

# CALIFORNIA ApparelNews

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## WEDDING BELLES



Bridesmaid dresses made by Watters were some of the fashions seen on the runway at the recent Couture: Los Angeles Bridal Market, held near downtown Los Angeles.

## Bridal Trade Show Makes Second Appearance in Los Angeles

By Deborah Belgum Senior Editor

For big bridal trade shows, retailers typically head to New York in October for **New York Bridal Fashion Week**, when there is a confab of exhibits around Manhattan, or to Chicago in late September for the **National Bridal Market**.

But Los Angeles has had a scarcity of big bridal shows for store owners until last year when New York-based **The Knot** launched its **Couture: Los Angeles Bridal Market** with scores of exhibitors showing everything frilly and lacy.

Brett Olsen, an associate producer of the Couture bridal trade events, said that The Knot had many requests by bridal-

gown manufacturers and retailers to produce a show on the West Coast. "Los Angeles was an untapped market," he said, noting that The Knot has been producing a bridal trade show for some 20 years in New York. "People look to us as an authority on wedding gowns."

Last year the venue was the **Siren Studios** in Hollywood. But this year the show moved to **The Reef**, formerly known as the **LA Mart**, near downtown Los Angeles, where the event occupied two floors during its Aug. 30-31 run.

More than 50 bridal brands showed 150 collections in an open-air environment, where many spaces had their own

➔ **Couture** page 8

## Spring/Summer Trends for 2016 Pop With Newness

By Deborah Belgum Senior Editor

If you thought the 1970s were here to stay for a while in the fashion lineup, you'd be wrong.

The 1980s are already nudging their way onto the runways for Spring/Summer 2016, said Jaclyn Jones, the womenswear editor for **WGSN**, also known as **Worth Global Style Network**, the British trend-forecasting firm with offices in London, Hong Kong, New York and São Paulo, Brazil.

"I think the '70s are making their way for the '80s to develop," said Jones, who has been cruising the major Las Vegas trade shows and frequenting press previews to glean ideas about what will be popular for the upcoming season.

"Some designers may still create '70s looks. However, we are expecting the shift to move to '80s styles, which will begin to hit retail in Spring/Summer 2016 and will really infiltrate in Spring/Summer 2017."

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## Re/Done: Denim Repurposed

By Sarah Wolfson Contributing Writer

Last July, founders Sean Barron and Jamie Mazur spearheaded **Re/Done** vintage denim. The two noticed a demand for vintage denim, but fit is typically a problem. There are plenty of vintage jeans available, but consumers often have to get them tailored for a more modern fit.

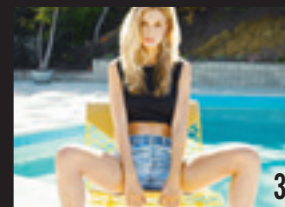
"I noticed all my coolest girlfriends always wore tailored vintage **Levi's**," Mazur said. "I'd always been passionate about denim, especially vintage denim, but didn't know if redoing it on a large scale was possible. Sean's background in apparel made him the perfect person to test the idea."

With more than 20 years of industry experience, Barron previously launched apparel companies such as **Katayone Adeli** and **Joie**. Mazur had a denim sample-sale business, **Underground Denim**.

Re/Done jeans immediately gained A-list fan appreciation. ➔ **Re/Done** page 3

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# Agenda Moves East Coast Show to Miami

The **Agenda** trade show announced Sept. 1 that it will move the location for its winter East Coast show from New York to Miami.

On Jan. 18–19, Agenda will run its winter East Coast show at the **Mana Wynwood** events space in Miami's bustling arts district. The 153,111-square-foot space was the address for high-profile events during the **Art Basel** art fair and the electronic music conclave **Winter Music Conference**. Agenda also produces biannual shows in Long Beach, Calif., and Las Vegas. Its summer East Coast show will continue to be held in New York.

With the move, Agenda will ditch New York's blustery winter weather. Temperatures dipped to 36 degrees Fahrenheit during the last January show in Manhattan. However, the new show is scheduled to run a few days after **Surf Expo**, which has produced the dominant trade show for surfwear on the East Coast for 40 years.

Surf Expo, which is owned by Atlanta-based trade-show producer **Emerald Expositions**, is scheduled to run Jan. 14–16 in Orlando, Fla., a four-hour drive up from Miami.

Agenda—which built a reputation for showcasing styles for streetwear, action sports and fashion—is owned by **Reed Expositions**, which is headquartered in Norwalk, Conn. Agenda grew to prominence as a scrappy trade show that served as a satellite show and, eventually, as a competitor to **Action Sports Retailer**, a surfwear trade show that shuttered in 2010 in San Diego.

Agenda founder Aaron Levant said he believes there will be little competition between the two shows. “We don’t view ourselves as a competitor of Surf Expo because we serve a different market demographic for the most part. The show is also in a different city on a

different date. With that said, we believe there will be a lot of buyers who attend both shows. In the past, we have had many buyers who would hit Surf Expo in Orlando and then come up to our show in New York. If anything, we just shortened the commute for many of those buyers,” he said.

Roy Turner, senior vice president of the sports group of Emerald Expositions, which runs Surf Expo, declined to comment on Agenda's move to Florida.

The new show could create some new options for vendors who exhibit at both Surf Expo and Agenda Long Beach, which is also scheduled in January. Dale Rhodes, vice president of sales for **Katin USA**, said his surfwear company hopes to support Surf Expo and Agenda. But there was a question about whether his company could appear at both shows.

“It is to be determined. We do have to look out for our best interests,” he said. “We have to see what direction Agenda is going in. If it is more of a streetwear atmosphere, we would stay with Surf Expo. If Agenda looks more like the Long Beach show and caters to more boutique and resort business, it might be a great option for us. We might do both.”

Vendors have long complained about having to scramble from the sprawling Agenda's Long Beach show in January to fly across the country to Surf Expo.

In an interview earlier this year with *California Apparel News*, Agenda's Levant said he had tried to negotiate new scheduling for the two shows since 2011. Agenda will host its Long Beach show Jan. 7–8, 2016.

Levant started thinking about doing a Miami show after producing an Agenda show in Manhattan during the harsh storms of January 2014.

“Everything was shut down,” he said of the storm that winter. “We had hundreds of people who contacted us and said that they couldn’t get to the show. It put a big dent in our plans. We still had a decent show, but it could have been so much better.”

Levant also forecast that a move to Miami would broaden the appeal of the New York show, taking the show from an event that mostly appeals to Northeast retailers to one that would attract retailers from across the Eastern seaboard and the Caribbean. He expects the upcoming Miami show to feature a



Aaron Levant at the Agenda show in Long Beach, Calif.

wide-ranging mix of vendors.

“We are hoping to diversify the brand mix in Miami to be reflective of the mix offered at our Long Beach show. It may take several editions for this to take shape, but that is the general direction that the Miami show is headed,” he said.

He also expected growth, too. The New York show featured 250 brands, he said. “[The Miami] venue has the potential to hold between 500 to 600 brands, so there is still long-term growth potential for us,” he said.

—Andrew Asch

## Mélange Fashion Tech Trade Show Takes a Bow at The New Mart

With e-commerce, m-commerce and a new trend in wearable technology, fashion has embraced business models invested in the digital world. The **Mélange** trade show will present panels and produce an exhibition on this rapidly changing business world. It will make its debut Sept. 16–17 at **The New Mart** fashion showroom building in downtown Los Angeles.

The event will take place on The New Mart's third floor, which has been the site of the **Designers and Agents** trade show and other trade events. Specific panels will cover subjects such as new developments in mobile/digital payments, making content for e-commerce, and how action-sports brands such as **Billabong** and **Diamond Supply Co.** look to build relationships with their customers.

Other panels will discuss topics ranging

from wearable technology to building a brand with a mission that involves charity. Jordan Glassberg, vice president of development for **Toms Shoes**, will speak. Other speakers will include executives from **BCBG Max Azria Group**, **Halston** and **Zappos**.

During the evening of Sept. 16, the show will feature Tastes of LA, which will feature foods from Los Angeles-area restaurants including **Factor's Famous Deli**, **Amante Pizza & Pasta** and **Maggiano's Little Italy**.

Registration for two days of the show costs \$299, according to the show's website.

Mélange was founded by Tom Keefer, a Los Angeles-based youth marketing specialist who has worked with **Newsweek Intl.**, **LA Gear**, **K-Swiss**, **Mattel** and the **BBC Worldwide Global Licensing Team**. For more information, visit [www.melangelive.com](http://www.melangelive.com).—A.A.

## Is Quiksilver Shopping for a Buyer?

Over the last few years, the beleaguered California surfwear company **Quiksilver** has been bleeding massive amounts of money.

What was once a high-flying, beach-oriented clothing and shoe company was so wealthy that it was snapping up brands such as the French winter sports equipment company **Rossignol**, which it bought in 2005 for \$320 million and sold three years later for \$147 million.

Last March, the Huntington Beach, Calif., company replaced its chief executive officer and its chief financial officer.

Now *Bloomberg News* is reporting that the company is looking for a buyer to help keep the company afloat. Quiksilver, the news organization said, is talking with potential strategic buyers with a goal of a management-led buy-out of the publicly traded company.

Under a deal, Quiksilver hopes to keep its chain of 683 stores, factory outlets and shops-in-shops and avoid bankruptcy, the report said.

As surfwear has been eclipsed by more trendy yoga wear and athleisure styles, Quiksilver has suffered. Last year, the company had a net loss of \$309.4 million on \$1.57 billion in revenues. In 2013, its net loss was \$232.56 million on \$1.81 billion in revenues.

In March, Quiksilver fired Andy Mooney as its chief executive officer and replaced him with 27-year Quiksilver veteran Pierre Agnes. At the same time, Chief Financial Officer Richard Shields lost his job to Thomas Chambole.

In addition, Quiksilver cofounder Bob McKnight stepped in as chairman of the board, a position once held by Mooney.

—Deborah Belgium

## Banana Republic and CFDA Supporting Emerging Designers Who Produce in the U.S.

**Banana Republic** and the **Council of Fashion Designers of America** are ramping up a program that supports emerging designers in the United States who create and manufacture their collections in their local cities.

The partnership will include two limited-edition collections sold exclusively at select Banana Republic flagship stores and online. The program will spotlight one New York-based designer—the first one being Timo Weiland—to create a capsule collection for Spring 2016. Then a Los Angeles-based designer who manufactures in LA will be selected to design a collection.

“This new program is a great opportunity to provide mentorship and resources to help creative talent grow their business while designing and producing locally,” said Marissa Webb, Banana Republic's creative director.

With the Weiland collaboration, the designer will create a collection with 12 womenswear styles in solids and customs prints—including dresses, tops, skirts and a blazer. It will launch at the retail chain in March 2016. The collection will be sewn in New York by **Sunrise Studio** and **Sn Productions**. For more information, visit [www.cfda.com](http://www.cfda.com).—D.B.

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# Say Goodbye to the Magnetic-Stripe Credit Card

Going out of style soon: credit cards with magnetic stripes.

Banks and credit-card companies intend to replace these striped cards with cards bearing microchips. Called EMV cards, which stands for Europay Mastercard Visa, after the companies that formed the standard for the chips, the cards cannot be hacked by fraudsters, according to supporters of the technology.

On Oct. 1, banks and credit-card companies are going to enlist retailers in their fight against the soaring rates of credit-card fraud around the world, which was said to reach \$16.31 billion in global losses this year, according to *The Nilson Report*, a payments-industry trade journal.

In the past, and until Oct. 1, banks and credit-card companies covered fraud losses. After Oct. 1, retailers will be responsible for frauds committed with magnetic-stripe cards.

In an effort called the EMV Liability Shift, banks and card companies on Oct. 1 will change liability agreements. If a fraud takes place on a transaction made with an EMV card, banks and card issuers will assume liability. If a fraud takes place on a transaction with a magnetic-stripe card, the retailer is on the hook for the loss.

"It's an incentive for merchants to upgrade to new chip technology," said Randy Vanderhoof, director of the **EMV Migration Forum**, a payments-industry group involved with the transition from magnetic-stripe cards to EMV cards.

Eventually, credit-card companies will issue only EMV cards. In the next year, it is estimated that 15 percent to half of the credit cards held by Americans will be EMV cards, according to industry watchers. (In a separate agreement, retailers selling gasoline will go through an EMV migration in 2017.)

But retailers are needed to help push this process along by installing EMV point-of-sale terminals at their shops. Vanderhoof said that prices for the terminals range from \$30 for a stand-alone payment terminal line, or more than \$200 for a terminal that is leased from a payments agent. Some retailers might order an EMV terminal through the company they run payments through.

The transition to EMV credit cards is expected to put a major dent in credit-card fraud for physical retailers using magnetic-stripe credit-card terminals. Counterfeit cards using magnetic stripes make up 49 percent of credit-card fraud losses around the world, according to *The Nilson Report*.

However, if criminals are pushed out of one market, they'll find another one. If they cannot rip off goods from stolen credit cards at bricks-and-mortar shops, they'll go online, said payments-industry watchers such as Monica Eaton-Cardone, cofounder and chief operating officer for **Chargebacks 911**, a Tampa, Fla.-based company that manages chargebacks for retailers.

"We have a whole bunch of criminals who steal credit cards. They're not going out of business," Eaton-Cardone said.

Online retailers often use predictive analytics programs to root out fraudsters. Eaton-Cardone suggested that online retailers research and check who is making purchases on their sites.

Some hallmarks of fraud, she noted, include a card's shipping and billing address are markedly different, such as the shipping address is in Florida, but the billing address is in Colorado. Or the same shipping address is used with 40 different credit cards. "Look for bogus emails," Eaton-Cardone said. "It might be connected with a fake person."—*Andrew Asch*

# August Store Sales Show Slowness

Many retailers missed their forecasts for their August comp-store sales. Sales for U.S. retailers were down 0.9 percent in an index compiled by **Retail Metrics**, a Boston-area market-research company.

Ken Perkins, Retail Metrics' president, blamed lighter-than-expected traffic at malls for the decline as well as anxiety over international economic headlines such as currency devaluations in China and the stock market plunge.

**Gap Inc.** reported a 2 percent decline in its same-store sales in August.

**The Buckle Inc.**, a denim-focused chain headquartered in Nebraska, posted a 3.3 percent decline in its same-store sales. Florida-based off-pricer **Stein Mart Inc.** also reported a 1.4 percent drop in its August comparable-store sales.

However, **L Brands Inc.** delivered some good news for August. It posted a 6 percent gain in same-store sales during the month. L Brands is the parent company to retail chains **Victoria's Secret**, **Bed & Bath** and **Henri Bendel**.

**Zumiez Inc.**, an action sports-focused chain headquartered in Washington state, which typically is included on *California Apparel News*' index, announced it would report its August sales and its 2015 second-quarter sales on Sept. 10.

Sales for the Labor Day weekend, which is one week later than usual, might inject some energy into the retail environment after the dog days of August.

In a Sept. 1 research note, Adrienne Yih of **Wolfe Research** wrote that retailers' promotions for Labor Day weekend were not forecast to be as deep as they

## August Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
<b>The Buckle</b>	<b>\$101.40</b>	<b>-2.1%</b>	<b>-3.3%</b>
<b>Gap</b>	<b>\$1,200.00</b>	<b>-3.0%</b>	<b>-2.0%</b>
<b>L Brands Inc.</b>	<b>\$826.00</b>	<b>+8.0%</b>	<b>+6.0%</b>
<b>Stein Mart</b>	<b>\$86.10</b>	<b>-0.4%</b>	<b>-1.4%</b>

Source: Company reports

were in 2014. "August comps thus far incorporate a weak start to the quarter, but building momentum in (the second half of the year) as school starts creates a 'need to buy,'" she wrote.

**Bebe Stores Inc.**, a contemporary chain headquartered in the San Francisco area, also announced some good financial news. On Aug. 27, it said same-store sales during the fourth quarter of 2015 were up 1.1 percent for its 163 stores compared with the same period last year. Fourth-quarter net sales were \$104.3 million, with a \$5.2 million net loss, compared with sales of \$103.5 million with a \$34.5 million net loss during the same period in 2014.—A.A.

## NEWS

### Re/Done *Continued from page 1*

ciation with models Erin Wasson and Bella Hadid and actresses January Jones and Arielle Vandenberg.

Keeping the integrity of the vintage jean is a priority, but also constructing a modern fit, ensuring consistent sizing and producing flattering silhouettes are key. Barron

raw goods, they are sorted one by one to see what we want to redo," Mazur said. "Then they are washed and taken apart completely at the seams. The waist bands come off and the legs are opened. From there, the jeans are laid to our patterns, cut, then sewn back together. We measure the jeans at each phase of production to ensure a consistent fit."

Re/Done offers a variety of styles for

a campaign that includes a story and features an inspirational figure. "We believe that there is no better way to communicate than by telling a story—especially with a product as steeped in heritage as ours," Barron said. "We want people to develop an emotional connection to our product. It isn't like another denim company, where your jean is the same as thousands of other girls' jeans. Each piece we make is one of a kind, so when you find your perfect jean, it is just that—yours."

As a sustainable brand, Re/Done doesn't use any dyes or other harsh chemicals that would be typically associated with the production of new jeans.

"New denim companies use harsh chemicals to try to copy what our jeans have naturally. There is no replacement for good old-fashioned wear and tear," Barron said.

By recycling vintage denim, they reduce the apparel waste that would normally be sent to a landfill. As a repurposed denim brand, they are able to reduce the amount of water it takes to produce jeans.

"It takes on average 2,600 gallons of water to make a new pair of jeans, whereas it takes less than 50 gallons to make ours, which is the equivalent of two washes at



Piles of vintage jeans



The sewing room at Re/Done

and Mazur start with Levi's 501s, which are sourced from vintage suppliers all over the country—although the two are particularly fond of jeans that come from the South.

"Something about the wear patterns that develop in that sun are just so beautiful," Mazur said.

Re/Done's factory and headquarters are housed in the same building in Los Angeles, which helps with quality control and efficient operations.

"We get to oversee every stage of production to make sure things are running smoothly," Barron said. "We also have the ability to make samples and test out new designs in a very efficient manner."

Each pair of vintage jeans is deconstructed, then resewn into a one-of-a-kind denim piece.

"When we receive the vintage jeans as

every woman—from a high-rise style with a '70s feel to a slouchy, shredded pair to a structured, slim fit to a tapered, body-framing pair with varied seam measurements to a tattered black denim. There are a few shorts, including an edgy knee-length, "walking short" and a cropped denim jacket, as well.

"We are inspired by classic fits that transcend different eras," Barron said. "For example, a high-rise jean is a staple item. We wanted to draw on that but make the fit modern and more appealing to a millennial consumer, [and] each denim expert ensures the fit is true to size."

Re/Done currently produces up to 5,000 pairs each month. Retail price points range between \$182 for a pair of denim shorts to \$340 for a more detailed, buttery pair of jeans.

Each denim collection is framed within



home," Mazur said.

For Fall 2016, Re/Done will add a men's collection, preserving the same quality as the women's pieces.

Re/Done is available on the company website, [www.shopedone.com](http://www.shopedone.com), and at **Barneys New York** (in

stores and online) for the domestic market.

For sales information, contact Gary Shelton at [gary@rainbowwave.com](mailto:gary@rainbowwave.com). He is based out of Re/Done's London international sales office, **Rainbowwave**. ●



# British Company Acquires Majority of Urban Expositions

**Urban Expositions**, the trade-show organizer that recently acquired the **WomensWear in Nevada** event, revealed that a majority share of its venture was acquired by **Clarion Events**, a nearly 70-year-old enterprise based in London. Terms of the deal were not disclosed.

On Sept. 1, Urban Expositions, headquartered in Kennesaw, Ga., announced that the acquisition had been made some time before the WWIN purchase in mid-August but did not give a specific date for when the transaction closed.

Urban Expositions said its current executive management team, staff, office locations, brands and events will remain the same and that managing partners Doug Miller and Tim von Gal will retain significant ownership and continue to oversee all facets of the business.

"We are thrilled to partner with such a well-established, international event organizer as Clarion," said Miller, Urban Expositions' president and chief executive officer. "We look forward to working closely with the Clarion team to start a whole new chapter for our respective companies."

Urban Expositions, founded in 1995 by Miller and von Gal, the company's chief operating officer, started out in the trade-show business by organizing its first event—the **Philadelphia Gift Show**. The company

holds a number of gift shows around the country, including the **California Gift Show** in Los Angeles (recently renamed **LAMKT**).

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.

For a while, it organized a textile-related trade show called **Material World & Technology Solutions**, an event held in Miami Beach, Fla., that focused on the textile, trim and sourcing sectors of the apparel industry. The show was extended to Los Angeles for a brief time. Material World & Technology Solutions was shuttered in 2009.

But Urban Expositions, under the new Clarion Events ownership, dipped back into the apparel trade-show business with its purchase of WWIN, held twice a year in Las Vegas at the **Rio All-Suites Hotel & Casino**. WWIN was founded in 1998 by **Specialty Trade Shows Inc.**, whose principals are Jeff Yunis and Roland Timney.

"We are extremely excited about the new opportunities our Clarion partnership will deliver," von Gal said.

Clarion was founded in 1947 and is one of the oldest events operations in Britain. It organizes more than 200 trade shows in 35 countries.—*Deborah Belgium*



## September 11

Cover: Fashion  
NY Fashion Week Coverage

**Textile Preview**  
with Tech Focus and LA Textile  
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**Findings & Trimmings**  
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**Bonus Distribution**  
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LA Textile Show 9/28–30  
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## September 18

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New Resources  
Freight & Logistics  
Spot Check  
Technology  
Made in America

**Fashion Faces**

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LA Gift & Home Market 9/27–29  
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Fiber & Fabric

**Fiber & Fabric Special Section**  
**Industry Focus:**  
**Retail/Boutiques**

**Bonus Distribution**  
LA Gift & Home Market 9/27–29  
LA Textile Show 9/28–30  
LA Majors Market 10/5–7  
Designers & Agents LA 10/12–14  
Shape 10/12–14  
LA Fashion Market 10/12–15

## October 2

Cover: Market Must Buys  
Textile Show Wrap  
Finance Industry Focus  
Eco Report  
Denim Report

**Eco Advertorial**  
**Finance Advertorial**  
**Denim Advertorial**

**Bonus Distribution**  
LA Majors Market 10/5–7  
Designers & Agents LA 10/12–14  
Shape 10/12–14  
LA Fashion Market 10/12–15  
Style Fashion Week 10/14–18  
Project Ethos  
Concept LA

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## Calendar

### 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 Vlsion Paris**  
Parc des Expositions  
Paris Nord Villepinte  
Paris  
Through Sept. 17

### Sept. 16

**Mélange**  
The New Mart  
Los Angeles  
Through Sept. 17

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

### Sept. 17

**Capsule**  
Pier 94  
New York  
Through Sept. 19

**Axis**  
Pier 94  
New York  
Through Sept. 19

### Sept. 18

**Designers and Agents**  
Starrett Lehigh Building  
New York  
Through Sept. 19

**Tranoi**  
The Tunnel  
New York  
Through Sept. 20

### Sept. 19

**Accessories The Show**  
**Fame**  
**Stitch**  
Javits Center  
New York  
Through Sept. 21

**Coterie**  
Sole Commerce  
TMRW  
Javits Center  
New York  
Through Sept. 21

**Edit**  
Javits Center  
New York  
Through Sept. 21

There's more  
on ApparelNews.net.

For calendar details and contact  
information, visit [ApparelNews.net/calendar](http://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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WGSN *Continued from page 1*

Jones labeled this '80s trend "Culture Club." It has a definite Grace Jones vibe with geometric designs and interesting graphics. "Neon is going to be coming back," Jones noted. "There will be this glow-in-the-dark typography."

There are metallic fabrics with polished glamour that have the look and feel of the digital age.

This Spring and Summer, the trend for dress and skirt lengths is to fall everywhere except at the knee. Popular silhouettes will be mini, midi and maxi lengths. "Maxis are always popular for summer," Jones said.

In a trend called "Modern Masters," Jones sees a focus on craftsmanship and attention to detail with intricate stitching and rich fabrics. "I think there will be more playing with architectural volume," Jones said. There will be more pleating, smocking and adoption of tailoring in a unique way. Silhouettes will be drawn from Greece, Rome and the Dutch masters.

A definite Latin vibe is taking shape on the catwalks, too. A WGSN team recently traveled to Cuba as well as a team from womenswear label **Madewell**, scouting out prints, colors and silhouettes. "This trend will be seen in bold colors," Jones said, with tropical florals and palm-pattern prints. Big ruffles will be part of the vivid statement as well as off-the-shoulder designs.

The athleisure trend has jumped off the charts and will continue to do so. But for Spring/Summer 2016, designers are injecting relaxed looks of more tailored clothing in a trend called "Leisure Luxe." Think slouchy pants with wide legs and elastic waists in lightweight fabric such as linen and brushed silk that can be worn with sneakers, sandals, oversized tunics and tank tops that button up.

Denim is making a big comeback with the flare jeans, Jones

said, and is gaining traction. "I think this trend started more at the younger end of the market with juniors, who are willing to take risks, and now it is starting to trickle up to the older customer with more streamlined fabric and more raw denim," Jones said. "The older customer wants a cleaner look, but the younger customer wants more distressing in her denim. ... I think the cropped flare is the one to watch and the cropped wide leg with a higher-rise waist—more of the mom jeans and more of a focus on indigo."

A softer color palette and feminine fabrics mark the "Graceful Edge" trend, which relies on vintage heirlooms and fabrics for its influence. Layered lace, precise pleats and sheer materials add delicate details in washed-out tones. Prints will

look like they came from your grandmother's attic.

The color scheme for Spring/Summer 2016 will trend toward warmer tones—such as orange, coral, red, peach and amber—but there will indigo and bright blues making an appearance on the color stage, too, Jones said. ●

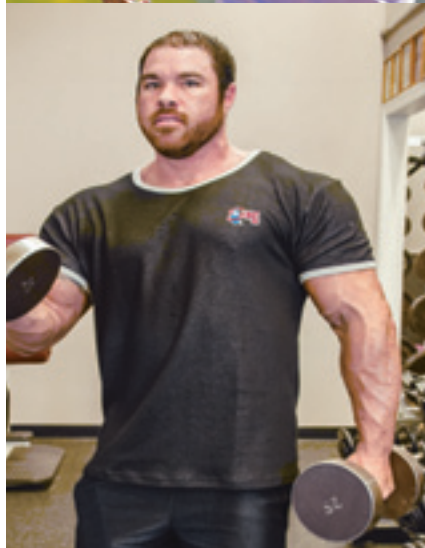


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# ACTIVEWEAR



## Mara Hoffman Launches Activewear

Known for her colorful, signature prints and mystical aesthetic, Mara Hoffman has added activewear to her evolving lifestyle brand.

The expansion was a natural next step for the New York-based designer, whose label already includes a full women's ready-to-wear collection as well as swimwear, bridal and childrenswear.

"It's a category I've always wanted to break into as an active person myself," Hoffman said. "Swim is such a huge category for us, and we attract a consumer that is conscious about healthy and active living—the line was really a natural extension for us."

**Mara Hoffman Activewear** launched this summer with the debut of a short film that stars Juliette Lewis telling the story through dance and movement. The film, shot in the California desert, was created to convey the brand's goal for the collection—"to inspire one into transformation."

Hoffman draws on nature and mythology as well as her personal travels around the world to create her collections. Made for "strong, confident, loving and free-spirited" women, the activewear collection is designed to meet their multi-faceted lifestyle needs.

"We really think of different moments in her life and throughout her days—going out for dinner/drinks, work, attending a nice event, exercising/meditating, vacation and travel. We want her to turn to us for all of these moments," the designer said.

Designed to coordinate with the other Mara Hoffman collections, the active line is an extension of Hoffman's growing brand. "We took design and print inspirations from our Spring '15 Ready-to-Wear collection, specifically the "Birds" pieces and swim collections," Hoffman said. "It's important that there is cohesion across categories."

Details such as cutouts, embroidery and the designer's coveted original prints are featured on a variety of styles such as spandex sports bras, bodysuits, leggings, ponchos, jumpsuits and French terry pieces. A printed yoga mat manufactured by **Yoga Design Lab** is also available.

For the upcoming Spring/Summer '16 season, Hoffman was inspired by Willie Nelson and has infused her interpretation of Americana culture into her designs.

In addition to being fashionable, the collection is designed to be fully functional. Performance styles are made with high-tech fabrics that incorporate SPF 50 as well as moisture-wicking and muscle-compression properties. Retail prices range from \$108 for solid sports bras to \$324 for printed jumpsuits.

The line launched exclusively on the company's revamped website ([www.marahoffman.com](http://www.marahoffman.com)) and is now available at retailers



PHOTO COURTESY OF MARA HOFFMAN

Mara Hoffman



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including **Bloomingdale's**, **Bandier**, **Carbon38.com**, **Anthropologie**, **Nordstrom.com**, **Net-A-Porter**, **Shopbop** and **Revolve Clothing**.

"The response has been really strong—we

are excited to show our buyers the new Activewear Spring '16 collection this September," Hoffman said.

For more information, call (212) 505-3020.  
—N. Jayne Seward



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## Eco-Friendly Activewear: Wear It to Heart

Los Angeles-based activewear brand **Wear It to Heart** got its start as a direct-to-consumer brand that launched in 2014 with the opening of the company's online store. The opportunity to interact directly with the activewear community provided valuable customer feedback, which helped the company launch its wholesale business following the brand's debut at the **Agenda** trade show in Long Beach, Calif., and the **Axis** trade show in New York.

W.I.T.H. consists of a variety of sports bras and leggings, including capris, shorts, tennis skorts and extra-long leggings.

"Our most recent collection was inspired



percent of all apparel sold in the U.S. falls into the "athleisure" category. "The crossover functionality, [including] performance and style, have converged," Ha said. "Activewear is the new denim."

W.I.T.H. is run by a collective of veterans who have deep roots in the LA manufacturing industry, Ha said. All designing is done in Los Angeles while products are manufactured at the company's own facility in El Salvador.

"Our family [runs] a very successful private-label [business with] apparel manufacturing plants in El Salvador. Because of this, W.I.T.H. remains nimble, innovative and is able to quickly [produce] current trends," Ha said.

For sales information, contact Juan Zighelboim at (305) 503-4139, Ext. 550, or [jz@wearittoheart.com](mailto:jz@wearittoheart.com).—Sarah Wolfson



by the California desert and features prints such as cactus flowers, indigo, tie dye and daisies. We are now offering solid leggings for the first time as well," said Sunnie Ha, director of design.

The collection combines fresh and edgy mixed prints, such as stripes, polka dots, florals and camouflage as well as intricate cuts that make most of the tops and leggings work

for both workout and everyday wear.

Retail prices range from \$68 for printed leggings to \$100 for more-complicated pieces. W.I.T.H. is currently carried throughout the U.S. in specialty stores such as **Bandier** and **Paragon Sports** as well as workout studios, including **Equinox**.

According to Ha, about 15

## Threads 4 Thought: Activewear Made Out of Plastic Bottles

Sales for women's activewear are skyrocketing. The market for clothes made for yoga, running and the gym grew 21 percent to become an \$18.5 billion business in the 12-month period ending in June 2015, according to market-research company **The NPD Group**.

But most of the clothes sold for this market are made out of nylon. Eric Fleet, president of the fashion company **Threads 4 Thought**, contends that the fabric is not good for the environment because nylon is manufactured from petroleum products and made in a way he says pollutes the environment. Enter **Threads 4 Thought Active**. "We wanted to provide an alternative to all of the nylon that is out there," Fleet said.

Threads 4 Thought got into the activewear market by making clothes manufactured from polyester made from recycled plastic bottles; 37 bottles are recycled to make one of Threads 4 Thoughts' leggings and 19 bottles for a sports bra, according to a company statement.

Ashley Irely, a former design director for **Splendid**, joined Threads 4 Thought in 2014 as its women's design director. She runs the company's downtown Los Angeles design office and has led Threads 4 Thoughts' active line.

Along with being constructed out of plas-



tic bottles, the line has fashion flair, too, Fleet said. Fashion looks include a tuxedo-style stripe down the side of the leggings. Some of the tuxedo stripes are made of a mesh that makes leggings more breathable. Others feature patterns such as camouflage.

The two core pieces of the line are a ¾ leggings called the "Half Lotus Crop" and a full-length piece called the "Firefly Legging." These pieces come in black and heather gray.

But with Threads 4 Thought making new deliveries every 60 days, Fleet said, the leggings always come in new prints and designs.

Other pieces in the line are jackets, tank tops and T-shirts. Wholesale price points range from \$15 to \$40. Threads 4 Thought also makes graphic tees for women and some men's looks designed in its New York City office.

Threads 4 Thought Active took a bow for the Spring 2014 season.

It has been sold at select **Whole Foods** locations; at **Seed People's Market** in Costa Mesa, Calif.; and through direct sales at the company's website ([www.threads4thought.com](http://www.threads4thought.com)).

For more information, contact Ashley Segal, the company's vice president of sales, at [ashsegal@t4tapparel.com](mailto:ashsegal@t4tapparel.com).—Andrew Asch

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# ACTIVewear



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# Vince Shows Softness in Second-Quarter Sales

**Vince**, the contemporary womenswear company born in Los Angeles and now headquartered in New York, reported some disappointing financial results for its second quarter.

Net sales for the quarter ending Aug. 1 declined 10.4 percent to \$80 million from \$89.3 million during the same period last year. Wholesale sales dropped 21.6 percent to \$58.3 million while direct-to-consumer sales through the company's 42 Vince stores and its online site jumped 44.7 percent to \$21.7 million.

On a positive note, Vince's same-store sales were up 13.4 percent, including e-commerce.

With such a sharp drop-off in sales, the high-end clothing company had a \$5 million net loss for the second quarter compared with a net income of \$10.5 million last year.

The company's financial results were announced days after Jill Granoff, the chief executive officer when the company went public, left Vince. She was replaced by interim Chief Executive Officer Mark Brody.

Brody said the second-quarter financial results showed a major weakness in the company's wholesale sales with lower-than-expected sell-through and customer reorders. That in turn led to a significant increase in

inventory levels. "As a result, we elected to write down current year product to estimated net realizable value. In addition, our off-price customers reported high levels of inventory. In order for us to move forward with our strategy to reduce sales to off-price retailers and to enhance our brand positioning, we made the decision to dispose of the vast majority of prior-year product," he said.

Brody said the company is working to enhance its product assortment and improve its operational performance with tighter inventories and procurement practices.

—Deborah Belgium

## Activewear Resources

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brand recognition in the high-end, fashion-forward contemporary markets. Whether it is dress wear-knits, swimwear, active wear, sportswear, body wear, or intimate apparel, Asher Fabric Concepts always delivers.

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### Spirit Athleisure

www.spiritathleisure.com

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

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Large, Privately held manufacturer, established in 1964 needs a PATTERN MAKER. Ideal candidates must have working knowledge of Gerber PDS 2000, at least 2-3 yrs exp, excellent communication skills, construction and fit knowledge, basic computer skills in Outlook, Word and Excel. Salary commensurate with qualification. Excellent Medical & Dental Benefits. Generous Profit Sharing & Pension Plan - fully paid by the company. Letty Hernandez HR Manager - Paquette Mfg. Fax #(323)780-7792 E-mail: [lhernand@byer.com](mailto:lhernand@byer.com)

### DESIGN ASSISTANT

Design Assistant needed for new designer. Must have energy and drive for junior fashion industry. Experience of one year preferred, but will consider applicant with strong internship background. Must be great team player and have strong communication skills. Please submit a resume with your contact information to: [Angie@kkcpa.com](mailto:Angie@kkcpa.com)

### SOCIAL DRESS DESIGNER

We are seeking an experienced Social Dress Designer. Ideal person must have minimum 3 yrs recent exp. in Social Dresses. Must be exp. in all aspects of design that includes sourcing fabric, trim, sketching with illustrator, and trend research. Must be able to meet deadlines and be extremely organized. Send resume to [hrops2015@gmail.com](mailto:hrops2015@gmail.com)

### CREDIT & COLLECTIONS MANAGER

Apparel Mfr based in LA area looking for seasoned expert in Dilution Concentration, Special Collections, Chargeback Analysis, Vendor Compliance. Customers include: Major, Specialty, Big-Box & Wal-Mart. Limit aged/uncollected invoices. Communicate with Customers/Factors. Prepare Mgt Financial reports. Proactive analysis & professionally assertive to lead A/R Dept. Email: [hrcollections2015@yahoo.com](mailto:hrcollections2015@yahoo.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](mailto:terry@apparelnews.net)



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### PRINT (TEXTILE) DESIGNER

Fantastic opportunity for a highly organized, detail-oriented, team player to join a growing women's, contemporary Swimwear/Dress Company located in Los Angeles. Job requires position to be current with market trends, able to communicate with mills, provide comments and approve strike offs. Ideal candidate will have a degree in Graphic Design or related degree with a min. of 3 yrs textile work exp., fluent in Adobe Photoshop, Illustrator for PC and MAC platforms. Must be able to color prints and put into repeat, as well as create prints from scratch. Qualified applicants, please fax resume to: 310.733.2135

### PRODUCTION PATTERN MAKER

Fast paced JRS Company seeking a full time Production Pattern Maker. Must be very comfortable with knits & woven tops and dresses. Must be able to do paper and Gerber patterns. 3 - 5 yrs. experience required. Starting pay is based on experience. Please email resume to: support@libertylove.net

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