

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 70 YEARS

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COURTESY OF WESTFIELD

SHOP & FLY: Westfield will be developing new retail sections at Los Angeles International Airport. Above is a rendering of The Strand, an upcoming section in the airport's Terminal 2.

TRADE SHOW REPORT

SoCal Materials Show Changes Location for Second LA Event

By Deborah Belgum *Senior Editor*

The newly minted **SoCal Materials Show** decided that for its second edition it would move its location from the **California Market Center** to a hotel near **Los Angeles International Airport** to make it more convenient for vendors flying in from around the world and the buyers who want to see them.

Vendors came from as far away as India, Italy, Mexico and China to display their wide selection of topnotch leather, canvas, synthetic fabrics, thread, foam, thermal lining and components used in the footwear, auto, furniture and apparel industries.

"I personally like the CMC as a venue, but companies such as **Skechers** and **Deckers** said it would be easier for them if it were on the Westside," said Hisham Muhareb, who co-owns **American Events Inc.**, the show's organizer.

➔ **SoCal Materials Show** page 8

Swim Collective Launching Beach Collective in August, Planning Swim Week in 2016

By Alison A. Nieder *Executive Editor*

On the heels of its first standalone **Active Collective** trade show, **Swim Collective** will launch a new premium beachwear section during the upcoming Swim Collective—International Edition show Aug. 13–14 in Huntington Beach, Calif.

The new section is part of a larger effort to build a week-long swimwear and activewear trade-show series planned for 2016.

The upcoming **Beach Collective** and Swim Collective will be held at the **Hyatt Regency Huntington Beach Resort & Spa**, where executive show director and founder Shannon Leggett also hosted the recent Active Collective trade show, which focuses on activewear and athleisure brands such as **Beyond Yoga**, **Yogasmoga**, **Colosseum** and **Lorna Jane**. Ac-

tive Collective will return to the Hyatt in January for its next show.

"The main focus of the Beach Collective is to promote the awareness of premium beachwear brands," Leggett said. "We want to bring special attention to global brands like **Melissa Odabash**, **Loér Beachwear**, **OndadeMar**, **Água de Coco**, **Triya**, **Lenny Niemeyer**, **Tori Burch**, **Moeva**, **Encantador** and **Babajaan**. We launched the Beach Collective to foster the unique identity of the premium beachwear brands and give them their own distinct and intimate space to develop."

The brands showing at Beach Collective, which include returning exhibitors and newcomers to the show, are sold at a premium price point. The new section, which is inspired by international luxury beach resorts, will provide buyers with a "more

➔ **Beach Collective** page 3

M.Fredric Opening in Retail District in LAX

By Andrew Asch *Retail Editor*

When **M.Fredric**, the Los Angeles-area contemporary boutique chain, opens a store at the upcoming **The Village at Westfield Topanga** development this fall, it is scheduled to be the chain's last location in a traditional retail area for a while, said Fred Levine, M.Fredric's co-founder.

But the 35-year-old retail chain is not done with expansion.

Levine recently announced that M.Fredric will join an upcoming group of **Los Angeles International Airport** shops developed by **Westfield**, the retail center-management company that runs more than 38 malls in the U.S. The M.Fredric LAX store will take a bow in December at Terminal 6. M.Fredric will sell T-shirts, sweaters and sweats with a Los Angeles ambiance in a new restaurant and retail area with upcoming neighbors such as **Tumi**, **Belkin**, a consumer electronics company; **Starbucks**; and **Wahoo Fish Tacos**, a

➔ **Westfield** page 7

Jill Granoff Stepping Down as Vince CEO

By Deborah Belgum *Senior Editor*

After three years as head of **Vince Holding Corp.**, Jill Granoff has resigned as the company's chief executive.

Granoff's resignation comes as a major management shake-up is taking place at the company, which makes chic and elegantly understated clothing at a higher-end price range.

Also leaving the company is Karin Gregersen, Vince's president and chief creative officer.

Granoff will remain the CEO during a transition period "to ensure an orderly and effective leadership transition," the company said in a statement.

"While this is a bittersweet decision for me, it is the right time for me to pass the reins to the next leader," Granoff said.

The company's board of directors plans to work with an executive-search firm to find a replacement for Granoff, who is a veteran executive in the apparel and cosmetics industry and at one time worked at **Liz Claiborne Inc.** as an executive vice president in charge of **Juicy Couture**, **Lucky Brand** and **Kate Spade**.

"Jill has been a tremendous steward for the Vince brand for the last three years," said Marc Leder, Vince chairman. "She has shown great leadership during her tenure, and her com-

mitment to seeing us through this orderly transition speaks volumes about her professionalism."

As part of Vince's reorganization, the company has hired Livia Lee as the new senior vice president of merchandising, reporting directly to Granoff in the interim and then to her successor. Lee joins the company on July 20.

With Lee's hiring, the company has reorganized the operational reporting structure, with merchandising for men's and women's apparel, accessories, retail and e-commerce merchandising as well as visual merchandising reporting to her.

Vince has its corporate offices in New York and its design studio in Los Angeles. It was founded in 2002 in Los Angeles by Rea Laccone and Christopher LaPolice. The brand is known for its cashmere sweaters, silk tops and understated elegance and is carried at stores including **Bloomingdale's** and **Nordstrom**.

In 2006, the Vince brand was acquired by **Kellwood Co.**, an apparel venture that later was purchased in 2008 by an affiliate of **Sun Capital Partners** in a leveraged buyout.

In 2013, Vince went public as a separate entity from Kellwood. It is traded on the New York Stock Exchange. For fiscal 2015, the company had a profit of \$35.72 million on \$340.4 million in revenue. ●

INSIDE

Where fashion gets down to businessSM



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www.apparelnews.net

LAFC's Kelsi Smith Bows Out of LA Fashion Week

Just a few months before **Los Angeles Fashion Week** is scheduled to run in October, Kelsi Smith, one of the week's prominent producers, announced on her **Facebook** page that she should would not produce runway shows for Los Angeles Fashion Week again.

Her company, **Los Angeles Fashion Council**, will continue to serve emerging designers with marketing, public relations and production functions. However, the runway division of LAFC will not be associated with LAFW.

Smith's LAFC runway shows started in 2012 and ran for three years and seven seasons. Taking the LAFC stage were emerging Los Angeles brands such as **Jen Awad**, **Odylyne**, **Stella Proseyn**, **ISM Mode** and **Linden CA**. The shows took place at venues such as **Carondelet House**, near downtown Los Angeles, and **The Reef**, formerly the **LA Mart**. Local and national fashion press

and bloggers typically attended and wrote about the shows.

Smith complained that retail buyers rarely attend fashion week shows. Also, it was very hard to cover expenses producing fashion week shows. (She said after producing the LAFC runway shows and presentations during LA Fashion Weeks, she is \$50,000 in debt.) Smith said she also believes that the model of fashion weeks is in crisis.

"Even New York is struggling to be relevant," Smith said of **New York Fashion Week**, where the world's most-prominent fashion houses spend fortunes to produce runway shows. She noted that the fashion-show model is being challenged by the Internet. "What purpose does it serve when we can see fashion shows at any time?"

While fashion weeks and runway shows are being challenged by a changing media landscape, she does believe there can be a

future for fashion weeks.

"I support regional fashion weeks as long as they know what they are doing and why they are doing it," she said. "We no longer knew what we were doing at LA Fashion Week."

Despite Smith's exit, the upcoming LA Fashion Week is expected to have a full schedule of runway shows ranging from high-end collections to emerging brands, as well as veteran show producers and new players. Expect to see events from **Style Fashion Week**, **Concept** and **Art Hearts Fashion**. A production company called **Los Angeles Fashion Week** will produce its first runway shows for the event at **Union Station** in downtown Los Angeles Oct. 6–11, said Lauren Trainer, a media associate for the production company.

Mike Vensel, the producer of **Concept**, collaborated with Smith on fashion week projects. Vensel said he believes that the

week's shows will go on without missing a beat.

"Fashion week will continue to evolve as it always has. There are new players that are getting involved, and there are people who are bowing out," Vensel said.

Jen Awad, whose namesake **Jen Awad** brand took the LAFC stage for the Spring/Summer 2013 season, said that Los Angeles has been on the radar screen for more high-end fashion houses since **Tom Ford** produced his Fall 2015 runway show in Los Angeles during the **Oscars** weekend. But Los Angeles has got to get its act together.

"There is a lot of focus coming out here. But we would need to put all of the shows under one roof instead of having shows go on in different spots," Awad said of the criticism that LA Fashion Week shows are too spread out in the Los Angeles metro area.

— Andrew Asch

New Chief Executive Joining Guess? Inc.

Guess? Inc. has hired a new chief executive who will be joining the Los Angeles clothing company in August.

Victor Herrero, whose previous job was head of Asia Pacific for **Inditex Group**, the parent company of fast-fashion Spanish retailer **Zara**, will be replacing Paul Marciano.

Paul Marciano, who cofounded the company with his brothers, Maurice and Georges, in the 1980s, will replace Maurice Marciano as executive chairman of the board and serve as chief creative officer.

Maurice Marciano will remain a director and have the title of chairman emeritus.

Herrero will receive a base salary of \$1.2

million and a \$2 million signing bonus. He is also eligible for a \$1 million bonus in 2016. Herrero has an extensive background in business and law. For the past 12 years, he has been with Inditex and spent 10 years building up the Spanish retailer's business in Asia.

Prior to Inditex, Herrero was a management consultant working for **Arthur Andersen** in Asia. He has a master's in business administration from the **Kellogg School of Management** at **Northwestern University** in Evanston, Illinois. He also earned a bachelor's degree in business administration from **ESCP** in Paris and has a bachelor's of law degree from the **University of Zaragoza** in Spain.

"Maurice and I have been working with the board for over a year now to select the right candidate to be my successor as chief executive officer," said Paul Marciano. "The most important criteria in our view are the understanding of our brand, which will celebrate its 35th anniversary next year; the complexity of our business being in over 90 countries with more than 25 categories of products; and having a deep understanding of the changing environment of the retail world. We believe that Victor is the perfect top executive because, in addition to his entrepreneurial spirit, he has unparalleled experience in building a large business in Asia, he has a deep understanding of the current world of retail, and he is extremely knowledgeable in best-in-class sourcing and supply chain."



Victor Herrero

Guess designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, footwear and other related consumer products.

The company has 470 stores in the United States and Canada and 361 retail stores in Europe, Asia and Latin America. Licensees and distributors operate an additional 836 retail stores outside of the United States and Canada.

Guess has been hit by soft consumer spending recently and has seen its revenues decline over the past four years. In fiscal 2015, it had a profit of \$94.6 million on \$2.4 billion in revenues. In fiscal 2014, it had a profit of \$153.4 million on \$2.6 billion in revenues.

— Deborah Belgum

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SURF REPORT

DC x Ben Davis

The raw denim used in the 80-year-old workwear brand **Ben Davis** will make way for a contemporary ease of movement, and the mix of tough and loose will be featured in the capsule collection **DC x Ben Davis**, said Michael Le, global head of product, DC Apparel at **DC Shoes**. The collection took a bow in July, and its Spring '16 line was introduced at the **Agenda** trade show in Long Beach, Calif., which ran July 8–9.

"We wanted to make sure that we kept their aesthetic," Le said of Ben Davis' workwear styles, which have been worn by generations of construction workers and, since the 1980s, popular hip-hop groups, including members of **N.W.A.** and the **Beastie Boys**. "It was going to be workwear-related, but it would keep skate culture."

Le grew up in Southern California, but he spoke from DC Apparel's offices in Biarritz, France, where DC's global design offices are based along with those of sibling brands **Quiksilver** and **Roxy**. DC started business in San Diego in 1994. It was acquired by Huntington Beach, Calif.-based **Quiksilver Inc.** a decade later.

The capsule collection DC x Ben Davis bears the iconic smiling gorilla logo of the Ben Davis brand adjacent to the letters DC, the logo of DC Apparel, on its eight apparel styles and one style of footwear.

In 2014, Le and his team visited the San Francisco offices of the Ben Davis label to view the company's archives. The DC team was inspired by the brand's 1990s looks. The era also celebrates the decade when DC

Shoes first gained popularity as a brand favored by skateboarders.

The DC team used a "robust" fabric for the collaboration's pants and jackets, but it did not have the thickness of the classic Ben Davis items. The classic Ben Davis silhou-



ettes were given more-contemporary fits but were given enough room to offer an ease of movement for skating. The capsule collection also scales down the oversized Ben Davis pockets.

The jackets will bear a rigid twill and have a "blanket" lining for insulation. Retail price points will range from \$24 to \$99. Le forecast that the collaboration will be sold at DC's retail partners. Expect more DC x Ben Davis collections. Le said that his label is designing more looks and styles for the collaboration.—A.A.

Dreamgirl Parent Company Taps Simparel for Complete Enterprise System

Bell, Calif.-based **DG Brands**, the owner of several lingerie and costume brands—including **Dreamgirl**, **Dreamguy**, **Alexa**, **Sugar Sugar** and **Mischief & Mayhem**—is replacing its existing ERP (enterprise resource planning) system and other business software with an all-in-one solution from **Simparel Inc.**

The **Simparel Enterprise** system will allow DG Brands to manage the product lifecycle from concept to consumer while realizing business-wide efficiencies, streamlining processes and increasing operational visibility.

“Our 8-year-old business system simply could not give us the level of reporting and control we needed to more effectively manage and grow the business,” said Alma Canjura, DG Brands executive vice president and chief operating officer, in a company statement. “Even after investing in third-party add-ons, we realized that we needed to find an integrated solution that was better aligned with our business needs. After evaluating several systems, we found Simparel to be the perfect fit for our business. The system’s depth of capabilities and ease of use is breathtaking, and their industry experience was a real plus in our selection. With Simparel

providing the information we need to make faster and better decisions, we are excited about the opportunities to improve operations and expand sales channels.”

When the Simparel Enterprise system is fully implemented later this year, there will be up to 50 DG Brands team members accessing design, product development, sourcing, supply-chain management, distribution, sales, customer service, marketing and financial departments. The system will also have a portal for communication with DG Brands’ offshore suppliers and retail partners.

DG Brands produces lingerie, clubwear and costumes under the Dreamgirl brand as well as costumes under the Dreamguy, Alexa, Sugar Sugar and Mischief & Mayhem brands.

For more information about DG Brands, visit www.dgbrands.com.

The Simparel Enterprise Solution combines ERP, PLM (product-lifecycle management), SCM (sourcing and supply-chain management), MRP (materials requirements and manufacturing planning), EDI (electronic data interchange), WMS (warehouse management) and other tools into a single business system. For more information, visit www.simparel.com.

YuniquePLM Update Adds New Features, Improved Interface for Greater Collaboration

YuniquePLM, the software solution under the **Gerber Technology** umbrella, introduced an update to its product lifecycle management solution.

Designed to improve collaboration throughout the supply chain and speed time to market, **Yunique PLM V6.1** has a number of new features, including upgrades to the 3-D sample/style file support module. Users can view, spin, zoom and pan 3-D CAD files within a garment style and sample and add comments to the file. The new version also has an improved user interface, advanced saved search capabilities and greater flexibility in the creation of color swatches. V6.1 also allows users to generate product report views based on selected images, data and fields, which can be exported for sharing and collaboration across the supply chain.

“We have added data management, file sharing and reporting enhancements to this latest YuniquePLM product, based on the input of our customers,” said Bill Brewster, Yunique’s vice president and general manager. “These enhancements were designed to further facilitate the connection between the design and production teams of apparel manufacturers with their supply chain, for time- and cost-efficient production flow.”

Tolland, Conn.-based Gerber Technology is owned by **Vector Capital**, a San Francisco-based private equity firm specializing in technology. For more information, visit www.gerbertechnology.com.

NEWS

OBITUARY

Burton Horwitch, 89

Burton Horwitch, who was president and chief executive of **Deena Lingerie** for more than 50 years and a founder of **Kellwood Co.**, died at his Los Angeles home on June 18. He was 89.

Born in Chicago on Nov. 7, 1925, he was the eldest son of Albert and Celia Horwitch. After serving with the Army Air Corps during World War II, Horwitch returned to Chicago and joined his father in 1946 to start **Albert Inc.**, an intimate-apparel company that was later renamed Deena Lingerie. From a business and industry perspective, Horwitch was a leader, visionary and pioneer.

In 1952, he moved his production facilities from Illinois and Michigan to Arizona, becoming one of the first “Eastern” manufacturers to discover the West.

Later, in 1960, recognizing the shift in fashion to the West Coast, Horwitch moved Deena’s merchandise, design and headquarters to Los Angeles.

In 1961, the lingerie maker joined industry pioneers Harvey and Barney Morris as a minority partner in their groundbreaking project—the **California Mart**, to house apparel showrooms. Now called the **California Market Center**, it encompasses three buildings and 2 million square feet of space.

In that same year, Horwitch joined 12 other business leaders to help create Kellwood Co., a major clothing company that is still in operation today. These two events helped to change the apparel industry in the U.S. and Los Angeles. In the late ’80s and early ’90s, he saw the value of technology as a business advantage and created **DeenaTech**, a



Burton Horwitch

beta partner for companies such as **IBM**, **Gerber**, **Lectra** and **Manhattan Associates**, testing many of their innovations for the apparel industry and being the first apparel company to use an AS400 Gerber Laser Cutter and Auto Spreader, a Lectra Digital Grader/Plotter and Manhattan Associates PLMS.

Deena Lingerie was sold in 1996.

While Horwitch took great pride in his business accomplishments, he was equally proud of his community contributions. His active role in the community included being on the board of directors at the **Jewish Federation of Los Angeles**, **Cedars-Sinai Medical Center**, **City of Hope** and **Stop Cancer** as well as serving on the board of directors at **City National Bank**, **Adat Ariel Temple** and **Hillcrest Country Club**.

Horwitch’s greatest pride and joy was his family. He is survived by his wife, Roberta; his three children and their spouses: Rick Horwitch and his wife, Amy; Debbi Molnar and her husband, Todd; and Lisa Horwitch; as well as five grandchildren: Katie and Alex Horwitch and Brandon, Benjamin and Spencer Molnar; and his two brothers, Arnold and Elliott Horwitch.

In honor of his life, a fund has been established at the **American Jewish University** to perpetuate and strengthen the Jewish family.

Donations can be sent to the American Jewish University, c/o The Burton Horwitch Memorial Fund, 15600 Mulholland Drive, Los Angeles, CA 90077.—*Deborah Belguin*

Beach Collective *Continued from page 1*

intimate and relaxed environment,” Leggett said.

“It definitely won’t look like your traditional trade-show environment,” he added.

In coming seasons, Leggett said he plans to add more “creative exhibition spaces,” launch additional events and add retailer educational seminars.

“Next year, we plan to create an entire week to celebrate swim,” Leggett said. “It will start with Swim Collective on Monday and Tuesday followed by the Beach Collective on Tuesday and Wednesday [and] finish off the week with Active Collective on Thursday and Friday. This will allow buyers to review the entire Swim, Beach and Active markets across the week in Southern California.”

Plans call for Beach Collective to also become its own standalone trade show held at the **Paséa Hotel & Spa**, a new venue located next door to the Hyatt Regency in Huntington Beach. Leggett said he anticipates more than 100 exhibitors showing in the hotel’s top floor, which features penthouse suites and a rooftop deck and bar overlooking the Pacific Ocean. The show will host an evening reception on the rooftop deck.

For more information about Beach Collective, visit www.beach-



COLLECTIVE STRENGTH: West Coast trade-show organizer Swim Collective plans to build a weeklong event in Huntington Beach, Calif., featuring swimwear, beachwear and activewear brands showing at three separate trade shows: Swim Collective, Beach Collective and Active Collective. (Pictured: the July run of Active Collective in Huntington Beach)

collective.us. Information about Swim Collective can be found at www.swimcollective.com, and information about Active Collective can be found at www.activewearcollective.com. ●

eBay Inc.: PayPal Spinoff Official, Sells eBay Enterprise

Mid-July is proving to be a very busy time for **eBay Inc.**

The San Jose, Calif.-based commerce platform is scheduled to spin off its **PayPal** division on July 17, and the two will operate as separate companies.

On July 16, it was announced that a consortium of private equity firms led by **Permira** and **Sterling Partners** agreed to acquire the **eBay Enterprise** division from eBay Inc. for \$925 million. eBay enterprises develops and manages websites for bricks-and-mortar retailers. According to media reports, eBay spent \$2.4 billion to acquire the enterprise business in 2011 when it went by the moniker **GSI Commerce**.

Also on July 16, eBay announced results for the second quarter of its fiscal year. Net revenue for eBay Inc. was reported to be \$4.4 billion. Its operating margin decreased to 16.9 percent for the quarter. It also reported that eBay generated \$1.1 billion of cash flow from its continuing operations.

—*Andrew Asch*

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July 31

Cover: Street Scene
Fashion
Trade Show Coverage
New Resources
New Lines &
Showrooms

LAS VEGAS RESOURCE GUIDE

Fashion Faces
**Decorated Apparel
News**
Fashion Advertorial
**Retail Focus with
Tech**
**Industry Focus:
Finance**

BONUS DISTRIBUTION
Shape 8/3-5
LA Fashion Market 8/3-6
Dallas Market Week
8/12-15
OffPrice Show 8/15-18
Capsule 8/17-19
Sourcing@MAGIC
8/16-19
CurveNV 8/17-19
ENK Vegas 8/17-19
AccessoriesTheShow
8/17-19
Agenda LV 8/17-19
Liberty Fairs LV 8/17-19
POOL 8/17-19
Project 8/17-19
Stitch LV 8/17-19
WWD MAGIC 8/17-19
WWIN 8/17-20

August 7

Cover: Vegas Must Buys
with Denim
LA Market Wrap

Fashion Advertorial
**Sourcing & Fabric
Special Section**
Lingerie in Focus

BONUS DISTRIBUTION
Dallas Market Week 8/12-15
Swim Collective 8/13-14
OffPrice Show 8/15-18
Sourcing@MAGIC
8/16-19
Capsule 8/17-19
CurveNV 8/17-19
ENK Vegas 8/17-19
AccessoriesTheShow
8/17-19
Agenda LV 8/17-19
Liberty Fairs LV 8/17-19
POOL 8/17-19
Project 8/17-19
Stitch LV 8/17-19
WWD MAGIC 8/17-19
WWIN 8/17-20

August 14

Cover: Events
Technology
Denim Report
What's Checking
Made in America

**Supply Chain
Special Section**
with Tech
Fashion Advertorial
Finance Advertorial
**Made in America
Advertorial**
Denim Advertorial

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Liberty Fairs LV 8/17-19
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Project 8/17-19
Stitch LV 8/17-19
WWD MAGIC 8/17-19
WWIN 8/17-20
Fashion Market
Northern California
8/23-25

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Calendar

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

July 19

**Project
The Tents
Project Sole**
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
Milano Unica
Jacob K. Javits Convention Center
New York
Through July 22

July 21

**Texworld
Apparel Sourcing
Home Textiles**
Jacob K. Javits Convention Center
New York
Through July 23
**Première Vision
Première Vision Designs**
Pier 92
New York
Through July 22
Kingpins
550 Washington St.
New York
Through July 22

Spin Expo
Brooklyn Expo Center
New York
Through July 23
**"Cocktails + Convo: From
Blogger to Brand Owner," a
panel discussion moderated by
Woodbury University Marketing
Chair Wendy Bendon**
Maker City LA
Los Angeles

July 23

L.A Swim Week
The London Hotel
West Hollywood, Calif.
**The Professional Club's Summer
Networking Event**
Shangri-La Hotel
Santa Monica, Calif.

July 28

Colombiamoda
Medellin, Colombia
Through July 30

Aug. 2

ASDMARKETWeek
Las Vegas Convention Center
Las Vegas
Through Aug. 5
**Accessories The Show
Moda
Fame**
Jacob K. Javits Convention Center
New York
Through Aug. 4

Accessorie Circuit

Jacob K. Javits Convention Center
New York
Through Aug. 4

CurveNY
Javits Center North
New York
Through Aug. 4

Intermezzo Collections
Jacob K. Javits Convention Center
New York
Through Aug. 4

Aug. 3

Los Angeles Fashion Market
California Market Center
Cooper Design Space
The New Mart
Gerry Building
824 Building
Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through Aug. 6

**Select
Transit
Shape**
California Market Center
Los Angeles
Through Aug. 5

LA Kids' Market
California Market Center
Los Angeles
Through Aug. 6

Aug. 4

DG Expo
Hotel Pennsylvania
New York
Through Aug. 6

Aug. 5

Outdoor Retailer
Salt Palace Convention Center
Salt Lake City
Through Aug. 8

Aug. 6

Atlanta Apparel Market
AmericasMart
Atlanta
Through Aug. 8

Aug. 8

Westcoast Trend Show
Embassy Suites LAX North
Los Angeles
Through Aug. 10

Aug. 9

Stylemax
Merchandise Mart
Chicago
Through Aug. 11

Aug. 12

**Dallas Apparel & Accessories
Market**
Dallas Market Center
Dallas
Through Aug. 15

Aug. 13

Swim Collective
Hyatt Regency
Huntington Beach, Calif.
Through Aug. 14

Aug. 15

OffPrice
Sands Expo and Convention Center
Las Vegas
Through Aug. 18

Aug. 16

Sourcing at MAGIC
Las Vegas Convention Center
Las Vegas
Through Aug. 19

Aug. 17

**WWD MAGIC
CurveNV@MAGIC
ISAM
FN Platform
WSA@MAGIC**
Las Vegas Convention Center
Las Vegas
Through Aug. 19
**Project Las Vegas
Project Women's (formerly ENK
Vegas)
The Tents
Pooltradeshaw
The Collective
Playground**
Mandalay Bay
Las Vegas
Through Aug. 19

Agenda
Sands Expo and Convention Center
Las Vegas
Through Aug. 19

Liberty Fairs
Sands Expo and Convention Center
Las Vegas
Through Aug. 18

**Accessories The Show
MRket
Stitch**
Sands Expo and Convention Center
Las Vegas
Through Aug. 19

Capsule
The Venetian
Las Vegas
Through Aug. 19

WWIN
Rio All-Suite Hotel and Casino
Las Vegas
Through Aug. 20

Kidshow
Planet Hollywood
Las Vegas
Through Aug. 19

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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By Deborah Belgum *Senior Editor*

Audigier took the art of San Francisco tattoo artist Don Ed Hardy and incorporated it into the Ed Hardy label in 2004. The brand grew exponentially and encompassed everything from T-shirts and dresses, underwear, swimsuits and shoes to vodka and car air fresheners.

He was a big presence on the Las Vegas trade-show circuit. When people complained he was playing music too loudly at the **Project** trade show, he started his own Las Vegas trade show, called **When I Move You Move**, a name that referenced a song by Ludacris. The show, held at **Caesars Palace**, lasted two seasons.

“Christian was, first of all, a very hard worker,” said Hubert Guez, who was the chief executive of Ed Hardy from 2008 to 2012 and had been holding vigil at the hospital with Audigier’s wife, Nathalie, hours before he died. “I worked for him for four years, and he was the only one who would beat me to the office. During my whole career, I was the one who got into the office first.”

Years before starting Ed Hardy, Audigier worked with Hubert Guez and his brother Paul Guez at **Azteca Production International**, a Los Angeles venture that had clothing factories in Mexico. They hired Audigier when they were doing production for **American Eagle Outfitters**. Audigier redesigned the company's line, and clothing started flying off the shelf. "This

Audigier was born in Avignon, France, on May 21, 1958, to a single mother. He had one brother and one sister.

In his 20s, he moved to New York, where he worked with labels such as **Guess, Levi's, Diesel, American Outfitters, Fiorucci, Bisou Bisou** and **XOXO**.

He then moved to Los Angeles where he teamed up with the principals of **Von Dutch** to take that brand to new heights with celebrities such as Britney Spears and Justin Timberlake sporting the company's looks. Audigier left Von Dutch in 2004 to start his own brand.

Retailer Fred Levine, co-founder of **M.Fred-ric**, recalled Audigier as “the most lovely pain in the neck I’ve ever come across in this business.”

“He was a hyper-energetic go-getter who would drive you crazy but in the sweetest way ever,” Levine said. “He was a sweet, lovable guy—crazy. You got to give the guy a huge amount of credit. He made a splash in the contemporary fashion world with something different, unique, and he gave people a reason to go shopping. When people ask how is business, I say we need the next Christian Audigier to come along. He helped our industry. Some people are intimidated by people who are out of the box, but I wish there were more people out there as bold as he was. He gave the industry a kick in the ass. Under all of that craziness, he was a sweet, lovable human being. He had a zest for life.”

Journalist Laurie Pike wasn't a fan of the clothing but said

"I was amazed by his ability to predict what people would want to wear—and to get them to wear it," she said. "He was so crass and commercial, paying people to wear his stuff and obsessed with celebrity. But he was such an outsized personality that you could not help but be really amazed at his magnetism. He always made you feel like you were at a nightclub when you were with him. Whether you were in a room with him or in a car or at a party, you felt like you were having more fun than anybody else. There was always something really fun about him. At the same time, he definitely felt like a very dangerous kind of person and a gangstery person. And that was part of his allure."

When Pike wrote a long profile of Audigier for *Los Angeles* magazine in 2009, she got an advance copy of Audigier's autobiography from the French publisher. Although filled with racy stories, the book barely scratched the surface of Audigier's life.

"He's just one of those characters where you're never going to get to the bottom of the story," Pike said. "There's always more juicy information the more you dig," Pike said. "He was a completely self-made man, and he loved to tell you that story."

When Audigier's business was at its height, the brands—and the man behind them—attracted a lot of attention within the apparel industry.

"This industry has had a lot of superstars, some reluctant and some larger than life and right in your face about it," said Greg Weisman, an attorney with **Ritholz Levy Sanders Chidekel & Fields**. "Say what you want about Christian—and many people said a lot, actually—but he was a marketing genius and the de facto Elvis of sportswear on the West Coast for a lot of years,"

Audigier is survived by his wife; his daughter, Crystal; and three sons, Rocco-Mick-Jagger, Dylan and Vito. ●



JESSICA SILVERSTEIN

Christian Audigier
in March 2007 at
Mercedes-Benz at
Smashbox Studios

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Westfield *Continued from page 1*

restaurant chain with a fervent following among the action-sports set.

Levine said that while the chain has reached its potential with boutiques in traditional retail districts for the time being, the airport business is just starting to develop in America. "The potential for airports is phenomenal," he said. "There is more traffic and more volume than in a traditional shopping center. There are thousands of business people, and tourists have time on their hands. It's a captive audience."

Westfield is developing retail in LAX terminals 1, 2, 3, 6 and the Tom Bradley International Terminal (TBIT). Terminal 2 is scheduled to be completed later this year. Terminal 6 is scheduled to be completed in summer 2016. Terminal 1, which is being redeveloped in partnership with **Southwest Airlines**, is forecast to complete construction by 2018. Construction in all terminals will be conducted in different phases. Some of the LAX retail redevelopment has already taken place. A bank of stores that includes **Fred Segal** and **Bulgari** and **Michael Kors** took a bow in Fall 2013. The area is located in TBIT and is located after the security checkpoint, around an area called the Villaraigosa Pavilion, named in honor of former Los Angeles Mayor Antonio Villaraigosa.

In Los Angeles Airport's Terminal 1, Westfield will develop a 25,242-square-foot retail and restaurant section that is scheduled to feature a boutique by surfwear giant **Quiksilver**. Reportedly, it will be the first time the Huntington Beach, Calif.-headquartered company will run a store in an airport. The airport development, with a \$508 million price tag, is scheduled to be completed in 2018. However, the first shops are scheduled to open by the end of 2015. Restaurants for this terminal will include **Rock & Brews**, a restaurant co-founded by Gene Simmons and Paul Stanley of rock band **Kiss**, and **Be Relax**, an airport spa service that offers massages, manicures and beauty services.

While some of the world's busiest airports have developed a reputation for high-end retail, LAX, the third-busiest airport in the U.S., has some catching up to do when it comes to retail, said Heathyr Wolfe, a celebrity wardrobe and red-carpet stylist.

"LAX is for catching a flight, a coffee and leaving," Wolfe said. She is creative director and chief executive officer of **Heathyrwolfe.com**.



LAX SHOPS: LAX's new retail opened in the Tom Bradley International Terminal in 2013. The Fred Segal LAX boutique, pictured left; Porsche Design, right.



Nicole Pollard Bayme, a chief executive officer and stylist for **LaLaLuxe**, said the revamp will be a step in the right direction for LAX retail.

"It's very LA," she said of the upcoming development. Stores such as Fred Segal feature bicycles and surfboards in the store and sell candy with "LA" on it. As for high-end, she said, "They are the usual suspects: Michael Kors, Bulgari. They are at every international airport."

She said that duty-free shopping and airport retail can be a great deal. "Duty-free shopping can be a highlight of a trip, especially if a currency exchange is working in their [the customers'] favor." Pollard Bayme has served as an unpaid consultant for Westfield. She also is the chief executive officer for **Bikini Cleanse**, a weight-loss program.

Retailers opening airport stores also face some extra hurdles. Some retailers say goods have to be delivered to airport shops more frequently than traditional shops because of storage issues. Security is an issue and staff working in shops located past security checkpoints must go through security daily. For some employees, travel to work may be an issue because parking is offsite.

Fraser Ross, founder of the Los Angeles-based **Kitson** chain, opened a Kitson store at LAX in 2013 in partnership with the **Hudson Group**. The store closed earlier this year.

Ross said airport retail can be highly lucrative, especially if the retail store sells goods that are in high-demand such as beverages. However, he felt that business can suffer due to some of the unique issues of running an airport store. "While the opportunity for brand recognition is great at the airport, as a licensor, the inability to readily access and monitor the locations has the potential to cost the brand in other ways, which can undermine profitability in the end," he said.

Levine of M.Fredric said that his upcoming LAX shop will be a thumbnail sketch of the M.Fredric experience. The Los Angeles store is scheduled to be 290 square feet. There will be no dressing room, he said. "It will be limited to grab-and-go shopping," he said. "Outerwear, cardigans, one-size tops, accessories and other products not requiring a private dressing room."

Brands scheduled to be sold at the M.Fredric shop include **Michael Stars**, **True Grit Clothing Co.** and **Dylan Clothing**, **Elan** sweaters, and **Wildfox** sweats.

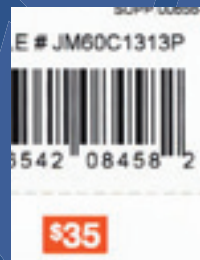
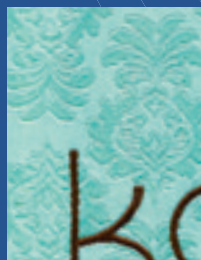
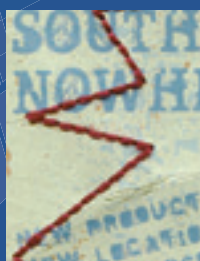
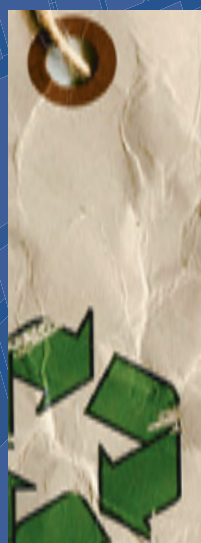
M.Fredric will be licensing its LAX store concept to the **World Duty Free Group** company. The store buying will be operated by M.Fredric. However, World Duty will operate and build the shops.

Next up, an M.Fredric store is scheduled to open in **George Bush Intercontinental Airport** in Houston in early 2016. ●



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SoCal Materials Show *Continued from page 1*

The new location was helping the small show attract some big-name buyers from **Vans, Toms Shoes, Skechers, Deckers, DC Shoes, Puma, Calloway, Disney, Tesla and Volkswagen.**

While the first show, last January, attracted 87 vendors, this season's event saw only 57 vendors attending. "Part of it is that the Spring/Summer season for footwear isn't as strong as the Fall season," Muhareb explained, noting that shoe manufacturers are working on their Spring/Summer 2017 collections because footwear companies often work much farther out than clothing manufacturers.

The July 8-9 trade show at the **LAX Marriott** had a relaxed vibe to it as teams of shoe designers browsed through the selections of multicolored leather, bright fabrics, sturdy shoelaces and other raw materials used in various industries.

"We came because it is local for us, and it is a nice change to check in with our suppliers," said Samantha Ford, a footwear-materials developer at **Vans**, headquartered in Cypress, Calif.

She and a team of designers were checking out the wide selection of leather that is treated and dyed every which way imaginable.

Also roaming the show was a team from **Toms Shoes**, whose designers work just a few miles away in the company's headquarters, located in the seaside Playa del Rey neighborhood of Los Angeles.

They were looking at the colorful suedes and leathers at **Ecco Leather**, headquartered in Denmark and represented by **Pacific Leather Group** in Santa Cruz, Calif. The leathers were soft and faded and shown in casual styles with leather laces.

"This is a good chance to see our suppliers and find new suppliers in our own neighborhood," said Julie Mosiello, Toms Shoes' director of materials. "This is how the job is done. You see what is new, who those suppliers are and what can be done in the future."

It is also a chance for the materials buyers to check out various kinds of leather and components with the entire design team in one big room.

International crowd

Most of the companies that set up booths at the show were from China or Taiwan and represented by West Coast salespeople. But leather companies from Mexico were also well represented. This was the first time that **Cubasa**, from León, Mexico, was at the show.

Cubasa is a 60-year-old leather company that does about 70 percent of its business in Mexico and 30 percent in the United States. But the company is hoping to boost sales on the West Coast.

"The show is a little quiet, but we think it is pretty interesting," said Guillermo Hernandez Sr., Cubasa's owner and grandson of the founder.

"We have not seen too many customers, but the ones who came by were very good."

Ananth Srinivasan, a partner in **Nova**, a

30-year-old leather company based in Chennai, India, was attending his first trade show in the United States. Normally, the company does private presentations to shoemakers that are mostly on the East Coast.

But the company has decided to explore



Shoes by Ecco Leather

more West Coast ventures after meeting in April with Skechers, which recommended the Indian leather company participate in the show. Most of Nova's leathers are made from sheep and goat hides.

The show had been good for the company, which met with buyers from **Puma, Crocs and Yellow Box.**

Many of the vendors have attended American Events' other two shows, which feature footwear materials and other items. The largest of the shows is in Portland, Ore., which will have 230 vendors at the **NW Materials Show** in September. The **NE Materials Show** in Boston will have 120 to 130 vendors at its September event.

The NW Materials Show is popular because of the number of major athletic shoe companies and outdoor-apparel ventures in the area—not least of which are **Nike, Adidas and Columbia Sportswear.** **Under Armour** is moving into a 64,400-square-foot former **YMCA** building near downtown Portland as it expands its footwear collections.

But several trendy lifestyle shoe companies are headquartered in Southern California, such as **Deckers**, known for its **Ugg** boots and its **Sanuk** casual shoes and sandals; **Toms Shoes**, whose canvas slip-on shoes appeal to a hip crowd; **DC Shoes** for skateboard aficionados; and **Rocket Dog** for the younger set.

"There are a lot of smaller brands that are up and coming here that might not go to Portland," said Patrick Ready, who is the sales representative for **Shan Been Jeou Leather**, a Taiwanese company known for its full-grain leather. "So we are trying to penetrate the market down here."

Lezin of **Ecco Leather** was busy talking to a number of customers who were fascinated by the casual and colorful shoes displayed using Ecco Leather. "It helps us to show new and innovative products, and that keeps us fresh," said Lezin, who noted that Ecco Leather has a strong research-and-development department that keeps on top of trends and develops new products.

The show, he observed, wasn't incredibly busy, but the people who came by were asking lots of questions. "There is enough time to talk to people and have some serious discourse," he said. ●



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A growing company in a fast-paced work environment is seeking an accounts payable staff who will handle the following tasks: •Process vendors' invoices for domestic & import. •Cut vendors checks and prepare wire transfers. •Help with HR and other administrative and accounting functions. Candidate must me sharp and quick with a min. of 2 yrs exp. and proficient in QuickBooks and AS400. Please email resume to jay@secretharm.com or fax to (213) 742-7755.

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BUYER

30 year established wholesale apparel company seeks a highly self-motivated buyer of off price branded and unbranded apparel in a rapidly growing, constantly changing environment. Relationships with manufacturers are ESSENTIAL. Send resume and salary history to sales@bbbronson.com.

Self Esteem

QUALITY CONTROL ASSISTANT

In-house measuring of contractor garment samples. Check quality, construction, take photos of issues & compile data. Email data & comments to factories for corrective action. Must be an independent & self-motivated worker with strong communication skills. Trainable team player for our fast-paced & high-volume division. Great benefits. Email to: tlamantain@selfesteemclothing.com

APPAREL DISTRIBUTION WHSE MGR

Hands-on analysis, implementation and monitoring expert for Women's Apparel Mfr. Direct workflow, physical inventory and logistic controls for inside and outside warehouses. Brand and private label distribution to Dept., Big Box, Discounters and Specialty stores. Safety compliance. Computer savvy, AS400, Garment Base Pro, Microsoft Office, etc. Great benefits. Candidate must live within commuter distance of the Los Angeles Area. Please send resumes: appareldistribution2015@gmail.com

TECHNICAL DESIGNER

2+ yrs exp. needed. Solid understanding of production process. Attention to details vital. Working/Experience with fittings on live model. Ability to multi-task, problem solver, manage workload in a fast paced environment. Benefits included. Resume: hr@ldlacllothing.com

Jobs Available

ASSOCIATE TECHNICAL DESIGNER & LEAD GRAPHIC/SWIMWEAR DESIGNER

ASSOCIATE TECH. DESIGNER: -3 yrs exp. in swim/knit, knowledge in grading, basic pattern-making. Comp sketch/illustrations a must -Excel prof mandatory. Conduct live model fit sessions & issue fit comments -PAD exp. desired. Review/Manipulate patterns on PAD. Must be motivated team player yet work independently, highly organized & detail oriented.

LEAD GRAPHIC/SWIMWEAR DESIGNER Minimum 7 yrs exp., advance knowledge of Adobe CS (Photoshop, Illustrator, CAD). Ability to create artwork and repeats based on trends. Preparation of trend boards, color stories, and tech sheets for production purposes. Able to merchandise presentations and lead a design team. Exp. in activewear/swimwear a must. info@rwdesignsinc.com

SEEKING DEVELOPMENT TECHNICAL DESIGNER

Min. 2 years tech design exp. Exp. w/ creating detailed tech packs. Proficient in Illustrator, Photoshop & Excel. Excellent garment sketching ability. Knowledgeable of detailed garment construction. Effectively translate design concepts by creating tech packs w/regards to garment specs. Make appropriate recommendations in collaboration w/ design teams on matters pertaining to specs, pattern, construction methods & techniques to improve fit, balance & overall quality of garment. Communicate w/ our overseas design production. Send resumes to: tamaramason@topsondowns.com

ASSISTANT APPAREL GRAPHIC DESIGNER

Responsible for delivering innovative design solutions. This position requires tenacious attention to detail, focus under pressure, and a commitment to a collaborative approach with other Rogue Apparel Branding team members. Proficient in Adobe Photoshop and Illustrator. Inclusive is MS Word / Excel / Outlook. Email resume: estone@rogueapparelbranding.com

CUSTOMER SERVICE REPRESENTATIVE

Contemporary Brand has a position available for a Customer Service Rep. Must have an outgoing personality, a positive attitude and a minimum of 3 years of relevant experience. Duties include data entry, invoicing, credit approvals, allocation and customer care. Email: jobs@clothingcorporation.com

FULL CHARGE BOOKKEEPER

Textile company seeks an experienced Bookkeeper. Experience in the garment industry and with MOD2 knowledge is a plus. Minimum of 5 years of relevant accounting experience. Email resume to: tess@titaniumfabrics.com

JUNIOR LINES WANTED

Highly motivated Sales Team. Established relations w/all Major Buyers (MarMaxx, Nordstrom, CR to name a few). We provide merchandising assistance to enhance your line. ApparelSalesJR@gmail.com 310-770-1796

A/R SUPERVISOR

A/R supervisor w/major/dept stores credit/chargeback/vendor compliance background. Email to: hr@stonyapparel.com

Jobs Available

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SALES ASSOCIATE

We are looking for an energetic seller with telemarketing experience. Apparel Industry knowledge and experience preferred. This is an entry level sales position with room for growth. College degree in advertising or sales/marketing preferred. Please email your resume to: terry@apparelnews.net

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July 24

Cover: Swim Runway
Miami Swim Wrap
New Resources
Spot Check

Activewear Special Section Swim Advertorial Eco Advertorial

Bonus Distribution

AccessoriesTheShow/FAME/Moda Manhattan 8/2-4
Curve NY 8/2-40709
Shape 8/3-5
LA Fashion Market 8/3-6
DG Expo NY 8/4-5
Curve New York 8/2-4

July 31

Cover: Street Scene Fashion
Trade Show Coverage
New Resources
New Lines & Showrooms

Fashion Faces Decorated Apparel News Fashion Advertorial Retail Focus with Tech Las Vegas Resource Guide Industry Focus: Finance

Bonus Distribution

Shape 8/3-5
LA Fashion Market 8/3-6
Dallas Market Week 8/12-15
OffPrice Show 8/15-18
Capsule 8/17-19
Sourcing@MAGIC 8/16-19
CurveNV 8/17-19
ENK Vegas 8/17-19
AccessoriesTheShow 8/17-19
Agenda LV 8/17-19
Liberty Fairs LV 8/17-19
POOL 8/17-19
Project 8/17-19
Stitch LV 8/17-19
WWD/MAGIC 8/17-19
WWIN 8/17-20

August 7

Cover: Vegas Must Buys with Denim
LA Market Wrap

Fashion Advertorial Sourcing & Fabric Special Section with Tech+* Lingerie in Focus

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