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NEW BLUES

When it comes to casual cool, denim designers have it covered this Spring. For the freshest denim looks, see pages 8 and 9.

SOPHIA ALVARADO

TRADE SHOW REPORT

LA Market Light as Showrooms, Buyers Prepare for the Big Las Vegas Shows

By Andrew Asch, Deborah Belgum, Alyson Bender

If you had to describe the recent **Los Angeles Fashion Market**, the word would be “subdued.”

August markets for the Holiday/Resort 2015 season are always quiet because the gigantic semiannual trade shows in Las Vegas are less than two weeks away—running Aug. 16–19. But this year, the Aug. 3–6 market seemed to be quieter than normal.

One good barometer of any fashion market is to survey the food court at the **California Market Center**. If it is fairly busy during market week, there are an abundance of buyers in town. But for this market, there were plenty of vacant tables at lunchtime.

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LA’s High-End Fashion Designers Exploring New Frontiers

By Deborah Belgum *Senior Editor*

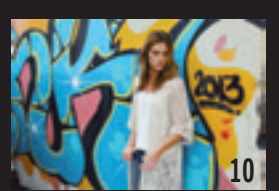
With price-conscious consumers and the athleisure trend changing the way the retail world turns, some of Los Angeles’ eveningwear and red-carpet designers are focusing their attention on less-expensive and casual lines that fit in with people’s lifestyles and pocketbooks.

Diffusion lines are nothing new. Designer Michael Kors launched **Michael Michael Kors** in 2004. Veteran fashion guru Ralph Lauren developed **Lauren by Ralph Lauren** for those who wanted a touch of design at reasonable prices, and the lower-priced **Marc by Marc Jacobs** has been a staple for some time.

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Where fashion gets down to businessSM



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A CALIFORNIA APPAREL NEWS SPECIAL SECTION

SOURCING & FABRIC with TECH

Israeli Clothing Company Acquires P.J. Salvage Brand

After 20 years of making women's pajamas and loungewear, **P.J. Salvage** has been sold to an Israeli clothing company for an undisclosed price.

Delta Galil Industries Inc., based in Tel Aviv, announced on July 31 that it had completed its acquisition of P.J. Salvage, headquartered in Irvine, Calif., and all the other assets of P.J. Salvage's parent company, **Loomworks Apparel Inc.**

"We are pleased to add the well-regarded P.J. Salvage brand and Loomworks' other business to the Delta Galil portfolio, thus increasing our presence in the upper retail market segment and broadening our global footprint," said Isaac Dabah, chief executive of

Delta Galil, which was founded in 1975 and makes branded and private-label clothing for men, women and children. Its labels include **Schiesser**, **Karen Neuberger**, **LittleMiss-Matched** and **Nearly Nude**.

Delta Galil is traded on the **Tel Aviv Stock Exchange** and has revenues of more than \$1 billion. P.J. Salvage will be operating as part of **Delta Galil USA**.

Peter Burke, who bought P.J. Salvage 18 years ago from the label's founder, Mickey Sills, said he will remain on board as chief executive. "Nothing changes. We are going to continue to operate as is," he said. "With Delta Galil, we see an international growth opportunity. They have offices and production facilities

around the world, which will help leverage our brand and grow our product categories."

P.J. Salvage just launched its first line of lingerie geared for women between the ages of 20 to 45. The line has soft-cup bras, bandeaus, thongs, hipsters, camisoles, shorts, cover-ups and kimonos.

It is made of Modal/spandex and Modal/elastane in fabrics featuring floral designs, tribal-inspired prints and whimsical pieces.

"We thought the market doesn't need another lace panty. That has been taken care of," Burke said. "We want to be a little



different. We see a wide space out there in the market."

The P.J. Salvage lingerie line is showing at trade shows for the Spring 2016 season. It retails for \$18 to \$70. In addition, a bridal intimate collection will follow in March 2016.

Burke said Delta Galil will be able to add its expertise in building up the intimates collection as well as help the company grow its childrenswear line and expand its menswear looks, which currently consist of boxers, sleep pants and T-shirts.

—Deborah Belgum

American Apparel Vacating One of Two Industrial Buildings

American Apparel has renegotiated its lease, saving the Los Angeles clothing company millions of dollars and giving up one of its two industrial buildings.

Starting next year, American Apparel will vacate a 400,000-square-foot building but continue to occupy a second 400,000-square-foot structure, where the company's corporate office and manufacturing operations are located at **Alameda Square** near downtown Los Angeles. Giving up one of the two buildings it uses will save the clothing company \$2.1 million a year.

In a filing with the Securities and Exchange Commission, the company said the mammoth structure it plans to vacate is under-utilized and does not house any manufacturing or distribution operations. The building American Apparel will vacate is

the location for the company's factory outlet store and is also utilized to store fabric.

According to the regulatory filing on July 31, the second building will be vacated on or before March 31, 2016.

In addition, American Apparel has renegotiated its lease, signed in 2009 and held by **Alameda Square Owner LLC**, to reduce rent, fees, interest and reimbursements from \$2.95 million to \$1.8 million incurred primarily during the first half of 2014. American Apparel will be paying that \$1.8 million in 11 installments that start April 1, 2016, and end on Feb. 1, 2017.

Furthermore, American Apparel has gotten the base rent for the remaining premises reduced by 50 percent, starting April 1, 2016.

American Apparel is fighting to stay afloat financially after ousting the compa-

ny's founder, Dov Charney, late last year as the chief executive officer.

Over the last five years, American Apparel's net losses have totaled more than \$338 million. Its stock is trading on the **New York Stock Exchange** at only 20 cents a share, near its 52-week low of 16 cents a share and far from its 52-week high of \$1.20.

The company, now under the helm of the new CEO, Paula Schneider, who came on board Jan. 5, still has not turned a profit this year. For the first quarter of 2015, American Apparel had a net loss of \$26.4 million on net sales of \$124.3 million. On Oct. 15, American Apparel has a \$13.7 million payment due to bondholders.—D.B.

Fred Jackson Retiring as CEO of American & Efir

After nearly 20 years as head of the largest U.S. thread manufacturer, Fred Jackson is stepping down as the chief executive officer of **American & Efir**, effective Sept. 28.

Jackson will remain with the company as the non-executive chairman of the board. Taking over as the new CEO is Les Miller, who currently is the company's chief operating officer.

Jackson's nearly two decades with American & Efir—which makes industrial and consumer sewing and embroidery thread for industries in the medical supply, automotive, footwear and apparel arena—have taken the company on an international journey.

The company, headquartered in Mount Holly, N.C., successfully completed acquisitions in 2012 of its former joint ventures

in Bangladesh, Sri Lanka and China. During Jackson's tenure, American & Efir also acquired **Gütermann**, the fourth-largest company in the global thread business.

Miller has been the company's COO since 2008. Before that, he was head of American & Efir's global sales department as its senior vice president.

For years, American & Efir had been owned by **Ruddick Corp.**, which also owned a chain of supermarkets. But in 2012, Ruddick sold the thread company to **KPS Capital Partners**, a New York private equity firm, for \$180 million.

The company, which has been in business for nearly 125 years, owns or operates 28 manufacturing facilities in 23 countries and employs 1,187 people in North Carolina.—D.B.

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Aug. 9

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Through Aug. 11

Aug. 11

Printsource
Metropolitan Pavilion
New York
Through Aug. 12

Kingpins

InnoCentre
Hong Kong
Through Aug. 12

Aug. 12

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

FIG

Fashion Industry Gallery
Dallas
Through Aug. 14

Aug. 13

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There's more
on ApparelNews.net

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

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LA Fashion Market *Continued from page 1*

And upstairs at the CMC showrooms, it was equally lackluster.

On the fifth floor, Selena Slogar was putting the finishing touches on her new showroom, **The Hanger**, a space she shares with **The Dakota** showroom.

"I think this August is slower than usual because the big shows are coming up," said Slogar, The Hanger's sales director. The showroom just moved from the **Cooper Design Space** to a spacious spot with concrete floors and very white walls.

Most of Slogar's traffic had been appointment driven. Buyers from e-commerce sites such as **Revolve** and **Tobi** dropped by. "But the majors are not here," the sales director said, noting that many buyers were in New York for **Intermezzo**, which ran Aug. 2-4. Also, **Outdoor Retailer** took place Aug. 5-8 in Salt Lake City, stealing a few buyers interested in sportswear and resortwear.

At the **Lindi** showroom on the third floor, Margaret Cox had seen a few local buyers, but she was not overwhelmed with traffic. "We saw a few of our regulars," Cox said. "But in 10 days, we'll all be in Las Vegas."

Still, there were some popular items that were being picked up from the Lindi label, such as a lightweight sheer-ribbon trench coat that wholesales for \$49. "It was a great little item for us this time," she said.

Lindi shares its showroom with **Karen George & Co.**, which also was seeing some local buyers and people who don't attend the Las Vegas trade shows. "Between Sunday and Thursday, we will see about 40 people by the time it is over. That is one-fourth of what we would normally see," Karen George said.

George represents Los Angeles labels **Sisters** and **Poeme** as well as **Clotheshead** out of Canada. The lines appeal to a cross-over crowd of trend-driven buyers.

"People are coming in for Fall and Immediate. Then they will do Spring in Las Vegas," George said. "But people don't want to book six months down the road. It is too uncertain."

New Mart as well as specialty chains such as **Apricot Lane** in Vacaville, Calif., and boutiques such as **The Rare Earth** in Del Mar, Calif.

For Eme Mizioch of the **Joken Style**



CORE CUSTOMERS: Lefties Showroom reported seeing existing accounts, including Zappos and local boutiques, at LA Market.

showroom, the market's pace was too slow. "I don't know why we have a market. We only saw two people walking around here," she said.

She recommended canceling the August market or rescheduling it to July, when, she says, retailers actively seek out Resort collections. "Those dollars are already spent," she said of the Resort-season budgets.

Jackie Bartolo of the **Jackie B** showroom said she saw business even for what is traditionally a slow market. On Tuesday, Aug. 4, her showroom was busy from 8 a.m. to 4:30 p.m. with buyers perusing her lines. "We were selling anything from Immediate to Resort," she said.

Despite the market's slow pace, The New Mart showrooms were previewing lines that would get a wider display at the Las Vegas trade shows. The Jackie B showroom showed early looks from the **On The Road** collection, which is a new line from Los Angeles-based label **Young Fabulous & Broke**.

Groceries Apparel previewed its line's 100 percent linen jersey made from flax. Joken Style previewed the Spring 2016 lines from new clients such as **Ludmilla Labkova**,

a line from Estonia; **Boom Shankar**, an Australian brand; and **Emma Lomax**, a U.K. accessories brand.

The **Liza Stewart** showroom previewed looks from its new client, **Threads 4 Thought**. **The Gig Showroom** introduced new looks from the new **P.J. Salvage** intimates line.

Mixed traffic at Cooper

The **Summer Somewhere** showroom at the **Cooper Design Space** experienced busy afternoon rushes each day of this market, according to Stacey Spiegel. "We have been showing Resort, and it has been an overall good market," Spiegel said. Representing **Basta Surf**, **Gypset**, **Kiini**, **Las Bayadas**, **Lotta Stensson**, **Loveshackfancy**, **Samu-**

LA Fashion Market page 6



NEW RESIDENTS: Lacey Blancher and Selena Slogar of The Hanger showroom recently moved to the California Market Center.



NEW MART DEBUT: The Threads 4 Thought line made its debut at the New Mart's Liza Stewart showroom. From left, Eric Fleet of Threads 4 Thought and Liza Stewart.

Early Birds at The New Mart

Showrooms at **The New Mart** previewed their new lines and worked with early-bird shoppers during Los Angeles Fashion Market, said Matthew Boelk, co-founder of **Groceries Apparel**, a basics line that has a showroom in the 1926 landmark building.

"This market is for the overachievers," he said. "This is for the ones who want to get it done early."

It was also for independent retailers who didn't plan on traveling to the Las Vegas trade shows, which include **WWD MAGIC**, **Project**, **Womenswear in Nevada**, **Stitch** and a host of others.

Buyers from majors such as **Nordstrom** and e-commerce retailers such as **Zappos** and **Revolve** reportedly were seen at The

new collection

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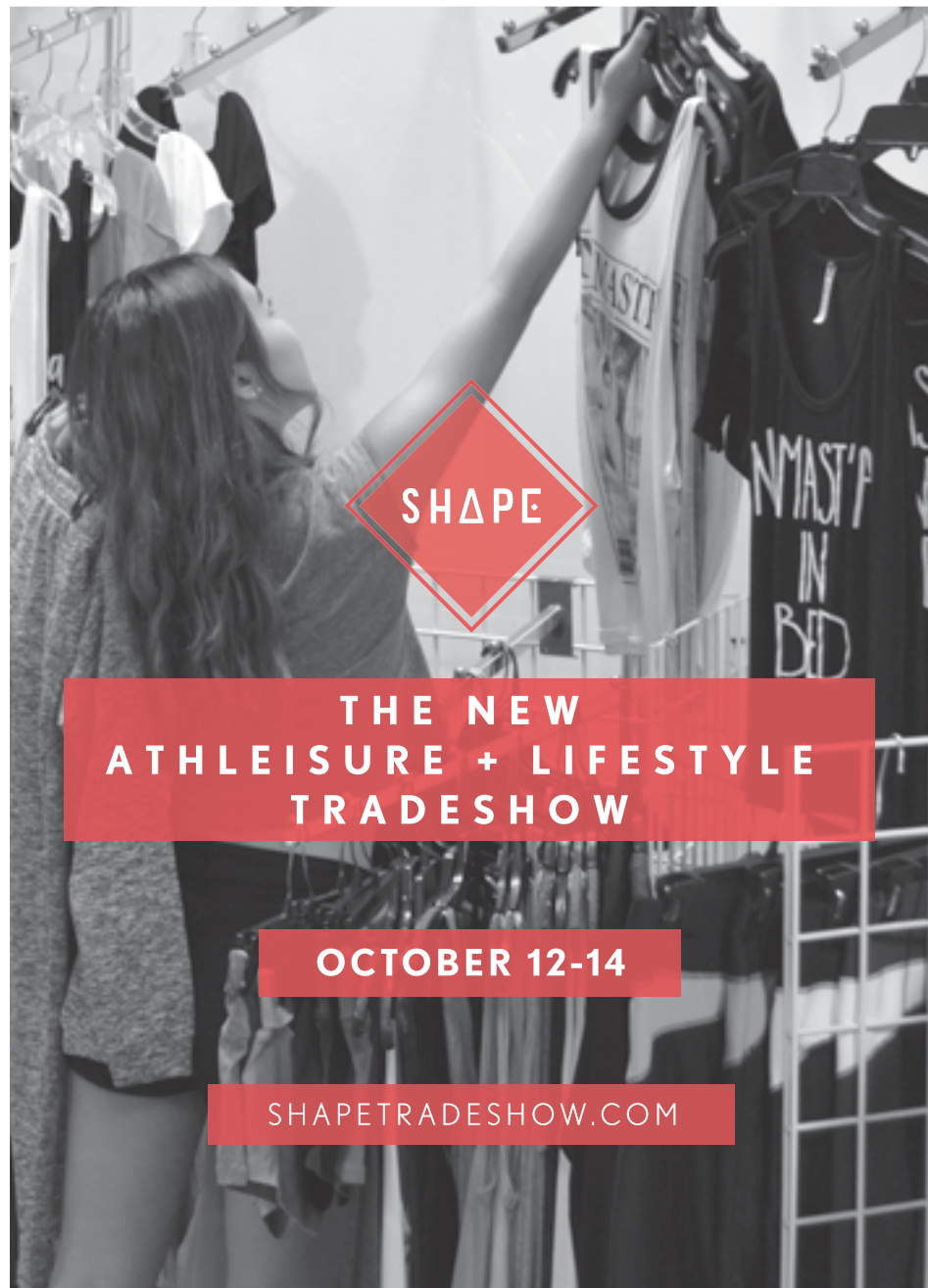
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LA Fashion Market *Continued from page 4*



DALLAS MARKET CENTER

dra, Suboo, Surf Bazaar and **TT Beach**, Summer Somewhere reported working with mainly local accounts, including **Elyse Walker, Atelier 7918, La Bella, The Shop** in Laguna and **Bonita**. Being late in their Resort selling season, all accounts were writing this market.

The **Lily Kate Showroom's** traffic was "good and steady," according to Alexandra Faay, West Coast sales for **Parker**. Many buyers were seeking out '70s-vibe-type pieces for their Resort and Spring orders, according to Faay. While many local boutiques booked appointments, the showroom also wrote **Revolve Clothing, Ron Herman** and **Zappos**.

Lefties Showroom reported a "slow" August market, meeting no new accounts, according to Chelsea Smith. The majority of its lines were still showing Holiday, with one of its lines showing pre-Spring, one showing Spring and one Resort. The showroom represents **Flynn Skye, Stone Cold Fox, Cleobella, La Vie Boheme Yoga, MATE the Label, Lovely Bird, Saint Grace, Spiritual Gangster** and **Tori Prayer**. Lefties Showroom saw buyers from **Zappos** plus numerous local boutiques.

Marco Lebel, chief executive officer of **Australian Fashion Labels Ltd.**, said his brands were having a good market despite having to split his team between LA Market and **Intermezzo** in New York, which was running concurrently. Half the AFL's space is shared with the **Place Showroom** strictly for PR, and the other half is dedicated to sales. **The Fifth**, which recently launched, has been its strongest-growing brand and did very well this market. Lebel went on to discuss his in-house brands, which all offer independent monthly collections and corresponding monthly delivery dates. Setting up the labels in this regard

"reflects the current fast-fashion movement" and provides buyers with new styles each month. **BNKR** has opening price points, and **TY-LR** is an advance contemporary label. Later this month, AFL is launching **TY-LR Men** and relaunching **Jaggar** shoes, which used August market as a preview jump-off point. This market, it saw mainly local boutiques in addition to **Saks Mexico**.

Bobby Sankary, sales director of the **Bond Showroom**, reported this market being "really dead." Showing the same seasons as in June market, Sankary said unless his buyers missed June they were not coming.

Quiet at the Gerry Building

Buyer attendance was also light at the Gerry Building, where there were more buyers at the showrooms that carry European lines because those labels close their buying dates earlier than U.S. labels.

Sabrina Kupillas, whose **Sabrina's Style** store opened 15 months ago in Portland, Ore., was looking at a number of dresses and tops from the **Sfizio** and **Beatrice B.** lines, made in Italy and carried by the **Launch USA International** showroom.

Kupillas said she never goes to the Las Vegas shows but attends every single Los Angeles Fashion Market. She was not flinch-

ing at higher price points, saying the dresses she sells have a \$200 to \$500 price tag and tops go for \$150 to \$300. They are sold to clients who range in age from 35 to 55. "I feel since February that things are going very well," she said.

Sheila Hill, who owns the **Launch USA International** showroom, said her market week had been fairly busy. "I've seen several people I didn't expect to see. I thought I would be seeing them in Las Vegas," she said. "We've had three to four stores buying at a time."

At the **Julie & Stuart Marcher** showroom, buyers stopped by, but it was far from busy. "It has been a slow market, but still I wouldn't be willing to give it up. We can't do this amount of business on the road in three days," Stuart Marcher said.

Still, he felt the Las Vegas shows were siphoning off traffic. "I think Las Vegas is stealing our thunder and a lot more people are attending those shows," he observed.

During Los Angeles Fashion Market, he calculated he saw 22 specialty-store and catalog buyers compared with about 24 buyers last year.

Quiet but good at Lady Liberty

"Despite being a typical quiet August market, it has been good," said Karli Sherbanenko, West Coast sales manager at **The One Showroom** at the **Lady Liberty** building. Sherbanenko reported that the majority of buyers were "catching up on Fall ordering, writing immediates and squaring off the rest of their 2015," although they were showing a little Holiday but mainly Resort. New brands to **The One Showroom** this market were **Mesketa** and **Mighty Purse**, both of which were having reportedly exceptional markets. Veteran brands that have been with **The One** for a while that were

also being shown included **Majestic, Blank NYC, XSL, Other World, Trezo Lavi, Sewn & Still, New Friends Colony** and **H & Butler**. **The One Showroom** named **Revolve Clothing** and numerous local boutiques as accounts that they saw this market.

The Globe Showroom—which represents **Ronny Kobo, Suss, Tryb 212, Sam & Lavie**, and **White Warren**—reported having a "true pre-Spring market."

"This market is going well for us," said Casey Griffin, account manager. While still showing Resort, they were jump-starting Spring with local accounts with a mix of orders and notes. Noteworthy accounts that stopped by included **Ron Herman, American Rag** and **Revolve Clothing** in addition to lots of other locals. As for trends, Griffin said flowy bohemian styles were big for Resort and pastel cashmere was being sought out for Spring '16.

View 33, a showroom based out of New York, rented space from **The One Showroom** for the second market in a row. "Lady Liberty is easier to navigate and has a more boutique, intimate feel," said Ohad Seroya, who was showing **Rococo Sand** on behalf of **View 33**. While he said this had "not been the best market," he did meet with **Everything But Water, Lost & Found** and **Tags Boutique**. ●



FROM NEW YORK: View 33, a showroom based out of New York, rented space from **The One Showroom** at the **Lady Liberty** for LA Market.



WELCOME SIGN: Despite a welcoming sign, there weren't many buyers at **The Gerry Building** showrooms.



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Left: HUDSON JEANS "Garrison Jacket" (\$125) and "Blake" slim, straight pant (\$80). MICHAEL STARS "Pacific" crew-neck tee (\$19.20). Right: MADE GOLD "Status" button down (\$90) and "Fame" high-rise skinny (\$108).



MICHAEL STARS "Pacific" V-neck tee (\$19.20). CITIZENS OF HUMANITY "PV Core" jean in "Fade Out" (\$144).



AZUL by MOUSSY "The Best" tank top (\$12) and MOUSSY JEANS "The Patching" jean (\$120).

NEW BLUES

Denim's classic look is updated for today's effortlessly cool crowd. Look for artisan effects, innovative fabrics and oversized shapes to be some of the hottest looks of the season. —N. Jayne Seward

ON THE COVER:
 Her: COURTSBOP "Linda" trucker jacket (\$58). JOAH BROWN "Half Moon" crop top (\$16). G-STAR RAW skinny jean (\$68).
 Him: BIG STAR "Standard Jacket" (\$60) and "Union" jean (\$45). MATIERE "Toku" button-down shirt (\$75).

PHOTOGRAPHER: SOPHIA ALVARADO
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NEUW DENIM "Izabel Vest" (\$78). KAIN LABEL classic pocket tank (\$38). KSUBI "Albuquerque" short (\$80).

DENIM TRENDS



Him: MATIERE washed indigo "Marx" shirt (\$59). PRPS GOODS & CO. "Ariel" jean (\$180).
 Her: AZUL by MOUSSY "The One" crop top (\$10). G-STAR RAW oversized overall (\$204).



CITIZENS OF HUMANITY "Crosby Blazer" (\$135). ORIGINAL PAPERBACKS "South Sea" V-neck tee (\$16.50). BUCKAROO JEANS skinny acid-painted jean (\$119).



COURTSHOP "Morgan" oversized vest (\$69). G-STAR RAW dress (\$36).



NEUW DENIM "Ren" indigo shirt in "Ice Blue" (\$52) and "Iggy Skinny" jean in "White Void" (\$83).

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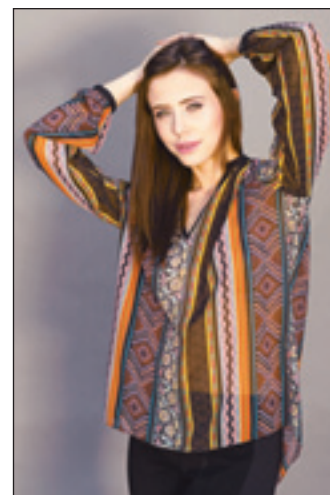
Designers *Continued from page 1*

But top-end Los Angeles designers are noting that red-carpet gowns and beautifully embroidered dresses in fine fabrics are harder to sell in areas of the country where movie premieres and swank cocktail parties are not the norm. Even in Los Angeles, not everyone is going to formal parties and dinner excursions dressed in bangles and baubles.

Sue Wong, known for her ornately beaded and embroidered evening gowns and cocktail

whose costs have risen 11 percent in the past year. Rents across the country are up 5 percent since 2014, and gasoline prices have steadily risen since the beginning of the year. In California, prices at the pump are the highest in the nation, with regular gas selling for \$3.80 to \$4 a gallon.

The trend for more-conservative consumer spending hasn't been lost on retailers such as **Nordstrom**, **Macy's** and **J. Crew**, who are trying to reel in more consumers by offering cheaper clothes. J. Crew recently announced it is opening a chain of **J. Crew Mercantile**



Looks from the Kaya di Koko collection

dresses that sell for \$400 to \$800, is getting ready to show a new line of tops that carry her signature embroidery and lace details but can be worn with slacks, blue jeans or leggings. And at \$150 to \$350, the retail price tag is a little less daunting than the designer's higher-priced frocks.

"There is a limited specific use for a **Sue Wong** cocktail dress or evening dress," said the well-known designer from her Los Angeles studio, where she has held lavishly catered viewings of her new collections. "You would have to be getting seriously dressed up for a special occasion—such as a black-tie dinner, a special birthday party or a cruise—to buy my dresses. But if I take my same signature elements and scale it down a bit and make these tops, you can put them with anything."

The full tops line will be ready for the Spring 2016 season, but Wong said she is hoping to have a pre-Spring capsule collection available to show in August for the **Project** show in Las Vegas. The collection will include fabrics such as jersey, crepe, chiffon and tulle and different kinds of embellishments and lace that will give them a sophisticated air.

Wong is well aware that shoppers have become very price conscious, which is why she is developing options that are more affordable and more wearable for different occasions. "We live in more conservative times and people tend to slow it down and tone it down," she observed.

Tight purse strings

Even though the economy has been steadily marching along, consumers still haven't cut loose and started spending money on clothes like they did before the recession hit in 2007.

Shoppers are counting their pennies and putting more money into savings accounts rather than going on shopping sprees. "There has been a cautiousness that has not changed considerably since the Great Recession," said Jack Kleinhenz, chief economist for the **National Retail Federation**.

He noted that people have had to allot more of their budget on items such as healthcare,



Kevan Hall and Beth DePass with golf dresses from Kevan Hall Sport



Three Kevan Hall Sport outfits

stores that will have racks of value-driven clothing with the classic J. Crew style. The first store opened in Dallas on July 20.

Macy's is also hitting the value-driven trail with plans to open six small-format discount fashion stores called **Backstage**, beginning this fall. If the concept works, more stores will be rolled out.

And Nordstrom has been aggressively launching **Nordstrom Rack** stores, the discount version of Nordstrom, across the country. This year, 15 Nordstrom Racks are scheduled to open while only a handful of Nordstrom stores will materialize.

Retailers have been asking higher-end designers to consider coming up with alternate lines that don't break the bank. Los Angeles designer Galina Sobolev heard that call from several stores and shoppers who said they loved her sense of fashion but couldn't af-

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Designers *Continued from page 10*

ford to pay \$200 for a pencil skirt or \$380 for a dress.

So Sobolev, whose luxury **Single** label has been around since 1995, developed a less expensive line two years ago called **Kaya di Koko**, which in Dutch means “street of coconuts,” the name of a thoroughfare in an island off the coast of Venezuela.

The Kaya di Koko line of mostly tops and casual day dresses retails for \$89 to \$119 and is geared for women between the ages of 22 and 40. “This is for a customer who follows trends but does not want to break the bank,” Sobolev said. “We got a lot of call-outs from the industry and the consumer for this. ... While some boutiques might have looked at Single, they would say, ‘Gosh, I love it, but I wish you had it for \$44.’”

Like Single, Kaya di Koko is made in Los Angeles and sold at specialty stores across the country. Currently, Kaya di Koko makes up about 20 percent or 30 percent of revenues for Sobolev’s company. “This year it has taken off like it was on fire,” the designer said.

Shooting for a hole in one

Veteran Los Angeles fashion designer Kevan Hall has always been a presence on the local fashion runway scene and at **Fashion Week El Paseo** in Palm Springs, Calif.

This year, on top of showing his elegant eveningwear and cocktail and day dresses, Hall unveiled his new collection of stylish women’s golf wear manufactured in Los Angeles under the **Kevan Hall Sport** label. It fits in with the athleisure movement that has been sweeping the country.

“It is a very fluid collection that moves through a golfer’s day,” said Hall, who said his sportswear collection looks as good on

the street as on the greens. The polyester/spandex fabric has UV protection and moisture-wicking capabilities and is done in stylish silhouettes and unique prints that don’t fade because of the heat-transfer method used to make them.

Hall got the idea for golf wear from one of his faithful dress clients, Beth DePass, who is a “social” golfer who hangs out on the greens in style and likes to carry that over to the clubhouse. “It is the gap in the well-dressed person’s wardrobe,” said DePass, a former attorney and now entrepreneur who splits her time between New Orleans and Boca Raton, Fla. “You have to be able to go from brunch to the golf course to the store.”

DePass convinced Hall to develop the golf collection under the separate company name of **Kevan Hall Sport**. DePass is the company’s president, Cheryl Simon, an investor from Greenwich, Conn., is vice president, and Hall is the designer and creative director.

The collection has already been worn by such celebrities as Virginia Madsen, Terry Hatcher and Kim Alexis, Hall said.

The line is not only stylish but tries to fit in with a golfer’s needs, such as a skirt that has loops at the waistband to hold golf tees or a dress with ample pockets to hold just about everything.

Dresses wholesale for \$70 to \$95, and shorts and pants have a \$55 wholesale price tag. About 100 stores are carrying the line, first shown last year at the **PGA Merchandise Show** in Orlando, Fla. It will be showing Aug. 18–19 in Las Vegas at the **PGA Fashion & Demo Experience Show at The Venetian Hotel**.

Now that the golf line is taking off, there are plans to expand to other sports. “The idea is that we started out with golf, but as needed we will expand to tennis, yogawear and cycling,” Hall said. ●



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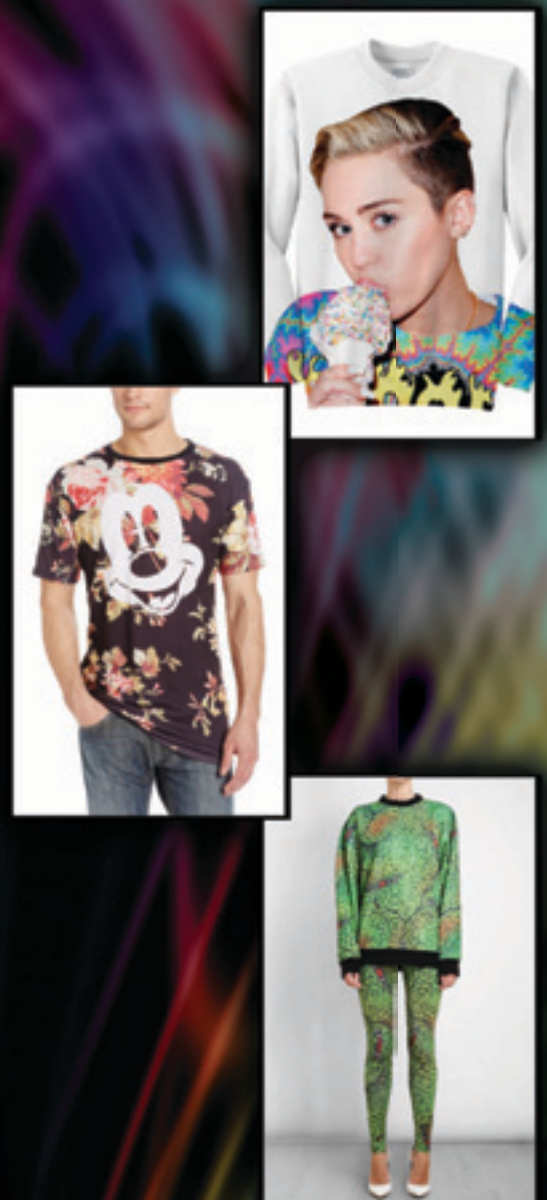
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July Sales Tough in Lead-up to Back-to-School

Retail sales generally disappointed in July, at the beginning of the important Back-to-School season, said Ken Perkins of market-research group **Retail Metrics**.

"Retailers are not heading into the key Back-to-School selling season with much momentum, and we expect [Back-to-School] 2015 to be highly competitive with sales gains difficult to come by," he wrote in an Aug. 6 research note.

Zumiez Inc., a favorite with school-age youth, posted a same-store-sales decline of 7.6 percent for its July sales. Perkins said it was Zumiez's biggest drop since January 2014.

Rick Brooks, chief executive officer of the Lynnwood, Wash.-based company, blamed the decline on "greater than anticipated pressure" from big promotions to a calendar shift that will result in Labor Day being a scheduled a week later this year. On Aug. 5, Zumiez revised its guidance for its second quarter. Brooks said its diluted earnings per share would be slightly below the previously announced guidance of \$0.12.

The Buckle Inc., a Kearney, Neb., retailer, announced an 8.1 percent decline in its same-store sales.

A bright spot in July sales was reported by **L Brands Inc.**,

the parent company to **Victoria's Secret** and **Bath & Body Works**. The Columbus, Ohio-headquartered company's same-store sales increased 3 percent in July. Net sales were \$759.5 million in July. It was an increase of 3 percent compared with \$735.3 million reported in the same time the previous year.

On Aug. 6, L Brands increased its second-quarter earnings guidance to \$0.66 to \$0.68 per share compared with the previous guidance of \$0.60 to \$0.65 per share. **Gap Inc.**, a dominant specialty retailer, is scheduled to report its July sales on Aug. 10.—*Andrew Asch*

Fashion Resource Guide

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Building the Supply Chain at Texworld USA

By Alison A. Nieder *Executive Editor*

NEW YORK—Two years ago at **Texworld USA** in New York, Los Angeles knitting mill **SG Knits** met with a potential customer. The two companies stayed in touch, and two years later the potential customer has become an actual one.

“It developed here,” said Lauren Greenberg, SG Knits creative director.



Greenberg and her husband, Steve, who serves as SG Knits’ chief executive officer and president, were back at Texworld USA during the show’s recent July 21–23 run at the **Javits Center**. The Greenbergs, along with their USA partner, Norberto Menendez, who runs **United Pacific Group (UPG)**, a full-package garment production facility in the Dominican Republic, were meeting with larger retailers and brands such as **Macy’s** and **Nordstrom** as well as California labels such as **Splendid/Ella Moss** at the show.

“This is a show that’s on people’s calendar,” Steve Greenberg said.

This was the first time at Texworld for **Sun Dragon Import**,

a Los Angeles–based supplier of specialty yarns.

“We want to explore the New York market,” said Sun Dragon President Ching Duncan. “By coming here maybe we get a little Canada [and] South America exposure.”

Duncan’s booth was just a few aisles away from many of her customers, the Los Angeles knitting mills showing in the U.S. section of the **Lenzing Innovation Pavilion**.

“It’s great for Sun Dragon to come to show what products we have,” Duncan said. “That’s what I love to do, to develop new product.”

For her domestic mills, Duncan stocks and supplies yarns made from silk, cashmere and Tencel blends. But she’s also able to supply fabric made from her yarns for companies producing overseas.

“I never want to finish fabric here in the U.S. out of respect to our customers,” Duncan said. “We’re set up to do that overseas. If we have the yarn, we can knit and dye in three weeks.”

Pat Tabassi, marketing manager for Los Angeles knitting mill **Design Knit**, said she continues to see

interest in domestic production from the attendees at Texworld USA but noted that building the infrastructure can take time.

“It can take some people years to build that business,” she said. “We have some customers who will say, ‘Let’s start a test run with one product and see it through and hopefully build on that.’”

Tabassi said she tries to find ways to help designers and manufacturers envision the final product.

“We like to promote garment dyeing so they see that they can dye it with 20 different finishes,” she said. Then the wheels start turning.”

At the **Buhler Quality Yarns** booth, the Jefferson, Ga.–



based yarn spinner saw companies such as **Brooks Brothers**, **Eileen Fisher**, **Belks** and **Vineyard Vines**.

For many, the prospect of producing domestically—or in the Western Hemisphere—provides an opportunity to produce quickly and chase orders.

“The advantage is to be able to chase programs that are selling—that’s the plus for the Western Hemisphere,” said David Sasso, Buhler’s vice president of sales.

Designers and piece-goods buyers were looking for “cellulose that perform like synthetics” as well as comfort yarns such as Modal, Tencel and cotton, said Buhler Textile Engineer Victor Almeida.

Mt. Pleasant, N.C.–based yarn spinner **Tuscarora** was finding increased interest in natural fibers such as cotton, wool and flax as well as more requests for eco-friendly and sustainable yarns made from recycled polyester or repurposed fiber waste.

Business was bustling at the **Ashford** booth, according to Anthony G. Mone, vice president of sales for the Gardena, Calif.–based company, which produces fabrics in Asia.

“Yesterday was particularly good,” he said on the final day
 ➔ **Texworld** page 6

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Attendance Up at PV New York

By Alison A. Nieder Executive Editor

NEW YORK—**Première Vision New York** reported an “all-time high” attendance during its July 21–22 run at **Pier 92**, where more than 300 exhibitors showcased their latest collections of fabric, trim and artwork.

Organizers reported 4,415 visits over the two-day show, which represented an 11 percent increase over the January 2015 edition and a 2 percent increase over last July. Brands and retailers shopping the show included **BCBG, Banana Republic, J Brand, Michael Kors, Brooks Brothers, Calvin Klein, Perry Ellis, Citizens of Humanity, Ann Taylor, 3.1 Phillip Lim, Alexander Wang, Opening Ceremony, J. Crew, Tory Burch and Marc Jacobs.**

“This is our 31st edition. We started in 2000,” said Guglielmo Olearo, **Première Vision’s** international exhibitions director. “The U.S. remains one of the key markets in the fashion industry.”

This was the second season at **Pier 92** since the show moved from the **Metropolitan Pavilion** and **Altman Building** in New York’s Chelsea district last year, and Olearo said the show had already outgrown its space. In January, the show will move next door to the larger **Pier 94** space, overlooking the Hudson River.

“It’s a great opportunity for us to introduce more innovation,” Olearo said, adding that organizers are considering possible new areas of expansion from denim to garment manufacturing to leather. “The idea is to complete the offering,” he said. “We see the market is in good shape, especially for luxury accessible brands like Michael Kors and Tory Burch. The dollar is stronger than it was, so the Eurozone is more attractive.”

This season, **Première Vision New York** featured an expanded trim and accessories section and organized all the offerings under a single name. In the past, **Première Vision** operated separate shows for different segments of the market under different names. Trim and apparel accessories previously showed in the **Modamont** show while original artwork resources showed at **Indigo**. This season, all were under the same roof as **Première Vision** fabric resources.

For Gera Gallico, sales coordinator for **Moda Team Italy**, a group of several Italian accessories companies, the expanded trim section was good for business.

“There are three kinds of people at the

show—designers, fabric people and accessories people. To be all together has more of an impact on all of us,” she said. “We’ve been very busy all day.”

Moda Team Italy includes high-end buttons from **Conti Wej**; metal buttons and hardware from **J-Val**; zippers, including specialty sizes, from **Unzip**; and tags, labels, patches and packaging from **Redmark**.

“As a group, we all complement each other,” Gallico said.

For many exhibitors, opening day of the show got off to a brisk start. That was the case for Sandrine Bernard, executive vice president of the New York office of the French lace mill **Solstiss**,

“We saw a lot of interesting people,” she said, adding that she had seen J. Crew, **Jason Wu**, **Marc Jacobs**, **Zac Posen**, **Guess**, **Trina**



Turk and **BCBG**.

“Most of them have finished Spring and are starting Fall,” she said. “They are looking for inspiration.”

Hugo Soudée, sales manager for Soultz, France-based **Philea**, said he’d seen buyers from **Tommy Hilfiger, Juicy Couture, American Apparel, Eileen Fisher** and **Joie**.

“It was crazy, especially this morning,” he said on the first day of the show.

This season, **Philea** introduced some new coated yarn products and seersucker styles.

➔ **Première Vision** page 6

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Kingpins Continues to Expand

By Alison A. Nieder Executive Editor

Andrew Olah, founder of Kingpins, said the move was prompted by demand for booth space.

“We had an enormous number of requests to be in the show,” he said.

Location is only one of the changes planned for Kingpins; the show will also shift its dates from its traditional January/July schedule to a November/May schedule beginning with its Nov. 3–4 show at **Pier 36 NYC (Basketball City)** in Manhattan.

“We signed a two-show lease,” Olah said, acknowledging “it’s a gamble,” but the date change came at the request of the mills.

Kingpins draws a crowd of denim buyers from large retailers and brands as well as smaller denim designers. Early on the



second day of the recent show, more than 300 companies had already stopped by the Kingpins show.

The expanded size of the show earned high marks from **QST** sales rep Leslie Novick, who said she thought the show’s exclusive invitation-only policy may be keeping some companies away.

Representatives from **Levi Strauss & Co.** were spotted at the **Global Denim SA de C.V.** booth. The Mexican denim mill recently announced it is building a new state-of-the-art facility across from its main factory in Puebla, Mexico.

Stocked with German and Italian machin-

ery and powered by hydro-electric energy, the new facility—called **Prime**—will be dedicated to developing products for the premium market.

“It’s going to be a big playground,” said **Michelle Branch, Global Denim’s** director of sales.

At the booth for Italian denim mill **Berto** and its premium selvage brand **Blue Selvage**, Phil Fox, owner of Los Angeles–based **Fox Fabrics**, saw a mix of high-level companies such as **J. Crew, Polo Ralph Lauren, Citizens of Humanity** and **Uniqlo** as well as smaller, edgy brands that were interested in the Blue Selvage collection.

At the **Cone Denim** booth, Kara Nicholas, vice president of design and marketing, was introducing attendees to Cone’s new natural

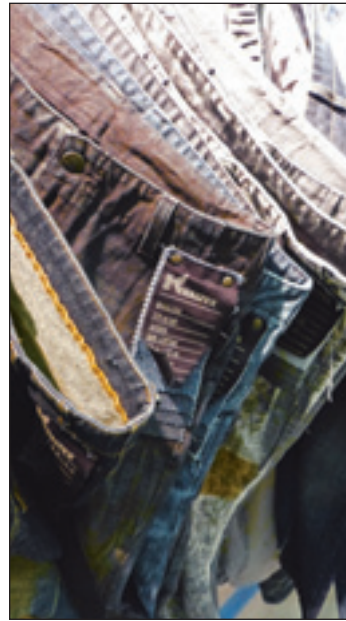
repellant denim called **ConeGuard**.

“We do have clients coming to Kingpins looking for performance,” Nicholas said, adding that fashion brands want to add performance qualities as a way to add value. “Now we’re even having clients ask to mix different technologies.”

The challenge, Nicholas said, is to add performance attributes while still maintaining the look and feel of denim.

“We’re taking denim to different levels and seeing what the opportunities are for us,” she said.

Stretch for men



indigo initiative. The company has been working with American farmers for the last year to grow indigo for its **Natural Indigo** collection, produced at Cone’s **White Oak** facility in Greensboro, N.C.

The initial collection includes two selvage denims, a 13 ounce and a 16 ounce. “The shade is really vibrant,” Nicholas said.

Cone has also been working on a number of performance denims, including moisture-management denims made with **Dri Release, Sorbtek** and **Coolmax**. The company also has high-strength denim made using **Dyneema** and **Toughmax** as well as a water-

At the Kingpins show, several companies were talking about new stretch denims for men and women.

Global Denim was promoting LaFayette, a warp-stretch denim design for men.

“We’re really breaking ground in terms of movement for men,” Branch said. “We want our stretch to move the way men move. We put the stretch in the warp only.”

In addition to adding vertical movement, warp-stretch denim responds well to heavy abrasion.

“It allows us to do all kinds of destruction

and where you get a break, you see cotton and not Lycra,” Branch said.

LaFayette also has a nice drape quality, making it a good fit for a women’s boyfriend fit as well, Branch said.

Turkish denim mill **Calik** also has a warp-stretch denim made with **Invista’s** T400 co-respun Lycra for good recovery.

Hamit Yenici, general manager, said there’s a market for high-elasticity stretch denim for men, but it tends to work for a younger, trendier customer. Yenici said the company was looking for a product for a wider men’s audience.

“When you consider men’s movement, it’s more vertical,” he said. “You don’t need huge elasticity in the length. Rigid fabric has almost 5 percent growth and no power to bounce back. In this case, we have almost 2 percent growth and less-baggy knees.”

Plus, Yenici said, there’s less shrinkage with the T400 warp-stretch denim, so it can be offered in wider widths.

The result looks like a traditional rigid denim—think of “the Bruce Springsteen jean,” Yenici said—but with “the highest comfort.”

Mexican denim mill **Kaltex** was showing a 10-ounce sateen denim for menswear.

“It can be a beautiful trouser with stretch yarn for comfort,” said Kaltex designer Cori Olson.

Olson said she was noticing a lot of the same fabrics working for menswear and womenswear.

“The men’s weights have gone down to 11 ounce or 12 ounce, and for a cool women’s boyfriend, they can go up to 11 ounce,” she said.

Olson was also showing a super-high-stretch sateen for women as well as the 10-ounce sateen for a women’s skinny flare style.

“It’s all how you finish it,” she said. “You can do a heavier fabric and make it a trouser.” ●

Texworld *Continued from page 3*

of the show. “A lot of very large accounts came here like Macy’s, **Danskin, Sears, American Apparel** and **Urban Apparel Group**.”

Many were looking for lighter-weight fabrics for leggings, Mone said.

Ashford recently introduced a custom digital print-



ing service that will reproduce photos on gift items such as beach towels and blankets.

“We’ll even put it on your dog bed,” Mone said, adding that the company is targeting the service as a gift item for cruise lines and wedding planners.

The company is installing digital printing machines in China for a 60-day turnaround and in the U.S. for a nine-day turnaround.

First timers

This was the first time at Texworld for Los Angeles knitters **Unitex** and **Asher Fabric Concepts**

“They are looking for a lot of novelty and innovation,” said Unitex owner Chris Hebroni. “We have a lot of larger brands looking for novelty that they can’t get offshore at the same quality.”

At Asher, Sales Coordinator Joyce Adams said she saw some of the company’s existing customers, such as **NYDJ, Mara Hoffman** and **Destination Maternity**, as well as several activewear manufacturers looking for bottomweight fabrics.

This was also the first time at Texworld USA for Mumbai, India–based **Panna Textile Industries PVT. Ltd.** The 50-year-old company produces textiles and hand-worked scarves for large European brands. Representative Akash Pod-

dar was stopping attendees in the aisle to show them the workmanship on a hand-painted, embroidered scarf Panna created for Spanish brand **Desigual**.

“USA is a market we’re looking to get into,” Poddar said. ●

Première Vision *Continued from page 3*

At the booth for German mill **KBC**, Sales Manager Peter Voegtlin said designers and piece-goods buyers were looking for fabrics with texture and patternwork, including florals and vintage paisleys.

It was a tight fit at the booth for Laguna Beach, Calif., art studio **Garreau Designs**. A mix-up resulted in the longtime exhibitor showing out of a tiny space in the surface design section of Première Vision.

Owner Dianna Garreau was keeping an eye out for her accounts to make sure they didn’t miss her. Normally, her booth has space for many buyers to review the lines. This time, she only had two chairs.

“We lost a few people because of the booth space,” she said, adding, “The people who we’ve seen have pulled deep—it’s not onesies and twosies. Some of my California companies are here—for the first time, too. I tell my clients to come here if they need a broader perspective.”

This was the first time at Première Vision New York for Brazilian art studio **Elaia**.

“We’re looking for a bigger market in the U.S.,” said Elaia Director Bruno Hanson. “We’re happy with the results.”

Hanson said the exchange rate between Brazil and the U.S. makes his company’s prices very competitive.

In addition to the exhibitors’ booths, attendees reviewed the trends in the show’s Trend Forums and attended the Autumn/Winter 16/17 Trend Tasting seminar, led by Première Vision Deputy Fashion Director Sabine Le Chatelier, as well as trend seminars led by **Design Options, Promostyl, Color Portfolio, Mintmoda, Trend Union Edelkoort, Kids a la Mode** and **Carpenter + Co.** The show also featured a panel discussion on fashion’s future, led by Première Vision’s Brazil-based consultant Olivia Merquieor and featuring Le Chatelier, Trend Union Edelkoort’s Philip Fimmano, **Lanificio Subalpino** Chief Executive Officer Nicolás Zumaglino and fashion designer Marie Saint Pierre. ●



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Sourcing Powerhouse Dara Inc. Poised for Expansion

When the original owner of the well-respected thread and button supplier Dara Inc. was contemplating retirement a year and a half ago, she faced two choices. One was to simply close up shop on the downtown L.A.-based company she had started and run since 1984, letting go her 40 employees. Or, she could convince John Hsu and Anne Ma, longtime commercial real estate specialists who had managed her properties, to buy the company. “She thinks that no one but us can help the company grow to the next level,” says Ma.



Anne Ma, Dara COO

And so they have. After a year and four months at the helm, Hsu, Dara’s CEO, and Ma, its COO, have ensured that Dara is still the same sourcing powerhouse its customers have long relied on for unparalleled garment and sewing supplies. At the same time, they have moved the company steadily into the modern marketplace and the world of e-commerce.

Beginning Sept. 1, customers, wholesalers, and retailers alike will be able to access the entirety of Dara’s vast inventory and place orders online. “This is new,” Ma asserts. “They can see the entire product line, the colors and sizes. Before, when we did not have e-commerce service, customers had to call in and we had to send out sample cards. This makes it very convenient.”

Convenience is a key asset when customers have a choice of hundreds of buttons and nearly 500 thread options among Dara’s offerings. Thread is, in fact, “our bread and butter,” Ma notes. In addition to color array, Dara provides thread in “a big range of styles” and a variety of thicknesses and materials, including elastic. In addition to its stock colors, Dara is able to provide custom colors and custom buttons as well. “Even if they just send a picture to us,” says Ma, “we can find a source for them.”

While Dara brings in product from China, South Korea, Taiwan, and Japan, it has long sourced from “the largest” supplier in Thailand, noted for its superior quality. “No matter where it’s from, we do our quality control very well,” Ma says. “Our quality is so good—the highest quality with a reasonable price.”

“I want to educate the customer,” she continues. “I know price is very important to them. To us, the price is important, but the quality is more important. Every thread, we don’t short our yardage—that’s not something everyone can say. And the price is reasonable. We don’t fluctuate the price with the market. We always try to maintain the price to protect our customers.”

Dara operates from its 50,000-square-foot warehouse and showroom on Broadway in the heart of L.A.’s garment district with a multilingual sales staff. The confidence the company now has in its future can be seen in the recent purchase of a vast warehouse space covering some three acres in the east San Gabriel Valley, to better serve “west and east,” Ma says. In addition to its thread and button divisions, Dara carries a wide range of garment and sewing supplies, including sewing machine parts and needles, ironing equipment, design room supplies, labels, fasteners of all types, zippers, pins, and Velcro. The company also sells craft materials and office and beauty supplies as it looks to expand its market in multiple directions.

Clearly, there is a different tone at Dara with the entrance of Hsu and Ma, and it isn’t simply the technology upgrade. Their property management company, STC Management, stands for “sung tien,” a Chinese saying that means “follow the heavens—everything that happens is meant to happen,” Ma explains.



STC Management believes that doing good will have a positive impact on the world. It has long been involved in significant community service through its STC Foundation, which Ma heads as CEO. They encourage their employees to become involved in charitable activities. The foundation sponsors a variety of programs, including summer student leadership workshops that emphasize moral character, student internships, highway adoptions, and a number of cultural events open to the public.

The core values of STC Management, Ma explains, are “health, love, and wisdom—no matter what we do, we base our work on these three core values. In this whole year, we have used our values to help our customers as well.”

It is no wonder that Dara’s longtime customers are happy with the new management. “There’s lots of innovation,” says Ma. “But our customer service is even more attentive. They see more smiles from our associates.”

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Fabrium: Taking the First Step in Fabric Sourcing Online

Together, Aydin Cubukcu and Burak Topcuoglu have more than 30 years of experience in textiles.

“We’ve cut swatches and walked the production lines,” Cubukcu said.

Last year, Cubukcu and Topcuoglu began developing **Fabrium**, an online sourcing site to connect textile mills with designers and manufacturers.

Fabrium (www.fabrium.com) was unveiled during the recent run of textile trade shows in New York, when Cubukcu and Topcuoglu hosted a party on July 22 to officially launch the site.

Currently, Fabrium features 12,000 designs from over 30 mills,

“From lace to activewear, wovens, knits for tops and bottoms, suiting and embroidery, we try to cover every category,” Cubukcu said.

The site is free to use for designers and manufacturers and allows them to check out the latest designs from their favorite mills or search for something specific for a last-minute order. They can find contact information for mills and their agents around the world. Users can request sample yardage, search for in-stock goods and inquire about current yardage.

Fabrium allows users to search by fab-

ric, content, country of origin, price, sample minimums and bulk minimums. If they want to search by color, users can click on a color wheel to see everything available in that color range.

“If a customer can put it in a paragraph, we put it in a data point,” Cubukcu said.

The mills and agents can use Fabrium to create special portfolios of designs that can be mailed to key customers.

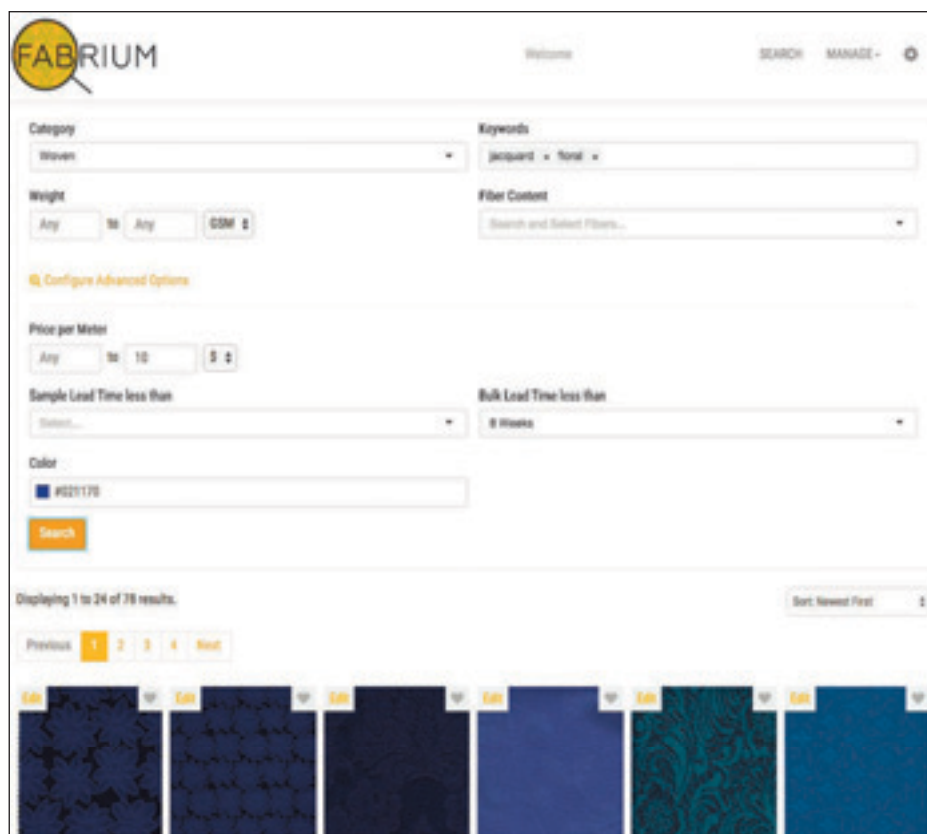
“The Fabrium platform stops at creating a referral,” Cubukcu said. “After that, it’s business as usual.”

Fabrium allows users to only view from select suppliers and allows the mills to control who views their collection.

“For a mill, their designs are their babies,” Cubukcu said. “We listened to the customers in the development stage and listened to what they wanted to see.”

Cubukcu and Topcuoglu don’t see Fabrium as a replacement for traditional sourcing methods such as attending trade shows or meeting with agents face-to-face.

“Our job is visual; the tactile, the hand feel is important,” Cubukcu said. “This is all about discovery and finding the right fabric in the right way.”—Alison A. Nieder



Simparel Releases New Shop Floor–Control Solution

New York-based fashion and retail solutions provider **Simparel** has launched **Simparel SFC**, a new shop floor-control product aimed at using wireless technology and mobile devices to help manufacturers gather real-time data about everything from order tracking to machine downtime.

“Without up-to-date information and visibility, today’s manufacturers are challenged to deliver the speed, transparency and service their customers demand,” said Simparel Chief Operating Officer Roberto Mangual in a company statement. “By simplifying system use and removing significant cost and setup barriers inherent with legacy SFC systems, we are making real-time shop floor management much more accessible and affordable. With Simparel SFC, everyone from small contractors to major brands can leverage the latest

technologies to quickly achieve the many benefits of real-time visibility and control.”

Among the features of Simparel SFC are increased worker productivity, reduced throughput time, cost savings, work-in-process inventory reduction and improved customer service.

Simparel SFC uses a plug-in data-collection technology from Georgia-based **Shopfloor Support LLC**. The system runs through an **Android** app and uses Wi-Fi networking to collect production data and provide real-time feedback.

This information can be integrated with Simparel’s enterprise resource planning solution, Simparel ERP, as well as third-party solutions.

For more information, visit www.simparel.com.—A.A.N.

Milano Unica Brings Italian Textiles to New York With First U.S. Show

By Alison A. Nieder Executive Editor

NEW YORK—After celebrating its 10th anniversary in Milan, Italian textile trade show **Milano Unica** took a small group of mills on the road for its first edition in New York.

Held July 20–22 in a light-filled atrium in the **Javits Center**, the New York show featured a selection of mills showcasing high-end fabrics for men’s and women’s apparel.

“We are happy with the quality but especially we are happy with the quality of customers,” said Silvio Albini, president of **Milano Unica** and owner of **Cotonificio Albini S.p.A.**, based in Albino, a town in the northern Italy province of Bergamo. Albini said he saw “most of the best customers—very good names” at the show, including both well-established U.S. brands and smaller companies.”

Claudio Taiana, owner of Como, Italy-based **Tessitura Taiana Virgilio**, said he was pleased with **Milano Unica**’s location at the Javits, which had a “very exclusive” atmosphere. “It’s not for the mass market,” he said.

The company had just arrived in New York from Miami Beach, Fla., where it showed with about a dozen other Italian mills at the **Mare di Moda** swim textile show within **Hammock** at the **W Hotel South Beach**.

Many of the exhibitors at **Milano Unica** were showing fabrics for menswear. But Taiana, which was showing his company’s women’s and men’s fabric collections, said he met with both men’s and women’s brands.

Among Taiana’s offerings were jacquards and jacquard overprints, fabrics with fancy yarns such as chenille, and other novelties such as digital jacquards with full repeat.

Exhibitor Pam Langlais, director of women’s divisions for **HMS International**, was at the show representing the women’s division of **Lanificio Ermenegildo Zegna & Figli**



ITALIAN MADE: Erco Pizzi was showing lace, including wool lace, as well as technical fabrics for fashion.

S.p.A, Successori Reda S.p.A and its **Reda Active** division, and **E. Thomas S.p.A.** Langlais said womenswear buyers typically do not book appointments in advance.

“With men’s, they’re used to appointments and keeping them as they would in Milan,” she said. “Women’s buyers aren’t used to a closed-booth format.”

Among the new products Langlais was showing was **Reda Active**’s collection of wool fabrics with bonded membranes for sportswear and active apparel, **E. Thomas**’ high-end silks and silk blends, and **Zegna**’s **Agnona** collection, which includes luxury fabrics made with cashmere, alpaca, silk and “cashco,” **Zegna**’s lightweight cotton/cashmere blend with stretch.

“[With **Zegna**,] we work one-on-one with designers from **Carolina Herrera** to **Thom Browne**,” Langlais said. “And we customize everything.”

Erco Pizzi, a mill based in Benate, a town in the northern Italy province of Varese, specializes in high-end laces, nets and other fabrics for women’s collections such as **Armani**, **Roland Mouret** and **Gucci**.

Emiliano Di Franco was at **Milano Unica** representing the family-owned mill founded by his father.

“We are here because this market is, of course, very important,” he said. In recent years, the strong euro made it difficult to enter the U.S. market, Di Franco said. “Now it is easier, so we’re trying again.”

Di Franco said he was pleased to find there is a market in New York for his mill’s products, adding, “There is room for us here.”

Among **Erco Pizzi**’s offerings are wool laces and technical fabrics used for fashion applications.

Albini, the **Milano Unica** president, said the purpose of **Milano Unica**’s New York edition is to show “the crème de la crème of Italian textiles.”

“We want to show America the strategic innovation of the Italian textile chain pipeline, which is unique in the

world,” he said.

Albini said he hoped to encourage attendees to visit **Milano Unica** in Italy to see a much larger selection of Italian fabrics and trim.

“We have 450 mills in Milan; here we have 87,” he said.

He also acknowledged that the New York show featured a “predominance” of menswear companies but added, “We had a great response from women’s weavers.”

For the next New York edition, which is set for January, Albini said organizers will “rebalance” the mix. The show will also take a look at the timing of the show.

“The dates are a bit early for womenswear,” he said. “But, as a first time, we are very satisfied.” ●

LINGERIE

Jewel Toned: Yesterday’s Shapewear Is Over

Rachael McCrary thinks shapewear’s reputation needs to be salvaged, and she believes that she has a solution with her West Hollywood, Calif.–headquartered brand, **Jewel Toned**.

“When women talk about shapewear, they view it as negative purchase,” McCrary said. “It makes them think they were getting older. It makes them feel that they are not in ideal shape. We wanted to make body-positive garments.”

McCrary’s recipe for shapewear she con-

also comes in the always-fashionable black. The “Major Mini” has a built-in bra and is intended to be used as a layering piece. Unlike traditional shapewear, Jewel Toned is meant to be occasionally seen. Also, the compression piece leaves no indentation on skin because the nylon garments are made without seams. It was also intended to be comfortable.

Jewel Toned also makes body suits as well as bras and panties. Retail price points range from \$15 to \$59.

The new brand got a vote of confidence from a venture capital firm. In February, it raised \$1 million from **Singularity Investments**, which runs offices in Los Angeles; Dallas; Lagos, Nigeria; and Beirut, Lebanon.

The round of funding will be used to secure inventory, expand the brand’s website (www.shopjeweltoned.com) and strengthen its e-commerce as well as build the brand’s marketing efforts.

Currently, much of the brand’s garments are sold at www.shopjeweltoned.com. McCrary hopes to sell the brand through mobile commerce and social commerce.

“We’re interested in growing in a non-traditional way. We’ll change with the needs of the shopping climate,” she said. **Jewel Toned** recently released a shopping app in Japan. Later this year, it plans to expand its wholesale to up to 60 select boutiques.—Andrew Asch



siders more fun? Think bright colors; silhouettes reminiscent of the little black dress, the iconic garment; light to medium control in the shapewear; and a garment that is not binding.

Women in their 20s and 30s have purchased the Jewel Toned shapewear, McCrary said. They are attracted by the bright colors such as emerald green and blush pink. The brand’s best-selling piece, the slip-like “Major Mini” dress, comes in bright colors and

TyLynn Nguyen Intimates: Balancing Beauty & Comfort

Comfort and beauty do not have to be mutually exclusive in lingerie, said designer TyLynn Nguyen.

She started the **TyLynn Nguyen Intimates** line in March to offer underwear that is easy enough for lounging around the house but can be beautiful, too.

For beauty, Nguyen holds up the line’s “Calla” slip for evidence. Model Gigi Hadid reportedly wore it in her appearance in a video for song “How Deep Is Your Love” from Taylor Swift paramour DJ Calvin Harris. The video was released on Aug. 4.

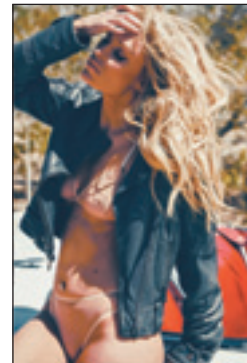
For comfort, Nguyen does not use underwires in bras. Rather, the garments use sturdy elastic for support. The intimates line offers a thong panty, but many of the bottoms give more coverage with a full panty silhouette.

Other looks for the **TyLynn Intimates** line include the “Lilly” bra, which comes in maroon and black silk. The line’s “Tulip” shorts are another look. Nguyen said that they are tap shorts intended for wearing around the house.

Nguyen grew up in Boston. She also worked extensively as a model. She is represented by **LA Models** for runway and has walked in fashion shows for Los Angeles

gown and eveningwear designer **Sue Wong** and for **Vogue/CFDA** presentations in Los Angeles.

While studying as a fashion student, she said, she gravitated toward designing lingerie. She enjoyed wearing it, was inspired by the often intricate design of the garments, and appreciated the mystery of lingerie and how it reflects women. Much of women’s beauty is underneath, Nguyen said. “We are great creatures, but you have to get to know us,” she said.



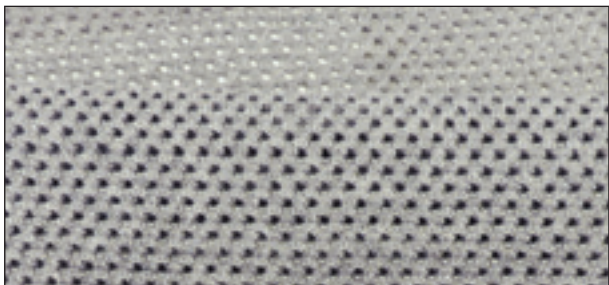
Upcoming looks for the **TyLynn Nguyen Intimates** Spring Summer 2016 line include sleepwear, body suits and cotton garments. The line’s first season was made from silks imported from Belgium and Italy. However, the line is manufactured in Los Angeles. Wholesale price points range from \$40 to \$110, and the line has been sold at www.tylynnguyen.com and **Guild**, a boutique on Los Angeles’ high-profile shopping street Abbot Kinney Boulevard.—A.A.

Get Active

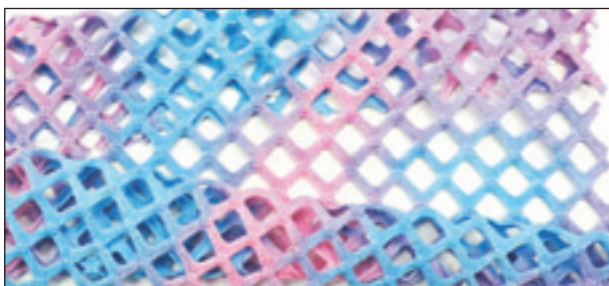
Activewear fabrics—including mesh, waffle knits and athletic jerseys—get a sophisticated update with subtle fabrics, fine details and a luxe hand.



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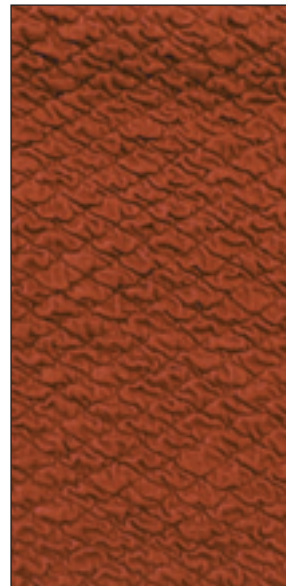
Texollini #3194D1



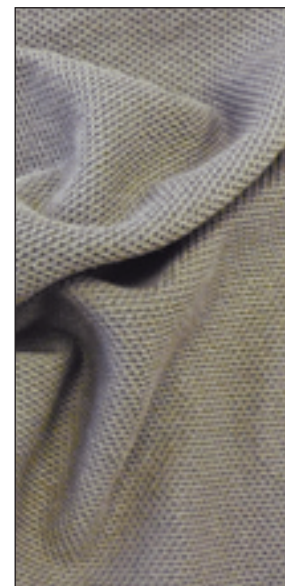
Texollini #3211



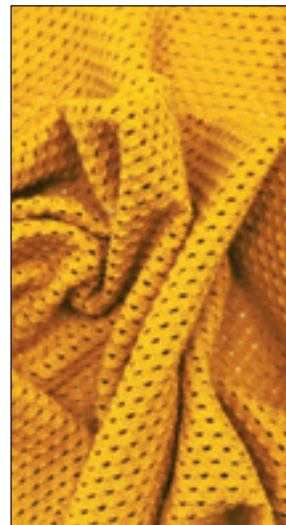
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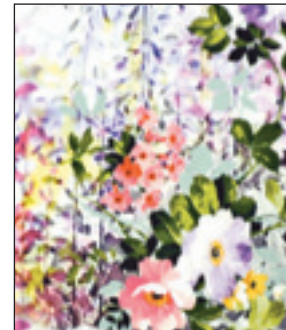
G + G Multitex Inc. #5E605/003 "Gabbi"



G + G Multitex Inc. #95784/1011 "Liseron"



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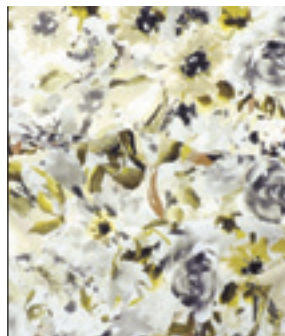
Cinery Textiles Inc. #RSJ-MX6278MF



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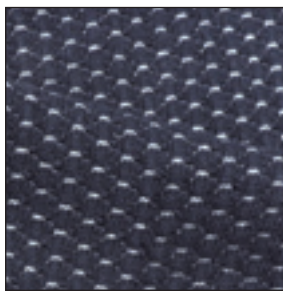


Apparel by Amanda Sage Collection

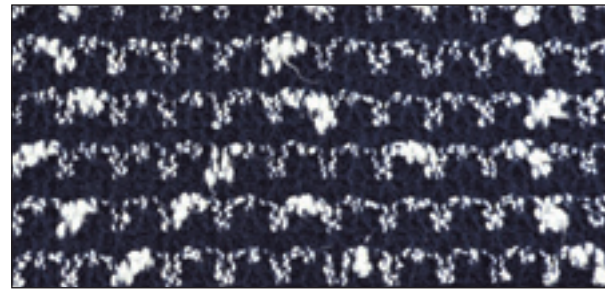
TEXTILE TRENDS

Tweedy

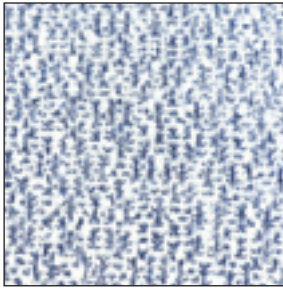
Tweed and tweed-like French terrys and sweater knits offer lofty texture and variegated surface design.



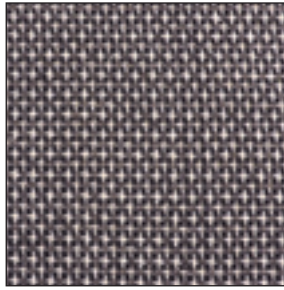
Asher Fabric Concepts/Shalom B LLC #CPSS70D Bubble Cotton Sweater



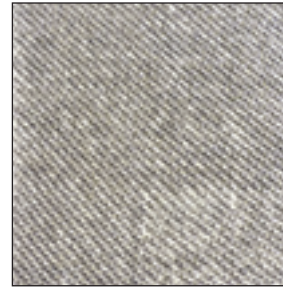
Cinergy Textiles Inc. #SMX-1954 Sweater Knit



Cinergy Textiles Inc. #SK-F1200 Sweater Knit



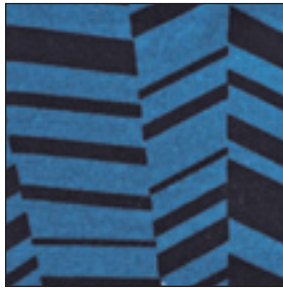
Cinergy Textiles Inc. #Tweed-1100 Tweed Mini



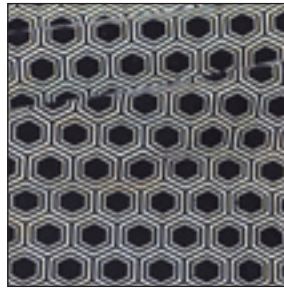
Asher Fabric Concepts/Shalom B LLC #CPF754 Basket Weave French Terry

Geometry

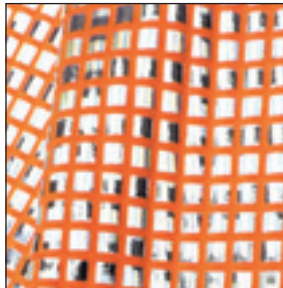
Look for geometric designs from Op Art-inspired graphics on foil to fun chevron patterns in sequins.



Cinergy Textiles Inc. #SK-16684 Hacci Print



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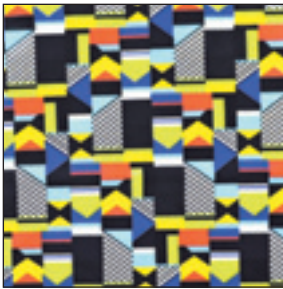
Solid Stone Fabrics #SE-2526



Solid Stone Fabrics "Zig Zag Fuchsia"



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Products and Services: G&G Multitex, Inc. is a leading supplier of high-quality knit fabrics to the Los Angeles apparel industry with over 25 years of experience. By knitting yarn into American-made fabrics and with the help of in-house printing capabilities, we have proven to be versatile and resourceful in our ability to supply our customers with the most unique and fashion forward fabrics. With access to our circular knitting mill, Santa Fe Knitting and Geotex, our Roll to Roll sublimation printing plant with digital printing capabilities, we are more than capable of developing and producing new and innovative fabrics. Our portfolio of fabrics consists of natural and synthetic blend knits, with or without spandex. We produce solid or printed constructions ranging from basic jerseys to double knits, jacquards, sweater knits as well as 3 ends French terry and fleece knits. We invite you to learn more about our company, its different divisions, and our many different products and services.



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JN Zippers & Supplies Corp.

380 Swift Avenue—Unit #5 and 6
South San Francisco, CA 94080
Contact: Judy Elfving
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judy@zprz.com

Products and Services: Founded in America in 1990, J.N. Zippers & Supplies Corporation serves the industry with a California-based corporate office and warehouse with China factory customization for garment, bag and accessory manufacturers worldwide. Quick sampling from our warehouse stock of high quality zippers, pulls, bag, and apparel hardware that are ITS, SGS, Oeko-Tex, ISO9001:2000 safety tested and standards compliant. Our staff is ready to assist you with choosing the best zipper configuration suited to your product. We offer private branding on pulls, hardware, and labels. Our warehouse also stocks elastics, tapes, cords, labels, and workroom supplies for spot delivery. Turn to the experts at J.N. Zippers & Supplies Corp., and the in-stock division of ZPRZ Company, to provide you with the best combination of quality, price, and service.



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S & J USA, Inc.

843 E. 31st St.
Los Angeles, CA 90011
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Fax: (323) 231-3820
snjusa@snjusa.com

Products and Services: S & J USA, Inc. has been a major, authorized distributor of YKK zippers for over 25 years. We carry a vast array of zippers, and we have an in-house factory that allows us to complete orders quicker than our competitors. S & J USA, Inc. also specializes in snaps, tack buttons, eyelets, and elastics, among other trims. Our customers range from the U.S. to Asia, and we hope to expand even further in the future. We are known for great customer service and quality materials.



Texollini

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