Appendix of the industry for 70 years



Los Angelenos got a look at the Resort '16 collections for BCBGMaxAzria and Herve Leger when Max and Lubov Azria hosted a runway show and party at the Samuel Freeman Gallery in Los Angeles. For more from the show, see page 8.

BCBGMaxAzria Runway

Supply Chain + Tech Focus

Athleisure— Fad or Fashion for the Long Haul?

Fashion insiders weigh in on the longevity and the future of the fashionable fitness trend.

By Deborah Belgum Senior Editor

A fleeting trend or a cultural shift? That is the question everyone is asking about the popularity of athleisure clothing.

It is everywhere—in gyms, yoga studios, coffee shops, grocery stores, restaurants, playgrounds, shopping malls and airports. It can even be found in some shape or form in the workplace.

But in three to five years, will consumers grow tired of this category and cast it aside for something entirely different? No one is absolutely sure how long the athleisure trend will be around, but most agree it has room to grow and could morph into other categories.

"The real trends that last, I think, come from deeper things and typically fill a void," said Jane Buckingham, president Athleisure page 18

Stitch Fix: Big Data Comes to Fashion Retail

The most influential up-and-coming stylist might be a computer.

By Andrew Asch Retail Editor

San Francisco–based e-commerce retailer **Stitch Fix** uses big data, or a computer algorithm, to pick the perfect top or pair of jeans for its thousands of clients. Teams of human stylists also work for the 4-year-old company. They aim to give packages assembled for its customers a personal touch before they are delivered, said Lisa Bougie, chief merchandising officer for the retailer. One of the retailer's slogans is that no two of its boxes will be alike.

Stitch Fix page 12

INSIDE

Where fashion gets down to businesssm



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Genetic Denim Has a New Owner

Genetic Denim, a Los Angeles premiumjeans label started nearly a decade ago, was acquired recently by a small investment group that brought in veteran apparel executive Hubert Guez to help turn the company around. The acquisition price was not disclosed.

Genetic Denim was launched in 2007 by Ali Fatourechi, who crafted a highend denim pant that sold in the \$200 price range at luxury stores such as **Nordstrom**, **Neiman Marcus**, **Barneys New York** and **Bloomingdale's**. Last year, Genetic Denim partnered with model Liberty Ross to launch a capsule collection called **Genetic x Liberty Ross**. Also last year, millionaire record mogul Jimmy Iovine and **Hard Rock Café** cofounder Peter Morton invested in the company.

The new owners of Genetic Denim plan to continue to sell the brand at high-end stores but with a retail price point that will be around \$150. All the jeans and denim pieces will be manufactured in a sewing factory in South Los Angeles, using the same quality denim fabric that was employed before.

"The brand has an excellent reputation for fit, sexiness, and the fabrics are soft," Guez said. "We are going to continue the same fabrication and add some new technical fabrics."

The new owners hope to capitalize on domestic production and turn goods quickly to keep up with fashion trends.

Previously, Guez was chief executive of **Ed Hardy** from 2008 to 2012, working with Christian Audigier, who started the label. The

label was later sold to Iconix Brand Group.

Guez has a long history of manufacturing jeans and other apparel. In 1991, he started **Azteca Production International**, which made blue jeans in Mexico for a number of American labels until Azteca closed in 2005.

Guez's brother, Paul Guez, launched **Sasson** jeans in the 1980s. His other brother, Gerard Guez, started **Tarrant Apparel Group**, which later became **Sunrise Brands**. Hubert Guez was CEO of Sunrise Brands from 2012 to 2014.—*Deborah Belgum*

Melanie B. Cox to Run Wet Seal

After guiding **The Wet Seal LLC** through a tumultuous period, Ed Thomas announced he would leave the company on Aug. 10. His successor, Melanie B. Cox, a veteran retailer and Wet Seal board member, succeeded Thomas. The transition was immediate, and Cox is currently running the company, according to Rivian Bell, a spokesperson for the company.

Wet Seal—the Foothill Ranch, Calif.–based fast-fashion retailer of clothing, foot-

wear and accessories for young womenmade a transition to operating as a private company in April after doing business as a public company called **The Wet Seal Inc.** An affiliate of Philadelphia-headquartered **Versa Capital Management LLC** acquired the

Melanie B. Cox

company in April after Wet Seal declared Chapter 11 bankruptcy. As of April, Wet Seal's retail holdings included a fleet of 173 stores and an e-commerce site (www.wetseal.com).

Thomas did not reveal his future plans. However, he said that the time was right for a change. "Now that the reorganization is behind us, I decided it's the right time for me to step back after a grueling process and evaluate other opportunities while being confident that Wet Seal is in Versa's and Melanie's

able hands," he said. Thomas had run Wet Seal since September 2014.

Cox forecast a smooth transition. "I'm looking forward to continuing Wet Seal's renewal under Versa's ownership. This is a brand I have known for decades and where I



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spent some early years as a merchant and head of product development, helping the business grow from a small 11-store chain in Southern California," Cox said. "I have studied and worked with this demographic for the majority of my career, and I know this is a valuable retail brand. I am excited to collaborate with our Southern California management team, O

our store associates and our customers across the country to achieve Wet Seal's tremendous potential."

Cox worked as a retail consultant since 2009. She served as president/chief executive officer for **Scoop NYC** and also worked as general merchandise manager for **Urban Outfitters Inc.**—*Andrew Asch*

LA Councilmember Price's Youth Entrepreneur Program Draws Apparel Participation

Apparel-industry software program AIMS360 is taught to students at the Fashion Institute of Design & Merchandising, Los Angeles Trade-Technical College, Cal State Poly Pomona, and Saddleback and Fullerton colleges in Orange County, but Henry Cherner, AIMS360's managing partner, is considering expanding the reach of AIMS360's education program.

Beginning Aug. 10, Cherner and other educators and business executives took part in a weeklong leadership program for youths. As the program wrapped up, Cherner said he thinks AIMS360 should explore increasing its outreach to help youth looking to get a foothold in the fashion industry.

"We would love to see the younger kids get motivated," Cherner said. "They could get internships before they start college." Knowledge of data entry and enterprise resource planning software could help with that first step into the business, he said.

The idea was a follow-up to the first Youth Innovative Entrepreneurial Leadership Development program. The youth leadership program was produced in part with the office of Curren D. Price Jr., the councilmember for the Ninth District in the city of Los Angeles. The program took students from Price's district, which includes parts of South Los Angeles, on trips to workplaces and presentations by executives in the fields of entertainment, construction, the culinary arts and technology. Cherner represented apparel and fashion in this event. Cherner said be thinks that fashion busi-





Henry Cherner, managing partner of AIMS360; Artina McIntosh, Los Angeles Trade-Technical College assistant professor; and Los Angeles Councilman Curren D. Price

nesses would benefit from interns who could perform advanced tasks such as data entry. Cherner said he discussed the idea with Price and hoped to make teaching AIMS360 to high school youth part of a public/private program.—*A.A.*



Cherner spoke at the Youth Innovative Entrepreneurial Leadership Development program.

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Mighty Purse: Charge It

Ana Slavka was always finding her phone battery dying at the most inopportune times. So she did something about it.

"The idea of just buying an ugly power bank and having it falling around loose in my bag, creating more mess and chaos, simply didn't appeal to me, said Slavka, owner

of HButler. "I thought other women must feel the same way and I had to help solve this common problem. ... It had to be practical, easy to use, works with all smartphones and [most importantly] stylish."

HButler recently introduced the Mighty Purse collection of patent-pending "charge on the go" handbags.

The handbags feature slim-line, lightweight rechargable 400mAh batteries that are removable

Aug. 15

Las Vegas

Aug. 16

Las Vegas

Aug. 17

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Las Vegas Through Aug. 19 Agenda

Through Aug. 18

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Through Aug. 19

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for easier charging. When snapped into the discreet compartment of the purse or wallet, a LED panel lights up to indicate the remaining charge of the purse. All styles include internal zip pockets and credit-card slots and come with one-year global warranties

Made of leather or vegan leather, the styles include wristlets and wallets, envelope clutches, cross body purses, two- and threetone purses, backpacks, hands-free sport luxe styles (that include fanny packs), studded styles, and vegan-leather flap cross-body styles. Dozens of colorways are available in

each style in addition to prints and quilted stitching. All materials are sourced in China, where the purses and wallets are manufactured as well. Wholesale prices range from \$50 for a vegan-leather cross body to \$90 for a backpack

Mighty Purses are currently being sold on-

line at Zappos as well at Kitson and AT&T stores in addition to numerous retailers across the United States. They are also currently available across Italy, Germany, the Netherlands, France, the U.K., Singapore, New Zealand, Australia, South Africa and Asia, in gift stores, fashion and accessories boutiques, and tech stores.

HButler is headquartered in Sydney, Australia, and was established in 2008, starting with foldable Handbag Hooks and

other bags accessories. The Mighty Purse was launched in 2013 and has taken the business to the "next level due to its rapid international growth."

With a focus on wearable technology, HButler is currently in the process of developing other practical products, according to Slavka. "We like to help people incorporate practical tech (and some non-tech) items into their lives without compromising style.

For more information, visit www.mightypurse.com and www.hbutlergroup.com. -Alyson Bender

Calendar

Through Aug. 19

Liberty Fashion & Lifestyle Fairs

Las Vegas Through Aug. 18 Accessories The Show MRket Stitch Sands Expo and Convention Center

Las Vegas Through Aug. 19 Capsule

Las Vegas Through Aug. 19 WWIN Rio All-Suite Hotel and Casino

Kidshow Planet Hollywood Las Vegas

Aug. 18 PGA Expo The Venetian Las Vegas Through Aug.19

Mandalay Bay Convention Center

Sands Expo and Convention Center Las Vegas

Sands Expo and Convention Center California

The Venetian

Las Vegas Through Aug. 20

Through Aug. 19



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

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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International Textiles Expo Rio All-Suite Hotel and Casino Las Vegas Through Aug. 25

Aug. 25 CALA Fort Mason Center San Francisco Through Aug. 26





Cake for Monarchs: Entrepreneur and Design Veteran Makes RTW With Bespoke Style

Bespoke looks at affordable prices. That's the promise of Los Angeles–headquartered line **Cake for Monarchs**, a menswear label

that took its bow this month and is exhibiting at **Liberty Fashion & Lifestyle Fairs** in Las Vegas.

Entrepreneur Sergio Muñoz-Azuela partnered with Glenn Williams, a veteran designer with a focus on bespoke styles, to create the menswear line, which ranges from unique polo shirts to suiting. Williams worked on **Capital Tailors**, a bespoke style line backed by **Lucky Brand** founders Gene Montesano and Barry Perlman.

Cake for Monarchs takes Savile Row techniques—Williams talks about fusibles, custom chest pieces and, of course, hand stitching—to make garments that look like they are sculpted to the wearer's body.

When Williams talks about clothes, it can sound like technical shoptalk. "The understructure of the garments will naturally hold them in place," Williams said of the tailoring techniques used in the ready-to-wear line. He serves as the line's design director.

The line's retail price points will range from \$425 to \$650 for a jacket to \$110 to \$155 for shirts, \$80 to \$90 for polo shirts and \$595 to \$750 for suiting.

The line offers a slim-cut "fashion" body for its suiting and blazers. The jacket is a shorter length, with soft shoulders, yet it still offers a structured look, Williams said. The line also offers a tailored "classic" silhouette.

Pocket lining and curtain waistbands in

the line's trousers are constructed from woven shirting fabric. Polos and T-shirts feature a 1960s-style half sleeve, which drops just

above the elbow. Fabrics are sourced from Italy, Spain and the U.K. The line also offers

tropical lightweight Merino wools for when

Monarchs while thinking about what an up-

and-coming guy would want to wear. This

man might want the looks of European fash-

ion houses, but he may not have the cash to

afford them. However, this man is confident

that he will succeed. "He wants to be king of

the world," Muñoz-Azuela said. "It's about

a manufacturing center in his native Mexico.

After dressing some sportscasters on Azteca

Muñoz-Azuela started the line in Torreón,

celebration," he said of the line.

Muñoz-Azuela brainstormed on Cake for

one has to wear a suit in hot weather.

TV, one of Mexico's top broadcasters in 2014, he traveled to Los Angeles to finesse the line. "Los Angeles is where trends are

developing," he said. For more information, contact *paul@ cakeformonarchs.com.*—*A.A.*



NEWS

New Vice President at Rosenthal & Rosenthal

Rosenthal & Rosenthal Inc., a privately held domestic factoring and financing firm, has hired Martin Eckstein as vice president of business development.

"Marty is a terrific addition to our growing West Coast team. His experience in the commercial finance industry combined with his preexisting relationships with the LA office will only strengthen the chemistry of our team," said Executive Vice President and Head of Marketing Kenneth Kleiner.

Eckstein has more than 35 years of experience in financial services. Most recently, he served as vice president of the commercial services group at **Wells Fargo Capital Finance**.—*Deborah Belgum*



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BCBGMaxAzria and Herve Leger: First Look at Resort '16

A well-dressed and enthusiastic crowd turned out to see the Resort '16 collections for BCBGMaxAzria and Herve Leger shown in a gallery setting in Los Angeles. The Aug. 7 event at the Samuel Freeman Gallery in Los Angeles was hosted by BCBG's Max and Lubov Azria, who typically present their Spring and Fall collections at New York Fashion Week.

"We want the best for Los Angeles," said Max Azria prior to the show, which featured the Ready-to-Wear and Runway collections of BCBGMaxAzria as well as the Herve Leger collection.

Lubov Azria introduced each section, explaining the inspiration and offering plenty of thanks to her team at BCBG.

"Los Angeles is all about art and music and cinema and great people—and, of course, the weather," she said.

But when Lubov Azria and her team were designing BCBG's Ready-to-Wear collection, the weather in Los Angeles was unusually cold and rainy.

"It was miserable in March in LA," Azria said. "It was raining, and I was thinking of different places I wanted to visit like St. Bart's. Anything to get my energy up."

Max Azria

As a result, the Resort collection features several bright tropical prints, which are mixed with chic black-and-white stripes. lace and crochet. Silhouettes feature cropped styles, color blocking and sexy cutouts.

BCBGMaxAzria Runway collection

BCBG's Ready-to-Wear collection is designed for a stylish career girl. The limited-edition Runway collection is designed for "someone who doesn't have a job," Azria joked. "She dances and she dines."

The Runway customer is inspired by art, and, for the Resort collection, Azria and her team looked to the mixed-media paint-

ings of French artist Coco Fronsac, who combines early photographic portraits with masks and iconography from Africa, Oceania, Asia, the Americas and European folklore.

"What's going on is both new and old," Azria said. The silhouettes were inspired by 19th-century clothing, and African masks are embroidered on lace pieces. There's also a mask print.

Inspired by natural stones such as agate and quartz, the Herve Leger Resort collection featured jacquards, appliqués and beading as well as fringe and rick-rack

trim. The current collection continued to explore the "bandage" aesthetic of the original Hervé Léger, created in 1985 by Hervé Peugnet (now known as Hervé L. Leroux). BCBG acquired the brand in 1998.

"I refuse to go away from the bandages," Azria said. "It's like mummifying the body. It creates tension, and it molds to your body. It takes confidence to wear it. It takes grace to wear these clothes. The body is secondary."-Alison A. Nieder



Herve Leger collection













TRADE SHOW REPORT

Record Growth at West Coast Trend Menswear Show

By Kelli Freeman Contributing Writer

Spirits were high and business was written at the West Coast Trend Show Spring '16 menswear fashion market, held at the Embassy Suites hotel near the Los Angeles International Airport.

"We've had the most successful Spring show to date with the highest number of retailers and representatives in attendance," said WCTS organizer Ken Haruta, who represents **Bill Lavin Belts** and **SAXX Underwear**. Haruta said this season there was a 20 percent increase in retailers over last year.

The sold-out show featured more than 100 representatives and more than 200 brands spread across three floors of the hotel. Officially, the show was held Aug. 9–10, but in recent seasons, many exhibitors and retailers start working a day early.

"This is my best show, no doubt about it," said Ivan Quiteno, who represents **Ibiza**, **Mac Jeans** and **Raffi Linea Uomo**, "Saturday has become a complete extra day for me."

Haruta attributed the increase in attendance to convenience and cost savings (some buyers are subsidized) as well as amenities such as complimentary coffee, lunch, afternoon drinks/snacks and Sunday-night dinner with entertainment.

"When you can see 20 people in a three-day show, it's a big return on your investment," said longtime WCTS exhibitor David Winston of **Gramercy Foundry**. "In two days, I can have 20 appointments that I don't have to do in Las Vegas or on the road."

WCTS draws buyers from mid-tier to upper-end specialty stores in California such as **Patrick James** in Fresno and **Gary's** in Newport Beach as well as retailers from Alaska, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico and Washington state.

'The benefit is that it's an intimate venue," said Paul R. Desi-

let of **Paul Richards Clothing** in Bothell, Wash. "Most of the vendors I [work with] are here and in Las Vegas. I'm firming up Fall and Holiday buys as I move toward Spring."

Retailer Ronnie Kemper owns Rainsong, three stores in California Wine Country carrying men's and women's apparel and footwear. "There are so many categories to get done in Las Vegas," he said. "I had a lovely day in a calm and focused environment. It's great to go back to the room in between appointments. I got a lot done with fewer distractions."

First-time attendee Nick Blake from **Desmonds** in Billings, Mont., opted to shop WCTS instead of Las Vegas. "All



AT THE SHOW: West Coast Trend Show's Ken Haruta (far right) with Sheri Wittson, Sonny Haddad and Stacey Walser

but two of my key vendors are at this show," he said. "I was able to see them and had enough time to pick up new lines." Jimmy Au, owner of **Jimmy Au's Beverly Hills**, is a longtime attendee at WCTS.

from sales rep Ivan Quiteno.

"It's so convenient," he said. "I always find new vendors here, and it prepares me for Las Vegas." There were several

retailers from Las Vegas, including **Harris & Frank** and **Stitched**, that shopped the show. Sam Glaser, vice president of purchasing and e-commerce at **Stitched** in the **Cosmopolitan** hotel, explained, "We do a lot of business with existing lines here, and it really frees us up to see five shows in three days during the Las Vegas market." Carter and Birer described the market as still flat since the recession.

"It's harder today for a bricks-and-mortar retailer," Birer said. "You have to be a great artist to be different. If you don't have a relationship with your customer, you're at a great disadvantage."

For Michelle Carter, men's swim and active buyer for **KSL Resorts** in Rancho Mirage, Calif., business follows the resort seasons. "We buy for eight properties," she said. "Because we're a resort, people have disposable income. When it's in season, we're in season and business is strong."

Overall, business is rebounding, Glaser said. "We're seeing brands taking more risks," he said. "It's key for retailers to find unique ways to deliver value to the customer and differentiate with regards to service and product mix."

Trend spotting

From soft coats and lightweight knits to linen tops and bottoms, buyers at WCTS were looking for products to inspire their business. Desilet liked the five-pocket jean cut in a slack model by **Ballin**. "I think it's done really well, and it's gonna be the new pant category," he said.

Mike Carter, owner of **Carters** in Phoenix, worked with key brands such as **Peter Millar** and **Bills Khakis** at WCTS. "I also added new lines **Johnnie-O**, **Southern Tide** and **Vineyard Vines**," he said.

Jonathan Birer from **Charlie's Locker** in Newport Beach, Calif., which caters to the affluent boater, said the bulk of his menswear lines is traditional. "I'm here for the paint and fluff, unique items to put in my store like **Patrick Assaraf** and **Gramercy Foundry**," he said. Gramercy Foundry's Winston said the garment pigment-

Gramercy Foundry's Winston said the garment pigmentdyed linen and twill jackets are extremely popular. "We don't usually do shorts, but people are asking for them, so we took our shirting and put them into shorts," he said. ●



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Stitch Fix Continued from page 1

"We make our clients feel on trend without them having to give much thought to it," Bougie said of the algorithm-arranged packages that are assembled for its customers. "The convenience, the ease combined with personalization, round out an experience that cannot be found anywhere else."

The company has recently wrapped up a round of hiring top fashion executives and is scheduled to build a 316,000-square-foot warehouse in Dallas in 2016.

Despite its growth, Stitch Fix remains a stealth story. They do no advertising, said Lisa Ozur of the **Niche** showroom in downtown Los Angeles, which

works with Stitch Fix. "A lot of people do not know who they are. But they have quietly turned into an important player in the marketplace."

Stitch Fix has made a big splash in the tech world due to its mix of fashion and big data. Its algorithm was built by a team helmed by Eric Colson, who served as vice president of data science and engineering for **Netflix** from 2009 to 2012.

The algorithm's data is fueled by information collected by style questionnaires filled out by Stitch Fix customers. About 2,000 people work for the company. Teams of human stylists work with consumers to hone the personal touch of the packages. Also, the longer a consumer spends with the service, the better the algorithm and the better stylists get to know the specific preferences of the consumer.

Stitch Fix shoppers are delivered five items, which are intended to be personalized to the clients' needs, budget and lifestyle. Clients have three days to try on and return items they don't want to keep. A \$20 styling fee is charged for each delivery. If a client chooses to buy all five items in the delivery, which the company calls a "fix," a 25 percent discount is applied.

Stitch Fix might grow to be even more important if its business model increases in popularity.

Retailers, including Stitch Fix and **Trunk Club**, owned by **Nordstrom Inc.**, use algorithms and human stylists to sell clothes, and they have been popping up on the ecommerce landscape, said Rob Wright, a cofounder of **Bungalow**, an e-tailer company with offices in Las Vegas and Los Angeles that also mixes stylists and e-commerce. But the model has roots in classic retail practices, where a stylist choses clothing for a client.

"Neiman Marcus and Bergdorf have been doing this for super-VIP clients," he said. "The big thing changing now is that it is becoming democratized," Wright said.

What makes this model potentially highly lucrative is that these retailers put their clients on a buying schedule, Wright said. Every month to 90 days, packages are sent to them. Clients purchase what they like and send back items they are not interested in. These e-retailers are not put in the position where they must wait for shoppers to drop by their stores and shop.

But the model has risks. The retailer delivers inventory to shoppers before the clothing is purchased. The shoppers are billed for items that they don't return. "We have to take big steps to mitigate fraud risks," he said. Some e-commerce retailers make careful examinations of who they will send goods to before anything is delivered, Wright said.

Judah Phillips, a Boston-area big-data expert and author of the upcoming book "Ecommerce Analytics," predicts this model, which a Stitch Fix representative called

online personal styling and some have called a subscription model, to remain part of the retail landscape. "Companies that can succeed are the ones that know how to use their data along with excellence in customer service to drive competitive advantage," he said.

However, these new business models have not entirely changed the retail landscape. Lyn Chin, a buyer for **Global Purchasing Companies**, headquartered in New York, said there continues to be a lot of room for traditional bricksand-mortar retail.

"I have to go to a store to try something on before buying," Chin said. "I'm on a mission to try something new as opposed to subscription [models] where they say, 'Here's a bunch of stuff you didn't know you wanted.' [Often] you still won't want them."

Stitch Fix started in 2011 when founder Katrina Lake, a Harvard MBA, saw an opportunity to mix fashion retail with big-data e-commerce. It made news in March when it hired Julia Bornstein as its chief operating officer. Bornstein's previous gig was chief marketing officer and chief digital officer in the San Francisco office of Sephora LVMH. News of the hire made a big splash in the tech press

In 2013, \$12 million in Series B financing was led by **Benchmark Capital**. Since 2011,

the company has raised \$16.75 million in funding. Bougie declined to state if Stitch Fix was profitable, but it runs two distribution centers and is scheduled to open a third distribution center. The 316,000-square-foot center is scheduled to open in the Dallas area in 2016. The other distribution centers are in San Francisco and the Indianapolis area.

The average age for the Stitch Fix customer is 36, Bougie said, but the age spans from high schoolers to senior citizens. The average price point for clothes is \$58. Stitch Fix works with more than 200 brands such as **Tart, Kut From the Kloth, Daniel Rainn** and **Collective Concepts**. It also offers six private-label brands including **41Hawthorn**, **Pixley** and **Market & Spruce**.

"We believe that having a healthy mix of product and private labels is essential," Bougie said. Stitch Fix plans on developing two more private-label brands in 2016.





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Paris When It Sizzles

California Apparel News contributing photographer Tim Regas has been shooting a lot of street-style stories for the paper. Earlier this summer, he was in Paris for the couture shows and captured the stylish scene—as well as several famous faces—on the streets of the City of Light.





















APPARELNEWS.NET AUGUST 14–20, 2015 CALIFORNIA APPAREL NEWS 15

Park Named Design Director at Thomas Wylde Siwy Taps Jimmy Taverniti As Creative Director

Thomas Wylde, the designer fashion label headquartered in Los Angeles, announced that Jene Park was named as its creative director. Since 2006, Park served as the label's chief operating officer, said John Hanna, the label's chief executive officer.

Park will be overseeing the brand's image, product and design teams for the label's signature collection, **Thomas Wylde**, and its diffusion line, called **Thomas Wylde Los Angeles**. She also will look after the Thomas Wylde accessories division, featuring handbags and shoes, which is scheduled to be introduced for the Spring/Summer 2016 season.

Before working at Thomas Wylde, Park worked in product development, sourcing and production for **BCBG-** **MaxAzria**. Later she founded a design and production consultancy.

The Thomas Wylde label started a decade ago when brand founder Paula Thomas designed skull-print scarves and other items such as T-shirts, dresses and handbags. Since then, the Thomas Wylde line has offered tailored suiting, high-end dresses, fur, tops and outerwear and produced runway shows at **New York Fashion Week**. Leather, cashmere and silks have defined the look of the brand, according to a company statement.

In 2014, the company named Poppy Delevigne, the British socialite and sister of Cara Delevigne, the face of the brand. Also in 2014, Thomas Wylde opened an appointment-only boutique at its Los Angeles atelier.—*Andrew Asch* Denim designer Jimmy Taverniti has joined **Siwy** as creative director. The first collection under Taverniti's direction will be Spring/Summer 2016.

"We are excited to have a man who really can create something that's never existed," said Alain LaFourcade, chief operating officer of Siwy, in a company statement. "Taverniti is a true visionary—and not just with denim. He is well versed in all fabric textures/techniques and is a master of his craft. He is here to invest in Siwy's future."

Taverniti is known for his Los Angeles–based premium-denim line, **Taverniti So**, which he launched in 2004. "He has solidified a strong foundation that resonates with the Siwy customer," LaFourcade said.

The French-born, Southern California–based Taverniti built his own brand with a feminine, vintage-chic aesthetic that extends beyond denim to include cotton, viscose, silk and leather. At Taverniti So, the designer pioneered wash and finishing effects using indigo, natural pigments, discoloration and organic dye.

"This is a great opportunity for me to work with Siwy and their team of denim experts.

Their respect for their workers, using environmentally friendly washes and the belief in luxury craft are completely in sync with mine," Taverniti said. "I'm looking forward to elevating Siwy in a modern and ethical way."

Los Angeles-based Siwy launched in 2005 and features vintage-inspired, fashion-forward denim designs with an emphasis on fit, finishing and details that "infus[e] the LAdominated denim category with a heavy dose of New York attitude," the company said.

—Alison A. Nieder



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Jimmy Taverniti

Gerber Names PLM Director for Shanghai Office

Software and hardware provider **Gerber Technology** named Jeff An director of professional services for product lifecycle management (PLM) in the company's office in Shanghai.

An previously served as managing consultant at **Accenture** and spent more than a decade at **IBM BGS** working on large-scale IT projects in the Chinese apparel industry.

"Gerber Technology has a strong track record of PLM leadership around the world," said Bill Brewster, Gerber vice president and general manager of Enterprise SW Solutions. "The addition of Jeff An to the team illustrates our commitment to growing our leadership in the Chinese market, which is critical to both local and global customers."

Gerber's **YuniquePLM** is Webbased product lifecycle management software designed for fashion and apparel companies to communicate effectively, accelerate workflows and eliminate errors.

Based in Tolland, Conn., Gerber is owned by **Vector Capital**, a San Francisco–based private equity firm specializing in the technology sector.—*A.A.N*.

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Athleisure Continued from page 1

Beverly Hills trend forecasting and brand-strategy company. "I think this athleisure category is actually filling a void and, therefore, will stick around for a while. The void it fills is that area in between workwear and casualwear that is shorts, T-shirts and really unattractive sweatpants."

of Trendera, a

In some ways, the athleisure category got its first peek at fashion when Pamela Skaist-Levy and Gela Nash-Taylor launched Juicy Couture in Los Angeles in 1997. Those bedazzled velour track suits sold for \$200 and were worn by everyone who was anyone-from celebrity and model Paris Hilton to megawatt entertainer Madonna. The brightly hued suits were accessorized with lots of bling and high-rise heels and were accepted everywhere.

Yoga saw a renewed surge in popularity in the United States about a decade ago. As yoga pants became a staple in many women's (and men's) wardrobes, a new trend called athleisure began to take root.

These days, athleisure seems to be in every store-from Target, TopShop and Zara to specialty stores such as Yogasmoga, Beyond Yoga, Athleta and Lululemon Athletica. Canada's

Lululemon, founded in 1998, was one of the retail pioneers in this category. This year, its revenues were \$1.8 billion, up from \$1.6 billion in 2014.

And every designer seems to be adding his or her twist to the trend. Kate Spade has partnered with Beyond Yoga to produce a clothing line featuring 16 new items, including leggings, bras and camis debuting next spring.

Stella McCartney and Adidas have collaborated on fashionable fitness collections for years, but earlier this year, the designer and the athletic brand joined forces to launch a new, more-affordable athleisure line called StellaSport.

Staving power?

But how long will this trend continue? "I think athleisure is here to stay in one form or another," noted Clare Varga, director of active at British trend forecaster WGSN. "The reason I think that is because athleisure is a cultural trend and not a fashion trend. It is underpinned by a cultural change to healthy lifestyles and a demand for clothing that is comfortable and functional and will



Lauren Edelstein



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Trina Turk Recreation take you from desk to disco. That is what gives it its longevity."

Varga said athleisure is now a natural way of dressing for the millennial generation between the ages of 18 and 34. "They grew up with health and well-being," Varga said.

People have fitness apps on their smartphones and smart watches and wear bracelets that measure their heart rate. Juice bars are popping up on every corner, and organic food is now part of mainstream grocery stores.

Trend forecasters observe that athleisure is a natural sweet spot between fashion and sportswear. which hasn't been lost on big retail chains such as Dillard's. The Arkansas-based chain just launched Trina Turk Recreation. created by the Los Angeles designer, who lends her name to the label. "It is very colorful, great quality and eye catching," said Annemarie Dillard, the store's director of contemporary sportswear and online experience.

With many years of watching trends. Dillard doesn't see athleisure as a trend but a shift in the evolution of people's wardrobes. "I think it has staying power and fits with the whole movement that is going on in the modern woman's life-focusing on health and wellness in general. Apparel is a part of the transformation," she said.

With more than 300 outposts across the country, Dillard's is launching its own athleisure component with its private label Gianni Bini.

"Athleisure is just as popular in middle America as anywhere. I can tell you that," Dillard said. "We are pleased with its growth."

The athleisure category has become a staple on the online shopping site ShopBop, too. "With major brands like Alexander Wang and Mara Hoffman designing



Trina Turk Recreation

	U.S. Ac	tivewear and	Denim Sales				
	Dollar Sales			Dollar Percent Change			
	12 Months (Jul '12 - Jun '13)	12 Months (Jul '13 - Jun '14)	12 Months (Jul '14 - Jun '15)	Jul '12 - Jun '13 vs. Prior	Jul '13 - Jun '14 vs. Prior	Jul '14 - Jun '15 vs.Prior	
Total Men's & Women's Jeans	\$14.0 B	\$13.7 B	\$13.1 B	8	-2		-4
Men's	\$5.5 B	\$5.5 B	\$5.4 B	4	1		-2
Women's	\$8.5 B	\$8.2 B	\$7.7 B	11	-4		-6
Source: The NPD Group, Inc. / Cons	Dollar Sales	rvice		Dollar Percent C	hange		
	12 Months (Jul '12 - Jun '13)	12 Months (Jul '13 - Jun '14)	12 Months (Jul '14 - Jun '15)	Jul '12- Jun '13 vs. Prior	Jul '13 - Jun '14 vs. Prior	Jul '14- Jun '15 vs.Prior	
Total Men's & Women's Activewear	\$27.9 B	\$30.4 B	\$35.4 B	11	9		17

\$15.1 B

\$15.3 B

\$17.0 B

\$18.5 B

8

14

12

21

9

9

activewear collections, the trend shows no signs of slowing down,' said Lauren Edelstein, ShopBop's style director.

Source: The NPD Group, Inc. / Consumer Tracking Service

Athleisure sales have mushroomed, taking a bite out of denim sales. According to The NPD Group, men's and women's activewear sales, which include tops. bottoms and athleisure, were up 17 percent to \$35.4 billion for the year ending June 2015. During the same period, men's and women's sales of blue jeans were down 4 percent to \$13.1 billion.

Room to grow

Men's

Women's

Athleisure is only the beginning, many say, of a movement to fuse fashion with athletics.

Denim makers, envious of athleisure's popularity, are eying ways to incorporate some of those technical fabrics used in athletic wear into denim clothing.

Paul Guez, a longtime denim guru who started Sasson jeans and was instrumental in getting Joe's Jeans off the ground, said denim jeans used to have rigid fabric but they are incorporating softer fabrics with more give. "American Eagle Outfitters has super, super stretch jeans. And Replay made a huge ad, hiring five soccer guys to show you can exercise and do different moves in their jeans," he said.

People are demanding comfort in all their clothes, not just in the athleisure category. Rosemary Brantley, chair of the fashion design department at Otis College of Art and Design in Los Angeles, recently visited Nike's headquarters and sat in on meetings where the talk was about how to translate the comfort of athleisure into workwear that uses technical fabrics and elements.

"Clothes that go to work are taking on more gussets that breathe and arms that stretch," she said. "In this meeting, everyone was talking about how this workwear movement is even more powerful than athleisure."

While women have embraced the athleisure concept, it still hasn't been snapped up by the children's and men's markets. But that will soon change. "I think men's is about to explode. We haven't even seen the tip of the iceberg," said Vargas of WGSN. 'And we are going to see a boom in kids' sportswear, which is more of an extension of how parents dress."



\$13.9 B

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What's Checking: Melrose Heights

By Alyson Bender Contributing Writer

Stretching from La Cienega to Fairfax, the iconic retail area along Melrose Avenue in the heart of LA has been a shopping destination for celebrities, tastemakers and tourists seeking out cutting-edge, fashion-forward contemporary styles. With high occupancy along Melrose, corporate retailers dominate over multi-line boutiques with an unwavering quantity of variance and quality.

Nudie Jeans 710 N. Edinburgh Ave. 90046

Hailing from Scandinavia, Nudie Jeans has its West Coast Concept Store and showroom right off Melrose Avenue. With quality being the backbone of its brand, the freestanding store boasts an in-house hemming and lifetime guarantee repair program, ensuring each pair of ieans sold has a satisfactory fit per the customer.

The bulk of the store carries men's and women's denim jeans (average retail prices range from \$165 to \$199) along with a handful of tops and jackets. Classic raw indigo dyes are the store's staple No. 1 seller for both men and women, with higher-rise jeans being the top style sought out by female customers. Unique right now for men, Nudie has released a limited-edition 18-ounce denim jean that is produced in Japan (retail \$375). Only 1,000 pairs were made, and it has been well received, according to the store manager.



The entrance to the Nudie store is just off of Melrose



Assortment of men's and women's jeans





Best-selling denim jacket (\$299) and chambray top (\$199)

Rack of denim tops, jackets and tanks to accompany the brand's sought-after jeans.



Reformation 8253 Melrose Ave. 90048

Nudie has an in-house

on site.

tailor station, where new

Open since 2009 and located on Melrose since 2012, the Reformation store features the company's limited-edition collections made using environmentally conscious, sustainable and eco-friendly practices. The company's newest best-selling capsule is the "I'm Up Here" Collection, which is specifically designed for women with cup sizes C through DD. The first installment debuted in June 2014, and a second was released in July 2015.

As for top-selling styles, the store has had a hard

time keeping bodysuits stocked as of late. Top sellers include the "Coco" bodysuit, a medium-weight ribbed jersey bodysuit with short sleeves, a scoop neckline and exposed zipper in the front (\$78), and the "Serena" bodysuit (part of the "I'm Up Here" collection), which is a medium-weight ribbed jersey bodysuit with a lace-up deep-V neckline, specifically engineered to be bra-friendly (\$78). The "Roxton" top, an off-the-shoulder crop top with



The company's line includes limited-edition. eco-conscious and sustainable pieces



Reformation has been on Melrose since 2012.

a ruffled neckline and armholes underneath

(\$98), has also sold well, in addition to the "Cali" dress, a ribbed stretch jersey turtleneck shift dress (\$78).



RETAIL

Moods of Norway 7964 Melrose Ave. 90046

After moving to its current location from Robertson Boulevard two years ago, business has been "very good." Moods of Norway put itself on the map with its tailored items, priding itself on mixing Norwegian heritage with international fashion trends. While men's tailored items are the store's No. 1-selling and soughtafter pieces, the company has expanded its categories into men's basics and accessories that include belts, bowties, socks and underwear as well as women's apparel and leather goods.

Currently, floral prints on men's tailored jackets (average \$499 retail) and woven shirts (\$129-\$179) are best-sellers, and a variety of prints on various women's pieces have been popular. The No. 1-selling women's piece right now is a leather moto jacket (\$499), which is offered in black and mint.



Moods of Norway moved to Melrose two years ago.



Moods of Norway's menswear section



Women's top-selling prints for Fall 2015



Men's tailored blue blazer (\$499)

nty years

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Norwegian buoy graphic tee (\$69)



Women's top-selling leather jacket in mint (\$499)

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Vegas Market Week Resource Guide

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.

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2454 East 27th St. Vernon, CA 90058 323-214-1718, Ext. 122 www.shoshofashion.com www.shoactive.com Products and Services: Juniors, misses,

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Special One Rock Revolution

2707 S. Alameda St. Los Angeles, CA 90058 (213) 614-1800 Fax: (213) 614-1815 sales@blvapparel.com www.blvapparel.com **Products and Services:** Special One started with the vision of bringing the latest for our fashionistas while providing an exceptional value and quality that you'll want to wear, season after season. Who says you have to sacrifice style for comfort? You can count on pieces that are made of the highest quality but also fit great. Rock Revolution: Rock it! Live it! Love it! Always at the leading edge, Rock Revolution has defined its complex mission in a simple way: Create styles that make you look and feel great! Combining a fashionable aesthetic and rebellious design with classic menswear staples—our clothing is pretty much an education on the art of being classically cool. Started with the vision of bringing the latest fashion while providing an exceptional value and guality. Our streetchic collection is exclusively designed to make you stand out in the crowd and put you ahead of your crew.

Spirit Athleisure

www.spiritathleisure.com Spirit Athleisure launched its Fall/ Holiday Graphic Sweat Collection at ENK Intermezzo in NYC to rave reviews from both buyers and press. The collection features a garment dye palette in soft Modal fleece and tri-blend knit fabrics. Buyers loved the mixed-media details shown on the dyed heather crop hoodie, which also features striped lining in hood and inside cuffs and contrast drawstrings. The graphics shown on the back of the jerseys and hoodies bring a vintage athletic aesthetic—one graphic piece from the collection reads, "GOOD VIBES", recalling a '70s feel. These details truly made the look of Spirit Athleisure's graphic lines in the market. Interested buyers included Sweats Appeal Long Island, LULU's in Del Mar Long Island, Ride and Reflect in New Jersey, Reform in New Jersey and Infinity on Madison Ave in NYC.

Spirit Jersey® / Spirit Activewear

www.spiritactivewear.com

www.spiritjersey.com Spirit Jersey® ORIGINAL. AUTHENTIC. Made in the USA. The unique combination of features of the jersey sold under the trademark Spirit Jersey®/Spirit Football Jersey® and Spirit Football Jersey® are Trademarks of Spirit Activewear.

Surf Expo

Products and Services: Surf Expo is the longest-running and largest boardsports and beach/resort lifestyle trade show in the world. Produced annually in January and September, the show draws buyers from specialty stores, major resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. Surf Expo features approximately 2.600 booths of apparel and hardwoods and a full lineup of special events, including fashion shows, shaping competitions and demos. The show attracts more than 27,000 attendees and was named among the Fastest 50 Growing Trade Shows by Trade Show Executive Magazine and among the Top 25 Fastest Growing Shows For Attendance by Trade Show News Network. Surf Expo will be held Sept. 10–12 at the Orange County Convention Center in Orlando, Florida.



MADE IN America

Delikt

www.delikt-clothing.com Products and Services: Delikt's debuts a limited-run collection of premium leather jackets and accessories for men. Designed and made in Downtown LA—a neighborhood renowned for its tailoring since the 1920s-using only the highest-quality leathers such as soft lamb nappa from Italy. California milled Supima® Cotton is dyed with low-impact eco dyes and used for all our jersey styles, reflecting the personal and sustainable background of the designers. Launched only this year by Hamburg transplants Daniel Thies and Eva Napp Delikt embraces the culture of a modernday "Wild One"-era Marlon Brando. Thies and Napp design for men who want statement outerwear that can transition from day to night with a change of a shirt or jeans. Delikt's highlights include a lightweight Bomber Blouson constructed with LA 's temperate nights in mind and a Ribbed Racer classic motorcycle jacket along with a weekender bag and

backpack. Delikt is debuting its collection for the first time at SS16 (capsule) Las Vegas August 17–19.

DL1961 Premium Denim

498 7th Avenue, 21st Floor New York, NY 10018 sales@dl1961.com (646) 514-9736

Products and Services: Launched in New York in September 2008, DL1961 Premium Denim is committed to designing, crafting, and selling the perfect-fitting jean. As the originators of Performance Denim, DL1961 has created a collection of revolutionary fabrics, each of which are made to move 360 degrees, while never stretching out or losing shape. The latest collection from DL1961 features selvedge styles, created with the finest 100 percent American culture. Visit us at Project Las Vegas, Booth #27266.

SMART Tiers

1400 Goldmine Road Monroe, NC 28110 (800) 868-7111, Ext. 228 Fax: (704) 289-6857 www.smartwicking.com scott.sain@dunnmfg.com

Products and Services: S.M.A.R.T. shirts and fashions are entirely American made and grown. Our goal is to deliver superior comfortable athletic apparel that works better and longer than any other in the area of sweat management with 100% natural hydrophobic organic fibers. This is achieved by our patent knitting and finishing process, whereby sweat is mechanically propelled away from the skin and into a distinct second layer. The first soft tier uniquely keeps the skin dry without the use of chemical treatments. Our soft silky inner fibers provide extreme comfort, no more sogginess, and a dry non-bacteria-growing microclimate. The outer layer, designed for maximum evaporation dries quickly, preventing con-densation and odors caused by lingering sweat, making you feel dry and cooler. This resilient fabric combination has the added benefit of insulation without causing the body to overheat or cool too quickly when your exertion level varies or different outside temperatures are encountered with solar protection. Color blocking is standard in our Performance Ringer T-shirt SMART stands for Sweat Management And Removal Technology™. Visit us at Sourcing@Magic, USA Pavilion Booth #65206

DENIM

Dear John

1901 Santa Anita Ave South FL Monte CA 91733 (626) 350-5100 denisse@dearjohn.com www.deariohndenim.com Products and Services: Dear John is the essence of the classic American jean. Straightforward, timeless, and affordable. Dear John was created to empower women with great jeans with affordable pricing. Our rigorous commitment to stellar fits, ultra comfort, and denim made from fabrics that are soft with just enough stretch makes us the go to jean in any wardrobe. Our sensible and straightforward washes set just the right tone for any occasion, resulting in a pair of jeans that makes you feel longer and leaner. Remember, you don't have to spend a lot to find your perfect pair of denim.

Miraclebody Showroom

575 Seventh Ave., 8th floor New York, NY 10018 (212) 398-0120

customerservice@miraclebody.com www.miraclebody.com Products and Services, Miraclebody

Products and Services: Miraclebody by Miraclesuit is a fashion control collection that provides women of all shapes and sizes with comfortable form-flattering apparel, including jeans, tops, skirts, and leggings. The line is best known for its superior fabric, flattering design concept, and making slimming garments comfortable and fashionable for the everyday woman. Crafted in premium super-stretch fabrics, Miraclebody denim retains its shape and keeps women looking flawless without sacrificing comfort. Each pair features a patented tummyflattening panel. Tops make current trends fresh and flattering with a torso slimming inner liner to perfect your figure. Miraclebody has been well received in over 2,000 fine retail and specialty stores nationwide. Miraclebody is a division of Miraclesuit®, the leading brand in control swimwear

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Karen Kane Ist thru production PATTERNMAKER

Candidate must have experience in women's contemporary apparel. Develop and release patterns for first thru production. Strong communication and organizational skills. Computer literacy and Gerber system a must Minimum 2-3 yrs experience. Bilingual English/Spanish a plus. Email res. to resumes@karenkane.com or fax to 323-277-6830

MULTI-DIVISION WOMEN'S SLEEPWEAR FIRM HAS IMMEDIATE OPENING FOR THE FOLLOWING POSITION: TECHNICAL DESIGNER

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

MULTI-DIVISION WOMEN'S SLEEPWEAR FIRM HAS IMMEDIATE OPENING FOR THE FOLLOWING POSITION:

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 detailoriented, able to work independently, and have good communications skills. 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

DESIGN ASSISTANT

Fast paced junior and missy dress division seeks design assistant. This applicant is required to have 2 year prior experience as design assistant, must be fast learner, organized, able to multi task and meet tight deadlines. Photoshop and Illustrator skills a plus. Van Nuys location. Email resume to ericab@ kandykiss.com

FIRST PATTERNMAKER - JUNIOR WOVEN DRESSES AND SPORTSWEAR

Van Nuys, CA Multi-division manufacturer •Develop monthly collections using PAD system. •Report to designer and work with associates to manage fast-paced sample execution. •Candidates should have a keen eye for young fashion and a minimum of five years' experience. •PAD training is a possibility for the right candidate. Please send your resume with salary requirement to davidz@kandykiss.com

SALES REPRESENTATIVE WANTED Distributor of European Apparel & Fashion Accessories seeks in house and/or independent Sales Representative for Shoes (mens, women's, kids), Swimwear, Beachwear and Watches. Most Territories open. Email resume to: hr@zeldallc.com www.apparelnews.net

Jobs Available

PRODUCTION PATTERNMAKER & IMPORT PROD. COORDINATOR

PRODUCTION PATTERN MAKER Energetic and self-motivated patternmaker needed to work in fast paced environment. Min. 5 years exp with knits and wovens, exp. in domestic and import production. Must be proficient in MSOffice and Gerber system. Self motivated organized and a team player.

IMPORT PROD. COORDINATOR Min of 3-5 year experience with overseas production, must be a multi-task oriented with willingness to learn, responsibilities includes tracking production from start to finish, daily communication with factories on all aspects of garment production including fits, testing, packaging, and meeting deadlines. Strong communication skills. Must be proficient in Outlook, Excel, Word. Blue Cherry experience is a plus. Please send your resume to jonathon@mikenclothing.com or fax to (323) 266-2580 Attn: Jonathon

N×D J

TECHNICAL DESIGNER

NYDJ Apparel is seeking an exp'd Technical Designer. Creation & updating of First to Production Technical Packages for Missy, Petite & Women's Divisions. Lead fit sessions & send pattern corrections to overseas factories. Track sample submissions. Must have strong leadership skills, managed a team & worked with a large group of cross functional partners. Pattern making ability & exp. in fitting dresses & jackets a must. Excellent benefits & work environment. No phone calls, please. Send res. & sal. hist. to: eric.ueno@nydj.com

SALES MANAGER/DIRECTOR Manage major customer account and present mostly missy as well as plus, petite, and junior lines. Interact with studio, customer service, & production depts. Participate in market research & help guide the development of new styles. 5+yrs garment sales to major retailers and dress or sportswear merchandising background req'd. Buyer at major budget retailer also considered. Understanding of costing req'd. Missy dress exp pref'd. Email resume to: recruiting@scta.samsung.com.

PLANNERS

Summary of Job Responsibilities Growing company in Gardena, CA, seeking Planners for scheduling production from raw material to garment delivery. Monitoring inventory levels in comparison to sales forecast, identifies trends and preparing statistical analyses. Qualifications Bachelor's degree, min 5 yrs exp. in planning experience in the textile and apparel industries preferred. Must be analytical, proficient in MS Office, highly proficient in Excel.REFERENCE IN EMAIL: PLANNING....... Send res. to: recruitingapparel@gmail.com

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Jobs Available

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Los Angeles apparel company looking for a full time warehouse manager with fabric experience. The person will be responsible for overseeing and assisting with shipping, receiving, picking, packing, loading and unloading trucks, stocking, inventory checks and other various office duties. Experience with warehouse operations is a must. The person must have a positive work attitude and a "go the extra mile" attitude and have an upbeat personality. Please e-mail info@bailey44.com



SENIOR SALES EXECUTIVE

TY-LR Man, a new Men's Contemporary Collection seeking US Senior Account Executive to be responsible for managing specialty store business with existing account relationships. Min of 5 years US wholsale exp. Strong relationships, interpersonal and organizational skills. Available for travel and tradeshows. Email resume to USAcareers@auslabels.com

JAGGAR

SENIOR SALES EXECUTIVE Jaggar, a new, innovative women's footwear label seeking US Senior Account Executive to be responsible for managing majors & specialty store business with existing account relationships. Min of 5 yrs. US wholesale exp. with Strong relationships, interpersonal & organizational skills. Avail. for travel & trade shows. Email res. to: USAcareers@auslabels.com

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VP OF SALES

Established Contemporary Brand, looking for Sales Talent to increase our department and chain store business. Candidate must have over 10 years of experience in fashion industry and currently working with buyers directly. We are an LA based company with great design and production capability. Great track record to deliver fast production to customers for both MADE IN USA and import. Email resume to HRfashionLA@gmail.com

Jobs Available

PRODUCTION PATTERNMAKER Apparel Co. (young, contemporary sizes 4 thru 18, & some plus sizes) in Paramount, CA, seeking an exp'd, (3 - 5 yrs) PRODUCTION Patternmaker. Must be able to drape the 1st pattern (2 - 3 yrs draping exp.) Ability to review & check for accuracy the first pattern, & be able to prepare the first pattern for grading & production. Must be able to work w/sample makers & designer with fittings & throughout the entire production, pattern-making process. Must have thorough knowledge of grading specs & working knowledge of OPTI-TEX system required; with a strong sense of urgency, a team player, able to take directions, with a positive attitude. Send res. with salary hist. to: hrresumes90723@gmail.com Equal Opportunity Employer.



GRAPHIC ARTIST

Join our Girls Graphics Team. Strong visualization & creative input for fashion tops & screened t-shirts. Processing knowledge of screen printing, separations, & embellishment techniques. Fresh ideas, self-initiative, & team effort are critical. Create innovative designs & artwork with a keen understanding of our customers' needs. Must be highly organized, driven for results, & able to communicate creative ideas clearly. Please submit portfolio w/res. to: tlamantain@selfesteemclothing.com

PRODUCTION MANAGER FOR CONTEMPORARY COLLECTION

Positive Attitude. Good communication skills. Detail and highly organized. Excellent spec'ing Skills. Knowledge of MSoffice. Pacific Apparel Systems or AIMS. 5 years experiene in the Fashion industry. Qualified candidates email resume to info.falconandbloom@gmail.com

1ST - PROD PATTERN MAKER KIDS DIVISION

IMMEDIATE oppty for fast and accurate 1st – Prod patternmaker with 5+ yrs exp in girls 4-6X and 7-16 sportswear and dresses working with all fabrications. MUST have kid's exp, a great eye for detail, and be highly proficient with Gerber. Great company, great benefits. Email resume to caricuao90@gmail.com

PRODUCTION PATTERN MAKER/QC

Long Beach Area: need • Production Pattern Maker with minimum 10 yrs + exp. Fast Pace with multitask experience in Private Label & Production Patterns Tuka Preferred. •QC willing to travel to T.J. 5yrs.+ experience strong communication skills/Spanish can provide daily reports & solve production problem issues. Email res: Cindy@rogueapparelbranding.com

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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COSTING/PRODUCTION ASST Seeking detailed-orientated candidate for our design room w/exp. creating & completing cost analysis in an accurate manner. Must possess excllnt communication skills & must be able to perform in a fast-paced environment. Ideal candidate has min. 1 yr recent costing exp. Send res. to: HR@swatfame.com

FABRIC TECHNOLOGIST AND FABRIC INSPECTOR

Summary of Primary Job Responsibilities Growing company in Carson, seeking exp'd Fabric specialists will test fabric, check quality and consistency of fabric performance, inspect fabric and will work with dye houses. This position must have a thorough understanding of fabric. Qualifications Bachelor's Degree preferred, min. 5 yrs exp. in textile/apparel industries. Well versed in fabric quality, inspection, testing. Proficient in MS Office, must have Excel exp. For immediate consideration, please send resumes to: recruitingapparel@gmail.com

CONVERTING COORDINATOR

Summary of Primary Job Responsibilities Main responsibility is to schedule production with vendors, mainly domestic. Handle inventory in various locations. Familiar with local mills and sources. Other duties as assigned. Qualifications Bachelor's Degree preferred, min. 5 years experience in textile and apparel industry. Detailed orientated and good organizational skills. Ability to participate as a team member in a fast paced environment. Proficient in MS Office, must have Excel experience. For immediate consideration, please send resumes to: Recruitingapparel@gmai.com

IMPORT & SOURCING COORDINATOR FOR DRESS COMPANY

Assist in all aspects of product development from design to production; Initiate tech packs & spec sheets; Review sample garments to ensure optimum fit, appearance and quality; Follow up on samples throughout the production process; Communicate with vendors daily to ensure timely production and product requirements. Please e-mail resume and contact information to: Edwina@beedarlin.com

PRODUCTION PATTERNMAKER

Growing Co. in Carson, CA seeks exp., Pattern Maker with min. 10 yrs. exp. Fast Pace with Tuka exp. pref. Email res: recruitingapparel@ gmail.com

DESIGN ASSISTANT - F/T OR P/T Hollywood-based high-end designer/manufacturer seeks experienced assistant to help with all aspects of line development. Must have knowledge of PAD Patternmaking System. Great artisanal environment. Email resume & salary req. to rebecca@elainekim.com.

SAMPLE COORDINATOR Coordinate production of customer samples from design through production, send out samples for approvals. All candidates send in res. w/ sal. hist. to: resumesap151@gmail.com

For classified advertising information: call Jeffery 213-627-3737 ext. 280, email classifieds@apparelnews.net or visit www.apparelnews.net/classifieds to place your ad in our self-serve system



Jobs Available

ApparelNews

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

FABRIC SALES PERSON NEED

To rep a great line of knits made in USA. Must be very self motivated, enthusiastic and have fashion or garment industry related exp. Will train! Send inquiry to newfabricrep@gmail.com

TRIM COORDINATOR

Must have at least 3+ yrs. exp. in ordering price tickets, upc stickers, hang tags, size strips. Previous exp. with Majors, Boutique & Specialty Stores preferred. Exp. with Excel a must. All candidates send in resumes w/salary history to: job4891@gmail.com

WAREHOUSE ASSISTANT

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

1ST PATTERNMAKER/ASSISTANT

Looking for experience junior sportswear 1st pattern maker/assistant please send resume to Carlos@houseofgomez.com

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GIANT PARKING LOT SALE!!

Three Dots LLC. luxury clothing brand is having a HUGE parking lot sale!! Wholesale prices are slashed on 1st quality designer clothing! Friday August 14th from 10AM - 4PM & Saturday August 15th from 10AM - 2PM 7340 Lampson ave. Garden Grove, CA 92841

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FLORIDA:

Ilyssa Blum, CPA *Retail and Apparel Partner* P: (954) 320-8020 C: (954) 673-5999 ilyssa.blum@marcumllp.com

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Cargo-Container Volumes Expected to Grow Modestly This Year

Cargo-Container Volumes Expected to Grow Modestly This Year

Despite massive congestion problems plaguing the West Coast ports earlier this year, cargo-container volumes for imported goods are expected to rise 4.2 percent this year compared with last year.

For the first half of 2015, import numbers were up a little more at 6.5 percent, rising to 18 million 20-foot containers, according to the monthly "Global Port Tracker" report, released by the **National Retail Federation** in conjunction with **Hackett Associates**.

This month, with importers bringing in merchandise for the holiday season, the number of cargo containers coming into the nation's major ports will inch up 3.6 percent over last August.

"Consumers might be out buying back-to-school supplies, but toys and sweaters are starting to show up on the docks," said Jonathan Gold, the NRF's vice president for supply chain and customs policy. "There are still some lingering congestion issues, but retailers are working with their supply-chain partners to make sure all of that merchandise flows smoothly to store shelves." An improving economy is translating into more imports coming through U.S. ports. In June, traffic at the ports was up 6.2 percent from the previous year, and July saw a 6 percent uptick in container volumes.

For the rest of the year, ports will experience some see-saw activity. September is forecast to be down 0.1 percent, October will be up 1.2 percent, November will see a 4.5 percent jump, and December will see a 2.8 percent decrease in import volumes.

The good news is that some retailers are paying less to transport their merchandise this year, thanks to the use of more largecapacity ships by ocean carriers. **Hackett Associates** founder Ben Hackett said the increased capacity has driven down rates, but the relief could be short lived because some lines have already canceled voyages to counteract the trend.

"We are seeing complete chaos on the high seas in terms of the amount of capacity available and the level of spot freight rates," Hackett said. "One has to wonder why carriers cannot match supply to demand. The end result will likely be a highly volatile situation of freight rates moving up and down."

—Deborah Belgum

AUGUST 16

"Knowing the Ins and Outs of Sourcing: A Primer for New and Mid-Size Brands and Retailers," a panel featuring Daisy & Blu CEO Sherry West; About Sources President Susan Power; White Plum Founder/Creative Director Hilary Zwahlen; Shinyhub. com CEO Justin Chen; and moderator Frances Harder, president of Fashion Business Inc.

Las Vegas Convention Center North Hall, Level 2, Room N250 1–2 p.m.

The National Shoe Retailers Association (NSRA) Presents "How to Build a Frontline That Will Build Your Bottom Line," featuring Mel Kleiman, certified consultant and author of "Hire Tough, Manage Easy" Las Vegas Convention Center South Hall, Level 2, Room S229 1–2:15 p.m.

The National Shoe Retailers Association (NSRA) Presents "The Nordstrom Way to Customer Service Excellence," featuring Robert Spector, founder of Robert Spector Consulting and author of "The Nordstrom Way: The Inside Story of America's Number One Customer-Service Company" Las Vegas Convention Center South Hall, Level 2, Room S229 2:30–3:45 p.m.

"The New Tech/Smart Textile Movement: A Seminar for Beginners to Industry Leaders," a panel featuring Columbus Consulting Partner Nancy Marino, AATCC Technical Director Diana Wyman, North Carolina State University Assistant Industry Liaison Tom Snyder, WWA Advisors Wearable Technology Services' Despina Papadopoulos and moderator David Hinks, interim dean of North Carolina State College of Textiles Las Vegas Convention Center North Hall, Level 2, Room N250 2:30–3:30 p.m.

The National Shoe Retailers Association (NSRA) Presents "Demystifying Business Valuation for Independent Footwear Retailers, featuring Theresa Zeidler-Shonat, manager, director of business

valuation practice at Smith & Gesteland LLP Las Vegas Convention Center South Hall, Level 2, Room S229 "Tools for Bringing Your Brand to Life in Social Media," featuring Noah Buck, client strategist with Matte Black Las Vegas Convention Center

North Hall, Level 2, Room N250 4–5 p.m.

"American Small Batch Manufacturing," a panel featuring Maker's Row Founder and CEO Matthew Burnett, DNA Group Factory Founder and CEO Alex Snyder, Maker's Row Founder and CMO Tanya Menendez, JLD Studios founder Jennifer Diana, and Modern Vice Founder Jordan Adoni Las Vegas Convention Center North Hall, Level 2, Room N250 5:30–6:30 p.m.

AUGUST 17

Sterne Agee Presents "Fall '15 And Spring '16 Women's Fashion Trend Outlook," featuring Shoe Carnival EVP and GMM Carl Scibetta, Caleres CEO and Chairman Diane Sullivan, M-82 Stylist and Designer George McCracken, and moderator Sam Poser, managing director of Sterne

Agee CRT Las Vegas Convention Center South Hall, Level 2, Room S229 8–9 a.m.

"New Store Seminar: Know Your Show Floor ABCs," featuring Global Purchasing Companies Director

Mercedes Gonzalez and MAGIC Retail Specialist Sandy Shapiro Las Vegas Convention Center

Buyer's Suite, Level 1, Room N115 9–10 a.m.

"Wearables Are Not Just for Techies but for the Fashion Industry as Well," featuring Sandra Lopez, director of strategic alliances for fashion at Intel Las Vegas Convention Center North Hall, Level 2, Room N250 9:30–10:30 a.m.

Pensole Footwear Design Academy Presents "The Future of Footwear: Design and Technology," featuring D'wayne Edwards, founder of the Pensole Footwear Design Academy Las Vegas Convention Center South Hall, Level 2, Room S229 10–11 a.m.

"Believable Branding: Creating Authentic Influencer Partnerships," a panel featuring Swim Social Account Executive Jordan-Risa Santos, By Lisa Linh manager and blogger Lisa Linh, Polka Dots & Sailor Stripes founder/ blogger Ashley Guyatt, and moderator Noah Buck, client strategist at Matte Black Las Vegas Convention Center

Central Hall, WWD Social House, Booth 73012

10:30–11:30 a.m.

"Follow the Path to Global Success," a panel featuring Joshua Teitelbaum, deputy assistant secretary for textiles, consumer goods and materials at the U.S. Department of Commerce International Trade Administration; Steven Willoughby, marketing manager at Dupont; and moderator Julia Hughes, president of the United States Fashion Industry Association Las Vegas Convention Center North Hall, Level 2, Room N251 10:30–11:30 a.m.

Footwear News Presents "Spring '16 Trends Discussion," a panel featuring H Williams designer and founder Heather Williams, The Brooklyn Footwear Company cofounders Jury Artola and Olga Grib; and moderator Christian Allaire, assistant fashion editor of *Footwear News* Las Vegas Convention Center South Hall, Level 2, Room S229 11 a.m.-noon

Fashion Snoops Presents "Women's Global Trend Stories + Cultural Connections For F/W 16/17," featuring Melissa Moylan, creative director womenswear for Fashion Snoops Las Vegas Convention Center North Hall, Level 2, Room N250 11:30 a.m.-12:30 p.m.

"Flexible Free Trade: What Is in the Pipeline That Could Affect Where You Source?" a panel featuring Eric Randrasana, special adviser on AGOA to the president of the Republic of Madagascar; Edward Hertzman, publisher of Sourcingjournal.com; Joan Mudget, director supply-chain excellence for WWA Advisors; Rajiv Malik, board member, Made in a Free World / former VP global sourcing at Gap Inc. and Old Navy; and moderator Tom Travis, managing partner with Sandler, Travis & Rosenberg Las Vegas Convention Center North Hall, Level 2, Room N251 Noon–1 p.m.

"Show Me the Money!" featuring Paul Erickson, VP of client services for RMSA

Las Vegas Convention Center Buyer's Suite, Level 1, Room N115 Noon–1 p.m.

"Evolution From Blogger to Brand With Emily Schuman of Cupcakes & Cashmere," featuring Emily Schuman, founder of Cupcakes & Cashmere, and Noah Buck, client strategist with Matte Black

Las Vegas Convention Center Central Hall, WWD Social House, Booth 73012 1–2 p.m.

Modern Pulse and The Bromley Group Present: "The Art Of Footwear Success: The 3 Most Influential Elements to Build Your Footwear Business," a panel featuring Modern Pulse Principal Partner and Business Adviser Len Pesko, Modern Pulse Principal Partner and Product Specialist Deborah Cianciotta, The Bromley Group Principal Karen Bromley, and The Bromley Group Creative Director R. Scott French Las Vegas Convention Center South Hall, Level 2, WSA@MAGIC, Booth 91400 1–2 p.m.

"Desirable Wearables: The Future Is Here," featuring Syuzi Pakchyan, founder of Fashioningtechnology.com and user experience lead for BCGDV Las Vegas Convention Center North Hall, Level 2, Room N250 1:30–2:30 p.m.

"Shopthefloor: The Digital Marketplace That's Transforming How ➡ Seminar Calendar page 12





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Specialty Product, Domestic Supply Chain

Kentwool's new performance apparel division expands its U.S.-made product mix beyond golf and socks.

By John McCurry Contributing Writer

Location increasingly matters when it comes to where apparel products are made. One company experiencing this is **Kentwool**, a venerable South Carolina–based company that has become known in recent has gained widespread acceptance among pro and amateur golfers, but its reputation has spread beyond golf. The socks are sought after by manufacturing workers and others whose jobs require standing for long periods of time.

In addition to 100 percent wool yarn,

the socks include yarn made from coconut fibers, which serve to reduce odor and abrasion, and textured nylon, which adds ventilation.

"I knew the brand and product was good, but I didn't know how widely known it was," Murphy said. "We conducted an online consumer survey of Kentwool loyalists and found consumers love the product and have a passion for it. Commitment to the product is extremely high. That was good news."

That survey found that it does matter to fans of Kentwool's golf sock that they are made in the U.S. The typical purchaser of the socks is male, in his mid-50s and has high disposable income.

"We think that being made in the U.S. not only ensures the quality and craftsmanship but is of great marketing value," Murphy said. "We like the flexibility that a shorter lead time offers."

Building a U.S.based supply chain requires finding good suppliers and manufacturing partners. That hasn't been a challenge thus far for Kentwool, which has been working with some of the well-known names in the knitting business for its sock production, including Wigwam of Sheboygan, Wis. About half of Kentwool's sock sales are through golf shops, and half are online. Black and natural are the most popular colors for the socks, but color drives purchasing decisions, and the company is planning on offering team colors for high school, college and pro sports.

Venerable Kentwool is a true survivor in the textile industry. The Greenville, S.C.– headquartered company has evolved and diversified over the last several years. The company was founded in Pennsylvania in 1843 and been family owned and operated ever since.

Chief Executive Officer Mark Kent is Made in America page 6



DOMESTIC SINCE 1841: Family-operated Kentwool has been making socks in the United States for 172 years. The company recently surveyed its consumers and found that Kentwool's domestic manufacturing was part of the reason for those consumers' brand loyalty.

years for its high-end, high-tech golf socks. Dan Murphy, who spent 11 years with golf-ball manufacturer **Bridgestone**, recently joined Kentwool as president of its new performance apparel division. Murphy is charged with taking the division beyond its golf socks into other areas. The sock, which retails for \$20 a pair, has achieved considerable success in just a few years. It



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TECH NOTES





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Infor to Acquire GT Nexus

New York–based technology solutions provider **Infor** announced it plans to acquire **GT Nexus**, the Oakland, Calif.–based global trade and logistics platform, for \$675 million.

The deal is expected to be finalized in September following regulatory approval.

There are approximately 25,000 customers—including adidas Group, Caterpillar, Columbia Sportswear, DHL, Home Depot, Levi Strauss & Co., Maersk, Pfizer, Procter & Gamble and UPS—using GT Nexus' cloud-based network.

Infor is a supplier of ERP (enterprise resource planning) and PLM (product lifecycle management) software. There are more than 3,200 fashion and retail businesses using the **Infor CloudSuite Fashion**, according to the company, which says many of those clients are also using GT Nexus. Together, the two companies will help businesses improve sales, operations and production planning by integrating merchandising, marketing and demand data. Companies can also track the status of work-inprocess orders still in production through the Infor system as well as any production changes through Infor's PLM solution.

"Together, Infor and GT Nexus will provide customers with unprecedented visibility into their supply chains to manage production and monitor goods in transit and at rest," said Charles Phillips, Infor chief executive officer, in a statement. "In a complex, highvelocity supply chain, all partners need to know what was ordered, when it was built, where it is in transit, if the order has changed and has it cleared customs. Specialization and speed are moving the future of manufacturing into the commerce cloud."

GT Nexus' global order-management system allows retail, fashion and manufacturing companies to collaborate with suppliers and manage shipments to customers, distribution centers and retail outlets.

Buyers and suppliers access the GT Nexus network through their order-management system. Order information is sent by buyers through GT Nexus to suppliers, financial institutions, freight carriers and logistics providers. GT Nexus manages "the master record of the order across multiple partners" for the entire network. The company also facilitates more than \$20 billion in payments between buyers and their suppliers in 90 countries and in 8 currencies, according to a company statement.

"Infor is a great home for GT Nexus, and we're excited to join forces with a company with a strong manufacturing, retail and supply-chain pedigree," said Sean Feeney, CEO of GT Nexus, in a company statement.

Infor also has a social collaboration platform, **Infor Ming.le**, for managing "unstructured processes within the supply chain," and **Infor Rhythm** is the company's omni-channel e-commerce platform.

For more information, visit www.infor. com and www.gtnexus.com.

—Alison A. Nieder

MADE IN AMERICA

Made in America Continued from page 4

the fifth generation of his family to run the company, which now has three divisions: **Kentwool Manufacturing, Kentwool Performance Apparel** and **Kentwool Development**, which owns commercial real estate. But it's the textile business that is still the core of the company, and Kent said it's poised for growth.

"I think back in the 1990s everyone was looking for a way to save the business how to survive, circle the wagons and protect themselves in an industry that was rapidly moving offshore and contracting upon itself," said Kent, who has been running the company since the passing of his father, Warren, in 1992. "We've been very fortunate in the last few years that we have continually grown our manufacturing business, albeit incrementally, but we have grown."

Kent is bullish on the future of the American textile industry. He says the industry's most difficult period was between 1992 and 2002, when the dust began to settle following a decade of decimation and shifting business in favor of offshore production. He says there were some key ingredients then and now that give hope to the industry's survivors. The first is low-cost power, which is not available everywhere in the world. Secondly, he says, the industry has survived several waves of low-cost Asian labor. He says the ingredients are in place for a slow, steady growth of the textile industry.

"What I see is a far more adaptable, flexible American industry. It used to be a lot of battleships out there, not a lot of speed boats that could turn quickly and do things differently," Kent said. "Now, I might argue that there are more of those speed boats. They are more aggressive, able to get new ideas to the market faster than ever before."

Kentwool will debut a line of performance underwear and a line of sweater vests for golfers this fall. Like the successful Kentwool golf socks, these products will be made entirely in the U.S. The underwear will be manufactured in South Carolina. Kentwool does all of the design and development of products and has developed an all-American supply chain. But Kent says that with the shrinkage of the textile industry over the past 15 years, he wasn't sure how easy it would be to put together a U.S.centric supply chain.

"Initially, I didn't know if the skill and the talent was still here to be able to produce what we needed," Kent said. "But after a while I was amazed to find that not only was the talent still here, but certain little niches were still growing. We have been trying to help cultivate that. Our big push and our selling point is 'Made in the USA.""

Kentwool's primary product is wool yarn. End uses include apparel, automotive and medical products. Apparel has been the company's biggest market. The company's largest customer is **St. John Knits** of Irvine, Calif. In the outdoor trade, Kentwool's yarns can be found in high-tech socks made by Wigwam Mills and **SmartWool**. Yarn produced at the company's Pickens, S.C., plant also goes into products as diverse as men's suits and first-responder burn blankets used for fire victims.

"We had developed this sock that we knew was the world's best golf sock, and what I wanted to do next was fit the golfer head to toe," Kent said. "I didn't know when we started this program that while the sole destination of this sock was golf, because of its performance characteristics, we have people running in it, we have people hiking in it, exercising, doing yoga, climbing mountains. It's exceeded my expectations of what it could do performance-wise. We hope that the next product we come out with will do the same thing and will continue to live that long."

A Tale of Two Companies: How Tukatech is transforming the manufacture of everything from anti-gravity suits to the standard T

(Advertisement)

It is a testament to Tukatech's versatility that Vinyl Technology Inc., producers of antigravity suits for Air Force and Navy fighter pilots, and Tipsy Inc., producers of souvenir T-shirts for iconic American sites such as the White House, are both using Tukatech technology.

This is a point of pride for Ram Sareen, the visionary behind Tukatech, the industry's leading provider of software and hardware technology, that his products are not only adaptable to a wide range of apparel-related businesses, large and small, but can be vital to their success. Case in point is the very different situations of these two longstanding Los Angeles area-based clients.

Vinyl Technology, located in Monrovia, is a 375-employee, high-tech facility that does radio frequency heat sealing of plastic materials that need to be airtight—things like hazmat suits and medical products. The larger part of its business, however, is what the company's president, Dan Mollura, terms "industrial sewing." Vinyl Technology's anti-gravity suits are equipped with air bladders that inflate during flight to keep blood flowing to the pilot's brain to avoid "G-loc"—loss of consciousness.

With lucrative Defense Department contracts, Vinyl Technology is in an enviable position at the moment. "Our business is growing within a market that is not growing," Mollura explains. "The pie isn't getting any bigger, but our portion is increasing. And following a trend of the government replacing older tech suits with newer tech suits, we're one of two

companies qualified to make these new tech G-suits. And we are the primary supplier." To handle the increasing demand, Vinyl Technology needed to increase its production capacity quickly.

The company had already invested in TUKAcad design software several years back. The relationship between Mollura and Sareen, however, goes back a great deal longer, to the days of the Space Shuttle program. Vinyl Technology had a contract to develop "sound attenuation bags"—fabric bags attached to the bottom of the booster rockets that would fill with water at liftoff to absorb sound and prevent damage to the shuttle, then incinerate. Sareen helped Mollura



Vinyl Technology's "sound attenuation" fabric bags



Vinyl Technology's G-suit

modify a cutting machine to hot-cut the parachute fabric for the bags. "It was a very unique application that he was able to help us out with," Mollura recalls. And he has kept in touch with Sareen ever since.

With Vinyl Technology's new business demands, "we had the need to cut more plys of material for the G-suits, and our current machine wasn't able to give us the results," Mollura says. "I challenged Ram to see if his machines could do a better job. He took a look, made some tests, and very quickly he came up with a solution. We tested it out and we decided to go with the machine shortly thereafter." The TUKAcut D600 is scheduled to be installed in the next few weeks.

Tipsy Inc., one of Tukatech's more traditional apparel industry clients, which has an 80-employee manufacturing facility in the City of Vernon, also has a need for volume. Tipsy produces souvenir T-shirts and sweatshirts for museums, national parks—"any tourist place, mainly," explains Paul Singh, Tipsy's vice president.

With volume of about 1 million items per year, Tipsy invested about six years ago in TUKAcad. "With its marking and grading program, we saved a lot of fabric; our waste is minimal," Singh says. An added bonus, he goes on, was the program's ability to put different styles together on the same marker, since Tipsy often uses the same fabric for different items. "Whatever we paid to buy the software," says Singh, "we recovered in six months."

This year, the company invested in a Tukatech automatic cutting machine as well,

and Singh already has seen a difference in the speed, precision, and volume—"at least 20 percent more than with the previous cutter." Its user-friendly interface also has made an impact. "Before, we used to have only one person who knew the machine," Singh says. "Now everyone knows it. It's that easy to understand."

Most importantly to Tipsy, however, is Tukatech's superb technical support—another point of pride for Sareen. "The other cutter was giving us a lot of problems," Singh says. "The other company had no support—we would wait months and not hear from them. Our production would stop and we lost customers.

"The best thing about Tukatech," he continues, "they call to find out how things are, which is very important. If we have any issues, their tech people come right away. That gives you peace of mind. Our customers now have confidence in us."

Both Mollura of Vinyl Technology and Singh of Tipsy point out the great advantage that Tukatech is local. "They can come and answer any question any day," Singh says.

That support includes Sareen himself, always a valuable resource for his clients. "Ram takes a personal interest," Singh attests.

"He's very helpful, very knowledgeable," says Mollura. "He's assisting us even with improving the layout of our cutting department to provide better flow."

"The point," says Sareen, "is that technology is going to help bring the jobs back to America. It's not really just for large companies. Technology today is affordable. We cannot ignore the use of technology to facilitate our growth. At Tukatech, we are providing our garment-industry people with affordable technology and helping them bring the jobs back to the U.S."



Tipsy's hoodies



ignore the use of technology to facilitate our growth. At Tukatech, we are providing our garmentindustry people with affordable technology and helping them bring the jobs back to the U.S. *—Ram Sareen*









TUKATECH

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Design-Driven Development

Epson's new sublimation printer and inks are designed with fashion in mind.

By Alison A. Nieder Executive Editor

Print solution company **Epson** has the fashion industry in its sights, hoping to win designers over with the promise of creating their own graphic prints on demand.

Epson's existing sublimation printers worked well for prototypes and limited production runs, but apparel makers told the company they needed a printer capable of continuous printing at high speeds.

The company, which has offices in Long Beach, Calif., is getting ready to roll out the latest in its SureColor F-Series of sublimation printers. The top-ofthe-new-line printer, the F9200, is a dual-printhead, 64-inch-width printer.

"This solution is specifically geared toward fashion," said Tim Check, **Epson America**'s product manager for professional imaging. "The new technology that we have coming out is based on what we've heard back from fashion and sports apparel [companies and the] solutions that they need."

Priced at \$26,000, the F9200 is capable of printing at "just over 1,000 square feet an hour," Check said, although production speed is typically more than 500 square feet an hour.

The F9200 uses the same printhead design as Epson's earlier top-of-the-line model, the F7170, but there are two of them and they're staggered to improve speed.

"Every time it takes a pass over the paper, it's printing over at least a 2-inch swatch. The two heads give it twice the speed right off the bat," Check said.

Also, the printer has dual sets of inks with a capacity of 3 liters of ink per color, or 12 liters of ink total.

"In a high-production environment, you need to have more ink," Check said. "This system is really built for 24/seven production. You can keep it running, and the printer sends you an email note when it runs low on ink or paper. It really, truly can be an unattended printer." Epson enhanced the frame on which the F9200 sits to keep it steady and reliable. "It's built like a tank," Check said. "The system is built to last in an industrial environment."

The heavy frame helps wind the printed transfer paper tightly, Check said, to cut down on drift at the calendar press. "When it gets to the heat-transfer system, it's important that the paper stays put—it's not drifting," Check said. "Having a very precisely tight-wound paper is really important. A rigid frame helps produce much tighter tolerances around the winding of that paper after it's been printed."

There's also an optional post heater to help dry the ink prior to winding for companies using the printer in high-humidity environments.

"While we love the printer to work in 72 degrees and 50 percent humidity, we realize the printer is going to be used in many different places—from cold climates to maybe down in Miami, where it's 100 percent humidity and maybe 90 degrees," Check said. "The heating system will dry that paper before it reaches the take-up reel so you don't have any image being printed on the back side of the paper."

All of Epson's new printers feature an improved print carriage, which holds the printheads. "If someone accidentally left a pencil or pen in the print area—it does happen—when the print carriage comes over it and hits one of those things, it's not going to damage the printheads," Check said. "The printheads are protected by the carriage that they sit within. [Also] if the paper starts to curl a little bit while it's on the platen, the carriage will push the paper back down so you can continue to use the printer without having the printheads dragging across and potentially damaging the printer."

The F9200 has a three-pass production mode, mean-

➡ Technology page 10



Epson SureColor' F-Series Dye Sublimation Sample - High Density Black



Epson SureColor" F-Series Dye Sublimation Sample - Blac

NEW BLACK: Epson is now offering HD Black, a new, high-definition black that gets darker, richer blacks while using less ink. The image at top was printed with the HD Black while the image at the bottom features traditional black ink.



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NEWS

Technology *Continued from page 8*

ing the print carriage passes over the paper three times before advancing.

"We found the print quality we can get with three passes is above what we can

get with any of our competitors running at a four pass. It's almost what our competitors get running a six pass, which is half the speed that our printers are running at," Check said. "The printer has two printheads to go faster, but with this production mode, we're able to run faster at a lower pass count, making the printer able to run significantly faster where it counts, which is production speed."

Epson is also releasing a single-printhead version of the 64-inchwidth printer, the F7200, which is priced at

\$16,000. There's also an entry level, 44-inch-width model, the F6200, which is priced at \$8,500.

All three printers use the same ink set. "It all comes down

to the width and the speed that the systems run at," Check said. The F7200 is designed to be an easy-to-use system for companies looking to do on-demand and light production, Check said.

"Maybe they don't need to run 1,000 square feet per hour," he said. "But they do have jobs that come in, and they need to be able to print those and turn those around. It might be for a few items or 100 dresses or maybe for some signage that's going up for a trade show. The F7200 can get you in the running at just over 600 square feet per hour and production rate of about 240 square feet an hour."

Check describes the F6200 as "our most versatile solution."

"It's just a 44-inch width, and it's not geared for roll-toroll. But it does have a built-in cutter, which makes it great for roll-to-print or cut-and-sew applications when you print just a pattern." (The F6200 is also good for companies printing promotional items and signage or specialty items such as

money on ink and can switch to a lighter-weight transfer paper for added savings, he said.

"It cuts down on your ink usage significantly, so you're saving a lot more money when you print," Check said.

Epson's HD Black is priced the same as its standard ink, and the company

worked on the chemical formula to ensure that the HD Black ink would work well with the Epson printhead and print system.

These high-density blacks get sedimentation," Check said. "If [the ink] settles and you get a plug, it could damage the printhead. It took almost two years to develop this ink set. There really is a lot of chemistry research and development that went into this so you can use these printers 24/seven."

Spend and reward

photo printing on metal.)

The F6200 also has a high-capacity ink bottle, rather than a disposable cartridge, which will cut down on operating costs, Check said.

HD is the new black

Epson is also introducing a new black called the "High Density Black" or "HD Black." Athletic apparel makers had been asking for a richer, deeper black than was previously available from Epson, Check said. Sports apparel makers were looking for a rich black to make the colors and logos on athletic jerseys pop and look clear and vivid, he said.

Another benefit of the HD Black is it requires less ink than traditional blacks, Check said. As a result, users save

Epson sells its products as a complete system of printers, inks, paper, software and service. The company has a rewards program that allows company owners to earn rewards for purchasing ink and paper. The rewards can be used toward discounted service warrantees or even a new printer, Check said.

"We provide a total solution," he said. "There's no finger pointing when the paper doesn't match up or when you're having issues with the ink or the printer is showing an error. It's one number to call. We'll take care of any of the issues you have."

The new F-Series printers are expected to be ready to ship beginning Sept. 1.

For more information, visit www.epson.com.





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Seminar Calendar Continued from page 2

You Shop," featuring Vince Tsai, SVP and general manager of Shopthefloor, **LIBM** Advanstar as Vegas Convention Center Buver's Suite, Level 1, Room N115 1:30-2:30 p.m.

"Discovering S/S 2016 Trends From Trade Shows and European Retail: Key Learnings for Retail Sell-Through" presented by Trendstop Las Vegas Convention Center North Hall, Level 2, Room N250

2:45-3:45 p.m. "Fashion in Flux: The Ongoing Flow

Toward the Future With a Focus on Spring 2016," featuring The Doneger Group Creative Director David Wolfe Las Vegas Convention Center North Hall, Level 2, Room N237 3-4 p.m.

"How to Open and Run a Successful Retail Store," featuring Mercedes Gonzalez, director of Global Purchasing Companie

Las Vegas Convention Center Buyer's Suite, Level 1, Room N115 3–4 p.m. 'Making Paper: A Sales-Driven

Approach to Collaborating With Influencers," a panel featuring Vanilla Extract blogger Nichole Ciotti: Stiletto Beats blogger Emily Cholakian; Linh Winn blogger Linh Nguyen; and moderator Noah Buck, client strategist with Matte Black

Las Vegas Convention Center Central Hall, WWD Social House, Booth 73012 3–4 p.m.

Apparel Magazine's 9th Annual Sourcing Summit: "Breakthroughs in Sourcing From Concept to Delivery." a panel featuring Levi Strauss & Co. VP Product Development and Sourcing Bryan Riviere; Cabela Senior Director of Commercialization Adi Zukerman Homtex Inc. President Jeremy Wootter Kurt Salmon partner Cort Jacoby; and moderator Tony Ward, senior partner with Kurt Salmon Las Vegas Convention Center

North Hall, Level 2, Room N251 3:30–5 p.m "What's Your Story? Branding &

Marketing Essentials in the Digital Age," featuring Matthew Thornton, principal of Armchair Studio LLC Las Vegas Convention Center North Hall, Level 2, Room N250 4-5 p.m.

"Long Live Denim," a discussion with Levi's SVP Global Design Jonathan Cheung, Francois Girbaud, Lot Stock & Barrel founder and Art Director Benjamin Phillips, The Jean Shop founder Eric Goldstein, Nordstrom DMM Men's Tina Aniversario, Isko Global Marketing Director Marco Lucietti, Flaunt founder and Publisher Luis Barajas, and WGSN's Amy Leverton. Sponsored by WGSN, Flaunt and Moet Shanghai Lily at Mandalay Bay Hotel

and Casino 5–7 p.m.

"It's Not Only About Price: Sourcing for Profit While Being Ethical," featuring Mercedes Gonzalez, director of Global Purchasing Companies Las Vegas Convention Center North Hall, Level 2, Room N250 5:30-6:30 p.m

AUGUST 18

PDScommerce Presents: "How to Boost Your Online Conversion Rates: What Sales Are You Leaving on the Table?" a panel featuring PDScommerce Senior Ecommerce Business Analyst Jennifer Conforti; BBC International VP of International Sal International VP of international Sales Seth Campbell; Klarna North America CEO Brian Billingsley; Avalara Partner Sales Manager Michelle Baggett; and moderator Kevin Kennedy, founder and OCD of Documents CEO of PDScommerce Las Vegas Convention Center South Hall, Level 2, Room S229

8–9 a.m "Game Changer: The Stretchable Electronic Ink Enabling Smart Clothing," featuring Dr. Michael Burrows, segment manager for Dupont Las Vegas Convention Center North Hall, Level 2, Room N250 9–10 a.m.

"How to Compete With Department Stores." featuring Paul Erickson, VF Client Services with RMSA Las Vegas Convention Center Buyer's Suite, Level 1, Room N115 9_{-10} a m

The NPD Group Presents: "Fashion and Athletic Footwear—2015 Review and Outlook," a panel featuring Matt Powell, vice president, industry analysis sports and leisure trends for The NPD Group, and Beth Goldstein, executive director and industry analyst for The NPD Group Las Vegas Convention Cente South Hall, Level 2, Room S229

9-10 a.m. American Apparel and Footwear Association (AAFA) Presents: "The Promulgation of State Chemical Regulations—Where Does It End?" featuring Nate Herman, vice preside ident of international trade for the AAFA Las Vegas Convention Center South Hall, Level 2, WSA@MAGIC, Booth 91400 10–11 a.m.

Special Session: "Doing The Right Thing Now for Fashion's Future." a panel featuring Eileen Fisher Director of Social Consciousness Amy Hall; Fashion 4 Development Senior Adviser on Sourcing and Innovations and PVH Corp. Senior Director of Global Sourcing/Innovation and Product Development Jeanine Ballone: Made in a Free World CEO Justin Dillon: and moderator Katherine Stein, director of international business dev lopment. SGS Consumer Goods & Retail Las Vegas Convention Center North Hall, Level 2, Room N251 10-11 a.m.

"It's Only Fashion: Empowering Creativity With Female Voices," a panel featuring Katharine Brandes, cofounder and creative director of BB Dakota: Lauren Osterstock, consulting director of branded content for BB Dakota; and moderator Barbara Ende, president of the Sycamore Marketing Group Inc. Las Vegas Convention Center North Hall, Level 2, Room N250 10:30-11:30 a.m.

"The Influencer Campaign Checklist," a panel featuring Matte Black Brand and Editorial Marketing Manager Delanie Billman; Swim Social Account Executive Jordan-Risa Santos; By Lisa Linh manager and blogger Lisa Linh: and moderator Noah Buck. client Las Vegas Convention Center Central Hall, WWD Social House, Booth 73012

10:30–11:30 a.m.

If You Are Importing Anything—You Need to Know the New Rules," featuring Laurie Mease, international trade specialist with the U.S Department of Commerce, Office of Textiles and Apparel (OTEXA) Las Vegas Convention Center North Hall, Level 2, Room N251 11:15 a.m.-12:15 p.m.

"Grow Your Business With Email and Social Media," featuring Ron Cates, digital marketing expert with Constant Contact Las Vegas Convention Center Buyer's Suite, Level 1, Room N115

Noon-1 p.m. "How to Enrich the Online Shopping

Experience With Curation, Storytel and Editorial Content: A Q&A With Styled By Noir Founder Stephanie Jenkins," featuring Stephanie Jenkins, founder of Styled By Noir, and moderator Marcy Medina, West Coast Bureau Chief of WWD Las Vegas Convention Center Central Hall, WWD Social House, Booth 73012 Noon-1 p.m.

"Jumping Into Omni-Channel: Doing It Now," featuring Jeff Streader, former COO of Billabong, and Brett Trent, SVP of digital retail for Rue21 Las Vegas Convention Center North Hall, Level 2, Room N251

12:30–1:30 p.m. "Wearable Innovators: The Intersection of Technology and Fashion," featuring Madison Maxey, cofounder of Thecrated.Com

as Vegas Convention Cente North Hall, Level 2, Room N250 12:30-1:30 p.m. Footwear Distributors and Retailers

Footwear Distributors and Retailers of America (FDRA) Presents "Omnisourcing in an Omni-Channel World," featuring Matt Priest, FDRA President, and N. Mohan, Vice President of Tata International Las Vegas Convention Center South Hall, Level 2, WSA@MAGIC, Booth 2-3 p.m

lust Attend: "How to Build a Foot Empire," a panel featuring Titan Industries CEO Andrea Bernholtz Shoesareyou.com footwear expert Meghan Cleary: Titan Industries Design Director Nicolas Huneault; and moderator Barbara Ende, president of Sycamore Marketing Group Inc. Las Vegas Convention Center North Hall, Level 2, Room N251 2:15–3:15 p.m.

Fashion Snoops Presents "Men's Global Trend Stories + Cultural Connections for F/W 16/17," featuring Michael Fisher, creative director for menswear. lifestyle and culture at Fashion Snoops Las Vegas Convention Center North Hall, Level 2, Room N250 2:30-3:30 p.m.

"How to Attract, Retain and Engage New Customers," featuring Ron Cates, digital marketing expert with Constant Contact

Las Vegas Convention Center Buyer's Suite, Level 1, Room N115 3–4 p.m.

"Power of the Snap: Why Influencers are Flocking to Snapchat, and How Brands Can Get Involved," panel Reaturing Vanilla Extract Blogger Nichole Ciotti; Linh Winn Blogger Linh Nguyen; Polka Dots & Sailor Stripes founder/blogger Ashley Guyatt; and moderator Noah Buck, client strategist for Matte Black Las Vegas Convention Center Central Hall, WWD Social House, Booth

73012 3-4 p.m.

"Revealing Color's New Direction for Autumn/Winter 2016/17—Pantone + AAATC," featuring Laurie Pressmar vice president of the Pantone Color Institute

Las Vegas Convention Center North Hall, Level 2, Room N251 3:45–4:45 p.m.

"How to Increase Your Profits Through Better Trend Execution: Translating Trend Concepts Into Successful Products for Fall 2016–17," presented by Trendstop Las Vegas Convention Center North Hall, Level 2, Room N250 4:30-5:30 p.m.

"Social Media Is Like Owning a Store," featuring Lindsay Anvik, CEO of See Endless Inc.

Las Vegas Convention Center North Hall, Level 2, Room N250 5:30-6:30 p.m.

AUGUST 19

"What Is EMV (Europay/ Mastercard/ Visa) and How Can I Be Prepared for The 10/1/15 Deadline?" featuring Colt Riley, VP of Operations for Big Hairy Dog Information Systems Las Vegas Convention Center North Hall, Level 2, Room N250 10-11 a.m.

"Wow Customer Service," featuring Mercedes Gonzalez, director of Global Purchasing Companies Las Vegas Convention Center Buyer's Suite, Level 1, Room N115

10–11 a.m. "Social in Motion: The Rising

Vanilla Extract Blogger Nichole Ciotti; Linh Winn Blogger Linh Nguyen; Polka Dots & Sailor Stripes Founder/Blogger Ashley Guyatt; and moderator Noah Buck, client strategist for Matte Black Las Vegas Convention Center Central Hall, WWD Social House, Booth 73012

10:30–11:30 a.m.

"He Said/He Said Redux," a panel featuring Alex Badia, fashion editor of WWD and fashion director of M Magazine: Christophere 17 agazine; Christopher Kim, fashion editor of Yahoo Style: and moderato Chelsea Matthews, CEO and founder of Matte Black

Las Vegas Convention Center Central Hall, WWD Social House, Booth 73012 Noon-1 p.m.

"Your Top Eight Accessory Questions Finally Answered!" featuring Karen Giberson, president of the Accessories Council

Las Vegas Convention Center Buyer's Suite, Level 1, Room N115 Noon–1 p.m.

Supply Chain Resource Guide

AIMS360

110 E. 9th St., Suite A1169 Los Angeles, CA 90079 (310) 243-6652 www.aims360.com info@aims360.com Contact: Henry Cherner or Chris Walia

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1881 Athens Highway Jefferson, GA 30549 (706) 367-9834 www.buhleryarns.com sales@buhleryarns.com Contact: David Sasso

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California Label Products

13255 S. Broadway Los Angeles, CA 90061 (310) 523-5800 Fax: (310) 523-5858 Contact: Tasha www.californialabel.com info@californialabel.com

Products and Services: California Label Products has a great line of domestic trims that are proudly Made in America. These products consist of woven labels, printed labels, care labels, size tabs, custom hangtags, heat transfers, and stickers. We also have a service bureau for care labels and price tickets with a 48-hour turn time. Best of all, we have an in-house Art Department, where our graphic arts team can always help you with Brand Identity and Label Solutions! Check our website for a full product list or call or email us.

Dara Inc.

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the highest quality of service, Dara Inc. has positioned itself as one of the industry's top leaders throughout Southern California as well as received significant national and international recognition of excellence. Our most valuable asset is the ease of doing business due to our huge array of products, making it a "one-stop-shop" for all of our clientele's needs. Visit us at Sourcing at MAGIC, Booth #FTP66107.

Design Knit Inc.

1636 Staunton Ave. Los Angeles, CA 90021 (213) 742-1234 Fax: (213) 748-7110 www.designknit.com shalat@designknit.com Contact: Shala Tabassi **Products and Services:** Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of

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Continued from page 13

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Contact: Andy Long, VP Sales and Marketing

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