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Opening day of LA Fashion Market at Designers and Agents

TRADE SHOW REPORT

LA Market Draws Low Foot Traffic but Committed Buyers

By Andrew Asch, Deborah Belgum and Alison A. Nieder

It looked like a typically lightly trafficked June market, but exhibitors reported seeing committed buyers from across the state and across the country—as well as a few from Japan—during the June 8–11 run of **Los Angeles Fashion Market**.

Those retailers had plenty to see, from the permanent showrooms at the **California Market Center**, **The New Mart**, the **Cooper Design Space**, the **Gerry Building** and the **Lady Liberty Building** to the temporary exhibitors showing at **Designers and Agents**, **Brand Assembly** and **Select**. There were also activewear brands showing at the second run of the CMC's **Shape** show as well as a small selection of high-end fashion and accessories brands showing at the independent **Drop City** show.

“LA market was pretty lively, actually,” said Darrel

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Citizens of Humanity: Brand Building With a Denim Foundation

By Alison A. Nieder *Executive Editor*

With the addition of Kathy Kweon as president, **Citizens of Humanity** has completed a number of staffing and brand-building changes to the Los Angeles–based denim lifestyle brand.

“We’ve added some really good talent to the team,” said Amy Williams, the company’s previous president, who was named chief executive officer.

Over the past few years, new additions to the company include Catherine Ryu, women’s brand director, and Jared Freedman, brand director. More recently, Hiro Ikuta, who was previously with **Itochu Corp.**, joined the company’s design team as director of fabric and textiles.

“[Catherine] was really the beginning of the evolution of the product and branding [at Citizens],” Williams said,

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The Secret to Combining Costume Design With Fashion Design

By Deborah Belgum *Senior Editor*

Costume designers and fashion designers are two separate worlds, but in recent years the two professions have begun to overlap.

“Once someone started working in the movies, they pretty much spent their career working in the movies, and there pretty much was never a crossover,” said Deborah Nadoolman Landis, director of the **David D. Copley Center for Costume Design** at the **University of California, Los Angeles** and a costume designer who worked on such films as “*Raiders of the Lost Ark*,” “*The Blues Brothers*” and “*Trading Places*.”

But that is starting to change. A panel discussion organized by **Fashion Group International of Los Angeles** on June 3

with several well-known costume designers highlighted the various opportunities that are popping up when consumers fall in love with the costumes featured in popular TV shows or movies.

Janie Bryant, who designed the costumes for the long-running “*Mad Men*” TV series, did three Man Men collections for **Banana Republic**. “I had no idea that the fashion community or even the audience would be so excited about the clothes on the show,” she said. She was approached by Matthew Weiner, the show’s creator, about working with Banana Republic.

Having the backing of an entertainment project’s producer is paramount to making the collaboration with a retailer or fashion label successful. It also helps to have the costume

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TECH FOCUS

Keeping Up With the Shifting Retail Scene

By Deborah Belgum *Senior Editor*

Retail is an ever-changing landscape that is expanding to different horizons all the time. Many retailers are so baffled about how to be up-to-date and incorporate the maze of software out there that they don’t know where to start.

But experts have one major piece of advice: Do nothing and you die.

Whether you should be sending out emails, setting up in-store events, developing a loyalty program or posting to Facebook, something has to be done. “The first thing I want to set in your

mind is if you are unable to recognize and engage your customer across every channel, your competitor will,” said Mike Maurer, chief executive of **Teamwork Retail**.

Maurer was speaking at a one-day seminar organized on June 4 by **One Step Retail Solutions**, a Glendale, Calif., company that improves retailers’ operating efficiencies through technology. The seminar, called “Taking It to the Next Level,” was held at the **Old Ranch Country Club** in Seal Beach, Calif.

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INSIDE

Where fashion gets down to businessSM



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LA Avant-Garde Outpost Weltenbuerger Closing

The name may have sounded unintelligible to many Los Angelenos, but **Weltenbuerger** strived to represent elegant, avant-garde fashion in Los Angeles, famously a jeans, T-shirt and casual-fashion town.

Weltenbuerger, which translates from German as “world citizen,” will close, said Bryan Sanderson, its owner. He recently sent an email blast with news that after an eight-year run, the official last day for the avant-garde outpost is scheduled for July 31. The shop spent five years at 1764 N. Vermont Ave. in Los Angeles’ Los Feliz section.

Sanderson said he is shuttering the avant-garde boutique because he wanted to concentrate on his upcoming studies in computer science and musical composition. “I’ve done as much as I wanted to,” he said.

“I wanted to make a great environment to be creative. I made all of these experiences. I am satisfied.”

Friends and customers dropping by for the long goodbye of the two-month-long closing sale said they will miss the store. They will also miss Sanderson’s often erudite discussions of designers and the materials used to make their creations. Noah Olmsted, a Weltenbuerger customer, stopped at the sale on June 6. “It’s sad,” Olmsted said of the upcoming closing. “He brought in avant-garde designers you don’t usually see in Los Angeles.”

Sanderson moved to Los Angeles from his native Stuttgart, Germany, to sell the clothes that he was comfortable in. His first Los Angeles clients were nightclub kids. They

gravitated to emerging designers that Sanderson brought in from around the globe, but he kept a focus on designers from German-speaking countries, such as **Hui Hui**, **Marc Stone** and **Velt** from Europe. Also sold were U.S. designers such as **Stella Proseyn**, **Kuu Collection** and **New Friends**. He also designed his own line, **W/// by Weltenbuerger**, to offer a lower-priced alternative to the unique looks that he imported.

While he is closing the shop, he doesn’t mean to entirely quit fashion. Sanderson is considering producing semiannual fashion parties where DJs and bands would play music and designers would sell their wares.

—Andrew Asch



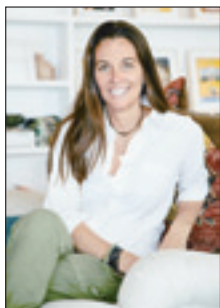
LONG GOODBYE: Bryan Sanderson, right, at the beginning of a two-month-long closing sale for Weltenbuerger

Citizens *Continued from page 1*

adding that Freedman was charged with the company’s brand development, including the launch of the company’s online magazine. Williams and Freedman also launched “Just Like You,” a documentary film series profiling creative and inspirational people.

With the addition of Kweon, Williams will continue to oversee merchandising, design and branding of the company’s lines, Citizens of Humanity, **GoldSign**, **Fabric Brand**, **A Gold E** and **Getting Back to Square One**, a knits collection launched in 2013 with **Three Dots** founder John Ward.

Kweon has spent more than a decade in the



Amy Williams

premium-denim business. Prior to joining Citizens, she was vice president and brand director at **AG**.

“In bringing Kathy on, with the experience level that she has, the leadership and how well respected she is, it gives us an opportunity to have her look at the business side of those brands,” Williams said. “It really strengthened the leadership and managing team.”

Since Williams joined the company in 2009, it has expanded its Citizens of Humanity men’s business and worked to build the brand portfolio to include collections segmented for different customers and accounts in the market.

“The majority of the brands are denim focused, and they’re segmented from the highest

end in terms of luxury with GoldSign on the women’s side and Fabric Brand on the men’s side—and Citizens from the premium-denim standpoint and A Gold E, which is targeted at a more youthful demographic and one that’s a little more price sensitive, although certainly not inexpensive,” Williams said. “With those three brands, the focus is ensuring that each of them is uniquely positioned and really well positioned in their respective places. We’re working with distinctive retail partners for each of those. We launched Getting Back to Square One with John Ward about a year and a half ago on the knitwear side.”



Looks from A Gold E’s Fall 2015 collection

we try to look for ways to do things in a more environmentally friendly way. Sculpt is the combination of the best of all worlds. It is incredibly comfortable and flattering from a consumer perspective. But, also, the way we treat the fabric is done in a fashion that minimizes water usage. That’s something we feel really good about.”

The Sculpt pieces, which started shipping a few months ago to select retailers, work especially well with Citizens’ ’70s-inspired styles, such as the flare and the high-rise skinny silhouettes in clean-rinse washes, Williams said.

“From a fashion perspective, even if you didn’t know any of the inherent properties, it’s that shade of denim you would want to be wearing. It has that ’70s look to it.”

—Alison A. Nieder

Fashion meets conservation

One of the recent developments for Citizens is the **Sculpt** collection, which features a proprietary denim fabrication designed to comfortably shape the body and retain its shape. The fabric was developed by Citizens of Humanity founder Jerome Dahan and Ryu, Williams said, following the success of Citizens’ super-stretch denim.

“We’re always interested in fabric development,” Williams said. “Proprietary fabrics that are consumer friendly or enhancing in some ways are really important. At the same time, with all of the conversation about the California drought and water-conservation news,



Looks from Citizens of Humanity’s Fall 2015 collection, left, and Getting Back to Square One, right

Splendid* | ella moss
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NO STROLLERS OR CARTS ALLOWED

Quiksilver Scraps 2015 Outlook, Planning Comeback With Improved Supply Chain and Sales

By Andrew Asch *Retail Editor*

Quiksilver Inc. reported results for its second fiscal quarter of 2015 and rescinded its previously stated financial guidance for the fiscal year. The surf giant noted that it would not provide an outlook for the rest of the fiscal year, according to a company statement that was released on June 9.

The stock for the Huntington Beach, Calif.-based surfwear company declined more than 31 percent on the news. Shares dropped to \$0.85 per share on June 9 from \$1.24 per share from the previous day, according to **Yahoo! Finance**.

For Quiksilver's second quarter, net revenues were down 2 percent, to \$333 million, in a constant currency continuing category basis. Net loss was \$37.5 million, about the same as last year. Gross margin decreased to 47.1 percent from 48.9 percent. Same-store sales decreased 3 percent at the 719 company-owned stores. E-commerce net revenues were down 6 percent. However, cash flow would remain liquid. Cash at credit facilities was \$118 million, according to a company statement.

On a June 9 webcast, Pierre Agnes, the chief executive officer and director who was promoted to lead the company on March 27, apologized for the company's performance.

"[W]e are falling well short on our goals. Implemented structural changes have not yet brought the expected results. This is largely due to poor execution, which is impacting our on-time deliveries. We are fixing this as we speak, and we

are confident the profit improvements will happen," he said in a transcript from **Seeking Alpha**.

During the webcast, Agnes forecast that Quiksilver's Americas region would be profitable in 2016 because the company would import some of the operations style and practices that Thomas Chambolle, who became Quiksilver's global chief financial officer in March, pioneered in the company's Europe and Asia/Pacific regions.

Agnes said that the company is looking to solve many of its issues through more efficient operations of its supply chain and its design departments. Instead of having separate systems for its regions in the Americas, Asia/Pacific and Europe, its sprawling operations will function in a global system.

"For apparel and accessories, instead of duplicating steps in each region, we brought our best talents from all around the world to sit under one roof in our campus in France. The team is now a melting pot of Americans, Australians, Japanese and Europeans working together, sharing best practices and focusing on delivering the best product," Agnes said.

Greg Healy, Quiksilver's president of its Americas region, said that the North American region is underperforming. He announced two hires to turn the region around. Andrew Bruenjes was appointed the chief financial officer of the Americas region. He previously worked as a chief financial officer for Quiksilver's Asia

Pacific region. Ted Li, former vice president of sales for sports performance brand **Oakley**, will join Quiksilver as the head of sales in the Americas region.

"[W]e need to focus on the quality of sales in North America to deliver more-profitable margins rather than just focus on top line growth. To that end, our first priority is to earn back the trust and confidence of our core accounts," Healy said.

In a June 10 retail note, Dave King, an analyst with **Roth Capital Partners LLC**, advised that while rescinding the full year guidance for 2015 was dramatic, Quiksilver's situation was not so bad.

"[The second quarter 2015] results fell only a bit short of expectations," King wrote. "While risk of bankruptcy has seemingly increased, near-term liquidity looks sufficient and ... trends should improve based on stronger order books and the anniversary of currency pressures. We also believe management should increasingly evaluate strategic alternatives for its various brands, including DC."

2015 has been a tumultuous year for Quiksilver. Andy Mooney, its former CEO, left the company in March after being seen as failing to turn it around. On June 3, the only woman serving on the surf giant's board of directors resigned. Elizabeth G. Dolan complained about being excluded from meetings and votes. A *Dow Jones* article noted that she had previously worked with Mooney and may have been perceived as an ally of the former CEO. ●

Gilmore Is 2nd Woman to Win SIMA Surfing Award

The **Surf Industry Manufacturers Association** announced last week that Stephanie Gilmore, a six-time winner of the **Association of Surfing Professionals'** women's tour, will be honored with its Waterman of the Year award. Gilmore is the second woman to be awarded with the honor. Lisa Andersen received the trophy in 2007.

The award will be presented to the Australian surfer at the **26th Annual Waterman's Weekend** Aug. 14-15 at the palatial **Ritz-Carlton** in Dana Point, Calif. The event is a fundraiser for SIMA's environmental causes as well as an industry powwow, and it typically attracts participation from the top manufacturers and retailers in the surf business.

SIMA also announced that it will honor an entertainer with its Environmentalist of the Year award. Perry Farrell, who gained notoriety singing and writing songs for rock bands **Jane's Addiction** and **Porno for Pyros** and founding the **Lollapalooza** music festival, will receive the award. Farrell is an avid surfer and supporter of the environmental organization **Surfrider Foundation**. The foundation presented Farrell with its Keeper of the Coast award in 2004, said Paul Naude, SIMA's Environmental Fund president.

"Determining who to honor as Environmentalist of the Year is taken very seriously by the SIMA Environmental Fund board of directors every year," he said. "With Perry, it was a very easy decision to make as he loves to surf, has come to Waterman's with his family frequently and backs it all up by getting involved. Perry loves the ocean, and his work with the Surfrider Foundation is worthy of our thanks."

SIMA's 2015 Lifetime Achievement Award will be presented posthumously to Dorian "Doc" Paskowitz, who died in November 2014. He left a career as a medical doctor to take his brood of nine children surfing around the world. His evangelism for surfing and a healthy lifestyle inspired a 2007 documentary, "Surfwise," and a line of beachwear. He founded the **Paskowitz Surf Camp**, which is said to be the world's first surf camp, and successfully convinced many to try the sport of surfing.—A.A.

TECH FOCUS

Retail Scene *Continued from page 1*

Most retailers, Mauerer said, are attempting to build extensive customer email lists; posting information on various websites and channels such as **Facebook**, **Twitter**, **Pinterest** and **Instagram**; and monitoring their online shopping. "They are spending money like crazy on different things, and their staff is overworked trying to keep up with orders and synchronizing various sites," he said.

While many retailers think that this is embracing the omnichannel way of doing business, they're wrong. This is called multichannel.

To be truly omnichannel, the various systems have to work on one platform and talk to each other instead of acting as silos of information. That means that if a customer purchases an item with your mobile-phone app, they should be able to come into your store and return it without a hassle. The store employee should be able to call up the receipt at the cash register and see where the item was purchased and make the return easily, delivering something called "frictionless retail."

"Most retailers are multichannel today," Mauerer said. They need to be omnichannel, particularly when it comes to embracing shopping on smartphones and melding that system into the rest of the system. "Your customers spend more time on their phones than they ever will in your store," he noted.

Capturing consumer information

Customers are a retailer's most important asset. Communicating with them is paramount for conveying messages about promotions, new merchandise and special events.

"The thing that drives traffic more than anything else is email marketing," said Dan Jablons, owner of **Retail Smart Guys**, a retail consulting company based in the Los Angeles area. "For every dollar you spend on emails, you get \$4 back."

But developing a good email list can be challenging. "You have to add it at the point of sale," Jablons advised. "But don't ask them, 'Would you like to be on our mailing list?' That is like saying, 'I have some extra garbage. Would you like me to drop it on your front lawn?' You have to make it worth something. Stop calling it an email list and start calling it a VIP list."

"If they think there is a VIP discount or they will be invited



SCAN MAN: Janam showing an attendee how their scanners work and what their booth is all about.

to a special event from being on the VIP list, they will give you their dental records," Jablons added.

That email list can be used to rustle up customers on a dead-end slow Monday. "If you are freaking out about no traffic and you have to pay the rent, send out an email about a discount on sweaters and 15 people will show up," the retail expert said.

Another successful marketing tool is holding in-store events where proceeds benefit a local charity or organization. Being tied to the community and helping out wins over customers who will patronize your store because it is a part of the neighborhood. Attracting shoppers to an event can involve discounting items, having entertainment or serving food. "As a friend says, 'If you serve booze and chocolate, everyone will show up,'" Jablons noted.

Developing loyalty

The **National Retail Federation** recently conducted a study and found that the average American consumer belongs to 23 loyalty programs—from hotels and airlines to grocery stores and drugstores. "Customers want them," said Ron Friedman, head of **Friedman Business Consulting**.

He noted that the first loyalty program was developed in 1896 by **S&H Green Stamps**, with stamps given away with

purchases and pasted into books later redeemed for products.

There are various kinds of loyalty or reward programs. Friedman believes that cash back after a purchase is the wrong way to go. "Wouldn't it be better to tell them about the \$5 off before they come into the store?" he asked.

Friedman's favorite loyalty program is the gift card that can be used by anyone and shouldn't expire. Transferrable gift cards serve as a referral program to friends and relatives. Customers frequent you more often with a gift card in hand and spend more.

Target is an example of a retailer that gives away a gift card if a certain item is purchased. "When Target advertises this, the item is not on sale. So they get full price on the item, and you have to come back to the store to shop again," Friedman said.

Hiring and firing

Developing a good sales staff is essential to keeping customers coming through the doors. But how do you do that?

Jablons of Retail Smart Guys suggests auditioning potential salespeople. "Try a sample shift from 1 to 3 p.m. on a Saturday. Tell them you will pay them, and then see if they can start a conversation with a customer who comes into the store and then have them pass the customer on to the sales staff," he said. "You want to find out if they can start a conversation with a customer rather than having them walk around the store like Frankenstein."

Jablons also recommends writing a job description and using that job description as a template for training new employees. "Once you have hired them, the biggest mistake I see is that there is not enough time spent on training," he said.

If you have salespeople who are extremely funny, put them toward the front of the door. Also, train them to be knowledgeable about the products they are selling. "Every vendor has a story to tell, such as these sweaters were knit by monks in the Himalayas. So then your salesperson can tell the customer, 'These sweaters were knit by monks in the Himalayas.'"

And if you find out your new salesperson can't operate a cash register or point-of-sale system, don't keep them. "If you don't, your next career will be unraveling the crazy things they did at the register," Jablons explained. "This is the spinal cord of your business." ●

After Abbot Kinney Experiment, Castelli's New Store

After starting an interesting experiment in retail real estate on Los Angeles' high-profile Abbot Kinney Boulevard, Paulina Castelli moved her men's fashion and gifts boutique off of the street to another part of Los Angeles' Venice section, which she forecasts will blossom into another retail neighborhood.

Castelli opened a boutique called **Venice Heights** at 812 Lincoln Blvd. last month. A grand-opening party is scheduled for June 12.

The new shop is located a mile away from the former digs of a boutique, also called Venice Heights, that was located at 1638 Abbot Kinney Blvd. At the former address, she developed and produced a novel program where brands would take over the 650-square-foot space for pop-up shops for more than a month. Between pop-up engagements, she would run the Venice Heights shop, which focused on emerging designers, art, accessories and gifts.

Her ideas got a lot of attention. In February, popular New York streetwear and high-end sneaker shop **Kith** produced its first West Coast store in the space. Before she moved, **Freenote**, an Orange County menswear brand, opened a pop-up shop at the address. In July, **Buck Mason**, another menswear brand, is scheduled to take possession of 1638 Abbot Kinney Blvd. for a permanent store.

She moved because she and the space's landlord had different ideas for the location. She also felt that Abbot Kinney had not met its potential as a fashion street despite developing a reputation for being one of Los Angeles' popular retail thoroughfares in the past few years. "It's frustrating. There are tons of people, but they are not buying anything unless it is a \$20 item," she said.

Not all Abbot Kinney retailers agree with Castelli's assessment, however. Christopher Rosen, owner of **Guild**, a boutique located at 1335 Abbot Kinney Blvd., noted that his store often sells \$2,000 jackets from high-end designers such as **Haider Ackermann** as well

as Los Angeles designer **Greg Lauren**. However, Rosen said that the street did go through a change after *GQ* magazine dubbed it the "coolest block in America" in 2013. During that year, a lot of affluent people visited the street to look for unique fashion experiences. After the story was published, a lot of nationally known retailers moved onto the street, and some high-end shoppers started shopping at other places, he said.

Castelli forecast that a neighborhood with funky, art-inspired businesses will develop on Lincoln Boulevard. Currently, high-end cold-pressed juice bar **Juice Served Here** runs a popular location at 609 S. Lincoln Blvd. **Clutch**, a hip restaurant, serves Northern Mexican cuisine at 427 Lincoln Blvd. Theme eatery **Café 50s** also does business at 838 Lincoln Blvd.

Venice Heights moved into **China Inn**



Interior of Venice Heights

Gallery, an art space on the former grounds of **China Inn**, a neighborhood restaurant that featured a unique neon sign with Chinese lettering and the name of the restaurant. The restaurant sign will continue to be posted on her new space. She also will continue to stock the brands that she sold at her former space, such as **Matiere**, **Wolf & Man** and **Krammer & Stoudt**. The space also will regularly host gallery shows from painters and photographers such as Dennis Morris, Rolland Berry and Chase, a street artist who only goes by one name.—*Andrew Asch*



SIGN'S A KEEPER: A sign for former business China Inn, which will remain on the new business

Nordstrom Plans Full-Line Store at Proposed Caruso Mall

Last month a campaign commenced for a land-use change for 203 acres of waterfront real estate in Carlsbad, Calif., but lobbying for the campaign recently a high pitch.

Nordstrom Inc. announced that it was going to build one of its highly coveted full-line stores at the intersection of Interstate 5 and Cannon Road in Carlsbad, Calif. **Caruso Affiliated**, the developers, owners and managers of **The Grove** and **The Americana at the Brand** retail centers, has proposed to develop a 585,000-square-foot, open-air promenade on that spot in coastal North San Diego county. However, before construction can start, the plan must be approved by voters of Carlsbad. Caruso Affiliated must also acquire the land on Aqua Hedionda Lagoon. It is currently owned by the utility **San Diego Gas & Electric**.

Preserving Carlsbad Open Space The Right Way, a group operating with "major" funding by Caruso, according to the group's website, started a campaign to collect voter signatures in May. However, emails to Caruso representatives specifically requesting an update on the signature campaign's progress were not answered. The initiative is not currently scheduled on a municipal ballot.

Caruso's proposal that might end up on a municipal ballot in Carlsbad is called the 85/15 Plan. It would devote 85 percent of the land on Aqua Hedionda Lagoon as open

space, which would offer access to the public. Fifteen percent of the land would be dedicated to a Caruso retail center, and revenue from the retail center, not the Carlsbad taxpayer, would finance the stewardship and management of the proposed open space.

Caruso Affiliated has spent three years taking suggestions on what Carlsbad resi-



THE CAMPAIGN: The website for Preserving Carlsbad Open Space, a group that advocates for a land-use change favored by Caruso Affiliated

dents wanted from a possible retail center. "We have learned that Nordstrom was the top-most request from the community when it came to retail. Our plans, envisioned as a gathering place for friends and family, truly reflect the desires and wishes expressed by the community. We are thrilled that Nordstrom has committed to be our fashion anchor, and as a best-in-class retailer, we are confident its presence will set the tone for the gathering place we are seeking to create in Carlsbad," Rick J. Caruso said in a statement. He is the founder and chief executive officer of Caruso Affiliated.—*A.A.*

Calendar

June 16

CALA

Fort Mason Center
San Francisco
Through June 17

"Fashion PR 101: Traditional & New Media" webinar
online

June 18

JS Apparel Knits factory tour by Fashion Business Inc.
Los Angeles

June 19

Fashion Designers Expo launch party and runway show
JW Marriott Marquis, LA Live
Los Angeles
Through June 20

Splendid/Ella Moss Warehouse Sale

Cooper Design Space
860 S. Los Angeles, St., 11th floor
Los Angeles
Through June 20

June 21

Fashion Market Northern California
San Mateo Event Center
San Mateo, Calif.
Through June 23

June 23

Active Collective

Huntington Beach, Calif.
San Mateo, Calif.
Through June 23

June 28

OffPrice
Miami Airport Convention Center
Miami
Through June 30

June 30

CALA
Denver Mart
Denver
Through July 1

"Sales = Pitching + Selling Your Product" webinar
online

July 7

"Speed Consulting Event at FBI"
California Market Center, A792
Los Angeles

July 8

Agenda
Long Beach Convention Center
Long Beach, Calif.
Through July 9

SoCal Materials Show

LAX Marriott
Los Angeles
Through July 9

July 15

LA Gift & Home Market
California Market Center
Los Angeles
Through July 20

July 17

California Gift Show
Los Angeles Convention Center
Los Angeles
Through July 20

July 18

SwimShow
Miami Beach, Fla.
Through July 21

Salon Allure
W Hotel
Miami Beach, Fla.
Through July 20

Cabana
Collins Park
Miami Beach, Fla.
Through July 20

There's more
on ApparelNews.net.

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

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NEW SHOWROOM: Tanielle Lau stands inside the new Lila Clothing Co. showroom at the California Market Center.



NEW SUITE: French label Hotel Particulier debuted its new permanent showroom at The New Mart during LA Fashion Market.



NEW NOELLA: Lien Vets, pictured above, at the new space for Noella Showroom at the Cooper Design Space.



HOLIDAY & RESORT: Peter Russell, West Coast sales director for THEPERFEXT, displays some of the line's Holiday and Resort looks.



NEW SHOWROOM: Brother-and-sister act Israel and Becky Ramirez of the Siblings Showroom in their new space.



GERRY BUILDING: Barbara Nogg talks with Shari and Jackie Bender about carrying Duna, a line of high-end sweaters knit in Los Angeles.

LA Market *Continued from page 1*

Adams, owner of the **Kin** boutiques in Los Angeles, who shopped showrooms at The New Mart and the Cooper Design Space.

"I see a lot of new jewelry popping up and definitely fitness/sport-driven fabrics. California seems to set the trend with activewear."

Across markets there were reports ranging from landing strong sales to meeting with good potential buyers. Many said buyers were looking for Immediate deliveries to fill in gaps in inventory.

Adams said he is seeing signs of improvement in the economy but doesn't expect anything "major" to happen until after the presidential election in 2016.

Fred Levine, owner of the **M.Fredric** chain of stores, agreed that there are signs of economic rebound but said it's not reflected in apparel sales yet.

"The general state of the economy is certainly in recovery, but the apparel consumer is still holding back. Why? Probably partly due to unimpressive newness in design and partly due to the 'new era' of conservative spending," he said. "Apparel retail will probably remain real tough in the upcoming months, and retailers need to use their buying savvy and merchandising creativity to keep things alive."

Immediates strong at CMC

On the fifth floor of the CMC, which houses several contemporary and young contemporary showrooms, traffic was subdued but continuous.

"This market has been okay, but it has been kind of slow," said Valerie Ohl, the regional sales and account manager for two sister womenswear lines, **Miila** and **Monoreno**. "But I have had people come by every day."

She said most of her traffic was generated by appointments and then there were a few walk-in buyers. "Almost everyone who has come by has placed an order," Ohl noted.

Most people were buying Immediates and waiting until the big Las Vegas shows to place Fall orders for the lines. Miila is more contemporary, with wholesale prices ranging from \$20 to \$25, and Monoreno is for juniors and wholesales for \$12 to \$25.

This was the first fashion market as a CMC showroom for **Lila Clothing Co.**, a 3-year-old young contemporary line headquartered in the Arts District of Los Angeles. Sales representative Tanielle Lau said the showroom opened the day Los Angeles Fashion Market debuted, on June 8.

She had seen several out-of-state buyers and had a few local buyers placing orders for Fall for end-of-August deliveries, and some were inquiring about Holiday goods.

"This new showroom is very convenient for buyers," Lau said, noting that sales used to be based in the company's headquarters before the company decided it was time to branch out.

A few doors down, at the **L on 5** showroom, Judy Kurgan, who represents several misses lines, said this fashion market hadn't been as busy as other fashion markets but everyone who had come into her showroom had written orders for deliveries at the end of July or August. "The lookie loos are not here," she noted.

Overtime at The New Mart

The LA Fashion Market was busy for The New Mart's **Jackie B Showroom**, and retailers kept the showroom open late, Jackie Bartolo, the showroom owner, said.

The showroom opened for market on Sunday, and Bartolo and her staff worked until 7 p.m. on June 7. The next day, the showroom staff was working with retailers until 10 p.m. On Tuesday, the staff worked late until 8 p.m. "Tonight,

I'm leaving on time," Bartolo joked on June 10.

Business was very good with stores that showed up to the market, but Bartolo estimated that retail traffic was even with the June LA Fashion Market of 2014. Some retailers did not shop this market because they need to sell through their Spring inventory before they reorder. "A lot of people are waiting until **MAGIC**," she said of the sprawling fashion trade show and its satellite shows held in August in Las Vegas.

At the **Joken Showroom**, Eme Mizioch, the showroom owner, estimated that 75 percent of her sales at the June LA Fashion Market were Immediates. She does her best business at the main Spring and Fall markets. However, the secondary markets, such as June's Fall II and Holiday market, are typically devoted to Immediates. "I think we should call them Immediates markets," Mizioch said of secondary markets.

Business also was good for **The GIG** showroom. Stacey Gossman, the showroom's co-owner, estimated that the GIG's sales were 50 percent better than the June market in 2014. She also estimated that traffic was up 100 percent compared with the March 2015 LA Fashion Market, which she considered slow. "People shopped at that market. But at this market, more retailers were writing orders," she said. Her showroom introduced the **PJ Luxe** line.

The market also was a time for real estate moves at The New Mart. The **UGG Australia** showroom, which did business in suite 501, expanded into suite 502, said Ashleigh Kaspszak, a representative for the showroom building. French line **Hotel Particulier** made its debut in suite 411.

Cooper on the move

The June LA Fashion Market found the Cooper Design Space buzzing with some of its veteran tenants moving into new spaces in the showroom building.

The **Siblings Showroom** doubled its space to 2,000 square feet when it moved into suite 314. The **Noella Showroom** opened in suite 520, in a space that Lien Vets, the showroom owner, said had a roomier layout. By **Land + Sea** opened in suite 407, **Goods and Services** moved to space 1013, and **LNA** moved to 632. The **Ted Baker London** showroom was in the midst of a major remodel of its space on the Cooper's second floor.

After introducing their new space, the showroom owners and their colleagues gave "good" to "fair" grades to the June market.

For Israel Ramirez of Siblings, the show was good. "Traffic was great the first day but tapered off middle of the second day," he said.

A larger showroom led to an easier flow of people into roomier space, Ramirez said. Siblings did business with a core group of 50 stores that it typically does business with at markets. "They all came through," he said.

He saw **Ambiance**, based in San Francisco; **Diane's Beachwear**, headquartered in Torrance, Calif.; and **Von Maur**, the Davenport, Iowa-based department store chain with 30 stores in 14 states.

The Noella Showroom displayed the pre-Spring 2016 season for **Essentiel Antwerp** and **Cosette**. Vets, Noella's owner, said her showroom mostly saw regular accounts. "We saw a few new people. It's not a huge market for us," she said.

Cheryl Dufault of **Cheryl Dufault Designs**, which is headquartered in Huntington Beach, Calif., rented space in the **Room** showroom at Cooper for the market. Dufault said that she had a great market. "I did much better here in two days than I did in three days in Dallas," she said.

Room also exhibited women's fashion line **Toupy** during the June market and the Resort season of **Duuya**.

In the Cooper's **Simon** showroom, Peter Russell showed Holiday and Resort collections for **THEPERFEXT**, de-

signed by Sable Banoun and Elyse Walker, owner of the prominent **Elyse Walker** boutique in Los Angeles' Pacific Palisades neighborhood.

Russell said that business and retail traffic was great.

"The first day of the market is typically the busiest," he said. "But the second day was out of control. It was nonstop until the end of the day."

Russell said he saw high-end specialty shops such as **Michael Nusskern** of Newport Beach, Calif.; **Ron Herman** and **Traffic** of the Los Angeles area; **By George** of Austin, Texas; and **Katia** of Houston.

Quiet on the Gerry front

Most showrooms at the **Gerry Building** felt this was a slow Los Angeles Fashion Market but there were enough specialty-store buyers to keep everyone particularly busy on Sunday and Monday.

"I really had no expectations, but I saw more stores than I expected," said Barbara Nogg, who has the **Barbara Nogg** showroom on the ninth floor. She said this market was better than a year ago, and she even opened some new accounts in boutiques as far away as Florida and Richmond, Va.

Many veteran showroom owners observed that the regional fashion markets are never going to be what they were years ago. Nogg believes the success of the **Fashion Market Northern California** trade show, which caters to specialty-store buyers in that area, has eaten away at the Los Angeles Fashion Market.

Many Northern California buyers are now shopping only in San Mateo at Fashion Market Northern California and skipping Los Angeles. "We now have two markets to make the one," Nogg said.

Lady Liberty

The June market was a flurry of business and action for **The One Showroom** at the Lady Liberty Building.

Kristen Aguilera, founder and owner of the showroom, estimated that her showroom's foot traffic increased 25 percent from the June LA Fashion Market in 2014.

"A lot of it is that our brands are growing," she said of the showroom's busy June market. "It's my team, too. We are on the phone from 7:30 a.m., sometimes earlier. There's a lot of persistence," she said. The One represents brands such as **Blink**, **Fifteen Twenty** and **Red 23**.

There's been a lot of news at The One. In March, Christopher Frye, who served as a fashion director for **Bloomingdale's** from 2006 to 2012, joined the company. In May, The One opened a permanent New York showroom. In June, it will start a remodel of the 6,500-square-foot showroom at the Lady Liberty. In July, **Post and Beam**, a public-relations company, will sublet space in the showroom.

The Park Showroom, also located at The Lady Liberty, reported a good market. Buyers from **American Rag**; **West of Camden**, a Corona Del Mar, Calif., boutique; and **Bluer Than Indigo**, a recently opened Portland, Ore., boutique, dropped by the Park, said Teisha Wheaton of The Park.

Focused buying at D&A

For most exhibitors at Designers and Agents at The New Mart, it seemed like a typical June market—and for some that was exactly how they like it.

"These little shows get a little more action," said Judy Hamburg, director of sales and merchandising for **Jakett New York**, a longtime exhibitor at D&A. "People are pretty happy and writing orders. Shows like this are more intimate. And you know you'll see the right stores who come back. And that's how you build a relationship."

Hamburg and Jakett's director of sales, Gary Rosenblum,

➔ LA Market page 6



RETURNING EXHIBITOR: Longtime exhibitor Jakett New York showed its line of leather, suede and vegan-leather apparel at D&A at The New Mart.



NATURAL INSPIRATION: Indie Republic Designs, based in Newport Beach, Calif., handcrafts jewelry from silver, gold and raw stones. The company also sells displays made from tree branches. This was the jewelry line's first time showing at Select.



CURATED MIX: New and returning apparel and accessories labels showed at Brand Assembly at the Cooper Design Space.



NEW LOOKS: Los Angeles label Calvin Rucker showed new items such as the cupro army pants, pictured above, as well as cashmere sweaters and day-to-night tops at its booth at Brand Assembly at the Cooper Design Space.



JALA CLOTHING: Tiffany Noelani of Jala Clothing was exhibiting for the second time at the Shape show.

LA Market *Continued from page 5*

said they saw retailers from across the country, including buyers from Seattle, Colorado, Arizona and Texas.

"People like to shop this market," Hamburg said. "They can pick up items they can't find in a department store."

Rosenblum and Hamburg were showing Jakett's collection of "year-round" leather, suede and vegan-leather fashions. With wholesale prices starting at \$65 for some of the vegan pieces and going up to \$295 for leather pieces, Jakett is carried by high-end stores such as **Joan Shepp**, **Emphatic Fred Segal** and **Tootsie's**.

Another longtime exhibitor, Los Angeles-based **Karen Alweil Studio**, was showing a range of gift and home décor items from lines such as **Sisters of Los Angeles**, **All Souls Mercantile**, **Bandolier** and **SCB Distributors**.

"We saw a lot of people we knew, and we opened new accounts," said Laurel Alweil, who said she met with retailers from Los Angeles, Philadelphia, Colorado, Montana, Wyoming, Florida and Japan.

Mark Thompson, director of sales for Ojai, Calif.-based jewelry line **Love Heals**, another longtime exhibitor, said he primarily met with existing stores from across California, although by the second day of the show he said he'd opened two new accounts.

This season, D&A featured its Green Room section for up-and-coming eco-friendly and sustainable companies.

Misa Miyagawa, designer of the Los Angeles-based **Botanica Workshop**, an eco-friendly lingerie and loungewear line, had showed in the Green Room at the D&A show in New York, but this was her first time showing at D&A in Los Angeles. Miyagawa said she met with buyers from Hawaii as well as a store from Wyoming.

Botanica Workshop's lingerie is produced in Los Angeles from fabrics sourced domestically. Some pieces are dyed with natural dyes, including a bright yellow "Turmeric" shade, and a few pieces are made from reclaimed fabric.

"The biggest surprise is the people who I never thought would be interested in my line found me here," Miyagawa said. "I feel like my line is different from what is produced in LA."

D&A's Green Room was the first wholesale trade show for Lisa Siedlecki and Jennifer Silbert, designers of LA-based handbag line **Rewilder**, which is made from reclaimed materials. The current collection features bags made from a polypropylene fabric used for filtration in large commercial breweries with handles made from climbing rope salvaged from gyms. (Siedlecki didn't like the feel of a rope handle on a tote bag, so they split lengths of climbing rope and sew them together to make a wider and more comfortable strap.) The bags are overdyed using a dye process that does not require salt or

bleach, and some styles are hand painted with salvaged house paint.

The material is lightweight, strong and easy to clean, Silbert said. "We look for materials that we can get a lot of. It's all salvaged and repurposed. There is potential in these materials."

Brand Assembly spreads out

Now in its third year, Brand Assembly returned to its space on the top floor of the Cooper Design space with a new layout that allowed retailers to easily browse among the higher-end apparel and accessories collection.

"It's been really strong," said Hillary France, co-founder of Brand Assembly. "We're up 15 percent to 20 percent from last June."

This season there were several new exhibitors at the show, including **Tom Ford Eyewear**, **Dolce Vita** footwear and **Ceri Hoover** handbags.

"We're excited about how the collection was received," said Ceri Hoover representative Kaela Kreysa. In particular, Brand Assembly retailers liked the Nashville-based handbag line's higher-end minimalist collection. "In Dallas, they liked the contemporary line," Kreysa said.

Nashville-based interior designer Ceri Hoover decided to launch an accessories collection after getting a good re-

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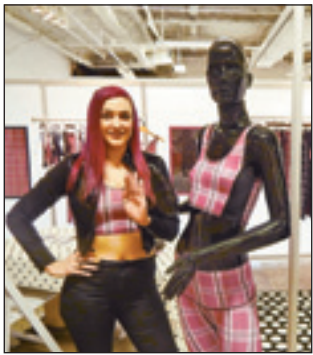
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ELEKTRIX: Katie Tomasetta started her eco-conscious activewear line in April and was testing the waters at the Shape show.



GREEN ROOM: Accessories label Rewilder showed its bags made from salvaged material used to filter beer in commercial breweries at D&A's Green Room section, dedicated to eco-friendly and sustainable collections at The New Mart.



DROP CITY: Independent designer showcase Drop City featured a curated mix of apparel and accessories designers at Henry Duarte's studio on Los Angeles Street.

sponse to a cowhide clutch she made for herself.

"Two years later, we're in 200 stores," Kreysa said.

At Brand Assembly, Kreysa said she picked up "a handful of new stores, mostly West Coast, but we got some interest from a couple of stores from Japan."

The bags are produced in Tennessee, but the company just began working with a Los Angeles facility as well.

This was the second time at Brand Assembly for Los Angeles-based **Calvin Rucker**.

"We opened 11 new accounts at this show, and we saw our current accounts," said Joie Rucker, who designs the collection with Caroline Calvin.

"Brand Assembly is a great location for us because we don't have a West Coast showroom," Calvin said.

For Holiday/pre-Spring, the theme is "Edwardian Rock Garden," and the designers added new items, such as a pair of cupro army pants and a group of 100 percent cashmere sweaters.

"The other category we're excited about is day-to-night tops," Calvin said. "That's been really cool to watch that grow. Girls are coming into the stores and asking what's the new Calvin Rucker top."

For Elizabeth Lewis, owner of **The Sydney** showroom, the second day of the show was the strongest. She said she saw retailers from the East Coast, the South and stores from Western states such as Colorado.

"Everybody wants Immediates," she said, but added that retailers seem to be more confident. "People are excited to see Spring."

Shape enters second season

For this market, the California Market Center organized its second Shape trade show, specifically geared for athleisure and lifestyle manufacturers. The show held steady this season with a little more than 30 vendors, about the same as in March.

This was the second Shape show for Tiffany Noelani, director of sales for **Jala Clothing**, a yoga-inspired apparel line based in Redondo Beach, Calif. "The show has been good. We've met with new retailers," Noelani said.

Buyers came from far afield, venturing from out of state, but there were also local buyers who drove up from Orange County or were from Los Angeles.

"A lot of the contemporary stores are looking to bring in pieces that have crossover appeal," Noelani said. "They are looking for leggings that can be worn at the gym and then on the street. And then we have our more-activewear stores that want performance wear."

This was also the second Shape show for Sabrina Marquez, who produces her **Sabrina M** collection of leggings and tops from her San Diego headquarters.

She has a '70s vibe to her line with bell-bottom leggings with vivid graphics that are popular for wearing to music festivals. "Girls love bell-bottoms," she said, noting they appeal to an older customer in her 50s as well as to a younger consumer in her 20s. The look is very versatile, traveling from the gym to a night out on the town.

She observed that this second show was livelier than the first. Buyers seen wandering through the 13th-floor exhibition space were from the **Ritz-Carlton Hotel**, **Torrid** and **Chico's**, as well as from local yoga studios, she said.

After two days, she had gotten no orders but had an appointment with a buyer she hoped would be

snapping up some of her leggings, capris, shorts or tops that wholesale for \$17 to \$62.

Katie Tomasetta launched her new **Elektrix** brand of athleisure wear made of eco-conscious fabrics in April and decided to try out the Shape show for one of her first trade shows. She said the show had been good but smaller than she expected.

Fortunately, she had appointments set up for buyers to see her line of leggings, pencil skirts and tops made of in-house designed plaids and animal prints. "The show has been good for making contacts, for marketing and seeing other aspects of activewear," Tomasetta said.

Accessories and apparel at Select

The California Market Center's temporary contemporary show, Select, returned to the CMC's Fashion Theater with a small group of apparel and accessories collections.

Among the new exhibitors was **Indie Republic Design**, a Newport Beach, Calif.-based nature-themed jewelry collection featuring gold and silver pieces with raw stones. Everything in the line is handmade in Southern California.

Designer Nikki Tena said she decided to exhibit at Select because she wanted to "get in front of my buyers."

"I like to be surrounded by brands I'd want to buy," she said.

Tena said she "got some great business and some great potential business," including meeting with stores from Colorado, Washington and Oregon as well as some from the East Coast. She also met with a few e-commerce retailers with a philanthropic mission.

Andy Gabler, designer for **Nouveau Riche**, also showing for the first time at Select, said he saw some great retailers at the show, including 10 from Beverly Hills.

"That's great because that's the consumer for me," he said.

Los Angeles-based **Mofé** has been showing at Select for three seasons, said Linda Park, chief executive officer of the 2-year-old handbag line.

"It's slow in terms of traffic but good for business," she said. "A lot of the same buyers from last time are reordering from us."

Most of the buyers were from Southern California, Park said. Many were looking for Immediates, but some were looking for Holiday as well.

"With accessories they always ask for Immediates," she said. "It's an add-on business."

Drop City

Drop City, the independent showcase at Henry Duarte's studio space on Los Angeles Street, continues to be an intimate sampling of high-end apparel and accessories lines.

Gilda Baker, owner of **Gilda's** in Newton Center, Mass., was among the retailers who dropped by the show, which featured collections by **Beth Orduña**, **Danielle Welmond**, **Calleen Cordero**, **Peter Cohen**, **Rebecca Norman**, **Luisa Cevese Riedizione**, **Y&D** and **Ann Ferriday**.

"I can always find new designers here that I can't find in New York," said Baker, who said she's been shopping the Los Angeles market for 25 years. She typically visits Los Angeles four times a year to shop the stores and meet with designers.

"LA has great new designers that aren't discovered yet," she said. ●

Hana's Kim and Avant's Blanco Honored at National Jewish Health's Black & White Ball

It was a sea of black-and-white formalwear at the **Skirball Cultural Center** in West Los Angeles when apparel-industry executives gathered to honor Sunnie S. Kim, president and chief executive officer of **Hana Financial Inc.**, and George P. Blanco, managing director and partner of **Avant Advisory Group**.

The June 6 Black & White Ball is an annual event presented by the **L.A. Professional Services** to benefit **National Jewish Health**, the Denver research hospital that specializes in respiratory illnesses.

"My experience at National Jewish Health opened my eyes to experiences I don't see every day," Kim said. "It is a great honor to help."

Hana told the crowd about the privation she saw in her native Korea in the years after the Korean War. "I saw people gathering together in shelters where there was not enough to eat," she said. Initially, she brought rice to feed hungry people, and later she taught reading and writing to people who did not have access to education. When Hana founded Hana Financial in Los Angeles in 1994, it provided Kim with the opportunity to help small businesses that did not have access to traditional financing.

"I am so impressed by the people and the facilities at National Jewish Health [as well as] the commitment to treat people who do not have the financing," Kim continued. "It is vital to increase awareness of their amazing work."

She concluded by thanking the guests using the formal Korean word "kamsahamnida."

Blanco echoed Kim's sentiments, saying, "What they're doing at National Jewish Health is really important. How can we make a difference? I think we've already begun. Please join me in applauding the efforts of the National Jewish Health staff and team."—*Alison A. Nieder*



Honorees George P. Blanco and Sunnie S. Kim



Previous honoree Debbie Steinberg and Ron Friedman, Marcum LLP, served as dinner chairs for the event.



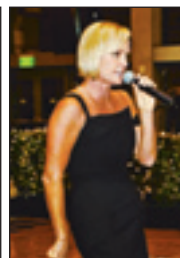
Sunnie Kim with Moss Adams' Martin Hughes



Buchalter Nemer's Jeffery H. Kapor with his daughter, Rachel Kapor Zucker



Janelle and George Blanco, center, with their daughters, Libby, left, and Julia, right



Master of ceremonies and auctioneer Letitia Frye



Citrus College's Nightshift band

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Fashion executives, attorneys, professors, and students gathered for a reception to open the inaugural Fashion Law Summer Intensive, offered by The Fashion Law Project at Loyola Law School, Los Angeles. The nine-day program focused on brand building with classes on the legal issues related to importing and exporting, employment, advertising, retail leasing, and more.



The Fashion Law Project's March 2015 symposium, "Sketch Goes Tech," covered the legal issues raised by the convergence of technology and fashion. Panels such as "Is My Smart Phone Spying On Me? Everything You Need to Know About Expanding into Wearable Tech" featured attorneys and executives from top law firms; major labels such as J. Crew, TOMS and Timbuk2; and technology giants Google and Intel.



A group of the AMM Industry Advisory Board at Cal Poly Pomona working with faculty on curriculum development.



Some 34 students were recognized for outstanding achievement at the AMM Annual Awards Luncheon in May.

Describe your student body.

Staci Jennifer Riordan
Executive Director of Loyola's Fashion Law Project and chair of the Nixon Peabody Fashion Law Practice Team
Loyola Law School

The Fashion Law Project's student body comprises fashion law students, designers, fashion executives, entrepreneurs, and others looking for a competitive advantage in the fashion business.

Peter Kilduff Ph.D.
Professor & Department Chair, Department of Apparel Merchandising & Management College of Agriculture
California State Polytechnic University, Pomona

AMM students are primarily drawn from the diverse cultures that comprise Southern California together with an element of international students. Some have a creative background, some a technical background, and some an entrepreneurial background—but all have an interest in the business of fashion.

What unique experiences do you offer in your curriculum?

Loyola Law School

Students in the Fashion Law Summer Intensive are immersed into the fashion business with an insider tour of high-end flagship retail outlets and through guest lectures by industry veterans. JD students participating in the Project's Fashion Law Clinic help real clients with fashion law issues. Regular events like the recent "Sketch Goes Tech" symposium bring experts to campus for explorations of cutting-edge fashion issues.

California State Polytechnic University, Pomona

Cal Poly Pomona's hands-on, learn-by-doing approach emphasizes the use of cutting-edge technologies, the practical application of knowledge, and the professional skills needed for tomorrow's industry.

What types of financial-aid resources or paid work programs do you offer in your curriculum?

Loyola Law School

Candidates for the Project's Fashion Law Summer Intensive program may apply for scholarships to help cover the cost of tuition. JD students pursuing a law degree are eligible for

scholarships through the school's Financial Aid Office.

California State Polytechnic University, Pomona

As well as having among the lowest tuition rates in the nation, Cal Poly Pomona benefits from access to the generous financial aid available to California State University students. There are numerous work opportunities on the Cal Poly Pomona campus and in the AMM department. Paid internships are available.

Which career counseling services do your students find most helpful?

Loyola Law School

Law students pursuing their JD with a Sub-Concentration in Fashion Law take advantage of individualized career counseling. Loyola has placed JD students in externships that resulted in full-time job offers. The school's Fashion Law Society gives students a chance to liaise with practicing fashion attorneys and executives.

California State Polytechnic University, Pomona

AMM faculty work directly with students to advise them on career pathways available in the industry. Our professional development program helps students explore career opportunities while developing their personal marketing and professional skills that leads to an industry internship and career placement in a field of their choice.

What notable events do you have coming up?

Loyola Law School

The second annual Fashion Law Summer Intensive Program will be held July 23–31, 2015. Providing its students with a concentrated immersion into the world of fashion law, the program is designed for students in the fashion industry, practicing lawyers, and fashion-industry professionals seeking to develop and deepen their understanding of the relationship between the law and the business of fashion. This second annual offering will focus on constructing a brand narrative and all the legal elements necessary to carry that story forward.

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Our next academic year, 2015/2016, will mark the 20th anniversary of the launch of the AMM program.

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Costume Design

Continued from page 1

designer involved in the project. “Matt told them [Banana Republic] that the only way to do a collection was with my help,” she said. “The three collections were very successful, and all of them sold out in two weeks.”

Lyn Paolo emphasized that having the costume designer on board is essential for a hot-selling collection. Paolo is the costume designer for the television series “Scandal,” starring Kerry Washington as Washington, D.C., crisis manager Olivia Pope. Washington’s character is always immaculately dressed in stylish and sophisticated clothing. “Olivia Pope has an iconic look,” Paolo said.

Paolo was approached by **The Limited** to create the “Scandal” collection, which she coordinated with Elliot Staples, head of design for The Limited. The first collection for Fall debuted last September. “We had huge discussions about being true to the character. I was not willing to do the collaboration if I was just designing fashion,” said Paolo, who

Vaughn, the film’s director and cowriter of the screenplay. “He kept saying, ‘I have something I want you to do,’” she said.

Long before the movie appeared in movie theaters, Vaughn had been discussing selling a Savile Row-style men’s collection with **Mr. Porter**, the men’s section of the online high-fashion e-commerce site **Net-a-Porter**.

Phillips created a bespoke collection of tailored apparel manufactured in Britain from heritage manufacturers. Suits sold for \$1,200 to \$1,500. “The collection we created was available during **Men’s Fashion Week** in London in January, and the film launched in February,” Phillips said, noting the collection sold out quickly. She has been retained to do three more collections that will be exclusive to Mr. Porter, and there is the possibility that a “Kingsman” sequel will be made, which could mean more collections sold on Mr. Porter.

Translating TV and movie costumes into consumer fashion is a trend that has been growing in the past 10 to 15 years, said Lindsey Camell, director of retail development for partnerships and licensing for **Universal Studios**.

Camell put together the deal between Banana Republic and the movie “Anna Karenina” for a film-inspired fashion line curated by costume designer Jacqueline Durran, who won an **Academy Award** for the film. Camell also worked with **HSN (Home Shopping Network)** to sell a fashion collection inspired by “Snow White and the Huntsman.”

The Universal Studios executive often starts working on film projects about

one year before the movie debuts to coordinate a fashion collection with a retailer. She said fast-fashion retailers can’t think that far out and have a shorter time frame for launching these kinds of collections. “Film is different from a TV show that has multiple seasons,” she noted.

This crossover trend from film to fashion is good news for costume designers who do not receive movie residuals. Salvador Perez, president of the **Costume Designers Guild**, Local 892, in Los Angeles, said the guild has been pushing for years to get costume designers residuals, but the union has not been successful.

Perez, who works as a costume designer on “The Mindy Project,” said costume designers don’t set out to be fashion designers. But the extra revenue stream helps. “I like to say costume designers take the ordinary and make it extraordinary,” he said. “It seems people want to aspire to what they see on the screen.” ●



CREATING COSTUMES: From left to right: Deborah Nadoolman Landis, Arianne Phillips, Salvador Perez, Janie Bryant, Lyn Paolo and Lindsey Camell

has also worked on the TV series “The West Wing” and “E.R.” “I also think these collaborations truly only work if you have your producer backing you up.”

For Spring 2015, the collection centered around neutral colors in things such as wide-leg trousers, jackets, feminine blouses and outerwear.

She said The Limited collection sold \$30 million of clothes in seven months, but she has chosen not to go forward with a third collection. “I felt we did it and that was enough and let’s move on to something else,” she said.

Costume designer Arianne Phillips—known for her creations on movies including “Walk the Line,” “The Mod Squad” and recently “Kingsman: The Secret Service”—said creating a men’s collection based on the costumes worn by Colin Firth, who plays a spy, and other members of the “Kingsman” cast was an idea launched by Matthew

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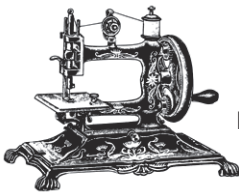
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Karen Kane

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FASHION Law

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- **JULY 23RD** - Welcome reception
- **JULY 24TH & JULY 25TH** - Class sessions from approximately 9:00 a.m. - 6:00 p.m.
- **JULY 26TH** - Half day of instruction followed by walking tour of luxury brand flagships
- **JULY 27TH TO JULY 30TH** - Evening class sessions from 6:00 - 9:00 p.m.
- **JULY 31ST** - Graduation ceremony and closing dinner



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