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SO CAL STYLE

From downtown Los Angeles to Venice Beach to Palm Springs, Southern Californians have their own take on fashion, from runway-ready high-end looks to street-savvy sportswear. For a look at So Cal street style, see pages 12 and 13.

The Never-ending Sales Season

By Andrew Asch *Retail Editor*

For U.S. retailers, it has been sales time all the time. Since the beginning of the year, retailers have offered generous promotions to attract more customers after a holiday retail season that underwhelmed Wall Street. The never-ending retail beat of sales and promotions has retailers and analysts asking if paying full price for clothing is a thing of the past. “It has done a disservice,” said Liz Pierce, a senior vice president and senior research analyst at **Brean Capital LLC**, a financial services firm headquartered in New York. “What is the real price of an item? What is the fair price? It is a concern industrywide.” The incessant pace of promotions for the past couple of years has been blamed for cutting into vital margins for busi-

Promotions page 2

Paula Schneider Outlines Plan for Turning Around American Apparel

By Deborah Belgum *Senior Editor*

When Paula Schneider took over as the new **American Apparel** chief executive, she didn’t think the job would be so contentious. But as soon as she landed at her desk five months ago, the company was bombarded with a number of lawsuits filed by former CEO Dov Charney, who founded the company more than 15 years ago but was fired in December for allegedly misusing company funds and failing to stop defamatory blog posts by a former employee. (Charney denies the charges.) Shareholders and former employees have also filed lawsuits against American Apparel in various courts or lodged complaints with the National Labor Relations Board. On June 1, American Apparel was granted a request for

American Apparel page 4

INSIDE

Where fashion gets down to businessSM



Kanye West turns out for LA Trade-Tech Fashion Show ... p. 6
Activewear Special Section ... p. 8
New CEO for True Religion ... p. 11
New Lines ... p. 14



Showroom Profiles ... p. 16
Fashion District Resources ... p. 20
Finance Resources ... p. 20
Activewear Resources ... p. 21

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Los Angeles Underwear Importer Pleads Guilty to Drug-Money Laundering

Nine months after agents busted a long-running Mexican drug money-laundering operation in the **Los Angeles Fashion District**, an underwear importer has pleaded guilty to several offenses linked to the scheme.

Xilin Chen, owner of **Yili Underwear** and **Gayima Underwear**, pleaded guilty in U.S. District Court to three felony accounts: knowingly passing false documents through a U.S. custom house, conspiracy to launder money and unlawful procurement of citizenship.

In a plea agreement filed with the federal court in Los Angeles on May 29, Chen acknowledged he received bulk-cash payments at his business that he had reason to believe were from illegal drug activities but avoided

learning the truth about the money. The importer acknowledged that on three occasions he accepted bulk cash as payment for apparel from an undercover agent posing as someone with links to narcotics traffickers.

Chen also pleaded guilty to a customs offense when he claimed in a form filed with the U.S. Customs and Border Protection that he was importing apparel from China worth \$86,635 when the true value was pegged at \$175,535.

The Chinese immigrant also pleaded guilty to illegally procuring citizenship in 2012, when he declared he was not involved in criminal activity even though he was involved in customs fraud and money laundering. As a result, Chen will lose his U.S. citizenship.

Chen's son, Chuang Feng Chen, known as Tom, also pleaded guilty to conspiracy to passing false documents through a U.S. custom house.

As part of the case, the Chens have agreed to forfeit to the United States proceeds from the sale of their building, which houses their underwear company; two houses in Temple City, Calif.; and more than \$435,000 seized by federal agents last fall.

As part of the agreement, prosecutors have asked U.S. District Judge Percy Anderson to dismiss charges against Xilin Chen's daughter, Aixia Chen.

The Chens, due to be sentenced Aug. 24, were just a few of the Los Angeles apparel-industry people accused of being wrapped

up in a plan that helped Mexican cartels selling drugs in the United States launder their money and bring it back to Mexico.

Last September, about 1,000 federal and state agents fanned out across the Los Angeles Fashion District to crack down on the operations. The raid of 75 fashion and textile businesses yielded cash and property seizures totaling more than \$140 million.

The companies are being accused of taking cash payments from drug-cartel agents, using that money to import garments from overseas and then shipping them to Mexico, where they were sold in stores for pesos. This system of converting dollars into pesos is called trade-based money laundering.

—Deborah Belgun

Promotions *Continued from page 1*

nesses. It has contributed to declines in sales and the shuttering of once-strong teen retailers such as **Dots** and **Delia's** and has forced some retailers, such as **The Wet Seal Inc.**, to reorganize and change their business strategies.

The call of the sale is well represented across the board in the retail market. Major retailers such as **Macy's Inc.** offer frequent promotions. A recent Macy's Super Saturday sale, announced on May 29, found Macy's Men store offering 25 percent to 65 percent off full price.

During a Memorial Day weekend trip to **Northridge Fashion Center**, more than 27 miles northwest of downtown Los Angeles, nearly every specialty retailer seemed to be offering variations of BOGO deals ("buy one, get one free"). A typical promotion for many specialty retailers was "buy one, get 50 percent off of another one."

"When you get to end of season, in some cases, especially when the company is struggling, BOGO half-off has become BOGO free," Pierce said.

Pierce noted that many retailers plan for the BOGO sales and manage to make their margins. Yet when generous BOGO deals are a frequent part of the retail landscape, she said, it makes consumers blasé about any promotion retailers offer. "What do you have to pull out of a hat to get them interested if you BOGO 50 percent off every day? What are you going to do to excite them during key times?" she said.

Pierce traced the current promotional climate as rooted in The Great Recession. But a state of frequent and seemingly permanent promotions started in earnest in 2013. She contends that the lure of technology, especially smartphones and their corresponding data plans, is competing for dollars that in the past were probably spent on apparel. Without any key trends and must-have items, she said, it has

been difficult to compete.

Excess inventory

The state of heavy promotions has taken place during especially challenging times for fashion retailers in 2015, said Jeff Van Sinderen, a senior analyst with **B. Riley & Co. LLC** in Los Angeles. Labor disputes in West Coast ports resulted in a lot of merchandise being delivered a week or two late to retailers. Retailers with already heavy inventory are forced to put these late items on sale to make room for Pre-Fall and Back-to-School deliveries.

"You have a lot of merchandise, and it has to go somewhere. The retailers don't have much choice but to aggressively mark it down and promote it," he said.

Van Sinderen contended that the 2015 promotions are about even with the previous year, the process just looks frenzied because there is a lot of inventory, and cold weather in the first half of the year across the United States

is blamed for keeping people away from shopping districts. He suggested that distortions from macro-factors such as weather and port delays have the potential to ease in the second half of 2015, alleviating pressures on retailers to promote as aggressively.

Kitson, an independent multi-brand retailer headquartered in Los Angeles, produced a Memorial Day sale that featured discounts such as 25 percent off of the high-end men's **Mason's** brand and an additional 25 percent off of other sale merchandise. Kitson founder Fraser Ross said another reason for the state of constant sales is a way to compete with the lure of fast fashion, which built a business on selling clothes at low prices.

His reaction to unceasing sales has been to further diversify his business. Over the past few years, Kitson has increased its business in categories that are not as affected by markdowns, such as apothecary and novelties. "You got to merchandise where markdowns are not so rampant. You only got six weeks before something goes on promotion," he said. ●



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Calendar

June 4

"Take It to the Next Level: The Ideal Retail Experience"
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Seal Beach, Calif.

June 5

NAWBO-LA's 29th Leadership & Legacy Awards Luncheon
JW Marriott (LA Live)
Los Angeles

June 6

Black & White Ball, presented by National Jewish Health
Skirball Cultural Center
Los Angeles

June 8

Los Angeles Fashion Market
California Market Center
Cooper Design Space
The New Mart
Gerry Building
824 Building

Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through June 11

Designers and Agents

The New Mart
Los Angeles
Through June 10

Select Transit

California Market Center
Los Angeles
Through June 11

LA Kids' Market

California Market Center
Los Angeles
Through June 11

Brand Assembly

Cooper Design Space
Los Angeles
Through June 10

Shape

California Market Center

Los Angeles
Through June 10

June 9

Licensing Expo
Mandalay Bay
Las Vegas
Through June 11

"How to Gain the Attention of Investors" webinar by Fashion Business Inc.
online

June 11

Atlanta Apparel Market
AmericasMart
Atlanta
Through June 14

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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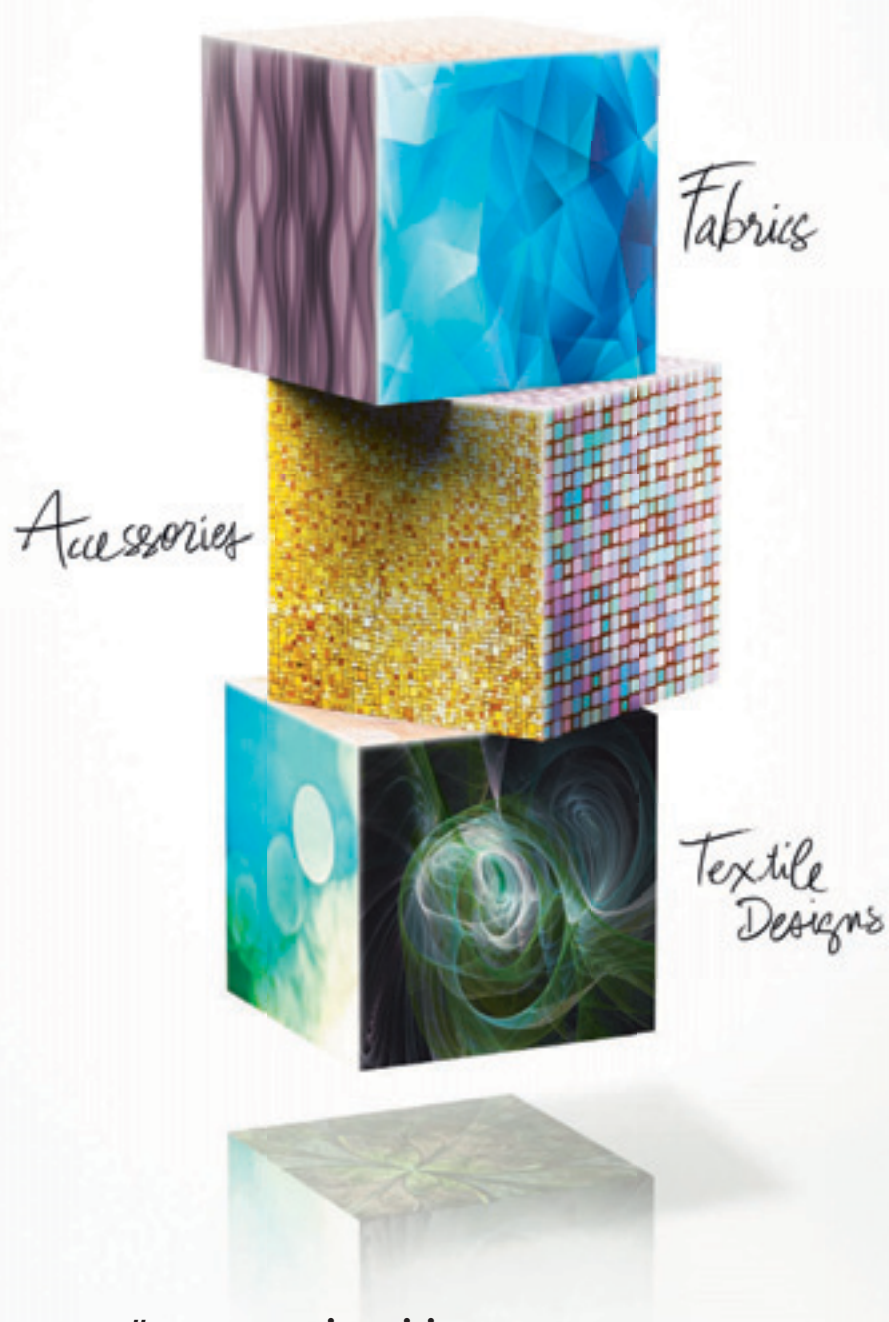
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American Apparel *Continued from page 1*

a temporary restraining order from the Delaware Chancery Court to prohibit Charney from making negative comments to the press about the company and trying to remove members from American Apparel's board of directors. The company maintained that Charney was violating his standstill agreement.

"The court's temporary order is preliminary and based on pleadings we have not had an opportunity to fully to challenge at this stage of the proceedings," said Charney's attorney Stephen B. Brauerman, a director with Delaware law firm **Bayard**, in an email. "We do not believe this decision has any effect on the other litigation he has filed against the company."

Push to profitability

The legal back and forth has been daunting, but Schneider is pushing on to make the company profitable again. "The losses over the past five years I really truly believe have been based on product and by not introducing newness," she said in a telephone interview, commenting about the more than \$300 million in losses the company has incurred in the past five years.

She ticked off a number of things that needed to change in the company, which employs 10,000 people and is the largest apparel manufacturer in the United States. She noted there were more than 4,000 styles in the company's inventory and many were not selling well at all. About 25 percent of the merchandise was making up 90 percent of last year's \$609 million in revenues. The company had a net loss of \$68.8 million in 2014.

During the first quarter of this year, she said, American Apparel had a massive sale at its 238 stores, where about 1 million pieces flew out the door at discounted prices.

Schneider—whose previous executive gigs were heading **Laundry by Shelli Segal**, **Speedo USA** and **Big Strike Inc.**—took a look at the merchandise American Apparel had been selling for the past four years and analyzed the successes and failures.

"There are hundreds of items that are selling well and hundreds that are not," the chief executive said. Most recently, items such as pencil skirts, tennis skirts, cropped tops and blue jeans with a pencil silhouette have been hot.

When she arrived on Jan. 5 at American Apparel's headquarters, which includes a 1.5 million-square-foot factory in an industrial part of downtown Los Angeles, she said, there were only 15 new pieces for the Spring 2015 collection. "That was it," she exclaimed.

The company started bringing in some newness to the stores' shelves in late May and early June. Bestsellers include flowy styles such as a crepe tunic dress priced at \$54, a silhouette adaptable to many body shapes. It is selling at 30 percent per week.

Fall focus

But the real concentration for Schneider is on Fall 2015. "I said let's draw a line in the sand and work on Fall and a fabulous collection that is mostly item-driven," she noted. There will be 70 to 80 new styles for women and 50 for men.

With a young creative staff whose aver-

age age is 26, Schneider believes there is no lack of talent within the ranks. "They get who our consumer is," she said, noting that she understands it, too. Her daughters are 19 and 21.

The design team has expanded the target market for women from young girls who can wear tight dresses and very short shorts to a female consumer who falls into three categories: the teenager in high school who hangs with her friends and is constantly texting, the 25- to 35-year-old woman who is renting her first apartment and buying her own clothes on a budget, and the party girl who hits the nocturnal scene. "We are looking at every body we have ever sold and analyzing all these styles," Schneider said.

Appealing to the hip, young male customer is a must, too. Recently, American Apparel brought on Joseph Pickman, the former men's design director at the now-shuttered **Band of Outsiders**, to head American Apparel's design team for men. Men's fashions will be geared toward the 16- to 35-year-old.

Tasi Rippel, who had worked for American Apparel before leaving to work at **BCBGMaxAzria**, returned in November and is director of merchandising. She and James Yunker, who is vice president of product development and design, are working hard with designers to come up with winning products, Schneider said.

Retail moves

The company's fleet of stores has been having a tough time breaking into positive territory. Last year, same-store sales dipped 6 percent year over year. While Schneider said there are some store locations she would like to close, there are more retail spots she would like to open. "We have 10 locations we would like to get out of but have not found a way. And then there are 50 stores we would like to open. We have identified great markets," she said, not pinpointing where those retail spots are located.

American Apparel is opening up two new stores soon—one in Newport, N.J., and another in Delaware.

In all the controversy surrounding American Apparel, many people have forgotten that the large apparel company owns a small, hip chain of boutiques called **Oak**, bought under Charney's leadership in 2013. There are two stores in the New York City area and two in Los Angeles, where chic items sell for \$150 to \$500. "It is a super-cool brand, but it represents only 1 percent of our revenues," Schneider said. "It doesn't get a lot of oxygen at this moment in time, but we are working with them to meet their needs. ... Everything is status quo right now." She said there are no immediate plans to sell Oak.

Many people wonder when American Apparel will return to profitability. Right now, the company's stock is selling for only about 56 cents a share on the New York Stock Exchange, at the bottom end of its 52-week range, which had a low of 50 cents and a high of \$1.30.

That is a question that Schneider has been asked many times. And her response is that it doesn't happen overnight. "If you have gained 200 pounds, you don't lose it in two months," she said. "One or two quarters doesn't make a turnaround." ●

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Kanye West Turns Out at LA Trade-Tech's Gold Thimble Fashion Show

Los Angeles Trade-Technical College celebrated its 90th anniversary during its May 29 Gold Thimble runway show, where student designers, under the direction of Carole Anderson, department chair of LA Trade-Tech's fashion design department, showcased everything from swimwear, sportswear and menswear to day dresses inspired by the film "Pretty Woman" and after-five dresses inspired by the 1970s.

The event included a special themed section that celebrated 90 years of fashion and "the trajectory of this amazing college," said Leticia L. Barajas, vice president of academic affairs and workforce and economic development, who served as the evening's master of ceremonies.

L.A. Trade-Tech was founded in 1925 as the **Frank Wiggins Trade School**. In 1949, it became a junior college.

Barajas introduced the event's special guest, Kanye West, praising the musician for being "true to the community" and having "great legitimacy with our young people."

Last summer, West taught a few fashion classes at LA Trade-Tech and launched his own fashion collection, a collaboration with **Adidas Originals**, in February at **New York Fashion Week**.

West told the crowd he comes from a family of educators and tailors (as well as his "cousin T.J., who sold bootleg **Cross Colours**.")

"I empathize with anyone who's ever loved fashion," he told the students and their friends and families in attendance. "When a kid tells his parents he wants to be a fashion designer, it's not like becoming a lawyer or a doctor. Even for me. In order to make the transition, it was all but impossible. People want to box you in."

West also urged the students to "use this time to learn as much as possible."

"The reason I go to fashion shows is I want to see the designers deliver their work in the truest form," he said. "The average celebrity designer—they don't get their fingers bloody. I respect people have taken the time to learn their craft and deliver something of quality and passion to the world."

He also mixed in words of warning with the encouragement.



Kanye West

"It's a tough world out there," he said. "You've got to prepare yourself for politics and bad bosses. Usually when you're the absolute best you get hated on the most. Never stop fighting. No matter how they try to compromise your soul. Human beings are a blip in existence. Death is promised. What do you do with your life? How do you make your voice loudest?"—*Alison A. Nieder*

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Breathe by Body Glove: Active Casual to Extreme Sports

California brand **Body Glove** is known for its innovative products for the swim and surf lifestyle market.

The brand's activewear brand, **Breathe by Body Glove**, has grown rapidly since it launched in late 2014 and is now sold at independent surf, swim and yoga shops across the U.S. as well as at **Swim 'n Sport, Urban Outfitters, Anthropologie, PacSun** and other large specialty retailers.

The line was designed for the woman who aspires to make exercise about an experience rather than a regimen, said Noah Gellis, Body Glove's vice president of sales and marketing.

Whether going for a jog on the beach, hiking through the woods or taking in the sunset on a stand-up paddleboard, the Breathe customer is all about taking pleasure in the activity, not just the results, he said.

The collection consists of solid-colored pastels and checkered and floral-printed patterns. Pieces include leggings, capris, shorts, active tops and crossover items that can be used for any activity. Some high-performance garments include sports bras that offer light to ultimate support. Made from a moisture-wicking breathable fabric, the bras feature subtle molded lining, mesh detailing, adjustable straps and a racerback for better range of motion.

Some more casual exercise essentials are cut from lightweight cotton-poly burnout fabric and ultra-soft French terry that are perfect for warmups and cooldowns. The sleek silhouettes are designed for comfort and breathability with a super-soft fabric engineered to maximize physical performance and range of motion.

For running or hiking, there are capris and leggings in a

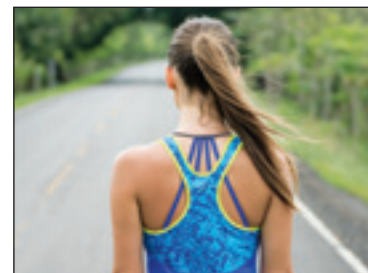


moisture-wicking Nyloflex fabric with flatlock seams for chafe-free movement. There are also super-stretchy seamless shorts that come in a variety of styles and quick-dry hybrid suits designed for surfing and stand-up paddleboarding.

The hybrid line of paddle suits features crop tops and surf capris made in a quick-drying fabric that allows the styles to be worn in and out of the water. The pieces can be mixed and matched with BG's swimwear collection as well.

"The paddle suits and surf capris have created an entirely new category, proving to be popular among customers," Gellis said.

Wholesale price points range from \$15 for a light support bra to \$30 for a Nyloflex capri and \$60 for a paddle suit. "We try to get the best-quality fabrics, which are sourced from all over the [globe]," said Shelby Stanger, Body Glove's market-



ing and public-relations representative.

The current lookbook was shot in Hawaii and features brand ambassador and surfer Tatiana Weston-Webb, who is currently on the **Women's World Surf League Tour**. Weston-Webb currently rides for **Body Glove Girl** and embraces the brand's ethos, a "natural extension of the California surf and beach culture that's always been a big part of the brand's identity," Gellis said.

For more information, visit www.bodyglove.com. For sales information, contact Todd Davis, national sales manager at toddd@sgssports.com. —Sarah Wolfson



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Made In The **USA**

Kate Hudson's Fabletics Pumps Up Collection With New Men's Line

Nearly two years ago, actress Kate Hudson introduced a line of athleticwear called **Fabletics**, sold only through an online membership and subscription service.

Now the daughter of Goldie Hawn has introduced a line of activewear for men available through the same service. Keep-

number of items, ranging from a hooded vest with neon accents to slim-fit performance terry sweatpants with contrast details. There are combed cotton T-shirts as well as nylon/spandex pants, shorts and sweatpants.

Fabric used in the new line has four-way stretch as well as moisture-release technology. It also has protection against sun exposure and other elements while performance mesh allows for a ventilated workout. The collection can be for workouts but also can double as everyday wear too.

Fabletics, which is part of the **JustFab** group, including **Shoe-Dazzle**, is a membership service that costs \$49.95 a month, which is applied to a purchase. To sign up, members have to complete a survey about their fashion preferences. At the beginning of the month, a personal stylist selects items for customers based on those preferences. Members may

opt to skip a month without incurring a charge.

JustFab was co-founded in 2010 by Adam Goldenberg and Don Ressler and is headquartered in El Segundo, Calif. Fabletics was added three years later with a wide range of workout gear that includes tops, tanks, T-shirts, sports bras, hoodies, jackets, leggings, pants and shorts.

To check out the websites, go to www.fl2.com and www.fabletics.com.

—Deborah Belgum



SIBLING RIVALRY: Oliver Hudson (left) is the brother of Kate Hudson (right) and the official spokesman for FL2.

ing it all in the family, her older brother, Oliver Hudson, is the official spokesman for the new line, called **FL2**.

"We designed FL2 with the modern man in mind," Kate Hudson said. "My brother, Oliver, was my go-to for style and function feedback. As an athlete and father of three, Oliver embodied the man we're designing for. It made perfect sense for him to be the face of the brand."

As with Fabletics, all items are priced under \$100. The FL2 collection offers a

Graced by Grit: New Boutique for Line Mixing Fitness & Safety

The **Graced by Grit** activewear line has been doing business in a crowded market, and on May 29 it opened its first branded boutique. Co-founders Kate Nowlan and Kimberly Caccavo believe their 2-year-old line, headquartered in San Diego, has a big point of difference. It is looking to place a woman's personal safety into the label's design.

Each garment comes with a flat plastic whistle, placed in a pocket or hanging on a lanyard, that can be used to scare attackers and alert others for help.

The whistles honor the memory of Chelsea King, a teen who was killed by a convicted sex offender while she was jogging near Lake Hodges in San Diego County in 2010. Caccavo said that King might have escaped from her murderer if she had a whistle to scare him off and alert others to help her. Pockets in the line's bottoms and long-sleeve tops also have sleeves to carry phones.

Graced by Grit started business in January 2013, and the co-owners also believe that their line is made unique by the Italian, compression and UPF 50+ fabrics used to make the line's garments. Nowlan said that the colors used on the clothes often make use of jewel tones. "We created a rise on the pant," she said. "It accentuates a woman's curves."

The Graced by Grit duo opened the first namesake boutique in the Solana Beach neighborhood of San Diego. Located at 153 N.



Kimberly Caccavo, left, and Kate Nowlan



PHOTOS COURTESY GRACED BY GRIT

DEBUT: A yoga demonstration at the opening for Graced by Grit boutique. The teacher and class wear Grace by Grit. Annie Adams, the label's sales director, is shown sticking her tongue out at right.

Highway 101, it's a five-minute walk from the famous **Belly Up Tavern**, where the **Rolling Stones** performed a private show a couple of days before the debut of the boutique.

The boutique is surrounded by businesses that serve the neighborhood's fitness ethic, such as studios for dance, pilates and yoga as well as bike shops.

The 700-square-foot Graced by Grit shop was designed by **JPS Designs** of Costa Mesa, Calif., Caccavo said. "I think of the boutique as a SoHo art gallery, but the clothes are the art," she said. If the store is deemed a success, the two will explore opening other stores.

—Andrew Asch



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Yogasmoga Chain Bets on California for Its Retail Rollout

Yogasmoga and its relatively new line of yogawear for men and women are taking baby steps to open a chain of retail stores across the country by counting heavily on California for its success.

The New York company's first outpost opened last September in upscale Greenwich, Conn., but its second emporium launched in November in the well-to-do Los Angeles suburb of Brentwood.

Next on the list of about 10 stores scheduled to take shape soon are spots in tony Beverly Hills this summer and the equally affluent Newport Beach, Calif., at the **Fashion Island** mall, where a store will open this fall. Currently, the company is negotiating a lease for a 4,000-square-foot space in La Jolla, north of San Diego, and eying retail leases in San Francisco and San Jose. This year the company hopes to see revenues approach the \$10 million mark.

"I think California is a special place for us," said Rishi Bali, who launched Yogasmoga with his younger sister, Tapasya Bali, in 2013 as an online venture. "I feel that California has this certain dynamic that fits the ethos of Yogasmoga, and we want to connect with people in their journey to wellness."

Yogawear and activewear are some of the fastest-growing apparel categories as American consumers embrace a comfortable mode of clothing that fits in with their exercising and daily routine. In three years, **Lululemon**, the publicly traded apparel and retail company known for its fashionable yoga togs and workout clothes, has grown from a \$1 billion ven-

ture in fiscal 2012 to a \$1.8 billion behemoth in fiscal 2015. In contrast, **Levi Strauss & Co.** saw its revenue remain relatively flat from \$4.76 billion in 2011 to \$4.75 billion in 2014.

While overall U.S. apparel sales were level in 2014 compared with 2013, activewear was the clear driver across all consumer apparel segments, especially among women, where sales increased 8 percent, according to a study released early this year by **The NPD Group**. "Casual and 'ath-leisure' have taken on a life of their own," said Marshal Cohen, chief industry analyst for The NPD Group in Port Washington, N.Y. "This is no longer a trend. It is now a lifestyle that is too comfortable for consumers of all ages for it to go away anytime soon."

This trend was not lost on Rishi Bali, a man who tends to look at the numbers. For nine years, he worked at **Goldman Sachs**, primarily in the derivatives division and with other complicated financial instruments. "Goldman Sachs taught me to paint broadly," Bali said. When he decided to start his own company, the idea of yogawear just "kept picking at me."

Bali and his sister come from a mystical region of India in the foothills of the Himalayan mountains. Their hometown, Dehradun, is close to Rishikesh, known as the yoga capital of India.

Bali may have a Wall Street background, but he has done his share of yoga. "We understand the yoga lifestyle and what it brings to people," he said. "We are not just a product company."

With that in mind, Yogasmoga is tossing aside the cookie-

cutter mentality of retail and making sure that no two stores are the same. The Brentwood store covers 2,500 square feet and uses reclaimed wood in many parts of the space on San Vicente Boulevard. The rough concrete floor was polished to give it a granite look, and a special space is set aside for yoga sessions. "Each store is designed individually," said Bali, who is Yogasmoga's chief executive officer with his sister taking the title of chief operating officer.

No loose threads

Yogasmoga, which sells its own products in its stores and online, manufactures all its clothing in the United States.

The majority is made in Fall River, Mass. "In Fall River, we work with a factory that was pretty much left for dead a couple of years ago," the Yogasmoga co-founder said. "Our execution is really high quality. So we need to work with people who have handled technical fabrics for years and years."

The company is also doing some manufacturing in Northern California, which means that retail prices are slightly higher than for yogawear made in Vietnam or China. Yogasmoga crop bottoms go for \$88 and leggings are \$155. Racerback tops fetch \$75 and tank tops cost \$56.

Southern California mills have been instrumental in supplying a majority of the high-end and top-performing fabrics used in the Yogasmoga collection. Fabric is very important to the company, which goes by the motto "no loose threads."

"We work with the top guys in Southern California in fabric innovation," Bali said. "Unlike companies that use fabrics coming off the mills, we pride ourselves on understanding the yarn that goes into our fabric. We don't use generics like nylon or polyester. We use Aurum, which is a blend of Supplex and Lycra." Aurum has more moisture wicking. Other proprietary fabrics are called Koura and Airh.

"We add our Yogasmoga sauce to how the fabric feels and behaves," Bali said. "We will say to our mills, 'Make it 10 percent softer and get pilling up to our standards.' Then the mills go out and try to hit those stringent expectations that we have." —*Deborah Belgium*



CALIFORNIA ADVENTURE: Yogasmoga was quick to open one of its first stores in California, setting up an outpost in the Los Angeles suburb of Brentwood.

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Apparel by Amanda Sage Collection

LA's 'Little Scandinavia': California Retail With a Swedish Accent

At the opening of the **Susanne Karlsson Scandinavian Kollektiv** store on Los Angeles' West Third Street, Swedish was the predominant language, guests included members of the Swedish-American Chamber of Commerce, and hors d'oeuvres included homemade Swedish pancakes served with cocktails made with **Absolut** vodka and **Rekorderlig** cider.

Susanne Karlsson, known to many in the retail and apparel industry as Suss Cousins, took over the space at 8024 W. Third St. five weeks before her May 28 opening. Now designing under her maiden name, Karlsson gave the retail space a Scandinavian makeover by painting the walls and floor white and hanging the clothing on birch-branch fixtures. The pass-through to the kitchen in the back of the store is marked "fika," the Swedish word for "refreshments."

"We did everything in four weeks," Karlsson said. "I had a vision of what I wanted. It's basically a Scandinavian home."

The Scandinavian Kollektiv store carries Karlsson's apparel line, **Susanne Karlsson**, and **Fischer Karlsson**, the luxury scarf collection she designs with Lisa Fischer. The store also carries **Mor Dotter**, the contemporary line designed by Karlsson's daughter Hanna Cousins and jewelry collection **PK Silver Design**, which is designed by Karlsson's brother, Peter Karlsson.

Daughter Hanna was in attendance at the May 28 party, as was Karlsson's younger daughter, Viveka, and Karlsson's husband, Brian Cousins.

"It's a family of designers," Susanne Karlsson said. "I'm trying to bring other Swedish designers in to help them launch and find a

home in LA."

Other Scandinavian collections carried in the store include glasswork by Erik Eiserling, **Erika Honig** jewelry, **Pernilla** jewelry, **Ulf** blouses, **Chambres** lingerie and **Wellington** watches.

Karlsson's collections are produced locally, including the hand-painted tissue-weight cashmere scarf in the Fischer Karlsson collection. One style is printed with hand-painted insects, inspired by Karlsson's memory of working in the garden in Sweden with her grandfather.

"Everything has to have a story when you're a designer," she said.

Currently, she's collaborating with a Swedish clog maker to develop a clog collection, which will be carried in the store as well.

"It was time for me to have a store again," said the designer, who had a boutique and studio on Beverly Boulevard for many years, where she sold apparel, accessories and knitting supplies and hosted knitting classes. Karlsson calls the new location "perfect for me."

"It feels like home," she said. With the opening of the Scandinavian Kollektiv, West Third is turning into a Scandinavian neighborhood. There's **Sockerbit**, a Scandinavian candy shop, next door to Karlsson's boutique, and Swedish-American designer Lotte Stensson has a store nearby as does Danish designer Anine Bing.

"It's a whole Scandinavian block," Karlsson said.

For more information, visit www.susannekarlssonsweden.com or email susanne@susannekarlssonsweden.com.—*Alison A. Nieder*



Hanna Cousins and Susanne Karlsson



New CEO at True Religion

There's a new guy heading up **True Religion**.

John Ermatinger, who had been the company's interim senior vice president of global sourcing and production, was named the new chief executive officer on June 1.

He is replacing David Conn, who is stepping down. Conn had been on the job for nearly two years ever since True Religion, one of the top premium blue-jeans makers in Los Angeles, was sold to **TowerBrook Capital Partners** in July 2013. Ermatinger will build on the strategic initiatives that had been implemented since TowerBrook's acquisition.

"I am impressed with all that True Religion has achieved since TowerBrook's acquisition, and I look forward to working with the company's talented leadership and associates to further this suc-

cess," Ermatinger said. "True Religion has redesigned its product line and brand platform, launched compelling collaborations with style leaders, and enhanced the customer experience with a remodel of its retail stores, implementation of omnichannel functionality and a new e-commerce platform."

Before joining True Religion, Ermatinger served as chief executive of **Tommy Hilfiger** (Asia Pacific), president of **Gap Inc.** (Asia Pacific), president of the Americas for **Levi Strauss & Co.** and general manager of **Nike** (Asia Pacific).

True Religion was co-founded by Jeff Lubell in 2002. He sold the company to TowerBrook for \$835 million. TowerBrook has made investments in companies such as **Jimmy Choo**, **Odlo**, **BevMo!** and **Phase Eight**.—*Deborah Belgium*

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SO CAL STYLE

From the luxe looks at the Louis Vuitton show in Palm Springs to the contemporary streetwear of downtown Los Angeles to the cool athletic looks in Venice Beach, Southern Californians have a signature style all their own. Photographer Tim Regas recently captured the stylish scene around Southern California.

Los Angeles Design Festival



Melrose Place Farmer's Market



Downtown Los Angeles



Louis Vuitton Cruise '16 show at the Bob Hope Estate in Palm Springs, Calif.



Melrose Trading Post Flea Market



The scene in Silver Lake and Echo Park



On the boardwalk from Venice Beach to Santa Monica, Calif.



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A1291
On Twelve *Juniors*

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B401-03
Jachs New York *Men's contemporary*

SEASON AFTER SEASON SHOWROOM
B498
Azul by Moussy *Street contemporary*

Cult of Individuality *Men's and women's premium denim*

Honn's *Men's and women's accessories*

DAKOTA SHOWROOM
B507
Beach Belles *Accessories—jewelry*

Brat & Suzie *Contemporary*

Chelsea Peers NYC *Contemporary*

Florencia Arias *Contemporary*

Goldie London *Contemporary*

Legs & Soul *Activewear*

Lisakai *Contemporary*

Silvian Heach *Contemporary*

HANGER SHOWROOM
B507
Alexa Leigh *Accessories—jewelry*

Grace Bijoux *Accessories—jewelry*

Karen Zambos *Contemporary*

Lexi *Contemporary*

Lola vs Harper *Contemporary*

Ringuet *Contemporary*

Sea Dreamer *Contemporary*

Shilla the Label *Contemporary*

Wish Australia *Contemporary*

LILA CLOTHING
B511
Lila Clothing *Young contemporary*

ROBIN K
B582
Bellatrix *Contemporary*

Konus *Urban Streetwear*

Pleione *Contemporary*

Ro&De *Young contemporary*

Ro&De Noir *Contemporary*

BTTN
B851
BTTN *Juniors*

EVOLUTION AND CREATION
B871
Evolution and Creation *Juniors*

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FSI
Moved from A893 to A894

ACCESSORIES

STRUT L.A.
A1084
T + J Designs *Fashion jewelry*

ROBERT ARUJ
A1085
Brynn Capella *Small leather goods/travel bags*

Letizia *Small leather goods*

ROXSTAR
A1092
Chic Bags *Fashion handbags*

Pink Panache *Fashion jewelry*

UPDATED

CREATIVE CONCEPTS SHOWROOM
A272
Giorgio *Updated—dresses, tops, bottoms*

SUSAN D. BURNETT SALES
A282

Kristy + Chloe *Updated*

Love Tan Jane *Updated*

Sophie Sabatini *Updated*

MICHAEL BUSH LA APPAREL
A284
Maude *Updated—tops, sportswear*

Vivante *Updated—tops, dresses*

REICHMAN ASSOCIATES
A287
Susan Monroe Sweaters *Updated—sweaters*

STOP STARING!
A296
Alicia Estrada Collection *Updated—eveningwear*

FRED POSTAL
A301
Zazou *Updated—tops, sportswear*

J V ASSOCIATES
A314
Plume and Thread *Updated—dresses, tops, bottoms*

FERN LIBERSON & CO.
A317
High Secret *Updated*

Shawl Dawls *Updated*

SHEILA LOTT SALES
A325
Iridium *Updated—plus size*

AIMEE Z. ET.CIE
A326
Ron Browning *Updated*

DORIS JOHNSON
A380
Diane Freis *Updated*

Mimigi *Updated—bottoms, tops*

M.J.W. Couture *Updated—bottoms, tops, dresses*

White Mark *Updated—bottoms, tops, dresses*

KAREN GEORGE & COMPANY
A394
Luna Jai *Updated—tops, bottoms, plus size*

SHARON KOSHET SALES
B335
Language of Love *Updated—tops*

WOMEN'S CONTEMPORARY

L ON 5
B503
Kische *Contemporary dresses, tops*

LE FRENCHLAB
B523
Akela Key *Contemporary—bottoms, tops, dresses*

Atelier Brume *Men's*

DNM Pieces *Men's—street contemporary*

Fame on You *Contemporary—bottoms, tops*

Le Laboratoire *Men's—street contemporary*

Scalise *Men's—made in USA outerwear*

INTERNATIONAL BRANDS OF AMERICA
B535
Molly Bracken *Contemporary*

KIDS' AND MATERNITY

ELOISA & MIA
A611
Babi - Knit *Children's—infants' and toddlers' accessories*

BB Designs *Children's—infants' and toddlers' accessories*

Bunnies By The Bay *Children's—girls', infants' and toddlers'*

HATCHED SHOWROOM
A642
Bleu Comme Gris *Children's*

Chloe K *Children's*

Love and Sunflowers *Children's*

ALLISON SHOWROOM
A646
Beans *Children's*

REBECCA EBERSHOFF
A656
Kardashian Kids *Children's—infants' and toddlers' accessories*

CHANTIQUE'S SHOWROOM
A663
Belly Button *Children's*

Paper Moon *Children's*

Play Up *Children's*

SHOWROOM A LA MODE
A667
Kana Kids *Children's*

Vierra Rose *Children's*

RANDEE'S SHOWROOM LLC
A679
Anar Kid *Children's*

Grom Squad *Children's*

Kyte Baby *Children's*

SHAYNA MASINO
A689
3 Dreamers *Children's*

Gems + Jets *Children's*

RENEE FRASCA NAVARRE
A696
Cotton Kids *Children's*

Escargot *Children's*

Pulla Bulla *Children's*

Troy James Boys Collection *Children's*

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Section 85

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VMT

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Benjamin Jay

Blanc Noir

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Raquel Allegra

Rebecca Taylor

The Great

TKEES

Ulla Johnson

Velvet by Graham & Spencer

Xirena

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Nicholas

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MLV

NBD

Nytt

Raga

Raye

Rolla's

Sol Sana

Stevie May

Superfine

Talulah

The Altflower Creative

The Fifth Label

The Laundry Room

Tularosa

GUEST SHOWROOMS

NOTHING TO WEAR SHOWROOM
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UGG Australia *Kids' footwear*

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UGG for Men *Footwear*

UGG Collection *Men's footwear*

UGG Home Collection

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Happy Socks

Puma

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Yoli Rapp
VALERIE HAMBAS SHOWROOM
Suite 800
Commando
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Suite 808
Gypsy Souls
Minne
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SHOWROOM
Suite 813
Simi Sue
SHOWROOM 903
Suite 903
CHRLDR
Falcon & Bloom
THE GIG SHOWROOM
Suite 907
Tommy Hilfiger *Men's underwear and sleepwear*
BRANDY GARRISON SALES
Suite 1002
Nicepipes Apparel
HEATHER G SHOWROOM
Suite 1003
...LOST
BARBARA JAMES SHOWROOM
Suite 1007
Coin 1804
Sandy J
DIANE LEVIN SALES
Suite 1008
Lapis
LANDA SALES
Suite 1009
Native Outsiders
Truehitt - Made in Los Angeles
RANDE COHEN SHOWROOM
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Suite 1200
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M GROUP
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Majestic Threads
Matiere
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Original Paperbacks
Strand
TCG aka Thorocraft
Thing Thing
Woolrich White Label

THE ONE
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Mystique
Rise of Dawn
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Moore & Giles
Relwen
Tiger of Sweden
Twenty Men's
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Lanston
Lanston Sport
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The **Reichman Associates** showroom has been representing fashion and style for the “modern woman” at the **California Market Center** since 1985.

For Donald Reichman, the founder of Reichman Associates, the modern woman is aged 30 and up, she knows who she is, what she wants, and there is a big market to serve these women.

For the June **Los Angeles Fashion Market**, Reichman and his wife and business partner, Velma Reichman, are introducing two new lines. There's **Susan Monroe**, a division of Los Angeles-area label **Urban Day**. Susan Monroe is exhibiting its Bamboo Collection at Reichman Associates. The 30-piece line mostly features tops. It is made out of a fabric mix of bamboo knit and chiffon. Lauren Kang, the Bamboo Collection's designer, said the material was heavy enough to offer a draped silhouette but light enough to offer a comfortable feel. It wholesales for \$26 to \$44.

Susan Monroe also is exhibiting a casual sweater line at Reichman Associates. Its sweater line took a bow in 2010, and in 2011 it started offering what Susan Woo, Urban Day's vice president, described as a poncho with sleeves. The silhouette has been one of the line's most popular and has been repeated consistently since it was introduced.

Reichman Associates also will introduce the **Ariella** line for the June market. The line moved its headquarters to Los Angeles from New York at the end of 2013. The line offers novelty item tops, jumpsuits, dresses and pants in solids and prints. It hopes to give retailers a foundation to build extra margin, Reichman said.

While Reichman is a veteran of the modern-woman market, he said that it has changed in the past decade. “They have become more price conscious. If they can find good prices and value, they will buy it,” he said.—*Andrew Asch*



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Jackie B Showroom

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The **Jackie B Showroom** is on the move. In the past year, Jackie Bartolo, the showroom's founder, hired two more salespeople to complete her current staff of six. She also added several more lines to her showroom's client list. The growth required more showroom space. She moved to **The New Mart's** 10th floor from the building's fifth floor, where she ran her showroom for the past five years.

The new space is designed by Bartolo as a Zen-inspired gallery, with cactus plants, ceramic Buddhas, a high-gloss flooring and unique Brazilian rugs. (Design is another passion of Bartolo's. It almost became another career. She built set designs of stores for high-profile TV programs such as "Seinfeld," "Beverly Hills 90210," "Party of Five" and "Instant Mom." However, the Jackie B Showroom has always been her primary focus.)

For the new showroom's debut market, Bartolo will be representing contemporary brands—most are headquartered in Los Angeles. Of her lines, Bartolo said, "They are part of a competitive price package where nothing retails over \$200 in the showroom."

Lines include **RD Style**, a full collection of sweaters, outerwear, knits, leggings and bottoms. Some lines include **PPLA**, a bohemian-style line that features basics such as a swing top and T-shirts bearing graphics such as "Champagne S'il Vous Plait." The line **Parson** offers a sophisticated wardrobe of embossed blazers and dresses, two-piece outfits, leather skirts and shorts. **O-2** features slip dresses and lace tops. **Melody** features faux-fur vests and jackets. Other Jackie B lines are **I.Madeline**, **Biography** and **Pearle 88**. It's a division of **XCVI**, a collection of fun, flirty, sophisticated dress in prints and solids.—*Andrew Asch*







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August Los Angeles

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Melissa Naguiat opened her **August Los Angeles** showroom in the **Cooper Design Space** in February, and she's curating the look of the showroom as carefully as the mix of the lines she represents.

"I want the showroom to reflect my own personal style and be very inviting and welcoming as well as have an element of design," she said.

With high ceilings and a wall of windows, the fourth-floor space features a macramé piece by Orange County, Calif.-based artist Jim Olarte that covers an entire wall.

"He was here all day installing it," said Naguiat, who is considering commissioning a painting by another local artist, and she's working with a designer to create new worktables for the showroom.

"There's lots of thought and care to what's put in here," she said. "I spend more time here than in my home. I feel it should have an aesthetic."

Naguiat is no newcomer to the Cooper Design Space. She co-owned the **Lefties Showroom** on the building's fifth floor before opening the August Showroom. Now, three months in, she and her sales reps, Christina Taylor and Janelle Taylor, are preparing for June market.

The showroom carries a mix of feminine, contemporary collections that fit with a "California-type lifestyle." Wholesale priced between \$50 and \$200, the lines include Cal-

ifornia brands such as **Jen's Pirate Booty**, a contemporary bohemian collection that sells to **Planet Blue**, **Neiman Marcus** and **Revolve**; **Novella Royale**, a San Clemente, Calif.-based line featuring original prints and upcycled fabrics; **Lov Project**, an LA-based resortwear collection of hand-dyed silk caftans and wraps; and **Eternal Sunshine Creations**, a Los Angeles collection that ranges from knitwear for winter to easy dresses and rompers for spring and summer, all with a "laid-back California vibe," Naguiat said.

There's also **Christy Dawn**, the feminine



Melissa Naguiat

collection by model-turned-designer Christy Dawn Peterson, and **One Teaspoon Swim**, the swim line from contemporary brand **One Teaspoon**. The showroom also carries U.K.-based edgy dress collection **Three Floor** and several Australian lines, including **Spell & the Gypsy**, a contemporary line with a free-spirited aesthetic; swim lines **She Made Me** and **Skye & Staghorn**; and sunglasses line **Valley Eyewear**.

The newest addition to the showroom is **Earth Tu Face**, a plant-based skincare collection.—Alison A. Nieder

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For three years, Jane Mohr's cooperative showroom was on the sixth floor of the **Gerry Building**. But with most of her neighbors being more private-label showrooms and destination spaces, she decided to move to the seventh floor, where there is more foot traffic.

With the move came a name change. Instead of calling her space **Gallery 608**, it is now called **Gallery 705**.

"This should be a better location," said Mohr, putting the finishing touches on her side of the showroom, which she shares with Devora Braunstein, whose multi-line company, **Ma Belle**, represents labels such as **Avivit Yizhar**, an artisan clothing line from Israel.



Jane Mohr in her new showroom

Dress to Kill and **Caz Knits**. Both are designed from her studio in Van Nuys, Calif., and have a very artsy, bohemian feel to them with loose fits and unusual graphics. Dress to Kill is manufactured in Los Angeles. Caz Knit sweaters are handloomed in Los Angeles except for the cashmere creations, which are made in China. All fabrics are sourced from Europe and Japan.

Wholesale prices for the lines range from \$49 to \$320. Everything Mohr creates is wearable art, which is her niche.

Mohr also represents a number of jewelry and accessories lines she picks up in Europe, primarily Germany, that go well with her labels.—*Deborah Belgum*

Also showing in the showroom is **Bodil**, a line of soft dressing created by Danish designer Bodil Knighton.

In addition, Mohr shares her showroom with various artists she meets at crafts fairs. For the June market, Elizabeth Marcel is displaying her line of creative dresses and separates made of fabrics that are either hand painted or screen printed.

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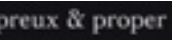
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Products and Services: Register now for North America's largest apparel fabrics show! TexworldUSA is a key resource for fabric buyers, R&D, product development, designers, merchandisers, and sourcing executives. This is a must attend event for professionals in every facet of the industry—ready to be inspired by fabrics, influenced by the latest trends and introduced to a host of reliable, cutting-edge apparel textile companies. Join us for three days of sourcing, seminars, and networking July 21–23, Jacob K. Javits Convention Center, New York, N.Y.

Activewear Resources



Asher Fabric Concepts

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

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



CHICHI Active Inc.

info@chichiactive.com
www.chichiactive.com
Products and Services: Chichi Active is a luxury fashion-driven activewear brand created for the chic modern woman who enjoys the mix of sleek

sophistication and high street edge. Crafted from the finest performance fabrics to ensure the best fit and wearability, our collection offers a refined range of tailored, yet truly wearable pieces that will accompany you throughout your busy schedule.



Drirelease

300 W. Adams, Suite 500
Chicago, IL 60606
(800) 994-3083
sales@optimerbrands.com
http://drirelease.com

Products and Services: As a pioneer of textile technology, DR is literally part of the best performance fabrics and activewear in today's marketplace. It's what lets you move more comfortably — by wicking, drying, cooling and freshening — as you pursue your passions. As a company, drirelease is built on a foundation of scientific inquiry, research, and innovation in fabric technology. Our global supplier network ensures the production, quality and availability of our blends. Hundreds of the world's most respected brands utilize DR expertise, sophisticated fabrics, and eco-friendly advances. Whether it's high-performance athleticwear, lifestyle, undergarments, outerwear, socks, or even bedding, DR is with you as you move through your day.



ECLAT Textile Company

250 N. Puente Ave.
La Puente, CA 91746
(626) 961-9889
www.eclatusa.com
Products and Services: Eclat Textile Co. is a vertical integrated manufacturer of circular knits, dyed and finished at our Taiwan-based factories. We specialize in high-quality performance

activewear knits. In business since 1977, Eclat opened its LA branch in 1989 to service primarily the North American industry with its warehouses for local market in-stock programs of more than 50 signature fabrications for the activewear and lifestyle customer. Our goal is to facilitate startups, mid-size, and growing companies, where we can sell a minimum of one roll to 500 yds of an item, working toward basic bulk production of 1,000 yds per style, 500 yds per color. We can ship from our warehouse or on production orders—FOB from Taiwan to anywhere world wide. We are committed to provide you with advanced technical, high function product that is also sportswear and lifestyle, for which we are so well known. Low minimums, fast delivery, personal customer service, and excellent prices are our promise, and we are here to help you to a prosperous future.

Elektrix Elektrix

121 E. Sixth St., Suite 606
Los Angeles, CA 90014
(213) 628-3487
www.elektrixlove.com
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Products and Services: Blending functionality, fit, and an alternative edge, Elektrix has created a fine-tuned selection of flexible streetwear. Perfect for a woman's active lifestyle. Whether at the studio, beach, or hitting the streets, our one-of-a-kind prints and form-fitting silhouettes will turn heads! Made in Los Angeles utilizing the latest in sustainable performance fabrics, including apparel from recycled plastic bottles! Please visit us at the SHAPE tradeshow in June.!



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Los Angeles, CA 90058
(323) 588-3100

Fax: (323) 588-1499
info@multitex.us
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Products and Services: GEOTEX Digital & Heat Transfer Printing is a leading digital and roll-to-roll sublimation printer based in Los Angeles. We specialize in both small and large-quantity printing projects with the most competitive rates in the industry. Just in case you don't have your own designs, we also carry a large library of open line designs for you to choose from. Not only do we carry an extensive selection of printable fabrics, we can also print on your fabrics. Please feel free to contact one of our associates for more info and a quote on your unique project.



Texollini

2575 El Presidio St.
Long Beach, CA 90810
(310) 537-3400
www.texollini.com
sales@texollini.com

Products and Services: We at Texollini use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 20 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand.

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•SALES EXECUTIVE TY-LR, a new Women's Designer Contemporary Collection seeking US Account Executive to be responsible for managing specialty store business with existing account relationships. Min of 3 years US wholesale exp. Strong relationships, interpersonal and organizational skills. Available for travel and trade shows.

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RETAIL SALES ASSOCIATE

BNKR, a global retailer, seeking sales associates for its first LA retail location to be responsible for customer service/sales. Min 1 year retail exp with focus on selling. Highly responsible with strong communication/interpersonal skills and flexible schedule. Email resume to USAcareers@auslabels.com

GRAPHIC DESIGNER

Jaya Apparel Group is looking for: GRAPHIC DESIGNER for Tween/Junior/Young contemporary/Missy lines Responsible for screen graphics, original textile prints, & cads. Qualifications: •3-5 years experience as a apparel graphic designer in screen graphics, textile prints, & cads. •Ability to hand render, illustrate and paint is preferred. •Must have extensive knowledge of adobe illustrator and photoshop and ability to create artwork that is fully color separated and print ready. Please send resume to: email: hr@jayallc.com or call Chris Caluag 323-513-1995

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The position entails entering orders into an apparel software program, compiling & updating spreadsheets, backup receptionist, submitting orders to the factor & other duties as assigned. Excellent verbal & written communication skills are required as follow up on credit approvals with the factor as part of the process. The right candidate will be fast & highly accurate & be able to concentrate in an environment with many interruptions. This person works closely with the sales & shipping staff. This is a full time position beginning at 7 AM each day. Exp. in the apparel industry & familiarity with apparel specific software are a plus. Must be able to read & write in English. Bilingual English/Spanish is a plus. Email res. & sal. hist. to: hrapparelwarehouse@gmail.com

BAILEY44

PATTERNMAKER

Looking for a full time 1st through production patternmaker with a minimum of 10 years' experience in the better or contemporary market. Knowledge of quality construction and knits are a must. Ideal candidate would be a professional who appreciates the fit and finish of a beautiful product and can see it through all the design and production stages. Pls. send your resume to: info@bailey44.com



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www.FASHIONBUNKER.com, a global retailer seeking online Customer Care Stylist catering to US & International customer base. Full time position operating from LA office. Must have previous Fashion Design Education, knowledge of trends and passion for styling. Online, e-commerce and tech experience preferred. Email resume to USAcareers@auslabels.com

.....CSG/FORTUNE SWIMWEAR LLC.... IT PERSON

Fortune Swimwear LLC, a Culver City based growing woman's apparel company is seeking highly motivated IT person to join our team. The position has previously been outsourced and the desire is to find the right candidate to fill a full time position maintaining system servers, network connections, desktop computers, mac and pc software and e-mail systems. The ideal candidate will have a minimum of 5 years of experience in user support in the areas previously mentioned. Qualified candidates should send resume with salary history to 310.733.2135.

GRADING & PATTERN MAKER NEEDED

We have an immediate opening for a Grading specialist with Patternmaking skills. Exp. in Uniforms, Wovens, & Knits is a plus. Exp. with Tukatech is a +, training will be avail. Must be detailed-oriented, able to work independently & have good communication skills. Submit resumes to: lisa@newchef.com for consideration.

Jobs Available

s a n c t u a r y

SAMPLE ROOM MANAGER - APPAREL

*JOB DESCRIPTION: 5+ years experience in fashion industry and sample making. As Sample room Mgr is resp. for communications between sample rm, design and pattern mkr to ensure high quality samples are developed to meet delivery standards. Manager is fully responsible for all trim and craft development, organizing and managing the shipping systems of Samples. *QUALIFICATIONS: To be qualified, must have exp and technical competencies of sewing construction, operating machines (button hole, trim, button setter, labels, iron) textiles and in house dye techniques. Must be highly organized, attn to detail, supervise the sample room, work closely with All depart. A formal technical education in apparel design, pattern making or smpl making is required. Communication in English/Spanish a plus. Please email resume along with salary history. leora@sanctuaryclothing.com



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

Monique Lhuillier

COUTURE PRODUCTION PATTERNMAKER

Seeking patternmaker in VERNON w/ MIN 8 yrs couture & tailoring exp. Must be detail-oriented, expert in chiffon draping, & hi-end garment construction; a teamplayer w/ great communication skills who can multi-task in a fast-paced environment. Send resume/salary history to hectorg@moniquelhuillier.com

FIRST PATTERNMAKER

Growing dress company is seeking a patternmaker with good eyes for proportion. Must know construction for knit & woven. Gerber exp'd is a must. Only strong patternmaker need to apply. Contact Mai@secretcharm.com for those positions

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Jobs Available

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FORTUNE SWIMWEAR LLC

Woman's SWIMWEAR DESIGNER wanted to expand an established team of highly motivated individuals in Culver City based Fortune Swimwear. Ideal candidate will have a min. of 5 years swimwear and cover up exp., proficient in Photoshop and illustrator. Excellent benefits and positive work environment with compensation commensurate with skill level. Qualified candidates should send resume with salary history to 310.733.2135.

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Must have 10+ yrs of exp. in domestic & imports & in all phases of garment development to manufacturing & costing. Must be highly detailed, organized, & have excellent written & oral communication skills. Must be proficient in excel & have knowledge of AIMS or Apparel Magic Software & be a team player. Pls. email resume to info@infatuationcollection.com

PATTERNMAKER

Junior woven & knit tops Co. seeking a full time 1st thru production patternmaker. Must have a min. of 10 yrs exp. & proficient using Gerber system. Need to have a good understanding of garment wash & shrinkages. Email resume to: patternmaker28@gmail.com

FORTUNE SWIMWEAR LLC

SAMPLE MAKER- Culver City based Fortune Swimwear is looking to hire a full-time 1st and Production swimsuit sample makers. 2-3 yrs' exp. required. Pls. call 310.733.2130 and ask for Amy.

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Textile Co. in Los Angeles is looking for only exp. candidates for over sea Fabric Buyers, full time job. Pls. fax your res. 213-749-6034

Jobs Available

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Thomas Wylde, LA Luxury Fashion Brand, has an immediate opening for Assistant Designer position. Please send your resume and salary history to meldy@thomaswylde.com. We will respond to qualified candidates only.

PATTERNMAKER

Seeking 1st/prod. patternmaker for women's contemporary brand to work part time in-house. Knowledge of PAD software needed. Ability to create original patterns in knit/woven fabrications, and adjust existing patterns per fit comments required. Email resume and salary req. to kates.bobi@gmail.com.

GRAPHIC DESIGNER

Seeking full time in-house Graphic Designer. 1-3 years exp., create, design concepts for all print and digital media relating to brand. Web design. Assist Marketing dept. Torrance area. Pls. send resume to unleaded_92@yahoo.com.

PRODUCTION COORDINATOR

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Jobs Available

KANDY KISS

.....WANTED FIRST PATTERNMAKER..... Junior Wovens-Multi-division mfr. •Develop monthly collections using PAD system. •Report to designer and work with associates to manage fast-paced sample execution. Candidates must have a min. of 5 years' exp. Valley location. Please send your resume with salary requirement to davidz@kandykiss.com.

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