

# CALIFORNIA ApparelINews

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## LA FASHION WEEK: SPRING BREAKS

Southern California designer Oday Shakar was one of several local and national designers featured on the runway at the launch of Fashion Week Los Angeles at Union Station in downtown Los Angeles. For more about Fashion Week Los Angeles, see page 4. For more Los Angeles Fashion Week shows, see pages 6 and 7.

JUNG S. KIM

## How Fashion Week in Los Angeles Has Turned Into a Name Game

By Deborah Belgum *Senior Editor*

Inside his spare office, located in a 1920s-era historic brick building in the heart of Hollywood, Arthur Chipman is just letting the dust settle after five days of back-to-back fashion shows produced by his company, **LA Fashion Week**.

On one wall in an adjacent room hangs a certificate of recognition from the city of Los Angeles as well as a certificate from the Los Angeles County Board of Supervisors recognizing LA Fashion Week as the official Fashion Week for the city of Los Angeles.

Chipman is just one of the latest fashion-show producers to step into the fray of what has traditionally been called **Los Angeles Fashion Week**, where twice a year scores of fashion shows highlighting designers' latest collections are seen in different venues around the city.

**Art Hearts Fashion Week**, launched in 2011 by Erik Rosete, this season presented 31 runway shows at the glitzy **Taglyan Complex**, an ornate Armenian church and events center in Hollywood. In 2014, Art Hearts partnered with **ParkerWhitaker Productions**.

➔ LAFW page 8

### TRADE SHOW REPORT

## Runway Show Producer Style Fashion Week Expands Into Trade-Show Biz

By Andrew Asch *Retail Editor*

After five runs as a solo event, **Venue Trade Show's** streetwear grit set up shop with the gowns and sequins of **Style Fashion Week**.

The partnership between the fashion events producer and the streetwear trade show had its first run Oct. 15-16 at **The Reef** (formerly called the **LA Mart**). Style Fashion Week produced its Oct. 14-18 series of runway shows in the same place, a 60,000-square-foot events space on the second floor of The Reef. Style Fashion Week has produced fashion weeks and designer showcases in Los Angeles for the past six years.

Style Fashion Week cofounder Veronica Kerzner acquired equity in Venue Trade Show, but she would not disclose how much of the trade show she owns. The partnership aims to settle one of the main complaints about Los Angeles fashion weeks in recent years—that retailers never attend runway and fashion-week shows. Kerzner said the partnership will take care of the needs for vendors, design-

➔ Venue page 5

## INSIDE

Where fashion gets down to business<sup>SM</sup>

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[www.apparelnews.net](http://www.apparelnews.net)



# Asher Fabrics Opens New Locations, Adds In-House Knitting

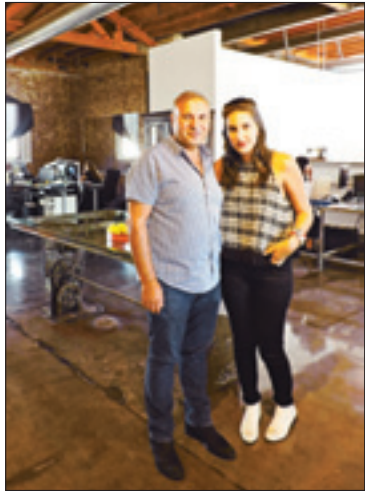
Asher Fabric Concepts has a new home. The company recently moved into its newly renovated space at 950 S. Boyle Ave. in the Boyle Heights section of Los Angeles.

With 4,400 square feet, the new space gives the company plenty of room to house its staff of 18 and showcase the company's knit fabric capabilities. Asher's previous space, on East Seventh Street, was 2,700 square feet.

The new location is meant to be a showplace for the company's designs and operations, said Asher Shalom, the company's chief executive officer and president, who founded Asher Fabric Concepts in 1991.

Shalom purchased the building about a year ago. Previously, it housed an auto mechanic shop, and Shalom worked on the renovation for a year to create the new, airy workspace. Red concrete floors were refinished and polished to look like marble. The ceiling was opened to expose the roof frame, and the walls were refinished to expose the interior red brick. On a recent visit, workers were finishing the front patio entrance. Shalom repurposed some of the auto shop's fixtures into furniture arranged around the new headquarters. A glass-top table features the oversize gears from the garage's roll-up door.

The new location has 40 spaces for park-



Asher Fabric Concepts Chief Executive Officer, President and founder Asher Shalom with his daughter, Yael Shalom, the company's vice president of sales

ing and an additional 4,000-square-foot space reserved for quality control and other services. The company will continue to house inventory at its 50,000-square-foot warehouse in nearby Vernon, Calif.

Asher is currently installing six Italian knitting machines in its Vernon warehouse to be used for custom development. The new machines will allow Asher to create fabrics with a smooth face, which are desirable for athletic apparel and other apparel categories. Asher specializes in producing knits for the better contemporary market as well as swim and activewear brands. The company recently expanded its athletic fabric offerings to meet the growing demand from activewear and athleisure manufacturers.

"Eventually, we will have 24 machines in Vernon," Shalom said, adding that having their own machines will help the company maintain exclusivity over its developments. Asher will continue to work with its subcontractors for production orders.

"They are busy working for us, but we need to do more development for customers," he said. "Twenty-four [machines] is really not enough. We need 80 machines."

—Alison A. Nieder



Asher's new headquarters in the Boyle Heights section of Los Angeles



The 4,400-square-foot space serves as Asher's headquarters and showroom.

## Denim Report

# Good Denim Co.: Keep It Simple

When consumers ask for a pair of good denim, Rob Goshen hopes they will find his new brand, called **Good Denim Co.**

The Los Angeles-headquartered and-manufactured brand took a bow at the **LA Men's Market**, held Oct. 12-13 at the **California Market Center**.

"It's a cool, generic name," said Goshen, a veteran salesman. "But it's very catchy. It's good stuff that you can wear everyday."

Goshen hopes that the new brand will stand out because it will be a solid, plain pair of pants. It won't be trendy. It won't be fancy. The young men's pant will come in a standard, slim fit with eight washes, including indigo, charcoal, black, white and raw denim. "Basic doesn't really go away," Goshen said. "Everyone needs basic denim."



The line will be made in waist sizes 28 to 44, said Darren Shepherd, a cofounder of Good Denim Co. But he made a point of stating that his company will only sell sizes that their retail partners request. "If a retailer says we're only going to sell sizes 32, 34 and 36, that's all we're going to sell them," Shepherd said.

Good Denim Co. also plans to break into the market by supporting an at-once business for retailers. "It's in stock. They can buy what they need, and they can fill in the sizes that they sell," Shepherd said.

Price points will be under \$20 wholesale for Good Denim Co.

For more information, contact *info@gooddenimco.com* or Rob Goshen at (213) 489-1311.—Andrew Asch

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## New Resources

# Chic Arabina: Fashion Meets Modesty

When Faisal Omar was studying business in college, he noticed his mother and sisters struggled to find clothing that was both fashion-forward and modest.

Omar realized there is a gap in the apparel market of fashionable options for women who want to dress modestly due to their religious beliefs.

Fast-forward several years and Omar is looking to turn this realization into a reality with the launch of Chic Arabina, a modest apparel collection that bows on a direct-to-consumer e-commerce platform this month.

"My goal is to empower women to feel beautiful and complete," Omar said.

The company is based in downtown Los Angeles, where all textiles are sourced and manufacturing takes place.

"As a designer, LA is a great place to master your craft or idea," Omar said. "Sourcing whatever you need to complete a design can be found in the [Los Angeles] Fashion District."

For the launch collection, Chic Arabina is offering caftans and traditional abayas, the long, loose dress that cover the entire body except the face, hands and feet. Retail price points range from \$100 to \$300. Eventually, Omar wants to expand the collection to include fashionable turbans and ready-to-wear pieces such as skirts, tops and maxi dresses.

With plans to keep his business model in a direct-to-consumer vertical, Omar will be implementing the use of social-media platforms such as **Instagram, Facebook, Twitter** and **Pinterest** to connect with consumers. He also plans to host trunk shows and pop-up shops along with direct community outreach via community centers such as mosques.

"To me, Arabinas are smart, beautiful, feminine, from LA to Dubai and everywhere in between," Omar said.

For more information, visit [www.chicarabina.com](http://www.chicarabina.com).—Alyson Bender





# Lectra USA Charts Growth Along Regional Lines

By John McCurry Contributing Writer

The phrase “speed to market” has become commonplace over the years, but it still aptly describes what’s driving business in the apparel industry. And, as a result, industry suppliers such as **Lectra** are benefiting.

The Paris-based multinational cutting equipment and software specialist reports that 2015 has been a busy year in North America with customers continuing to emphasize speed.

“The fast-fashion guys have built a business model that people are looking to emulate on some level, and we are seeing a lot of that in terms of design,” said Rusty McClintock, Lectra’s sales director, fashion and apparel, for the U.S. and Canada. “They are trying to get new collections out as quickly as they can.”

McClintock noted that the business climate for Lectra in North America has been healthy throughout 2015, describing it as “quite robust” overall. Companies are staying the course in terms of their planned capital expenditures in terms of the design and production products that Lectra supplies. The company’s apparel markets are almost entirely bicoastal.



Rusty McClintock

“We have a big presence in New York City and up and down the West Coast,” McClintock says. “Those are our strongest markets right now.”

## Growth in Central America, Mexico

But in terms of cutting-equipment sales, McClintock reports a strong growth surge in Mexico and Central America. He views that as a good sign that companies are looking to design and produce apparel in locations other than Asia. Another trend involves “fractured” production, where some companies are spreading their manufacturing around the world with some production in China and some in Mexico. Then there is the trend toward “fixing the fit,” with the focus on making sure that there is consistency

around the fit and quality of apparel. “Lectra is on the front end of the whole process with our design and production pieces,” McClintock notes. “Companies are always looking to drive a more efficient supply chain and are looking from a design perspective how they can move through the process more efficiently while also keeping

costs down and keeping things moving. The apparel industry isn’t easy, and people are coming to Lectra for help.”

Before joining Lectra, McClintock worked in the fashion industry for about 20 years, starting out in sales management and operations and then moving over to the technical side. He says the biggest surprise he’s had since joining Lectra earlier this year is how great the need is for automation in the design and cutting end of the business.

“A lot of the design process is still being done by hand with drawing and sketches, which are then handed off to a pattern maker,” McClintock says. “A lot of the cutting of samples is still also done by hand. Some companies are on the cutting edge, but a lot of them are behind the curve. We can take these processes and automate them. We think there is a lot of opportunity to get more people into automation. Companies can create more efficiencies by using automated equipment and software.”

## Domestic discussions

McClintock says Lectra is working with several companies to work on a reimagining of apparel production in the U.S. He says he can’t identify them yet, but what they are working on is exciting.

“Everyone always talks about Made in the USA, but usually it’s a lot more talk than ac-

tion. Companies would like to manufacture in the U.S. for obvious reasons such as ensuring quality, speed and efficiency, but it won’t come back like the way we see it in Asia today or like the old days in the U.S. Some of these folks are trying to reimagine the whole process and explore how they can make a garment completely different. There is a whole innovation thing happening, and it’s really interesting to talk to some of these people. One is looking to go into New England and reopen an old factory. Another is looking in Indiana. It’s an interesting dynamic and [Lectra has] been involved in this dialogue. It’s all about innovation, it’s happening and it’s really kind of cool.”

Lectra is a regular exhibitor at the biennial **Texprocess Americas** show, held in Atlanta with one of the larger exhibits at the **World Congress Center**. It’s one of eight to 10 exhibitions that Lectra exhibits at or attends. Texprocess Americas is also an integral part of the firm’s marketing efforts. For the moment, Lectra, whose North America headquarters is also in Atlanta, is declining to offer a peek at what’s planned for next May’s event, but the R&D team is working on innovations for both software and equipment.

“Trade shows are vital,” McClintock said. “It’s a great way for us to speak to our customers and to keep up to date on what’s happening in the industry and learn about emerging trends. We gain a wealth of information.” ●

## RETAIL

# LA’s Arts District to Get New Mixed-Use Retail Compound

Real estate companies **Blatteis & Schnur** and **ASB Real Estate Investments** redeveloped parts of Abbot Kinney Boulevard in Los Angeles’s bohemian Venice district, and the companies will take their know-how to another redeveloping neighborhood with the reputation of attracting creative people.

On Oct. 22, the chiefs of Blatteis & Schnur, ASB Real Estate and their partners held a groundbreaking for a more than \$80 million project called **AT Mateo**. It’s located near the corner of Mateo and Sixth streets at the edge of Los Angeles’ Arts District. The site is a short walk to the Sixth Street Viaduct Replacement Project, a \$500 million project with the aim of improving access into the Arts District.

AT Mateo’s is located on a 3.5-acre for-



**\$80 MILLION DEVELOPMENT:** The 3.5-acre former industrial site near the corner of Mateo and Sixth streets will be developed to create a 175,000-square-foot compound of restaurants, boutique retail, creative office spaces and parking.

mer industrial site. By November 2016, there is planned to be a 175,000-square-foot compound of restaurants, boutiques, creative offices and a 550-car parking structure.

Robert Bellinger, president and chief executive officer of ASB Real Estate Investments, said AT Mateo will be a signature project for his company. The architecture, amenities and

the tenant mix would honor the history of the neighborhood as well as serve the needs of the people living in the Arts District.

He also noted that change will be a crucial part of redeveloping neighborhoods. “If you are not changing, you are falling behind,” he said. His property is located in a quiet pocket of the Arts District that is on the cusp of change. Once a street of warehouses, Mateo currently is the address to a trendy **Blue Bottle Café** and a restaurant, **Zinc Café & Market**.

The Arts District has become a popular place to live among well-to-do creative types. A two-bedroom, two-bathroom unit in the district’s Molino Lofts sold for \$996,000 in the past year. The neighborhood has attracted boutiques with a luxe edge such as **Guerilla Atelier**, **Apolis: Common Gallery** and **Wit-**

**more**, which opened this summer at the ground floor of the massive **One Santa Fe** residential compound, with more than 438 units. It is located a few blocks away from AT Mateo complex.

The architect for AT Mateo will be **Edge Architecture/Planning** of Newport Beach, Calif., which also worked on projects for **Westfield** malls in San Francisco as well as Century City and Westfield Topanga in Southern California. Keith Ray, president of Edge, said his company would use brick and cobblestone found in the Arts District to complete the look of the AT Mateo compound.

Tenants of Abbot Kinney buildings owned by Blatteis & Schnur include **Blue Bottle Café**, **Rag & Bone** and the **Kit and Ace** boutique.

—Andrew Asch

# Palo Alto’s Stanford Shopping Center Opens New Area, New Stores

Simon-owned mall **Stanford Shopping Center** announced 25 retailers will move into a new section of the Palo Alto, Calif., mall.

The new section will be called **The Plaza**, and the open-air center will feature a lawn, gardens, leafy walkways, a large outdoor fireplace and seating around the fireplace.

Among retailers with big footprints moving into the mall were **Anthropologie**, **All Saints** and **Lululemon Athletica**. Some high-profile national retailers include **Everything But Water**. Preppie clothier **Vineyard Vines** will be among the slate of new shops. **Luisa Spagnoli**, an Italian women’s brand, will open its first U.S. boutique at The Plaza. **The**

**North Face**, an outfitter for mountaineers and winter-sports enthusiasts, also is scheduled to open a shop there.

Japanese lifestyle retailer **Muji** opened a shop at Stanford Shopping Center. Girls’ retailer **Brandy Melville** also recently moved in.

Several of Stanford Shopping Center’s existing retailers moved to expanded locations in the mall, including **Victoria’s Secret**, **BCBG-MAXAZRIA**, **J. Crew**, **Solstice** and **Tommy Bahama**.

Anchor stores at Stanford Shopping Center include **Macy’s**, **Neiman Marcus** and **Bloomingdale’s**.—A.A.

## Calendar

### 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, A792  
Los Angeles

### Oct. 26

**Coast**  
Mana Wynwood  
Miami  
Through Oct. 27

### Oct. 28

**Kingpins**  
Westergasfabriek—Gashouder  
Amsterdam  
Through Oct. 29

### Oct. 29

**Ideation2015, presented by Gerber Technology**  
Caesars Palace

Las Vegas  
Through Oct. 30

### Oct. 30

**CMC Sample Sales**  
California Market Center  
(participating showrooms)  
Los Angeles

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.



# COMING SOON



## October 30

Cover: Street Scene Fashion  
New Resources  
Retail Report  
T-Shirt Report

## T-shirt Advertorial

## November 6

Cover: Retail  
E-tail Spot Check  
Denim Report  
Eco Notes

Lingerie in Focus  
Fashion Advertorial  
Print/Online Sample Sales Special

## November 13

Cover: Fashion  
Retail Report  
Surf Report  
Visual Display

## Trade Show Special Section

Bonus Distribution  
DG Expo SF 11/22-23

## November 20

Cover: Fashion  
Technology  
Tags & Labels

Fashion Faces  
Tags & Labels Advertorial

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## EVENTS

# Fashion's Future Discussed at FWLA Debut

By Alyson Bender *Contributing Writer*

Disruption and sustainability in fashion were at the forefront of discussion during the Oct. 12 debut of **Fashion Week Los Angeles** at **Union Station**. Offering runway shows spotlighting local designers and

chasing.

"Five years ago, people had to visit specific websites to purchase what they wanted. Now, we are seeing more and more 'Buy It Now' buttons, where the customer only has to click it, and the item can show up within hours on their doorstep," Arroz said.

She went on to stress that these changes are not exclusive to big-box retailers. "Small- and medium-size businesses have the opportunity to use an increasing number of channels, such as **eBay** and **Pinterest**, to take their stores and brands online and change with the times."

Designer Lavi Mirzak, who has a showroom in the **California Market Center** for her **Sam & Lavi** collection, agreed with Arroz, saying, "We are taking our showroom more online, to connect with our brands and buyers."

While Mirzak still meets with buyers in her showroom, she and her business partner use the space to offer styling and consulting services to stay relevant.

Sustainability was another common thread throughout the evening over multiple forums. Caitlin O'Conner, an aspiring actress who has roughly 300,000 followers across her social-media channels, led a discussion on ethical practices, such as using recycled plastic bottles to make vegan leathers. The beauty panel, led by Holly-



ALYSON BENDER

The styling and image panel at Fashion Week Los Angeles included, left to right, Caitlin O'Conner, Karim Odoms, Phu Styles and Kristian Greiff.

a series of panel discussions, the event was open to industry members and the public.

"We feel it has been a great turnout," said James Keoso, an associate producer for the event. "We feel LA is the next fashion town, and given that Union Station is an iconic LA landmark, plus with the revival of downtown LA, it was the perfect place to host our event."

Panel subjects ranged from the disruption



JUNG S. KIM

Los Angeles designer Octavio Carlin on the runway at Fashion Week Los Angeles

of the industry via Internet development to ethical and sustainable practices. There were also peripheral subjects geared toward the public, such as cosmetics and skin care as well as celebrity styling.

E-commerce (online platforms), m-commerce (mobile phone/tablet platforms) and social media (such as **Instagram**) were the central focuses regarding the disruption taking place between fashion brands and their consumers.

"When the Internet first went mainstream, we *surfed* it. Then it evolved into us being able to *search*. With the birth of **YouTube** and **Facebook**, we were then able to start *sharing*," said Linda Arroz, panel speaker and media expert. "Now we are in the initial stages of using the Internet to *shop*. It is an exciting time because stores have more bandwidth than ever before to reach their customers, as long as they embrace the changes and evolve."

Arroz went on to discuss how hubs such as **Google** and social-media sites such as **Pinterest** are updating their algorithms to make shopping easier with one-click pur-

wood makeup artists, also touched on eco-friendly practices, shedding light on how organic, paraben and gluten-free products are up-trending currently in the beauty industry. Participants in the celebrity stylist panel also discussed how their environmentally conscious clients have started consciously choosing to wear and represent brands that adhere to ethical and sustainable standards.

Runway shows were broken into two groups: Pret-a-Porter—which showcased **XCVI**, **Clavon Leonard**, **Kini Zamora**, and **Joshua Christiansen**—and Bridge and Designer Brands, which included **Octavio Carlin**, **Oday Shakar** and **Gordana Gehlhausen**.

The event was sponsored by **Toshiba**, which set up a computer bar in the lounge area, where attendees were encouraged to share their experiences on social media using **#FWLA**.

The FWLA committee plans on hosting biannual Fall/Spring productions concurrently with **Los Angeles Fashion Market** moving forward. For more information, visit [www.fwla.com](http://www.fwla.com). ●



Venue *Continued from page 1*

ers and retailers. The new arrangement will merge trade-show business with runway-show sizzle.

“[Designers and brands] will know that they will get sales. They know that they will get press, and they will create great content for the brand. All of these elements are key factors in building a successful business,” she said.

Venue founder Miles Canares conceded that streetwear crowds and attendees for glittery fashion shows don’t seem to mix. “That was one of the toughest things,” he said. “We went back to the drawing board a few times on this.” But it



**AFTER-HOURS MEETING:** After Venue closed, Marc Von Munster, right, exhibited his line to people attending Style Fashion Week.

was crucial to do something different for the young men’s-focused trade event, which operates in a market dominated by the **Agenda** trade show, which runs biannually in Long Beach, Calif. Venue also competes for the same field as the **LA Men’s Market**, which also runs biannually, at the **California Market Center** showroom building in downtown Los Angeles.

“Trade shows have gotten so stale,” Canares said. “Buyers would rather do their business by email. If we give them something new to look at, if the event is more than just at-

tending just a meeting, it will bring excitement back to trade shows.”

Kerzner forecast that Style Fashion Week and Venue will run together three times annually. In Los Angeles, it will run in October and March, when **LA Fashion Week** is typically scheduled. It will also run in New York during **New York Fashion Week: Men’s**, the runway show series devoted to men’s styles. Specific dates have not been set for any upcoming shows.

For future shows, Venue will exhibit not only streetwear and men’s brands, but it will also feature women’s brands and accessories. Emerging designers and brands participating in Venue also will produce runway shows at Style Fashion Week. Canares said Venue will keep a focus on the youth market, which embraces streetwear and action-sports styles.

The mix of trade show and runway has been tried before. Kelsi Smith, a former **Los Angeles Fashion Week** show producer, scheduled trade show-style booths and fashion presentations at her former **LAFC** events. She closed LAFC in March and exited the business of producing Los Angeles Fashion Week shows.

“It’s a good idea. You can bring commerce to Fashion Week,” Smith said of the partnership between Venue and Style Fashion Week. However, she contended that LA Fashion Weeks are scheduled after the great majority of retailers write orders for the important Spring and Fall seasons. The shows come too late for some.

“They’re not doing a big, fancy show for everyone’s entertainment,” Smith said of designers. “They’re doing it for business.” Designers often complained that they weren’t drumming up enough business from runway shows, she said.

When she produced runway shows, she charged brands \$500 to \$1,500 to produce a show. Shows can cost more than \$30,000 to produce, she said.

Kerzner said that a calendar date should not get in the way of business. “Whether it is late or not late, people are

always buying,” she said. “If market dates are inconvenient, we need to do our best to get retailers and create an environment that will help business.”

During the last run of Venue, a few brands tried out the new arrangement. Streetwear brand **Civil Society**, women’s contemporary label **Sarafia** and eveningwear brand **Anjé** ran booths during Venue and also produced Style Fashion Week runway shows.

Marc Von Munster, who was born Marc Rinehart, is an emerging designer from Connecticut. Kerzner invited him to exhibit at Venue and attend Style Fashion Week. It marked the first time he had exhibited his contemporary, pop art-inspired line, **MVM**. He got to pass out more than 50 of his brand’s lookbooks.



Miles Canares

While Venue closed at 6 p.m. during its two days of operations, exhibitors had the option to keep their booths open when Style Fashion Week ran runway shows at nights. Venue also hosted space for art galleries to exhibit paintings. Between runway shows, Style Fashion Week attendees browsed art at the trade show’s space. After Venue wrapped up operations on Oct. 16, the gallery section was called **Art Venue LA** and was organized by Kerzner’s team.

At Venue, Canares said, buyers from retailers such as **Tilly’s**, **Nasty Gal** and **Kitson** as well as representatives from Japanese distributors walked the show. Brands such as **Wolf & Man**, **The Kennedy Denim Co.**, **Versalution Worldwide**, **LRG**, **SSUR** and **Honey Brands** were among the 65 vendors at the show.

Brian Chan of Wolf & Man said he met with new boutiques that were interested in his wovens and were seeking a more sophisticated look. The Wolf & Man booth also did a lot of cash-and-carry business. “It’s great. They get a real feel for the brand,” Chan said of attendees dropping by the show.

Jason Ahn, cofounder and creative director of Kennedy Denim, exhibited his full Spring ’16 line of denim, which, he said, represents a new direction for his label. “The line is our first step into a more branded jean,” he said. “We’re trying to create a more premium look for the streetwear market.” ●

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# LA Fashion Week

## Spring 2016 Collections

Los Angeles Fashion Week, which ran Oct. 5–18, highlighted the designs of California, national and international designers at events spread across the city. Returning organizers Style Fashion Week, Art Hearts Fashion and Metropolitan Fashion Week staged shows, as did newcomers LA Fashion Week and Fashion Week Los Angeles. Additional coverage can be found at [ApparelNews.net](http://ApparelNews.net).

Cosmogyr



MANNY LLANURA

Barbara Gongini



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## Fashion Week Los Angeles



JUNG S. KIM

Clavon Leonard

XCVI

Kini Zamora

Octavio Carlin

Oday Shakar



Style Fashion Week

Marco Marco



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Art Hearts Fashion

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LAFW *Continued from page 1*

**Style Fashion Week**, now in its sixth year, took over space at **The Reef**, a gift and furniture showroom building formerly known as the **LA Mart**. It too received a proclamation from the city designating it as the official fashion-week show in Los Angeles.

And **Fashion Business Inc.**, a business incubator for budding clothing brands, held its multi-designer runway show for the fifth year in a row—the last four at **Union Station**, the historic train station, which is a transit hub for various commuter trains and the Los Angeles subway.

New to the game is Chipman's group, which also used Union Station as its venue for five days of catwalk events that gave 33 designers from Los Angeles and around the world a chance to expose their styles to buyers, the press and anyone else interested in attending the events. The fashion shows included five Los Angeles designers; two recent graduates of **Woodbury University** in Burbank, Calif.; and a long lineup of international designers from Mexico, Colombia, Denmark, Japan, Argentina, Brazil and Fiji.

Another new player to the fashion scene this season was **Fashion Week Los Angeles**, which also selected Union Station as its go-to spot for a one-day event that was filled with seminars, panel discussions and fashion shows by **Octavio Carlin**, **Oday Shakar**, **Gordana Gehlhausen**, **XCVI**, **Clavon Leonard**, **Kini Zamora** and **Joshua Christiansen**. (See related story, this issue.)

## Competing fashion shows

Despite the confusion, everyone is going ahead with their events next March, when Fall/Winter fashions will be on the runway.

Chipman, a former business development director at **Vancouver Fashion Week**, has had his eye on the Los Angeles fashion scene for years, but he got more serious about it in 2012 when he received the trademark for LA Fashion Week.

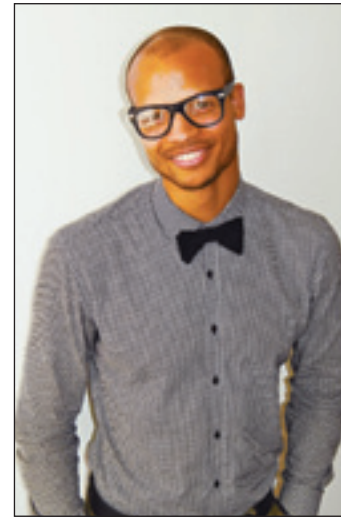
At Vancouver Fashion Week, Chipman was often described as the best-dressed member of the crew, frequently photographed in an array of brightly colored suits and tuxedo jackets that changed every day of the multi-day event.

Chipman admits he probably reads more women's fashion magazines than most women. "I have loved fashion for as long as I can remember," he said.

The fashion lover believes there is so much fashion potential in Los Angeles that last February, he said, he moved to the area with his wife and 5-year-old son to launch his own fashion

event. "I love the great energy that is happening here and how it is different from other places," Chipman observed. "There is so much talent here."

He points to superstar designer Tom Ford showing his Fall 2016 line in Los Angeles last February to a room full of mostly entertainment people days before the **Academy Awards**. And luxury label **Burberry** hosted a runway bash last April for 700 people at the **Griffith Observatory** for an encore presentation of its Fall 2015 line. "I think for



Arthur Chipman



Veronica Kerzner backstage at Style Fashion Week

## Who owns the Fashion Week names?

The new organizers of Los Angeles Fashion Week events are creating a bit of confusion among the fashion crowd. Because Arthur Chipman has trademarked the name **LA Fashion Week**, fashion show organizers are wondering if they can no longer use LA Fashion Week in their title and whether that extends to the term Los Angeles Fashion Week.

Plus, another, **Fashion Week Los Angeles**, has a name that is very close to **Fashion Week LA**, which is an online fashion calendar launched by Jen Uner in 2002 to keep track of all the fashion shows held during Los Angeles Fashion Week. For several seasons, Fashion Week LA was involved in the **LA Fashion Awards** event productions and offered cross-venue registration services and events for designers, buyers and press.

In 2011, Uner's firm, **Five Foot Jen LLC**, registered the Fashion Week LA trademark, which later caused confusion when Chipman made his first efforts to trademark the LA Fashion Week name.

At the time, the U.S. Patent and Trademark Office found the two trademarks—LA Fashion Week and Fashion Week LA—were confusing to the average person. So Chipman's trademark initially was refused.

But in 2012, according to government documents, Uner signed an agreement with Chipman so that both their trademarks could coexist.

Chipman then registered LA Fashion Week as a supplemental registration, which gives him the right to use the trademark symbol in connection with LA Fashion Week and sue in federal court if the trademark is infringed upon. He said the U.S. Patent and Trademark Office extended the trademark to Los Angeles Fashion Week.

Just to complicate things, Uner recently sold Fashion Week LA to Veronica Kerzner, the organizer of **Style Fashion Week**, who is now wondering about newcomer Fashion Week Los Angeles and whether its name can coexist with Fashion Week LA.

With so many events and names, fashion goes now need a scorecard to keep track of who is where and when. "There is definitely confusion over all of this," said Trish Concannon, executive director of **Fashion Business Inc.** "It would be nice to have some kind of cohesive thing going on where everyone worked together. I feel everyone is so separate here in Los Angeles."

Concannon, who is also the regional director of **Fashion Group International—Los Angeles**, said she fielded several phone calls from people confused about the various events going on in town.—D.B.



LAFW *Continued from previous page*

the first time in recent history there is really a creative change in the air," Chipman said.

The self-described fashionista says he wants to reinvent Los Angeles Fashion Week, to support the various designers, whether local or international, who are looking to enter the market. For his recent five-day event, he had 38 sponsors and was praised for his fashion shows starting no later than 30 minutes beyond the scheduled time. (Art Hearts Fashion Week also kept its fashion shows running on time, and visitors to Style Fashion Week said many shows started in a timely manner and event organization was helped by the show's new venue.)

With positive feedback, Chipman is already starting on his designer lineup for the next run of LA Fashion Week shows in March, which he will probably hold at Union Station.

The other newcomer, Fashion Week Los Angeles, which is now veering toward calling itself FWLA, is also gearing up for another run next March. The one day of seminars, panels and fashion shows was just a test run, said Michael Gio Ferrigno, an executive producer with the event, which is owned by **United Creative Artists Media**

**Group.** The group also owns the **Miss Adory** multi-line showroom in the **Cooper Design Space**.

FWLA was created, Ferrigno said, to fill a void and improve the fashion-show scene plagued with shows starting one to two hours late and during different weeks of the month. "You have to be held during **Los Angeles Fashion Market**, not three weeks prior, when buyers are not going to come into town," he said. "And you can't invite buyers and the press and then sell tickets to the public."

FWLA invited **Nordstrom's** men's and women's buyers to its one-day event, designed to be a timesaver. "We want them to see seven, eight or nine designers in 45 minutes," he noted. "We look at it as an efficient process for buyers and the press."

Also returning will be **Style Fashion Week**, which this season partnered with streetwear trade show **Venue**, which was held concurrently and in the same space at The Reef (see related story, this issue). In addition to Los Angeles, **Style Fashion Week** also hosts runway shows in New York, during **New York Fashion Week**, and in Dubai and plans to launch an event in Cairo next year.

Art Hearts Fashion Week hosts biannual events in Los Angeles and in New York during **New York Fashion Week**. This year, the group added **Miami Swim Week** to its roster of events. ●

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## Jobs Available

### SHOWROOM POSITION/FULL TIME

Must have previous showroom working knowledge. Looking for someone who understands PO Management, EDI affiliation, Production, Sample logging, Working w/sales reps, Communicating with factory, daily showroom managing duties, MS Office for MAC (especially Excel). High attention to detail a must!..... Contact: [showroom2211@gmail.com](mailto:showroom2211@gmail.com)

### ASSISTANT DESIGNER

Seasoned professional for knits/wovens fashion tops & t-shirts. Results-oriented for high volume & fast-paced dept. Teamwork, flexibility & enthusiasm critical. Line Sheet Editing, Color Cards, Send-Outs, Line Shipment, Vendor Appts, etc. Illustrator/Photoshop expert for CAD Sketching. Shop Retail. Trend Research. Great benefits. Send Resume with Portfolio: [tlamantain@selfesteemclothing.com](mailto:tlamantain@selfesteemclothing.com)

### GRAPHIC ARTIST

Join our Graphics Team. Strong visualization & creative input for fashion tops & screened t-shirts. Processing knowledge of screen printing, separations, & embellishment techniques. Fresh ideas, self-initiative, & team effort are critical. Create innovative designs & artwork with a keen understanding of our customers' needs. Must be highly organized, driven for results, & able to communicate creative ideas clearly. Please submit portfolio w/resume to: [tlamantain@selfesteemclothing.com](mailto:tlamantain@selfesteemclothing.com)

### SAMPLE COORDINATOR

•Coordinate production of customer samples from design thru production. •Send out samples for approvals. All candidates send in resumes w/salary hist. to: [job4891@gmail.com](mailto:job4891@gmail.com)

## Real Estate

### GARMENT BUILDINGS

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

## Buy, Sell and Trade

### WE BUY FABRIC!

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

### •WE BUY FABRIC!

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

## Position Wanted

### 35 YRS EXP'D

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







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