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NEW YORK FASHION WEEK

SPRING BEGINNING

Savannah College of Art and Design student Kate McKenna landed the top prize at the Supima Design Competition with her Savannah-inspired collection of gowns featuring a variety of indigo dye techniques and Supima fabrics. The show was one of several in the lineup at the recent New York Fashion Week. For more from the shows, see pages 6 and 7.

NEILSON BARNARD

The Village at Westfield Topanga Aims to Be Alternative for Everyone

By Andrew Asch *Retail Editor*

When **The Village at Westfield Topanga** takes a bow on Sept. 18, the \$350 million project, adjacent to the luxe **Westfield Topanga** mall, will seek to be the artsy, dog-friendly, gourmet downtown area that Los Angeles' San Fernando Valley never had, said Larry Green, Westfield's senior vice president for U.S. development.

The Westfield Topanga mall is the address of luxury department stores **Neiman Marcus** and **Nordstrom** as well as major international retail nameplates **Louis Vuitton**, **Gucci**, **H&M** and **Forever 21**. However, The Village will serve as its boutique-focused sister retail center, Green said.

➔ Village Topanga page 4

FREIGHT & LOGISTICS

Cargo-Container Volumes Show Healthy Increases at the Ports

By Deborah Belgum *Senior Editor*

Southern California's two major ports, in Los Angeles and Long Beach, have seen a revival of activity this summer as shippers return to the West Coast after a major port congestion problem earlier this year.

The **Port of Long Beach** broke its all-time record for August with 703,652 containers coming through the docks. That number was up 22.8 percent over the same month last year.

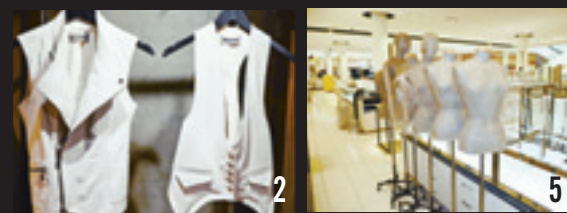
July was also a banner month for the Port of Long Beach, with volumes hitting 690,245 containers, an 18 percent spike from July 2014.

For the year, container volumes have risen 5.4 percent to 4.7 million.

"Our partners once again have expressed their confidence in the Port of Long Beach, and we thank them for

➔ Ports page 3

INSIDE

Where fashion gets down to businessSM

Yogasmoga opening more stores in California ... p. 2

Made in America ... p. 2

Technology ... p. 3

Made in America Resources ... p. 9

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Yogasmoga Opening Stores in Northern California, East Coast Locations

New York-based yoga lifestyle brand and retailer **Yogasmoga** is continuing its retail rollout with new stores opening in the Northern California cities of Corte Madera and Walnut Creek.

The new stores, located in **The Village at Corte Madera** and **Broadway Plaza**, respectively, are expected to open in time for the holiday season.

The 2-year-old company is also opening

stores in **The Mall at Short Hills** in Short Hills, N.J.; **The Westchester Mall** in Westchester, N.Y.; and **The Shops at Prudential Center** in Boston.

By the end of the year, Yogasmoga will operate 12 retail locations across the country.

The company already has a store in San Francisco as well as Southern California stores in Beverly Hills, Newport Beach, Los Angeles' Brentwood and Malibu neighbor-

hoods, and San Diego.

"Our ability to execute retail deals with the top retail centers reflects the strength of the Yogasmoga brand," said Yogasmoga Chief Executive Officer Rishi Bali, who founded the company with his sister, Tapasya Bali, in a company statement. "With our proprietary fabric technology, made-in-USA supply chain and a strong retail strategy, we set ourselves apart."—*Alison A. Nieder*

MADE IN AMERICA

Clade Introduces Rock Looks for Women

Menswear has been an inspiration for women's styles since Katharine Hepburn became a movie star in the 1930s. Maya Reynolds, downtown Los Angeles designer for **CLADEman**, used her line, worn by male rock stars such as Steven Tyler of **Aerosmith**, Perry Farrell and Chris Martin from **Coldplay**, as an inspiration for her new line, called **CLADEwoman**.

"We're brought up wearing pretty dresses and high heels. It's a traditional idea of what is sexy for women," she said. "Menswear is empowering. It's bold and comfortable. Men are allowed to cover up and look sharp."

Some of the inspiration for the line came from her boutique, called **Clade**, in downtown Los Angeles. She was seeing women purchasing looks from her 5-year-old line **CLADEman**, albeit in smaller sizes.

Rock 'n' roll looks also were an element with **CLADEwoman**. She hoped to give the line qualities beyond foundations of comfort



and simplicity.

Along with being manufactured in Los Angeles, the line is constructed out of natural materials such as high-end linen jersey, cotton and lambskin. Silhouettes are intended to be unique.

"It's a bit androgynous, and it has an edge," Reynolds said.

CLADEwoman took a bow in July with a 10-look capsule collection. Some pieces include a waistcoat featuring straps hanging from the piece's hems. There's a hooded tank dress, a silk mesh dress with frayed edges and a biker-inspired lambskin vest.

CLADEwoman is sold exclusively at

YogaWorks Has Eye on California for Retail Rollout

Santa Monica, Calif.-based yoga studio and retailer **YogaWorks** recently added to its portfolio with the purchase of three studios in San Francisco; Palo Alto, Calif.; and Boston.

With the new studios, the 28-year-old chain will grow its portfolio of yoga studios to 40 this year.

Additional studios are under construction in the Los Angeles area in Woodland Hills, Playa del Rey, Koreatown and downtown Los Angeles as well as a studio in Novato, Calif. All are expected to open within the next six months.—*A.A.N.*

West Hollywood, Calif., boutique **Niki Schwan**. For the Spring/Summer 2016 season, Reynolds hopes to expand the line and sell it at other stores.

Retail price points range from \$190 to \$375 for dresses, \$950 for cardigan sweaters and \$1,400 to \$1,800 for lambskin vests. In Spring/Summer 2016, Reynolds also plans to introduce a men's T-shirt line called **Uncommon Thrds**.

For more information, email maya@clademan.com or call (707) 799-2986.

—*Andrew Asch*

Eve Denim: Inspired by Vintage, Made in LA

Native New Yorker Adelaide Bourbon moved to Los Angeles in 2008 and had the good fortune to meet and work for **Joie** co-founder Serge Azria just as he was launching his **Equipment** label.

"I had the privilege to see it grow," Bourbon said. "It really made me fall in love with a startup company."

The designer was also impressed with Los Angeles' entrepreneurial spirit.

"[LA] is a playground for people and has a lot to offer in fresh, new ideas," she said. "It is accessible for a designer to grow, and that's what made me fall in love with the city."

When it came time to launch her own label, Bourbon looked to her own closet for inspiration.

"I only shop vintage, so I [questioned] why there weren't jeans from the past like I preferred to wear," she said. "Everything in womenswear has turned super stretch."

Bourbon set out to produce authenticated rigid jeans with a vintage sensibility. **Eve Denim** is launching for Holiday 2015 with a collection featuring two fabrications: a nov-



elty corduroy and a lightweight raw denim. The denim styles include straight, bootleg, high waist, wide leg and semi-cropped as well as shorts and overalls. The corduroy group features a black-hued bootcut style, hot pants and a jacket. "People come to Los Angeles for denim fabrics, so it made sense I would source locally with a 'Made in LA' stamp," Bourbon said, who added that she doesn't use a true selvage denim but her fabrics aren't "buttery" either. There is a broken-in element that makes them form fitting, offering a nice curve or two (including a bit of butt lifting), she said.

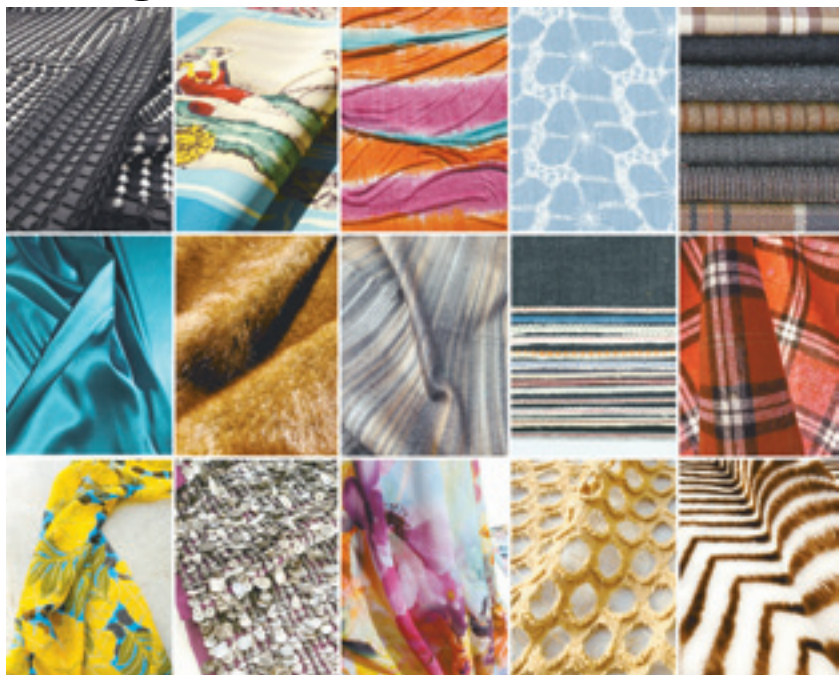
"There is a rigidity to the denim [with] soft washes and sexy cuts to make you feel like a woman," Bourbon said.

Retail price points range from \$125 for the hot pants to \$300 for the corduroy bootcut to \$395 for the loose-fit overalls.

Sales inquiries should be directed to contact@evedenim.com.—*Sarah Wolfson*



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Designer Rosie Assoulin Joins Alvanon Mentorship Program

New York designer Rosie Assoulin has joined the Mentorship Program at **Alvanon**, the software and sizing solutions company.

The program will assist Assoulin with building a foundation in statistical sizing data, technical design tools and training in production, supply-chain issues, fit, marketing and sales.

"Rosie is a perfect candidate for our Mentorship Program," said Janice Wang, Alvanon chief executive officer. "She has been in business for just over two years and is already an accomplished, inspired and professional designer."

Earlier this year, Assoulin received the **Swarovski Award** for emerging designers from the **Council of Fashion Designers of America**.

"An equally important part of Rosie's attractiveness to Alvanon is the strength of her business team, led by husband Max Assoulin," Wang said. "No designer can work without effective support. Max brings vast business knowledge to the Rosie Assoulin brand. They work together—one creative,

one business—two brilliant sides of the fashion coin."

The Rosie Assoulin brand encompasses everything from sportswear to leisurewear to eveningwear. The self-taught designer interned at studios in Paris and New York and credits her hands-on experience, "jumping in and figuring it out as I went along," for her success. The collection, which is designed and produced in New York, is sold worldwide in department stores, boutiques and e-commerce sites.

"Alvanon has an incredible wealth of knowledge, scientific data and experience," Rosie Assoulin said. "And it's not limited to design or production. Their expertise covers virtually every aspect of the fashion business. Fit, for example, is something we are constantly looking to perfect. We'll always be tweaking it to satisfy our customers and retailers, and with Alvanon's help we will improve our fit skills right along with our creative and business skills."

For more information, visit www.alvanon.com.

—Alison A. Nieder

Tim Gunn to Keynote Gerber Ideation2015

Attendees at **Gerber Technology's** upcoming **Ideation2015** technology conference will get a chance to hear from "Project Runway" star Tim Gunn, who will give the keynote address at the Oct. 29–30 software conference for the fashion, apparel, accessories and footwear industries in Las Vegas.

Gunn has served as co-host and mentor on **Lifetime's** "Project Runway" since the fashion competition first launched on **Bravo** in 2004. He is also the fashion dean at **Fifth & Pacific** and a member of the administration and faculty at **Parsons School of Design**. In addition, he is an executive producer of "Project Runway" as well as the upcoming reality series "Project Runway Junior." He is also the author of "Gunn's Golden Rules: Life's Little Lessons for Making It Work." "We're thrilled to offer a keynote speaker of the caliber of Tim Gunn at Ideation2015," said Mike Elia, Gerber Technology chief executive officer. "He truly understands the demands of the fashion



Tim Gunn

and apparel industry and especially how important it is to have the best possible resources and tools available. His insights into navigating today's numerous technologies will be valuable to everyone attending the conference." Ideation2015 will host panel discussions, workshops, demonstrations, case studies and networking opportunities. This year, the event will also include a competition for fashion design students, who will create original looks inspired by the **Darnell Collection** of vintage couture.

"We are appreciative of Tim Gunn's contributions to fashion design education and his support of technology-led solutions," Elia said. "I'm certain that the best-practices stories he will offer in his keynote will have a lasting impact on our audience, especially the design students who are our leaders of the future." Ideation2015 will be held at **Caesars Palace**. For more information, visit www.gerbertechnology.com/ideation.

—A.A.N.

Calendar

Sept. 18

Designers and Agents
Starrett Lehigh Building
Center 548
New York
Through Sept. 20

Tranoi

The Tunnel
New York
Through Sept. 20

Sept. 19

Accessories The Show
Fame
Moda
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

Sept. 20

Off-Price
Olympia Exhibition Centre
London
Through Sept. 21

Sept. 21

Shima Seiki's Advanced
Knitting Seminar & Workshop
California Market Center, Lobby
Los Angeles
Through Sept. 25

Sept. 23

Fashion Community Week
Various venues
San Francisco
Through Sept. 27

Sept. 27

LA Gift & Home
California Market Center
Los Angeles

Through Sept. 29

Market

LA Mart
Los Angeles
Through Sept. 29

Sept. 28

LA Textile Show
California Market Center
Los Angeles
Through Sept. 30

Factory Direct

The New Mart
Los Angeles
Through Sept. 30

Sept. 30

"From Design to Distribution,"
a Factory Direct seminar
The New Mart
Los Angeles

Los Angeles County Economic
Development Corp.'s 2016–
2020 Economic Forecast
Omni Hotel
Los Angeles

Oct. 1

Phoenix Fashion Week
Talking Stick Resort
Scottsdale, Ariz.
Through Oct. 3

Fashion Week San Diego
Various venues
La Jolla, Calif.
Through Oct. 4

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.

FREIGHT & LOGISTICS

Ports *Continued from page 1*

their business," said Jon Slingerup, the port's chief executive officer.

One reason for the surge in cargo-container volumes is that peak shipping season has started, bringing merchandise to the stores in time for the holiday season. The Port of Long Beach also reported recently that three new shipping-line services began calling at the port.

Also, in May, the port completed a major project to move containers more efficiently off the docks via an enhanced rail system.

The Green Port Gateway project is a \$92 million project to update the Pier F support yard, adding more than 29,000 linear feet of track that services the port's southeast terminals.

Traffic was also brisk at the neighboring **Port of Los Angeles**, where 786,677 containers were moved in August, a 3.8 percent jump from a year ago. It was the strongest August performance since 2006, when 790,726 containers were landed on the docks.

"The numbers are strong indicators that our terminal operators, longshore-labor and supply-chain partners are adjusting to the new industry dynamics of carrier alliances, deploying larger ships and delivering higher container volumes per call," said Port of Los

Angeles Executive Director Gene Seroke.

However, for the first eight months of this year, container shipments at the Port of Los Angeles were down 2.5 percent to 5.4 million containers over last year.

National front

Cargo-container traffic has been very healthy at the rest of the nation's major ports, too, according to the "Global Port Tracker," a report issued by the **National Retail Federation** and **Hackett Associates**.

For the first half of the year, cargo-container volumes were up 6.5 percent to 8.9 million containers. For the entire year, they are forecast to rise to 18.2 million, a 5.4 percent increase over 2014.

Jonathan Gold, the NRF's vice president for supply chain and customs policy, noted that port congestion problems and slow-downs late last year and early this year during contract negotiations between longshore workers and their employers kept many seasonal goods from getting to store shelves on time.

But that isn't the problem right now. "After supply-chain worries earlier this year, inventories are plentiful this fall," he said. "Shoppers should have no worries about finding what they're looking for as they begin their holiday shopping."

Inventory volumes have been up for several months. In August, container traffic rose 5.5 percent to 1.6 million containers. September volumes are expected to inch up 1.2 percent to 1.61 million containers while October should be busier with a 3.8 percent jump to 1.62 million containers.

November will see a stiff spike in cargo, rising 7.9 percent to 1.5 million containers, but December should be quieter with container volumes dropping 0.2 percent to 1.44 million containers.

Hackett Associates founder Ben Hackett said economists have been watching a stubbornly high inventory-to-sales ratio this summer. But the cause appears to be the flood of cargo that came through the ports after the new West Coast longshore workers' contract was signed this spring rather than weakness in demand.

One year ago, the West Coast ports were experiencing major congestion problems due to a chassis shortage and bigger ships arriving at the docks. Then a protracted negotiation period to hammer out a new five-year labor contract with longshore workers led to labor slowdowns at the beginning of this year.

Some importers were seeing their goods sit on the water beyond the ports' breakwater as long as a month while waiting for a vacant berth. ●



Port of Los Angeles

GET IN THE NEXT ISSUES

September 25

Cover: Fashion
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
Concept LA 10/3
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: Trends
Textile Show Wrap
Finance Industry Focus
Eco Report
Denim Report

Eco Advertorial Finance Advertorial Denim Advertorial

Bonus Distribution

Concept LA 10/3
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

October 9

Cover: LA Runway
What's Checking
Surf Report
New Lines & Showrooms
Quarterly Financial Review

Fashion Advertorial Education in Focus

Bonus Distribution

Lazr 10/11-14
Designers & Agents LA 10/12-14
Shape 10/12-14
LA Fashion Market 10/12-15
Coeur 10/13-15
Style Fashion Week 10/14-18
Denver Apparel & Accessory Market 10/16-19
Fashion Market Northern Calif. 10/18-20
Dallas Market Week 10/21-24

October 16

Cover: LA Runway
Technology
LA Market Wrap

Technology Advertorial Fashion Faces



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NEWS

Village Topanga *Continued from page 1*

The open-air retail area will feature tree-lined pedestrian areas with benches, fire pits, fountains, a koi pond, a children's play area, a bocce ball court, book-exchange kiosks and places where pets can get a bowl of water.

KCSN, a public radio station headquartered at **California State University Northridge**, located a couple freeway exits away from the mall, will run a satellite station at The Village. It will also produce musical performances at the park-like retail area, Green said.

"We want to be a hangout and retail destination for the Valley," Green said. "You don't have to shop. You can just hang out."

Apparel retailers moving to the 30-acre, 550,000-square-foot Village will include boutiques retailers rooted in Los Angeles fashion. **JET John Eshaya**, a high-profile California casual line and boutique, moved its Los Angeles store to The Village. It will continue to run its original store in Santa Monica, Calif., founder John Eshaya said.

M.Fredric, a 35-year-old contemporary boutique chain that is headquartered in the Valley, will open its ninth location at The Village. **Varga**, a women's contemporary boutique chain, will open its sixth and biggest store at The Village, said Rosie Tenison, cofounder and co-owner of the chain, which takes some inspiration from pinup girls of the mid-20th century.

The Village also will be the address for Los Angeles-based men's fashion line **Gemelli** and a fashion truck, **J.D. Luxe**. The mobile retailer will park its **FedEx**-style truck toward the edge of the mall. Consumers will walk into the truck and try on clothes from emerging Los Angeles retailers, said Jordana Forteleza, J.D. Luxe chief executive officer and creative lead director.

"We want to showcase exclusive items that no one else can find," she said. Westfield executives gave J.D. Luxe a lot of creative independence in the design of the unique fashion truck, she said. Since starting business four years ago, J.D. Luxe had done business at temporary sites and its e-commerce site (www.jdluxefashion.com).

"Now we are part of a big brand," For-



BEFORE THE DEBUT: Rosie Tenison, co-owner of Varga, works on the build-out of the Varga flagship at Village at Westfield Topanga.

teleza said. "It will help us with more exposure that way. It will funnel in more revenue than a mobile truck," she said. She forecast that the mobile boutique's sales will be \$2,500 per square foot.

But The Village's boutique culture also will take its place among higher-profile retailers, including **Eddie Bauer** and **J.Jill** boutiques. **Gap Inc.**-owned athleisure brand **Athleta** will be located across an aisle from **Fabletics**, an athleisure line recently started by the actress Kate Hudson. It also will be the home to emporium-sized big-box retailers **REI** and **Costco**. The 154,000-square foot Costco sells gas, groceries, pharmaceuticals and clothes, and it opened on Sept. 11.

Fred Levine, cofounder of M.Fredric, said it was good to locate his shop at a retail center with a diverse tenant roster. Also located at The Village will be a **24 Hour Fitness** gym; craft gastropub **Eureka!**, which is headquartered in Los Angeles County's South Bay; **Blushington**, a Los Angeles-headquartered makeup and beauty retailer and salon; a **Wells Fargo** bank; and **UCLA Health** medical offices and urgent care affiliated with the **University of California, Los Angeles**.

Levine expects the mix of whimsical retailers to high-profile nameplates and service retailers will draw shoppers from across the Valley. "It's the finest collection of entertainment, shopping and service merchants on this side of the hill," he said, using a neighborhood reference for the West Valley. "It creates a place to hang out like the fabulous Caruso center in town," he said, referring to **The Grove** mall in Los Angeles. "It is just what the Valley has needed for a long time."

Building hangouts have increasingly become the choice for developers over regional shopping centers and big-box centers, which were the most popular shopping centers in the recent past, said Larry Kosmont, president of **Kosmont Companies**, a downtown Los Angeles-headquartered economic and real estate advisory firm.

"The trend is to put money behind event
➔ **Village Topanga** page 5



WORKING IT: A temporary barricade is installed at The Village.



FOR KIDS: A Luckey Climber installation, named for its designer and architect, Thomas W. Luckey, was placed at the kids' area at The Village.



PARKING: J.D. Luxe, a mobile store, will open a permanent shop in a truck at The Village.

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Del Amo Announces New Retailers During Major Remodel

Del Amo Fashion Center will introduce a new look this fall, and when construction is completed, the 2.7 million-square-foot mall will be the largest in the Western United States, according to its owner, **Simon Property Group**.

A total of 100 new retailers will be joining the mall, located in the South Bay of Los Angeles County. **Kate Spade, Hugo Boss, Brooks Bros.** and **Vince Camuto** are among the high-end boutiques that will join Del Amo. A full-line **Nordstrom** is scheduled to open Oct. 9.

The two-level 138,000-square-foot Nordstrom will feature brands such as **Topshop/Topman, Rag & Bone, Current Elliot** and **Brandy Melville** as well as a glass exterior. The Nordstrom made waves when it was announced in late 2012 that it would relocate from the **South Bay Galleria**, a **Forest City** property located three miles away from Del Amo.

Bob Middlemas, Nordstrom's executive vice president, Southern California region manager, said a new building and a new look for the mall were instrumental in Nordstrom's departure from the Galleria. "The main factor is that we got a brand-new store," Middlemas said. "A brand-new store is better than a retrofit."

He also noted that the mall business is changing. "The [malls] that will be around in two decades are reinventing themselves," Middlemas said.

Simon declined to state how much it spent on redevelopment, but media reports stated that the company spent \$200 million for the remodel. It is the first major redevelopment of the sprawling property since the 1980s. In 2006, an open-air "lifestyle" wing

was added to the mall.

Simon acquired the mall in 2007. Since then, the mall owner and property developer was focused on redeveloping the sprawling property, said Chuck Davis, Simon's senior vice president of development. However, it took a lot of time to get the redevelopment rolling. A lot of the time was spent on sales, or convincing department stores, specialty retailers and restaurants that they'd want to open new locations at a remodeled mall. Time also was spent on diplomacy, convincing department stores and others who had a stake in the mall that they should support a remodel.



PRE-DEBUT NORDSTROM: A shot of the Del Amo Nordstrom under construction. It is scheduled to open Oct. 9.

Construction on the remodel started three years ago. Some new looks for Del Amo will include a Grand Court area, which will be distinguished by natural lights emanating from its skylights and a glass wall looking out to the rest of the center as well as two-story emporiums

from retailers **Uniqlo, Zara** and **H&M**. A short walk from the Grand Court will be the site of Del Amo's Luxury Court, located between the mall's **Macy's** and Nordstrom stores. It will be the address for mall's luxe retailers, including Brooks Bros.

The mall's food court was removed. In its place, high-end restaurants such as **Din Tai Fung**, the highly popular Chinese dumpling restaurant chain, will be constructed. Del Amo's remodel will add 1,951 new parking spaces to the mall, bringing the total to 11,000 parking spaces. The new parking spaces will include 21 charging stations for electric vehicles. Davis said that 95 percent of material from buildings demolished to make way for the remodel was recycled or reused to construct the remodel.

—Andrew Asch

Village Topanga

Continued from previous page

and experiential retail," Kosmont said, referring to unique and locally rooted boutiques as well as unconventional tenants such as gyms. "It is not formulaic, but it appears to be working. They are using restaurants as anchors. They used to have **SoulCycle** [fitness studio] as an anchor," he said.

Kosmont began his career in the public sector and worked as city manager for municipalities such as Santa Monica and Burbank, Calif. Until 2009, many city managers hoped to bring big-box retailers and their strong sales-tax machines into their city limits. But with the skyrocketing success of e-commerce, many consumers buy online the goods they once purchased at bricks-and-mortar big-box stores.

"They're competing with the Internet," Kosmont said of lifestyle malls with new experiences. "They're making places where people go to have an experience. It is defined by what you can't get on the Internet."

More remodeling is



LISTEN: KCSN, a public radio station, will run a satellite studio at The Village, where it will conduct live broadcasts and produce musical performances.



READ: The Village installed a handful of book exchanges at the retail center.

scheduled for Westfield properties. The Australian-headquartered company plans to spend \$2 billion remodeling its properties across the globe. In August, ground was broken for a remodel of **Westfield Century City** in the Los Angeles area.

A Westfield statement said that a remodel of **Westfield UTC** in La Jolla, Calif., would transform the property into the company's flagship retail destination in the San Diego area. It will feature a **Nordstrom** and 250,000 square feet of additional retail space. The remodel is expected to be completed in 2017. ●





Free Seminar Series & Open House

During L.A. Textile Week
All seminars will be held at the
California Market Center, 110 E. 9th St., Los Angeles, CA 90079
The New Mart, 127 E. 9th St., Los Angeles, CA 90015
Refreshments will be served.
Visit www.aims360.com for full seminar details

Understanding Costing & Gross Margins
Monday, September 28, 11:00 am
Presented by Henry Cherner
Location FBI, CMC, Suite A792
Gain an understanding of the mark up principles applied as a retailer or manufacturer and how these principles are critical to profitability. This seminar will explain the best options for implementing costing formulas/principles to realize gross margin profitability.

From Design to Distribution
Wed., September 30, 3:00 pm
Presented by CFA
Location The New Mart, 3rd Floor
Hear from experts in different segments of the business of fashion...

- Brand Development & Marketing
- Manufacturing & Production Services
- Apparel Technology
- Website Development
- Protecting Intellectual Property
- Product Lifestyle Management (PLM)
- ERP Software

AIMS Open House & EDI Q&A
Wed., September 30, 10 am – 4 pm
Located AIMS360, CMC, Suite A1169
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Spring '16 Collections on the Runway in New York

California brands and designers were among the lineup showing Spring 2016 collections at New York Fashion Week.

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Academy of Art University



Max Lu and Jingci Jessie Wang

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Liz Li and Bom Kim



Mehrzaad Hemati

Livia Bianda

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Karen Dang/Academy of Art University

Tadashi Shoji

PHOTOS COURTESY OF TADASHI SHOJI



SixHundred: Streetwear in Front, Manufacturing in Back

Since 2009, the boutique **SixHundred** has been selling streetwear and fashion to the loft dwellers of downtown Los Angeles.

But directly behind the 800-square-foot selling space of the boutique, located at 600 S. Spring St., is the other half of the business. It's a design studio and sample-making space for the manufacturing business run by Alan Bunao, SixHundred's founder and owner. He says that the diversity of his business is the key to the survival of projects such as his retail store.

"Retail goes up and down, but production is pretty consistent," he said.

Initially a multi-brand store, about 60 percent of SixHundred's merchandise is currently made up of private-label lines such as the store's namesake line, **SixHundred**, and **Arts and Repertoire**, which he introduced in February at the **Agenda** trade show in Las Vegas.

The top-selling item at Bunao's boutique is a jogger pant from his SixHundred line, which he eventually hopes to wholesale, perhaps in 2016. It retails for \$120. "It's just on trend," he said of the drop-crotch and tight-ankled silhouette, which has become an increasingly common sight in many stylish neighborhoods.

But SixHundred puts a special mark on its joggers by constructing them out of fabrics such as selvedge denim. The SixHundred jog-

ger also features stylish details such as pin-tuck fabric and piping made from zippers.

Also popular are Arts and Repertoire flannel shirts, which mix plaids inspired by 1990s grunge styles with contemporary streetwear styles. Think plackets on the shirt seams. They retail for \$140.

Another top-selling item at SixHundred is a collared, long-sleeve camouflage shirt by

London-headquartered brand **Marshall Artist**. The shirt's abstract camouflage design attracts a streetwear crowd. The popularity also lies in the details, such as welt pockets.

Trained as a fine artist, Bunao started working as a manufactur-

ing consultant a decade ago. He opened SixHundred in 2009 because he wanted to be part of the wave of businesses changing downtown Los Angeles into a neighborhood known for nightclubs and expensive restaurants. Since then a wave of emerging boutiques has opened and closed in downtown Los Angeles. A few new ones have moved in. He plans to keep SixHundred going in downtown Los Angeles. But he might change it a bit.

His boutique space might eventually serve as a showroom for his lines and his clients' labels. "I'd like to have my hands in every part of this business—manufacturing, retail and even showrooms," he said.—*Andrew Asch*



FASHION COMMUNITY WEEK

Fashion Community Week is a 5-Day Event featuring Fashion shows, Conference and Trade show, taking place from September 23rd through 27th. This week is bringing Local and International Fashion Industry Businesses, professionals and Fashionistas together in San Francisco.

September 23rd: A Kick Off Industry Meet and Greet followed by a discussion on Current Affairs and Future of Fashion. September 24th: Green Carpet event by Sustainable Fashion Week SF featuring Sustainable and Local Fashion Designers. September 25th: Red Carpet event featuring International and Couture Fashion Designers followed by a Celebration Party. September 26th: The fourth day starts off with an all day Conference and Trade show followed by an Emerging, Technology and Menswear Fashion show. September 27th: The Final Day is Featuring an Exquisite Boat Excursion on the Bay followed by a Resort and Swimwear show on the Boat.

The proceeds of the event is benefiting 5 Local organizations. The tickets are available at: www.fcwsf.eventbrite.com.



ASICS America Hires Footwear Veteran to Replace Retiring CEO

ASICS America, the Irvine, Calif.-based U.S. arm of Japanese footwear brand ASICS, hired Gene McCarthy to replace ASICS America Group President and Chief Executive Officer Kevin Wulff, who is retiring at the end of the year.

"Kevin has been a tremendous leader, driving significant growth for the company and helping to position ASICS as a true multi-sport performance brand. ASICS America is very well-positioned for continued success, thanks in large part to Kevin's efforts over the last five years," said Motoi Oyama, CEO of **ASICS Corp.**, in a company statement. "We are also thrilled to welcome industry veteran Gene McCarthy to the ASICS family and believe he is the perfect person to help drive our business and brand forward, given his impressive track record and vision in the industry."

McCarthy will oversee ASICS Corp.'s largest region, which includes the United States, Canada, Mexico and Brazil. A 30-

year veteran of the footwear and athletic apparel industry, McCarthy spent more than 20 years at **Nike**, where he held several sales and marketing management positions, including Global Director of Sales and Retail Marketing for **Brand Jordan**. His career also includes executive positions at **Under Armour**, **Reebok** and **Timberland**. Most recently, he served as president of **Merrell**, overseeing the company's creative direction for both footwear and apparel, sales, marketing and retail.

"ASICS is an amazing brand with so much loyalty and credibility among its global consumer base," McCarthy said. "As a lifelong athlete with an immense respect for the brand, I am honored to have been selected to help take ASICS America into its next phase of growth during such a dynamic time in our industry."

Wulff has been with ASICS America since 2010, when he was hired as the company's president. Within six months he was

named CEO. Under his tenure, the company grew its annual sales from approximately \$680 million to more than \$1 billion in 2014. He expanded the brand's apparel category to surpass \$100 million in sales and established ASICS as a multi-sport brand. He opened the company's new distribution center in Byhalia, Miss., and turned ASICS' Irvine headquarters into a state-of-the-art campus and sports performance center.

"ASICS America Group has accomplished a lot over the past five years, and we are very proud of the successful execution of our stated strategies and strong results," Wulff said. "As I conclude my time as the head of our great team at ASICS America Group, I would like to thank our board of directors, retailers, partners and our elite ASICS athletes. Most importantly, I would like to thank our valued employees for making the last five years some of the most rewarding and enjoyable of my corporate career."—*Alison A. Nieder*

Made in America Resources

Shore Brand

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Products and Services: The Shore brand is an American company flagshipped in Sarasota, Fla. Inspired by the vibrant lifestyle of the community, the brand has a contemporary point of view that is both distinct and authentic to beach lifestyle. An energetic, young-at-heart, coastal community is the main inspiration. For Resort and Spring 2016, the line features more than 150 swim pieces, cover-

ups, and apparel and has attracted interest from top Internet and retailer buyers with locations all over the world. The line features environmentally friendly custom dyes and prints, superior swim fabrics from Italy and as with all Shore apparel, manufactured exclusively in Southern California with an unflinching commitment to style and quality. A new activewear line is coming in 2016.

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Products and Services: Welcome to the US Blanks premium fashion basic apparel line for men and women. US Blanks is the creation of two decades of research and expertise, incorporating the concept that styles should be manufactured with the finest cottons and raw materials. We believe in the idea that design, fit, and feel can be brought to a new standard in our market. As a vertical manufacturer, we mill our own fabric, dye, cut, and sew all right here in the USA. Not only is our cut and sew domestic, but the majority of the yarns we use are made right here at home. US Blanks' quality standards ensure that superior fabric, innovative designs, and quality sewing are implemented on every garment that passes through our Southern California facilities. We appreciate each and every customer that

will keep the U.S. manufacturing jobs here and help the U.S. economy thrive.

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