

CALIFORNIA ApparelNews

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\$2.99 VOLUME 71, NUMBER 36 AUGUST 21-27, 2015



Kentaro Kameyama, a student at FCI The Fashion School, drew inspiration from Jack Kerouac's "On the Road," classical composer Henry Purcell and modern electronic musician Ryoji Ikeda for his collection, shown Aug. 13 at the Celebrity Centre International in Hollywood. For more from the show, see page 5.

TRADE SHOW REPORT

Cabana Opens Its First West Coast Swimwear Show

By Deborah Belgium Senior Editor

For the last two years, **Cabana** has been a popular trade show held in two big tents on the beach during **Miami Swim Week**. Buyers and vendors consistently raved about the well-curated collection of brands and the cool vibe that have kept exhibitors happy and buyers walking through the doors.

So when Cabana announced it would launch a West Coast version of its show in Newport Beach, Calif., there were several swimwear manufacturers and sales reps who decided to sign up for the inaugural launch.

Cabana West Coast took place Aug. 13-14 at the same time as **Swim Collective**, a larger swimwear show up the road in Huntington Beach.

Janet Wong, one of the show's two organizers, said she and her business partner, Sam Ben-Avraham, decided to hold the show at the same time as Swim Collective so that buyers could take advantage of visiting both shows at the same time.

Cabana West Coast provided a free shuttle bus between its venue, the **Balboa Bay Resort**, and the Swim Collective location at the **Hyatt Regency Huntington Beach Resort** and

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TRADE SHOW REPORT

Buyers Navigate Changed Format at Las Vegas Trade Shows

By Andrew Asch, Deborah Belgium, and Alison A. Nieder

LAS VEGAS—The landscape of the Las Vegas trade shows changed again as the giant **UBM Advanstar**, owner of the **MAGIC Marketplace** and **Project**, re-merchandised the layout of its shows.

For the shows' Aug. 17-19 run, **ENK Vegas** was renamed **Project Women's**, **MAGIC Men's** was renamed The Collective, and the **Pooltradeshows** moved from a lower-level space in the **Mandalay Bay Convention Center** back to a space adjacent to Project on the main level.

At the **Las Vegas Convention Center**, **Sourcing at MAGIC** moved from the South Hall to the North Hall, and **MAGIC**'s newest partner show, **CurveNV@MAGIC**, bowed in a dedicated space at the back of the Central Hall next to **WWD-MAGIC**. **Playground** was in the North Hall, and the convention center's South Hall featured footwear brands and sourcing resources showing at **FN Platform** and **WSA@MAGIC**.

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TRADE SHOW REPORT

Swim Collective Buzzes With Business

By Deborah Belgium Senior Editor

Swim Collective is just a few years old, but already it has grown to the size of the very popular **SwimShow** in Miami Beach, Fla.

Launched only four years ago as a biannual event, Swim Collective has grown from 50 exhibitors to five times that number and then some. "We now have the same amount of exhibitors as Miami's SwimShow," said the show's founder and executive director, Shannon Leggett.

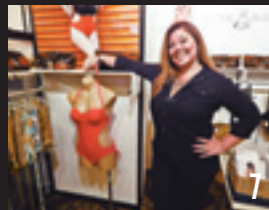
He noted that the most recent show, held Aug. 13-14 at the **Hyatt Regency Huntington Beach Resort and Spa**, had 280 exhibitors, compared with 240 last year.

Swim retailer Diane Biggs, who for decades has operated nearly 20 **Diane's Beachwear** outposts in California and Arizona, was walking the show with a small knot of her buyers. They were in search of the next swimwear trend for 2016. "There is a lot of edge out there, and the suits are

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INSIDE

Where fashion gets down to businessSM



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Change for West Hollywood's Fur Ban

The city of West Hollywood, Calif., approved America's only municipal fur ban in 2013, and the ban survived a challenge in federal court in 2014. However, the final word has not been said on the law. The West Hollywood City Council unanimously passed an amendment to the ban on Aug. 17.

West Hollywood's municipal code continues to prohibit the sales, import, export or trade of fur products within the city limits of the 1.89-square-mile municipality. But the City Council amended the law. It changed some language in the law and also added an exemption.

The language change strengthens the prohibition on display of fur goods at retailers, said John D'Amico, a West Hollywood city-councilmember. The unanimous vote was crucial, too, he said. "For the first time, the entire

council stood up and voted unanimously to uphold the fur ban," D'Amico said.

The exemption was added so that the law would not conflict with California's Fish and Game code. The state law allows for the display and sale of fur lawfully taken by people with a state trapping license. A Superior Court judge had previously ruled that West Hollywood's ban conflicted with California's Fish and Game code. The council added the exemption so its fur ban would not clash with state law.

West Hollywood's fur ban had previously given exemptions to sales and displays of fur preserved through taxidermy, nonprofits selling fur products as well as and vintage and pawn shops selling used fur products. With the new amendment, fur lawfully trapped under state law could be sold in West Hollywood.

David Fink, an attorney who has been working on a pending suit against the fur ban in Los Angeles Superior Court, said the amendment's exemptions put a lot of holes in the ban.

"The exemptions written into the new fur-ban ordinance now allow a wide array of fur products to be sold in West Hollywood apparel stores and will make it virtually impossible to enforce the ordinance against non-exempt fur products," Fink said. He serves as the legal representation for West Hollywood retailer **Mayfair House** in its suit, which claims that the ban violates the U.S. and California constitutions.

The ban continues to make arbitrary selection of what retailers can sell, said Genevieve Morrill, president of West Hollywood's Chamber of Commerce. Under the amendment, retailers can sell fur from an animal that

was legally taken under state law but not fur from other sources.

"The amended ordinance means that local retailers can sell mink coats but not **UGG** boots.

"It makes no sense," Morrill said.

The City of West Hollywood has long cultivated a reputation of being something of an animal-rights city. In 1990, West Hollywood declared itself a "cruelty-free zone" for animals. In 2014 decision on Mayfair's suit against the city, Chief Judge George H. King of the United States District Court for the Central District of California wrote in his opinion that prohibiting sales of new fur items was a "legitimate" step in the city's mission to be a cruelty-free zone for animals. Mayfair's lawyers filed the suit in Los Angeles Superior Court.—*Andrew Asch*

O'Neill Partners With Cynthia Vincent on New Collection

O'Neill—the California brand known for its casual clothing, surfboards, swimsuits and wet suits—has tapped designer Cynthia Vincent for its second contemporary collaboration.

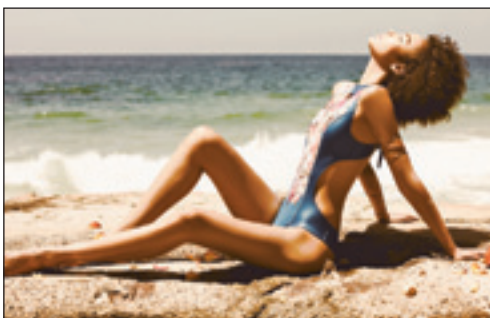
The sophisticated looks are incorporated not only into swimsuits but also cover-ups, sweater ponchos, rompers and dresses that go from the beach to the street and wet suits with feminine prints that could only come from Vincent, known for her **12th Street by Cynthia Vincent** label.

"We felt like her aesthetic aligns with our look and feel. It's a natural partnership, and it will allow us to reach out to a consumer we don't often have access to. It's also for a younger girl," said Rachael Hill, design director for

O'Neill Women's.

Vincent contributed her artwork and embroidery designs, and O'Neill provided the rest. "It is the first time we have ever collaborated on the wet suit side of things," Hill said. "We took feminine prints of Cynthia's and put them on wet suits. We have neoprene leggings, spring suits [wet suits made out of lighter material], sleeveless suits and full suits."

The collection includes a black-and-white



maxi dress that buttons up. There is a flowing gauze dress in a watercolor floral and also in an ethnic tribal pattern.

A sweater poncho has a fringe at the hem. The idea for the fringe came from a pattern inspired by a vintage

rug that Vincent owns.

The collection will arrive in stores next April for the Summer 2016 season. Retail price points will range from \$140 to \$200 for wet suits, \$46 to \$110 for neoprene swim pieces and \$60 to \$100 for sportswear.

O'Neill is working with Vincent to develop dresses and sweaters for the holiday season. "We see the impact of these collections as really positive," Hill said.

This is O'Neill's second contemporary collaboration. The first was with Anna Sui, whose collection rolled out this summer and is still in stores.—*Deborah Belgium*

SPOT CHECK

Assembly Expansion to LA Retail Market

Assembly—an independently owned retailer, eponymous designer brand and **Council of Fashion Designers of America** member—opened a second location, in Los Angeles, earlier this year.

The new location, at 7977 Melrose Ave., opened in May and follows Assembly's first retail location, in New York.

"With an address in one of the most tenured retail destinations in the country, the new retail space is a fitting home for Assembly to showcase their international roster of independent designers, fine jewelry and ac-

cessories alongside [our] namesake his/hers RTW collection," said Designer and Chief Executive Officer Greg Armas.

Armas previously owned the boutique **Scout Los Angeles** until he relocated to New York in 2008. "In my mind, I never left LA," Armas said. "It has always been about incorporating a West Coast feel into the East Coast mentality."

Assembly's 1,850-square-foot minimal space on Melrose is dotted with trademark modern touches such as solid marble ele-

ments, exposed construction elements and found-object placement. Similar to the New York location, Assembly Los Angeles showcases new designers such as **Sandy Liang**, **CF Goldman**, **69, Feit**, **Building Block** and **Nektar de Stagni** in a gallery-like setting.

New to Assembly as of this summer for both locations and online is the company's namesake shoe line. Assembly's "Plaza" espadrille, for men and women in black and white cotton, is a reference to Armas' own timeworn espadrilles with which he traveled extensively over the years.

For the Assembly version, he maintained the classic simplicity and ease of a classic espadrille design but modernized it by giving it a lace-up style and a traction sole for navigating city life. The shoes are handmade in Spain and retail for \$84.

Currently in Assembly's new LA store, bestsellers include **Shaina Mote** convertible tops and dresses in solid colors (\$140–\$400), **Assembly** black-and-white elevated basics (\$200–\$1,200), **Doc Martens** monochromatic white oxfords for him/her (\$110) and **Shannon Nataf** fine gold jewelry (\$2,000–\$4,000).

Armas said the store prides itself on carrying "authenticity and original, wearable concepts. Our hand-selected vintage pieces mixed in with the new collections have been extremely sought after, and we find lots of international clients gravitating toward fine jewelry and accessories."

For more information, visit www.assemblylosangeles.com.—*Alyson Bender*



JEFF MCLANE

cessories alongside [our] namesake his/hers RTW collection," said Designer and Chief Executive Officer Greg Armas.

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Las Vegas *Continued from page 1*

In addition to the trade shows at the Las Vegas Convention Center and the Mandalay Bay Convention Center, buyers also shopped the **Modern Assembly** shows at the **Sands Expo & Convention Center** and **The Venetian**, including **Liberty Fashion & Lifestyle Fairs**, **Agenda**, **Capsule**, **MRket**, **Stitch** and **Accessories The Show** as well as the **Offprice** show, also held at the Sands. Buyers also visited the **WWIN** (Womenswear in Nevada) show at the **Rio All-Suite Hotel and Casino** and **Kidshow** at **Planet Hollywood**.

With so much ground to cover, some retailers had to ration the time spent at each show. That was the case for Don Zuiderma, co-owner of the West Hollywood, Calif.-based menswear boutique **LASC**, who said he thought the many trade shows running concurrently in Las Vegas impacted attendance.

"I don't see as many people [at the shows]," he said.

At the **Velvet Heart** booth at **WWD MAGIC**, owner Moshe Tsabag said traffic came in waves.

"We get a few people and then the booth is full. It's been like this all day since we opened," he said on opening day.

Tsabag said he was seeing a good response to the contempo-

Rojas said buyers are starting to feel more confident. "They are looking for new things no one else has to be more competitive and to stand out."

Bryn Thomas, head of sales for Los Angeles-based **Lip Service**, said he thought traffic would have been stronger if the trade-show schedules had been staggered. A few years ago, when the shows at the Mandalay Bay opened a day earlier than the shows at the Las Vegas Convention Center, Thomas said, the company had one of its best shows ever and opened several new stores.

"Sales were up at least 20 percent for all brands," he said.

Pierre-Nicholas Hurstel, chief executive office of **CURV-Expo Inc.**, which organized the **CurveNV@MAGIC** show, described the event—the first in partnership with **MAGIC**—as a "very successful relaunch."

The show featured a mix of lingerie, swimwear, sleepwear, loungewear and hosiery resources.

For many of the swimwear exhibitors, **CurveNV@MAGIC** came at the end of a season of swim shows, but several said the Las Vegas show gave them a chance to meet with boutique and resort buyers who may not have attended the earlier shows.

"This is a great platform for new business and resort buy-

was on par with last year, but he expected sales to increase 25 percent over last year's show.

Chris Josol, with the Los Angeles-based **Flagship** showroom, said he saw buyers from **Amazon.com**, **Nordstrom**, **Bloomingdale's**, **Urban Outfitters** and **Need Supply Co.**



Sourcing at **MAGIC** featured fabric and trim resources, domestic and international sourcing, resources, and technology suppliers.



Saint James at **Stitch**



Johnny O at **MRket**



Ben Avraham and Sharifa Murdock at **Liberty**



The White Crow booth at **Project Women's**



The Skies Are Blue booth at **WWD MAGIC**



Rob Jungmann of the Jungmaven brand, pictured left at the Jungmaven booth at **Capsule**



Marlies Dekkers at **CurveNV@MAGIC**



Teresa Gipson, Evelyn Toles and Barbara Hawthorne show off the hats from **Scruples Originals**, which had a booth at the **WWIN** show.



Agave at The Tents at **Project**



Silk screening tote bags at **Pooltradeshow**



Karl Kani at **Agenda**



Johnnie Loves June at **Accessories The Show**

rary line **Velvet Heart** and the company's new young contemporary brand, **Free Heart**. Buyers from **Nasty Gal**, **ModCloth** and **Bloomingdale's** stopped by the booth.

"People are building inventory because they feel confident in business," Tsabag said.

Peter Burke, chief executive of **PJ Salvage**, was equally upbeat about current market conditions. (The Irvine, Calif.-based sleepwear and loungewear company was recently acquired by Tel Aviv-based **Delta Galil Industries Inc.**)

Burke, who was also showing at **WWD MAGIC**, said retailers have told him that business is growing. "I think we'll have a good holiday," he said.

The first part of the year was challenging for many Midwest retailers, who saw business affected by bad weather, said Greg Garrett, co-owner of Irvine-based **Z Supply**, which produces the **White Crow** and **Black Swan** collections. But many of those retailers saw business pick up following the Fourth of July holiday, Garrett added. "We're getting an early read on fall right now," he said. "We're getting a lot of reorders."

At the **Pooltradeshow**, exhibitors were pleased that the show was adjacent to **Project** this season.

"I'm really happy it's connected to **Project**," said Freddie Rojas, designer of the Los Angeles-based **Rojas** line. "We get a lot of walk-through traffic."

ers," said Debby Martin, national sales manager/retail marketing for Irvine, Calif.-based swim brand **L*Space by Monica Wise**, which is a longtime exhibitor at **CurveNV**.

Nathan Chera, who represents the **Anne Cole Signature**, **Cole of California** and **Anne Cole Locker** brands, also said he saw a lot of resort and boutique brands. Chera said his company previously showed with other swim brands at **MAGIC**.

"This year is definitely better than last year," he said.

Sands Expo and The Venetian

Now in its third year, the **Liberty Fairs** trade show has been tweaking its product mix since it first launched in August 2013.

"We finally got the flow of the show perfect," said show founder Sam Ben-Avraham. "We have 20 percent of brands every season revolving [out of the show]. When it's not the right mix, it interferes with the show. This season we had the ultimate brand selection."

For Jim Kremer of Australian brand **Shoreditch London**, traffic at **Liberty** seemed a bit slow, but overall the show was successful.

"All of the people we wanted to see came to the booth," he said.

Robert Meyer, designer of **SLVDR**, said he thought traffic

"People come to Vegas to finalize their orders," he said.

At **Capsule**, George Vause, USA sales and operations manager for the New Zealand-based brand **I Love Ugly**, said the show's timing helps wrap up the season.

"It's the finale," he said. "It's when you close orders and lock down accounts and pick up the money."

That said, Vause added, "You always get a buyer who waits for Vegas to do all of their ordering."

Vause said he typically sees more of the brand's West Coast buyers as well as Japanese retailers at the Las Vegas show.

"This is our best show," said Brian Chan, founder of the Whittier, Calif.-based men's brand **Wolf & Man**.

By the second day of the show, **Wolf & Man** had picked up orders from 20 stores.

This season, streetwear veteran Karl Kani was introducing his newly relaunched **Karl Kani** collection at **Agenda**. This was the first time in a decade that his brand exhibited at a trade show.

"People had been hearing the buzz that Karl Kani is back," he said. "We wanted to establish that the brand is really out."

Traffic was so busy at the show that Kani said he did not have time to leave the booth all day.

Stitch, **MRket** and **Accessories The Show**, the three shows

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Las Vegas *Continued from page 3*

organized by **Business Journals Inc.**, were held in an adjoining space at the Sands.

Stitch, which consists primarily of contemporary womenswear, was brisk with business. This was the first time that Lori Marchand, owner of the **Impulse Moda** showroom at the **Gerry Building** in Los Angeles, was exhibiting her lines. She said she was doing particularly well with velvet burnout tops by **Hariri**.

Kristy Kurtmen was showing her family's **Kurtmen** line of colorful leather cowboy boots, purses and leather bands at **Accessories The Show**. Her family designs and manufactures the boots and purses in Martindale, Texas, outside of Austin. They have been attending the show for five years and finding a following in the South, Midwest and West for their boots, which wholesale for \$289 to \$439. "The show has really, really been great," she said.

At MRket, which showcases more-traditional menswear, exhibitors who made appointments were doing well. Tim Tobin, the regional salesperson for **Robert Graham Clothing**, was exhibiting dress shirts, tailored clothing and neckwear made by licensee **Shirt Avenue** in New York.

Shirt Avenue recently got the license for tailored clothing and neckwear and was eager to show the line. "It has been good," Tobin said, noting that there was a cocktail party on the night of Aug. 17, the first day of the show, at the Mandalay Bay to celebrate the 15th anniversary of Robert Graham Clothing.

The Offprice show, held in the ground floor of the Sands, saw a 5 percent increase in exhibitors, according to Stephen Krogulski, chief executive officer of the show. The recent show featured 500 vendors exhibiting at 1,300 booths.

Offprice's attendance has expanded from its base of traditional off-price retailers to include everything from individual **Ebay** sellers to independent grocery stores looking to add new products such as clothing basics and licensed goods such as sports team apparel.

Womenswear in Nevada

At the WWIN show at the Rio All-Suite Hotel, specialty-store buyers were in abundance. The show lasted for four days—from Aug. 17 to Aug. 20—while most of the other apparel trade shows at the Las Vegas Convention Center and the Mandalay Bay Convention Center held court for three days. The WWIN show's

traffic on the first day was helped by the fact that it was open until 8 p.m. and serving cocktails.

Becky Paulson, owner of two **A Corner Cottage** stores in Greenwood, Tenn., attends WWIN because the merchandise she finds there appeals to two different generations. She was looking for reasonable prices and trendy styles, such as tunics, that can be worn by both a mother and her grown daughter.

Tina Dyba, owner of **Diamond Diva** in the Las Vegas suburb of Summerlin, said she was searching for feminine Western wear and trying to keep her retail prices to under \$100. "It's hard to sell to shoppers right now," she said. "It is all about price and not about quality."

Sourcing at MAGIC

In addition to the apparel and accessories trade shows in Las Vegas, retailers and brands looking for sourcing resources shopped factories and resources from around the world in the packed North Hall at the Las Vegas Convention Center. This season, the focus of the Sourcing at MAGIC show was wearable technology. Companies such as **DuPont** were showing off their stretchable inks for wearable electronics.

Jon Lou, a Staten Island, N.Y.-based start-up, talked about its development of a fashionable handbag that can charge your phone or tablet and light up inside when opened.

While the emphasis might have been on new technologies, there were a lot of old-technology clothing manufacturers from around the world at the show. Governments and trade-promotion agencies sent companies from countries including Jordan, Egypt, Turkey, Bangladesh, Vietnam, Guatemala, Peru and Colombia.

There was a contingent of 65 companies sponsored by the Indian government. One of those was Aman Sath of **Aman Fashion**, who has one factory with 150 workers outside of New Delhi. This was his first Sourcing show in Las Vegas.

But he wasn't writing that many orders because his minimums are 10,000 to 20,000 pieces. "People are coming by and asking for 500 to 1,000 pieces," he complained. He said he can't keep his wholesale prices down if he does small minimums. His shorts wholesale for \$1.50, and dresses range in price from \$5 to \$8.

But he will be back because he wants to expand his U.S. business. "We have to participate for two to four years for it to click," he said. ●

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Calendar

Aug. 22
Line+Dot Sample Sale
2807 Santa Fe Ave.
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Aug. 23
Fashion Market Northern California
San Mateo Event Center
San Mateo, Calif.
Through Aug. 25

Aug. 24
Coast

Mana Wynwood
Miami
Through Aug. 25

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

Aug. 30
Couture
Magic Box at the Reef
Los Angeles
Through Aug. 31

There's more
on ApparelNews.net.

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

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

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FCI The Fashion School Showcases Fall '15 Collections

Known for its fast-track design program, **FCI The Fashion School** (previously called **Fashion Careers International**) showcased the Fall '15 collections of 10 students on Aug. 13 at the **Celebrity Centre International** in Hollywood.

Students were asked to define their "It Girl" and the inspiration for their collections.

Kentaro Kameyama described his "It Girl" using a quote from "On the Road" by Jack Kerouac about "the mad ones, the ones who are mad to live" who "burn, burn, burn



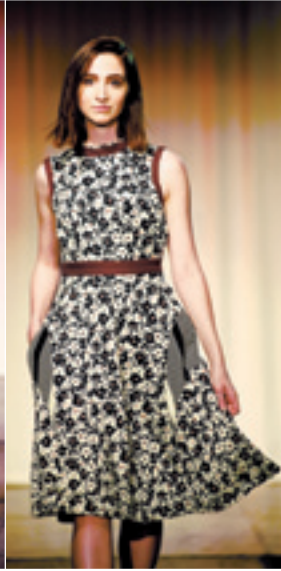
Victoria Volskaya



Alyssa Kay



Kalyn Lind



Natalia Sorrention



Sofia Zamyatin



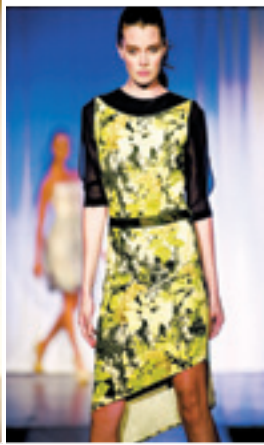
Kentaro Kameyama



Jane Han



Ani Hovsepyan



Christelle Berdaulon

like fabulous yellow Roman candles." His collection included pale net pieces and pained knits that cocooned the body as well as structured styles with knife-sharp pleats.

Alyssa Kay drew inspiration from architecture and abstract art for her black-and-white collection, which paired tailored neoprene with origami-like mesh.

Kalyn Lind added streetwear details, such as raglan sleeves, to eveningwear and paired diaphanous sheer skirts with structured silhouettes.

Sofia Zamyatin's festival-inspired collection featured rich shades of burgundy, brown and indigo with soft textures and leather accessories.

Natalia Sorrentino's collection artfully mixed fabrics, textures and patterns in traditional silhouettes.

Christelle Berdaulon's feminine collection drew inspi-

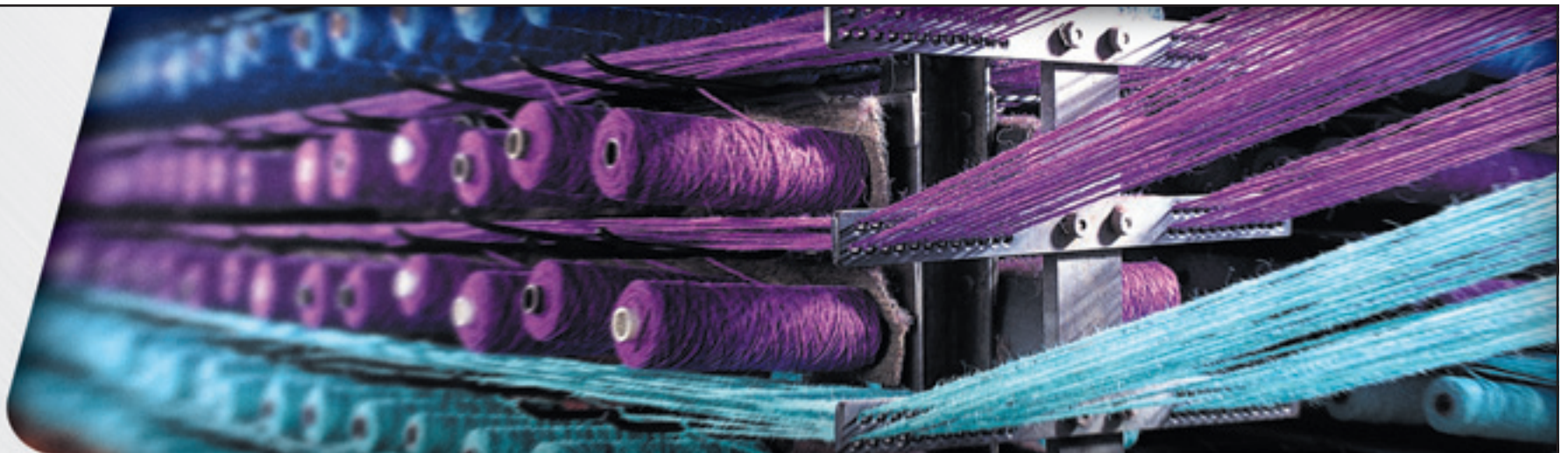
ration from Paris and Versailles and featured floral prints, sheer fabrics and ribbon trim.

Chelsea Van Arsdol took cues from the 1970s for her collection, featuring bell sleeves, mod patterns and a bohemian aesthetic.

Victoria Volskaya's romantic collection, inspired by fairy tales and nymphs, featured diaphanous fabrics in candy-colored pastels.

Jane Han drew inspiration from the Garden of Eden and the work of Elie Saab for her collection, which mixed lace, brocade and pinstriped fabric.

Ani Hovsepyan's cheerful collection featured high-low tops layered over skirts, leather-like looks embellished with zippers and feathers, and a two-piece ensemble trimmed in red fringe.—*Alison A. Nieder*



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Cabana Continued from page 1

Spa, about a 15-minute drive up Pacific Coast Highway. (Swim Collective held its first swimwear show at the Balboa Bay Resort in 2011.)

Cabana's first show attracted a small group of brands that ranged from **Mara Hoffman** and **Acacia Swimwear** to **Boys + Arrows** and **Norma Kamali**. Wong said there were 38 booths that housed 27 brands, including swimwear, hats and accessories. At the Cabana show in Miami last July, there were 140 brands that exhibited.

The pace was slower the first day than the second. Chelsea Bell, owner and designer of **Stone Fox Swim** and **Stone Fox Sweat**, said she had seen six buyers by mid-afternoon the first day. They had all made appointments to see the 4-year-old line she had launched out of Santa Cruz, Calif. "There was a lot of buzz about the Miami show, and everybody was into it. Obviously, you have to listen to that," she said. "So the fact that they were coming to the West Coast, it was a no-brainer to participate."

Band of Martians, a showroom based in Newport Beach, had a double-wide booth showing **Acacia Swimwear** near the front of the big ballroom. Ally Lopez, the showroom's co-owner, participates at Cabana in Miami. While there



MADE IN LA: Chelsea Bell launched her Stone Fox Swim collection four years ago out of Santa Cruz, Calif., but moved to Redondo Beach to be closer to her swimwear factories in Los Angeles.



NEWPORT-BASED: Ally Lopez represents Acacia Swimwear at her Band of Martians showroom in Newport Beach, Calif.



NY BRAND: Megan Peters is the account executive for Mara Hoffman's swimwear brand.



BEACH BLANKET: The Summer Somewhere Showroom had a colorful display at Cabana.

weren't as many buyers at the Newport Beach show, Lopez was pleased with the first run of the event.

Megan Peters, an account executive for **Mara Hoffman** swimwear, said she had only seen a handful of buyers the

first day, but most of her clients were planning to stop by the second day.


Retailers and online shopping sites that visited the show included **Bikini.com**, **Rue La La** and **Molly Brown Swimwear**.

Cari French, a senior buyer with **Revolve Clothing**, attended the show with her assistant after stopping at Swim Collective.

She was at the Cabana show in Miami to buy Resort and was at the Newport Beach show to look at Spring 2016 collections. "There are a lot of lines we carry that are here," French said, "and there are also new lines we've never heard about."

One of the newer lines at the show was **Boys + Arrows**, a brand launched in 2011 by Meagan Howard from California's Ventura County.

Sarah Ferguson, the brand's sales manager and production coordinator, said she was at the show to boost the company's presence on the West Coast while sales on the East Coast have been brisk. "We really believe in the Cabana show in Miami and wanted to be a part of it here," she said. "We believe they will eventually be a destination show." ●



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Swim Collective *Continued from page 1*

smaller,” Biggs said, holding up a pinkie finger to illustrate the barely-there silhouettes she has been seeing.

Biggs regularly attends both Swim Collective and the Miami SwimShow.

But there were swimwear buyers at Swim Collective

stores, launched by her parents 42 years ago.

Gaffney tends to visit the same tried-and-true brands carried at the store, such as **T.H.E.** and **Maxine**, which are popular with the retailer’s misses customer. “This is closer than Miami. It is easier and less expensive,” said Gaffney, who planned to visit the Las Vegas trade shows to stock the stores’ sportswear merchandise.

Room, which was located one level below the main exhibition center—were missing out on much of the action, exhibitors said.

“It is very quiet over here,” said Kerry Mahoney, senior account executive for **Milly Cabana**, a swimwear collection launched more than five years ago by **Milly**, a New York contemporary label started and designed by Michelle Smith.



DESIGNER COLLABORATION: A look from the O'Neill collection done with designer Cynthia Vincent



REVIVED LINE: Nathan Chera shows off a top from the Anne Cole Locker label, brought back after a seven-year hiatus.



NEW LINE: Ann White, Savannah Kreisman and Sarah Fox from the new line Swim Like a Mermaid



SHOES TO SWIM: Tara Burner used to be a shoe designer but now creates swimwear for her new line Kill the Buddha.

who said they were skipping the Miami show in July and concentrating on labels found at Swim Collective. “This is really a major show for us,” said Anita Barreca, a buyer for

Travel Traders, which buys for more than 150 resorts and hotels. “We can see all the lines in a consolidated space. All the vendors are here,” she said.

Even though Travel Traders is based in Miami, Barreca said the company skips the Miami SwimShow because it is the first show for the Resort season and manufacturers—taking into account their buyers’ initial reactions—tend to adjust their collections by the time they exhibit on the West Coast.

Barb Gaffney, vice president of **Eileen’s of Tucson**, is a regular at the show, where she buys for her family’s two

Fast and slow traffic

A certain buzz was in the air as many booths were busy with buyers. A row of booths with a seaside view was set up for surf brands such as **Roxy**, **Billabong**, **O’Neill** and **Volcom**.

Manhattan Beachwear occupied a hefty amount of real estate in the middle of the Grand Room, the largest of the three ballrooms, packed with exhibitors. This was definitely the place to be because the action was nonstop for most exhibitors.

“We love this show,” said Alissa Mattei, vice president of sales, manufacturing and licensing for **Raj Swim**, which recently changed its name from **Raj Manufacturing**. The company is based in Tustin, Calif. “This show has been really good.”

But the two smaller exhibit spaces—the Huntington Room, reserved for higher-end brands, and the Mariners

“I like what they’ve done with the room to give it a different feel, but they are not getting traffic to the room.”

Mahoney was referring to the layer of thin white carpeting that covered the floor, the serene view of the sandy beach outside and the zen-like music that played only in that room.

The lower-level Mariners Room was also not as active with buyer traffic. Tara Burner, who just launched her **Kill the Buddha** swimwear line for women who wear larger bra sizes, said she hadn’t seen that many buyers. “The energy level upstairs is much higher,” she observed.

Making appointments, however, was key. New swimwear line **Swim Like a Mermaid**, owned and designed by Sarah Fox, had a buyer from the **Directives West** buying office stop by after being contacted by the swimwear line’s chief operating officer, Ann White, who grew up in the Los Angeles garment business.

“We felt this would be a good first show for us,” said Fox, who is based in Los Angeles. “We hope that’s true.” ●



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At 26th Waterman's Ball: A Surfing Rock Show

With surfwear executives wearing colorful, sometimes outré styles, the **Surf Industry Manufacturer's Association's Annual Waterman's Ball** has earned a reputation as an irreverent, joyful event that raises funds for environmental causes.

But the 26th Annual Waterman's Ball, held Aug. 15 at the palatial **Ritz Carlton** resort in Laguna Niguel, Calif., turned into a rock 'n' roll party.

Perry Farrell, singer and songwriter for the bands **Jane's Addiction** and **Porno for Pyros**, gave a mini-concert at the event, which was forecast to raise more than \$400,000 for environmental causes.

Farrell was named the "Environmental-ist for the Year" at the Waterman's Ball. Before he took his trophy, he performed three songs, accompanied by **Porno for Pyros**.

Jim Kempton, president of the **California Surf Museum** and former publisher and editor of *Surfer* magazine, presented the award to Paskowitz's daughter Navah and his wife, Juliette. Kempton said Paskowitz was considered a sage in the surf world. "He



PHOTOS BY STEELE

Peter DiStefano, Stephanie Gilmore, Perry Farrell



From left, Robert Trujillo on bass, Perry Farrell and Peter DiStefano on guitar



Paul Naude



Juliette Paskowitz



Stephanie Gilmore



Perry Farrell

Peter DiStefano on guitar and **Metallica's** Robert Trujillo playing bass guitar.

The crowd of 500 executives, retailers and their friends took pictures of the gig with smartphones and loudly cheered as the all-star band played Jane's and Porno tunes including "Mountain Song" and "Tahitian Moon." Later, the trio signed the bass used by Trujillo, which was auctioned for \$10,000. It was acquired by Stephanie Gilmore, who was presented with the 2015 "Waterman of the Year" award.

Farrell was recognized for more than 20 years of service and fund-raising for **The Surfrider Foundation**, a beneficiary of the **SIMA Environmental Fund**, which manages the funds raised by Waterman's Ball. Farrell also is known as a serious surfer and a performer who often sings about surfing.

The Waterman's Ball also celebrated the life of Dorian "Doc" Paskowitz, who was posthumously presented the "Lifetime Achievement" award. Paskowitz passed away in 2014 at age 93 and is generally considered a pioneer of surfing education. He founded **Paskowitz Surf Camp** in 1972, the first surf camp that instructs on surfing, and was also seen as one of the guys who wrote the book on the bohemian surfing lifestyle. He gave up a thriving medical practice to take his family of nine children surfing around the world.

would hold court at San Onofre [beach] like a reigning kahuna, but he would speak to people like they were one, the most important person in the immediate region; two, his best friend; and, three, as if the passionate point he was always about to make was crucial for you to pass on to the world at large—immediately."

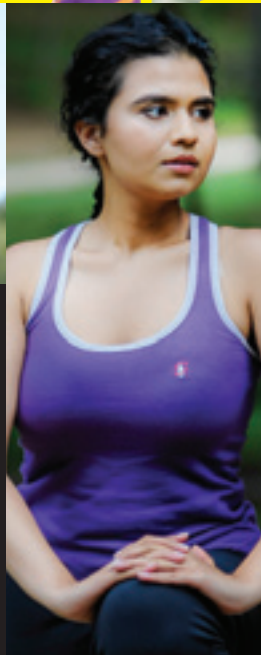
Gilmore is the second woman to be presented with the "Waterman of the Year" award. In her acceptance speech, the six-time world champion of the **Women's ASP World Tour** said she did not feel that she had "challenged" herself as much as previous honorees such as big-wave riders Greg Long and Laird Hamilton. Then she told the crowd she was also inspired by Tom Curren, another past "Waterman of the Year" honoree. Curren is known for being a guy who has the most fun in the water. "That's what a true waterman is," Gilmore said.

Waterman's Ball has raised more than \$7 million for various environmental groups in the past 26 years, according to a SIMA statement. The groups range from the Surfrider Foundation and **Heal the Bay** to **Santa Barbara Channelkeeper**. During the evening, SIMA President Doug Palladini stated that the organization's presidency would be handed to Kelly Gibson, president and chief executive officer of **Rip Curl, USA**.

—Andrew Asch

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NRF Survey Says Back-to-School Shopping Going Slowly

According to the **National Retail Federation's** Back-to-School Spending Survey, families are halfway through their shopping lists and may be waiting for prices to drop before buying more.

"As expected, families are carefully measuring where, when and how they should spend on fall apparel items, school supplies, electronics and other necessities," said NRF President and Chief Executive Officer Matthew Shay in a statement. "Late summer promotions and sales-tax holidays around the country are likely contributing to the delay in Back-to-School shopping this year, which means the next few weeks could be exceptionally busy for retailers large and small."

According to the survey, conducted by **Prosper Insights & Analytics**, the average family with kindergarten through high school-age children has completed 50.4 percent of its shopping. At the same time last year, families had completed 49.9 percent of their shopping. This year, 19.5 percent of those surveyed said they had not started Back-to-School shopping, compared with this time last year, when 23.6 percent said they had not started. Those who have already started Back-to-School shopping said about half (51.3 percent) of

their purchases were determined by coupons, sales and promotions.

"Retailers, hoping to strike a chord with both budget-conscious and value-focused parents, will roll out hard-to-pass-up promotions designed to capture the attention of those last-minute shoppers," Shay said.

The survey also asked parents where they would be spending their Back-to-School dollars. Most of the money (53.4 percent) will be spent at discount stores, while 46.8 percent will be spent at department stores, 36.6 percent will be spent at clothing stores and 12.8 percent will be spent at electronics stores. About a quarter (27.2 percent) plan to look for deals online.

NRF's Back-to-College Spending Survey, also conducted by Prosper Insights & Analytics, found that many college students (49.1 percent) are about halfway through their shopping lists, while 24 percent haven't started yet. The survey found that coupons, sales and promotions are also impacting their spending decisions.

The two surveys were conducted through a poll of 6,758 consumers in the first week of August.—*Alison A. Nieder*

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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

GRAPHIC DESIGNER

Looking for a Graphic Designer who understands the junior and girls markets to join our team. Must have knowledge of domestic screen printing process and be able to work in a fast paced environment. Please send resume and portfolio to kathy@fsi.la.

TECHNICAL DESIGNER

4 YRS EXP IN TECH DESIGN inclndg pattrn making& garm specs. KNOWLEDGE IN BASICS OF SWTRS & TERMINOLOGY. STRONG WORK ETHIC, ORGANIZED & RESPONSIBLE. ABLE TO WORK UNDER STRESS & TIGHT DEADLINES. Proficient in EXCEL, PHOTOSHOP &/OR ILLUSTRATOR EMAIL: PARCANDPEARL@PARCANDPEARL.COM

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SALES ASSOCIATE

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

Job s Available

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

SAMPLEMAKER

Wilt seeks "better" line samplemaker with 5 years experience. Must show proof of eligibility to legally work in the US. Please send resume to parcandpearl@parcandpearl.com to set up test date.

INDEPENDENT SALES REP

SWIMWEAR. We are swimwear collection. Made in USA ,looking for an experienced independent sales representative with expertise in specialty store relationships in USA. Pls. send resumes to: Tonyusabodywear@gmail.com

1ST TO PRODUCTION PATTERNMAKER

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

Real Estate

SPACE FOR LEASE

•In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District •Industrial, retail and office space also available throughout the San Fernando Vally •Retail and office space also available just south of Downtown 213-626-5321 or email info@anjac.net

GARMENT BUILDINGS

Mercantile Center 500 sq. ft. - 16,500 sq. ft. Priced Right. Full Floors 4500 sq ft., Lights-Racks-New Paint Power Parking Available-Good Freight. Call 213-627-3754 Design Patternmaker Garment Lofts 300 sq ft-1,000 sq ft. Call 213-627-3755

Position Wanted

35 YRS EXP'D

1st/Prod. Patterns/Grading/Marking and Specs. 12 yrs on Pad System. In house/pt/freelance/temporary in-house as well. Fast/Reliable. ALL AREAS Ph. (626)792-4022

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Excess rolls, lots, sample yardage, small to large qty's. ALL FABRICS! fabricmerchants.com Steve 818-219-3002 or Fabric Merchants 323-267-0010

•WE BUY FABRIC!

WE BUY FABRIC! No lot too small or large. Including sample room inventories Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishings fabrics Contact Marvin or Michael STONE HARBOR (323) 277-2777

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

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COMING SOON IN CALIFORNIA APPAREL NEWS



August 28

Cover: Fashion
Full Vegas Wrap
New Resources
Surf Report

Bonus Distribution

DG Expo Miami 9/9-10
Surf Expo 9/10-12
Nolcha Fashion Week 9/10-14



September 4

Cover: Fashion
Retail Report
E-tail Spot Check

**Waterwear
Activewear Special Section
Retail Focus with Tech
Fashion Faces**

Bonus Distribution

Axis 9/17-19
Designers & Agents NY 9/18-20



September 11

Cover: Fashion
NY Fashion Week Coverage


**Textile Preview with Tech Focus and LA
Textile Resource Guide*
Findings & Trimmings Special Section
Fashion Faces**

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LA Textile Show 9/28-30
Coterie NY 9/19-21

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**CALL NOW FOR SPECIAL RATES
TERRY MARTINEZ (213) 627-3737 x213**

A close-up, low-angle shot of a woman's legs from the knees down, wearing dark purple suede lace-up boots with high heels. She is standing on a light-colored wooden floor. The background is blurred, showing warm, golden light from what appears to be a sunset or sunrise.

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