Pickman, a graduate of **Parsons School of Design** in New York and the former men's design director of the quirky **Band of Outsiders** label.

The hire is a different direction for American Apparel—known for its basic clothing sold in its 239 retail stores and other outposts. Band of Outsiders has a different design sense based in preppy clothes with an odd twist sold at high-end stores such as **Barneys New York** and **Saks Fifth Avenue**. Band of Outsiders was launched more than a decade ago in Los Angeles by Scott Sternberg.

"We're working on bringing our menswear business back, as this category has tremendous potential. The addition of Joe Pickman, who has worked for some of fashion's leading brands, is a great win for American Apparel," said the company's new chief executive, Paula Schneider.

Recently, Schneider fired nearly 200 employees as a cost-cutting measure after the clothing venture's fourth-quarter earnings showed a net loss of \$28 million on \$153.5

million in revenues. Most of the fired employees were in the company's downtown LA clothing factory, where 3,000 garment production people work.

All these changes come after American Apparel's founder and former chief executive was dismissed in December after an investigation into alleged financial misconduct and sexual harassment.

The firings prompted **Hermanidad Mexicana**, a nonprofit immigrant workers' rights group, to issue a press release criticizing the terminations at a time when four of the company's top executives were awarded shares and stock options.

In documents filed with the Securities and Exchange Commission, the workers' rights group said Schneider received 300,000 shares and 350,000 stock options valued at \$350,000. Chief Financial Officer Hassan Natha was issued 200,000 shares and 150,000 stock options valued at \$200,000 while General Counsel Chelsea Grayson, a new hire, was issued 200,000 shares and 150,000 stock options worth \$200,000. Chief Manufacturing Officer Marty Bailey was issued 82,750 shares and 82,750 stock options valued at \$91,025.

American Apparel's stock has been trading at around 66 cents a share.—*D.B.*

Venice Heights Takes a Stance for Indie Menswear on Abbot Kinney

The once raffish Abbot Kinney Boulevard has become one of Los Angeles' most popular addresses for high-end boutique retail in the past few years, and it attracts a hard-to-satisfy but influential customer who loves the bohemian culture of the street's past as well as the more urbane style of its present, said Venice retailer Paulina Castelli.

"It's the creative guy. It's the film guy. It's the tech guy. They know brands," she said. "But we will show them brands that they may have missed when they were traveling in Japan."

Castelli is the founder of the recently opened boutique **Venice Heights Men's Clothing & Artist Gallery** at 1638 Abbot Kinney Blvd. The boutique will match emerging brands with the highly sought-out demographic of the



Paulina Castelli, founder of Venice Heights Men's Clothing & Artist Gallery

creative guy. It's Castelli's plan to stand out in a street that has increasingly become known as an address for flagship boutiques for national and international brands.

Contemporary clothing line **Vince**, which runs branded boutiques and has been sold at **Nordstrom** among other department stores, recently took possession of a more than 2,000-square-foot space at 1357 Abbot Kinney Blvd., said

Jay Luchs, an executive vice president of **NewmarkGrubbKnightFrank**, who worked on the deal.

Another indication of the street's popularity is how prices for commercial space are going up on Abbot Kinney. In summer 2014, a square foot of retail space averaged \$12 per month, Luchs said. Currently, it is \$15 to \$18 a square foot per month. It is more expensive than Robertson Boulevard, where retail space ranges from \$12 to \$15 per square foot per month.

Luchs said that some Abbot Kinney landlords are committed to maintaining the street's unique ambiance by keeping rents lower for some restaurants and bars. "Abbot Kinney will be different; the mall names will go to **Third Street Promenade**," Luchs said of new retailers, referring to the retail area in Santa Monica, Calif. "Abbot Kinney will still be home to cool, hip brands that you might see in Brooklyn."

Castelli intends to make profits with a plan that hedges on a novelty that might appeal to Abbot Kinney's creative guy despite expensive rents and a lot of deep-pocketed retailers interested in moving to the street.

Castelli will devote half of the wall space of her 650-square-foot boutique to art. Currently lining the walls of Venice Heights are photo portraits of punk band the **Sex Pistols** by Dennis Morris, who gained fame for taking iconic portraits of **Bob Marley** as well as of the Pistols.

"People coming here will buy a \$150 shirt ... and a \$6,900 portrait," she said.

The boutique will host frequent guest appearances by other retailers and brands. Castelli plans on turning the boutique over to other entrepreneurs to produce pop-up shops. Influential New York boutique **Kith** took over the space in late February before Castelli introduced the Venice Heights



Venice Heights' interior currently features photo portraits of the Sex Pistols taken by Dennis Morris.

nameplate. She started managing the site in November 2013. She produced other retail projects in the store. Before working in boutique retail in 2013, Castelli worked in fashion wholesale for brands such as **Palladium** and **Royal Elastics**, for which she often produced pop-up shops.

But the foundation of her business plan is unique clothes. Most of the brands Venice Heights will carry are manufactured domestically and are made by designers with an auteur-like vision, she said. They include **Krammer & Stoudt**, **Monitaly**, **Matiere**, **Wolf & Man** and **Porter Bags**.

"All of these brands work well together," she said. "That is what retail is about—putting brands together and creating a vibe."—*Andrew Asch*

NEWS

Donald Pliner Leaving the Footwear Label He Founded

Donald Pliner is leaving his position as creative director of the **Donald J. Pliner Co.** to "pursue new creative endeavors," according to a statement released by the luxury footwear designer.

"It is with bittersweet emotions that I announce that I have decided to leave the company I founded," Pliner said. "I am proud of having built a high-quality and innovative luxury footwear brand and wish to thank my loyal customers and followers. I will continue to be a shareholder and will be fully supportive of the company and the brand as I begin this next chapter of my life."

Pliner left the door open on his new creative endeavors, "which may involve establishing new creative companies or designing, consulting and public speaking at events for brands outside the footwear industry," the statement said.

Pliner founded his footwear company in 1989 and sold a majority stake in the business to private

equity firm **Castanea Partners** in 2011.

Pliner's wife, Lisa, will join her husband in the new ventures. In 2005, Lisa Pliner launched her own luxury footwear line, **Lisa F. Pliner**, followed in 2010 by the launch of the **Lisa for Donald J. Pliner** label, which is now known as **Donald and Lisa Signature**.

Born into the footwear business, Donald Pliner got his start working with his brother and father at the family's **Pliner's Florsheim Family Shoe Stores**. In 1967, Donald Pliner opened his first retail store, **Pap-pagallo**, in Beverly Hills, soon followed by his second store, the **Right Bank Clothing Co.**, also in Beverly Hills. In 1984, he joined **Intershoe** to lead a new line of Spanish-produced footwear called **Glacée**. Today, the Donald J. Pliner Co. sells luxury branded footwear in its five company-owned U.S. retail stores as well as in upscale department stores, e-commerce retailers and specialty stores.—*Alison A. Nieder*

LA Apparel Maker Invests in New York SoHo Hotel

It isn't exactly Hotel California. Instead, it's the **NoMo SoHo** hotel in lower Manhattan, which is under new ownership and a new name.

What used to be the **Mondrian SoHo**, opened in 2011, went through some financial difficulties and had one of its lenders, **German American Capital Corp.**, foreclose on the owners, **Sochin Downtown Realty**, which reportedly owed more than \$250 million in unpaid loans.

Winning the auction and buying the hotel in March were Los Angeles apparel maker Gerard Guez, chief executive of **Sunrise Brands**, whose brands include **American Rag**, and the real estate group **ASRR Capital**. The price was a reported \$200 million. ASRR Capital is a publicly held company traded on the **Tel Aviv Stock Exchange**. Its controlling shareholders are Alex Sapir and Rotem Rosen. Guez did not respond to emails for comment.

The newly acquired 263-room hotel opened April 6 as the NoMo SoHo hotel at 9 Crosby St., not too far from Little Italy. NoMo is an abbreviation for nostalgic and modern.

The hotel already had a Hollywood vibe, with guests such as Kanye West, Britney Spears and Blake Lively walking through the front door.

The hotel will be fully relaunched later this year and is a part of **Preferred Hotel & Resorts**' "Lifestyle" collection.—*Deborah Belgum*

Saks Promotes Metrick to President

Hudson's Bay Co. named Marc Metrick president of the company's **Saks Fifth Avenue** business, replacing Marigay McKee, who has left the company.

Metrick previously served as HBC's executive vice president and chief administrative officer and got his start at Saks Fifth Avenue in the company's executive training program. Over the course of his 15 years at Saks, he held positions in merchandising and strategy, ultimately rising to chief strategy officer in 2007. In 2012, he was named chief marketing officer of HBC, where he "played an instrumental role in the acquisition of Saks Fifth Avenue."

He was named HBC's chief administrative officer when the company acquired Saks Fifth Avenue in 2013.

According to the company, Metrick has been focusing on developing the strategic plan to revitalize the Saks Fifth Avenue business, which includes "elevating the brand experience, substantially building SaksFifthAvenue.com as part of a seamless all-channel offering, strategically expanding the Saks Fifth Avenue store base in both the U.S. and into Canada, and the integration of Saks Fifth Avenue into the HBC business to realize more than \$100 million in synergies."

"It is not often that one has the opportunity to lead the company where they started and grew up. Saks Fifth Avenue has played such a pivotal role in shaping who I have become as an executive, and I cannot be more excited than to lead Saks Fifth Avenue," Metrick said in a company statement.—*A.A.N.*

Kellwood Sells Outdoor Brand American Recreation

Kellwood Holding LLC has sold its **American Recreation Products LLC** business to **Exxel Outdoors LLC** for an undisclosed amount.

American Recreation's brands include **Kelty**, **Sierra Designs**, **Slumberjack**, **Wenzel**, **Ultimate Direction**, **Mountain Trails** and **Instabed**.

The Boulder, Colo.-based outdoor equipment and apparel brand has been under the Kellwood umbrella since it was acquired by the manufacturing company in 1988. According to a Kellwood statement, American Recreation "is no longer a strategic holding within Kellwood's portfolio," which includes women's, juniors and children's apparel brands such as **Rebecca Taylor**, **Sam Edelman**, **Parker**, **XOXO**, **My Michelle**, **Jolt**, **Rewind**, **Democracy**, **Sangria**, **Jax** and **Briggs NY**.

Founded in 1997, Exxel Outdoors manufactures and distributes outdoor gear. The company owns a 250,000-square-foot factory in Haleyville, Ala., where it currently manufactures about 2 million sleeping bags annually.

Kellwood Holding is an affiliated portfolio company of **Sun Capital Partners Inc.**—*A.A.N.*

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RETAIL SALES

Retail Sales Results Mixed in March

Gap Inc. snapped out of a slump to report its first positive comp-store sales since the year began.

The giant San Francisco-based specialty retailer announced that its same-store sales for March were up 2 percent compared with a 6 percent decrease in the same time last year. Gap reported sales declines for the first two

months of mixed results for retailers. Ken Perkins of the Boston area-based **Retail Metrics** said some retailers had missed expectations for the month. Gas prices increased, which made business a bit tougher, Perkins said. A relatively late Easter, which fell on April 5, did not do much to raise sales for the month.

However, Perkins noted that both **L Brands** and **SteinMart** reported good business during March. L Brands, the parent company of **Victoria's Secret** and **Bath & Body Works**, reported a comp-store increase of 9 percent. SteinMart, an off-pricer, posted a same-store increase of 11 percent.

But March was nothing special, according to Adrienne Yih, a high-profile analyst for financial-services firm **Janney Capital Markets**. "Despite the spring-break shift (benefiting teen/young adult), we noted cool March temps (particularly in the Northeast) and closures on Easter Sunday, which hampered sales and led to an "okay" March. However, inventory control still resulted in controlled sector-wide promos with our proprietary checks suggesting promos remained roughly 'flatish.'"

—Andrew Asch

March Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$108.50	+1.7%	-0.5%
Gap	\$1,530.00	+1.0%	+2.0%
L Brands Inc.	\$981.20	+6.0%	+9.0%
Stein Mart	\$155.80	+14.2%	+11.2%
Zumiez	\$70.70	+11.1%	+5.5%

Information from company reports

months of the year.

In March, same-store sales for Gap's **Old Navy Global** division skyrocketed 14 percent. However, same-store sales for its **Gap Global** division declined 7 percent, and its **Banana Republic Global** declined 3 percent.

Gap's results were part of the good news for March, which some retail analysts called a

NEWS

Sean John Signs Licensing Agreement With Evy of California for Childrenswear

Evy of California, located in the heart of downtown Los Angeles with a design studio and corporate offices, has been a long-time licensee of various childrenswear brands.

Now the Southern California company has signed a design, production and distribution licensing agreement with Sean "Diddy" Combs to produce his **Sean John** collection for girls and boys.

"Sean John is a truly inspired fashion brand, and we at Evy of California are proud to have been selected as the right partner to help take the next step in the evolution of the children's collections," said Kevin Krieser, president and chief operating officer of Evy of California.

Launching for Spring 2016, the collection will consist of sportswear and outerwear for boys and girls. This is the first time the Sean John label has ventured into girls'

apparel, and the collection will also touch base with tweens.

Sean John entered the childrenswear market in 2000 with boyswear and thought it was a natural progression to extend into girls' wear. Combs launched his menswear collection in 1998, and the label now has more than \$525 million in annual retail in the United States.

In May 2010, the Sean John label signed a deal with **Macy's** to be the exclusive U.S. department-store vendor for the men's sportswear collection.

Evy of California is a family-owned venture that has licenses to produce childrenswear under labels such as **Hello Kitty**, **Disney Princesses**, **Mickey and Minnie Mouse**, **Pixar** and **Peanuts** as well as owning four of its own brands, which are **Fleurish Girl**, **California Talk**, **Super Charged** and **Kidture**.—Deborah Belgium

Calendar

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 by Fashion Business Inc.
online

April 15

Peru Moda Business Roundtable
Lima, Peru
Through April 17

Kingpins

Denim City
Amsterdam
Through April 16

April 19

NW Trend Show
Pacific Market Center
Seattle
Through April 21

April 21

"3-D Body Scanning and Fit

Seminar" by Fashion Business Inc.

California Market Center, A792
Los Angeles

April 24

Moda 360
The New Mart
Los Angeles
Through April 25

There's more
on ApparelNews.net.

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

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

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LA Men's Market

Continued from page 1

metal and neon sign spelling out the name of the show.

DJs played hip-hop, soul and rock music. Free breakfasts were provided by downtown LA hipster restaurant **Egg Slut**. Ten-dollar barbecue lunches were sold by **Bludso's**, another eatery with a youth cachet. **Om Nom Organics**, a Fashion District organic grocery, set up a pop-up shop for organic snacks and sold **Juice Served Here** cold-pressed drinks.

Store buyers from Southern California—headquartered boutiques and specialty chains visited the show. Making appearances were buyers from **American Rag**, **Pacific Sunwear**, **Revolve**, **Moose Limited**, the **In Heroes We Trust** boutique in Venice and the **Seed People's Market** in Costa Mesa, Calif.

Also reportedly dropping by were buyers from high-profile boutiques from outside of California including **Zumiez Inc.**, based in Washington state; **Amazon.com**; **Need Supply Co.** of Richmond, Va.; **JackThreads**, headquartered in New York; **Boathouse**, a Canadian boutique chain; **Black Market** of Dallas; **Stockist** of Salt Lake City; and some Japanese retailers.

"I was surprised by the quality of the out-of-town buyers," said Adam Ahdoot of the **Flagship** showroom in Los Angeles' Chinatown. He has exhibited his showroom's brands **K-Way**, **MRKT** and **Orchill** at every LAMM.

Past LAMM shows were marred by complaints that some vendors were located in prime spots with a lot of foot traffic while others were located in quiet corners far from elevators. Kellen Roland, founder of LAMM, said he wanted a change and to heighten the profile of the show.

"We wanted a big, open-space format, so every brand could



LOOKS FROM THE MEN'S MARKET: Upper left: Drew Delgado conducts some business by phone at Los Angeles Men's Market. Lower right: Kellen Roland of LAMM talks in front of the Los Angeles Men's Market sign. Other pictures: scenes from the trade show.

show on equal footing," he said. "It would have been impossible to replicate on the fourth floor." For this recent show, Roland said that he increased budgets and worked in concert with the CMC to fly out buyers from leading boutiques.

Roland said that he invested revenue from past LAMM shows to help produce the convention center-style look of the recent show. He said that he did not have a partner and was not backed by any investors. Roland also is president of the **NTWRK Agency** showroom in the CMC. While **NTWRK** brands such as **Herschel Supply Co.** exhibited at LAMM, the businesses were kept separate, he said. He also confirmed that a 10-by-10 booth at LAMM cost \$1,000. (Booth space at higher-profile convention-center trade shows can cost \$5,000

accounts.

Gil Gomez, the owner of the **Black Circle Agency**, said that some orders were written for his clients, **Wolf & Man**, **Wolf Hill** and **Exarthur**. However, much of the action at the show was composed of buyers scouting brands and promising to confirm deals in the near future.

Eric Flores, a sales manager for the Denver-headquartered **Akomplise** brand, estimated that 25 percent of his business at the show was for pre-ordered goods and the rest was for Immediate goods.

Roland confirmed that LAMM will be produced in October at the CMC's penthouse, but exact dates were not confirmed. ●

CMC // SHOWROOMS + EVENTS + CREATIVE SPACE



SAVE THE DATE

LOS ANGELES
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JUN 08-11

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SHAPE

JUN 08-10

LA's new tradeshow for Yoga,
Active & Contemporary
Lifestyle collections.

SELECT

JUN 08-10

Curated showcase of Better
& Contemporary Apparel &
Accessories brands.

transit

JUN 08-10

LA's only dedicated show for
Better & Contemporary
Footwear brands.

LA KIDS
MARKET

JUN 08-11

Over 800 brands from
around the globe for all
things Kids & Maternity.

(Open Sunday for appts.)

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@CMCDTLA



Raga jacket and jumpsuit, San Diego Hat Co. hat, Stephan & Co. necklace

RNB dress, A. Byer faux-fur vest

Dantelle sweater, Earl Jean top, NYC Alliance skirt, Lux Accessories necklace, Deb & Dave's handbag

Keniston fur coat, Talulah top and bottom

Dance & Marvel dress and Be Mine handbag

Daniel Rainn kimono and blouse, Rhythm in Blues jean, Be Mine handbag, Forever NYC earrings

Somedays Lovin' outfit

Somedays Lovin' sweater, Clayton top and skirt, Stephan & Co. necklace

Celebrity Pink tank, Inspired Hearts jacket and jogger, Contempo scarf and beanie

Tolula top, Boom Boom Jeans, Forever NYC ring, Carol Dauplaise necklace

Kiind Of poncho, Kensie Jeans denim jacket, Zee Gee Why T-shirt and pants

Directives West Highlights Trends for Fall 2015 in Runway Show

Scores of store buyers filled the Fashion Theater in the **California Market Center** in Los Angeles for a runway show that outlined some of the emerging Fall 2015 trends presented by the buying office **Directives West**.

The 1970s were front and center with enough fringed leather coats, vests and purses to outfit the entire audience at a "Crosby, Stills & Nash" concert.

Flared and high-waist jeans were also present on the runway, along with more current silhouettes such as distressed skinny jeans and cropped denim with cuffs.

Ponchos, capes, tunics and long vests were popular items to layer over blouses, sweaters and T-shirts. Faux fur was seen everywhere in the form of coats and vests, and plaid was still alive and well with youthful looks in blouses, pants and dresses.

Shelda Hartwell-Hale, vice president at Directives West, told the crowd at the April 7 show that buyers needed to look at the growing categories of activewear, performance wear and athleisure as avenues to boost sales. "The whole plus-size business in juniors is a growing trend and a whole new growing trend in the women's area," she added.

The show was divided up into five trends:

Mythical Nomad: This is definitely where the 1970s comes into play. There are a lot of influences from the hippie era—the days of flower power and free love. The clothes are folk-lore inspired with an abundance of prints and layering of

mix-and-match items.

Caught Up in Comfort: This is where the California lifestyle appears front and center in fashion. Think easy dressing with unconstructed shapes and layers. There are techno fabrics for a lightweight feel. A plethora of cropped tops populate this trend as do shorts and leggings.

Fall Into Romance: Vintage inspiration infuses this trend with a touch of femininity and airy fabrics. Lots of lace and velvet here as well as shine and embellishments.

Homespun: To get a hold on this trend, think about hanging out in a mountain cabin. Distressed jeans with plaid shirts were very big as well as Nordic prints and long textured sweaters. Khaki pants fit in perfectly here. This is where you get to bring that old denim jacket out of the closet.

The New Normal: Clean looks and sophisticated lines make up this trend, composed of luxe fabrics and not many prints. It is a sort of boy-meets-girl look with menswear-inspired pants and blouses, lots of layering and comfortable silhouettes. Long vests, dusters and flowy trench coats were on the runway.—*Deborah Belgum*



Jolt henley, Dream Catcher leggings, YMI short, H.I.P. vest, Accessory Collective beanie, OMG handbag



Wallflower tunic, Eyeshadow top, Love at First Sight leggings, OMG backpack



Velvet Heart jumpsuit, Adia Kibur necklace, La Diva handbag



Keniston fur coat, Keepsake top and bottom



JOA coat, Ontwelfth sweater and skirt



B.B. Dakota trench jacket, Res Denim jacket, The Laundry Room flannel shirt and Willow & Clay jumpsuit

Barbara Fields Forecast for Fall '15: Boho, Fur, Sports Luxe and Shaping Denim

Look for the bohemian hippie-chic trend to continue for Fall '16 with some new items such as the blanket coat, the fit and flare pant, the fur jacket, and ponchos in all lengths to drive the look forward. That was part of the fashion forecast from the **Barbara Fields Buying Office**, which has been covering the juniors market for 30 years at the **California Market Center** in Los Angeles.

Founder Barbara Fields led a small group of buyers and other apparel-industry executives through the trends on April 7, the first day of the **Los Angeles Majors Market**. But Fields'



Barbara Fields, fourth from left, with her team.

opening-day presentation was one of a series of presentations held beginning on April 2 and running through April 10.

Fields said she prefers to host fashion seminars, rather than a runway show, so she can personalize the presentation. Among the retail stores who booked appointments for the presentation were **JCPenney**, **Stitches**, **Blue Notes**, **YM**, **Sirens**, **Siblings**, **Urban Planet**, **Rue 21**, **Citi Trends**, **Bon-Ton Stores**, **Ron Jon Surf Shops**, **Sears**, **Love Culture**, **Pa-**

paya, **Ross Stores**, **Windsor**, **Just Fab** and Australian retail chain **Ice**.

The lightning-fast but comprehensive trend overview covered everything from the sports luxe trend to the ongoing boho look.

"This is going to be the year of fur," Fields said. "We're loving the short fur jackets, the athletic jackets and styles in sherpa and shearling. Even T-shirts resources are making fur vests."

Look for fur to turn up on removable collars and paired with knits for fur-front sweater styles.

Sweaters take on new details like zipper trim. There were graphic sweaters, metallic variations and styles made with marled and clipped yarns. Look for lace-trimmed sweaters as well. The back zip sweater is a new look. The sweater dress will also continue to be strong, Fields said. Fields, who scouts the international market for new looks, found cable-knit sweaters in Barcelona, London and Tokyo.

"Last year we had an extraordinary year—ca-ching, very big volume—for sweater dresses," she said. "This year we believe it will be even bigger."

Also continuing to check are ugly Christmas sweaters, but new this year are styles that light up or play music. The Christmas graphics will also show up on leggings, and some manufacturers are packaging them in boxes for easy holiday gift giving.

For woven tops, plaid shirts will continue with new looks in longer tunic lengths and hooded silhouettes. "The next shape in plaid shirts are open cardigans, a lot with crochet trim," Fields said.

Other key woven tops include chambray and denim as



Floral-print T-shirts are a key look for Fall '15 and beyond.

well as the classic white shirt.

"The white-shirt category will be explosive," Fields said. "It was all over Europe."

For T-shirts, there are lots of graphic prints, "a lot of hashtag words" and licensed imagery from classic rock bands and current films. To help retailers plan their T-shirt deliveries, Fields gives her buyers a licensing calendar to tell them when major movies will be released.

The lace-trim trend carries over into T-shirts, which feature lace at the hem or inset at the collar or yoke. Another strong trend in tees are rib-knit fabrications.

At **Top Shop** in London, Fields found a custom T-shirt shop, where she had a tee made up with the wording "Who Needs a Workout When Barbara Fields Is in Town."

One of the biggest growth areas is the sport luxe trend, Fields said. "So many resources opened up in this category." Look for T-shirts, tanks, leggings and bra tops.

Denim silhouettes include the super skinny, the high-waist and the flare.

"The 20- and the 21-inch flares are starting to check," Fields said.

Look for zipper details, destructed styles and knit fabrications. An important trend is denim that shapes, lifts or is padded, she said.

There are also denim jackets and vests. "One thing that's not selling is the jogger," Fields said.

Going further forward, Fields sees the sport luxe trend continuing into Spring '16 with an emphasis on brightly colored lightweight jackets.

"The windbreaker will be a million-dollar item," she said.—*Alison A. Nieder*

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Vrajesh and Rakesh Lal had several retailers drop by their Just for Wraps showroom, where they sell lines for children and juniors.



Ivory Love is a new misses collection by B.B. & Co., makers of Lunachix



YMI's temporary showroom on the CMC's first floor



Majors Market *Continued from page 1*

had scheduled 60 appointments with retailers coming from Macy's, Target, Kohl's and Nordstrom to Forever 21 and Ross Dress for Less, which has a huge buying office in the CMC building. "We always have a good market," Wiener said, sitting at one of the many tables inside the packed showroom where a delivery of Chinese food from **New Moon** had just arrived to feed the crowd.

About 60 percent to 65 percent of Stony Apparel's business these days is private label while its **Eyeshadow** juniors label is still strong. There is a wide assortment of styles whose wholesale prices range from \$7.50 for tops to \$15 for dresses. "We do a lot of dresses," Wiener said.

In another section of the building, the **Just for Wraps** showroom was filled with buyers looking at the various updated young misses, juniors and girls' lines made under a wide array of labels that included **Wrapper**, **A-List**, **Pa-**

per Doll, **Love Squared** and **2-Hip**. "The market is not that strong, but the appointments we have made have been on the plus side," said Vrajesh Lal, the company's president, who was surveying the showroom activity with his brother, Rakesh Lal, the company's executive vice president. "Some people are coming next week, such as Dillard's."

The decades-old company, based in Commerce, Calif., had already seen buyers from Pacific Sunwear and Ross Dress for Less. Just for Wraps also regularly does business with Macy's, **T.J. Maxx** and **Burlington Coat Factory**.

Lal said buyers were looking for novelty items and specialties that are not on their store racks. "For us, dresses have been doing better than in the past," he said, noting his wholesale prices range from \$7 to \$11 for tops and \$10 to \$16 for dresses.

The company used to manufacture only clothing for the juniors market, but as that category became more competitive and several juniorswear stores closed or went bankrupt

recently, Just for Wraps has expanded its girls' line to where it now makes up 50 percent of revenues.

Nearby, the new showroom for **Endless Rose** and **English Factory** wasn't quite as busy as everyone else's, but there were visits from Nasty Gal, Forever 21, The Buckle and Revolve Clothing. The online shopping site **Ideel** made an appointment for the following week.

"Forever 21 just walked in and picked out some styles. They wanted some things to elevate their mix," said Danielle Corona, the company's sales representative.

Endless Rose is only a few years old and has a more glitzy, glam look while the recently launched English Factory goes for a day-to-nighttime look. Both cater to the 20- to 30-year-old woman with wholesale prices ranging from \$20 to \$30, Corona said.

The showroom for young contemporary brand **Lunachix**

➔ Majors Market page 9

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Majors Market *Continued from previous page*

was buzzing on the first two days of the market. The Los Angeles-based company recently introduced a misses collection called **Ivory Love**, which is designed for a young misses customer with boho-chic details such as lace trim, asymmetrical hems and foil-print graphics. There are tops with drawstring ruching on the sides and others with mixed fabrics and mineral-wash finishes. Cold-shoulder silhouettes proved popular among buyers. Much of the line is produced domestically, although the company manufactures some pieces, such as sweaters, overseas. Domestic production can be turned in five or six weeks, while larger orders can be outsourced to China, Vietnam or Mexico, said designer Melissa Garsen.

Wholesale prices are in the "mid-to-high teens," said sales representative Gail Lee, who said customers had been asking the company for a novelty misses line.

We've seen Von Maur, three divisions of Dillard's and Soft Surroundings," she said. "This has been a really wide misses market."

Lee said buyers were upbeat and receptive to newness. "We've had on-spot purchase orders," she said.

Opening day was busy at **YMI Jeanswear's** temporary showroom off the CMC's main lobby, which was expected, said Ira Spiegel, YMI's sales director, who said typically the first day of the Majors Market is the busiest. The Los An-

geles-based company has been doing well with its shaping jean, the WannaBettaButt, and was promoting the style with signage that covered the CMC entrance on Ninth Street.

"It's an all-appointment show," Spiegel said, adding that a few buyers who were scheduled to come on Wednesday arrived a day early at market. Spiegel said the market is a good opportunity to show the collection to buyers and management at the same time.

"Generally, the mood is good," he said, adding that the unseasonable weather has had an impact on many retailers. "Business got off to a slow start in the first quarter, but people are getting back on plan."

While the cold weather in much of the country put a dent in many retailers' business, David Auren, Web and marketing director for downtown Los Angeles-based **Boulevard Apparel**, bet that outerwear would be a big seller in 2015. He made a Majors Market debut at the recent show by showing Boulevard Apparel's **Special One** outerwear line for women and **Rock Revolution** outerwear line for men.

"Outerwear has been very good for us," he said. "It's why we expanded our line." Boulevard Apparel's Rock Revolution line started in 2002 with making pants. Special One started production last year.

Special One offered fur-lined vests and jackets that had a quilted, motorcycle-jacket style. Wholesale price points ranged from \$14.50 for vests to \$16 for jackets. ●

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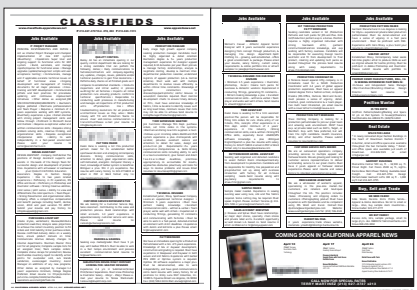
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Left: Maggie Barela, Sales Agent
Make-up by Kristy Goslin

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