

CALIFORNIA ApparelNews

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STYLISH DEBUT

African-American designers and designers of African descent were center stage at the Style Africa Gala and Runway Show, held June 20 at the California Market Center in Los Angeles. For more from the event, see page 6.

FACET PRODUCTIONS



Joe's Jeans in Talks With Investment Group Over Acquisition

By Deborah Belgum Senior Editor

News sources are reporting that **Joe's Jeans**, the Los Angeles premium-blue-jeans maker that bought **Hudson Clothing** nearly two years ago, is in talks to be acquired by an East Coast private equity firm.

The newswire service **Dow Jones & Co.** reported on June 25 that Joe's Jeans, whose stock is close to being delisted on the **NASDAQ** after months of trading below \$1 and has had trouble paying its sizable loans, is negotiating a deal with **Tengram Capital Partners**, which has offices in New York and Westport, Conn. Tengram co-founder William Sweedler is a former president and chief executive of **Joe Boxer**.

Dow Jones notes that the deal being discussed is for an

acquisition price that is less than \$100 million for both Joe's Jeans and Hudson Clothing. Tengram is talking to lenders about financing the deal, Dow Jones reported.

Joe's has been in financial trouble ever since it acquired Hudson Clothing for \$97.6 million in 2013. It has defaulted on \$90 million in debt used to purchase its one-time blue-jeans rival, which is also headquartered in Los Angeles and still headed as a separate entity by Peter Kim.

In January, Joe's Chief Executive Officer Marc Crossman left after nine years at the company. He was replaced by interim CEO Sam J. Furrow Jr. on Jan. 19, who, less than a month later, exited the company. The current interim CEO is Sam J. Furrow Sr., who is chairman of Joe's board.

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TRADE SHOW REPORT

Business Steady in Sold-out CALA San Francisco Show

By Andrew Asch Retail Editor

When **CALA San Francisco** returned to **Fort Mason Center's Festival Pavilion** in San Francisco for its second run June 16–17, it also was the second time for the show's new open-booth format.

The 146 booths available at the space were sold out, said Robert Murtaugh, an organizer for the show. Approximately 624 buyers attended CALA San Francisco. This was compared to 388 buyers who shopped the show the same time last year, when vendors displayed their lines in hotel rooms at the **Westin St. Francis Hotel** in San Francisco's Union Square district. The trade event had an eight-year run at the hotel show but switched to the new open-floor format in March.

The increased buyer attendance at the recent show was seen as a vote of confidence in the open-floor format by vendors.

"We saw more people. There were more walk-ins," said Allison Zurich, an account executive with the **Ginger Showroom**, which has exhibited at CALA San Francisco for eight years. Rozalind Kolve of **The Village Showroom** estimated that her showroom's sales and traffic during the show increased 40 percent over last June. Vendors also said that the show had a relaxed pace. "It is a steady flow," said Vishaka Lama of **Showroom Five21**, referring to buyer traffic. "It was a great turnout," said Mikey Herlo, director of sales for **Cot-**

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Legal Action Between Dov Charney and American Apparel Heats Up

By Deborah Belgum Senior Editor

Legal papers recently filed by **American Apparel's** chairwoman against the company's former chief executive should get an X-rating warning.

Colleen Brown, in an anti-SLAPP motion filed June 19 in Los Angeles County Superior Court against former CEO Dov Charney, maintained that Charney was fired in December for just cause after an investigation turned up dozens of lascivious and discriminatory events.

In court papers, Brown noted that several videos and photos found on the company's network server showed Charney having sex with employees in various locations and with models during photo shoots. "The company, as a result of Mr. Charney's sexual liaisons, incurred \$8.2 million in insured litigation costs and \$1.2 million in uninsured litigation costs through September 2014," Brown

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TRADE SHOW REPORT

Active Collective Bows Solo Show in Huntington Beach, Calif.

By Alison A. Nieder Executive Editor

Buyers from department stores, resorts, boutique stores and yoga studios turned out early for the June 23–24 run of **Active Collective** at the **Hyatt Regency Huntington Beach Resort** in Huntington Beach, Calif.

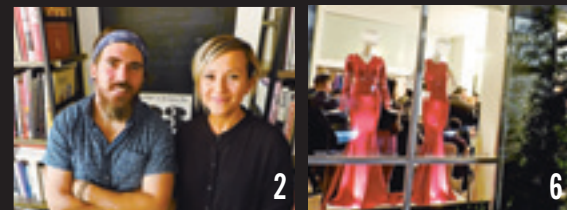
After a January launch alongside its sister show, **Swim Collective**, the activewear show debuted its first solo run with 140 booths showcasing fitness and athleisure brands such as **Beyond Yoga**, **BG by Body Glove**, **Under Armour** and **Trina Turk Recreation**.

"The show was a huge success for our first stand-alone Active Collective," said Executive Show Director Shannon Leggett. "It's really important for our exhibitors' brand identity to have their own trade show. Our focus is to bring buy-

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INSIDE

Where fashion gets down to businessSM



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Kingpins New York to Shift to November/May Schedule

Kingpins, the boutique premium-denim trade show, is moving its New York show schedule beginning in November, when it will host a Nov. 3–4 show at **Pier 36 NYC (Basketball City)** in Manhattan.

The upcoming July 21–22 Kingpins show at **Skylight Clarkson Sq** in Manhattan will be the last July show in New York for Kingpins, which has hosted shows in January and July since it began in 2004. Going forward, King-

pins will hold its shows in November and May.

The move comes at the request of attendees and allows the trade show to move to a larger venue.

“We have been hearing from our attendees in New York for some time that our dates have been too late to best serve their buying needs,” said Andrew Olah, founder of Kingpins, in a statement. “Our focus has always been to meet the needs of the jeans market—

whatever they may be. We feel the need to be first in industry timing, and, in this case, we are evolving as the denim industry evolves.”

Kingpins’ shows in Hong Kong and Amsterdam will continue with their existing schedule.

With the larger venue in New York, Kingpins organizers will also be able to expand its exhibitor roster and its events.

“We want to bring to New York some of what we’ve been able to create at our King-

pins Amsterdam show, where we have had the room to not only showcase best-of denim mills and resources but also to partner with fantastic vintage dealers, artisans and brands to more fully represent the denim industry and create a greater sense of community,” Olah said. “We are excited for this next chapter of Kingpins New York.”

For more information, visit www.kingpinsshow.com.—Alison A. Nieder

MADE IN LA

Delikt: German Style, Made in Los Angeles

For recent German transplants Daniel Thies and Eva Napp, California manufacturing seems wide open with opportunity.

The duo recently introduced their downtown Los Angeles–headquartered menswear line, **Delikt**. They chose to make Los Angeles their headquarters in part for lifestyle. Southern California weather is much sunnier than their native Hamburg. They also believe that there is a lot more opportunity for fashion startups in Los Angeles compared with their hometown, which is a center for finance, media and manufacturing in Germany.

It’s easier to start working with manufacturers and factories in Los Angeles, Thies and Napp said. Their hometown manufacturers prefer working with designers with very long track records. Also, they believe that American consumers have a deeper inter-

est in new designers as well as locally made clothes. Their hometown consumers were mostly interested in styles from high-profile designers.

“We were surprised; there was so much variety in factories,” Napp said of the Los Angeles area. “You can make everything here.”

“There’s more opportunity and the chance to be taken seriously by factories here,” Thies said.

Delikt, which loosely translates as “prank” in Hamburg-area slang, introduced its styles with a handful of looks for men’s outerwear and T-shirts. There’s the label’s varsity jacket. The black jacket is made of lamb leather and wool and lined in Bemberg silk. There’s a bomber jacket made out of cotton with a silky hand. There’s a leather motorcycle jacket with ribbed sleeves and a

wool vest.

Tops include a short-sleeve henley; a crew-neck T-shirt, which comes in long-sleeve and short-sleeve styles; and a baseball-style raglan shirt. Currently, the line is sold on the label’s website (www.delikt-clothing.com). Retail price points range from \$80 for a top to \$800 to \$1,700 for outerwear.

Napp and Thies plan on making their trade-show debut at one of the Las Vegas shows in mid-August. They’d like to wholesale their clothes to high-end boutiques and, in 2016, produce a women’s line in downtown Los Angeles.—Andrew Asch



Delikt’s ribbed motorcycle jacket



Daniel Thies and Eva Napp



Delikt’s varsity jacket



Delikt’s workshop



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NEWS

Joe’s Jeans *Continued from page 1*

On Feb. 13, Joe’s Jeans said in a Securities and Exchange Commission filing that its auditor, **Moss Adams LLP**, had raised substantial doubts about its ability to continue as a going concern and was threatened with liquidation. Joe’s, which is in discussions over its loan defaults, also said that if some kind of refinancing is not worked out, it may be forced into Chapter 11 bankruptcy.

As of Feb. 28, Joe’s Jeans reported in its quarterly report that it only had \$1 million in cash on hand.

Most recently, Joe’s Creative Director Joe Dahan sold 23,310 shares of Joe’s stock at 20 cents a share on June 18. On the same day, Chief Financial Officer Hamish Sandhu sold 16,137 shares of stock for 20 cents a share. On June 25, Joe’s stock price closed at 25 cents a share, up 33 percent from the day before. ●

Corrections and Clarifications

In a June 19 story about **The Gores Group** selling the **Big Strike** clothing company, the buyer was listed as **Unger Fabrik**. The correct buyer is **Arlington Global Financial Limited**, an entity made of shareholders with decades of experience in the apparel industry that also holds an interest in **One World Apparel LLC** and Unger Fabrik.

FIDM Graduates Its First Class of Menswear Design Students

About 200 people attended a reception and exhibition to celebrate the graduation of the first-ever students who completed a new advanced study program for menswear at the **Fashion Institute of Design & Merchandising** in Los Angeles.

At the exhibition, the seven menswear students in the program displayed three looks from their collections and then were graded by a panel of judges on things such as tech packs, fabrics and colors, and accessories collections to go with three apparel groups, themes and distribution strategies.

The panel of nine judges included FIDM menswear instructors as well as Ilse Metchek, **California Fashion Association** president; James Costa, design director at **Jachs NY**; T.J. Walker, **Cross Colours** vice president; and Joe Knoernschild, co-founder of **Hurley** and **Billabong USA**.

Awards were given out at the June 18 event to two students. Zachary Hall from Pasadena, Calif., won the "Most Marketable Collection" prize, and Devon Figueroa from Peoria, Ariz., won the "Most Innovative Collection" honor.

Hall's inspiration for his collection came from science fiction. "I like the futuristic world" and the human ingenuity it spawns. His collection of jeans, soft jackets and T-shirts also included a long, dark cape with oversized epaulets. Hall plans to launch his own line, called **Katabasis**.

Figueroa looked to the Spanish conquistadores for his collection's inspiration. "I chose the Spanish conquistadores because that is my heritage and their influence was so far-reaching," he said.

This summer, Figueroa is completing a product-development internship at **Nordstrom** in Seattle.

The other five students in the program were Ken Fung from Hong Kong; Seung Wan Han, Jiyeob Jang and Hyunkyung Kim from South Korea; and Manuel Padilla from Gardena, Calif.

One of the highlights of the academic year was a seven-day visit to the Dominican Republic and Haiti to visit garment factories. In Santiago the students toured in Santiago the **Grupo M** factory, one of the largest woven and knit manufacturers in the Caribbean region. The huge conglomeration of factories makes clothes for **Dockers**, **Levi's**, **Hanes**, **American Eagle Outfitters**, **Under Armour** and **Jockey**.

Grupo M Vice President Joseph Blumberg showed students how to do everything from transform designs into tech packs to fabric production.

Then it was on to Haiti to another large Grupo M facility that

employs 7,000 sewing-machine operators who sew garments and then send them back to the Grupo M facility on the border, where the clothes are laundered, sent to treatment and dye facilities, and then packed for shipping.

The students were also hosted by **Jagsport**, a small, full-package contractor in Santiago that does one to 250-unit orders, primarily for school uniforms. **Wacoal**, a Japanese lingerie company with operations also in Santiago, showed students production processes that could be applied to any kind of apparel.

"Part of the tuition included a trip to the Dominican Republic and Haiti to see contractors," said Roni Miller Start, the FIDM chairperson of apparel-industry management, menswear, who helped launch the program.

She noticed that all the final projects being done by the advanced students were often in menswear but they didn't know how to do menswear. In addition, almost 300 companies use FIDM's career center for menswear. "There are jobs out there," Miller Start said. "But right now they have to train people to do menswear when the students already have the basic pattern, sketching and sourcing skills."

Menswear also is an area of fashion that has really taken off.



Manuel Padilla



Zachary Hall and Devon Figueroa



Ken Fung



Sueng Wan Han, Hyun Kyung Kim and Jiyeob Jang



Ilse Metchek, James Costa, Roni Miller Start, T.J. Walker, Hatel Bhakata and Joe Knoernschild



Devon Figueroa's collection



Zachary Hall's collection

That was reiterated by Costa of Jachs NY. "This program is important because menswear is one of the fastest-growing categories in fashion and one of the least utilized categories in fashion schools," he said.

Cross Colours' Walker noted that it was good that FIDM has carved out a dedicated menswear program that has an emphasis not on men's suits and dress wear but sportswear.

—Deborah Belgium

NEWS

American Apparel *Continued from page 1*

said in court documents.

"Mr. Charney repeatedly engaged in conduct that violated the company's sexual harassment and anti-discrimination policy and engaged in conduct that repeatedly put himself in a position to be sued by numerous former employees for claims that include harassment, discrimination and assault," legal papers noted.

In addition, according to the filing, Charney reportedly asked employees who were recipients of sexually graphic messages to delete them.

In response, Charney's attorney, Keith Fink, said American Apparel has engaged in "an invasion of Mr. Charney's privacy in a shameful attempt to extort him and gain leverage over him. They went through a well-protected personal photo archive that no one had access to other than Mr. Charney and looked through his private materials, which span a period of over 30 years. They went through years and years of private text messages from his personal telephone between himself and his friends, some of which involved amorous conversations that were consensual and welcome in nature.

"These private materials were exposed publicly in a desperate attempt to draw attention away from their own acts that have damaged the company's employees—not to mention Mr. Charney himself, who spent his entire professional career building American Apparel," Fink added.

Brown's anti-SLAPP motion, which is meant to protect people from lawsuits of questionable merit, is in response to a May lawsuit filed by the American Apparel founder against Brown and American Apparel for defamation. The lawsuit was filed after Brown sent a letter to company employees saying that Charney would never be returning to the company.

"Many of you have expressed concern that Mr. Charney continues to claim he is returning to American Apparel. He is not," she wrote in the letter. "Mr. Charney put in writing he wouldn't come back, in an agreement filed with the SEC [Securities and Exchange Commission]. Mr. Charney was fired for cause as a result of two separate investigations."

Charney, in his lawsuit, claims these statements are false and that he never agreed in writing or otherwise that he would not return to work at American Apparel.

Meanwhile, Charney filed another lawsuit on June 19 in Los Angeles County Superior Court stemming from his firing. This time it was against the company and former board member David Danziger, who left his position on June 14.

The lawsuit maintains Danziger worked to have Charney ousted as the chief executive by defaming him.

An American Apparel spokesperson said this recent complaint "is yet another example of the habitual nuisance lawsuits that Dov Charney and his lawyer continue to file and which we continue to defeat."

Board shift

Charney's latest lawsuit stems from the annual shareholders meeting in New York in June 2014, when American Apparel's then-chief financial officer, John Luttrell, and the board pressed Charney to vote his substantial shares to retain Danziger, Allan Mayer and Robert Greene as board members, documents said.

"In doing so, they voiced to Charney their continued support of him as the company CEO," the lawsuit said.

But then, in what the lawsuit describes as a "shocking bait and switch," at the subsequent board meeting, Mayer informed Charney that he would immediately be suspend-

ed as CEO and as an American Apparel employee, citing evidence of misuse of company funds and inappropriate behavior with employees, legal documents said. Charney has denied those allegations.

During a break in the meeting, Charney, who at the time owned about 27 percent of the company's stock, called the company's second-largest shareholder, Johannes Minho Roth of **FiveT Capital**, which owned 12 percent of American Apparel's stock. Roth had been a vocal supporter of Charney.

Roth reportedly suggested the two should collaborate to get Charney back as CEO. But Charney's lawsuit maintains that Danziger contacted Roth and "told him, with the full knowledge that his statements are false, that Charney was being investigated for matters 'criminal' in nature."

Because of this, the lawsuit said, Roth told Charney that FiveT, a Swiss wealth-management company, could not partner with the former CEO to retake the company.

Because of a flurry of lawsuits filed by Charney, American Apparel on June 1 obtained a temporary restraining order from the Delaware Chancery Court preventing Charney from trying to oust board members and criticizing the company until after the annual meeting on July 16 in Chicago.

Paula Schneider, who became American Apparel's chief executive on Jan. 5, has filled the board seat once held by Danziger. She has been trying to turn the company around, despite huge losses at the largest apparel factory in the United States.

In 2014, the company lost \$68.8 million on \$608.9 million in revenues, and in 2013 it lost \$106.3 million on \$633.9 million in revenues. Its stock price has been trading at around 51 cents a share, after hitting a 52-week low of 41 cents on June 22. The 52-week high was \$1.30 on July 14. ●

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Coast Trade Show Adds Nashville to
the Lineup, Changes 2016 Schedule to
Coincide with Miami Swim

Coast, the men's and women's contemporary trade show based in Miami, has added a new venue to its roster of shows: Nashville, Tenn.

The Nashville show is set for Oct. 5–6 at **Track One**, a warehouse event center in the Wedgewood-Houston section of the city. Coast founder Karen Bennett said she chose Nashville for its central location, easily accessible for Midwest, Southwest and Eastern seaboard retailers. Nashville is a music-industry hotspot and home to the **Grand Ole Opry** and the **Country Music Hall of Fame**.

"Expanding Coast to Tennessee is a great opportunity to host and introduce established designers to a new, large region of retailers," Bennett said.

The open-booth-format show is expected to draw more than 200 collections featuring men's and women's apparel, resortwear, swimwear, activewear and accessories as well as home and gift items.

Show organizers have partnered with the **Nashville Fashion Alliance**, a local fashion trade association.

"We're thrilled that Coast will be presenting our market's first professional fashion-industry trade show," said Van Tucker, NFA chief executive officer. "This show will allow our participating brands to gain access to wholesale buyers from all over the country."

In addition to the Nashville show, Coast will return to Miami for its Aug. 24–25 run and its Oct. 26–27 run.

Coast hosts shows in Miami four times annually. Next year, Bennett will adjust its Miami schedule to make sure the July Coast show falls during **Miami Swim Week**.

"Retailers are ordering closer to season, and today's business climate calls for greater immediacy and speed to market," Bennett said. "Whether regional, domestic or international stores, they don't have to make an extra trip to Miami. They can write all their lines from resortwear to swimwear to clothing collections in one fell swoop. It's a great way to get an overview of the season and catch up on reorders, too."

There will be free shuttles for buyers traveling between the Coast show at **Mana Wynwood** in Miami and the trade shows in Miami Beach.

For more information, visit www.coast-shows.com.—Alison A. Nieder

Calendar

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 4

Mode City

Interfilière
Paris Expo Porte de Versailles
Paris
Through July 6

July 6

Hong Kong Fashion Week

Hong Kong Convention and
Exhibition Centre
Hong Kong
Through July 9

July 7

"Speed Consulting Event at FBI"

California Market Center, A792
Los Angeles

Bread and Butter

Airport Berlin Tempelhof
Berlin
Through July 9

July 8

Agenda

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

SoCal Materials Show

LAX Marriott
Los Angeles
Through July 9

Premium

Station Berlin
Berlin
Through July 10

July 15

LA Gift & Home Market

California Market Center
Los Angeles
Through July 20

Market

LA Mart
Los Angeles
Through July 20

Swim Week

Various venues
Miami
Through July 21

July 17

California Gift Show

Los Angeles Convention Center
Los Angeles
Through July 20

July 18

SwimShow

Miami Beach, Fla.
Through July 21

Hammock/Salon Allure

W Hotel
Miami Beach, Fla.
Through July 20

Cabana

Collins Park
Miami Beach, Fla.
Through July 20

July 19

Project

Jacob K. Javits Convention Center
New York
Through July 21

MRket

Jacob K. Javits Convention Center
New York
Through July 21

July 20

Agenda

Jacob K. Javits Convention Center
New York
Through July 21

Liberty Fairs

Pier 94
New York
Through July 22

Capsule

Basketball City
New York
Through July 21

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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Walter Mendez Opens Luxe Atelier in Downtown LA



LIVE LOOKBOOK: From left, Joyce Giraud with Walter Mendez; Giraud; Gretchen Rossi; Giraud with Janice Dickinson; Mendez and Rossi; Neda Nazari; Nazari with Lilly Ghalichi; Rossi and Ghalichi; Moxxi, a songwriter and performer; Ghalichi

Walter Mendez is part of the new downtown Los Angeles. The young couture and evening-garment designer threw a gala party on June 24 for the opening of his first physical atelier, the **Walter Mendez Collection Store**. It's on the street level of a new luxe apartment building called **Hanover South Park**, located at 939 S. Hill St. in downtown Los Angeles, on a recently transformed street.

Mendez's label took off quickly in 2013 after graduating from **California State University, Long Beach**, which also was the alma mater of designer Phillip Lim. That year Mendez submitted gowns to be worn at a fashion show for the **American Heart Association's Go Red** event. Gretchen Rossi of "The Real Housewives of Orange County" chose Mendez's gown, and his reputation with celebrities began to grow. Word quickly spread about his work. It gained popularity because of the fit of the gowns. The collection focused on novelty fabrics. "I'm able to use fabrics that mold to the body like a second skin," he said. Mendez aimed to make his cottage busi-



Exterior view of Walter Mendez Collection store

ness an increasingly professional endeavor. Since then, he has produced runway shows for his collection at **Style Fashion Week** and **New York Fashion Week**. His gowns have been photographed on red carpets on celebrities such as Jennifer Lopez and Maria Menounos. **Grammy Award**-winning singer Ciara wore a Walter Mendez gown to a White House state dinner for Japanese Prime Minister Shinzo Abe earlier this year. Style Fashion Week founder Veronica Welch Kerzner said that audience reaction to Mendez's runway shows was powerful. "They oohed and aahed with each new gown," she said. "He is one of the hardest-working, most passionate individuals that truly loves their craft." His label, which he said is self-funded, has grown quickly. Last year he hired seven people and opened a showroom and design offices at downtown Los Angeles' **Apparel Mart** building. He opened a 1,000-square-foot atelier because a physical

store seemed like an essential part of the operation of a serious design label, he said, even though half of his label's sales are from overseas clients in Latin America, the Middle East, Europe and Australia. The store gives clients a design experience that he believes they cannot gain anywhere else. "I want to give them the glam. I want to give them a special feeling when they view that special dress," he said. "I develop a connection with them. As they leave my showroom, it almost makes me sad." The main room of the Walter Mendez Collection store will feature the line's ready-to-wear, with retail price points ranging from \$995 to \$4,500. Behind the main room is the Pamper Room, where clients can try on the gowns and be fitted for couture, which has retail price points ranging from \$4,000 to \$15,000. Behind that is the Bridal Room, where items for Mendez's upcoming bridal line will be exhibited. Next up, Mendez plans to showcase his Spring '16 collections at various fashion weeks and wholesale his collections. Currently, they are sold through Mendez's direct sales. Mendez grew up in Manhattan Beach, Calif., the son of a single mother, Olga Mendez, who immigrated from Guatemala and worked as a masseuse. "I love giving back to women," he said. "I'm here today because of a single mother who did not give up."—*Andrew Asch*

Style Africa Gala and Runway Show Bows at the CMC

Designer and "Project Runway" contestant Korto Momolu was among the designers featured at the **Style Africa Gala and Runway Show**, held June 20 at the **California Market Center** in Los Angeles. In addition to Momolu, the runway highlighted men's and women's designs by **Fu-**

lani, Aunt Funkys Closet, IMV Couture, Leontine, Oyato, Koko Nanga and Sumahrie. The event was hosted by **Africa Boku Talent**, a Southern California organization founded to be a hub of African creativity in art, crafts, culinary arts, design, fashion, film, music, performing arts, photography and more.



Aunt Funkys Closet Aunt Funkys Closet Aunt Funkys Closet Fulani Fulani Korto Momola Korto Momola Leontine



IMV Couture IMV Couture IMV Couture Koko Nanga Koko Nanga Koko Nanga Oyato Oyato Sumahrie Sumahrie Sumahrie

Active Collective *Continued from page 1*

ers and brands together whose businesses are defined by the fitness/fashion movement. These brands amplify our motto, 'Where Fitness Meets Fashion.' The main goal is to promote the active fashion/fitness category to the greater apparel market."

Leggett said he plans to continue to host Active Collective separately from Swim Collective for the time being. "While it's a two-day show, we'll keep them separate," he said.

Retailers shopping the show included **Neiman Marcus**, **Nordstrom**, **Zappos**, **Bergdorf Goodman**, **Revolve**, **Carbon 38**, **Bandier**, **Planet Blue**, **Scoop NYC**, **Ron Robertson**, **Anthropologie**, **Urban Outfitters**, **Free People**, **Kitson**, **Amazon.com**, **MGM**, **Diane's Swimwear**, luxury hotel buying groups and yoga studios—as well as buyers from across the U.S. in addition to Japan, Australia, Mexico and Europe.

The exhibitor lineup included several companies, such as Cypress, Calif.-based **Manhattan Beachwear**, which also shows at Swim Collective.

Every seat at Manhattan Beachwear's booth at Active Collective was full as buyers reviewed the latest collection from Trina Turk Recreation, **Pink Lotus** and **Green Dragon**. Trina



Equilibrium Activewear's Tatyane Martins wearing the collection's Brazil-made leggings, featuring laser-cut details



Bird & Vine's Stephen and Jen Kelly

lection has been picked up by fitness and resort stores, a lot of yoga studios and spin studios," specialty stores, and e-commerce sites, Taylor said.

Produced in Taiwan and China, Crane & Lion recently added a Peruvian-made collection of cotton pieces to the line.

Yogasmoga, the fast-growing yoga brand made in the U.S. from U.S.-made fabrics, recently kicked off a 10-store retail rollout in California with the opening of its second store in LA's upscale Brentwood neighborhood.

The company's brand-building strategy also includes a wholesale rollout.

"We just launched with Yogaworks as the first West Coast partner last week," said Gwen Burnett, Yogasmoga's whole-

such as the raw edges on their cargo pant/leggings, said Danielle Wyllie, operations manager for the line.

Miami Beach, Fla.-based **Equilibrium Activewear** has been producing its collection for nearly 20 years, but this was the first time showing at a trade show, said company representative Tatyane Martins, whose mother designs the collection, which is made in the company's factories in Brazil.

"Our motto is activewear beyond the gym. You can throw on some heels and go out to dinner," said Martins, who was wearing a pair of the line's brightly patterned leggings with laser-cut details.

The collection sells in small boutiques, yoga studios, spas, gyms and pro shops around the world, including locations in Canada, Russia and Australia, Martins said. But now the company wants to grow its U.S. business.

Until now, the company had been building its business through word of mouth and participating in events such as the **Idea World Fitness Convention**, set for July 15–19 in Los Angeles.

"We do a lot of fitness events," Martins said, adding that she had met a lot of new retailers at Active Collective. "It's getting the name out."

Rande Cohen, owner of the **Rande Cohen Showroom** in **The New Mart** in Los Angeles, was at Active Collective with two of her lines, Miami-based **Peace Love World**, and a new line for her showroom, New York-based **Prism Sport**. The print-driven Prism Sport collection included novel details such as the leggings constructed without a center seam and the track jacket printed to look like a distressed leather jacket.

Los Angeles-based **Spirit Activewear** was showing its jerseys with printed textiles across the back yoke as well as a sampling of its new athleisure collection, which includes mesh tops and a pullover sleeveless hoodie.

"It's a great venue," said company rep Michele Sacks. "It's a nice group of buyers—a little more East Coast than I expected."

Jen and Stephen Kelly were showing **Bird & Vine**, a nearly 4-year-old graphic knits collection based in Chatsworth, Calif. The husband-and-wife team previously designed a collection called **Anhk Royalty**, which they ran for 10 years.

"I'm very happy," Jen Kelly said. "I opened some new accounts, reopened old accounts and found a lot of good private-label possibilities." ●



Prism Sport

"We had 11 stop-bys before noon," he said on the opening day of the show.

The new trade show also drew several new exhibitors, including Los Angeles-based **Hard Tail**, which showcased its casualwear collection in a 20-by-30-foot booth at the front of the show.

Early in the day on June 23, the company met with East Coast retailers as well as buyers from Mexico, said Cami Cantrell, who was at the booth with her father, founder Dick Cantrell.

Cami Cantrell said friends at swim line **Vitamin A** had recommended they exhibit at Active Collective.

It was a similar story for Joy Clancy and Sheena Mahtani, who showed **Shape**, a new activewear line launched in partnership with *Shape* magazine. A friend recommended they debut the New York-based line at Active Collective.

Shape is already carried at **Dick's Sporting Goods**, and a co-branded collection is launching with the fitness chain **Equinox**.

Clancy described the new line as a "hybrid of performance but also street and leisure."

Caitriona Taylor, vice president of sales for the new collection **Crane & Lion**, also heard about the show from other brands. The Boston-based collection launched in November with an emphasis on fashion, fitness and function. The col-



Manhattan Beachwear was showing three collections, Trina Turk Recreation, Pink Lotus and Green Dragon.

sale account manager.

Vancouver-based **Public Myth** has been building its direct-to-consumer business but discovered a strong following from West Coast consumers.

"We sell mostly online, and most orders come from California," said Kerry Pollock, the company's creative director, adding that the company decided to show at Active Collective to get exposure with local California retailers, as well.

Produced in Vancouver and made from Supplex and a bamboo/cotton blend, Public Myth pieces are packed with details

RETAIL



THE GENTS CLOSET: After working as a stylist, Manuel Jackson, pictured on the couch, opened up a retail space called The Gents Closet earlier this month. It is located in the Sunset Media Towers building, at 6255 Sunset Blvd., across the street from the popular concert space Hollywood Palladium and down the street from the popular ArcLight Cinemas. Jackson, who also goes by the moniker MannyJStyle, said the place needed some fashion retail. "Styling was cool, but there was no luxury



men's boutique in Hollywood," he said. The Gents Closet will offer the feel of a stylist's lounge, but shoppers will be able to purchase the brands represented at the space. "It's like having a personal shopper and stylist in one location," he said. Brands sold at the location include Melin Brand, Bk Phillips, HAMC, D'Alpoas Italy, StampdLA, Freeman Platt, Pocket Square Clothing, New Standard Edition, Gallant Beau and Thread Haus, which is the line that Jackson designs.—*Andrew Asch*



CALA *Continued from page 1*

ton Citizen. “You could take your time with each customer without any distraction.”

The regional trade show is focused on high-end contemporary boutiques in Northern California. Retailers shopping the show included San Francisco boutiques **Azalea**, **Two Skirts**, **Citizen** and **Ambiance San Francisco**. Also shopping CALA San Francisco were retailers such as Angelina Haole, who sought to clothe the wealthy tech entrepreneurs in Northern California’s Silicon Valley and their families.

“They want something that is unique,” Haole said of this group. She plans to open a boutique that will offer ready-to-wear and couture in Silicon Valley this fall. She was a partner in the leading **Franco Uomo** boutique in the **Santana Row** retail center in San Jose, Calif.

Other Bay Area boutiques shopping the show included **Viva Diva** of San Rafael, **Kitsch Couture** of Los Gatos, **Morning Glory** of Burlingame and **Specialtees** of Lafayette. **Pinkadot** in Davis, Calif., was reportedly seen at the event as was **The Loop** from Northern California’s wine country and boutiques from Oregon and Washington.

During the show, Joene Kelly of The Loop said she was shopping for many of the brands her boutique’s clients have favored. Her clients also prefer a sustainable story. “When I get a chance, if I can buy local and made-in-USA, I’ll do it,” she said.

For other trends, Annie Rubin, the owner of **Specialtees** boutique, said blouson tops were popular and often paired with a body-hugging garment, such as leggings.

A sizable contingent of vendors exhibiting at CALA San Francisco were headquartered in Los Angeles’ Fashion District. Israel Ramirez of Los Angeles’ **Siblings Showroom** said CALA was the place where contemporary showrooms could connect with high-end boutiques spread out over a large region.

“We become a coalition,” he said of Los Angeles vendors exhibiting at the show.

“We attract buyers together.”

While the show was dominated by women’s showrooms, a handful of menswear vendors also exhibited. Mario Pasillas, West Coast Sales for the **7 Diamonds** label, headquartered in Tustin, Calif., said he saw most of his clients from the Oregon border to the Central Valley. Most of those boutiques were looking for reorders, and 70 percent of his CALA orders were made for at-once merchandise.

The show was held at a festive time for the San Francisco Bay Area. The **Golden State Warriors** basketball team, based in Oakland, Calif., won the **NBA Finals** on June 16. City halls in San Francisco and Oakland both assembled installations cel-

ebrating the victory. The weather seemed to support the celebration. Temperatures during the show were brisk, but sunny skies gave vendors and buyers a clear view of Alcatraz Island, which is located two miles away, or a 10-minute ferry ride from Fort Mason, which is located in San Francisco’s Marina District.

The next CALA San Francisco show is scheduled to run Aug. 25–26. The event producer, also called CALA, produces a contemporary trade show in Denver. CALA Denver is scheduled to run June 30–July 1. ●



CALA SCENE: From left, the Fort Mason Festival Pavilion, where CALA San Francisco was held; retailer Angelina Haole, pictured left, at the ShowroomFive21 booth with Vishaka Lama; Lama holds up a dress by Lumier by Bariano; Mikey Herlo of the Cotton Citizen brand; Allison Zurich at the Ginger Showroom booth; a scene from the show

NEWS

OBITUARY

Kristine Garrett, Clothing Designer

Kristine Garrett, who founded **URU** clothing nearly 40 years ago with her husband, Ken Brown, died on June 2 of cancer. She was 69.

Garrett, who made her home in Escondido, Calif., was a consistent exhibitor at the **Womenswear in Nevada** trade show, held twice a year in Las Vegas. Until recently, the clothing company had a showroom in the **California Market Center** in downtown Los Angeles.

With an endless passion for exotic fabrics and vibrant color, Garrett was an acclaimed color artist who created contemporary silk clothing worn by women who like a certain bohemian style. The line is garment dyed and manufactured in URU’s Escondido factory.

For more than 30 years, retailers such as **Susanna** in Cambridge, Mass., and **Liberty House** in New York have sold the collection to a customer base that loved Garrett’s colors and designs.

Garrett grew up in Garden Grove, Calif. She was a world traveler who met her husband in India, where they started their life’s journey together.

Garrett is survived by her husband, Ken, and three brothers: David Garrett, Philip Garrett and Peter Garrett.—*Deborah Belgium*



Kristine Garrett

MRket Rolls Out The Hub for New Events, Activities at New York Show

MRket, the menswear show organized by **Business Journals Inc.**, will kick off a video series, a photo studio, a book signing and a **Beam** pop-up shop at The Hub, the trade show’s new interactive area set to bow during the July 19–21 show at the **Jacob K. Javits Center** in New York.

On July 19, **MR** magazine and street photographer Karl-Edwin Guerre will be conducting interviews on the show floor for **MR**’s new “Menswear Movers” video series.

On July 20–21, The Hub will set up a photo studio, where the **MRket** team will shoot top-trending looks from the show floor for its post-show lookbook.

There are several other events and features set to debut at the July show. Ali Arain and Gregory Coccaro, owners of the **Beam** store in Brooklyn, N.Y.’s Williamsburg neighborhood, will host a pop-up shop on the show floor.

The **Vanguards Gallery**, **MRket**’s area for up-and-coming men’s brands, will debut a new section called **Vanguards Platinum**, featuring upscale men’s lines

such as **Anthony Miles**, **Brett Johnson Collection**, **Creed**, **Galet**, **Guglielmo G**, **Mark Giusti**, **Northern Cobbler**, **Pasotti**, **Rafi & Olga**, **Ring Jacket** and **Spivey**.

The **Italian Trade Commission** will host a lounge at the front of **MRket**’s Made in Italy section, where espresso will be served in the morning and pro-secco in the afternoons during the show.

Jack Mitchell—whose family owns the **Mitchells** store in Westport, Conn.; **Richards** store in Greenwich, Conn.; **Marshs** in Huntington, N.Y.; and **Wilkes Bashford** stores in San Francisco and Palo Alto, Calif.—will participate in a Q&A session with **MR** Editor-in-Chief Karen Alberg on July 19. Attendees will receive copies of Mitchell’s book, “Hug Your Customers,” and have the chance to get it signed by the retailer.

Southern Proper will host the Modern Prep Lounge at the show to showcase “The New Way of Prep” and will provide the trade show’s tote bags.

For more information, visit www.mrketshow.com.—*Alison A. Nieder*

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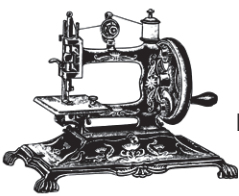
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Seeking full-time Graphic Artist. Proficient in Photoshop & Illustrator. Also, must be experienced in CAD.
Design Associate: Seeking creative, organized & self motivated with ability to multi-task. Must be proficient in Tech Pack. Email resume to: mimizmarts@gmail.com

WANTED FULL TIME SAMPLE SEWER

.....Experienced sample sewers.....
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Jobs Available

GRAPHIC DESIGNER WANTED

Seeking experienced graphic designer for bags with 2 years min experience. Good at illustrator and photoshop. Should be aware of technical details for bags. Please email resumes to designmonica@gmail.com

Real Estate

GARMENT BUILDINGS

Mercantile Center 500 sq. ft. - 16,500 sq. ft. Priced Right. Full Floors 4500 sq ft., Lights - Racks - New Paint - Power Parking Available-Good Freight. Call 213-627-3754 Design Patternmaker Garment Lofts 300 sq ft-1,000 sq ft. Call 213-627-3755

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Jobs Available

Karen Kane

PATTERN MAKER

Karen Kane is seeking a 1st thru production pattern maker for its established better sportswear division and emerging contemporary divisions. Strong communication skills, attention to detail, great organization skills, self-motivated, energetic. Computer literate.

Jobs Available

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IMPORT PRODUCTION
COORD./MERCHANDISER Highly motivated person with 2-3 years exp. in the junior/special sizes denim bottoms market needed to assist in import production. • Must have well rounded knowledge of overseas garment production &

Jobs Available

PRODUCTION ASST

Min 5 yrs experience for established, stable apparel manufacturer in business 19 years. We are looking for a responsible, detail oriented person. This multi-tasking position includes purchasing trim, fabric, issuing cutting tickets and work orders to sub-contractors for embellishment. Must be good with follow up. Computer skills such as Outlook, Excel and Word are required. Must speak and write English,

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