

CALIFORNIA Apparel News

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ANDREW ASCH

NO DOORS: The Pacific Sunwear at Santa Monica's Third Street Promenade recently introduced a redesign, which features no windows and no front entryway. Gary Schoenfeld, PacSun's CEO, said the new store look has increased consumer traffic to the store. For more about the store, see page 6.

NEW RESOURCES

One Bxwd: Menswear With a Technical Edge

Danny Guez moves beyond denim and celebrity lines.

By Andrew Asch Retail Editor

When it comes to manufacturing denim and marketing celebrity brands, Danny Guez has a proven track record. At the start of his career, in 2004, he launched the premium-denim line **William Rast** with music superstar Justin Timberlake.

But after more than a decade of building a reputation playing the jeans and stars game, Guez decided to turn his career's conventional wisdom upside down.

His new menswear line, **One Bxwd**, which bowed earlier this year at **The Tents at Project** trade shows in New York and Las Vegas, will not focus on denim. There are no celebrities attached to the One Bxwd label, which is a division of his Los Angeles-based **Blvd Brands**, said Guez, chief executive officer of Blvd Brands. He also is a man with a lineage in the Los Angeles denim business. He is the son of Paul Guez,

➔ **One Bxwd** page 7

Frederick's of Hollywood Has Buyer in Mind With Bankruptcy Filing

By Deborah Belgum Senior Editor

With a mountain of debt piling up, **Frederick's of Hollywood** filed for Chapter 11 bankruptcy protection after closing all its stores.

In the April 20 filing in U.S. Bankruptcy Court in Wilmington, Del., the longtime Los Angeles retailer of all things frilly and sexy in the lingerie category said it had reached an agreement for **Authentic Brands Group** to pay \$22.5 million and 25 percent of future brand revenue for Frederick's website, inventory and intellectual property. If other offers materialize, the company will hold a court-authorized sale process and auction.

On April 15, Frederick's closed all its stores across the country and said it would only be selling its merchandise online. But even before the store closings, the company was already preparing to file for bankruptcy protection.

The company listed \$36.5 million in assets and \$106 million in debt. Among the major unsecured debtors are **Longray Intimates** in Diamond Bar, Calif., owed \$2.4 million; the **Shops at Mission Viejo** shopping center, owed \$1.8 million; **Moac Mall Holdings**, parent company of the **Mall of the America** in Bloomington, Minn., owed \$1.2 million; **Macerich's Fashion**

Fair mall in Fresno, Calif., owed \$934,962; the **Westfield Culver City** mall, owed \$672,932; and the **Macerich Lakewood Center** mall, owed \$626,186.

In its filings, Frederick's said it had faced increased competition from other retailers and brands, had seen a drop in foot traffic at malls and had suffered during the economic downturn, when consumers' discretionary spending took a hit.

Frederick's said in court documents that it will seek to obtain \$11 million in bankruptcy financing from its current lender, **Salus Capital Partners**, which is owed \$33 million in secured debt.

Frederick's of Hollywood was founded in 1947 by Frederick Mellinger, the apparent inventor of the push-up bra. The company has had its ups and downs. In 2000, it filed for bankruptcy protection but emerged from bankruptcy in late 2002. Through a reverse merger, it went public.

At its height, it had 200 stores across the country. Last year, when the publicly traded company was taken private for about \$25 million by investors led by a unit of **Harbinger Group Inc.**, it had 94 stores. Currently, Lori Greeley is the acting chief executive, and William Soncini is the chief operating officer. The company's headquarters is on Sunset Boulevard in Hollywood. ●

Lawsuit by Former Finance Director Cites American Apparel for Financial Misdeeds and Discrimination

By Deborah Belgum Senior Editor

A lawsuit charging an **American Apparel** executive with religious discrimination and financial malfeasance reads like a page from a Machiavelli novel.

David Nisenbaum, the fired director of manufacturing accounting analysis and audit at American Apparel, filed a lawsuit in Los Angeles County Superior Court on April 20 against his former employer. He maintains he was wrongfully fired because he allegedly dug up financial irregularities on John Luttrell, the chief financial officer of the company at the time Dov Charney was still the president and chief executive.

After Charney was ousted last June, Luttrell went on to become the interim CEO until he left in September. Nisenbaum reveals in legal papers that Charney tried to have Luttrell fired several times but was overruled by the board of

➔ **American Apparel** page 3

TRADE SHOW REPORT

European Collections, Domestic Lines and Artisanal Accessories at Fashion Market Northern California

By Christina Aanestad Contributing Writer

SAN MATEO, CALIF.—Retailers on the hunt for Summer and Fall merchandise at the April 12–14 run of **Fashion Market Northern California** at the **San Mateo Event Center** arrived at the show looking for unusual pieces at boutique prices.

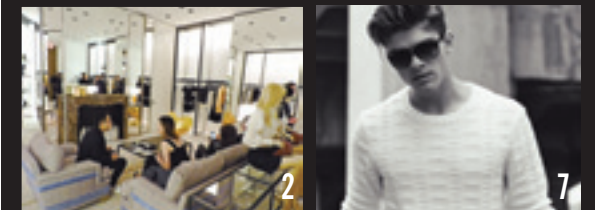
"We're looking for interesting, moderately priced, fun items you don't find at the mall," said Holly Hill, owner of the women's boutique **Holly Hill** in San Carlos, Calif. She had a long list of vendors to visit and place orders with at the trade show.

"We always find more than we can buy," said Hill, who has attended FMNC for the last four years. This time, she ordered from two Montreal-based and Italian-made lines, **Angela Mara** and **M Made in Italy**. Both retail for \$125 to \$150.

➔ **FMNC** page 8

INSIDE

Where fashion gets down to businessSM



Chanel unveils new South Coast Plaza store ... p. 2

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Authentic Brands buys Jones ... p. 4

South Coast Plaza Opens 10,000-Square-Foot Chanel Boutique Inspired by Coco Chanel

South Coast Plaza is known for boutiques with stately and often architecturally bold designs, but its redesigned **Chanel** boutique is intended to feel like a comfortable home. But it is not just anyone's home. Specifically, the store is designed to feel like the Paris apartment of Coco Chanel, the legendary founder of the Chanel fashion house.

The 10,000-square-foot boutique opened to the public on April 23. Located in the **Nordstrom** wing of level one of the retail center in Costa Mesa, Calif., the store has neighbors such as the boutiques for **Dior** and **Tiffany & Co.** The look of the seven-room Chanel boutique was created by Peter Marino, whom *New York* magazine called the "No. 1



designer of the luxury landscape."

The boutique's domestic touches include fireplace-like features in two of the rooms. There's an inviting arrangement of couches, similar to a living room. Some chandeliers, as well as use of crystal stones in the elegant boutique, are also inspired by Coco Chanel's residence.

The fitting rooms of the South Coast Plaza boutique are intended to offer a personal feel. They feature devices to control temperature and lighting as well as a music player that carries sounds selected by the Chanel fashion house. The dressing room also features work of artists such as Chris Succo, Gregor Hildebrandt, Michael Wilkinson and Anthony Pearson.

The boutique will take a bow with the 2015 Spring-Summer Ready-to-Wear collec-

tion, which was designed by Karl Lagerfeld. The fashion house's knits were featured on a wall during a gala reception for the store on April 22. The store also offers salons for accessories, shoes, handbags and eyewear. The South Coast Plaza boutique also will offer a watch salon. To celebrate the boutique's opening, the fashion house's **Mademoiselle Privé Camelia** watch observed its exclusive global launch at South Coast Plaza.

—Andrew Asch

E-TAIL NOTES

Lyon + Post: Don't Pay Upfront for Fashion

Many e-commerce shoppers order multiple sizes of a style online to try on at home before returning the pieces that don't fit. Refunds are requested, sometimes in the amount of hundreds of dollars. The practice results in big credit-card bills for consumers and logistics headaches for e-tailers.

Start-up e-commerce site **Lyon + Post**, headquartered in San Francisco's Financial District, is one of a number of companies that offers a don't-pay-upfront deal to its shoppers. **Bungalow**, which is headquartered in Las Vegas, and **Trunk Club**, headquartered in Chicago, allow their shoppers to try on clothing before buying, but the consumers are required to become members first. (Some of these sites say that inspecting membership requests can weed out fraudsters.)

Lawrence Wisne, Lyon + Post co-founder, said that his site required memberships to create a "more streamlined online shopping experience," not to control fraud.

Lyon + Post says it has an added point of difference to this model. The site, which officially debuted on March 25, does not employ stylists to assemble boxes of clothes for customers based on their fashion preferences, said Colleen McKinnie, the Los Angeles-based fashion director for Lyon + Post.

"Our members have the freedom to choose," McKinnie said. "We're targeting a woman who knows what she wants."

Consumers are invited to shop for the 20 or so brands, such as **Joie**, **Paige**, **Current/Elliott** and **Diane von Furstenberg**. Lyon + Post will look to attract more attention from stylish shoppers by offering high-marquee items. McKinnie said it is one of the only U.S. vendors offering the reportedly highly sought-after "Flirting Shoe" from the **Chiara Ferragni** Collection.

Wisne also worked as a software architect for women's fashion site **Popsugar** and **Peek.com**.—A.A.

Coast Modern: Bullish on the Small Brands

For Bryce and Cecilia Cole, fashion, architecture and homewares are part of related design categories that they file under good living.

The husband-and-wife team opened independent boutique **Coast Modern** at 219 Main St. in Seal Beach, Calif., which is sandwiched between the port city of Long Beach and Huntington Beach, and gave itself the name Surf City.

In their 600-square-foot boutique, they sell architecture books on mid-20th-century homes that have been restored in the area (Think of 1950s-era Case Study Houses in Long Beach and Joseph Eichler homes—the Coles reside in one in Orange, Calif.) There's Danish Modern furniture and their own clothing line, **Unidas**. It features T-shirts with architecturally inspired graphic designs.



More than a decade ago, Bryce Cole co-founded two separate branded boutiques called **Suburban** and **Mooks** on Los Angeles' La Brea Avenue. He closed them down to concentrate on design and consulting. Cecilia Cole works as a manufacturing liaison in another

Cole family business, called **Common Thread Apparel Resources**, and helps direct manufacturing denim lines in Puebla, Mexico. They're bullish on boutique retail.

"There's a revival going on for smaller 'general store' boutiques," Bryce Cole said. "The time is right to work with smaller brands and tell their stories to our customers. That is what we are about."

Coast Modern opened Nov. 15 in Seal Beach's downtown. Once known for quaint shops and bars, new fashion shops have opened in Seal Beach such as **Petals and Pop** and **Tankfarm Clothing & Co.**, which runs a flagship across the street from Coastal Modern. Bryce Cole did some design consulting in the past for Tankfarm.

People shopping in Seal Beach are interested in casual fashion with a stylish edge. In the past few weeks, top-selling items for men included the "Slingshot Henley" shirt from **Almond Surfboards & Designs**, based in Newport Beach, Calif. The short-sleeve shirt with contrast heather sleeves retails for \$58. For women, a top-selling item was the "Lyra Blue Polka" dress from **Bridge & Burn**, headquartered in Portland, Ore. It retails for \$148. The sleeveless dress is cinched at the waist and features pockets and a draw cord at the neck.—A.A.



COASTAL BOUTIQUE: Based a couple of blocks away from the ocean in Seal Beach, Coastal Modern sells fashion and homewares among other items.



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Streddo: Fashion Incubator and E-tailer Takes a Bow

For new e-commerce site **Streddo**, selling clothing is not enough.

Showcasing new designers and giving them guidance will serve as a major point of difference when Streddo takes an official bow on April 30.

Headquartered in Los Angeles, Streddo said it will work with new designers, emerging designers and even some proven fashion brands looking to become more-fierce competitors. These designers and brands will join Streddo's fashion incubator and work with the company's creative board. There are no fees to participate in the incubator. However, designers working in the incubator will sell their clothes on the site along with styles from third parties.

Streddo founder Heidi Kujawa said that offering looks from new designers will find resonance with consumers who are looking for a fashion alternative.

"The end consumer is not just looking for a T-shirt," she

said. "They are looking for something more engaged. It's about experiencing a lifestyle and experiencing that feeling through a multimedia experience."

To participate in Streddo's fashion incubator, brands can submit an application to be considered by the creative board. (To apply, e-mail designer@streddo.com.) Once selected, the company will receive one-on-one counseling from members of the creative board.

The board includes Eula Smith, owner of **EMS Consulting**, who also worked as a buyer and store manager for **Nordstrom**. There's Susan Peterson, founder of **Peterson + Consulting**, who worked as a vice president of design for brands and specialty stores such as **Michael Stars**, **Bebe** and **Arden B.**; Lauren Franks, a stylist; and Alison Budow, president of **Alison Budow Sales Inc.**, who has made a career in wholesaling juniors fashions. Kujawa built a career in IT for entertainment companies such as **Paramount Pictures** and currently

serves as executive director for media and entertainment cyber security for the Los Angeles-based **EY** company.

Currently, the company also has an office in New York and plans to open offices in other major American cities. Streddo also was considering producing physical pop-up shops.

Also in the works, Streddo plans to build a fashion community on its site. It currently maintains profiles on social-media sites such as **Instagram**. Kujawa said that the Streddo site will offer newsletters and events and places to create profiles.—*Andrew Asch*



Heidi Kujawa

NEWS

American Apparel *Continued from page 1*

directors every time.

American Apparel said through a spokesperson that the company doesn't "comment on personnel matters, especially those that precede the current management team."

In his lawsuit, Nisenbaum claimed that Luttrell's mismanagement of a bond financing program in April 2013 cost the company millions of dollars.

Nisenbaum said the chief financial officer promised that the bond financing would bring in \$220 million but ended up funding under \$200 million. "Interest rates and other economic terms of the bond were inferior to what the chief financial officer promised," the lawsuit said. Nisenbaum said he "discovered that the chief financial officer failed to disclose the specific terms and negotiations of the bond" to both Charney and the board of directors.

Additionally, the lawsuit alleges that Luttrell paid one particular investment banker \$1.5 million in "promotion fees" after the bond was funded.

Nisenbaum also firmly blames Luttrell for launching plans to build a new distribution center in La Mirada, Calif., that had some missteps before it began running efficiently.

From early 2012 to the end of 2013, court papers said, Luttrell embarked on a distribution-center project despite Charney's objection because the CEO felt the company was still in a precarious financial situation. Also, Charney wanted the distribution center built in downtown Los Angeles and not La Mirada, legal papers said.

Nisenbaum said he predicted the new warehouse would lose millions of dollars. In the end, he and Charney had to spend 100 days stabilizing the new distribution center and turning it around because they feared the distribution center's losses would force the company into bankruptcy.

Nisenbaum also maintained that Luttrell failed to reveal a \$4.4 million customs-overpayment problem in Germany because improper paperwork was filed.

Nisenbaum said he uncovered a Feb. 14, 2014, memo Luttrell sent to the board's auditing committee saying that the way to solve American Apparel's financial woes was to get rid of Charney, appoint an interim CEO and sell the company. "Mr. Luttrell then proceeded to dilute Mr. Charney's ownership of the company [by issuing more stock to raise money] rather than engage in more debt and equity financing to resolve the deficiencies he created," the lawsuit said.

Nisenbaum maintained in court papers that Luttrell wanted to sell the company so "he could retire and cover up his violations of Sarbanes-Oxley [Act] and fraud in running a publicly traded company."

In addition, the former American Apparel financial director, who was hired in November 2012, said he was discriminated against by Luttrell for being Jewish.

Nisenbaum, who wore religious clothing and a yarmulke, said he was told by a coworker on June 18, 2014, (the same day that Charney was suspended from his job while an internal investigation was conducted) that Luttrell made derogatory comments about Nisenbaum's religious affiliation. Nisenbaum said he filed a complaint with Jacqueline Madrigal, American Apparel's director of human resources, noting that he feared he was being targeted because of his religion.

Six days later, he was called into a meeting with two American Apparel attorneys to discuss his discrimination complaint, court documents said. According to the lawsuit,

the attorneys told Nisenbaum he was "mistaken about Mr. Luttrell's motives." At the end of the meeting, the lawsuit said, Nisenbaum was handed a termination letter and told that June 24 was his last day.

Nisenbaum's lawsuit, filed by attorney Keith Fink, was followed by a lawsuit by American Apparel shareholders Jan Hubner, a former director of visual merchandising at Ameri-



LABOR PROBLEMS: Nativio Lopez of Hermandad Mexicana speaks at a press conference where fired American Apparel workers talked about losing their jobs right before Easter.

can Apparel who owns nearly 40,000 shares, and Eric Ribner, Charney's freshman-year roommate at **Tufts University**, who owns 3,000 shares. They claim in their lawsuit, filed April 21 in U.S. District Court in Los Angeles, that the apparel company and several board members violated federal securities law and breached their fiduciary duties.

Hubner and Ribner maintained that proxy statements sent out last April to re-elect American Apparel board members were deceptive because their statements to voters said they supported keeping Charney in his job when in fact they were plotting his ouster.

The lawsuit maintains that American Apparel "had a duty to disseminate in the company's proxy statement accurate and truthful information and to correct any previously issued statements that they learned were materially misleading or untrue."

Following the company's annual shareholder meeting in New York on June 18, Charney met with the board and was told he was being suspended from his chief executive position pending an internal investigation into breach of fiduciary duty and violating company policy. Charney was terminated from his job on Dec. 16.

Named as defendants in the shareholder lawsuit were past and present board members Allan Mayer, David Danziger, Robert Greene, Marvin Ingelman and William Mauer as well as American Apparel.

A spokesman for American Apparel said, "These claims are completely baseless, and we are confident we will succeed on each and every one of these."

These two lawsuits come on the heels of a class-action lawsuit filed in U.S. District Court on April 16 by three fired employees who worked in production. Fink also represents the three fired employees.

The fired employees maintain they were not given enough legal notice or severance pay before they were dismissed.

Carlos Hirschberg, Cesar Antonio Palma Cordero and Dominga Valencia, among some 200 American Apparel workers fired in early April, maintain that American Apparel violated the federal and state Worker Adjustment and Retraining Notification Act (WARN), which stipulates that employers give their workers 60 days legal notice before there are mass layoffs.

"These claims are absolutely without merit," an American Apparel spokesperson said. "Workers' rights and respect for our employees are core principles of American Apparel. This is clear from our code of business conduct and ethics, which reflects our efforts to ensure that American Apparel's workplaces are free from harassment, bullying and intimidation and which promotes fair treatment of employees and compliance with labor and employment laws. We are dedicated to a culture of free speech and social commentary."

In court papers, the former workers maintain that management duped a number of employees into signing separation agreements releasing any and all claims against the company, including claims for severance pay.

In a press conference held April 21 in front of American Apparel's huge factory in downtown Los Angeles, the fired workers talked about their dismissals. "It is not fair what they have done to us," Dominga Valencia said, noting she was told she had to sign a release immediately in order to get her severance. "I tell my colleagues to defend themselves."

American Apparel presented these separation agreements to employees under duress and under procedurally unconscionable terms, the lawsuit claims. As American Apparel's management was well aware, many of these employees did not read or write at all, the lawsuit said. "None of these employees were attorneys, nor were they given the opportunity to consult counsel's assistance with these agreements."

The dismissed workers are asking for compensatory damages equal to at least the amounts provided by the federal and state WARN Act as well as attorneys' fees.

Meanwhile, hundreds of American Apparel workers have signed cards stating they wish to form a union, said Nativio Lopez, a senior adviser with **Hermandad Mexicana**, a non-profit immigrant rights group that has been working with terminated workers to see if retaliation charges should be filed with the National Labor Relations Board against American Apparel.

"There are quite a few who have signed cards," said Lopez, who would not give a specific amount but said more than 1,000 people have signed up. There are 2,800 production workers at the huge clothing factory in downtown Los Angeles. "The workers themselves are self organizing and collecting the cards for the most part."

All this turmoil comes as four workers did file grievances on April 15 with the National Labor Relations Board. American Apparel employees Savino Rubio, Savino Refugio, Marina Cuellar and Richard Krehl said basically the company violated the National Labor Relations Act by interfering with workers' rights to talk with union organizers. A fifth employee, Carlos Cuevas, filed a complaint with the NLRB on April 16.

Unionization efforts, worker layoffs and the lawsuit all come after American Apparel founder Dov Charney was fired. He was replaced with veteran apparel executive Paula Schneider. ●



BXWD LOOKS: Styles from the One Bxwd lookbook. Images courtesy of One Bxwd.

One Bxwd *Continued from page 1*

founder of 1980s designer denim brand **Sasson Jeans**.

“Before, it was celebrity, celebrity, celebrity and press, press, press,” Guez said of his business strategy. “Now it is product, distribution, then press. What you need to do is focus on product. Stores don’t care about celebrity.”

Guez has big plans for One Bxwd, which is scheduled to fulfill its first delivery on July 30. Along with wholesaling it to department stores and debuting a women’s line, he hopes to develop branded boutiques for the new label.

But he intends to put ambitions for the brand on a solid foundation, test the brand in the market and find out what its strengths and weaknesses are. “There is no speed-to-dollar. We will be very profitable, but I will take time with this,” he said.

Guez partnered with Gustavo Garibay, a former **Guess** and **7 For All Mankind** designer, to develop One Bxwd. Unlike Guez’s previous lines, One Bxwd is focused on shirting, sweaters and outerwear with a few bottoms in twill and denim. The line is intended to offer European styling and

American comfort.

As a point of difference, the clothes were made out of a technical fabric that Guez developed with a Turkish fabric mill. He was inspired by the activewear market’s strides in using technical fabric to beat odors and control temperature.

“We were able to put an active component in the men’s collection. It will offer wicking and breathability [properties]. Fabric will have an anti-bacterial and anti-sweating edge. I really feel that is where fashion is going.”

One Bxwd also will offer a tailored look with its slim-cut styles. “It accentuates the best parts of a guy: shoulders and chest,” Guez said. The pants also will feature some stretch. Guez is planning to offer 120 SKUs per season.

The line’s looks include textured knits, V-neck sweaters, jeans-style jackets, sweaters with a flight-jacket silhouette, distressed denim, Henley shirts and collared button-down shirts.

Guez started working on the line last year when he traveled to Europe and Japan to find unique inspiration for a brand. “I wanted to step outside the box,” he said.

However, with this new line, he did not entirely abandon

his old way of doing things. His process for developing lines typically starts with travels to European trade shows, such as **Première Vision**. He gets ideas for new collections at those shows and then whittles down the fabrics to 10. The end result should be something that is affordable but can also offer quality and solid workmanship.

One Bxwd is part of a family of brands such as **Abbot & Main**, a casualwear brand for men and women. It was launched in 2012 and was inspired by the lifestyle of Los Angeles’ Venice Beach neighborhood. There’s also **Caelum Lifestyle**, a woman’s activewear brand that was co-founded with Brooke Burke-Charvet, a television personality, entrepreneur and fitness enthusiast. Also in the family of brands is denim line **Dylan George** and tequila line **Pasión de Mu- jer**.

Guez hopes to continue to build brands that don’t seem to match at first sight. “What really turned me on is what **Iconix** and what **LVMH** have done,” he said. “Take a bunch of brands that don’t compete with each other and [work on them], and eventually they’ll grow tentacles with a long reach.” ●

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FMNC *Continued from page 1*

Spencer Veera, showroom manager for the **Bernadette Mopera & Co.** showroom in Los Angeles, was showing eight clothing lines at FMNC. “Our European brands operate further ahead, so they’re booking for Winter,” said Veera, who booked orders for three made-in-Spain brands, **Kling**, **Lavand** and **Pepaloves**. Kling is retail priced from \$65 to \$300 while retail prices for Lavand and Pepaloves range from \$40 to \$75.

Veera’s domestic lines included **Living Royal**, a line of digitally printed novelty socks made in Chicago that retail for \$8 to \$15, and three women’s tomboy fashion collections, **Tractr**, **Joe** and **The Boys**. All three lines offer women a relaxed, casual look with plaid and button-up work shirts, denim jackets and jeans. Joe ranges in retail price from \$40 to \$80 while its sister line, The Boys, retails from \$80 to \$90.

Christine Mewha, owner of the women’s boutique **Sot-vooce** in Berkeley, Calif., said she used to carry primarily high-end lines. Since the Great Recession, Mewha has diversified her store to include more moderately priced fashions, accessories and gifts. Whatever her needs are, Mewha



Linda Lee Pratico



Barbosa jewelry



Kling



Pepaloves



M Made in Italy

said, she finds them at FMNC.

“I’ve been buying at this show for 36 years,” she said. “I’m a lifer here—I’m loyal to my sales reps.”

This was the first time at the show for Tarin Brouillette, a sales representative for **Kippys**, the Coronado, Calif.-based maker of embellished leather jackets, handbags and belts made in Tijuana, Mexico, and San Diego. Jackets are retail priced from \$1,200 to \$3,000, belts from \$300 to \$500, and handbags from \$600 to \$1,400.

Brouillette said she landed a new account but said next time she would bring a different mix of product.

“Buyers are looking for less flash,” she said, adding that some of Kippy’s toned-down leather pieces may be a better fit with the casual looks of Northern California.

This was the second time at FMNC for Scottsdale, Ariz.-based Linda Lee Pratico, who makes handmade, fine pearl jewelry under the **Linda Lee Pratico** label. “I’ve had a few reorders and new orders—I’m pleased,” she said.

Pratico’s one-of-a-kind pearl jewelry is accentuated with semiprecious gem stones and crystals. A certified pearl grader, Pratico displayed a full array of freshwater pearls including baroques, southern sea and akoya. Her pieces, which retail from \$75 to \$6,000, are sold in higher-end boutiques and art galleries.

“My customer is sophisticated; my look is sophisticated in an artful way,” she said.



Tractr clothing

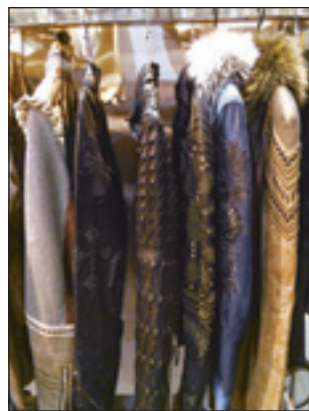


Living Royal socks

Lynne Andresevic, a sales representative based in Benicia, Calif., for the **Crayola Sisters** showroom, said she landed 35 orders for her lines, including **Barbosa**, a moderate to high-end accessories line of jewelry and belts made in San Miguel de Allende, Mexico.

“It’s all silver- or gold-plated over German silver, inspired by Mexican folk art—Day of the Dead, Frida Kahlo—for men and women,” Andresevic said. Retail prices range from \$60 for earrings up to \$600 for metal and leather belts accented with semiprecious stones.

Andresevic also showed five clothing lines, including **Vanite Couture**, a contemporary women’s line; **Saga**, a Los Angeles-based line inspired by European and South American designs; and **Hanna for La Journee**, a contemporary European collection. ●



Kippy's leather jackets



Holly Hill, owner of the Holly Hill boutique in San Carlos, Calif., with her sister and store manager, Shelley Hill

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South Coast Plaza Opens 10,000-Square-Foot Chanel Boutique Inspired by Coco Chanel

South Coast Plaza is known for boutiques with stately and often architecturally bold designs, but its redesigned **Chanel** boutique is intended to feel like a comfortable home. But it is not just anyone's home. Specifically, the store is designed to feel like the Paris apartment of Coco Chanel, the legendary founder of the Chanel fashion house.

The 10,000-square-foot boutique opened to the public on April 23. Located in the **Nordstrom** wing of level one of the retail center in Costa Mesa, Calif., the store has neighbors such as the boutiques for **Dior** and **Tiffany & Co.** The look of the seven-room Chanel boutique was created by Peter Marino, whom *New York* magazine called the "No. 1



designer of the luxury landscape."

The boutique's domestic touches include fireplace-like features in two of the rooms. There's an inviting arrangement of couches, similar to a living room. Some chandeliers, as well as use of crystal stones in the elegant boutique, are also inspired by Coco Chanel's residence.

The fitting rooms of the South Coast Plaza boutique are intended to offer a personal feel. They feature devices to control temperature and lighting as well as a music player that carries sounds selected by the Chanel fashion house. The dressing room also features work of artists such as Chris Succo, Gregor Hildebrandt, Michael Wilkinson and Anthony Pearson.

The boutique will take a bow with the 2015 Spring-Summer Ready-to-Wear collec-

tion, which was designed by Karl Lagerfeld. The fashion house's knits were featured on a wall during a gala reception for the store on April 22. The store also offers salons for accessories, shoes, handbags and eyewear. The South Coast Plaza boutique also will offer a watch salon. To celebrate the boutique's opening, the fashion house's **Mademoiselle Privé Camelia** watch observed its exclusive global launch at South Coast Plaza.

—Andrew Asch

E-TAIL NOTES

Lyon + Post: Don't Pay Upfront for Fashion

Many e-commerce shoppers order multiple sizes of a style online to try on at home before returning the pieces that don't fit. Refunds are requested, sometimes in the amount of hundreds of dollars. The practice results in big credit-card bills for consumers and logistics headaches for e-tailers.

Start-up e-commerce site **Lyon + Post**, headquartered in San Francisco's Financial District, is one of a number of companies that offers a don't-pay-upfront deal to its shoppers. **Bungalow**, which is headquartered in Las Vegas, and **Trunk Club**, headquartered in Chicago, allow their shoppers to try on clothing before buying, but the consumers are required to become members first. (Some of these sites say that inspecting membership requests can weed out fraudsters.)

Lawrence Wisne, Lyon + Post co-founder, said that his site required memberships to create a "more streamlined online shopping experience," not to control fraud.

Lyon + Post says it has an added point of difference to this model. The site, which officially debuted on March 25, does not employ stylists to assemble boxes of clothes for customers based on their fashion preferences, said Colleen McKinnie, the Los Angeles-based fashion director for Lyon + Post.

"Our members have the freedom to choose," McKinnie said. "We're targeting a woman who knows what she wants."

Consumers are invited to shop for the 20 or so brands, such as **Joie**, **Paige**, **Current/Elliott** and **Diane von Furstenberg**. Lyon + Post will look to attract more attention from stylish shoppers by offering high-marquee items. McKinnie said it is one of the only U.S. vendors offering the reportedly highly sought-after "Flirting Shoe" from the **Chiara Ferragni** Collection.

Wisne also worked as a software architect for women's fashion site **Popsugar** and **Peek.com**.—A.A.

Coast Modern: Bullish on the Small Brands

For Bryce and Cecilia Cole, fashion, architecture and homewares are part of related design categories that they file under good living.

The husband-and-wife team opened independent boutique **Coast Modern** at 219 Main St. in Seal Beach, Calif., which is sandwiched between the port city of Long Beach and Huntington Beach, and gave itself the name Surf City.

In their 600-square-foot boutique, they sell architecture books on mid-20th-century homes that have been restored in the area (Think of 1950s-era Case Study Houses in Long Beach and Joseph Eichler homes—the Coles reside in one in Orange, Calif.) There's Danish Modern furniture and their own clothing line, **Unidas**. It features T-shirts with architecturally inspired graphic designs.



More than a decade ago, Bryce Cole co-founded two separate branded boutiques called **Suburban** and **Mooks** on Los Angeles' La Brea Avenue. He closed them down to concentrate on design and consulting. Cecilia Cole works as a manufacturing liaison in another

Cole family business, called **Common Thread Apparel Resources**, and helps direct manufacturing denim lines in Puebla, Mexico. They're bullish on boutique retail.

"There's a revival going on for smaller 'general store' boutiques," Bryce Cole said. "The time is right to work with smaller brands and tell their stories to our customers. That is what we are about."

Coast Modern opened Nov. 15 in Seal Beach's downtown. Once known for quaint shops and bars, new fashion shops have opened in Seal Beach such as **Petals and Pop** and **Tankfarm Clothing & Co.**, which runs a flagship across the street from Coastal Modern. Bryce Cole did some design consulting in the past for Tankfarm.

People shopping in Seal Beach are interested in casual fashion with a stylish edge. In the past few weeks, top-selling items for men included the "Slingshot Henley" shirt from **Almond Surfboards & Designs**, based in Newport Beach, Calif. The short-sleeve shirt with contrast heather sleeves retails for \$58. For women, a top-selling item was the "Lyra Blue Polka" dress from **Bridge & Burn**, headquartered in Portland, Ore. It retails for \$148. The sleeveless dress is cinched at the waist and features pockets and a draw cord at the neck.—A.A.



COASTAL BOUTIQUE: Based a couple of blocks away from the ocean in Seal Beach, Coastal Modern sells fashion and homewares among other items.



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Streddo: Fashion Incubator and E-tailer Takes a Bow

For new e-commerce site **Streddo**, selling clothing is not enough.

Showcasing new designers and giving them guidance will serve as a major point of difference when Streddo takes an official bow on April 30.

Headquartered in Los Angeles, Streddo said it will work with new designers, emerging designers and even some proven fashion brands looking to become more-fierce competitors. These designers and brands will join Streddo's fashion incubator and work with the company's creative board. There are no fees to participate in the incubator. However, designers working in the incubator will sell their clothes on the site along with styles from third parties.

Streddo founder Heidi Kujawa said that offering looks from new designers will find resonance with consumers who are looking for a fashion alternative.

"The end consumer is not just looking for a T-shirt," she

said. "They are looking for something more engaged. It's about experiencing a lifestyle and experiencing that feeling through a multimedia experience."

To participate in Streddo's fashion incubator, brands can submit an application to be considered by the creative board. (To apply, e-mail designer@streddo.com.) Once selected, the company will receive one-on-one counseling from members of the creative board.

The board includes Eula Smith, owner of **EMS Consulting**, who also worked as a buyer and store manager for **Nordstrom**. There's Susan Peterson, founder of **Peterson + Consulting**, who worked as a vice president of design for brands and specialty stores such as **Michael Stars**, **Bebe** and **Arden B.**; Lauren Franks, a stylist; and Alison Budow, president of **Alison Budow Sales Inc.**, who has made a career in wholesaling juniors fashions. Kujawa built a career in IT for entertainment companies such as **Paramount Pictures** and currently

serves as executive director for media and entertainment cyber security for the Los Angeles-based **EY** company.

Currently, the company also has an office in New York and plans to open offices in other major American cities. Streddo also was considering producing physical pop-up shops.

Also in the works, Streddo plans to build a fashion community on its site. It currently maintains profiles on social-media sites such as **Instagram**. Kujawa said that the Streddo site will offer newsletters and events and places to create profiles.—*Andrew Asch*



Heidi Kujawa

NEWS

American Apparel *Continued from page 1*

directors every time.

American Apparel said through a spokesperson that the company doesn't "comment on personnel matters, especially those that precede the current management team."

In his lawsuit, Nisenbaum claimed that Luttrell's mismanagement of a bond financing program in April 2013 cost the company millions of dollars.

Nisenbaum said the chief financial officer promised that the bond financing would bring in \$220 million but ended up funding under \$200 million. "Interest rates and other economic terms of the bond were inferior to what the chief financial officer promised," the lawsuit said. Nisenbaum said he "discovered that the chief financial officer failed to disclose the specific terms and negotiations of the bond" to both Charney and the board of directors.

Additionally, the lawsuit alleges that Luttrell paid one particular investment banker \$1.5 million in "promotion fees" after the bond was funded.

Nisenbaum also firmly blames Luttrell for launching plans to build a new distribution center in La Mirada, Calif., that had some missteps before it began running efficiently.

From early 2012 to the end of 2013, court papers said, Luttrell embarked on a distribution-center project despite Charney's objection because the CEO felt the company was still in a precarious financial situation. Also, Charney wanted the distribution center built in downtown Los Angeles and not La Mirada, legal papers said.

Nisenbaum said he predicted the new warehouse would lose millions of dollars. In the end, he and Charney had to spend 100 days stabilizing the new distribution center and turning it around because they feared the distribution center's losses would force the company into bankruptcy.

Nisenbaum also maintained that Luttrell failed to reveal a \$4.4 million customs-overpayment problem in Germany because improper paperwork was filed.

Nisenbaum said he uncovered a Feb. 14, 2014, memo Luttrell sent to the board's auditing committee saying that the way to solve American Apparel's financial woes was to get rid of Charney, appoint an interim CEO and sell the company. "Mr. Luttrell then proceeded to dilute Mr. Charney's ownership of the company [by issuing more stock to raise money] rather than engage in more debt and equity financing to resolve the deficiencies he created," the lawsuit said.

Nisenbaum maintained in court papers that Luttrell wanted to sell the company so "he could retire and cover up his violations of Sarbanes-Oxley [Act] and fraud in running a publicly traded company."

In addition, the former American Apparel financial director, who was hired in November 2012, said he was discriminated against by Luttrell for being Jewish.

Nisenbaum, who wore religious clothing and a yarmulke, said he was told by a coworker on June 18, 2014, (the same day that Charney was suspended from his job while an internal investigation was conducted) that Luttrell made derogatory comments about Nisenbaum's religious affiliation. Nisenbaum said he filed a complaint with Jacqueline Madrigal, American Apparel's director of human resources, noting that he feared he was being targeted because of his religion.

Six days later, he was called into a meeting with two American Apparel attorneys to discuss his discrimination complaint, court documents said. According to the lawsuit,

the attorneys told Nisenbaum he was "mistaken about Mr. Luttrell's motives." At the end of the meeting, the lawsuit said, Nisenbaum was handed a termination letter and told that June 24 was his last day.

Nisenbaum's lawsuit, filed by attorney Keith Fink, was followed by a lawsuit by American Apparel shareholders Jan Hubner, a former director of visual merchandising at Ameri-



LABOR PROBLEMS: Nativio Lopez of Hermandad Mexicana speaks at a press conference where fired American Apparel workers talked about losing their jobs right before Easter.

can Apparel who owns nearly 40,000 shares, and Eric Ribner, Charney's freshman-year roommate at **Tufts University**, who owns 3,000 shares. They claim in their lawsuit, filed April 21 in U.S. District Court in Los Angeles, that the apparel company and several board members violated federal securities law and breached their fiduciary duties.

Hubner and Ribner maintained that proxy statements sent out last April to re-elect American Apparel board members were deceptive because their statements to voters said they supported keeping Charney in his job when in fact they were plotting his ouster.

The lawsuit maintains that American Apparel "had a duty to disseminate in the company's proxy statement accurate and truthful information and to correct any previously issued statements that they learned were materially misleading or untrue."

Following the company's annual shareholder meeting in New York on June 18, Charney met with the board and was told he was being suspended from his chief executive position pending an internal investigation into breach of fiduciary duty and violating company policy. Charney was terminated from his job on Dec. 16.

Named as defendants in the shareholder lawsuit were past and present board members Allan Mayer, David Danziger, Robert Greene, Marvin Ingelman and William Mauer as well as American Apparel.

A spokesman for American Apparel said, "These claims are completely baseless, and we are confident we will succeed on each and every one of these."

These two lawsuits come on the heels of a class-action lawsuit filed in U.S. District Court on April 16 by three fired employees who worked in production. Fink also represents the three fired employees.

The fired employees maintain they were not given enough legal notice or severance pay before they were dismissed.

Carlos Hirschberg, Cesar Antonio Palma Cordero and Dominga Valencia, among some 200 American Apparel workers fired in early April, maintain that American Apparel violated the federal and state Worker Adjustment and Retraining Notification Act (WARN), which stipulates that employers give their workers 60 days legal notice before there are mass layoffs.

"These claims are absolutely without merit," an American Apparel spokesperson said. "Workers' rights and respect for our employees are core principles of American Apparel. This is clear from our code of business conduct and ethics, which reflects our efforts to ensure that American Apparel's workplaces are free from harassment, bullying and intimidation and which promotes fair treatment of employees and compliance with labor and employment laws. We are dedicated to a culture of free speech and social commentary."

In court papers, the former workers maintain that management duped a number of employees into signing separation agreements releasing any and all claims against the company, including claims for severance pay.

In a press conference held April 21 in front of American Apparel's huge factory in downtown Los Angeles, the fired workers talked about their dismissals. "It is not fair what they have done to us," Dominga Valencia said, noting she was told she had to sign a release immediately in order to get her severance. "I tell my colleagues to defend themselves."

American Apparel presented these separation agreements to employees under duress and under procedurally unconscionable terms, the lawsuit claims. As American Apparel's management was well aware, many of these employees did not read or write at all, the lawsuit said. "None of these employees were attorneys, nor were they given the opportunity to consult counsel's assistance with these agreements."

The dismissed workers are asking for compensatory damages equal to at least the amounts provided by the federal and state WARN Act as well as attorneys' fees.

Meanwhile, hundreds of American Apparel workers have signed cards stating they wish to form a union, said Nativio Lopez, a senior adviser with **Hermandad Mexicana**, a non-profit immigrant rights group that has been working with terminated workers to see if retaliation charges should be filed with the National Labor Relations Board against American Apparel.

"There are quite a few who have signed cards," said Lopez, who would not give a specific amount but said more than 1,000 people have signed up. There are 2,800 production workers at the huge clothing factory in downtown Los Angeles. "The workers themselves are self organizing and collecting the cards for the most part."

All this turmoil comes as four workers did file grievances on April 15 with the National Labor Relations Board. American Apparel employees Savino Rubio, Savino Refugio, Marina Cuellar and Richard Krehl said basically the company violated the National Labor Relations Act by interfering with workers' rights to talk with union organizers. A fifth employee, Carlos Cuevas, filed a complaint with the NLRB on April 16.

Unionization efforts, worker layoffs and the lawsuit all come after American Apparel founder Dov Charney was fired. He was replaced with veteran apparel executive Paula Schneider. ●

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Authentic Brands Group Acquires Jones New York

Authentic Brands Group, the New York brand development and licensing company, is the new owner of the **Jones New York** label, which was acquired for an undisclosed amount from **Sycamore Partners**.

"We are honored to welcome Jones New York to ABG's distinguished women's portfolio," said Jamie Salter, Authentic Brands' chairman and chief executive. "With a 40-year history of iconic and timeless design, Jones New York embodies American style. Our vision fuses ABG's passion for brand building with a 21st-century approach that will redefine this enduring classic."

Authentic Brands said it would be concentrating on rebuilding the Jones New York brand to its former prominence with a strong emphasis on women's apparel and accessories.

The label—which also had a major presence in men's tailored clothing, sportswear and accessories—will see these categories play a major role in the brand's global growth.

As part of the acquisition, Authentic Brands said it has appointed Mark Weber as a strategic adviser whose immediate focus will be on the Jones New York label.

Weber is a veteran apparel executive whose career includes being president and chief executive of **PVH Corp.** and, most recently, having served an eight-year term as chief executive of **LVMH Inc.** (**Louis Vuitton Moët Hennessy**). At LVMH Inc. Weber was a member of the executive committee in Paris overseeing a number of businesses, most notably serving as chairman and chief executive of **Donna Karan International**. "I am excited to get involved with the leadership team at ABG," Weber said. "I believe my experience in the luxury fashion sector

will be a valuable asset that can be leveraged across ABG's brand portfolio."

Authentic Brands, whose majority owner is Los Angeles-based **Leonard Green Partners**, said it will be announcing a new long-term, strategic partner in the United States and Canada for key categories that will launch at retail for the Spring 2016 season.

With the Jones New York acquisition, Authentic Brands said its portfolio will now reach \$4.5 billion in sales.

The Jones Group, which included Jones New York, was a publicly traded company on the New York Stock Exchange until it was acquired in 2014 by Sycamore Partners for \$2.2 billion. With the acquisition, The Jones Group's stock ceased being traded on the NYSE.

As its new owner, Sycamore Partners divided The Jones Group into four different groups: the **Nine West Group**, a separate jeanswear company, Jones New York and the **Kasper Group**.

Earlier this year, Sycamore Partners announced it would be closing all the Jones New York retail locations and certain related business operations during 2015.

Authentic Brands and Sycamore Partners are both major powerhouses in the arena of apparel and stores.

Authentic Brands' stable of labels includes **Juicy Couture**, **Elvis Presley**, **Marilyn Monroe**, **Tapout**, **Hickey Freeman**, **Judith Lieber**, **Adrienne Vittadini** and **Taryn Rose**. It is a contender to acquire the **Frederick's of Hollywood** brand, which recently filed for Chapter 11 bankruptcy protection.

Sycamore Partners has an investment portfolio that includes **Aéropostale**, **Coldwater Creek**, **Hot Topic**, **Talbot** and **Stuart Weitzman**.—Deborah Belgum

Calendar

April 24

Moda 360
The New Mart
Los Angeles
Through April 25

April 26

John Varvatos 12th Annual Stuart House Benefit
Intersection of Melrose Avenue and Robertson Boulevard (outdoors)
West Hollywood, Calif.

April 27

Accessories The Show Fame
Moda Manhattan
Jacob K. Javits Convention Center
New York
Through April 29

Circuit Intermezzo Collections
Jacob K. Javits Convention Center
New York
Through April 29

April 29

"How to Use Social Media to Grow Your Business," presented by FAB Counsel
1450 Second St.
Santa Monica, Calif.

April 30

CFF/TALA Scholarship Awards
California Market Center, C855
Los Angeles

FGI-LA F/W 2015 Trend Presentation and Networking Reception
Academy of Couture Art
Beverly Hills

LA Fashion District Walking Tour, presented by Fashion Business Inc.
California Market Center, A792
(meeting location)
Los Angeles

May 2

Otis College of Art and Design's 33rd Annual Fashion Show
Beverly Hilton
Beverly Hills

May 3

Woodbury University's 51st Runway Event
The Majestic
Los Angeles

OffPrice
New York
Through May 5

May 6

"What a Designer Should Know About Trademarks" seminar by Fashion Business Inc.
California Market Center, A792
Los Angeles

There's more
on ApparelNews.net.

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

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PacSun Opens Up With Santa Monica Store Redesign

Pacific Sunwear of California made a gambit to stand out with its shop on the high-profile Third Street Promenade retail district in Santa Monica, Calif.

The store was redesigned without front doors and windows, said Gary Schoenfeld, the Anaheim, Calif.-headquartered retailer's chief executive officer. During business

hours, the storefront opens directly onto the district's pedestrian walkway, which is typically buzzing with shoppers from all over California and the world. A retractable storefront locks up the store after business hours.

The Third Street Promenade redesign was a two-year project, Schoenfeld said. The retailer, with a fleet of more than 600 stores, now considers the Santa Monica location a flagship.

"Not only do we think that our new store lives up aesthetically to the quality of our men's and women's merchandise, but we are seeing an amazing response from the public. You can't go a minute without watching someone nearly walk past our store and then immediately double back to touch something on one of our front entry displays. Opening up the storefront and upgrading our merchandising presentation has been remarkable for driving traffic," Schoenfeld said.

The redesign also features a commitment to art. Above the entrance, there is an illuminated graphic billboard showcasing original artwork by Tyler Spangler, an artist living



STREET VIEW: The PacSun store on Third Street Promenade was designed without front doors or windows. Picture courtesy of PacSun.



ART BILLBOARD: The billboard above the entry of the Santa Monica PacSun will feature the work of local artists. Courtesy of PacSun

in the Los Angeles area. PacSun plans to showcase other local artists on the billboard in the upcoming year. The store, which was designed by a PacSun team, also featured new flooring, lighting, fixtures, mannequins and paint.

The interior of the store features shops-in-shop for brands such as Nike SB, Hurley, Vans and Brandy Melville. Other brands merchandised in the store include Diamond Supply Co., The Hundreds, Brixton, Adidas, V/Sual, RVCA, Young & Reckless,

Volcom, Beats by Dre, Stance, Bullhead Denim, Kendall & Kylie, Gypsy Warrior and Billabong.

PacSun is considering exporting the Third Street Promenade's look to some of its other stores. "This store will now serve as the hub for exclusive product launches, marketing stories and talent appearances and has already reset our standard of how PacSun shows up in terms of design, assortment, presentation and customer service," Schoenfeld said.—Andrew Asch



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BXWD LOOKS: Styles from the One Bxwd lookbook. Images courtesy of One Bxwd.

One Bxwd *Continued from page 1*

founder of 1980s designer denim brand **Sasson Jeans**.

“Before, it was celebrity, celebrity, celebrity and press, press, press,” Guez said of his business strategy. “Now it is product, distribution, then press. What you need to do is focus on product. Stores don’t care about celebrity.”

Guez has big plans for One Bxwd, which is scheduled to fulfill its first delivery on July 30. Along with wholesaling it to department stores and debuting a women’s line, he hopes to develop branded boutiques for the new label.

But he intends to put ambitions for the brand on a solid foundation, test the brand in the market and find out what its strengths and weaknesses are. “There is no speed-to-dollar. We will be very profitable, but I will take time with this,” he said.

Guez partnered with Gustavo Garibay, a former **Guess** and **7 For All Mankind** designer, to develop One Bxwd. Unlike Guez’s previous lines, One Bxwd is focused on shirting, sweaters and outerwear with a few bottoms in twill and denim. The line is intended to offer European styling and

American comfort.

As a point of difference, the clothes were made out of a technical fabric that Guez developed with a Turkish fabric mill. He was inspired by the activewear market’s strides in using technical fabric to beat odors and control temperature.

“We were able to put an active component in the men’s collection. It will offer wicking and breathability [properties]. Fabric will have an anti-bacterial and anti-sweating edge. I really feel that is where fashion is going.”

One Bxwd also will offer a tailored look with its slim-cut styles. “It accentuates the best parts of a guy: shoulders and chest,” Guez said. The pants also will feature some stretch. Guez is planning to offer 120 SKUs per season.

The line’s looks include textured knits, V-neck sweaters, jeans-style jackets, sweaters with a flight-jacket silhouette, distressed denim, Henley shirts and collared button-down shirts.

Guez started working on the line last year when he traveled to Europe and Japan to find unique inspiration for a brand. “I wanted to step outside the box,” he said.

However, with this new line, he did not entirely abandon

his old way of doing things. His process for developing lines typically starts with travels to European trade shows, such as **Première Vision**. He gets ideas for new collections at those shows and then whittles down the fabrics to 10. The end result should be something that is affordable but can also offer quality and solid workmanship.

One Bxwd is part of a family of brands such as **Abbot & Main**, a casualwear brand for men and women. It was launched in 2012 and was inspired by the lifestyle of Los Angeles’ Venice Beach neighborhood. There’s also **Caelum Lifestyle**, a woman’s activewear brand that was co-founded with Brooke Burke-Charvet, a television personality, entrepreneur and fitness enthusiast. Also in the family of brands is denim line **Dylan George** and tequila line **Pasión de Mu- jer**.

Guez hopes to continue to build brands that don’t seem to match at first sight. “What really turned me on is what **Iconix** and what **LVMH** have done,” he said. “Take a bunch of brands that don’t compete with each other and [work on them], and eventually they’ll grow tentacles with a long reach.” ●

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FMNC *Continued from page 1*

Spencer Veera, showroom manager for the **Bernadette Mopera & Co.** showroom in Los Angeles, was showing eight clothing lines at FMNC. “Our European brands operate further ahead, so they’re booking for Winter,” said Veera, who booked orders for three made-in-Spain brands, **Kling**, **Lavand** and **Pepaloves**. Kling is retail priced from \$65 to \$300 while retail prices for Lavand and Pepaloves range from \$40 to \$75.

Veera’s domestic lines included **Living Royal**, a line of digitally printed novelty socks made in Chicago that retail for \$8 to \$15, and three women’s tomboy fashion collections, **Tractr**, **Joe** and **The Boys**. All three lines offer women a relaxed, casual look with plaid and button-up work shirts, denim jackets and jeans. Joe ranges in retail price from \$40 to \$80 while its sister line, The Boys, retails from \$80 to \$90.

Christine Mewha, owner of the women’s boutique **Sot-tovoce** in Berkeley, Calif., said she used to carry primarily high-end lines. Since the Great Recession, Mewha has diversified her store to include more moderately priced fashions, accessories and gifts. Whatever her needs are, Mewha



Linda Lee Pratico



Barbosa jewelry



Kling



Pepaloves



M Made in Italy

said, she finds them at FMNC.

“I’ve been buying at this show for 36 years,” she said. “I’m a lifer here—I’m loyal to my sales reps.”

This was the first time at the show for Tarin Brouillette, a sales representative for **Kippys**, the Coronado, Calif.-based maker of embellished leather jackets, handbags and belts made in Tijuana, Mexico, and San Diego. Jackets are retail priced from \$1,200 to \$3,000, belts from \$300 to \$500, and handbags from \$600 to \$1,400.

Brouillette said she landed a new account but said next time she would bring a different mix of product.

“Buyers are looking for less flash,” she said, adding that some of Kippy’s toned-down leather pieces may be a better fit with the casual looks of Northern California.

This was the second time at FMNC for Scottsdale, Ariz.-based Linda Lee Pratico, who makes handmade, fine pearl jewelry under the **Linda Lee Pratico** label. “I’ve had a few reorders and new orders—I’m pleased,” she said.

Pratico’s one-of-a-kind pearl jewelry is accentuated with semiprecious gem stones and crystals. A certified pearl grader, Pratico displayed a full array of freshwater pearls including baroques, southern sea and akoya. Her pieces, which retail from \$75 to \$6,000, are sold in higher-end boutiques and art galleries.

“My customer is sophisticated; my look is sophisticated in an artful way,” she said.



Tractr clothing

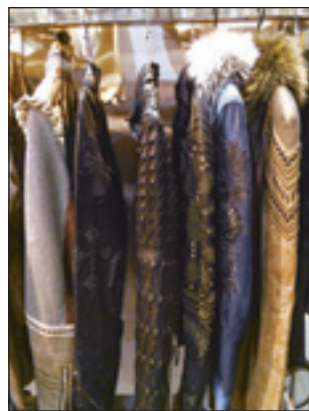


Living Royal socks

Lynne Andresevic, a sales representative based in Benicia, Calif., for the **Crayola Sisters** showroom, said she landed 35 orders for her lines, including **Barbosa**, a moderate to high-end accessories line of jewelry and belts made in San Miguel de Allende, Mexico.

“It’s all silver- or gold-plated over German silver, inspired by Mexican folk art—Day of the Dead, Frida Kahlo—for men and women,” Andresevic said. Retail prices range from \$60 for earrings up to \$600 for metal and leather belts accented with semiprecious stones.

Andresevic also showed five clothing lines, including **Vanite Couture**, a contemporary women’s line; **Saga**, a Los Angeles-based line inspired by European and South American designs; and **Hanna for La Journee**, a contemporary European collection. ●



Kippy's leather jackets



Holly Hill, owner of the Holly Hill boutique in San Carlos, Calif., with her sister and store manager, Shelley Hill

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Cherokee Inks Sears Canada Deal for Liz Lange and Cherokee Brands

Cherokee Global Brands has struck a pair of licensing agreements with **Sears Canada** for its **Liz Lange Maternity and Sportswear** and **Cherokee** brands.

In the Liz Lange deal, Sears Canada will sell the “maternity chic” collection—including jeans, T-shirts, dresses and swim-suits—in Sears Canada stores and online at www.sears.ca this spring. The Canadian collection will come in an expanded size range that covers “pregnancy and beyond,” according to the company.

“We are very excited to partner with Sears Canada and to have the opportunity to continue to bring the Liz Lange brand to a broader customer base in Canada. In addition to Liz Lange Maternity wear, the Canadian consumer will now be able to buy stylish sportswear at affordable prices that extend ‘Liz Lange Style’ beyond maternity,” said Howard Siegel, Cherokee president and chief operating officer,

in a company statement.

Cherokee and Sears Canada also struck a new multi-year agreement for Cherokee brand men’s, women’s and children’s clothing as well as footwear and accessories.

“Cherokee is a world-renowned national brand to which Canadians want access in-person and online, and Sears’ multi-channel capability allows Canadians to shop for Cherokee the way they want to,” said Ron Boire, Sears Canada president and chief executive officer.

Sears Canada operates 172 corporate stores, 201 **Hometown** stores, more than 1,300 catalogue and online merchandise pick-up locations, and an e-commerce site.

Cherokee Global Brands has a portfolio of brands that includes Cherokee, **Carole Little**, **Tony Hawk Signature Apparel**, **Hawk Brands**, **Liz Lange** and **Sideout**.

—Alison A. Nieder



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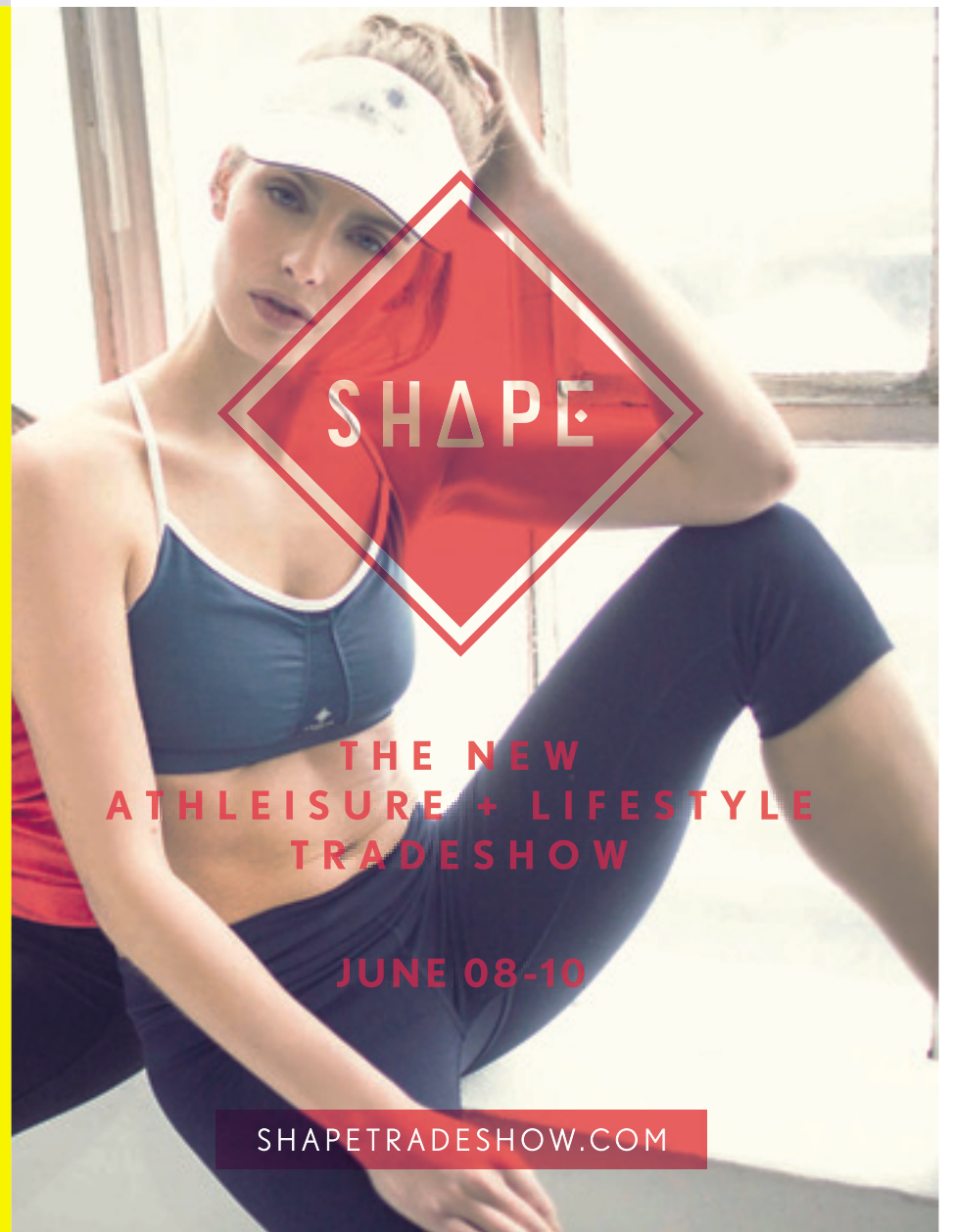
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