

# CALIFORNIA ApparelNews

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## MADE IN AMERICA

### How a New Free-Trade Agreement Would Affect U.S. Textile and Clothing Makers

By Deborah Belgum *Senior Editor*

One of the biggest free-trade agreements ever negotiated by the United States could be a done deal by the end of this year. But it is still unclear how the **Trans-Pacific Partnership** will affect textile and apparel makers that manufacture in the United States.

One of the key items in the new free-trade agreement with 11 other countries is whether there will be a yarn-forward rule. Under the **North American Free Trade Agreement** and the **Dominican Republic–Central America** ➔ **Made in America** page 3

### The Stronghold to Move Abbot Kinney Store, Plans Retail Expansion

By Andrew Asch *Retail Editor*

**The Stronghold**, which bills itself as Los Angeles' oldest clothing label, will be making some new moves.

The 120-year-old label is scheduled to relocate its Abbot Kinney Boulevard store, also called The Stronghold. The label also plans to expand its e-commerce and bricks-and-mortar retail in the next 12 months.

The Stronghold will move into a 1,200-square-foot space on the west side of a 3,600-square-foot building, which has housed its retail, design and administrative operations since ➔ **Stronghold** page 2

### Buyers Looking for Immediate and Fall Merchandise at Fashion Market Northern California

By Christina Aanestad *Contributing Writer*

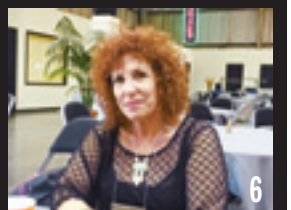
SAN MATEO, Calif.—Fall fashions, Immediate Summer items and accessories filled the nearly 105,000-square-foot space at the **San Mateo Events Center** for the June 21–23 run of **Fashion Market Northern California**.

"It's one of the most successful regional markets," said Nina Perez, a former Northern California sales representative now based in Los Angeles, who still travels to the region for her "loyal following."

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## INSIDE

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# Park Showroom to Move Men's Brands and Seven Points Boutique

The **Park Showroom** will be changing its game.

After serving as one of the first tenants of the renovated **Lady Liberty Building** in Los Angeles' fashion district in 2007, The Park will be moving the operations for its men's brands a block away to **Area 4**, a men's and streetwear section in the **California Market Center** showroom building. It also will be moving its retail space, **Seven Points**, away from Lady Liberty. The boutique's last day of business in downtown

Los Angeles will be Aug. 1.

Seven Points will reopen in the first quarter of 2016 in Silver Lake, said Eric Martin, The Park's founder. The space offered men's streetwear and contemporary clothing from brands such as **Thing Thing Zanerobe** and **Pocket Square Clothing**. "The people that live and work in the [Fashion District] aren't shopping," he said. "We didn't lose money, but we couldn't turn a profit. In three years, [downtown Los Angeles boutique retail] will be phenomenal,

but we were way too early."

The new space for its men's brands will be Suite B477, which spans a little less than 3,500 square feet. The Park will continue to run its offices in the Lady Liberty, and it also plans to expand the division for its women's brands at Lady Liberty, Martin said. He anticipates a major increase in traffic at Area 4.

"Lady Liberty is mostly women's," he said of the fashion showrooms in the building. "We got plenty of appointments. But we

don't get walk-by traffic. I want to move into a space where there's a higher percentage of people coming through on a daily basis."

The new space will house Park's clients including **Woolrich**, **Deus Ex Machina**, **Howe**, **Thing Thing**, **Matiere** and **Thoro-craft**, also known as **TCG**. The Lady Liberty space will house women's styles for brands **Thing Thing**, **Woolrich** and **AKA**. Martin also hopes to sublet creative workspace at The Park Showroom for designers and new fashion brands.—*Andrew Asch*

# Outlets at San Clemente to Open in October

**Craig Realty Group**, which developed and manages the **Desert Hills Premium Outlets** and **Citadel Outlets** in Southern California, recently announced it would build an outlet retail center in San Clemente, Calif., devoted to off-price goods from well-known brands.

The project is called the **Outlets at San Clemente**. The more than 325,000-square-foot project is scheduled to open in October and will provide space for up to 70 retailers. Confirmed tenants are **Calvin Klein**, **Cole Haan**, **Columbia Sportswear**, **Guess**, **H&M**, **Levi's**, **Nike**, **Puma**, **Tilly's**, **Tommy Hilfiger**, **Under Armour** and **White House Black Market**, according to a statement from Craig Realty, which is headquartered in Newport Beach, Calif.

The project also will feature 12 restaurants and dining options, which will include **Panera Bread**, **Ruby's Diner** and **Star-**

**bucks**. Craig Realty Group also plans to offer valet parking at the new outlet center. Other services to be offered will be Wi-Fi, baggage check, and stroller and wheelchair rentals, among other amenities, said Steven L. Craig, managing partner of Craig Realty Group.

"This is one of the most ambitious and exciting developments in our portfolio to date," he said. "I'm confident this center will

redefine what consumers expect from outlet shopping."

The outlet center's buildings will resemble the "Spanish village" architecture that has defined the architectural look of downtown San Clemente. Outlets at San Clemente will be located off the Santa Ana (5) Freeway at Avenida Vista Hermosa and Avenida Pico, which is a short drive from the downtown area.

After decades of being primarily known as a sleepy surfing town and as a residence for President Richard Nixon during his White House years and after he resigned in 1974, San Clemente has grown into a hub in this region of south Orange County. **Stance Inc.**—which has developed socks into a popular category at surf, skate and juniors retailers—opened its headquarters in San Clemente last year.—*A.A.*

## Stronghold *Continued from page 1*

2005. "We wanted to better utilize the building," said Michael Paradise, a proprietor of the heritage workwear and denim brand. The building, located at 1625 Abbot Kinney Blvd., one of Los Angeles' premier retail streets, was constructed in 1925, Paradise said.

For a decade, The Stronghold housed

its retail and storage in a 2,400-square-foot space on the east side of the landmark brick building on Abbot Kinney Boulevard. It moved its administrative and storage facilities out of the building. A new retailer will move into the 2,400-square-foot spot. The new tenant reportedly is **Shinola**, the up-and-coming Detroit-headquartered manufacturer of watches, leather goods and bicycles that has enjoyed laudatory press with its mission

manufacturers had pride in what they were making," he said of the manufacturing era that Stronghold showcases. There are also showcase brands with a similar aesthetic such as **Red Wing**, **Alden**, **Lewis Leathers**, **Filson** and **Stetson**.

The Stronghold sells workwear, jeans and a line of clothes based on the brand's early-20th-century looks. The Stronghold started business in 1895 in downtown Los Ange-

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**VINTAGE LOOK:** This building, which houses the Stronghold brand in Venice, was built in 1925.

to revive manufacturing in its long-suffering hometown.

Shinola did not answer an email requesting a confirmation of the tip by press time. Since 2014, it has run a store in Los Angeles' Silver Lake section.

The Stronghold's new store on Abbot Kinney will look just the same as its former space, filled with pre-World War II fixtures and furniture. However, items in the new space will be spread over one big room rather than two rooms, which was the case in the former space, said Fred Manheim, another Stronghold proprietor. "It's a much roomier feel. You go in and—bam, pop—everything is there," he said. "It's a new beginning. Maybe we'll call it another chapter for The Stronghold."

"The feeling is that you are walking back in time into a pre-World War II space," Paradise said. "It's a whole other way of looking at merchandise. It was a time when craftsmanship and excellence were valued and

les. Its jeans were worn by actors such as Charlie Chaplin in the 1936 movie "Modern Times" and Henry Fonda in the 1940 movie "The Grapes of Wrath." Retail price points range from \$200 to \$500 for the clothes. The brand's fabrics are woven on vintage American looms in Japan. However, the clothes are manufactured in Los Angeles.

The Stronghold brand shuttered in the 1950s, Paradise said. But he revived the brand with Manheim and Naoko Shirase in 2004. It opened its Abbot Kinney store in 2005, long before the street vaulted into national consciousness in 2013, when *GQ* magazine called it "the coolest block in America."

Some of The Stronghold's future rests in downtown Los Angeles. Paradise forecasts that the brand will open a store in downtown's Arts District in the first quarter of 2016. An e-commerce store will be launched this fall. The company also hired Josh Hurd, a new director of operations, on June 8. ●



# Zimmermann to Open on Melrose Place

The Los Angeles area will get a second helping of **Zimmermann**, the Australian luxury ready-to-wear and swim brand.

Since 2011, the label has run a boutique at 110 S. Robertson Blvd. in Los Angeles. On July 9, it is scheduled to open a second Los Angeles-area store, which will be the brand's fourth North American outpost.

The 3,000-square-foot space is located at 8468 Melrose Place in West Hollywood, which formerly housed **Connoisseur Antiques**. The space features an 800-square-foot patio. Melrose Place is the address for flagships for fashion houses such as **Isabel Marant**, **Marni**, **Marc Jacobs** and **Monique Lhuillier**.

Nicky Zimmermann, founder and creative director of the Sydney-headquartered brand, said the label will sell the brand's swimwear and ready-to-wear at the new space. "We have been looking for a more expansive flagship for a while," she said. "I love the vaulted ceilings and the flashes of natural light that come through the [space's] domes. It's a really lovely canvas for us to present our collections to clients."

Jay Luchs of **NewmarkGrubbKnightFrank** handled the deal to bring Zimmermann onto Melrose Place. According to his website (<http://jayluchs.com>), rent in the area is \$12 per square foot a month, or \$144 per square foot annually.—*Andrew Asch*

# Woodbury University Names Five People to Its Board of Trustees

**Woodbury University**, known for its wide array of classes, which include fashion and architecture, has appointed five people to its board of trustees.

With the new members, the board now has 28 active members. They, along with seven trustees emeriti, oversee the policies, academics and appointments at the university, which has its main campus in Burbank, Calif.

"Each new member of the board embraces the pillars around which our university is organized—design thinking, entrepreneurship, civic engagement and transdisciplinarity," said David St. Amant, who serves as board chair.

Joining the board of trustees are:

- Ronald Altoon, founder of the architectural firm **Altoon + Porter**, now called **Altoon Partners**. The Los Angeles archi-

tectural company specializes in retail, residential and mixed-use developments.

- David Blitz, president of **Nebo Capital Inc.**, a mortgage banking and advisory company that focuses on equity and structured debt for all types of real estate assets.

- Jan Hanssen, origination manager for **US Bank**'s commercial bank, based in downtown Los Angeles and Encino, Calif. He began his career at **LTCB**, a Japanese corporate bank, where he focused on media and entertainment, financing films such as "True Lies" and "Basic Instinct."

- Grace Kim, director of strategy and partnerships at **Goodcorps**, a social innovation consultancy.

- Kieran Nolan, a vice president at **AT&T**. He is a former adjunct faculty member at Woodbury.—*Deborah Belgum*

# Topher Gaylord Leaves Mountain Hardware

After five years on the job, Topher Gaylord is leaving his position as president of **Mountain Hardware**, a mountaineering and outdoor equipment and clothing company in Richmond, Calif. It is a subsidiary of **Columbia Sportswear Co.**, based in Portland, Ore.

Taking over as interim president will be Scott Kerslake, who will be on board while the company conducts a global search for a permanent brand leader to replace Gaylord, who resigned.

Currently, Kerslake is chief executive of the **Prana** yogawear brand, another Columbia Sportswear Co. subsidiary.

He will retain his title at Prana while he serves as Mountain Hardware's interim president. Kerslake is also the co-founder of the **Athleta** brand, where he was the chief executive from 1997 to 2004.

For nearly two years, Gaylord served as president of **7 For All Mankind**, a premium-blue jeans company based in Los Angeles, until his move to Mountain Hardware. His other jobs included working at **The North Face** and serving as president of **VF Corp.**'s outdoor and action-sports international brands, including The North Face, **Vans**, **Reef** and **Jansport**.—*D.B.*

## MADE IN AMERICA

### Made in America *Continued from page 1*

**Free Trade Agreement**, there are yarn-forward provisions. That means everything from the yarn on up must come from the free-trade area for goods to receive duty-free access.

Yet there has been much pushing and shoving by the **American Apparel & Footwear Association**, the trade group in Arlington, Va., representing some of the largest U.S. clothing importers—such as **VF Corp.**, **Gap Inc.** and **Levi Strauss & Co.**—to make this new free-trade agreement a non-yarn-forward accord. If that happened, Vietnam, part of the TPP group, could import fabric from China, which is not part of the TPP group. That fabric could then be cut and sewn into dresses, pants and tops and shipped to the United States duty free, shifting the way people source their clothes.

This kind of arrangement would hammer U.S. apparel and textile companies that are manufacturing their goods in the United States because it would be so much cheaper to source apparel overseas in the other TPP-member countries, which are Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. The average U.S. duty on clothing is 12 percent.

"If you are selling to department stores, the trade pact has no advantage to you at all," said Lonnie Kane, president of Vernon, Calif., womenswear company **Karen Kane**, which sells to big department stores such as **Macy's**, **Nordstrom** and **Dillard's**. The company, with revenues of more than \$80 million, manufactures about 85 percent of its inventory in the Los Angeles area. "In fact, if you are competing with a company that imports their goods, they will have an additional advantage because they will have better prices. Department stores are very price sensitive."

Kane noted it is only getting more expensive to make clothing in Los Angeles, with the city's minimum wage set to rise from \$9 an hour to \$15 an hour by 2020. "Yarn forward is going to be a big part of the deal."

For Los Angeles apparel makers who sell to mostly specialty stores, the threat of competition isn't quite as acute. Dimitri Komarov, president of Los Angeles womenswear company **Komarov**, said the company sells to about 500 specialty stores as well as Nordstrom with dresses that are heavy on details and lace. Dresses range in price from \$150 up to \$438 at retail stores.

"For us, there is not much concern. We are such a niche product that we stand in our own world," he said. "Pricing has never been an issue for us. Our product is so unique that

our customer base is not going to switch to something else because it is 10 percent cheaper."

He said the free-trade agreement would be an advantage for U.S. apparel exporters who have been grappling with a strong dollar, which makes goods more expensive for overseas clients. "We have had a little bit of a hard time selling overseas. To be price competitive, overseas clients want us to discount the price because of the strong dollar. It is becoming more of an issue," he noted.

Steve Barraza, who has operated the **Tianello** clothing company and factory south of downtown Los Angeles for more than 20 years, believes the TPP free-trade agreement will only hasten the departure of apparel manufacturers from the area. "It is going to take more business offshore," he said. "I hate to say it, but with what they are doing now with the minimum wage, it opens up a few more options for us. ... I would definitely look at the possibility of moving offshore."

Barraza employs about 100 workers at his factory on south Broadway, where his workers cut and sew primarily silk and Tencel tops, dresses, skirts and jackets that are sold at hundreds of specialty stores in the United States and Canada. Wholesale prices range from \$49 to \$89.

But Barraza notes it is increasingly harder to manufacture in Los Angeles. "Four or five years down the road, minimum wage changes everything. Anytime a minimum wage goes up, everybody wants a raise, too," he said.

### As the textile world turns

More in harm's way are domestic textile manufacturers. Much of the U.S. textile industry has grown due to NAFTA and DR-CAFTA and the yarn-forward provision in those pacts. "These rules have served as a catalyst for the record-breaking exports of U.S. yarns and fabrics that we are seeing today," said Auggie Tantillo, president and chief executive of the **National Council of Textile Organizations**, the textile trade group headquartered in Washington, D.C., in a previous interview.

He noted that textile exports have grown 40 percent in the 10-year period between 2003 and 2013—from \$12.7 billion to \$17.9 billion. "Nearly two-thirds of U.S. textile exports during 2013 went to our Western Hemisphere free-trade partners," he noted.

But no yarn-forward rules in TPP would devastate American textile makers. "That would speed up the potential loss of business for us in this region," said Keith Dartley, president of **Swisstex Direct**, the marketing side of Los Angeles-

based **Swisstex**, which has a textile factory in El Salvador and a dyeing and finishing facility in South Los Angeles.

He said business has been very strong in the Central American region because of the yarn-forward provision, particularly for companies such as **Swisstex** that are making synthetic performance fabrics that are in demand and carry a 32 percent tariff if they are not made in a duty-free region.

The Central American Free Trade Agreement has helped the company continue to grow. Last year the company had 140 workers and 55 knitting machines at its El Salvador factory. This year, that changed to 165 employees and 70 knitting machines this year.

But competition from Asia is stiff. Dartley noted that Asian synthetic filament yarns cost about 60 percent less than U.S. yarns.

If there were no yarn-forward rule in the new trade pact, David Sasso, vice president of international sales for **Buhler Quality Yarns** in Jefferson, Ga., said, "U.S. textile manufacturers would be completely cut out."

About 35 percent to 40 percent of the Supima cotton, Modal and Tencel yarns Buhler exports from the United States goes to Central America with another 5 percent to Mexico.

### TPP push

Now that the Obama administration has gotten Congress to approve fast-tracking approval for free-trade agreements under Trade Promotion Authority, the race is on to have some kind of Trans-Pacific Partnership agreement locked up by the end of the year.

Negotiators have been hammering out a deal for years, ever since George W. Bush was president, but the accord has begun gathering more momentum with the Obama administration having less than two years left in office.

The last major meeting between negotiators was in Guam in May. "The rules of origin have still not been resolved," said Julie Hughes, president of the **U.S. Fashion Industry Association**, formerly known as the **US Association of Importers of Textiles & Apparel**, which is pushing for a non-yarn-forward agreement. "There are bilateral meetings going on right now, and we will see a lot of activity in July with the goal to conclude."

Once introduced to Congress, the legislative body may take no more than 90 days to approve the accord. If it were introduced sometime in August, it could be a done deal by November. ●



# Thorn Joins The Men's Wearhouse

**The Men's Wearhouse**, a specialty men's apparel retailer headquartered in Fremont, Calif., announced on July 1 that Bruce K. Thorn was named executive vice president, chief operating officer.

Thorn has served in various roles at **PetSmart Inc.**, a specialty pet supply and services chain that runs 1,404 stores. He was the executive vice president, working in store operations and supply-chain services, said Doug Ewert, chief executive officer of The Men's Wearhouse.

"Bruce brings with him extensive experience and an infusion of new ideas to help us create a stronger company and unlock future growth," Ewert said.

In June, Men's Wearhouse signed an agreement to operate men's tuxedo rental shops inside 300 **Macy's** stores. The men's retailer will start a pilot program in the fall when it opens 17 tuxedo shops, according to a company statement. By fall 2016, the company expects to have the entire fleet up and running. Macy's and The Men's Wearhouse also will collaborate to build a digital tuxedo rental shop at [www.macys.com](http://www.macys.com), the department store's e-commerce site.

The Men's Wearhouse has 1,758 men's apparel stores across North America, which do business under the nameplates of **The Men's Wearhouse**, **Jos. A. Bank**, **Moore's** and **K&G Fashion Superstore**.—*Andrew Asch*

## New Hire at Matiere

**Matiere**, a menswear brand headquartered in Newport Beach, Calif., announced July 1 that Matt Feniger would join the company as a brand marketing manager for its Matiere and **Strand** collections.

Feniger has worked in fashion-trend forecasting and product development as well as public relations, said Scot Shandalove, Matiere's chief executive officer. Most recently, Feniger was covering the menswear market as the New York menswear editor for the leading international trend-forecasting service **WGSN**.

Feniger will oversee Matiere's advertising and marketing. He also will handle partner-

ships and collaborations with other brands.

Matiere has been sold at prominent retailers such as **Ron Herman**, **American Rag** and **Kin** in the Los Angeles area as well as **Atrium** in New York and **Beams** in Japan.

The brand has exhibited at **Liberty Fashion & Lifestyle Fairs** in New York and Las Vegas. During the run of these shows in January and February of this year, Matiere introduced its first denim pants.

The brand has positioned itself as an alternative to other men's brands. Its Fall 2015 choices include oversized T-shirts with an avant-garde look and bohemian-looking harem pants. —A.A.

## Calendar

### 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 13

#### Gather

The Castaway

Portland, Ore.

Through July 14

### 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 16

#### Gather

Bell Harbor Conference Center

Seattle

Through July 17

### July 17

#### SwimMiami

W South Beach

1Hotel South Beach

South Beach, Fla.

Through July 19

#### California Gift Show

Los Angeles Convention Center

Los Angeles

Through July 20

### July 18

#### SwimShow

Miami Beach Convention Center

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



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## FABRICS



## PRINTING



## FINISHING





FMNC *Continued from page 1*

Perez's lines include **GR Dano**, a Sausalito, Calif.-based contemporary women's line made in the Bay Area with wholesale prices ranging from \$35 to \$110, and **Beyond Threads**, a sweater line with wholesale prices ranging from \$79 to \$229 that broadened its market to include handmade jewelry in Peru from recycled textiles and other materials. "Beyond Threads really specializes in knits and sweaters, but a couple years ago they started this jewelry line. A lot of museums carry it," she said.

Sales representatives from across the state displayed their products but were selective about the lines they showcased to cater to Northern California and other West Coast boutique retailers.

Retailers and consumers in Northern California tend to favor earthy, simple designs, according to Janelle Moore, a sales representative from Southern California. Her clothing lines included **Fenini**, a funky line of earth-toned dresses and knits ranging in wholesale price from \$31 to \$54, and **hipS-sister**, a wide stretch belt with slim pockets that is wholesale priced at \$12.50. Moore said hipS-sister is perfect for women who do yoga or other workouts and are looking for fashionable but utilitarian athleisure accessories. Moore also carried **Marcia Moran**, a Brazil-based jewelry line made with colorful crystal druzies and other natural stones such as labradorite set in sterling silver and 18 karat gold-plated

brass. The line wholesales from \$49 to \$138.

"I find more natural druzies and semiprecious stones tend to do well here," Moore said.

An estimated 33 percent of FMNC vendors are accessories sales representatives, designers and manufacturers, according to Suzanne De Groot, executive director of FMNC.

"Semiprecious and fashion jewelry at all price points, handbags, shoes, scarves and, of course, gloves, socks and tights are strong in the Fall markets," she said.

Karen Topp, assistant manager for the **San Francisco Opera Shop**, was scouting for "high-class" clothing and accessories at



Amma Designs



Amma Designs



Marcia Moran



Dance in Paris



Retailer Anna Woods, owner of Anna's Boutique



Beyond Threads in Lincoln, Calif.



Lesley McEntire



Frank Lyman

reasonable prices. "This show has a concentration of accessories I need," said Topp, who placed orders with **America Corner**, a clothing company based in Alameda, Calif., which makes reversible jackets as well as accessories lines **Sarah J.** and **Vivante Scarves**.

"We're seeing an increase in our accessories and handbag business," said

Bernadette Mopera, owner of the **Bernadette Mopera & Co.** showroom in Los Angeles, which represents clothing and accessories lines **Fred and Basha**, **Lavand** and **Peter and June Jewelry**.

"[Accessories are] what I call the bait, because what woman doesn't want another pair of earrings?" said Pat Benson, owner of **Mix**, a moderate to high-end accessories and furniture store in Oakland, Calif. She said she stocks accessories in hopes to draw in customers who may then browse her eclectic store of household goods and make a larger purchase. "Because she may also want a leather couch or want me to work on a design project," she said.

Given the state's fourth drought year in a row, some retailers are still looking to stock their stores with Immedi-

## COMING SOON

## July 10

Cover: Surf Report  
Mid-Year Financial Review  
What's Checking  
Denim Report

**NY Textile Preview and Resource Guide with Tech Finance Advertorial Denim Advertorial Waterwear**

## Bonus Distribution

LA Gift & Home Market 7/15-20  
Miami Swim Show 7/18-21  
Project NY 7/19-21  
Agenda NY 7/20-21  
Indigo 7/21-22  
Premiere Vision NY 7/21-22  
Kingpins NY 7/21-22  
Texworld 7/21-23

## July 17

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## Tags &amp; Labels Advertorial

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HipS-sister

ates for the hot summer weather, according to sales representative G. Craig Williams from Sacramento, Calif. He brought a host of clothing and accessories lines, including **Aris A.** from **Shanel Trading**, based in Ontario, Calif. “I’m making more Immediate sales than Fall sales,” he said. Many buyers said they appreciate FMNC’s relaxed atmosphere. Anna Woods, owner of **Anna’s Boutique** in Lincoln, Calif., said she typically attends one large show in Las Vegas each year, then “relies on FMNC regularly.” At the recent show, she placed orders with **Pretty Angel** and **Apparel Love**.

“I sold mostly Immediate,” said Lynne Andresevic, president/owner of the **Crayola Sisters** showroom, based in the San Francisco Bay Area. “I wrote a few Fall orders, but mostly it was fill-in orders for Summer. It’s good. It means that retail is busy. It is picking up. People don’t need to write Fall and Holiday. They’ll see me next market.”

### New to the mix

New exhibitor Joyce Snyder, a sales representative based in LA, brought four clothing lines, including her new client, **Amma Designs**, a colorful, bohemian yet contemporary women’s line made in Los Angeles, which wholesales for \$69 to \$125. Her other lines are **Colleta**, a sportswear line made in Canada, which wholesales in the \$50 price range; **Nina B. Rose**, an athleisure line of leggings for workouts and play; and **Stellestial**, a

higher-end collection of silk and satin-fitted tops and dresses, wholesaling for \$100 to \$200. “All my companies are made in California, except Colleta, which is made in Canada,” Snyder said.

Snyder’s booth was busy with retailers browsing through her selections. Out-of-state retailers John and Susana Kopplin traveled from Tucson, Ariz., to get out of the sweltering heat and look for new items to stock their boutique, **Maya Palace**, a moderate to high-end women’s clothing store and bridal shop with two locations in Arizona. They placed an order with **Amma Designs**, known for colorful and psychedelic patterns.

“Amma is a new line for us, so we’re using it



Un Billion Handbags

as fill-in,” said John Kopplin, who said he and his wife attend FMNC every summer. “It’s easy to get around in, so we can see lines we carry easily—unlike Las Vegas, where it’s so crowded,” he said.

First-time vendor Jessica Giles, owner of the **Karma Showroom** in LA, was showing three lines: **WearMena**, a contemporary dress line made in LA with wholesale prices in the \$120 range; **Down East**, a young contemporary women’s line made overseas with price points from \$5 to \$25 wholesale; and **Un Billion Handbags**, a collection of vegan-leather handbags. ●

## Flagship to Open Fashion District Showroom

After nine years of working out of a renovated kung fu cinema at the edge of downtown Los Angeles’ Chinatown, **Flagship**, a multi-channel showroom, will open a 3,000-square-foot satellite office located in the city’s fashion district, said Christopher Josol, a Flagship partner.

Josol forecasts that construction will be complete in mid-July for Flagship’s new space, located at 721 S. Los Angeles St. It is a couple storefronts down the street from the popular **Blends** high-end sneaker store and located in a space that formerly housed **The Cooper Store**, which retailed goods from the showrooms of the **Cooper Design Space**. A gala debut party for the new Flagship showroom is scheduled for August. Andrea Wang, who designed interiors for **Henri Bendel**, signed on to craft the showroom’s new look.

Flagship will continue to hold events at the **Kim Sing Theatre**, the renovated kung fu cinema, located at 718 N. Figueroa St. But Josol wanted to move the showroom’s business closer to the action in the fashion district. While visitors typically were intrigued by the unique design of the Kim Sing, some buyers complained that their schedules did not have enough time for an estimated 10-minute drive from the fashion district to Chinatown, Josol said.

“We just had to pick them up and drive them back,” he said of buyers. “But with the new showroom, we will sit down and have a full discussion and not be pressed for time.”

After the move is complete, Flagship will embark on a growth spurt. Josol plans to hire five salespeople and open a satellite office in New York in 2016. Willard Ford, son of actor Harrison Ford as well as a Flagship partner, will not be involved in day-to-day business at the showroom. He will continue to serve the showroom in an advisory role. Adam Ahdoot, a Flagship brand manager, was named as a new Flagship partner. He started as a partner on July 1.

The showroom also hopes to take on new clients because it will have more space at its new address, Josol said. It currently represents brands **Nicce London**, **Handsome Me**, **SLVDR**, **Weekend Offender**, **Orchill**, **MRKT**, **K-Way** and **JFM**.—Andrew Asch



NEW SPACE: The site of Flagship’s satellite office



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## EVENTS

# Clear / Kai Milla Takes a Bow

When the **BET Awards** rolled into town recently, there were scores of fashion events supporting the awards show. On June 27, Kai Milla introduced her contemporary collection **Clear / Kai Milla** at a runway show at the **Los Angeles Convention Center**, close to where the awards presentation took place on June 28.

"All of the pieces in the collection tell the story of what it is like to be a chic, independent, modern 'it' girl," Milla said. "The color-blocked neoprene pieces with the apron look are reminiscent of that June Cleaver type of individual. However, this woman is very evolved."—Andrew Asch



PHOTOS BY ABIMAGES

Kai Milla



# Authentic Brands Acquires Tretorn

Nearly a month after it acquired **Frederick's of Hollywood, Authentic Brands Group (ABG)**, announced it completed the purchase of **Tretorn**, a 124-year-old outdoor-lifestyle brand reportedly favored by tennis stars Bjorn Borg and Martina Navratilova. No sales price was disclosed.

Nick Woodhouse, president of ABG, said the company was interested in the Swedish brand because of its well-known canvas Nylite sneakers.

"Tretorn shoes are iconic," Woodhouse said. "The Nylite was a favorite with tennis stars from Bjorn Borg to Martina Navratilova and was celebrated as one of the first-ever sport shoes that exuded style off the court. With today's lifestyle trends, now is the perfect time to welcome Tretorn to the ABG family and launch it into new

categories and territories."

Tretorn will continue to be a global developer and supplier of rubber-based footwear, according to a company statement. It also will focus on expanding its market for its footwear, outerwear and tennis equipment in North America and Asia. Tretorn has been sold at retailers such as **Nordstrom, Macy's, REI** and **Zappos**.

New York-based ABG has been on a buying spree in recent years, acquiring many brands, including those from Southern California, such as **Juicy Couture** and **Tapout**.

ABG also is well known for licensing celebrity brands for stars such as Michael Jackson, Elvis Presley, Marilyn Monroe and Muhammad Ali. Its family of brands also lists men's suits labels such as **Hickey Freeman** and **Hart Schaffner Marx**.—*Andrew Asch*

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