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LAS VEGAS WRAP

Coverage of the Las Vegas trade shows begins on page 5.



Rebecca Minkoff Flagship Joins Tech & Service With a Touch

By Andrew Asch *Retail Editor*

Since e-commerce business started skyrocketing nearly a decade ago, bricks-and-mortar retailers have wondered how they could inject the best of the e-commerce experience into physical stores.

The **Rebecca Minkoff** flagship in Los Angeles, which opened on Aug. 27 at 8335 Melrose Ave., is being touted as a store of the future. It aims to bring together bricks-and-mortar service with e-commerce convenience and intelligence.

The flagship's e-commerce experience starts at the entrance of the store with the large screen-size Connected Wall, which the Minkoff company developed with **eBay Inc.** The large screen shows images of Rebecca Minkoff styles. But shoppers also can touch the screen and order water or cappuccino from the mirror. In addition, they can request that store staff prepare a dressing room for them.

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TRADE SHOW REPORT

Post-Vegas Rush at FMNC

By Alison A. Nieder *Executive Editor*

SAN MATEO, CALIF.—For exhibitors—and some buyers—there wasn't much time between the close of the trade shows in Las Vegas and the opening of **Fashion Market Northern California** on Aug. 22 at the **San Mateo Event Center**.

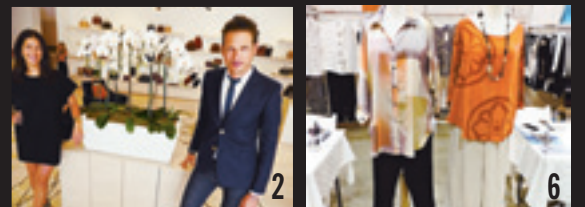
Steve Alpert, owner of Templeton, Calif.-based **Alpert Associates**, said when he called retailers to book appointments to meet in Las Vegas, he also asked if the buyers were planning to attend FMNC. He said he's found "a meaningful number of stores that don't attend Las Vegas twice a year."

On opening day of the San Mateo show, Alpert said he opened two new stores, "which is one of the reasons I come to the show."

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Where fashion gets down to businessSM



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WomensWear In Nevada Show Bought by Urban Expositions

By Deborah Belgum Senior Editor

Urban Expositions, a trade-show company that organizes several gift trade shows around the country, has acquired the **WomensWear In Nevada** show. Terms of the deal were not disclosed.

WomensWear In Nevada (WWIN), started in 1998 by Roland Timney and Jeff Yunis with 250 booths, is a major apparel trade show that takes place twice a year in six ballrooms at the **Rio All-Suites Hotel & Casino** in Las Vegas when all the other apparel and footwear trade shows are held around the city. The most recent WWIN show was held Aug. 17–20 and included more than 800 fashion lines.

“The deal closed right before the WWIN show started,” Timney confirmed. Roland Timney will help out with the show while his son, Chad Timney, who has worked with him for years on the event, will now manage WWIN.

“Everything at the WWIN show is going to run the way it has been running,” Timney added. “It has been running very successfully, and there is no reason to change it.”

WWIN was part of **Specialty Trade**

Shows Inc., based in Coconut Grove, Fla., which also organizes the **KID-Show Las Vegas**, the **KIDShow Miami**, the **Las Vegas International Lingerie Show** and the **Las Vegas Halloween Show**.

Urban Expositions, based in Kennesaw, Ga., is no stranger to the world of apparel trade shows. For years, it organized **Material World & Technology Solutions**, an event held in Miami Beach, Fla., that focused on the textile, trim and sourcing sectors of the apparel industry. In 2009, organizers brought the show to Los Angeles, where it was co-hosted with the **Los Angeles International Textile Show**. Later that year, Material World & Technology Solutions was shuttered.

But the main focus of Urban Expositions,



Lisette L. of Montreal was busy with buyers at the recent WWIN show.

launched in 1995 by Doug Miller, the company’s president and chief executive, and Tim von Gal, the organization’s chief operating officer, started out as gift and souvenir shows. Those events include the company’s first show, the **Philadelphia Gift Show**, followed by similar gift shows held in Los Angeles (the **California Gift**

Show, now called **LAMKT**), Boston, Seattle, Chicago and San Francisco.

In 2008, Urban Expositions branched out to start trade shows in the fields of aviation, food service and restaurants, jewelry, and gaming. It also holds a **Halloween and Party Expo** in New Orleans and a **P3: Progressive Pet Products** show in Chicago.

The two Urban Expositions founders said they were approached by the WWIN orga-

nizers to purchase the show. It seemed like a natural transition. Doug Miller and Tim von Gal started their exhibition company three years before Roland Timney and Jeff Yunis started theirs. “We all became pretty good friends,” Miller said. “We always said, ‘When the opportunity arises when you want to sell the show, we hope you will give us a call.’”

The new WWIN owners said they have no intention of changing the location. They have contracts with the Rio All-Suites Hotel & Casino through 2018. “Right now the location really works for that show and is very, very much a part of what that show is,” von Gal said.

The new owners hope to market the show more extensively through social media and digital marketing as well as advertising the show to gift-show visitors, whose interests often overlap between gift shows and apparel shows.

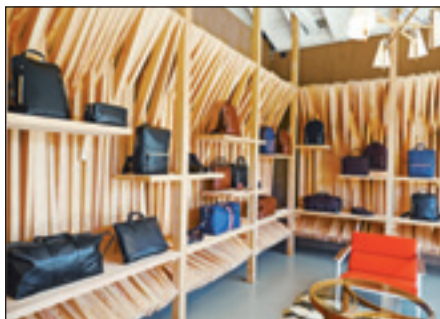
For now, booth prices will not increase. Contracts have already been handed out for the next show. “We will continue to look at that periodically with the guidance of Roland and Chad [Timney],” Miller said. ●

Minkoff *Continued from page 1*

If a shopper registers the number of her smartphone with the mirror, it can send a text when a room is ready, said Uri Minkoff, chief executive officer of Rebecca Minkoff and the brother of the New York–headquartered designer, who founded her self-named company in 2001.

In the dressing room, a large touch-screen Connected Mirror awaits the shopper. The

dressing-room mirror registers what clothes are brought into the dressing room. The computer in the dressing room suggests clothes, footwear and handbags that would go well with the items taken into the dressing room. The mirror also controls lighting in the room. If the shopper wants to test how items would look at lighting reminiscent of sunlight on a bright shopping street or the low light of a restaurant at night, all she has to do is touch the mirror to control the lighting.



FIRST STORE: The interior of the first Uri Minkoff store



TO THE FEET: A footwear display at the Rebecca Minkoff flagship



BROTHER/SISTER ACT: Rebecca Minkoff, left, and Uri Minkoff at their Los Angeles flagship



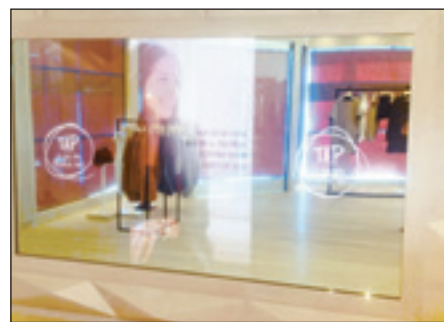
TABLET: Tablets used by store staff will connect consumers and store tech.

The Connected Walls and Mirrors were tested at Minkoff flagships in San Francisco and New York, which opened in January and December, respectively. Another Rebecca Minkoff store is scheduled to open in Chicago later this year. The mirrors were made for the millennial generation–aged Rebecca Minkoff shopper in mind, Uri Minkoff said.

“It is all based on touch, which is how she interacts,” he said of the customer. There are no cash wraps at the store. Transactions will be purchased through tablets used by store staff. Staff can communicate with shoppers solely by texts sent on their tablets.

An in-house Minkoff team worked to create the 4,600-square-foot space, which formerly housed an **Ed Hardy General Store**. The space is located on the corner of Melrose and Kings Road and across the street from a **Vivienne Westwood** flagship.

The Connected Wall at the front of the



BEGIN BY TOUCH: The Rebecca Minkoff flagship's Connected Wall, pictured above, is forecast to be an integral part of the store's shopping experience.

store is surrounded by a pyramid stud wall, which is reminiscent of Rebecca Minkoff’s popular pyramid stud accessories. The store will sell Rebecca Minkoff’s handbags, small leather goods, phone accessories, footwear and her jeans line, and there is a section toward the east end of the store devoted to her new athleisure line. Retail price points range from \$48 for earrings to \$598 for leather jackets.

In back of the sales floor, there’s a 750-square-foot Minkoff Projects space, which will serve as a place for galleries of rotating art, music and technology.

About 300 square feet of the flagship is reserved for another family project. Uri Minkoff will open the first location for his namesake **Uri Minkoff** store, which will offer men’s bags, footwear and small leather goods. The space will have a separate street entrance from Rebecca Minkoff. However, it will not feature Connected Mirrors. Retail price points will range from \$150 to \$450, he said. ●



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John Eshaya Moving to The Village at Westfield Topanga

After 18 months running a **JET John Eshaya** specialty boutique near Los Angeles' Fairfax District, founder John Eshaya confirmed that he will move the shop to the upcoming **The Village at Westfield Topanga**. The open-air retail center is scheduled to open Sept. 18 in Canoga Park, Calif., located 26 miles north of downtown Los Angeles.

Aug. 29 was scheduled to be the last day of business for the 700-square-foot store, located at 8369 Beverly Blvd. in Los Angeles. Eshaya said the lease of the Beverly Boulevard shop was scheduled to expire by the end of 2015. As he was thinking of his next move, representatives of The Village showed him the open-air retail center in June.

"It's going to have a cool mix," he said of the shops at the upcoming center, which will include locations for specialty shops **M.Fredric** and **Jonathan Adler**. "We have tons of clients who live in that area. It's a great opportunity for us."

The 1,100-square-foot JET John Eshaya shop at The Village will feature a larger selection of the brand's men's line. It will continue to sell the brand's lifestyle collection, which includes women's tops, sweaters, jackets, dresses, sweats and denim. Eshaya manufactures his label in Los Angeles.

Eshaya will continue to run a JET John

Eshaya boutique at the Fred Segal compound at 500 Broadway in Santa Monica, Calif. While the Santa Monica shop is located a 20-minute drive from the Beverly Boulevard shop when traffic is light, Eshaya said he believes it is good real estate strategy to run two Los Angeles-area stores located just 10 miles away from each other. "People don't leave their neighborhood because of traffic," he said.

The Village at Westfield Topanga store will look much like the Beverly Boulevard shop. Eshaya and his staff will move the Beverly Boulevard shop's furniture, tables and shelving to the new location. "We're recycling everything," he said. "I'm big about not wasting. Let's move it and re-create."

The interior-design credo is reminiscent of Eshaya's fashion history. In 1987, while a part-time salesperson at **Ron Herman/Fred Segal** compound on Melrose Avenue, Eshaya started selling reconstructed denim shorts. In upcoming years, he maintained a two-track career. He developed the JET John Eshaya line into cut-and-sew and other categories while climbing up the executive ladder at Ron Herman/Fred Segal. In 2008, he left his position as vice president/women's buyer at Ron Herman Fred Segal to open his first JET John Eshaya shop at Fred Segal Santa Monica.—*Andrew Asch*



John Eshaya

Calendar

Aug. 30

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

Aug. 31

Las Vegas International Lingerie Show
Rio All-Suites Hotel and Casino
Las Vegas
Through Sept. 2

Sept. 1

Spin Expo
Shanghai World Expo Exhibition and Convention Center
Shanghai
Through Sept. 3

Sept. 6

Londonedge
Business Design Center
London
Through Sept. 8

Riviera by Mode City
Casino Palm Beach
Cannes, France
Through Sept. 7

Sept. 8

Milano Unica
Fieramilanocity
Milan, Italy
Through Sept. 10

Sept. 9

DG Expo
Miami Airport Convention Center
Miami
Through Sept. 10

Style Fashion Week
Gotham Hall
New York
Through Sept. 12

Sept. 10

Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Sept. 12

NOLCHA Fashion Week
Eyebeam Atelier
New York
Through Sept. 14

Sept. 13

Art Hearts Fashion
Various venues
New York
Through Sept. 16

Sept. 14

Texworld Apparel Sourcing
Le Bourget
Paris
Through Sept. 17

Sept. 15

Première Vision Paris
Parc des Expositions
Paris Nord Villepinte
Paris
Through Sept. 17

Sept. 16

NW Materials Show
Oregon Convention Center
Portland, Ore.
Through Sept. 17

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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New Lines and New Business at WWDMAGIC

Waves of buyers traversed the **Las Vegas Convention Center** for the Aug. 17–19 run of **WWDMAGIC** in Las Vegas, where young contemporary, juniors and accessories brands showcased their current collections.

Irvine, Calif.–based surf lifestyle brand **Lost International** showed its women's collection **Sea Gypsy by Lost** for the first time at WWDMAGIC.

"As a small brand you pick your spots," said Lost International Chief Executive Officer Joel Cooper, who said the company had already worked with its existing major accounts at Agenda in Long Beach, Calif., in July. The next step, Cooper said, is to build the brand on the East Coast.

"First we wanted to take care of California," he said. "Now that we've got the major areas taken care of, New York is the next challenge."

Sea Gypsy is a bohemian collection with an edge, said designer Rachel Anne Rainwater.

"Our girl is very much a personality," she said. "She's an artist or a musician. She's bohemian but with more of a '70s spin to it."

At the **Velvet Heart** booth, owner Moshe Tsabag was working with existing customers for the contemporary line as well as opening new business for Velvet Heart's young-contemporary sister collection, **Free Heart**.

XCVI's Randa Allen was spotted at the booth for **Pearl 88**, a new young-contemporary line launched last summer by the Los Angeles contemporary label, which was showing at **Project** this season. Wholesale prices for Pearl 88 range from \$22 to \$38.

"It's definitely young contemporary with easy styling," Allen said.

Perhaps the biggest opening-day buzz was for **Cupcakes and Cashmere**, the contemporary collection launched by Emily Schuman.

After the blogger and author hosted a seminar on Aug. 17, a long line of fans followed her back to the booth to snap photos with Schuman and review the line.

Introduced last season exclusively at **Nordstrom** and **Shopbop**, Cupcakes and Cashmere is now wholesaling to specialty retailers. The new line is produced by Costa Mesa,

Calif.–based **BB Dakota**, which had its own booth, featuring the BB Dakota and **Jack** collections, next to the Cupcake and Cashmere booth at WWDMAGIC.

"The word is definitely out," said Brand Manager Melanie Zuckerman. "We're already getting calls for **Coterie**."

Carole Christopherson, president of BB Dakota, said business was strong for all three brands—BB Dakota, Jack and Cupcakes and Cashmere—at the show.

"Retail business is strong right now in specialty stores," she said. "We're getting reorders for Fall and Holiday."

—Alison A. Nieder



Pearl 88

New Categories, Configuration at Project, Project Women's and Tents at Project

Retailers visiting the trade shows at the **Mandalay Bay Convention Center** found the scene buzzing with activity—and new exhibitors—during the shows' Aug. 17–19 run.

At the center of the activity was **Project**, the contemporary menswear show held alongside **Project Women's**, which was previously called **ENKVegas**. Upscale menswear lines showed at the **Tents at Project**, and menswear collections from upscale suiting to streetwear and licensed apparel showed at **The Collective**.

Menswear designer Jade Howe was showing his **Howe** collection alongside the other men's labels represented by **The Park** showroom. Retailer Lisa Kline was recently named brand ambassador for Howe. "I've always been a Howe fan. I built this brand in my store," Kline said, referring to her pioneering retail stores on Los Angeles' Robertson Boulevard. (Kline shuttered her physical stores in 2011. She recently launched an eponymous lounge-wear collection on **HSN**.)

As brand ambassador, Kline visits Howe retailers to talk about the collection and how to present it to customers.

"If you don't know how to sell it, you can't sell it," she said. "I know how to talk the talk. They are excited. They trust me. We can talk shop."

On the women's side of the show floor, Denise Focil, designer of Torrance, Calif.–based **AS by DF** and **Astars**, had a full schedule of appointments and walk-in traffic.

"This has been the best show ever—and it's only halfway

through," Focil said. "I see it in the new accounts. I'm opening a lot of accounts at the show—and they don't hesitate."

Focil said she is also seeing signs of good business from her existing accounts. "They need to replenish. They need goods on the floor," she said.

Focil's **Astars** collection features knits mixed with a luxe vegan leather while **AS by DF** features European fabrics and luxurious leathers and suedes.

"Spring is all about suede," Focil said, showing pieces from the **AS by DF** line. There's a jacket with whip-stitched and hand-cut detail. "I work with artisanal factories," she said. The women and men are really skilled artisans."

Matt Reynolds, president and cofounder of **Indigenous**, the 21-year-old fair-trade contemporary collection from Sebastopol, Calif., was equally enthusiastic.

"We had a 20-foot booth and you couldn't even get into it," he said after the show. "It was the biggest waves of traffic I've ever experienced. Half-an-hour stints. It was mayhem."

Among the changes on the show floor was the introduction of some exhibitors who previously had showed at WWDMAGIC in a section called White.

Last season, Los Angeles label **XCVI** was at White. This season, the company showed at Project Women's. "We love it," said company representative Chris Myers. "I like the **Coterie**-esque vibe with everything under one roof."

Eveningwear designer Sue Wong has showed at White in the past, but last season she showed at **Stitch**. This season,



Sue Wong

she was among a group of eveningwear designers at Project Women's. It proved to be a good spot to launch her new collection of day dresses and day-to-night styles.

"I'm going a little cleaner," she said, adding that her customers need dresses they can wear to the office or to a less formal occasion.

The knee-length styles featured lace, embroidery and appliqués.

"It's still very special," Wong said. "They still have my touch."

Z Supply co-owner Greg Garrett praised the show's new layout. Garrett's contemporary women's brands **White Crow** and **Black Swan** previously showed at **ENKVegas**. The two lines had a similar placement at Project Women's.

"I thought they did an excellent job," Garrett said. "It's less confusing to the retailer. It doesn't feel as big. It's the best it's been in years."

Many of the exhibitors at **ENKVegas** moved from the **Wynn** hotel to the Mandalay Bay two years ago after Project parent company **Advanstar** (now **UBM Advanstar**) acquired **ENK International**.

That was the case for Los Angeles menswear brand **Life After Denim**, which had been a longtime exhibitor at **ENKVegas** at the Wynn. For the last two years, Life After Denim has showed at the **Tents at Project**, the show's section for upscale menswear collections.

"We like to be in here because of the product we sit next to," said sales manager Jessica Dennison.

This season, however, the booth was in a quiet aisle of the show that appeared to get less traffic than other areas.

"We still think it's the home for us," said Nick Stein, sales manager for the East Coast. "It's more special. It's easier to work here."—A.A.N.

Agenda: Wrapping Up the Season

The summer season for the **Agenda** trade show seems like a fast-paced sprint.

Agenda—which focuses on streetwear, action-sports and fashion brands—starts the season in July with its anchor show, in Long Beach, Calif., which fills much of the sprawling **Long Beach Convention Center**. Later in July, it shifts coasts with a New York show. Then the season wraps up in Las Vegas in August when the show joins the other **Modern Assembly** shows at the **Sands Expo & Convention Center** in mid-August.

At the Aug. 17–19 run of Agenda's Las Vegas show, many of its vendors, such as Manny Martinez of **Champion USA**, were looking for end-of-season business.

"We make important contacts in Long Beach and New York. We come out here to finalize orders. We have to back up people's investments," Martinez said.

Despite many vendors looking to wind the season down,



THE BOOTH: The Putnam Accessory Group introduced a colorful booth at Agenda's Las Vegas show. John Putnam, the company founder, is at center. Steve Fordiani, vice president of brand management and merchandising, is at right.

important part of the event, said Dean De Costa, sales manager for **101 Apparel**, which is headquartered in Santa Ana, Calif. "If sales were made or not made, you got to stay in touch with everyone. You've got to be shaking hands. You can't go wrong," De Costa said. "There's no end to networking. You never know if there's a collaboration to be had."

a few brands took their Agenda trade-show bows at the Las Vegas show. They included Japanese streetwear brand **AAPE by A Bathing Ape**, Montreal-headquartered **Bandit-Island**, **Focused Space**, **ICNY Sport**, **IVI**, basketball-inspired **Brand Black** and **Boy London**. Karol Jacob of Bandit-Island said that Agenda's final show for the season started on a high note.

"The first day was crazy," she said. "The second day was cool." The third and last day of the show was quiet, she said.

Networking also is an important part of the event, said Dean De Costa, sales manager for **101 Apparel**, which is headquartered in Santa Ana, Calif. "If sales were made or not made, you got to stay in touch with everyone. You've got to be shaking hands. You can't go wrong," De Costa said. "There's no end to networking. You never know if there's a collaboration to be had."

John Putnam of Los Angeles-based **Putnam Accessory Group** used the Las Vegas show to exhibit a new look for his headwear brand **Chuck Quality Goods**. The booth featured an Americana look with mementos of the brand's history as well as the many designs of its caps, fashion headwear and wool fedoras.

"It was the best show we ever had. We've written 100 orders, opened 200 brand new accounts. The gasoline is on," he said.

Another brand known for its caps, **Official**, headquartered in Sacramento, Calif., found steady traffic, said Jason Maggio, the creative director for the brand. Headwear business declined slightly during the last six months, he said. There might have been a decline because headwear retailers were digesting some of the merchandising decisions of the recent past. "A lot of buyers invested too heavily in bucket caps, and they're sitting on [the inventory]," he said.

Maggio forecast that the retailers will run through the inventory soon.

"It's a healthy thing," he said of a dip in business. "It allows retailers to get rid of their stock. It will let them start new in 2016."

The top-selling cap at Official's booth was what some have called the "dad cap," a baseball-style cap with an unstructured crown and a molded visor.—Andrew Asch

Liberty: Freedom of Point of View

Attendee traffic increased 7 percent over last year at the **Liberty Fashion & Lifestyle Fairs** during the show's Aug. 17–19 run at the **Sands Expo & Convention Center** in Las Vegas, according to Rachel Zimmerman, a spokesperson for the show, which is devoted to contemporary and advanced-contemporary brands. Real estate for booth space at the recent run of Liberty was sold out, she said.

Retailers shopping the show included **Nordstrom**, **Bloomingdale's**, **Neiman Marcus** and **Saks Fifth Avenue** as well as influential boutiques such as **LASC**, **Revolve**, **Mohawk General Store**, **Ron Robinson** and **Traffic LA** and overseas retailers such as **United Arrows & Sons**, **Harrods** and **Harvey Nichols**.

But vendors had a wide range of points of view regarding business at the show. For Timothy J. Padilla, a co-founder of the Los Angeles–headquartered **T&A Showroom**, business was fantastic.

"The last two seasons in Vegas were okay," Padilla said. "This season was great." He estimated that his showroom would double its Liberty business over last year's show. He credited the increase in business to the location of the T&A booth, which was adjacent to the entrance of **Agenda**, Liberty's sibling show.

Across the aisle from Padilla, Hyden Yoo ran a booth for his namesake **Hyden Yoo** brand and the **Standard Issue** line, which he describes as sophisticated streetwear. "It wasn't the best show. It wasn't the worst," Yoo said. He worried that the booth walls, which wrapped around his section of the show, were too high—buyers couldn't see what brands were inside. Categories of retailers also were buying differently.



NEW STUDIO: Liberty introduced a new section called The Studios, devoted to digital media.

"Boutique buying is down. Department-store buying is consistent with last year. Online is growing little by little," he said. At Liberty, the Hyden Yoo label introduced a men's jumpsuit, which featured an oxford shirt-style collar.

A few minutes' walk away, Jason Schott, chief operating officer of **Schott NYC**, described business at the recent run of Liberty as "quality over quantity."

"There were good meetings with great buyers," he said. "But there was less traffic overall." At the show, Schott NYC displayed lighter-weight jackets used for motorcycle riding. One such jacket was called "Lucky." It was a light-weight lambskin suede jacket.

Sam Ben-Avraham, Liberty's founder, said he and his team found

the right balance of brands for the fifth run of the Liberty trade show. The show balanced men's suiting with streetwear, denim with boots, and high-end sneakers and basics with an avant-garde edge. Taking a bow at Liberty was the new show section called **Poggy's World**. It was curated by Motofumi "Poggy" Kogi, a director of Japanese retailer **United Arrows & Sons**.

Another section that took a bow at the show was **The Studios**. It provided mini-studios to fashion media that are published online, such as **Por Homme**.

New brands taking their trade-show bows at Liberty included men's suiting and shirting brand **Cake for Monarchs**; headwear brand **Mossant**; **Exley NB**, a menswear brand manufactured in New England; and Australian womenswear brand **TY-LR**.—*Andrew Asch*

Pooltradeshow Moves Upstairs

This season, the **Pooltradeshow** moved back upstairs to run alongside **Project** for the show's Aug. 17–19 run at the **Mandalay Bay Convention Center**.

"I'm really happy it's connected with Project—we get a lot of walk-through traffic," said longtime exhibitor Freddie Rojas, designer of the Los Angeles collection **Rojas**. The designer was seeing a mix of existing retailers and new prospects, including buyers from Texas, the Midwest and Kentucky—"states we don't usually see."

Buyers were looking for items "no one else has, so they can be more competitive to stand out," Rojas said. "All boutiques are looking for uniqueness."

Traffic at **Lip Service**, another longtime Pool exhibitor, was "steady," said Sales Rep Theresa Farber. But Bryn Thomas, head of sales for the Los Angeles–based company, thought traffic would be better if the trade shows opened on different days.



Knorts' Eleanore Guthrie and James Lord

"They need to stagger these shows," he said. "They did it once, and we had our best show ever."

Pool is known to be both a venue for hard-to-categorize collections as well as a launching pad for new labels.

This was the first trade show for Los Angeles–based **Knorts**, a collection of made-in-LA unisex knits made from indigo-dyed yarn. The average wholesale price is \$150.

The company, which launched a little more than a year ago, recently landed an order from influential Los Angeles boutique **H. Lorenzo**.

"We're a niche, non-trend luxury brand," said James Lord, Knorts' creative director.

Lord's business partner, Eleanore Guthrie, who heads up business development, added, "We have run into some high-end retailers who are on our target list."—*Alison A. Nieder*



Rojas

FMNC *Continued from page 1*

Although buyers continue to buy cautiously, Alpert said resort stores seem to be performing well.

"Smart retailers are taking a cautious approach, and that is probably healthy for our industry," he said.

Sarah Kirakossian, a sales associate with **Arlene Henry Sales** in Los Angeles, said she sees little dent in the traffic at FMNC, even with the August show falling so soon after the Las Vegas trade shows.

"Vegas never affects this show," she said. "These people are loyal. Even if they only come for one day, they always

percent ahead of last year," she said, adding that successful stores are "honing in on the brands that are retailing for them."

Karen Kearns, owner of **Karen Kearns Sales** in Los Angeles, also noted that buyers were happy to spend extra time reviewing lines at the show.

"Everyone was very positive," she said. "They didn't want to leave."

Nancy Provda had several appointments booked on the second day of the show, when FMNC stays open until 7 p.m.

Provda represents three sister lines—washable linen col-

Many of Draper's lines, including **Pom** and **Silo**, are made in California.

"I've always featured Bay Area or made-in-America collections," Draper said. "My stores really appreciate made-in-America and fair trade. They're not as price-conscious when it's local."

Windsor, Calif.–based **Silo**, which launched earlier this year, features felt and leather bags with handmade hardware and an innovative design that requires no stitching.

Early on the second day of FMNC, Draper said she had already opened new business at the show.

"We're going into holiday season, and they have to make their stores special," she said.

Part of the reason buyers came to FMNC so soon after the Las Vegas shows is the size and number of trade shows happening in Las Vegas.

"Because there are so many shows at once [in Las Vegas], it's become very difficult for buyers to accomplish all they want to accomplish," said Jacqueline Stone, a Fairfax, Calif.–based representative for **Mycra Pac**, **Escape from Paris**, **Italca** scarves and **Pan-tropic Hats**. She described the August FMNC as "very good and very encouraging."

This was the second season at FMNC for Mike Berkis, brand

director with **Consolidated Shoe Co.** The Lynchburg, Va.–based footwear company was one of a handful of exhibitors showing shoes at FMNC.

Berkis said the last show was productive enough to encourage him to return with three of the company's footwear collections, **Poetic License**, **Nicole** and **Madeline**.

"I didn't write a ton of business at the last show, but I wrote a lot of it," he said. One retailer placed a small order at the last show and returned this time to buy nearly 20 styles.

"This show to me is about new customers," he said. "Now I'm going to come to every one." ●



Silks by Fridaze, left, Yasuko, right



Fridaze washable linen collection



Indigenous



Silo handbags are made in Windsor, Calif., from European materials and handmade hardware.

come."

Opening day of the San Mateo show was "jammed," Kirakossian said. "It was nonstop. I didn't sit down until 4 p.m."

Stephanie Harris, the Santa Rosa, Calif.–based representative for **Habitat Clothing**, **Pure Handknit**, **Neon Bud-dah**, **Caite** and **Kyla Seo**, was equally busy on opening day.

"I was here from 7:30 a.m. to 6 o'clock last night," she said, adding that her collections break their Spring lines at August market, so "August is always big for me."

Harris said business has been good this year. "I'm 37

lection **Fridaze**, **Silks by Fridaze** and **Rising Phoenix**—as well as **Ivy Reed**, a collection of colorful tunics, and **Yasuko**, a cotton-based line featuring original artwork and antique kimono prints.

San Rafael, Calif.–based Sheryl Draper was one of several representatives with accessories collections.

"Our show is about one-third accessories," she said.

Draper's lines include jewelry collections **Zina Kao**, **Lotta**, **Anna Sukardi**, **Anne Koplik** and **Pom**; handbag lines **Ellington** and **Silo**; and **Fil de Joie**, a collection of socks and gloves.

Curated Looks at Stitch, Accessories The Show and MRket

Food trucks and a large teepee in the middle of the exhibition floor gave the trio of shows organized by **Business Journals Inc.** a more contemporary and avant-garde feeling this year.

The three shows—**Stitch** for womenswear, **MRket** for menswear and **Accessories the Show** for accessories—were housed in one big ballroom at the **Palazzo/Sands Expo**.

The shows, held Aug. 17–19, had a light, airy feeling with wide aisles and lots of space to wander without feeling too closed in by cluttered booths.

This was the first **Stitch** show for **Necessitees**, a Los Angeles knitwear company known for its colorful T-shirts, dresses and jackets. In the past, the company has exhibited at **WomensWear In Nevada**, up the road at another hotel venue.

“It’s been great. There’s great energy in here,” said Courtney McEntire, the brand’s marketing manager. “We’ve opened a lot of new accounts looking for newness and quick delivery.”

Necessitees is known for making its collection in Los Angeles and being able to deliver goods in four weeks while keeping its wholesale prices at \$14 to \$40.

This was the second time at the show for Edda Jockisch, the sales rep in the United States for the German label **Elemente Clemente**. By the second day, she had nine new orders, but most of those were from appointments she had made earlier.

She was not snagging as many new accounts as when she was at the last **Stitch** show in February, she said. The buyers she was seeing were going for novelty and color while watch-

ing their purse strings.

Elemente Clemente’s linen items were popular for Spring, with wholesale prices ranging from \$50 to \$250.

On the menswear side of the show, traffic seemed a bit more subdued, but exhibitors were pleased with the caliber of buyers they had seen.

This was the first time that **Pelican Coast Clothing Co.**

for Spring were plaid linen shirts at \$44.50 wholesale. Both styles were popular with buyers.

On the Accessories The Show side of the ballroom, **Wallerloo Hats**, based in Boulder, Colo., was pleased with the buyer attendance. The company’s stylish chapeaux, designed in Australia and manufactured in China, have a UV protection of 50+.

“We love the show,” said Lenya Shore, Wallaroo Hats’ co-owner. “You have buyers who are here to buy, and there are high-quality vendors with great accessories.”

One of those high-quality accessories vendors was **Dat Tran**, whose delicate silk scarf necklaces, cotton/linen/wool ponchos and wraps were beautifully displayed in a corner booth. They are hand-dyed in Vietnam.

Tran, who attended the **Otis School of Art and Design** in Los Angeles, has been designing these scarves under his **Lua** label for the past five years and consistently exhibits at Accessories The Show.

About 70 percent of his customers at the show are repeat buyers, and usually about 30 percent are new customers. But he felt traffic was down, not only at Accessories The Show but at all the more than 12 shows he exhibits at every year.

“It is challenging to get new people. The buyers are not coming as much [to all the shows],” he said.

He has noticed that buyers are keeping leaner inventories and still are very price conscious. Three years ago, he lowered his wholesale price points from \$25 to \$85 to \$19 to \$39.—*Deborah Belgium*



Edda Jockisch of **Elemente Clemente**, a German label



Wallerloo Hats are designed in Australia



A display at **MRket**

from New Orleans was at **MRket**. The company, which sells mostly preppy shirts and other clothing, used to manufacture only neckties. But about two years ago it changed course.

“We didn’t know what to expect from the show, but we’ve been pleased with the turnout,” said Hunter Ford, director of sales. He said many of **Pelican Coast**’s competitors attend the show, so they felt it was natural to be there and would help the company achieve its goal of becoming a national brand.

Not far away, **Age of Wisdom** had a large booth near the front door of the exhibition hall. “Our customers always know where to find us,” said Heidi Hayes, a sales rep based out of Chicago.

Age of Wisdom has been attending the show for eight years—this year displaying its knit shirts made from polyester and Tencel that wholesale for \$29.50. Also showing

Capsule’s New America

It was a time for new sections at **Capsule**, one of the **Modern Assembly** shows, which ran in the **Sands Expo & Convention Center** and **The Venetian** Aug. 17–19.

The juried, boutique-style show introduced a special section called New America, devoted to new brands from the Los Angeles area, including skate punk line **Blackfist** and **Second Layer**, which makes basics, some with a gender-neutral edge.

New America joined **Capsule**’s other special sections, such as **Above Tree Line**, which is devoted to brands with an eco edge, such as **Jungmaven**. Another mini-show at **Capsule** was Market Square, a cash-and-carry section of the show.

Edina Sultanik, a cofounder of **Capsule**, said 200 brands exhibited at the recent run of **Capsule**, which she described as a show for progressive contemporary men’s and women’s brands.

Retailers visiting the show included high-end boutiques and department stores such as **American Rag**, **Bloomingdale’s**, **Nordstrom**, **Ron Herman**, **Need Supply Co.** and **Mohawk General Store**. Also in attendance were online retailers such as **ASOS** and **Zappos** as well as international retailers such as **Beams** from Japan.

Capsule was the site of trade-show debuts for new brands that ranged from high-end women’s collection **Vivian Chan** to the beach-lifestyle looks of **Noon Goons**. Other brands taking a bow at the show included **Mr. Completely**, **Yoke** and the accessories line **Rais Case**.

Catherine Chow, founder of San Francisco boutiques **Welcome Stranger** and **Azalea**, said she placed an order for **Noon Goons** at the show. She also noted that many boutiques were buying within season and ordering immediate goods.

Toby Burke Hemingway, of recently opened Los Angeles boutique **Hemingway & Sons**, noted he saw a lot of new brands at the show. Many brands seemed to be taking risks with new prints, but they placed the prints in classic shirt silhouettes. One of the brands that he took a look at was Canadian denim brand **Naked & Famous**.

Vendors had a range of different experiences at the show. For Brian Chan of Whittier, Calif.—headquartered **Wolf & Man**, the recent **Capsule** showed the best business results for his label. By the end of the show, Chan had taken in more than 40 orders for the **Wolf & Man** label, which focuses on wovens. It also introduced a **Wolf & Man** knits line at the show. During **Capsule**, he mostly saw stores headquartered on the West Coast, but he also saw stores from Washington, D.C., Ohio, and Montana. Business at the show was good for **Wolf & Man** because buyers had gotten to know the brand after it had exhibited at four **Capsule** shows.

Gil Gomez of the **Blackcircle Agency** showroom, based in Los Angeles, said retailers were making more orders. “It seems like buyers’ budgets have increased.

We’re getting more order writing at the show,” he said. Gomez’s showroom represented **Wolf & Man**, **Dead Society** and **Annex**, an Australian brand that made its American trade-show debut at **Capsule**.

Representatives for Danish brand **Halo** said they had forecasted that they would get more buyer traffic at **Capsule**. Halo’s Kasper Spacey said that traffic on the first day was decent, then it declined. He blamed the show’s scheduling for his brand’s traffic. “It is late in the season. [**Capsule**’s New York show] is better because it is earlier,” he said. The last New York show took place in July.—*Andrew Asch*



NEW BRAND: Vivian Chan introduced her namesake **Vivian Chan** brand at **Capsule**.

Offprice Growing

This was a year of growth for the off-price market, and it was a time when more retailers wanted a piece of the market in which apparel is sold for 20 percent to 70 percent below wholesale prices.

Macy’s Inc. is scheduled to introduce its own off-price stores this fall called **Backstage**. **Nordstrom Inc.** opened 11 of its off-price **Nordstrom Rack** stores in 2015, and before the year ends it plans to open 16 more.

The **Offprice** show, which ran Aug. 15–18 at Hall G on the ground floor of the **Sands Expo & Convention Center** in Las Vegas, saw an increase in booth real estate, said Stephen Krogulski, chief executive officer for **Offprice**. The show saw a 5 percent increase in exhibitors over last year, he said. The August 2015 show featured 500 vendors exhibiting at 1,300 booths.

He also noted that categories of retailers shopping **Offprice** have expanded. Along with off-price majors shopping at the show—including **Citi-Trends**, **Gabriel Bros.**, **Bealls Inc.** and **National Stores Inc.**—independent grocery stores sent buyers to the show. Mom-and-pop retailers selling off-price goods through online venues such as **eBay** also were spotted at the show.

Reports on show traffic were mixed. Tony Peters, vice president of sales for **Bermo LLC**, said the pace of the show was busy. The first day of the show felt like it was packed with wall-to-wall

people, he said. Attendance seemed to drop the second day of the show, when **MAGIC** and its satellite shows opened for business, but attendance had not dropped as precipitously as it had in previous editions, he said.

At the show, buyers were looking for clothes with a technical angle. “I can’t give a cotton piqué polo away, but if it’s anything with moisture, wicking or technical fabric, everybody wants it,” Peters said.



THE MEETING: Tony Peters of **Bermo LLC** takes in a meeting at **Offprice**.

Eli Pirian, director for the Los Angeles-headquartered **Baciano** label, also ran a booth at **Offprice**. He thought buyer traffic was lower compared with previous **Offprice** shows. However, he met with his label’s major accounts, specialty stores and private-label accounts. He also was concerned that business was becoming tougher due to heavier competition for the off-price dollar and weather that has impeded demand for fall clothing. “It’s been really warm, he said. “The fall hasn’t really come around.”—*A.A.*

CurveNV@MAGIC Debuts ‘Relaunched Show’ in New Location

Upscale lingerie and swimwear show **CurveNV** has been part of the Las Vegas landscape since 2007, but in a partnership with **MAGIC** parent **UBM Advanstar**, the show moved from its prior home at **The Venetian** to a new space in the **Las Vegas Convention Center** for its Aug. 17–19 run.



Hipster G.

Pierre-Nicholas Hurstel, chief executive officer of **CURVExpo Inc.**, which organizes the lingerie and swim show, called it a “very successful relaunch.” Hurstel said the show drew lingerie stores, swim retailers, resort buyers and specialty retailers such as **Bergdorf Goodman**.

CurveNV@MAGIC was housed in a separate 20,000-square-foot space next to **WWD**MAGIC with a bright Mediterranean-

blue carpet and an innovative booth layout that encouraged visitors to browse the lines.

Monica Duffy, sales manager for Los Angeles–based lingerie line **Hipster G.**, said she liked the layout, which she said resembles **CurveNY**, Curve Expo’s lingerie and swimwear show in New York.

Lisa B., designer and owner of **Hipster G.**, said she appreciated the opportunity to work with CurveNV attendees as well as WWD/MAGIC attendees.

The two said most of the traffic was from West Coast retailers, but they also met with buyers from across the country—including Alaska—as well as “a lot of Japan.”

“We worked with three online retailers, too—one we were after and two that surprised us,” Lisa B. said.

Wholesale priced from \$10 to \$30 and cut and sewn in Los Angeles, **Hipster G.** features 21 bodies, which are available in five fabrics and a wide range of colors, including six shades of pink.

“There’s literally something for everyone,” the designer said. Before launching her line, Lisa B. was a sales representative and makes sure she can offer a unique assortment to each of her retail stores.

“There’s a lot of competition. You have to keep it fresh,” she said.

Many exhibitors reported booking appointments for all three days of the show. That was the case for Sandra Davidoff, director of public relations and marketing for **Miracle Suit**, who said the company had appointments booked through 3 p.m. on the last day of the show.

“We were pleasantly surprised,” she said. “The activity was higher than last year, when we were at The Venetian. Here we found smaller stores, spas and a little more elite specialty stores. It’s definitely more traffic than in The Venetian. My sales reps opened more accounts here.”

Gihan Gabor, vice president of sales and marketing for New York–based **Onis Design Group**, which has the license for **Joe’s Intimates** and **Timo Weiland** loungewear and **Maxim Swim** and **Anna Sui** swimwear, also saw a good mix of specialty retailers.

“Not just lingerie but fashion businesses and resort stores,” she said.

Kris Mesner, owner of the Los Angeles–based **Kris Mesner Showroom**, was also pleasantly surprised by the traffic.

“I thought it was going to be a quiet day,” she said on the last day of the show. “I’ve been busy, and I was busy yesterday and all day Monday.”

Mesner and her team saw a lot of West Coast stores as well as retailers from “Texas, Oklahoma, The Rockies, a couple of New York people and some international people.”

Mesner represents **Eberjay** loungewear, **Heidi Klum Intimates**, **Stella McCartney Lingerie**, **Pleasure State** intimates and **Evollove** intimates. Her newest line is a Turkish lingerie collection called **Else Lingerie**, which features a great fit and a retail price below \$100.

“I had an unbelievable response to it,” she said. “A lot of crossover with ready-to-wear.”—*Alison A. Nieder*

Business Stays Consistent at WWIN

A sea of clothing filled the six ballrooms of the **Rio All-Suites Hotel & Casino** for the semiannual **WomensWear In Nevada** (WWIN) show in Las Vegas.

The wide corridors leading up to the ballrooms were lined with clothing hanging on the walls to advertise some of the more than 800 fashion lines showing at the event, which was held Aug. 17–20.

Normally, WWIN opens on a Sunday, one day before the other shows, and closes four days later on a Wednesday. But this year, the fashion event opened on a Monday, on the same date as the other major apparel trade shows in town, and closed one day later on a Thursday.

Some exhibitors thought this hurt business, but the show stayed open until 8 p.m. on Monday, with wine and cheese served to entice store buyers.

Many exhibitors felt there wasn’t as much buyer traffic as last year. Roland Timney, one of the show’s founders and organizers, agreed. “Traffic throughout the city was off. Buyer attendance was down, but overall we had a good show. Some vendors did extremely well, and others didn’t do so well.”

Jennifer Hutton, whose **Jennifer Hutton Sales** at the **California Market Center** in Los Angeles represents the misses lines **Impulse** and **Fantazia**, said she was having a little anxiety attack at the beginning of the show because traffic was off from previous shows. But in the end, she managed to write enough paper to make the show worthwhile.

“I felt the traffic was off. Several people commented about that,” she said. “But if you have appointments and are known to always be there, you can pull the dollars off. I am neck and neck with last year.”

This was the first WWIN show for

Amanda Blu & Co., based in Olathe, Kan. Normally, the 10-year-old company—which designs and makes fashion accessories, jewelry, sandals and tunics—attends several gift shows around the country. But the company, founded by Michelle Ferrel and her husband, Mark Ferrel, walked the WWIN show last year and talked to exhibitors, who were upbeat about the event. Retailers said they consistently stopped by the event to find new merchandise.

“We felt it was a little slow, and based off what other people around us said they agreed,” said Michelle, who designs the lines. “We did get some orders, but you always want more.”

But she noticed that clothing-store buyers at the WWIN event weren’t as adamant about stocking cheap merchandise compared with gift-store buyers. “We have two price ranges for our sandals and tunics. When the gift-store buyers come around, they are more interested in the cheaper end. But at this show, the buyers were interested in the more expensive items.”

She said the lower wholesale price range for sandals is \$7.50 and the higher end is \$15. For tunics, the wholesale prices range from \$8.75 to \$12.

Many buyers at the WWIN show were complaining that there should be more shuttles connecting all the trade shows spread out among the **Las Vegas Convention Center**, the **Mandalay Bay Convention Center**, the **Sands Expo & Convention Center** and the **Rio All-Suites Hotel and Casino**.

With the WWIN show recently sold to **Urban Expositions**, exhibitors are hoping that the new owners can figure out a way to get more shuttles operating.

—*Deborah Belgium*

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Janska from Colorado Springs, Colo., makes comfortable hats and coats manufactured in the United States.

Sourcing at MAGIC Moves and Grows

More than 40 countries exhibited at the **Sourcing at MAGIC** show, growing from 2,050 booths last year to 2,700 booths this year.

The show also gained about 65,000 square feet of space, or a 30 percent increase over last year's exhibition territory, when it moved from the South Hall of the **Las Vegas Convention Center** to the North Hall.

"Sourcing was huge this year," said Bob Berg, senior sales manager, international, for the show. "I think a lot of countries want to focus on the U.S. market because there are economic difficulties happening in Europe and Asia and in Russia."

Buyers from 84 countries showed up, many of them looking for private-label opportunities, Berg said. About 65 percent to 70 percent of the exhibitors were from China with a large contingent from India taking over 150 booths.

One of those from India was Vikas Agarwal, chief executive of **Aman Exports International**, which has four factories employing around 2,500 workers in Jaipur. For several years, he exhibited at the sourcing show and then in 2011 took a four-year break. But he was back this year because the United States, he said, is one of the few countries where the economy is relatively healthy.

Right now, Agarwal's main market is in Europe, where he does a lot of production for **Zara** and **Mango** in Spain and **Zeeman** in Holland. "This show is good for making contacts," he said, even though he thought traffic was a bit slow.

During the four-day event, running Aug. 16-19, a group of buyers visited from **Guess**, later followed by a knot of importers from New York.

This was David Conde's first visit to the sourcing show. His 20-year-old company, **Innerness**, which manufactures denim tops and bottoms in Mérida, Mexico, already does about 80 percent of its business in the United States with companies such as **Ralph Lauren** and **LL Bean**, but he would like to do more. "We are always looking for opportunities to expand our label," he said.

He felt the show was a little slow and would review how many business contacts he made before deciding whether to return for the next show in February.

Kaveesh Manwani, managing director of **Denim Supplier** in Guangzhou, China, has exhibited at the event five or six times and believes it is a great opportunity to talk to existing clients and discover new business. "It's good to be here for the exposure," he said.

About 50 percent of his business is done in Latin America while only 30 percent is done in the United States. He would like to find more business in the U.S. or Europe.

Even though the bulk of the exhibitors at the show were from foreign countries, it was not just about overseas factories. There was a hefty presence by U.S. clothing and textile

factories that still produce goods domestically, such as **Buhler Quality Yarns**, **J.P. Sportswear** and **L.A. Dye and Print**.

Bob Lindenbaum, a sales rep for private-label manufacturer **California Rain Co. Inc.** in Los Angeles, said his company has been participating in the sourcing show for 18 years.

He saw buyers from throughout the United States who are still interested in making clothes domestically. Normally, he doesn't write any orders at the show. He does follow-up appointments later to talk about business. "In sourcing," he said, "there is no instant gratification."—*Deborah Belgium*



Kaveesh Manwani of Denim Supplier

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Vava Voom Glam Factory is seeking a 1st thru production pattern maker. We specialize in Evening, Cocktail, Club dresses. Must have exp. in dresses with strong skills in draping & flat pattern making. Please submit resume to ELEAL@VAVAVOOM.MODA

Jobs Available



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

PRODUCT DEVELOPMENT COORDINATOR

Santa Monica based company seeks PRODUCT DEVELOPMENT COORDINATOR w/ 5+ yrs exp. in evaluating material performance & communicating across multiple product categories. Organized. Detail-oriented. Strong time mgmt. skills. Excl. written & verbal comm. skills. Computer literate. • GREAT BENEFITS. FULL-TIME • Email resumes to koirecruiter@koihappiness.com OR Fax resumes to (310)828-0091

ACCOUNTS PAYABLE/ACCOUNTING STAFF

Garment Manufacturer located around downtown LA is looking for Accounts Payable with 2-3 years experience. Quick book hands on experience and computer literate, a must. Understanding of basic bookkeeping, a plus. Send your resume to vitae101@gmail.com

PATTERN MARKER & GRADER

Established company in Gardena is seeking for a part-time Pattern - Marker & Grader with 5yrs minimum grading experience. Gerber v8 is a must. Compensation DOE. E-mail resume to: terry@glorialance.com

TECHNICAL DESIGNER

XCVI is looking for a full time Technical Designer, with a min. 5 yrs experience, knowledge in pattern making construction, garment spec and grading rules. Candidates must be proficient in excel, photoshop and illustrator. To apply, send resumes to jobs@xcvi.com.

TECHNICAL DESIGNER

Minimum 3 yrs exp. Knowledge Flat Pattern, Photoshop, Illustrator, Excel. Create tech packs for overseas and domestic vendors, specs garments. andrew@andrewchristian.com

SWEATER/KNITWEAR TECHNICAL DESIGNER~~~~~ (DOWNTOWN LA)

Branded clothing line & manufacturer seeks Tech. Designer with min. 3+ yrs exp. in young contemporary fashion to accomplish technical packages from start of development to pre-production stages. Must have in depth knowledge of garment construction. Computer proficient, Photoshop, illustrator, ability to create flat sketches by hand or computer. Must be an expert in approval of colors, measuring, & spec writing. Xlnt. communication skills written & verbal & w/overseas vendors Organized, detail oriented individual, & a self starter wanted! Email Res. to: apparelhr@yahoo.com

Jobs Available



1ST 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

-SEEKING TECHNICAL DESIGNERS FOR WOMEN'S CONTEMPORARY, JUNIORS, DENIM, MASS MARKET, WHOLESALE, AND PRIVATE LABEL BRANDS IN LOS ANGELES.

Technical Designers who possess any/all of these skills: Garment Construction, Fit Sessions, Patternmaking, Fit Standards, Tech Packs, Communicate with Domestic & Overseas Vendors, Flat Sketches, Adobe CS. Please send res. to Apparel@fourthfloorfashion.com for consideration.

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Premium Denim & Knit manufacturer in LA area. 3 plus yrs exp. Account relationships/ experience with Majors, Regionals and Specialty Stores. We offer good salary, commission and support with Trade shows. Submit resume to appredirect@aol.com

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PRODUCTION AND FIRST SAMPLEMAKER

Velvet seeks a full time Production and First Sample Maker. Must have 6+ years in the garment industry and be authorized to work in the US. Pls. email res. to Oscar@velvetllc.com or contact Oscar at: (310) 991-7355.



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

ASSISTANT DESIGNER

Junior growing dress company. 3 yrs of exp. Ability to work independently. Must have exceptional organization skills, self-starter, creative, diligent individual. Photo shop, illustrator exp. Great opportunity for the right person. Resume: neededcontroller@gmail.com

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A close-up, low-angle shot of a woman's legs wearing dark purple suede high-heeled boots with laces. She is wearing a matching purple skirt with a large buckle. The background is a warm, out-of-focus bokeh of lights.

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