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LA FASHION WEEK: NEXT WAVE

Los Angeles designer Ashton Michael branched beyond his dark and edgy aesthetic with an intricately detailed men's and women's collection that was punctuated with pops of bubblegum pink. Michael was part of a roster of local and international designers showing at LA's newest runway event, LA Fashion Week, held at Union Station in downtown Los Angeles. For more from the shows, see pages 6 and 7.

TRADE SHOW REPORT

Hot Weather Creates Challenges and Opportunities at LA Market

By Andrew Asch, Deborah Belgum and Alison A. Nieder

Unseasonably high temperatures and unusually high humidity greeted buyers and exhibitors attending the recent Spring 2016 **Los Angeles Fashion Market**, which ran Oct. 12-15 in downtown Los Angeles.

Some said the hot weather kept local retailers away while others said it prompted out-of-town buyers to stay longer inside air-conditioned showrooms. For retailers, the hot weather across much of the country meant sluggish sales for Fall merchandise. As a result, some buyers had less money available for Spring orders and others were scrambling to fill inventories with warm-weather apparel.

That was the scene at LA Market—held at the **California Market Center**, **The New Mart**, the **Cooper Design Space**, the **Gerry Building** and the **Lady Liberty** building—as well as at temporary trade shows **Designers and Agents**, **Coeur**, **Brand Assembly L.A.**, **Men's Market**, **Shape** and **Select**.

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Otis Fashion Design School Saying Goodbye to Downtown LA

By Deborah Belgum *Senior Editor*

After some 20 years of holding classes at the **California Market Center**, the fashion design department of the **Otis College of Art and Design** is leaving the large showroom building in the heart of the LA Fashion District and moving to Otis' main campus near the **Los Angeles International Airport**.

Some 145 students and 50 faculty members will be packing up their art supplies, mannequins, fashion archives and office equipment to transfer them to a new academic building being constructed at the main campus on Lincoln Boulevard just north of the airport.

The move will take place July 1, leaving 38,000 square feet of vacant space that encompasses 24 classrooms, a library and a fitting studio on the second floor of the CMC building.

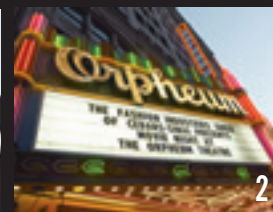
"The school's administration is into campus consolidation, and they want the students to have access to all the student services within walking distance," said Rosemary Brantley, the fashion design department's founding chair, who has been with the college for 36 years.

Before the final decision to move, the college's administrators were trying to reach an agreement with the CMC own-

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INSIDE

Where fashion gets down to businessSM



MAFI winner announced at FBI's All Aboard event .. p. 2
Fashion Industries Guild goes to the movies ...p. 2

AS by DF Honored at Fifth Annual FBI All Aboard Fashion Week Show

Denise Focil, designer of the **AS by DF** and **ASTARS** collections, received the Moss Adams Fashion Innovator award on Oct. 13 at **Fashion Business Inc.**'s All Aboard LA's Fashion Platform runway show and fundraiser for the nonprofit business organization.

"This year's Moss Adams Fashion Innovator (MAFI) award to Denise Focil and AS by DF represents what the award strives to celebrate—innovation in design," said Martin Hughes, **Moss Adams LLC** partner and apparel practices leader. "With the collections' new direction, rich textures, attention to detail and sophisticated silhouettes, the brand was clearly deserving."

Focil presented a runway show for AS by DF—the first in the label's two-year history. The contemporary collection is the higher-end women's division under the **Alpinestars** umbrella. When Focil joined the motorsports apparel company in 2000, she started designing men's and women's technical motorcycle jackets in the company's offices in Italy. Today, the **Fashion Institute of Design & Merchandising** graduate is based in Alpinestars' U.S. headquarters in Torrance, Calif., where she designs AS by DF and the diffusion brand **ASTARS**.

Focil said she was excited for the opportunity to show the collection on the runway to

some of her key buyers, who were invited to attend the event, as well as the chance to introduce AS by DF to new faces.

"I'm excited to have won the award and for the opportunity to showcase the collection to so many new people," she said.

For Spring, AS by DF was inspired by a sense of luxe travel, Focil said.

"The Spring collection is all about a new year and a lightening of the spirit and a fresh canvas for new and endless possibilities," she said.

The line features airy silks, a tropical print and lots of springtime suedes.

"I wanted to interpret suede in a spring way, in spring silhouettes and colors," she said, adding that suede pieces have been among the line's best-sellers for Spring 2016. "That's what's been resonating with retailers," she said.

The award also comes at a time when AS by DF is expanding its reach, Focil said. Nationwide, AS by DF is carried in more than 300 boutiques, including **Satine**, **Fred Segal Santa Monica**, **Stylehäus**, **Lulu's** and **Rawk** in Southern California.

"We are opening up so many fantastic retailers across the country," she said. "We're on fire on the sales end of things."

—Alison A. Nieder



AS by DF Designer Denise Focil, center, with actress and All Aboard co-host Erica Ash and Martin Hughes, Moss Adams LLC partner and apparel practices leader

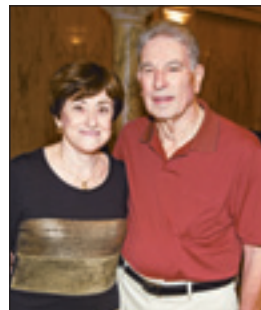
Fashion Industries Guild Goes to the Movies

For its annual fund-raiser for the **Cedars-Sinai Medical Center**, the **Fashion Industries Guild** changed things up a bit. In place of the usual formal dinner, this year the group hosted a cocktail party and movie screening at the historic **Orpheum Theatre** in downtown Los Angeles.

Guests enjoyed cocktails and hors d'oeuvres as they mingled in the theater's ornate lobby, checking out the silent-auction offerings and stocking up on sweets at a candy bar before a private screening of the 1994 film "The Adventures of Priscilla, Queen of the Desert."



PHOTOS BY THOMAS NEERKEN



Fashion Industries Guild board members Diane and Steve Marienoff



Fashion Industries Guild Vice President Eileen Ellis and Denis Cronk



Cathy and Steve Needleman with their daughter, Jessica Needleman Lewensztain



Fashion Industries Guild President Jessica Needleman Lewensztain and Dr. Charles Simmons Jr., chairman of the department of pediatrics and director of the division of neonatology at Cedars-Sinai Medical Center

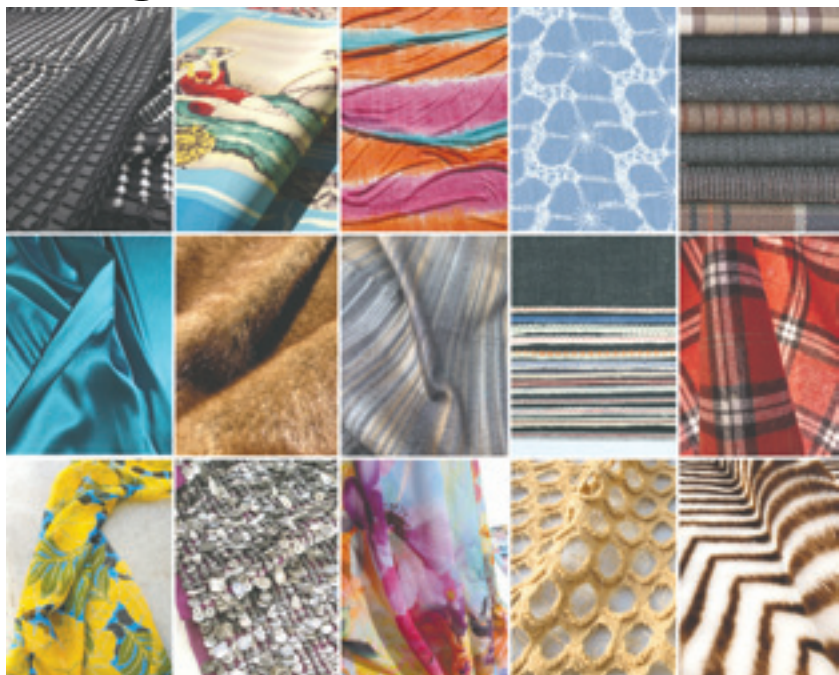


Fashion Industries Guild President Jessica Needleman Lewensztain thanked her parents, Cathy and Steve Needleman, for donating the use of the 1926 theater before introducing Charles Simmons Jr., chairman of the department of pediatrics and director of the division of neonatology at Cedars-Sinai Medical Center.

"The Fashion Industries Guild is such a phenomenal institution. This is the 59th year Fashion Industries Guild has been in support of Cedars-Sinai's mission. I'm very grateful to this organization. They put children in a better place."

This year's event raised funds for the Fashion Industries Guild Congenital Heart Laboratory and the Hal Kaltman Fashion Industries Guild Congenital Heart Research Endowment at Cedars-Sinai.—A.A.N.

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Vintage Prints
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Leather hides & remnants



Dead Stock

Ron Garber to Merchant Factors

Ron Garber, who most recently was the executive vice president and regional manager of **First Capital Co.**, has been named an exclusive consultant with the Los Angeles office of **Merchant Factors Corp.**

The veteran finance expert will help Merchant Factors expand its factoring portfolio in California and develop new business.

Garber has an extensive background in factoring and asset-based lending. In recent years he was a regional manager for **CIT Commercial Services** and its predecessor companies.

He is a past president and board member of the **Commercial Finance Conference of California**, an affiliate of the **Commercial Finance Association**.



Ron Garber

Otis *Continued from page 1*

ers, **Jamison Services Inc.**, to occupy a smaller space on the building's third floor to reduce the fashion design school's rent. But after months of negotiations, an agreement wasn't reached, Brantley said.

Having a fashion design school in the heart of the LA Fashion District has been filled with learning opportunities. "The faculty and students share the same feeling that they will miss the proximity to fabrics, notions and trims as well as having so many mentors who are just around the corner," Brantley said. "We are going to miss the students feeling the seasons of the business during the various fashion markets and having all the alumni that stop in. I get as many as 25 alumni during every textile show."

The fashion department will be moving into a brand-new four-story building being built on the Otis campus, located in the Westchester neighborhood of Los Angeles. The building has two wings—one for a dormitory and another for classes and student services. They will be joined by a 300-seat forum on the ground floor.

"The building is wide open and has flexible space," Brantley said, putting a positive approach to the move.

But it will leave a big creative hole in the Fashion District, where many of Otis's students interned with designers and manufacturers.

"I don't know anybody who is happy about it," said Ilse Metchek, president of the **California Fashion Association**, a trade group made up of hundreds of

clothing manufacturers, textile producers, financing resources and lawyers. Metchek, a former fashion designer who once owned her own clothing company, has taught several classes at Otis' downtown LA campus. "It makes no sense [to move] other than not to have to pay more rent," she said.

Metchek wrote a letter to the college's administrators urging them to reconsider keeping the school in its current location, but that didn't help.

One disadvantage of the move is that many of the current fashion design students live in the downtown Los Angeles area and don't have cars.

Students were told in April that next semester's classes will only be at the Westchester campus. Some students were very disappointed, and others had mixed feelings. "I think it is good in a way for the students to be all together on the same campus," said Serena Tang, a sophomore at the school. "But it will be inconvenient for finding fabrics and things we want to buy for our projects."

Hailey Lee, another sophomore, felt a unified campus would benefit fashion students in a creative way. "We can all look at works of art from other departments, such as those in the fine arts department, and get ideas," she said.

Both Lee and Tang live in the downtown area but will be moving to be closer to the Westchester campus when classes start there.

It is unclear what the California Market Center will be doing with the large empty space left by the school. Jaime Lee, the CMC's president, did not return

phone calls or emails seeking a comment by press time.

The Otis fashion design department is well-known for its emphasis on design and the art of fashion rather than merchandising, technology or product development, which are taught at other local fashion design schools.

It is also renowned for the number of well-known and well-connected fashion designers who volunteer to mentor classes of fashion students. Bob Mackie, famous for his glitzy costumes designed for singers and other entertainers, is a regular mentor at the school as well as Los Angeles designer Trina Turk and swimwear designers Red Carter and Rod Beattie.

This will be the third move for the fashion department. When Brantley, a graduate of **Parsons School of Design** in New York, launched the department, Otis was located near MacArthur Park, a few miles away from downtown Los Angeles in an older neighborhood, where the school was founded in 1918 by *Los Angeles Times* publisher Harrison Otis. It was called the **Otis Art Institute**.

By 1997, the growing art school moved to Westchester and into an old **IBM** research facility that had been constructed in 1964. However, Brantley and the fashion department's associate chair, Jack Handford, convinced the school's administrators to transfer the fashion department to the California Market Center, then called the **California Mart**. That was when Corky Newman, the building's chief executive, reconfigured the second-floor space to house the fashion design department. ●

Calendar

Oct. 16

Denver Apparel and Accessories Market
Denver Mart
Denver
Through Oct. 19

Oct. 18

Fashion Market Northern California
San Mateo Event Center
San Mateo, Calif.
Through Oct. 20

Oct. 17

The Saturday Sale
California Market Center, Exhibit Hall
Los Angeles

Oct. 21

"Take Your Brand to the Next Level," presented by CIT and CFA
Omni Hotel
Los Angeles

Dallas Apparel and Accessories Market
Dallas Market Center
Dallas
Through Oct. 24

FIG

FIG
Dallas
Through Oct. 23

Oct. 24

The Digital Influencer Lab, presented by Fab Counsel
312 Arizona Ave.
Santa Monica, Calif.

Stylemax

Merchandise Mart
Chicago
Through Oct. 27

"WordPress: Build Your Own Blog Site"
California Market Center, A 792
Los Angeles

Oct. 26

Coast
Mana Wynwood
Miami
Through Oct. 27

Oct. 28

Kingpins
Westergasfabriek—Gashouder
Amsterdam
Through Oct. 29

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.

TRADE SHOW REPORT

LA Market *Continued from page 1*

Strong Start at CMC

Many showroom owners at the California Market Center opened early on Sunday, Oct. 11, to meet with buyers who prefer to shop market over the weekend.

"The first two days were very busy—Sunday and Monday morning, especially," said Peter Jacobson, owner of the **Creative Concepts** showroom on the CMC's second floor. "After that, it was the usual market up and down—feast or famine."

It was the same story at **Reichman Associates**, where Don and Velma Reichman were showing in a temporary space on the CMC's second floor.

"Sunday is usually our best day, and it was again," Don Reichman said.

The Reichmans recently began representing a new line, **Ariella**, which Don Reichman described as "trend right at great prices for extra mark-up."

Ariella originally launched four years ago in New York but relocated to Los Angeles, where the line is now produced.

"They make it here, and people love that," Don Reichman said. "From the first month we sold it to 35 stores, and we've been building ever since."

For Jerry and Judy Wexler, who represent contemporary collection **Mystree** in their **J. Wexler Sales** showroom on the CMC's second floor, market started busy but really picked up on Tuesday.

"We had a few appointments on Sunday," Jerry Wexler said. "We were busy on Monday, but we were busier on Tuesday."

Tuesday was a good day at **LKay Showroom**, according to owner Lindsay K. Mitchell.

"Tuesday morning was really good," she said. "There were a lot

of walk-ins and a lot of people from the Midwest and the South—there are a lot of new on-line stores in the Midwest. I got orders, so that was good."

Mitchell rents space within the **T&A** showroom on the CMC's fifth floor. T&A runs another showroom for its men's lines on the CMC's fourth floor.

Shala Theus, T&A brand manager, agreed that Tuesday was a strong day but noted that market overall did not seem as busy as in past seasons.

Creative Concepts' Jacobson agreed.

"The customers that were here were writing," he said. "[But] the markets today are not as they were in the past because you have 20 or 30 times as many markets for customers to go to. I see our customers in Berlin, Paris, New York, Las Vegas, Los Angeles and San Francisco."

Fred Postal, who runs a showroom on the CMC's third floor, was upbeat about the turnout at LA Market, but he said, "Cautious is the byword."

"Spring is selling, but because of the [hot] weather, retail has had issues," he said. "I had a very good market, but I spent weeks on the phone [before] and sending mailers. We saw stores from East to West and in the middle."

Action at The New Mart

If buyer traffic could be measured by how long it takes to get an elevator, then it was a traffic jam at The New Mart, where the two elevators in the nearly 90-year-old building were constantly jammed with people headed to the showrooms.

Traditionally, October is one of the strongest fashion markets of the year, and this year was no different, showroom owners at The New Mart said.

"This is our best show of the year,"



Happy Socks display at The New Mart



Marie Rafferty and Indigo Davis of Rich Honey at The New Mart



Ariella at Reichman Associates in the CMC

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LA Market *Continued from page 1*

price points are still important but not as crucial as during leaner years in the recent past. Her sales territory covers 12 Western states, and retailers throughout the region are feeling more stable than in the past. "I'm not hearing many doom-and-gloom stories," she said.

At the multi-line **Rande Cohen** showroom, business was busy during Los Angeles Fashion Market. "The energy level is up," said showroom owner Rande Cohen, who said buyer traffic came in fits and starts to see her lines, which include **P.J. Salvage**, **Peace Love World**, **Old Gringo**, **Crown Jewel** and **True to Myself**.

She opened on Sunday, one day before the official start of market, and saw slow business in the morning and then brisker activity in the afternoon. "We would have two hours of not a lot, and then we would be jammed," she said. "I am seeing that people are much more optimistic."

But product is everything, Cohen said. Higher-end stores that carry more-progressive merchandise are willing to experiment with different looks, but more conservative stores are still sticking with the tried-and-true. "If it is slightly off, they won't buy it," she said, noting that a garment's style, comfort and feel are the top-selling points these days.

At the recently opened **Rich Honey** showroom on The New Mart's fifth floor, foot traffic wasn't as brisk as on the other floors. But the showroom's Marie Rafferty and Indigo

Select Returns to CMC's Fashion Theater

The **California Market Center** once again hosted the **Select** show, featuring contemporary apparel, accessories and jewelry resources in the CMC's Fashion Theater.

Dan Butler of **Lines of Denmark**, based in Olympia, Wash., was a returning Select exhibitor. He said he has shown about 10 times at Select.

"I'm consistently surprised we meet people for the first time here and that it's a national show," he said.

Lines of Denmark represents several brands, which, despite the showroom's name, are not all Scandinavian.

Ilse Jacobsen and **IvyLee Copenhagen** are both based in Denmark. Ilse Jacobsen manufactures footwear and raincoats. IvyLee Copenhagen is a footwear brand.

Butler also represents Stockholm-based **Calou**, Japan-based **U.**, Pakistan-based **Fuchsia** and U.K.-based **Aspiga**, all footwear brands, as well as **Lily and Lulu**, a line of made-in-LA handbags.

This was the first time at Select for Kristin Karabees, whose company, **Bestseller USA**, represents 21 international collections. Karabees was showing two at Select, **Vero Moda** and **Noisy May**. Wholesale prices for the two lines range from \$48 to \$128.

"We have some customers we needed to see out here, and we're hoping to explore West Coast distribution," she said.—*Alison A. Nieder*



Lily and Lulu bags at Select

Davis said appointments were coming in to view the Rich Honey line of contemporary basics made in Los Angeles of comfortable sweatshirt fabric that comes in dresses, flowy tops, cropped tops and bottoms wholesaling from \$10 to \$27.

One of the showroom's eye-catchers was the wall of colorful **Happy Socks** they represent. It enticed Doreen Evans, the owner of the **Mountain Daisy** activewear boutique in Evergreen, Colo., to wander in and check out the collection. "You always need socks in Colorado," she said.



Hot as Hell at the Cooper Design Space



The annex of the Miriana Ojeda Showroom at the Gerry Building



THE ONE: Kristen Aguilera, owner of The One Showroom, seated at left, takes in a meeting. Eric Wheeler, partner in The One, is standing at right.

Cooper: The heat is all right

It was 93 degrees Fahrenheit on Oct. 12, the first official day of market. Conventional wisdom might have said that retailers would have stayed in their stores, but it was great for Sharleen Ernster, the chief executive officer of the women's swim and lingerie line **Hot as Hell**, which took its LA Fashion Market bow at the Cooper Design Space.

"Everyone is in the mood to buy hot-weather apparel," she said. Retailers who reportedly showed up to see the new line included **Nasty Gal**, **Neiman Marcus**, **Free People** and **Revolve**.

Leila Ross of **Leila Ross Sales**, who exhibited at the Cooper's **Cristina Angarola Showroom**, said

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that the market was great for out-of-towners. She saw a lot of independent retailers from around the West but not as many from Los Angeles. Retailers included **Skyz** from Omaha; **Milky Way** of Crested Butte, Colo.; and **Wild and Heart** from British Columbia.

Israel Ramirez of the **Siblings Showroom** also saw out-of-town stores including **South Moon Under**, headquartered in Berlin, Md., and **Evereve** from the Minneapolis area. He estimated that retail traffic seemed the same as the October market the previous year.

The October market marked a milestone for the **Ted Baker London** showroom on the Cooper's second floor. The showroom wrapped up the expansion and remodel that it had previewed at the August LA Fashion Market.

Earlier in the year, Ted Baker took over some of the space of adjacent showrooms to house the brand's new collections, such as homewares and gifts. During the October market, the space unveiled a new setup, including a lounge and customized wallpaper, which features sketches of Los Angeles landmarks, said Jade Venison, the head of ladies' apparel and accessories for the brand.

Annex at the Gerry Building

The Gerry Building got some extra buyer activity during market when showroom owner Miriana Ojeda rented out a 10,000-square-foot exhibit space on the ground floor and sublet it to about 10 showrooms representing more than 20 lines, mostly made in Europe.

"I wanted to create a venue for innovative designers who cater to a contemporary woman," said Ojeda, who has a permanent showroom on the building's seventh floor.

During past market weeks, she has housed extra lines in her showroom or in a nearby empty showroom. But seeing the vacant ground-floor space of the building's lobby inspired her to think big.

Sales reps were glad to have the inviting, airy space, which gave buyers plenty of room to maneuver among tall, green plants and a black-and-white-checked rug brought in for the event. But buyer traffic was a little more sluggish than anticipated.

"We love being here, but this market has been slow," said
 ➔ **LA Market** page 6

Expanded Offerings at Designers and Agents

Buyers crowded the aisles at the Oct. 12–14 run of **Designers and Agents** at **The New Mart**, which saw an expanded mix of returning and new exhibitors.

A knot of buyers crowded around the booth for **Alkemie**, a Los Angeles–based accessories collection that has shown at D&A for about six years.

Husband-and-wife team Ashley Lowengrub and Dara Gerson were showing their handmade collection of jewelry made from reclaimed metals, including sterling silver and a mix of copper, sterling silver and zinc—an alloy the two describe as "like reclaimed bronze." The company salvages metals from old flatware and electrical wire.

"No fresh mining," Lowengrub said.

The line also included leather sourced as a by-product from the meat industry. Everything is made in Los Angeles.

Nuthatch is a Rockland, Maine–based line that specializes in apparel made from natural-fiber fabrics, such as linen, cotton and silk, which are sourced from Italy. The 3-year-old company designs clothing with "classic lines" and a "refined fit," and everything is made in Maine, said Beth Bowley, a partner in the collection.

Nuthatch has been showing at D&A in Los Angeles for two years. (The company also shows at D&A in New York.)

"It was really good yesterday," Bowley said on the second day of the show.

Bowley was one of several exhibitors who said the unseasonably hot weather has had an impact on retailers' business.

"We definitely had a lot of accounts say they had to be careful because it's been so hot," she said.

It was also crowded at the **Minnie Rose** booth. Mags Dombrowski, sales executive for the New York–based company, said the company's booth is typically crowded at D&A, "since we're not local."

Dombrowski said the show was good, with many retailers

asking for immediate deliveries.

"Even though it's 100 degrees, people still love cashmere," she said.

This season, D&A expanded to a second room, where Cathy Christiansen, owner of **The House Showroom** in Los Angeles, was showing four collections: **Casmari**, a high-end knits collection made in Southern California; **Mona Thalheimer**, a Los Angeles–based line of high-end blouses; and Christiansen's two collections, **Christiansen Leather** apparel and handbags and **Christiansen and Girard**, a collection of garment-dyed silks.

"We're a higher price point than most of the lines in



Minnie Rose at D&A



Alkemie at D&A

D&A," Christiansen said. "We saw some stores that carry our price point."

For example, a hand-dyed sweater coat by Casmari is wholesale priced at \$560. And Mona Thalheimer shirts are wholesale priced between \$125 and \$230.

"The fit is perfection," Christiansen said about the shirts, which she said were well received in New York.

"Our world is looking for some kind of economic change," Christiansen said. "Everybody is more careful. They buy the lines that perform for them and they do well with. People have to be wowed by something. They have to have a reason to buy."—*Alison A. Nieder*

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Coeur Bows in New Location

This season, lifestyle trade show **Coeur** moved to the **Alexandria Ballrooms** for its Oct. 12–14 run.

The new space, which combined classic Hollywood style with modern elements, featured floor-to-ceiling windows that overlooked Spring Street in downtown Los Angeles.

“We are the first-ever event in this space,” said Henri Myers, co-founder of Coeur. “They completed the renovations last week.”

Myers said the space was a good fit for the show’s lifestyle focus, which includes jewelry, handbags, apparel, loungewear, bedding, home décor and fragrance.

The Alexandria Ballrooms are located north of Coeur’s previous location at the **Cooper Design Space**, which had been Coeur’s Los Angeles home since 2011. Shuttle buses emblazoned with the Coeur logo ferried buyers



Bretboho bags at Coeur



Coeur’s new space at the Alexandria Ballrooms

between the two venues.

Retailers shopping the show included **Nordstrom**, **Scoop**, **Nest**, **Adorn**, **Lush**, **Revolve**, **Lost & Found** and **Nina at Fred Segal** as well as the museum shops at the **Museum of Contemporary Art** and the **Los Angeles County Museum of Art**.

Designer Anita Arze was among the returning exhibitors at the show. Arze, who said she landed a few orders for her collection of Bolivian-made luxury knitwear, praised the show’s new look.

“The buyers love the new space,” she said.

Shaina Fast, owner of the **It Matters Studio** showroom, was showing at Coeur for the first time with **Bretboho**, her newly launched collection of yoga bags, totes and cosmetic bags.

“Coeur has a great reputation,” she said.

LA Market *Continued from page 5*

Françoise Nowak of **The Continental Look** showroom in New York. She was showing two lines—jewelry label **Tzuri Gueta** and clothing line **Catherine André**—both from Paris.

Ojeda said buyer traffic at her showroom was not as busy as she had expected but was still decent. “The people who had appointments came and did nice business, and I picked up new accounts,” she said, noting Sunday and Monday were particularly good.

Other Gerry Building showrooms were pleased with the number of buyers who came by and left paper, but they noted that store owners were tempering their purchases because the unusually hot October weather was putting a damper on selling Fall and Winter merchandise.

Lady Liberty: Bohemian Popular

Traffic at **The Globe Showroom** was heavy on Monday and Tuesday, said Tracey Burton, co-owner and founder of the contemporary showroom at The Lady Liberty.

For the first day of the market, she reported that her team did not leave the show-

room until 10 p.m. that night.

For women’s styles, the trend was colorful, loose and ethnic. “There’s a lot of bohemian on the market,” Burton said. Globe was in tune with this market with its debut. For the Spring 2016 **Los Angeles Majors Market**, the showroom introduced Portuguese line **Christophe Sauvat**, which was reminiscent of clothes with a Moroccan angle.

Business across the hall at **The One Showroom** was busy, as well. Kristen Aguilera, owner of The One Showroom, estimated that traffic increased 30 percent compared with last year.

The One Showroom saw leading boutiques such as Seattle-based **Mercer** during the market. It also saw a significant showing of department stores such as **Saks**, **Neiman Marcus** and **Bloomingdale’s**. “They all like to come out for this market,” Aguilera said. “It’s a totally different energy in Los Angeles compared to New York. ... They want to come [to Los Angeles] when everybody is here, so they can see the reaction to the different lines.”

For the recent market, **Scanlan Theodore**, an Australian designer label line, took its bow at The One. ●

Another new collection was **Korut Studio**, a made-in-America jewelry line based in Berkeley, Calif.

Owner Lisa Kaufman started the line six months ago and has landed orders with San Francisco boutiques such as **Life** and **Heartfelt**. Kaufman has her designs 3-D printed and then cast in silver or bronze. Wholesale prices range from \$28 to \$120.

Love Tanjane designer Sonia Erneux was at Coeur with her collection of dresses, tops and casual loungewear hand-dyed in Ojai, Calif.

The collection began as a lingerie line and evolved over time into a loungewear collection featuring tie-dyed rayon/Lycra knits. More recently, Erneux has added new styles such as caftans and bias-cut slip dresses in new fabrications, including a made-in-USA cotton gauze and a Japanese cupro rayon.

Wholesale prices range from \$44 to \$79 for the gauze pieces and \$62 to \$110 for the cupro styles.

This was Love Tanjane’s second season at Coeur. “I love the fact that it’s a lifestyle show,” Erneux said. “I was excited to see the new look. The spirit of the show is fun and positive.”

Erneux met with some of her existing retailers at Coeur and opened a new account in Southern California.

This was the first time showing at Coeur in Los Angeles for Delphine Germano, fashion consultant for **Jack Gomme**, a French handbag collection.

The bags are made in France from Italian leather. There are also some fabric bags and totes, including a coated linen tote bag that was getting a good response at Coeur and ultralightweight bags made with a Japanese fabric.

Germano was consistently busy at the show, meeting with several potential new stores.

“I feel very privileged a lot of people stopped by,” she said, adding that she met the owners of new Los Angeles store **Please Do Not Enter**, which placed an order for the collection.—*Alison A. Nieder*

Spring 2016 Collections

Los Angeles Fashion Week, which got underway on Oct. 5, continued to showcase the collections by Los Angeles and international designers at events organized by **Style Fashion Week**, **Art Hearts Fashion** and **Metropolitan Fashion Week** as well as newcomers **LA Fashion Week** and **Fashion Week Los Angeles**. There were also independent runway shows, events and parties held across the city. Additional coverage can be found at *ApparelNews.net*.

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Shape Enters Third Season

Athletic wear, yoga wear and swimwear were front and center at the third **Shape** show, organized by the **California Market Center** on the building's 13th floor.

This season, the number of exhibitors declined by more than 20 percent. In the past, the shows have had more than 30 exhibitors, but for the Oct. 12–14 run, there were only 24 companies listed as exhibitors.

Because the first day of the show fell on Columbus Day, a holiday for some, there weren't many buyers. But business picked up the second and third days.

A returning vendor was **Aimee M**, known for its unique prints, which have been copyrighted. Everything is made of recycled materials and vivid colors and designs. "We've had a lot of interest in made-in-America, and that is what we have," said Dana Tomello, a promotional model with the Los Angeles company.

Aimee M concentrates on bottoms that



Hedy and Catherine Bendel recently launched a line of loungewear called **Jebecah Pret-a-Porter**.

wholesale for \$34 to \$36 and come in long and cropped silhouettes.

Another returning vendor at the show was **Cozy Orange Yoga Apparel**, whose designs

➔ **Shape** page 9

LAMM: Seeks Alternative in New Space

Now in its fifth season, the **Los Angeles Men's Market** moved to a new event location in the **California Market Center** called **Space 10B**.

This was the first trade show to produce an event in the new 45,000-square-foot events space, which is located on the 10th floor of the showroom building's B wing.

LAMM ran Oct. 12–13 with a mix of men's fashions, streetwear, action sports and footwear.

Biannual trade shows typically focus on the Fall and Spring season, but LAMM's shows focus on the "shoulder" seasons of Summer and Winter, said Kellen Roland, founder of LAMM. The trade show offers a platform for shoulder seasons, which don't receive as much attention as styles for major seasons, he said.

New brands making a debut at LAMM included **PRPS**, **Daniel Wellington**, **RVCA**, **Palladium** and **Azul by Moussy**. The label **27 Miles Malibu** introduced its men's line at the show. Roland said that 120 brands exhibited at the trade show. Other brands making an encore performance there were **Undefeated**, **Stüssy**, **Brixton**, **Happy Sox**, **Herschel Supply Co.** and **10 Deep**.

Retailers reportedly seen at the show in-



Gil Gomez, center, at his booth for the **Black Circle Agency**

format in a market where most of the market's action goes on in showrooms. It was also a welcome break from his work routine, which typically keeps him on the road or in his office. He said most of his business was pre-booking orders for the Australian line **Annex** and the Los Angeles line **Dead Society**.

For Geoff Nishimoto of sports-lifestyle line **Brand Black**, LAMM had a good pace. "There's a nice mix of brands,"

he said. "It's an opportunity to have a more extended conversation with clients."

The place also served as a powwow for salespeople who sell men's styles in Los Angeles' Fashion District, said Reno Calabrese, sales manager for **The Park Showroom**.

"The camaraderie is great. I see people who I have worked with over the years and I don't get the opportunity to see."

Cesar Cardona, West Coast sales for the **Crooks & Castles** brand, said the easygoing show also has a strong work ethic. "There are no rappers on hoverboards looking for free clothes," he said. "This is more busi-



A meeting at the **10 Deep** booth



Kellen Roland, founder of **LAMM**

ness-oriented." However, he said he thinks LAMM management could do more to bring additional buyers to the show.

Roland said that he hoped to produce the next LAMM show in late March. It probably will return to Space 10B. He forecasted that it would offer 40 percent more brands than the recent show.—*Andrew Asch*

Shape *Continued from previous page*

encompass not only yoga clothing but casual and comfortable sweaters and bottoms made from recycled materials. "Yesterday was a little slow because of Columbus Day, but today, the second day, is better. There is a little buzz, and buyers are coming up here," said Dalma Pszotka, a sales rep for the company, headquartered in Carlsbad, Calif.

She was seeing buyers from boutiques and yoga studios, which were from all over, including Sedona, Ariz., to check out the yoga apparel that wholesales for \$20 to \$45 and is manufactured in Taiwan and Cambodia.

A first-time exhibitor at the show was **Jebecah Pret-a-Sport**, a relatively new company owned by a mother-and-daughter team from Palm Springs, Calif. This was the first time they had ever shown at a trade show, even though they have walked several shows in the past to check them out. "We have not seen many buyers," said Catherine Bentel, who co-owns the label with her mother, Hedy Bentel, a designer who got her training in Switzerland.

Their line is more sophisticated and crosses over into elegant loungewear made of a heavier rayon/spandex fabric that drapes nicely for the line's dresses, jumpsuits, pants with pockets and shirred tops with a built-in bra.

Catherine Bentley was thinking that perhaps next time the company would show its line at the **Select** show, located on the ground floor of the CMC building, where there might be more foot traffic.

—Deborah Belgium

Brand Assembly Branches Out

This season, **Brand Assembly** expanded to 112 brands.

"It's our biggest show ever," said Alex Repola, who produces the upscale contemporary trade show with Hillary France.

For the Oct. 12–14 run of the show, Brand Assembly expanded to fill the space on the top floor of the **Cooper Design Space**. (In the past, Brand Assembly shared the space with the **Coeur** trade show during the March and October markets. This season, Coeur moved to a new venue a few blocks away. See related story, this issue.)

France said the expanded space allowed the show to add more exhibitors and create a larger emerging-designers section in the center of the show. Brand Assembly featured a mix of apparel and accessories collections.



Brand Assembly's emerging-designers section

in inventories with more warm-weather pieces. "We're doing a lot of immediates because of that," she said.

Another returning collection at the show was **Calvin Rucker**, the Los Angeles-based line designed by Joie Rucker and Caroline Calvin.

"We've been seeing a lot of our favorite accounts come back," Calvin said.

This season, the designers split their denim offerings into its own group, separate from the Calvin Rucker collection.

"It warranted having its own story in the Calvin Rucker way," Rucker said. "We're targeting other accounts that possibly don't carry the collection but would be interested in the denim."

The Spring line is inspired by sirens—"which is what we call mermaids gone bad," Calvin said.

Calvin and Rucker worked with UK-born, LA-based artist Steven Bryan, who created several prints to convey the theme, including a black-and-white coral print and a moody print created from an aerial shot of a stormy sea.

"We had the concept of using layered chifon to make things look like they're underwater," Rucker said.

New exhibitors to Brand Assembly included Leonarda Barbieri, showroom manager for **Showroom 212**, based in New York, who was showing the collection for Brazilian designer **Cecilia Prado**.

"Yesterday was good for us," Barbieri said on the second day of the show. "We're trying to do more shows on the West Coast. It's an area we want to grow."

This was also the first time showing at Brand Assembly for **Solid & Striped**, a 3-year-



Rachel Ruddich at Brand Assembly

"We want it to be a curated show so buyers can find everything to fill their stores," France said.

Traffic at the show was steady, France said on the second day of the show. "Yesterday was really good despite it being Columbus Day."

Returning exhibitor Elizabeth Lewis, owner of the **SYDNY** showroom, represents and distributes Australian lines such as **Tiger Lily** and **Ministry of Style**.

"It's always consistent and a really nice group of buyers and great brands," Lewis said, adding that she saw buyers from across California as well as Florida, the Midwest and the South.

"Everyone is talking about the weather," Lewis said, adding that her transitional collections are a good fit for retailers needing to fill

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