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Amour Swimwear

DiMarco

Cirone



8th Continent by Suzuki Kenzo

Asher Marie

BeachFlirt

Chloe Rose Swimwear



Leonisa Lingerie and Beachwear

Mint Swim

Khongboon Swimwear

Frankie Swimwear

WEST COAST DEBUT

With a lineup that included more than a dozen swimwear and lingerie lines, Los Angeles Swim Week debuted on July 23 at The London West Hollywood hotel. For more from the show, see page 6.

INDUSTRY FOCUS: FINANCE

How Will Mergers in the Factoring and Banking Business Affect Clothing Manufacturers?

By Deborah Belgum *Senior Editor*

In recent months, there has been some consolidation in the factoring and banking business, with **CIT Group** acquiring **OneWest Bank** and **Sterling National Bank** purchasing a factoring portfolio from **First Capital Corp.** What do all these changes in the loan business mean for clothing makers trying to get financing to keep their companies going?

The *California Apparel News* recently spoke with several [Finance](#) page 8

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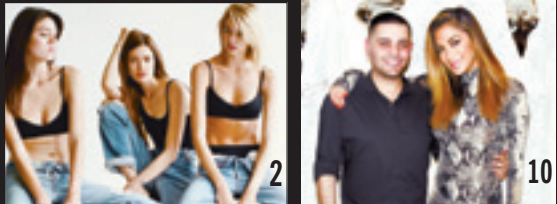
Brand Building With a Legal Foundation at Loyola’s Summer Fashion Law Program

By John Irwin *Editorial Manager*

Brand narrative—and the legal knowledge necessary to further a company’s vision—was at the heart of **Loyola Law School’s** second annual Fashion Law Summer Intensive program. “Fashion is all about the story. Any successful brand needs a compelling narrative,” said Staci Jennifer Riordan, executive director of the **Fashion Law Project** at Loyola Law School and partner and chair of the **Nixon Peabody** [Loyola](#) page 4

INSIDE

Where fashion gets down to businessSM



Dreslyn’s new swim collab. ... p. 2
New Lines ... p. 11
Showroom Profiles ... p. 11, 13, 14
Las Vegas Resource Guide ... p. 15

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JOHN ECKMIER



Land of Women X The Dreslyn: Swim's Little Black Dress

For Brooke Taylor Corcia, one thing missing from women's swimwear was its version of the little black dress, so her pure-play e-commerce shop, **The Dreslyn**, headquartered in Los Angeles, worked with emerging lingerie label **Land of Women** to make it.

To be worthy of the moniker "little black dress," the collaboration, called **Land of Women X The Dreslyn**, aimed to translate the elements of the little black dress into swimwear. The collaboration line would offer an elegant simplicity.



It would be something that almost any woman can wear. It also would come in a shade of matte black.

The recently debuted capsule collection includes six looks in a fast-drying swim fabric. Styles range from high-waisted bikini bottoms to a one-piece to a cross-back bikini top for The Dreslyn's more body-conscious clients. The line, which is made in New York, retails from \$110 to \$150.

Taylor Corcia wanted to make a swimwear line because swimwear is one of the best-selling

categories in her almost 2-year-old e-commerce shop. She saw Land of Women as the best candidate based on its all-black lingerie collection. Land of Women designer McKenzie Raley aims for a simplicity and comfort with her line, Taylor Corcia said. The lingerie line focuses on a wireless bra and a performance mesh bra.

Taylor Corcia hopes to continue the collaboration. The line is only available online at the e-commerce shop's website, www.dreslyn.com. Taylor Corcia said she believes that online is the best place to sell swimwear.

"Nobody wants to try on swimwear in a fitting room, step out into harsh light and then show other people," she said. Trying swimwear on at a home offers a privacy that her clients seek, she said.—Andrew Asch



Hemingway and Sons: Practical but Unique

For Toby Burke Hemingway, there are enough high-end men's stores in Los Angeles. "We wanted stuff that was practical and affordable," he said.

He also plans that it will be unique.

He opened the boutique **Hemingway and Sons** at 1615 Silver Lake Blvd., a block down from **The Satellite**, which was formerly **Spaceland**, one of Los Angeles' leading rock clubs.

For unique brands, he stocked Australia-



lian brands not well represented in the U.S. such as **Volley**, a leading footwear brand, and **Vanishing Elephant**. The store also offers San Francisco labels **Welcome Stranger** and **Taylor Stitch**. They are made-in-

America brands that do not have a big distribution in Southern California.

Retail price points for the shirts, jeans and chinos range from \$89 to \$155 at the 400-square-foot shop, which also offers

Stetson-brand Western hats, pen knives and beer koozies with the logo of **Hemingway and Pickett**, the art and design store that he owns in Los Angeles' Sunset Junction district. The interior of Hemingway and Sons is designed with walnut paneling and off-white paint. At the back of the store, there's a neon sign of the letter "H," which is the logo of his enterprises. It also was the logo of his family's Melbourne, Australia, barber and sundries businesses, which were started in the late 19th century.

Hemingway, who still speaks with an Australian accent after leaving his native Melbourne more than 15 years ago, devel-



Toby Burke Hemingway

oped a retail presence in Los Angeles. In 2011, he opened Hemingway and Pickett. Before starting in retail, he was a songwriter and performed with a band called **Horse Stories**.—A.A.

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COS Opening Second California Store

Up until now, there have been only two **COS** stores in the United States—one in New York and one in Beverly Hills.

Now comes word that the London-based retailer, which is a division of **H&M**, is expanding with four new stores in the United States. One of those is going to be at the high-end **South Coast Plaza** mall in Costa Mesa, Calif., rubbing shoulders with stores such as **Saks Fifth Avenue**, **Chanel**, **Max Mara**, **Zara** and **Massimo Dutti**.

Plans are for the 4,122-square-foot store carrying men's and women's clothing to open in Orange County this fall. **COS** opened its first California store last year at 357 N. Beverly Drive in Beverly Hills.

Also scheduled to open this fall are **COS**

stores in New York, on Fifth Avenue, as well as in Boston and Houston.

"We are very pleased with the brand's growth since our launch in the U.S. in 2014, and we look forward to introducing **COS** to new neighborhoods and cities this autumn/winter," said Marie Honda, **COS**' managing director.

COS is a retail concept that trades in higher-end fashion and whose clothing sells for probably three times the price found at **H&M**, which is renowned for its \$22 sweaters and \$25 pants.

COS launched in 2007 with a flagship store on London's Regent Street, and it now has 125 stores in 26 countries.

—Deborah Belguem

Calendar

Aug. 2

ASDMARKETWeek
Las Vegas Convention Center
Las Vegas
Through Aug. 5

Accessories The Show

Moda

Fame

Javits Center
New York

Through Aug. 4

Accessorie Circuit

Javits Center
New York

Through Aug. 4

CurveNY

Javits Center North

New York
Through Aug. 4

Intermezzo Collections

Javits 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

LA Kids' Market

California Market Center
Los Angeles

Through Aug. 6

Aug. 4

DG Expo

Hotel Pennsylvania
New York

Through Aug. 6

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.



the New Mart

Lines

www.NewMart.net

19.1
0039 Italy
2(x)ist
2nd & Vine
3 J Workshop
3 x 1- Men's & Women's
34 Heritage
4th Avenue
Abbot
Abbot by Julia Chase
Able
Abyss By Abby
Acrobat
Adelyn Rae
Alashan Luxe by
Alashan Cashmere
ALC
All Things Fabulous
allen allen usa
Alpaca Collections - Kuna
Amateurs
American Fitness Couture
American Vintage
analili
Anatomie (USA)
Andrew Marc
Belts & Wallets
Annmarie D'Ercole
Aratta
Ashley Michaelsen
Atina Christina
ATM Anthony Thomas
Melillo
Auden
Australia Luxe
Baci Collection
Banaris Scarves
Banjanan
Barbara Lesser
Barbara Paris
Bariano
BB Dakota
Beata Dirycz
Before & Again T's
Bela
Belford
Bellario
Beth's Addiction
Betsey Johnson
Bienne
Big Buddha
Bishop + Young
BIYA
Black Moon
Black Swan
Bloom
Blue Canoe
Blue Tassel
Bobeau
Boemo
Boho Gal
Boho Me
Bou Jeloud
Bread & Boxers
Brett Morris
Brokedown
Butterflyzebra Zzz's
C.S Roberts
Calvin Klein
Belts & Wallets
Cold Weather
Luggage & Backpacks
Men's/Women's Jeans
Performance
Underwear

Cambio
Cameo Clothing
Cardhouse
Caroline Grace by
Alashan Cashmere
Catwalk Junkie
Chan Luu/Chan Luu e.f.i.
Charles Henry
Charlotte Tarantola
Chaser
Christa Louise
Christophe Sauvat
Christopher Fischer
Christopher.Kon
CHRLDR
Cino Blouses
Cirana
CJ by Cookie Johnson
Claudia Nichole by
Alashan Cashmere
Clayton
Cleokai
Clo Intimo
Cocobelle
Coin 1804
Co-Lab
Cole Haan
Belts & Wallets
Cold Weather
Handbags
Col or Block
Commando
Confused Girl in the City
Contempo
Cop Copine (Paris)
Cowboys
Belts & Handbags
Crown Jewel
Cullen USA
Current Elliott
Custo Barcelona
Cynthia Vincent
DADA Fashion Hats
Dakota Collective
Daniel Rainn
Dantelle
Dear John Denim
Demeanor Jeans
Denimocracy
Desigual
Diane von Furstenberg
Dina Agam
Dirtee Hollywood
Dittos
Doma Leather
D'Onj
Dora Landa
Doubleshot
Dream Investor
dylan developed
by true grit
Echo
Eden Society
Edyson
Eileen Fisher
Elan
Elan Beach
Electric Picks
Elise M
Elle Zeitoune
ellie & leesa
Enza Costa
Equipment
Eric Javits
Escapada Living
Eva Varro

Fame on
you Pari
Fate
Feather 4
Arrow
Feel The Piece
Femme Fatale
Fever Sweaters
Fickle
Fidelity Denim
Fifteen Twenty
Final Touch
Finley
Fluff by Acme
Fontlab
For Love & Liberty
Forever Unique
Forgotten Grace
Fraiche by J
Fredd and Basha
Free Heart
Freeloader
Freeway
Freida Rothman
French Connection
Men's & Women's
Contemporary
Collection
Frenzii
Frock Shop
Funky Yoga
Gauchro Sur
Generation Love
Gentle Fawn
George Loves
Giles & Brother
GLAM
Global
Green Dragon
Gretty Zueger
Groceries Apparel
Guess Belts
Gypsea Swim
Gypsy 05
Gypsy 05 SAND
Gypsy Souls
h.i.p
Hair Accessories
by Jan Tran
Hale Bob
Halloday Jeans
Halo
Happy Socks
Hard Tail
Harvest
Haute Hippie
Havaianas
Hazel
Heart Soul
Heather
Hidden Heart
Hotel Particulier
Hourglass Lily
Hudson Jeans
Hunter Bell
Hybrid
I.Madeline
IDI
Idlebird
Ilse Jacobsen
Ilux
Indigenous
Industria Candles
International Fashions
Invisibelt
Isabel INY Jewelry
Collection
Ivan Grundahl
J Brand
Jack
Jacob Davis / USA
James Jeans
James Perse
Janna Conner
JET by John Eshaya

Ji Oh
Jimmy Taverniti
JI-U
Jknix
Jo & Me
Joe
Joed Belts
Joe's Jeans
Joh
John Varvatos
Bags, Belts & Wallets
Men's Key Chains/Cuffs
Johnny Was Collection
Joie
Jolie
Josie
JOULES FROM THE UK
Jude
JWLA
Karen by Karen Kane
Karen Capil
Karen Kane
Hats, Jewelry & Women
Karen Klein
Karlita Designs
Karma Kreations
Kay Celine
Kaya Di Koko
Kelly Wearstler
Kerisma / Black / T-Luxe
Kersh
Kiboots
Kid Tails
Kissed By A Hippie
Kling
Knightsbury
Knitted Dove/Love Dove
KOA Swim
Kokun Cashmere
Koral - Activewear
Krazy Larry
Kut from the Kloth
LA Fine
LA Made
LA Natura
LA Soiree
Lace & Whiskey
Lacoste
Footwear, Handbags
Kids, Men's, Women's
Ladission
L'AGENCE
LAJU
Lan Jaenicke
Lapis
Laura J Designs
Lavender Brown
Leatherrock
Leibl 38
LEO & SAGE
Letol
Level 99
Liberty Garden
Libre
Lilla P
Lily
Lily & Lola
Liquid Metal by
Sergio Gutierrez
Lisa Carrier Candles
Lisa Todd
LIV
Living Royal Socks
Liz Soto Handbags
Liza Schwartz Jewelry
Liza Shtromberg
Lodis Handbags, Belts
& Small Accessories
Lola Jeans
Lolly
Lori Jack
Lost
Love + Grace
Love Shawls
Lovely BAG
Lucky Brand
Accessories
Men's and Women's
Denim & Fashion

Luii
Lumier by Bariano
Luv Aj
Luv Betsey Johnson
Lysse / Lysse Active
M Made in Italy
Madden Girl
Madeworn Rock
Magdalena Duma
Maidenform Accessories
Maison Close
Makena Surf Wear
Manglar Swimwear
Mara and Mine
Margaret O'Leary
Maria Grazia Panizzi (Italy)
Marseilles
Matty M
Mavi Jeans
Melody
Micha Designs
Michael Kors
Cold Weather
Women's Belts
Mickey & Jenny
Mila Bikinis
Minne
Mirlo
Miss Me
Belts, Girls, Handbags,
Jeans & Sportswear
Mod-O-Doc
ModSock
Mofe Handbags
MONAMOUR
Moon Collection
Mother
Moyuru
Muche et Muchette
Nana Nucci (Italy)
Nanavatee
Nation LTD
Native Outsiders
Necessitees Apparel
Neesh.... By DAR
New Leaf
Nice Kicks
Nicepipes Apparel
Nick & Mo
Nikki Montoya
NIKKI Rich
Nor (Denmark)
Notify
Novemb3r
O2 Collection
Oats Cashmere
Old Gringo Boots
Olive & Oak
Om Girl
One Teaspoon
Only Hearts
Onzie
Oober Swank
Others Follow
Paige
Pam and Gela
Paper Heart
Papillon Blanc
Parson
Patrons of Peace
Peace Love World
Peace of Cloth
Pearle88
Pelle d'Arte Leather
Penelope Chilvers
Penny Loves Kenny
Handbags
Pepa Loves
Pete and Greta
Peter and June
Piece of My Heart
Piero Guidi
Pink Lotus
Pink Tartan
Pistil
PJ Luxe
PJ Salvage
Porto

Press
Prismsport
Private Arts
Puma
Pure Karma
Pygmees
Quintsoul
Rachel Pally
Raffaello Rossi (Germany)
Rag Poets
Raviya
RD Style
Rebels Footwear
Red Haute
Red Monkey Designs
Red23
Repeat
Revolution by Edwin
RG Jeans
Rich Honey
Riller & Fount
Robert Graham
Robert Graham
Collection for Men
Robin Ruby
Rock Revival
Rosemunde
Rowan Reed
Sanctuary Clothing
Sandy J
Saraswati
Jewelry Designs
Saxx
Scrapbook
Search for Sanity
Second Base
See You Soon
Sheri Bodell
Sigalie Jewelry
Signorelli
Silva
Silvana K Jewelry
Silver Jeans
Belts & Accessories
Tops
Simi Sue
Simply Irresistible
Single
SiSi Designs
Sita Murt
SIX * TEN
Six Degrees
Skif
Skinny by Jessica Elliot
Skinny Tees
SKUNKFUNK
Sky
Sky Swim
Snowman
SolKissed
Solow
Soludos
Men, Women, Kids
Sonia Fortuna (Italy)
Sonjia Baram
Soul Mates
Spanx
Spirithouse
Splendid Intimates
Stacy Sterling
Steve Madden
Steve Madden
Belts & Wallets
Steven
Stiletto
Streets Ahead
Belts & Bags
STS Blue
Stylish
Sugar High
Sunday in Brooklyn
Sunlight (Paris)
Suzi Roher (Toronto)
Talia
Talina Hermann
Tanya Taylor
Te Verde
Tee Ink

TFNC London
The Chic Bags
The Fisher Project
The Shanti Butterfly
THEO Elements
Power Jump
Thomas Wylde
Three Dots
Timberland
Accessories
Belts & Wallets
Time Machine
Tommy Bahama
Footwear
Men's Collection,
Denim & Relax
Women's Collection
& Swimwear
Luggage & Backpacks
Men's Underwear
& Sleepwear
TOV
Tractr
Tracy Evans
Transmission
Trendline by
Raffaello Rossi
Tres Chic by Joh
Troo Designs
True Grit
True Religion Brand
Jeans
Truehitt -
Made in Los Angeles
Trybe
Twenty
Tyler Jacobs by
Feel The Piece
UGG
Cold Weather
Accessories
Men's, Women's & Kid's
UGG Collection
Men's Footwear
Women's Footwear
UGG Handbags and
Accessories
UGG Home Collection
UGG Kid's Footwear
UGG Loungewear,
Men's & Women's
Underella by Ella Moss
UP!
Velvet Heart
Viereck
Vimmia
Vince
Vince Men's
Vintageous
VPL
wallpapHer
Want Need
WAYF
Western Fashion Jewelry
WG
Whispering Ivy
White Crow
Whitney Eve
Whyte Eyelash
Willow & Clay
Wilma & Ethel
Wilt
WOM & NOW
(Barcelona)
Wooden Ships by
Paola Buendia
Workshop
XCVI
Yana K
Yerse
Yoana Baraschi
Yoana Baraschi Blue
Yoli Rapp
Yoshi Yoshi by PJ
(Tokyo)
Z Supply
Zacasha
Zelda
Zhivago
Zoa
Zowee Jewels

Loyola Continued from page 1

Fashion Law Practice Group. This theme for this year's program gave students a legal "framework to guide their storylines," she said.

The weeklong program, held July 23–31 at the law school's campus in Los Angeles, is designed for not only fashion entrepreneurs and executives but also attorneys who represent fashion-industry clients as well as current law students interested in learning more about how the numerous existing areas of the American and international legal system are applicable to the fashion industry—and, what some legal academics believe, is growing into its own recognized area of law, similar to what happened with "entertainment law."

California has 29 sets of statutes called codes, which cover everything from water to insurance to education. Aaron Renfro, an associate at **Call & Jensen** and one of several presenters at the program, joked that no attorney says, "I'm going to go to the fashion code" to find a specific law. However, he explained that the concept of "fashion law" is evolving into a combination of the laws covering intellectual property, employment, commercial agreements, e-commerce, advertising, corporate transactions, real estate, customs, and much more. Renfro said his clients include raw-materials producers, textile manufacturers, fashion designers, apparel manufacturers, factories and retailers, who need counsel in those areas. ("They're sued all the time," he said.)

With that in mind, one of the goals of the program is not only to teach those in the fashion industry about legal issues affecting their business but also to give attorneys who represent the industry a greater understanding of their clients' needs.

Topics such as "Creating Your Brand's Story: Strategy Considerations From DNA to Mission Statements" and "Rights of Publicity, Licensing and Other Legal Considerations in Brand Development" illustrate how the creative side of fashion—and not just the business side—has important legal considerations that might not be readily apparent.

The creation of the brand name **Lululemon**, for example, was not just an indicator of the company's creativity, but it

made it easier for the company to trademark the name, explained Oliver Bajracharya, a partner at **Christie Parker Hale**. "All trademarks are not created equal," he said. "The more distinct a trademark, the stronger it is" in the eyes of the law. Bajracharya said names that are arbitrary (such as Lululemon), fanciful (such as **Banana Republic**) or suggestive (such as **Ray Ban**), which do not necessarily describe their respective products, are much more likely to qualify for trademarks than names that are more descriptive or generic. The name **Holiday Inn**, for example, describes the actual product of a hotel for people on vacation much more than the names Lululemon or Banana Republic describe their respective products. But Holiday Inn was still able to trademark its name by showing acquired distinctiveness—evidence of consumers' recognition of the name for that specific product. A generic name might also have trouble getting a trademark. If **Apple Inc.** had sold produce instead of computers, that company probably would not have been able to obtain a trademark of the Apple name, Bajracharya explained.

As opposed to patents, a trademark must also be nonfunctional. Although **Owens Corning** is not a fashion-related company, it served as an example of when color may or may not be used in conjunction with a trademark. Bajracharya said Owens Corning was able to obtain a trademark for the color pink used in combination with its fiberglass insulation because the color served no actual function other than to distinguish the brand in the eyes of the consumer. (The point of trademarks is to identify the brand, not to allow companies to place unfair restrictions on their competitors, thus the requirement that a trademark be nonfunctional.)

Licensing and workforce issues

Renfro, of Call & Jensen, also discussed legal issues from the business end. Licensing, for example, allows a business that has a brand value to expand into another area in which it has less expertise and experience. "It's seen by a lot of people as free money," said Renfro, who said licensing can often be a "win-win," but "a lot of time, litigation ensues."

He gave the example of the licensing agreement in which **The Warnaco Group Inc.** agreed to sell **Calvin Klein** at places of "high standards and prestige," and Calvin Klein sued when Warnaco sold the former's products at well-known—but discount—retailers such as **Costco**. The case ended up settling, but it was an example of the importance of wording in business agreements. (Nevertheless, Costco still sells Calvin Klein, and Renfro even pointed out that he had just realized the day of his presentation that he was wearing Calvin Klein that he had bought at Costco.)

Bajracharya also discussed the recent U.S. Supreme Court ruling involving a woman who wears a headscarf per her religious beliefs and was denied a job at **Abercrombie & Fitch** because of the company's "no-caps" policy for its employees.

Samantha Elauf, a practicing Muslim, wore her headscarf to the job interview and received a rating from the interviewer that qualified Elauf to be hired. But a district manager instructed the store not to hire Elauf, allegedly because her headscarf would violate the company's dress code. In court, Abercrombie argued that Elauf had not actually made a specific request during the hiring process to receive an exception to the dress code.

But in its ruling in June, the Supreme Court ruled that Abercrombie still violated the Civil Rights Act because Elauf's need for accommodation was a factor in the company's decision not to hire her—whether or not Elauf ever mentioned the need for accommodation in her application or during the interview. "A no-caps policy is fine. But an employer must accommodate a religious practice that may conflict with that policy," Bajracharya said of the Supreme Court's ruling.

After completion of this seminar, the fashion law curriculum at Loyola is also expanding its audience this fall. "For the first time, non-JD students enrolled in the inaugural class of Loyola's new Master of Science in Legal Studies curriculum will be able to follow a fashion law framework to develop and sharpen their fashion business skills," Riordan said.

There will also be a new class at the law school, Retail Law & Fashion, taught by Adjunct Professor Deborah Greaves, of counsel at **Ezra Brutzkus Gubner**. ●

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Beachwear 2016: Girl Power

That's the word on the beach for 2016—even if the “girls” are strong, athletically inclined young women who expect performance in addition to cutting-edge style in their swimwear.

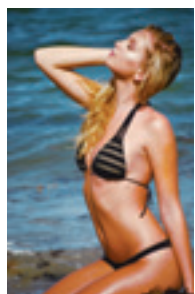
Pepper Swimwear

Pepper Swimwear gets its name from the well-known volleyball warmup drill—befitting a company whose principals attest, “We are avid amateur beach-volleyball players.” Their target customers, aged 15 to 45, are unabashed athletes whose routine is less “beach blanket” than all-out sessions of surfing, volleyball, paddleboarding, yoga, and beach boot camps. To that end, Pepper Swimwear's dozen different bikinis are “born on the beach volleyball court” and are all seamless and reversible, designed with comfort and durability in addition to fashion. Each bikini, in colors reflecting “that vibrant, spicy, energetic, and eclectic Santa Monica/Venice Beach lifestyle,” offers four different looks for added value. Bestsellers include the V-back Huntington bikini in Mexican-blanket print with neon lime and black; the three-braid, fan-back Ocean Park in black reversing to tribal print; and the braided T-back Hermosa with signature adjustable chest band and shoulder straps paired with low-rise, side-braided bottoms.



Gunmetal Apparel

Equally fierce, Gunmetal Apparel's suits are for “the brave, bright, and powerful woman who exudes quiet confidence and is doing big things with her life.” The product of artist Veronica Stewart,



the suits exude a “steely strong image and feel,” with a metallic collection worked around black, silver, dark and tawny pewter, gold, black/gold, olive, and winter white, with a matte black zebra embellished with anchor charms in

homage to Stewart's college sorority. Designed for late teens to early 30s, the silhouettes are rooted in clean-lined classic feminine looks and are fashioned from materials sourced all over the world. Befitting her love for western horse-show attire that she designed for her younger self when competing, Stewart uses “brave colors” and a mix of “strong materials” such as leather, vinyl, and animal-skin prints. Bestsellers include sexy and timeless mesh-waist one-piece suits and a black bikini with mesh top over nude.

Limeapple

Limeapple takes the same strong attitude to the younger set—the confident preteen girl 7 to 12 who is into “fitness, fun, happiness, and creativity.” Fashioned from nylon/spandex with UPF 50+ protection, the SS16 line offers silhouettes ranging from streamlined one-piece suits with modest necklines and a sporty fit to tween styles that feature higher-neck cropped tankinis and bandeau bikinis with strap detailing. Trendier girls will appreciate of-the-moment cropped rash guards and tankinis. The inspiration for Limeapple's

print-driven 2016 collection comes from boldly complex, Morocco-inspired floral prints, shown in a “mosaic” of fuchsia, orange, turquoise, and periwinkle. Cropped hemlines, zippers, geometric lines, and mesh inserts keep the exotic look sporty. Limeapple's trendsetters include Taha, with fringe detailing and an intricate fuchsia print, and Cayo, with a cropped hemline and higher neckline in an exotic, abstract print in rich fuchsia and orange gradient color. Sunrise, Croatia, and Tropics feature color-block detailing, vivid colors, and the open-strap-back bandeau detail that is trending for tweens.



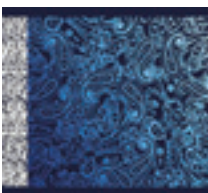
Fin Fun

At Fin Fun Mermaid, a young girl's swimsuit is not just a swimsuit. Fin Fun Mermaid swimwear, they say, is creating “a new category, blending swimwear, toys, sports, and outdoors.” Designed for girls ages 6 to 12 who have “active imaginations and active lifestyles,” the high-quality 80% polyester/20% spandex line is designed with fish-like scales and a “swimmable” mermaid-style tail “for a realistic mermaid look and feel.” Coordinating tops—Clamshell and Sea Wave bikinis and tankinis—are comfortable and sweetly modest, befitting the age group. The unique scale designs on the mermaid tails, the product of a dye-sublimation printing process, are bright and long-lasting. The color palette is bold in blue, pink, green, purple, and red. Trendsetters include Crystal's Arctic Blue and Serena's Rainbow Reef. The Fin Fun Monofin, with patent pending, is the top-rated fin in its class: “Others will try to catch up for years.”



Sol Lusso

Italian women of all ages have long appreciated the easy allure of the pareo, an elegant form of the classic sarong, made from a single piece of fabric. They rule the Mediterranean as a beach cover-up that effortlessly makes the transition from sand to café. Sol Lusso continues the tradition with a collection of one-size-fits-all pareos in 15 unique and beautiful prints. Made in Italy of 100 percent Italian polyester



chiffon, the pareos come in a vibrant range of colors, from seaway electric blue, teal, and periwinkle to purple, red, pink, orange, and the perfect basic black. In addition to pareos, Sol Lusso also presents a line of French-made, 100 percent silk scarves in several sizes and “gorgeous” summer prints. Both lines are expected to be top sellers for “sophisticated women of all ages” who love travel, beauty, and fashion.

You can catch these beachwear brands at the upcoming Surf Expo in Orlando, Fla., Sept. 10–12, 2015.

EVENTS

LA Swim Week Bows at The London



Amour Swimwear

The newly launched event was called **Los Angeles Swim Week**, but the organizers packed all the festivities—13 runway presentations—into one night on the roof of **The London West Hollywood** hotel in West Hollywood, Calif.

The July 23 event was held just days after many in the swim industry returned from the trade shows and catwalk presentations of **Miami Swim Week** in Miami Beach, Fla.

Swim brands featured at LASW included **Amour Swimwear**, designed by Connie Borja; **Frankie Swimwear** by Rebecca Klodinsky;

Chloé Rose Swimwear by Chloé Rose; **BeachFlirt** by Eleni Armaos; **Mint Swim** by Draya Michel; **Asher Marie** by Kaylee Schatz-Berg; **Di-Marco** by Davanh DiMarco; **Cirone** by Solveig Cirone; **Khongboon Swimwear** by Supaporn Khongboon; **8th Continent** by Kenzo Suzuki; Colombian brand **Leonisa Lingerie and Beachwear**; and two Italian lingerie labels, **Leilieve Lingerie** and **Christina Leonor**.



Asher Marie



BeachFlirt



Christina Leonor



Chloé Rose Swimwear



Leonisa Lingerie and Beachwear



Cirone



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INDUSTRY FOCUS:

Finance *Continued from page 1*

industry executives to get their take on the financial landscape.

With the recent mergers and acquisitions between banks and factors, how do you expect this to affect the factoring business? Will it make it more difficult or more expensive for manufacturers to get factored?

Sydnee Breuer, Executive Vice President, Rosenthal & Rosenthal

When a bank owns a factor, bank regulation can dictate what deals can get approved or not. Decisions are not necessarily based on the collateral or the people, which are two very important criteria for factoring and lending money.

As an independent factoring and finance company, Rosenthal & Rosenthal looks at the totality of the deal—not just the balance sheet and not just the profit and loss. We also take into account the story behind the deal, the people behind the deal and the performance of the collateral.

Over many years, banks have owned factors and banks have sold factors. For any individual deal, it may become more expensive or more difficult as that manufacturer needs to find replacement financing/factoring should the bank-owned factor want to exit the relationship—or not be able to increase the support as the business needs change.

However, Rosenthal has seen a large increase in our factoring business over the years, being able to provide the factoring and financing when the bank-owned factors are unable or unwilling to.



Sydnee Breuer,
Executive Vice
President,
Rosenthal &
Rosenthal

manufacturer will see reduced rates. It still depends on the financial strength of the borrower. The financially stronger companies will always get the best deals with the lowest rates.

Another positive from a bank merging with a factor can be an opportunity for apparel manufacturers to take advantage of additional banking services that they might not have been able to obtain. For instance, having sweep accounts can minimize the apparel manufacturers' borrowings and the related costs. There are many other services and products that banks provide to their clients that might make their day-to-day accounting and finance operations much easier.

In the past, privately held factoring companies have had a lot of flexibility in making lending decisions to their clients. And this is still the case today if a company needs an over advance, inventory lending or letters of credit.

The privately held factors have their own credit policies they set to follow. One of the potential negatives with having a bank-owned factor is with the government regulations the banks have to follow. What this means is that all loans are effectively graded. If an apparel manufacturer is too leveraged, then they could fall under regulatory scrutiny. This could lead to a reduced borrowing base, increased costs and fees or, at worst, an exit from the factor. This could also affect start-up companies who are thinly capitalized. They might not even meet the minimum requirements for lending.

For many apparel manufacturers, it might not make any difference if you are financed by a bank-owned factor or a privately held factor. But if you have a financially strong company you might be able to take advantage of lower costs and a variety of other services the bank might offer and save significant money.

If you are highly leveraged or have nominal equity or have unfortunately had some years with losses, you could be under great scrutiny and possibly even have to look for a new lender/factor.

Rob Greenspan, President and Chief Executive, Greenspan Consult Inc.

The acquisition of factors by banks is not new to the factoring industry. This has been an ongoing process for some time. The effects of these acquisitions can be seen in various ways.

Some of the positive effects can be a lower cost of money for the factoring clients. Banks typically can borrow money from the Federal Reserve Bank at lower rates than privately held asset-based lenders as these ABLs have to borrow money from banks and do not have access to Federal Reserve money and rates.

In this regard, bank-owned factors can borrow money at a lower interest cost. Therefore, they are able to charge their clients a lower interest rate. These lower interest costs, if passed through to their clients, can be of great benefit to the apparel manufacturer, who is the ultimate borrower.

So the cost of factoring through a bank-owned factor can be cheaper than through a privately held factor. That said, just because the factor's cost of funds is less than another factor's does not mean every apparel



Rob Greenspan,
President and
Chief Executive,
Greenspan Consult
Inc.

Sunnie Kim, President and Chief Executive Officer, Hana Financial

As a matter of policy, Hana does not comment on any specific market transactions. Speaking in generalities, this seems to hark back to a decade and a half ago when many factors were typically owned by banks. However, I cannot say if this will be the beginning of a trend.

Theoretically, this would tend to reduce factors' cost of funds and spur competition or increase their spreads. With respect to manufacturers looking to factor, interest costs may be even more competitive.

As a tradeoff, although interest costs may be more competitive, banks will require stricter credit standards in taking on and financing new prospects due to regulatory compliance standards typically imposed on banks.

Leigh Lones, Chief Executive, Bibby Financial Services

I don't believe the recent mergers-and-acquisition activity will make it difficult for manufacturers to secure a factoring facility or



Sunnie Kim,
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FINANCE

cause pricing to increase.

According to the International Factoring Association report, 65 new factoring companies entered the market in 2014, suggesting the industry is growing and competition remains healthy.



Leigh Lones, Chief Executive, Bibby Financial Services

A growing, competitive market normally translates into factors offering more favorable pricing and structures. While competition generally benefits the buyer, it can lead to confusion as businesses are bombarded with options and identifying the best fit can be difficult.

Don Nunnari, Executive Vice President/Regional Manager, Merchant Factors Corp.

You are referring to CIT's pending merger with OneWest Bank. CIT already has a bank-owned subsidiary, **CIT Bank**. So it is already competing on interest rates with other major bank-owned factors. For the largest apparel factoring clients that qualify for factoring with a bank-owned factor, they should benefit from this competition.

Recently, First Capital, a privately held company, closed its Los Angeles office when it sold its factoring division to Sterling National Bank of New York. Unfortunately, this was not a good thing for the local market. Very good, experienced factoring professionals lost their jobs as Sterling chose not to maintain a presence in Los Angeles.

For First Capital's former factored clients, they no longer have factoring professionals in Los Angeles to assist their needs. It also removed a factor with a Los Angeles office that filled a niche in the market.



Don Nunnari, Executive Vice President/Regional Manager, Merchant Factors Corp.

Dave Reza, Senior Vice President/Western Region, Milberg Factors Inc.

Bank acquisitions/mergers of and between factors continue the trend of consolidation that the industry has witnessed over the past 20 years. As with other business sectors, this realignment brings with it opportunities for some and challenges for others.

The industry itself may benefit from bank-owned institutions reaching out to new industries beyond the traditional in order to achieve new business targets. On the other hand, banks may be challenged by regulatory oversight to maintain "business as usual." While bank-owned factors may be able to bring a lower cost of funds to the pricing matrix, they also face additional or higher credit standards that accompany a more regulated loan environment.



Dave Reza, Senior Vice President/Western Region, Milberg Factors Inc.

Hence, either prospective or existing clients may start feeling greater pressure to comply with more-demanding credit/capital

requirements. They may have to learn to live with less flexibility than they may have previously enjoyed with the same resource.

These dynamics could create a higher "bar" for those seeking to obtain factoring and/or to obtain more support from their existing resource. Alternatively, nonbank factors may be able to offer less-restrictive terms and also be a more stable platform as compared with their bank-owned brethren, where a poor quarter may result in a loan rating downgrade and, ultimately, less support.

Ironically, the reduction of factoring companies coupled with a decrease in the population of startups and/or existing potential clients has made competition even more fierce. Pricing has come down even while lending and debtor risk has increased.

To a certain extent, some factors (especially bank-owned) may require advance factoring clients to have greater amounts of capital than in the recent past, but overall I don't see that it will be more expensive to get factoring services and/or financing.

Ken Wengrod, President, FTC Commercial Corp.

The current landscape of mergers and acquisitions between banks and factors will definitely bring change to the industry all around ... which is good. What I've learned from watching different periods of economic transition over the years is that whenever there is turmoil, opportunities, competition and creativity rise.

There is plenty of capital around to support the industry, which allows the interest costs to not rise until the Fed gradually increases its interest rates. Potential factoring clients still have a way to flourish even in the current state of banking/factoring realignment. They need to be savvy about choosing the right factor.

When a bank acquires another factor, it generally ignores the importance of the factor-client relationships and only focuses on the economic scale. This neglect creates insecurities among the factored clients and breeds a possibility of another factor gaining an advantage and opening a dialog with these dissatisfied clients. This is why I think that the factoring rates will stay competitive.

The catch is that most factors lock their clients into one- or two-year contracts, which prevents the clients from enterprising within the situation. Clients should examine their exit strategies when they enter into a factoring relationship and make sure the relationship is amendable.

Some factors' rates may appear low, but in actuality, their effective rates are higher due to not aggressively collecting the accounts receivable. This means that the clients' loans are higher, and there is more interest being charged because the customer payments are used to liquidate the factors' loans. These are the hidden costs of choosing a wrong factor. Clients tend to focus on the raw costs, but I think that more emphasis should be placed on the quality of the factor's services.

The current mergers-and-acquisition activity should not make it more difficult for manufacturers to get factors. However, if they don't pay attention, it will be more expensive to be factored. ●



Ken Wengrod, President, FTC Commercial Corp.

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Nicholas Rozansky: EBG's Master Litigator

Nick Rozansky, equity partner at the well-regarded industry law firm Ezra Brutzkus Gubner, is a local boy, raised on the Westside by his psychiatrist father and travel agent mother. He is a lucky man in that he is doing precisely the work he was born to do in a hugely successful way. With a practice 50/50 plaintiff/defense, "I've probably seen it all," Rozansky says, "in terms of what can be argued in connection with consumer products." Rozansky and his wife, Cathy, a former KCRW DJ, have two boys, 5 and 7.

What did your parents think you'd be when you grew up?

They knew I'd be a lawyer.

Why is that?

I enjoyed sparring for the sake of it. I would argue an opposite position to prove that, with the right logic, a case can be made. That could have been the by-product of being the youngest of four boys, who knows. I quickly understood I could look at something three different ways and come to three different conclusions. Passionate lawyering, combined with thorough due diligence, can really help to win a case.

You must enjoy the courtroom.

I definitely enjoy the courtroom. But I tell clients all the time, even though I enjoy litigation, I will never walk you off the cliff. I will never advise you to do something you shouldn't. You know the Coase Theorem—there should always be an economic analysis behind what you are doing in terms of litigation. If it's right and makes sense, then do it. It should always add to your bottom line one way or the other. It's not my goal to extract a client's last dollar, it's to add value and provide a foundation for growth.

What are your biggest areas of litigation?

EBG is a trademark and copyright stalwart, especially in the apparel and fashion industry. I led a team that successfully defended a client in a federal case against a former partner of an apparel company who sued claiming that he owned the company's trademark and proceeded to enter into an exclusive agreement with a national retail chain. On the business litigation side, I regularly handle partnership disputes. In the commercial context, there are many chargeback cases requiring special knowledge of bringing and defending writs of attachment. I also work extensively with showrooms as reps have special rights in most jurisdictions.

Partnership disputes can be very personal. How do you handle that kind of hot mess?

Those are really tough. Partnership disputes are like the family law cases of business law. It's like divorce. It's painful.

How about some free legal advice on that front?

I tell this to companies that are just starting out: Spend a couple thousand dollars to create a very well executed buy-sell and partnership operating agreement to avoid a huge headache later on. You can sleep well at night if you spend a little bit of money up front. As a litigator with a firm and mouths to feed, it's not good for me to say this. But it will cost you tens or hundreds of thousands of dollars later on,

depending on the size of your business. I have seen people, who are otherwise very nice, dispute and feud over ownership of companies that are viable, going concerns, and they drive them into the ground over a partner's exit.

Well, that seems like a complete no-brainer. Why don't more people do this?

I get it, if you have \$5,000 or \$10,000 to start a business, you want to buy or make samples, you don't want to spend \$3,000 on a lawyer. Is it something you have to do? No, but it will certainly help you if your company goes somewhere. If you are eking out a little bit of profit and someone wants to leave, how will you deal with it? A good transactional lawyer will make sure those types of things are spelled out.

Overall, then, you're liking your life.

Being a lawyer can be very challenging. But I so enjoy the strategizing, the analyzing, and getting to be picky in the cases and clients I work with. I really love my role as outside counsel to businesses, as well, and the business side of firm ownership gives me even greater empathy for my clients and what they are going through on the ownership side. Yes, I enjoy it. I live close to my office, I'm home almost every night to have dinner with my family.



The Rozanskys: Nick, Cathy, Oscar (standing), and Sammy (sitting).

What is it like practicing with Mark Brutzkus, a leader in the apparel game?

I'm in awe of Mark—he is involved in so many cases and transactions and is universally well liked. And I've been in jury and judge trials with him many times, and judges and juries love him, too. So if you're on the other side, watch out. He wins a lot! And I like to think I've learned a lot from him. I should add that having EBG's top-ranked insolvency practice is very nice too. Companies threaten bankruptcy all the time during litigation, and having 15 insolvency lawyers led by Steve Gubner is nice backup for that situation.

Have you a couple of budding barristers under your roof?

Well, I definitely see that my little one is very crafty. He's extremely sharp, a good reader, and a slick talker. He may be more of a trial lawyer. The older one is extremely sharp too, but he still hopes to be a baseball player. They've both said they want to be lawyers, but I don't think they fully understand what it means yet.

Think you'll ever not do this?

I don't know if I'll ever retire. In one capacity or the other, I think I'll stick with it for some time. My dad is still practicing at 82. The mind, the ears, and the mouth—as long as I have those working for me, I'll keep on going.



Michael Costello's Black & White World

In a new capsule collection, Michael Costello took a small detour from the colorful gowns that he had become known for since appearing on season eight of the fashion reality show "Project Runway."

For the capsule collection, called **Nirvana**, there were only two colors, black and white. On July 23, Costello debuted the more than 20 looks of his piano keyboard-colored line at his atelier in the **Los Angeles Fashion District** in downtown LA.

Costello said that he had been thinking about doing a collection in black and white since the beginning of the year. He considered it a chance to experiment with a limited palette of colors—albeit he placed pops of colors, such as emerald green, in the collection.

Nirvana also serves as a wider look into his silhouettes. "People know me for draped



Michael Costello and Nicole Scherzinger

Grecian dresses. They love our structured silhouettes," he said. But he wanted to flex a few more design muscles. "You are getting a mix of Michael Costello: Grecian goddess, mermaid and the structured silhouette we do." Some dresses featured shoulder pads to give a powerful look. The big shoulders were balanced by delicate fabrics such as silks, crushed sequin mesh, chiffons and jerseys.

For the July 23 event, several models presented the Nirvana collection while carrying **House of Borel** handbags. During the event, **Grammy**-nominated vocalist Melanie Fiona sang ballads, and up-and-coming singer Stanaj performed. Also in attendance were celebrities Nicole Scherzinger, Amanda Bynes, Elise Neal, bloggers Olivia Pierson and Natalie Halcro, and Anastasia, the makeup artist who goes by one name.—*Andrew Asch*

Cabana Heads to Newport Beach in August for 1st West Coast Dates

Cabana, the high-end swim and beach lifestyle trade show, will sail into Newport Beach, Calif., for its first West Coast show, set for Aug. 13–14, said Janet Wong, the show director and co-founder of Cabana.

Cabana made a splash since making its 2013 debut in an air-conditioned white tent in Collins Park in Miami Beach, Fla. The trade show is located a minute's walk from the Atlantic Ocean. Co-founders Wong and Sam Ben-Avraham, founder of the **Liberty Fashion & Lifestyle Fairs**, intend that Cabana will have an easygoing vacation ambiance. During its July 18–20 run in Florida, 140 brands exhibited at the show, compared with 100 brands last year.

Wong said vendors and retailers requested that Cabana produce a West Coast show because not every swim label or boutique can travel to Miami. "It's a costly trip. Sometimes the timing is not right for some stores," Wong said.

At the Newport Beach Cabana, 40 brands are scheduled to display at a ballroom in the **Balboa Bay Resort** hotel. The brands will include **9Seed**, **Acacia**, **Cali Dreaming**, **Boys & Arrows**, **Mara Hoffman**, **Tori Prayer**, **Norma Kamali**, **Vix** and **Kiki**. For its debut run, Wong forecast that the retailers shopping the show would mostly be California businesses. "I think there's going to be a lot more regional retailers—from San Diego to Santa Barbara and up and down the coast," she said. Hawaiian retailers are forecast to shop at Cabana, too.

Cabana will take place a few days before

the giant Las Vegas trade shows, but Wong said she anticipates little friction between the shows.

However, Cabana's West Coast dates are scheduled for the same time as **Swim Collective**, a 5-year-old trade show that is scheduled to run at the **Hyatt Regency Resort and Spa** in Huntington Beach, Calif., which is an 8- to 11-minute car trip. Cabana will provide shuttles for buyers seeking to go to both shows.

Shannon Leggett, Swim Collective's executive show director, said pre-registration for attendees is up 20 percent over last year. He said 400 brands are scheduled to exhibit at the show, including **Mikoh**, **L*Space by Monica Wise**, **Luli Fama**, **Maaji**, **Frankie's Bikinis**, **Vitamin A**, **Indah** and **OndadeMar**.

Leggett did not believe that there was a need for another swim trade show in Orange County. "In Miami there is enough confusion with multiple shows," he said. "Over the past five years, we've managed to bring together the entire swimwear industry at one location to make it easier for buyers to review brands."

Diane Biggs, founder of **Diane's Beachwear**, a 19-location women's swim and beach lifestyle retailer headquartered in Torrance, Calif., said that many of her vendors will be exhibiting at Cabana.

She intends to visit both Cabana and Swim Collective. She also worried if she and her buyers will have enough time at the shows. "If you want to sit down and write paper at the shows, you will not have enough time. They need to add extra days or maybe make it go late, to 8 p.m.," she said.—*A.A.*

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ALLISON SHOWROOM
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ROMY M

A1081

BVNDI *Belt bags, fashion accessories, hats*
Dynamic Asia Hats *Fashion accessories, hats*

House of Emme 1960 *Fashion accessories, hats*
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Rock, Paper, Scissors *Fashion jewelry*
Zad Con, Inc. *Fashion jewelry*

UPDATED WOMEN'S COLLECTIONS

CREATIVE CONCEPTS SHOWROOM

Suite A272

Pepito's *Updated—bottoms, dresses, tops*

MICHAEL BUSH LA APPAREL

Suite A284

Nikki Jones *Updated tops, dresses*

J V ASSOCIATES

Suite A314

Neon Buddha *Updated bottoms, dresses, tops*
Pure Hand Knit *Updated*

FERN LIBERSON & CO.
Suite A317

Daniali *Updated*

SHEILA LOTT SALES

Suite A325

Haiku Knits *Updated sweaters*

JON KATZ & ASSOCIATES

Suite A335

Raffinalla *Updated*Verducci *Updated*Zo & Co. *Updated*

DORIS JOHNSON

Suite A380

Doina Alexei *Updated*

Pink Chameleon *Updated bottoms, tops, dresses*
Red Hot Curves *Updated bottoms, tops*

KAREN GEORGE & COMPANY

Suite A394

Clotheshead *Updated tops, bottoms*
ROBERT FRIEDMAN

Suite B336

Berek *Updated*Clara Sun Woo *Updated*

WOMEN'S CONTEMPORARY

L ON 5

Suite B503

Future State *Contemporary dresses, tops*

KIDS' AND MATERNITY

NICKY ROSE KIDS

Suite A605

Bitsies

Limeapple

Pals Socks

Sol-Angeles

Vierra Rose

HATCHED SHOWROOM

Suite A642

Omamimini

Tocoto Vintage

IN PLAY SHOWROOM

Suite A672

Tiny Whaves

ALLISON SHOWROOM

Suite A682

Cheski Socks

Ellie Fun Day

La Queue du Chat

Malu Organic

➔ New Lines page 14

Lila Clothing Co.

California Market Center, Suite B511

(213) 614-2011

info@ilovelila.com



LILA SHOWROOM: At the Lila Clothing Co. showroom, from left: Ricardo Lee, Lidia Lee and Tanielle Lau

Women's fashion label **Lila Clothing Co.** wanted to make a bigger splash in its hometown of Los Angeles, so in June it opened a showroom at the **California Market Center** in downtown Los Angeles' Fashion District, said Ricardo Lee, the company's sales director.

The 3-year-old company's headquarters is located in downtown's Arts District. Yet busy buyers often don't have the time to leave the Fashion District. Lila Clothing opened a second showroom and took the brand's fashions closer to Fashion District-bound buyers, said Tanielle Lau, who works in sales and marketing for Lila Clothing. "We wanted to

provide a space that was most convenient for customers, a space where they can easily access us and our line," she said. "We love direct communication with our customers, and this was one of the best ways of achieving that."

Lila Clothing continues to run a showroom at its Arts District headquarters. Buyers can make appointments at either showroom, Lau said.

Lila Clothing is manufactured in Los Angeles. It aims to make clothes that are feminine, sophisticated and on trend yet have a classic look, said Lidia Lee, Lila Clothing's designer. "We're known for floral prints," Ricardo Lee added.

The estimated 1,000-square-foot California Market Center showroom is currently displaying Summer, Fall and Winter collections. Wholesale price points range from \$18 to \$35, Ricardo said. Significant looks include the "Willow," a floral-print, long-sleeved A-line shift with crochet trim.

There's also the "Palmer," a long-sleeved, trapeze-style dress. There's the "Lila," a short-sleeved top with roll-up, cuffed sleeves, a V-neck and piping detail. Another important look is the "Sydney," a cape-like sleeveless dress made with a jersey knit.—Andrew Asch

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Hôtel Particulier

The New Mart, Suite 411
(424) 288-6390
www.hotel-particulier.eu/en

After several years building a U.S. retail base, French contemporary collection **Hôtel Particulier** opened a West Coast showroom in June on the fourth floor of **The New Mart**.

The 800-square-foot space serves as the home base for West Coast Sales Manager Julie

Illouz and her assistant Holly Wolverton. (The line is represented in New York in the **Jim Villa** showroom.)

"We have some clients for more than five years in the U.S.," Illouz said. "We decided to open our own showroom in downtown LA at The New Mart because of its good reputation and the great brands already represented within the building."

The clean, all-white space echoes the look of Hôtel Particulier's European showrooms—"very contemporary," Illouz said.

A European favorite label, Hôtel Particulier is building a following in the U.S. among celebrities, including Stef Dawson, Lisa Osbourne, Christina Milian and Lara Tyler Gillman, who were all recently spotted in Los Angeles wearing the brand, Illouz said.

Founded in 2006 by husband-and-wife team Eddy and Roxane Rizal, Hôtel Particulier seeks to provide its customers with accessible luxury with plenty of Parisian-chic sophistication.

Understated silhouettes feature unusual details and luxe fabrications such as leather, cashmere and silk crepe. Wholesale prices range from \$60 to \$100 for tops, \$130 to \$220 for dresses and \$250 to \$320 for jackets.

The company operates its own stores across

France as well as in Hong Kong, Shanghai and Kuwait City.

After the upcoming **Los Angeles Fashion Market**, Hôtel Particulier's U.S. team will head to Las Vegas for the **Project Women** trade show and **Coterie** in New York in September.—*Alison A. Nieder*



Nicasa Showroom

Cooper Design Space, Suite 417
(314) 412-4975

For eight years, Nicole Odenwald was the national sales director for **Wildfox**, working out of the Los Angeles clothing company's third-floor showroom in the Cooper Design Space.

But Odenwald was eager to branch out on her own. So she recently left her job and moved one floor up, where she is launching her own showroom, which features polished cement floors, tall ceilings and a wall of north-facing windows that let in a steady stream of light.

Odenwald is now representing five different lines that vary from jewelry and contemporary clothing to activewear and handbags. "I really like growing brands," said the petite showroom owner, who has been decorating her space with the help of Kerri Harlow of **Messy by Design**.

The showroom is decorated in neutral colors such as white, silver and gray with big furniture accented with throw pillows and touches of light pink to make it feel slightly girly. Pink glass doorknobs are used for hanging items on the wall, and gold-colored antelope heads are deployed for displaying jewelry. "I want it to be a living room—a house with clothes," Odenwald said, explaining that the name of her showroom is a mélange of Nicole and casa, which is Spanish or Italian

for house.

Odenwald's new lines include **Varley**, an activewear line from England founded by Lara and Ben Mead, who split their time between London and Venice, Calif. Odenwald has had the line for only one month, but already she has placed it in **Bergdorf Goodman**, **Neiman Marcus**, **Planet Blue**, and the online shopping sites **Revolve** and **Bandier**.

The fashionable line of tights, cropped and long tops made of polyamide and elastane come in animal prints and solids that wholesale for \$27 to \$53.

Displayed on the wall is the **Vanessa Mooney** jewelry line, which is made in the designer's studio in Eagle Rock, Calif. Mooney used to design jewelry for entertainer Jennifer Lopez for

her tours, but in 2009 she decided to launch her own line. The collection of boho looks and vintage-inspired pieces are delicate and unique, wholesaling for \$16 to \$130.

Filling the contemporary clothing niche is **n:Philanthropy**, a Los Angeles-based collection of faux-fur jackets and tops that is described as apparel with a purpose. Wholesale prices range from \$104 to \$136.

The founder of n:Philanthropy, Yvonne Miami, gives 10 percent of her net proceeds to **Children's Hospital Los Angeles** for pediatric cancer research and to the **Society to Prevent Cruelty to Animals Los Angeles**.

Rounding out the showroom collection are **Rue Stiic**—an Australian line of oversized sweaters, T-shirts, dresses and rompers for the beach crowd—and **Sancia**, leather handbags made in Bali, Indonesia.

—*Deborah Belgium*



Nicole Odenwald

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ModCloth's Next Step: Private-Label Line, Physical Store

By Andrew Asch Retail Editor

San Francisco-headquartered **ModCloth** has been one of the innovators in the pure-play e-commerce space, but the women's clothing retailer announced new angles to its way of doing business.

Matt Kaness, who was named chief executive officer of ModCloth in January, announced that the company opened a physical shop near its offices in San Francisco's Union Square on July 30. Called the **Fit Shop**, the temporary space will be open until Aug. 17. ModCloth is testing the physical shop with an eye on opening permanent shops.

The retailer also announced the debut of its first house brand, which will be called **ModCloth**. It will represent something of a change for the retailer's look. "We have our core retro look," Kaness said. "But we will have a more classic occasion wear, items for a modern silhouette to wear for work. We are introducing more feminine and casual along with our bohemian looks," Kaness said. Retail price points will range from \$35 to \$150. It will not be wholesaled.

Kaness, who worked as chief strategy officer for **Urban Outfitters Inc.**, joined ModCloth after a turbulent time for the company. It suffered through two rounds of layoffs in 2014. Co-founder Eric Koger resigned from his position as CEO. Mod-

Cloth also announced a Series C round of funding in June when \$15 million was raised. Kaness talked to *California Apparel News* on what is next for ModCloth.

You've helmed ModCloth for seven months now. How has it changed? What are your goals for it?

MATT KANESS: I started in January. I spent a lot of time asking questions and listening to our customers and our community. The team has been receptive and responsive to my leadership style. It's not so much of how it will change. It's how quickly we've come together to find the potential for ModCloth to come to fruition.

The internal dialog at ModCloth reflects our view that we are a "digital-first" multi-channel, lifestyle retailer as well as a fashion brand. As we evolve, we want to realize the potential of both of those areas. Our customer is voting yes to the changes we are making in the assortment, both from a design perspective to a merchandise perspective. Our customer wants us to be offline. We are going faster with opening Fit Shops.

As a company that grew up with technology, there are immense opportunities to innovate the customer experience. ModCloth has been a leader in social-commerce. We plan to invest and innovate in the social-commerce arena but also in multi-channel and three-dimensional venues. There is a broader audi-

ence that has not heard of ModCloth. There are those who have not found it as easy to shop at ModCloth. We want to broaden the appeal of the business and reach more customers and become a more significant business. We're not nearly close to penetrating the total market opportunity for ModCloth.

Where do you see growth?

MK: Growth always starts with concept in customer. We see a lot of growth in apparel and non-apparel merchandise and things we can do as a lifestyle retailer. We will build our casual and workwear offerings across all categories; shoes, accessories, bags are big opportunities for us. We think about expanding our offerings beyond the Web, not just in Fit Shops but in other offline formats, as we think about new distribution and new customers. International is a big opportunity for us; it is one that we are underserving. This is an interesting moment of time to innovate in social commerce where we can unlock some value through the customer experience. It includes our Style Gallery, mobile apps and digital community to bridge offline into a multi-channel experience to create a unique user experience. ●

THERE'S MORE
on ApparelNews.net

The interview continues at
ApparelNews.net.

NEW LINES

New Lines

Continued from page 11

Punktchen
Serendipity Organic

METROPOLITAN KIDS

Suite A682
Calibeth

BOW & ARROW SHOWROOM

Suite A683

Doll Baby
Henny and Coco

DON WELBORN AND ASSOCIATES

Suite A684

Fish Feathers

Ok Kids
Sovereign Code

PATTI BERGSTROM

Suite A685

Derhy
Giovanna & Felice
Kid Cute
Sticky Fudge
Ture Tiny Twigs

JULIE SMITH KIDS

Suite A686

Kaloo and Kokeshi Fragrance
Petit Oh!

SHAYNA MASINO

Suite A689

Gems and Jets

SMALLSHOP SHOWROOM

Suite A692

Sudo Kids

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Blackmoon

Halo

Heart Soul

Heart Soul Girls

Realtree

Soulmates

Soulmates Girls

Sugarhigh

Tracy Evans

Want & Need

Workshop

EMBLEM SHOWROOM: (FORMERLY IN SUITE 906)

Suite 407

Ashley Michaelson

Elle Zeitoune

Magdalena Duma

Micha Designs

Pelle d'Arte Leather

Pygmees

The Shanti Butterfly

Silvana K Jewelry

Talina Hermann

TOV

Zhivago

LIT STUDIO: (FORMERLY IN SUITE 906)

Suite 407

Cocobelle

Freeway

GLAM

KOA Swim

Lavender Crush

Mila Bikinis

Soul Mates

SHOWROOM FIVE21:

(FORMERLY IN SUITE 507)

Suite 600

Abyss by Abby

Bariano

Forever Unique

Hybrid

Lumier by Bariano

TFNC London

S.A.M SHOWROOM:

(FORMERLY IN SUITE 407)

Suite 906

3 x 1 *Men's and women's*

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Project's Lineup Includes Returning Exhibitors, New Brands

NEW YORK—On the heels of the first-ever **New York Fashion Week: Men's, Project New York** held its 12th show July 19–21 at New York's **Javits Center**.

Under the direction of Tommy Fazio, the Cadillac-sponsored show spanned the gamut of contemporary menswear, recruiting returning brands such as **Ted Baker**, **Cat Footwear**, **Vince**, **Mackage**, **Scotch & Soda**—and new faces such as **Goorin Bros.**, **Clarks** and **Rhone Apparel**.

With a 14 percent increase in booths over the January show, Project New York's attendees included key decision makers from top retailers.

Newcomer **Bachelor Shoes**, now in its second year of business, came to Project to expand its brand and make retailer connections.

"We've created shoes that can take you from relaxing at the pool to closing a business deal at the restaurant," said Christian Robles Garza, cofounder and chief executive officer of the Houston-based company, which specializes in loafers and slippers.

Also new to Project is Jakarta-based **Adamist**, whose founder, Jacky Rusli, designs unique ready-to-wear. (Picture a classic white button-up with a silhouette of two eyes stitched across the chest.)

"Twenty-five percent of our online business is U.S.-based," said the first-time Project exhibitor, who said he was looking to expand the company's U.S. presence and awareness.

New York-based **S'well Bottle** has exhibited at Project for the last four years. The insulated beverage bottle company is looking to grow its men's business, estimating that 70 percent of its current customers are women. Project has introduced S'well to many notable retailers over the years—including **Cole Haan** and **Nordstrom**. Earlier this month, S'well



The Baldwin team celebrates its "Best Denim" award

launched an exclusive bottle with swimwear designer **Mara Hoffman** to coincide with her new activewear line.

Varied partners lined the halls of the show, including Project ambassador **Marcus Troy**, who curated digital talent to chronicle each day. The live, biannual **Blogger Project Awards** took place, with awards such as "Best Denim" going to **Baldwin**.

ShopTheFloor, the online marketplace operated by Project parent company **UBM Advanstar**, partnered with contemporary retailer **Halls** and subscription service **Sprezzabox** to host a live photo studio featuring curated looks from varied brands. The show's intimate Workroom section connected emerging men's and women's brands with seasoned retailers and boutiques.

Watch company **Daniel Wellington**—which calls itself the most-followed jewelry brand on **Instagram**, boasting 1.1 million followers—has been around since 2011, although this was the company's second year at Project.

"The men's accessories market is growing, so the pie is getting bigger," said Wellington's U.S. manager, Frans Sjo.

"Every measurement of success is up for us," Sjo added, citing an increase in meetings, attendance and general interest at Project.

As Sjo discusses the brand's growth, a buyer and a sales manager from **Coachmen Clothiers** in Knoxville, Tenn., approached the Daniel Wellington booth. When asking if the men had any questions about the company, they smiled and rolled up their sleeves to show they were both wearing Wellington's Classic Canterbury style with the NATO-striped band.

"Project is perfectly curated and aimed at facilitating meetings, both from an attendee perspective and exhibitor perspective," Sjo said. "It's lovely to return."—*Natalie Zfat*

Agenda's Mix Includes Sport, Street, Skate and Surf

NEW YORK—"I used to be the young guy," said **Aaron Levant**, the 30-year-old founder of lifestyle fashion trade show **Agenda**. "Now I feel like the old guy."

Levant launched Agenda in California in 2003 at the age of 19 with humble beginnings: a satellite trade show with 30 brands and a \$500 exhibitor fee.

Thirteen years later, Agenda has expanded to three cities, with six shows and more than 1,000 brands exhibiting annually.

Now in its fifth year in New York, the show enjoyed its third season July 20–21 at the **Javits Center** on the heels of the first-ever **New York Fashion Week: Men's**.

"We never strived to be an overnight success in New York," Levant said. "It's about making sure we have brands here that make sense."

Agenda bridges the intersection of sport, street, skate and surf, boasting heritage brands

such as **Burton**, **Vans** and **Jansport** as well as newcomer brands such as **Ransom**, **Native Shows** and **Civil Clothing**.

One of the brands Levant feels makes sense is reflective apparel and accessories company **ICNY**.

In 2012, ICNY founder/designer Mike Cherman was struck by a car while riding his bike. After a trying recovery, Cherman began reflecting—quite literally—about designing a line of apparel and accessories using reflective materials to protect cyclists and pedestrians from motorists.

"I'm doing something to keep myself and others safe for life," said Cherman, who created monogrammed hats for attendees in his Agenda exhibitor booth.

PSD Underwear, which recently named the **Cleveland Cavaliers'** Kyrie Irving as an equity partner, celebrated its second year

showing at Agenda, citing consistency as its primary motive for return.

"Retailers want to see you every time," PSD President Curt Flaitz said. "You have to stay in front of them."

One brand that has mastered the art of consistency is Vancouver-based **Herschel Supply Co.**, founded in 2009 by brothers Jamie and Lyndon Cormack.

"We don't do this show for ourselves; we do it for the retailers, so they can see the line in its full capacity," said Lyndon Cormack, motioning at Herschel's full-length display of backpacks and travel accessories. "Any time you can interact with customers on the show floor, it helps you understand their needs more."

Costa Mesa, Calif.-based **Krochet Kids International** is a nonprofit apparel brand whose profits fund employment education, training and mentorship in Uganda and Peru.

Each piece of clothing is signed by the person who made it.

"Our goal is that our employees will have enough capital to leave the program and be self-sufficient," said Stewart Ramsey, who cofounded the company eight years ago. Krochet Kids currently employs more than 200 women.—*N.Z.*



Krochet Kids

Collaboration and Curation at MRket

NEW YORK—Fashion collaborations and curated offerings were front and center at **MRket**, the menswear show organized by **Business Journals Inc.**

From **Beam's** pop-up shop at The Hub—the



Domonique's umbrella handles are wrapped in the same leather found in Rolls-Royce interiors.

show's new interactive area—to **Vanguards Platinum**—MRket's home for upscale lines within its up-and-coming **Vanguards Gallery** section, buyers has a lot to see during the show's July 19–21 run at New York's **Javits Center**.

Organizers boasted attendees from all 50 states as well as 47 countries at the most recent show, which was held immediately following the first-ever **New York Fashion Week: Men's**.

Although luxury leather retailer **Araldi Milano** has been around since 1930, this was the

brand's first year at MRket.

"I know how to do a private label, but I don't know what to do with *my* brand," said Export Manager Stefano Pierpaoli, noting that Araldi Milano manufactures leather goods for some of the world's largest brands.

Araldi Milano sources exclusive leathers for their products—shark, crocodile and even stingray. A crocodile belt goes for \$1,000 while a lap-top case retails for \$6,000.

Pierpaoli said the brand came to MRket to find a platform for distribution, noting that its presence in the U.S. market is just blossoming. (Two buyers furiously counting belts at the Araldi Milano booth at the time of this interview might agree.)

Annalisa Calabrese, the fourth-generation owner of **Calabrese Napoli**, has grown her father's grandfather's company since 1991—expanding the company's offerings from neckties to luggage.

"In Napoli, we have a special tradition of tailoring," she said. "We wanted to create accessories for an elegant man."

Domonique also caters to an elegant man with its collection of Anglo-Italian-inspired umbrellas and ties. Its umbrella handles are made with **Connolly Leather**—the same interior you'd find in a **Rolls-Royce**, said Sales Director Benji Gavron.

"I just picked up [an order from upscale Canadian retailer] **Harry Rosen**," he said. "If I wasn't here, it probably wouldn't have happened."

"MRket gives small brands access," he added. "Everyone is here."—*N.Z.*

Liberty Fairs Sees 26 Percent Growth in Year Two

NEW YORK—In its second year in New York, men's contemporary fashion trade show **Liberty Fairs** saw buyer attendance rise 26 percent over January's show and an 87 percent increase in international attendees.

The July 20–22 show, which immediately followed the first-ever **New York Fashion Week: Men's**, featured 150 new brands showing at **Pier 94**.

Freedom Hall—a section comprised of apparel, art and media—is curated by the **Brooklyn Circus'** Ouigi Theodore, who has been a part of Liberty Fairs since its inception. Like Liberty Fairs, Brooklyn Circus is growing quickly and is preparing to launch in Paris later this year, said brand consultant Alexandre Khouri. "Some of the brands here grow and travel together," Khouri added. "It's a community." A brand that hopes to follow that model is ready-to-wear clothier **Sun House of Eddy Ricami Project**. The 2-year-old company is based in eastern Italy.

"We came to Liberty to find an agent and understand the U.S. market," said owner Franco Santarini, who noted that the brand sells well in international markets, including Japan, Italy, Germany and Korea.

"There aren't many customers," Santarini said of his Liberty Fairs experience, "But the ones we saw are good shops of high quality."

Schott NYC is credited with producing the first leather motorcycle jacket in 1928 and has built a customer base that has included Joan Jett, **The Ramones** and Kanye West.

"Everything we create is functional," said Schott's West Coast account manager, **Joey Orsi**, citing Schott's bomber jackets, which are used by the U.S. military.

"This show is as big as it's going to get," Orsi added. "They're maintaining their roots—keeping it well curated. It's always going to draw the same contemporary buyer."—*N.Z.*



Sun House

Las Vegas Resource Guide

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Products and Services: ASDMARKETWeek comprises one location and nine shows. Did you know that ASD is actually the largest accessories show in the U.S.? With over 1,000 vendors, ASDMARKETWeek is where you will find the latest trends and styles of affordably priced handbags, fashion jewelry, sunglasses, apparel, beauty and fragrance products, and more. This show is the best-kept secret in the industry. Now more than ever is the time to discover the show that offers you the opportunity for higher margins! Show dates are Aug. 2–5, 2015, and Feb. 28 – March 2, 2016, at the Las Vegas Convention Center. Register for free today.

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17–19 at The Sands Expo at The Palazzo in Las Vegas.

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Products and Services: Five seasons a year, buyers from around the globe flock to the California Market Center (CMC) for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel, gift, home, and lifestyle collections displayed in hundreds of the CMC's showrooms and temporary exhibitor showcases. Featured tradeshow include SHAPE Active & Lifestyle Tradeshow, SELECT Contemporary Tradeshow, TRANSIT LA Shoe Show, and the LA Kids' Market. LA Fashion Market at the CMC now offers visiting retailers and brands more opportunities and resources than ever to exhibit in and shop from.

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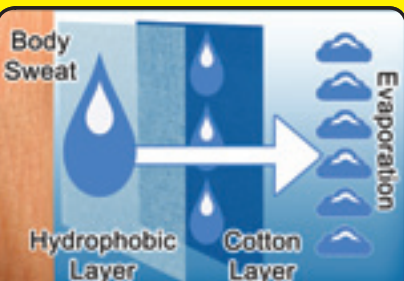


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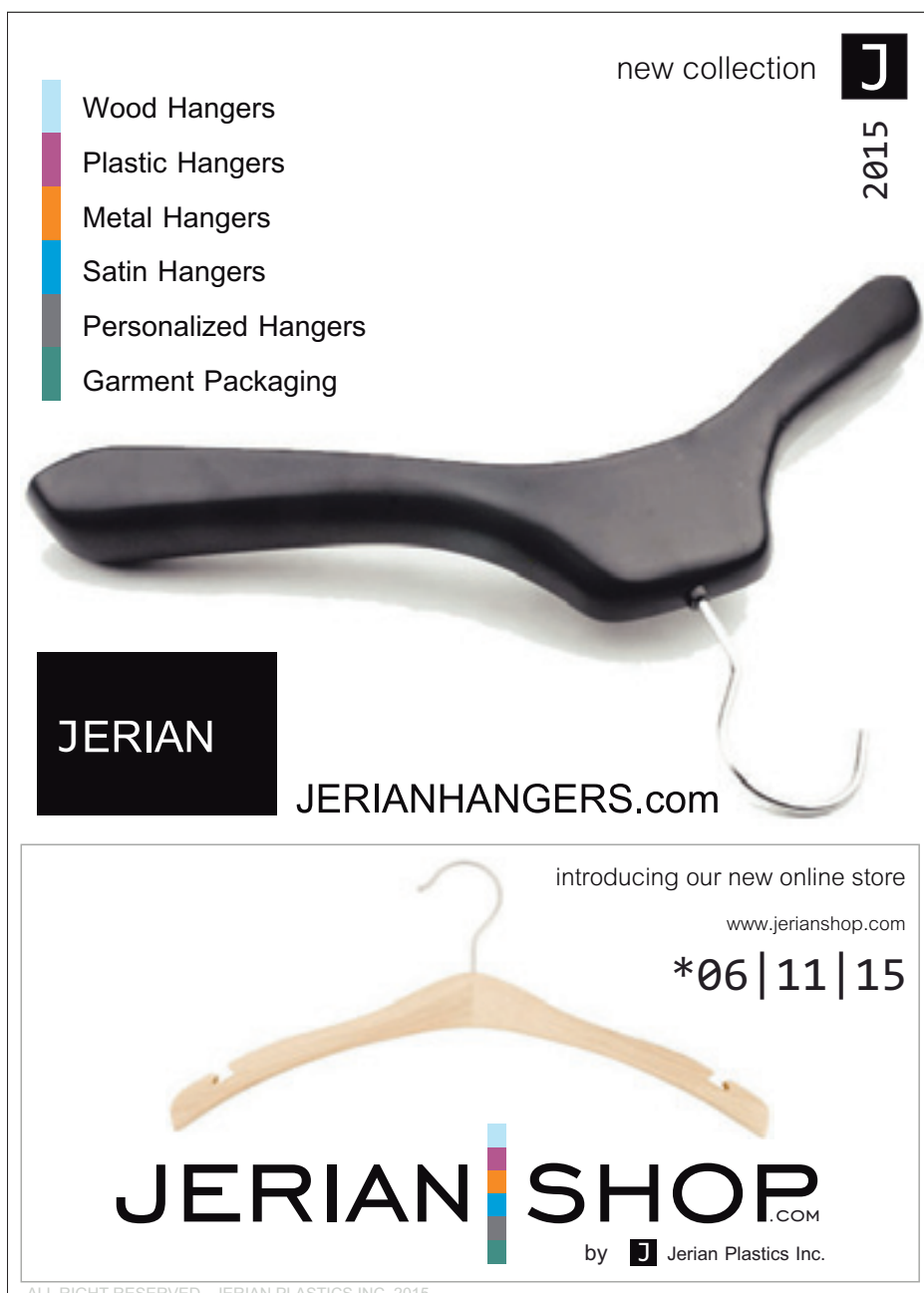
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•Create and manage all purchase orders. •Track and follow up with suppliers on all sample orders •On top of all the required components/inventory counts for developments. •Manage the procedure for sample preparation for customers. •Drop off the package to Fed Ex daily. •Manage the library of submitted specimens, filed by division and styles. •In executing these responsibilities time management skills to meet all deadlines Requirements: Detailed oriented, excellent follow up skills, organized. Basic understanding of garment construction, fit and finishes Computer Proficiency in Microsoft Office Programs, Photoshop, Illustrator. Email res. to: Susie.y@bluprintcorp.com



WAREHOUSE DISTRIBUTION MANAGER

Direct workflow & logistic controls for inside & outside warehouses. Hands-on analysis, implementation & monitoring expert. Brand & private label distribution. Technologically savvy, AS400, Microsoft Office, etc. Safety standards. Email to: tlamantain@selfesteemclothing.com

MULTI-DIVISION WOMEN'S SLEEPWEAR FIRM HAS IMMEDIATE OPENINGS FOR THE FOLLOWING 2 POSITIONS:

PRODUCTION PATTERNMAKER with a min. of 5 years experience. Knowledge of bra or daywear development, construction and grading is a plus. Must have experience in Sleepwear and Daywear in both woven and knit fabrics. Experience with Gerber PDS 2000 or Optitex system is required. Must be detail-oriented, able to work independently, and have good communications skills.

Exp'd TECHNICAL DESIGNER to support our production development team. Must have strong Photoshop/Illustrator/Excel skills and excellent drawing skills. Must understand garment construction and be able to apply POM's and Specs of garments to Tech Packs. Must be very detailed-oriented. Send resume with salary history to: Emily Luna MGT Industries, Inc. 13889 S. Figueroa Street Los Angeles, CA 90061 Fax: (310) 538-1343 E-Mail: eluna@mgtind.com

1ST TO PRODUCTION PATTERNMAKER

Wilt is looking for an experienced 1st to Production patternmaker- Must know Tuka. Minimum 5 yrs exp. garment dye knowledge preferred. Email: parcandpearl@parcandpearl.com

Jobs Available

DESIGN MANAGER, SWIMWEAR & APPAREL

Long Island NY- Must have experience with Swimwear or Activewear. Hands-on position. Manager will establish product objectives and direct full design life-cycle, initial concept through development to final production..... Resume, cover letter w/salary req & portfolio to sgold@tyr.com

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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

GRAPHIC DESIGNER

LA based Women's Junior/ Young contemporary apparel company looking for the Graphic Designer •Create print, art, and patterns for apparel •Research current graphic trends •1-3 years prior graphic design experience •Hand illustration ability •Highly creative..... Contact: steph@apparelcreationsinc.com

DATA ENTRY

Johnny Was is in need of Data Entry. Must be experienced with SPS Commerce - EDI & UPC Data entry (Intertrade). Fax resume to: 323*582*5002 or Email to: mel.johnnywas@gmail.com

Jobs Available

INDEPENDENT SALES

Looking for an experienced Independent Sales Rep. with expertise in garment and good relationships with customers in US. We are strong garment manufacturer in China and we can be your great support at development, sampling and production. Our current customer is up scale importers like VF. If you have interest to work with us, please send resumes to cindy@calli-china.com

PRODUCTION ASSISTANT

Production assistant in charge of customs. Must be fluent in Spanish. Knowledge of U.S. & Mexico customs paperwork. Sewing knowledge helpful but not required. Must be very familiar with excel, & able to organize & coordinate paperwork through e-mails. Must be organized, motivated & able to multi task. Email your resume to: gerry@beedarlin.com

WAREHOUSE ASSISTANT

ASSIST IN PACKING AND SHIPPING STORES, WAREHOUSE MANAGEMENT AND QC FOR CLOTHING COMPANY. MUST HAVE EXPERIENCE IN APPAREL COMPANY ENVIRONMENT. COMPUTER SKILLS REQ'D. PLEASE EMAIL RESUME: arcla101@gmail.com

TECHNICAL DESIGNER

Min. 5 years exp. Knowledge Flat Pattern, Photoshop, Illustrator, Excel. Create tech packs for overseas & domestic vendors, specs garments. andrew@andrewchristian.com

apparelnews.net/classifieds

Jobs Available

SALES ASSOCIATE

MESMERIZE Seeking an individual to join our sales team. Email: kambiz@mesmerize.net

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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
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Project 8/17-19
Stitch LV 8/17-19



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