CALIFORNIA \$2.99 VOLUME 71, NUMBER 52 DECEMBER 4-10, 2015 THE VOICE OF THE INDUSTRY FOR 70 YEARS



THANKSGIVING CROWDS: Citadel Outlets in Los Angeles reported big shopping crowds on Thanksgiving night.

Black Friday Weekend: E-commerce Up, In-Store Sales Down

By Andrew Asch Retail Editor

The first major shopping event of the 2015 holiday retail season is over, and analysts say business was great for e-commerce. However, business declined for bricks-and-mortar retail.

E-commerce market-research firm comScore, headquartered in Reston, Va., said that digital business was stellar. Consumers spent \$1.1 billion online on Thanksgiving Day. Online spending on Black Friday was \$1.66 billion in desktop online sales, which was up 10 percent over last year.

ShopperTrak, a Chicago-headquartered e-commerce firm, released a statement on Dec. 1, which found that business for physical retailers declined on Thanksgiving. Retailers took in an estimated \$1.76 billion on Thanksgiving Day, which was a

12.5 percent decline compared to the same day last year. Consumers spent \$10.21 billion at bricks-and-mortar retailers on Black Friday, which was an estimated 11.9 percent decrease compared with the same day the previous year.

The market researchers still forecast that sales for physical retailers will increase 2.4 percent during the 2015 holiday season. Bill Martin, ShopperTrak's founder, also stated that the success of holiday business does not rely on the performance of a single day.

"It's important to view the decrease in context. There are several contributing factors, including fewer available store hours on Thanksgiving Day and a later Hanukkah, which is anticipated to push sales into December," Martin said.

➡ Holiday Retail page 12

American Apparel Rejects Million-Dollar Offer to Buy Oak Stores

By Deborah Belgum Senior Editor

The founders of the high-end Oak stores, acquired by American Apparel two years ago, really want their stores

When they heard that American Apparel, which filed for Chapter 11 bankruptcy protection on Oct. 5, was planning to shutter the four stores—two in Los Angeles and two in the New York area—they offered American Apparel \$600,000 to buy back the small chain.

American Apparel rejected that offer, so the store found-

ers, Jeff Madalena and Louis Terline, turned around in mid-November and countered with a \$1.1 million proposal. That too was rejected.

But Madalena said the two sides continue to negotiate.

On Nov. 19, the U.S. Bankruptcy Court approved a request by American Apparel to hold deep-discount sales at nine American Apparel stores it plans to close and at its four Oak stores. Most of those American Apparel stores are in New York and scattered around the country, but two are in Califor--one in Huntington Beach on Main Street and another at

Growing Economy Will Lead to Rising **Interest Rates Soon**

By Deborah Belgum Senior Editor

The long-awaited moment may be here. The U.S. government is expected to boost federal interest rates this month.

For nearly seven years, federal benchmark interest rates have been hovering around zero, but UCLA economists are predicting that the Federal Reserve will start lifting benchmark interest rates very soon as the economy continues along a measured growth path.

By the end of 2016, those federal rates could inch up to 1.5 percent, and by the end of 2017 they could reach 3.25 percent. With the financial emergency long over, the unemployment rate indicating near full employment and the likelihood that inflation will soon approach its 2 percent target, we expect the Fed to begin normalizing interest rates by increasing the federal funds rate this month," wrote UCLA Senior Economist David Shulman in the "UCLA Anderson Forecast for the UCLA page 3

INDUSTRY FOCUS: TECHNOLOGY

PLM: Seeking a Simple Solution for a **Complex Supply Chain**

Ever since PLM (Product Lifecycle Management) software was introduced to the apparel industry, the solution has been helping companies do everything from line planning to streamlining production by giving everyone involved in development access to the same real-time information.

As familiarity with PLM's capabilities has grown, so has the complexity of the supply chain as companies source materials and production around the world.

To kick off a new focus on technology, California Apparel News Executive Editor Alison A. Nieder recently caught up with executives from several technology providers to determine what brands, manufacturers and retailers look for in a PLM solution and how those needs change depending on size and market position.

The story begins on page 8.



www.apparelnews.net

Original Chuck Taps Mark McNairy for First Full Collection

After four years of designing almost every kind of top to put on a head—think baseball caps, broad-brimmed hats and beanies for the **Original Chuck** brand—John Putnam, the Los Angeles—area label's founder, is going for an expansion.

He will introduce Original Chuck's first full collection of men's clothes. It is scheduled to be introduced at the **Agenda** trade show in Long Beach, Calif., next month.

For the inaugural line, Putnam looked for a creative director who could appeal to fashion rebels and traditionalists. He recently announced that Mark McNairy has joined the brand as creative director. McNairy is perhaps best known for working with pop star Pharrell Williams' line Billionaire Boys Club.

McNairy built a career on a style that he called "post-modern traditional." The look has been embraced by stars of the hip-hop scene and established fashion tastemakers such as the **Council of Fashion Designers of America** and glossy magazines such as "GQ."

"[McNairy] brings in traditional pieces and plays with them. ... He built credibility with the tastemakers of the world," Putnam said.

In 2012, McNairy was featured in the GQ for Gap Best New Menswear Designers Collection. It was the same year that Todd Snyder and Johann Lindeberg—when the Swedish designer worked with the Blk Denim label—participated in the magazine's program.

Along with Billionaire Boys Club, Mc-Nairy also worked with Adidas with his own brand, Mark McNairy New Amsterdam. He also serves as a creative director for the California-based subscription fashion retailer Five Four Club, which recently took the New York—headquartered designer out to the West Coast.

The collaboration will be called **Original Chuck by Mark McNairy**. The first run will be a 25-piece line that will feature chino pants, jackets, woven shirts, headwear and accessories such as backpacks and eyewear. Pieces will wholesale for \$30 to \$60. Like McNairy's previous work, it will be classic but with a sense of humor and sophisticated but based in an Americana heritage style, Putnam said.

Original Chuck by Mark McNairy represents a new direction for Original Chuck but also one based on the line's history.

Original Chuck is owned by Putnam Ac-



FIRST RUN: A prototype of a hat for Original Chuck by Mark McNairy

cessory Group Inc., a 20-yearold company that has made private-label headwear and accessories for companies ranging from Neff, Young & Reckless to Zumiez Inc. and The Hundreds, Putnam said.

The Putnam Accessory Group is housed in a 15,000-square-foot design center. In 2014, revenue was under \$20 million for the company and sales grew 20 percent from the previous year, Putnam said.

While Putnam Accessory will maintain a strong business in private label, in the past year it has built direct-to-consumer brands with performers and celebrities such as Nas, Future, Amber Rose and The Janoskians.



CHUCK CREW: From left, John Putnam, Lucas Pierce, Mark McNairy, "The" Michael David and Steve Fordiani

The celeb business is good, yet Putnam hopes to develop more of his own brands. "A focus for our business is to build more asset-based brands in the next few years. Our intention is to build legacy brands."

For more information, contact Lucas Pierce or "The" Michael David at (323) 306-1330 or themichaeldavid@originalchuck.com and lucas@originalchuck.com.

—Andrew Asch

PacSun Announces Line With Fear of God's Jerry Lorenzo

Pacific Sunwear's next high-profile line has almost nothing to do with surfboarding, skateboarding or action sports, which have been a focus for the Anaheim, Calif.— head-quartered retailer with a fleet of 605 stores.

The retailer announced that it would col-

laborate with Jerry Lorenzo, a friend and fashion collaborator of Kanye West, the provocative musician and husband of reality TV celebrity Kim Kardashian. Lorenzo is best known for the high-end streetwear line **Fear of God**, which features bomber jackets, T-

shirts and other basics.

The Lorenzo PacSun collaboration line will be called **F.O.G.**

Gary Schoenfeld, Pac-Sun's chief executive officer, said that he hoped PacSun's F.O.G. collection will be accessible to a wider market. "We are proud to be partnering with Jerry in expanding his design reach by creating this more accessible new F.O.G. la-

bel, which reflects Jerry's ongoing commitment to high-quality fabrication, thoughtful detailing and purposeful silhouettes."

Lorenzo said that the F.O.G. line was more than a diffusion brand. "I felt like we could work together to leverage PacSun's resources and manufacturing expertise to make a collection that reflected my design perspective



Jerry Lorenzo

brand for a youthful audience that is appropriate and accessible."
PacSun's first run of the F.O.G. brand will feature 10 pieces, which range from a

and quality while still

at a great price. In the

end. I feel like we've

created something

more than a diffusion

line of Fear of God

but rather a totally new

raglan-cut bomber to thermals, flannels, fleece tops and items with long hemlines and unique zipper details. The first run will be delivered on Dec. 11. The second is scheduled to be delivered at PacSun shops in late December.

Core retail price points will range from \$40 to \$100. Outerwear will retail for \$300.—A.A.

Oak Continued from page 1

the Gilroy Outlet.

American Apparel's purchase of Oak—an edgy store with expensive fashions—seemed a surprise when it was announced in 2013. Oak's merchandise is pricy, and American Apparel's goods are more affordable.

Oak had only two stores in the New York area when it was bought by American Apparel. The purchase price was low enough that American Apparel did not need to include the transaction in its filings with the Securities and Exchange Commission.

At the time of the purchase, former American Apparel Chief Executive Dov Charney



FIRE SALE: A "50 percent off" sale sign at the Oak store in downtown Los Angeles

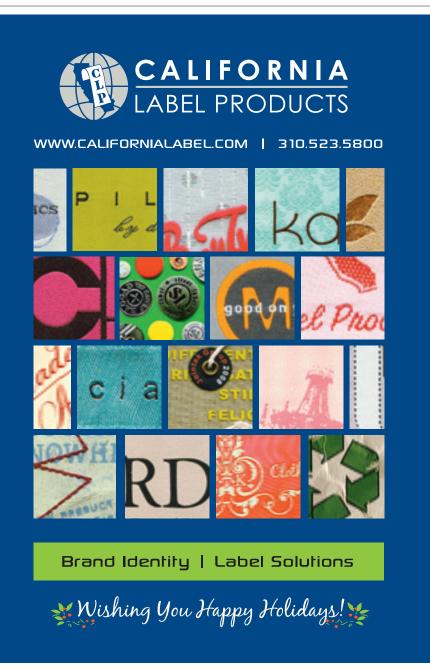
said that the small retail chain had \$5 million in annual revenues but could benefit from American Apparel's retail know-how and manufacturing facilities to grow revenues.

After the American Apparel acquisition, Oak last year opened two stores in Los Angeles. Also last year it briefly opened stores in Tokyo and Paris, but those soon closed.

Corrections and Clarifications

A story published Nov. 27 incorrectly noted that **Kitson** was acquired by **Spencer Spirit Holdings Inc.**

Spencer Spirit, through its affiliate **BHK Investments LLC**, agreed to participate as a lender to Kitson to provide greater liquidity for the company according to Alecia Pulman, a public-relations representative who works on behalf of Spencer Spirit.



UCLA Continued from page 1

Nation and California," which was released on Dec. 2. The forecast extends through 2017.

While other countries around the world are still experiencing slow growth and challenges, the United States will move ahead at a good pace next year. Meanwhile, businesses will see a reprieve in the inventory glut that hung on through the summer. "The growth in real inventories declined from \$113.5 billion in the second quarter to a more normal \$90.2 billion in the third quarter," Shulman wrote in the report.

With the majority of the inventory correction behind us, UCLA economists foresee a 3.1 percent expansion in the nation's gross domestic product next year—the most vigorous since 2005 before the Great Recession took hold in 2008.

Next year, bright spots in the economy will be in residential and commercial construction. The new housing market is expected to see starts of 1.4 million units in both 2016 and 2017 compared with an estimated 1.14 million units this year.

Another strong sector is the auto industry, with car sales speeding along. "Evidence of the robustness of consumer demand is com-

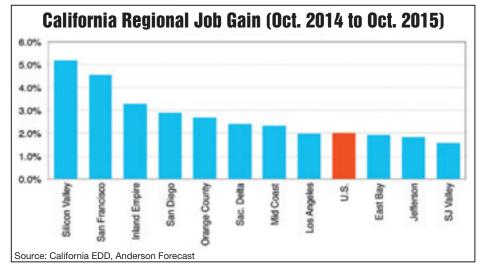
Francisco," he said.

Another fast-growing sector in California is residential construction, which will continue to grow. "The new housing units permitted increased over the last three months to levels last seen at the end of the 1990s," Nickelsburg noted in the report.

Housing construction remains dominated by apartment buildings, but that will change as payrolls grow and families want to expand into houses.

After a slow start this year due to difficult labor negotiations, activity at the state's seaports is revving up as U.S. residents have more money in their pockets to buy goods that are imported through gateways such as the ports of Los Angeles, Long Beach and Oakland. The **Port of Los Angeles** and the **Port of Long Beach** account for 40 percent of all the cargo-container volume coming into the United States.

As of September, port activity [in the state] was at historically high levels equal to the peak in 2007, right before the economy nosedived, Nickelsburg noted. Imports are carrying the day, but exports have declined since 2013 because many of the nation's major trading partners—Canada, China and Japan—have seen their economies cool off.



ing from red-hot automobile sales, where it now appears that selling rates on the order of 18 million units [this year] might be the new normal," Shulman said, noting that low interest rates, a growing economy and low gas prices have fueled growth.

The Golden State

Just as strong as the U.S. economy is California—home to high-flying technology companies, real-estate developers and the entertainment industry.

The state has been adding jobs at a faster clip than the United States, and that should continue into 2016 and 2017.

Growth areas will be in the business and professional services sector as well as leisure and hospitality, said Jerry Nickelsburg, UCLA Anderson senior economist.

Tourism has been on the rise this year, with record numbers of passengers arriving at the international airports in Los Angeles and San Francisco.

International passenger arrivals were up 20 percent this year over last year at Los Angeles International Airport and up 25 percent at San Francisco International Airport. "In spite of the strong dollar, international arrivals are increasing at a pretty good clip," Nickelsburg said. "The second part of that equation may be lower fuel prices, which means transportation costs are lower."

Next year, Nickelsburg anticipates that many U.S. tourists may prefer to keep their holiday plans limited to the United States because of so many overseas terrorism incidents in Europe and other areas. "If they stay closer to home, where do they go? California is one of the places you would think they would visit with the beaches, Hollywood, Yosemite National Park and San

Imports will continue to be strong from Asia, but exports will still lag. Canada and Japan will make a comeback, but China will take another two years before it starts growing more rapidly.

With so many industries on the upswing, California's unemployment rate should continue to decline from its current 5.8 percent, which is slightly higher than the nation's 5 percent unemployment rate.

The UCLA Anderson Forecast calls for California's total employment to grow by 2.6 percent in 2015, by 2.1 percent in 2016 and 1.4 percent in 2017.

California's payroll growth is a tad more vigorous, with salaries up 4.3 percent in 2015 and predicted to grow 3.4 percent in 2016 and 3.2 percent in 2017.

By the end of 2017, the UCLA Anderson forecast calls for California's unemployment rate to dip to 4.9 percent, close to the nation's rate.

UCLA Anderson economist William Yu points out that employment at offices in the San Jose and San Francisco area have taken the lead in growth over office employment in Los Angeles.

One reason Los Angeles lags behind is that a significant number of jobs were lost in the finance sector after the financial crisis that began in September 2008 with the collapse of **Lehman Brothers**, then the fourth-largest investment bank, which filed for one of the largest bankruptcies in history.

"We haven't come back to the pre-recession peak," Yu said, "but we are very close. There is a 2 percent gap."

Yu said Los Angeles needs to "enhance our human capital, starting with public education and even preschool resources. In the 21st century, human capital is the most important thing in this country."



Innovative, Creative and Affordable

These suits and accessories for men, women, and children bring a fresh perspective to the swim marketplace.



Bermies

In tribute to Bermuda, Bermies draws inspiration from the paradise islands "vibrant colors, crystal-clear waters, and pink sand beaches" for its cool and affordable line of men's swimwear. Cut the trending slightly shorter length, the trunks are stretchy, breathable, fast drying, extremely comfortable, and, priced at \$49.99 retail, affordable. Patterns are big at Bermies, with sharks, turtles, sailboats, scooters, and retro triangles currently in the mix. Sharkies is the bestseller here, "inspired by these magnificently restless ocean beasts" that "embody certainty, strength, and power while mastering a sense of beauty and grace." The Bermies target customer, between the ages of 18 and 30, has helped build the company's community through its @bermies Instagram account, "where users share their pictures from their adventures around the world."

Frogglez Goggles

For any parent who has struggled to pull swim goggles on a kid only to watch



them slide off or fill with water, Frogglez understands your pain. The company made its name by creating the first hasslefree, stressfree, patented. noncompetitive

goggles, which use a unique headbandlike strap design of soft neoprene that keeps them firmly, but comfortably, in place. And if the kids pull them off? Frogglez Goggles float. Originally designed for the children's market—and hugely successful there - Frogglez is looking to expand the brand with adult models and other Frogglez-branded accessories. Frogglez Goggles come in a variety of brilliant colors, but blue Frogglez are the number one seller at resort boutiques, swim schools, and retailers small and large.

I-Play Inc. believes in the merits of

mixing parents and their children in a pool: "Water play is a fun way for parents and children to bond to support physical, mental, and emotional development."



As the original swim-diaper manufacturer with more than 20 years of experience, I-Play also has made sure that nothing else is mixing in the pool. Parents of babies from newborn to 3 years old appreciate I-Play's unique, patented, and approved swim-diaper design, which includes a waterproof layer, absorbent layer, and wicking liner. The Snap Reusable Absorbent Swim Diaper is the bestseller, but the latest innovations include comfort seams around the legs and waist, easy-lock snaps for those quick changes, and stretchy, lightweight material that enables the freedom of movement every tadpole needs.

Jacque Designs

If you ask the folks at Jacque Designs what's new, they say, "We are!" Launched at the start of 2015, the

company is set to show its second collection while continuing to make available its first collection of six sexv bikinis. all of which were retail hits. Jacque is inspired by "a Californian bohochic style"bikinis made of the highest-quality



materials in the trendiest designs, yet affordable." The "Sydney" suit was a customer favorite from season one and will remain available in black and another "versatile" color to come when 2016 launches. Jacque's prediction? "Women who like to exhibit an extremely styled look while lounging, women who enjoy athletic water activities, women who are simply getting their much-needed Vitamin D, or women doing all of these things will need this suit."

Paramount Swimwear

Hong Kong-based Paramount Swimwear is the great enabler of all swim designers, wholesalers, and retailers, from mass merchants to better specialty and department stores, for



girls, juniors, missy, and plus swimwear. The company, which has its own factory in China, offers "endless" capabilities and gives its customers direct pricing

and the opportunity to increase their margins. Paramount can custom-design a program at a variety of price points under its in-house brands or work with retailers "to help them develop their own styles and directions" with the aid of its New York sales and development staff. Paramount's designers, who scour the globe for inspiration, are currently "loving the influences of sportswear and activewear within the market, and we try to incorporate this in our styles. Also prominent: boho trends and "trim playing a big part as well."

Check out these brands at the next Surf Expo, in Orlando, Fla., Jan. 14-16.

November Sales Tough

L Brands Inc. posted great sales on November, the start of the holiday retail season.

Same-store sales increased 7 percent over the same month last year for the parent brand of Victoria's Secret, PINK, Bath & Body Works, La Senza and Henri Bendel.

But overall November was tough for many of the retailers followed by the California Apparel News index. Zumiez Inc., the mallbased action-sports retailer, posted a 13.8 decline in November sales. Retail giant Gap Inc. declined 8 percent. The Buckle Inc., the mall-based retailer with a fleet of 469 stores, posted a decline of 7.9 percent. Off-pricer Stein Mart Inc. also posted a decline of 4.8

Retail analyst Adrienne Yih Tennant of Wolfe Research wrote in a Nov. 30 preview of the month's business that the U.S. experienced generally warm weather during November. The balmy weather reined in demand for cold-weather clothes, which hurt sales.

In the preview, she also wrote that Black Friday weekend was "generally a disappointment." Although, she said that during the weekend, boutiques were busy at American Eagle Outfitters, Express and Hollister as well as L Brand's Pink and Bath & Body Works divisions.

Many businesses reported earnings for their third fiscal quarters. Zumiez reported a same-store-sales decline of 7.3 percent. Net sales declined 4.2 percent to \$204.3 million from \$213.3 million in the same quarter in the

Rick Brooks, Zumiez's chief executive officer, forecast a same-store decrease of 14 percent to 16 percent for its fourth quarter of 2015. "With the fourth quarter off to a slow start combined with tougher sales comparisons ahead, we believe it's prudent to maintain a cautious outlook for the remainder of fiscal 2015," he said.

Tilly's Inc. also announced on Dec. 2 results for the third fiscal quarter for its 2015 fiscal year. Same-store sales increased 3.9 percent for the Irvine, Calif.-based retailer. On Dec. 2, Pacific Sunwear of California Inc. also posted results for the third quarter of its 2015 fiscal year. Same-store sales for the quarter decreased 3 percent. The forecast for its fourth fiscal quarter ranged from a decline of 3 percent to an increase of 3 percent in samestore sales.—Andrew Asch

Joe's Seeks Approval for Reverse Merger

Joe's Jeans, the publicly traded company in Los Angeles that makes blue jeans and other clothing, will be holding a stockholders' meeting in January to approve a reverse merger that will see the company become the Differential Brands Group and traded on the ${\bf Nasdaq}$.

In September, the financially struggling company, which was close to declaring bankruptcy, sold its flagship brand, Joe's Jeans, to Sequential Brands Group and Global Brands Group Holding for \$80 million. Funds from the sale were used to retire Joe's Jeans' debt.

Its other blue-jeans label, Hudson, remains with the company and is being merged with the high-end label Robert Graham. The two will be combined into the Differential Brands Group.

At the January meeting, stockholders will be asked to approve a 1-for-30 reverse stock split. That means for every share of Joe's Jeans, stockholders get 30 shares in the new company.

A major stockholder in Joe's Jeans is Joe Dahan, the label's former creative director, who owns 17.3 percent of Joe's stock. Dahan now works for Sequential Brands but has promised to vote his shares in favor of the merger. Peter Kim, founder and chief executive of Hudson, owns 10.6 percent of the stock.

When the reverse merger is complete, Michael Buckley, Robert Graham's chief executive, will be the chief executive of the Differential Brands Group.

Also at the meeting, stockholders will be asked to approve naming five people to the new company's board of directors. They are Sam Furrow, Joanne Calabrese, Kelly Hoffman, Suhail Rizvi and Kent Savage. They are the current board members for Joe's Jeans.

Joe's Jeans has struggled financially. Its third-quarter financial results showed it had a \$5.65 million profit on \$18.7 million in net sales compared with a \$276,000 profit on net sales of \$25.7 million for the year-earlier

But for the first nine months of the fiscal vear. Joe's Jeans had a net loss of \$19.3 million on \$61.3 million in net sales compared with a profit of \$437,000 on \$69 million in sales for the same period in 2014.

Joe's Jeans started having financial problems in 2013 when it borrowed \$90 million to buy Hudson for \$97.6 million and then defaulted on its loans.—Deborah Belgum

Calendar

Dec. 5

Line and Dot sample sale 2807 S. Santa Fe Ave. Vernon, Calif.

"Fashion Illustrator Using Photoshop CS6," presented by Fashion Business Inc. California Market Center, A792 Los Angeles

Dec. 12

"Line Sheets in Photoshop CS6,"

presented by Fashion **Business Inc.** California Market Center, A792 Los Angeles

Dec. 15

Speed Consulting at Fashion Business Inc. California Market Center, A792 Los Angeles

Dec. 16

TALA Annual Christmas Party Cooper Design Space Los Angeles



For calendar details and contact information, visit ApparelNews.

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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EARTH ELEMENTS

1. California Label Products hangtag and labels

2. Finotex hangtag and labels

3. Trim Networks labels

4. Emsig Manufacturing Corp. #SQ141171 5. J.N. Zippers & Supplies Corp. #5Horizontal Stripe Coil

6. Dara Inc. #0621-1067, left; Dara Inc. #0621-1010, right 7. Satab USA #1956

"Dentelle Annush" 8. Satab USA #711

Grosgrain "Dag"

9. Satab USA #7352 "Galon Gaia" 10. Satab USA #7328 Grosgrain "Free"

JEWEL BOX

- 1. 3A Products Thread "Twist Metallic" 2. J.N. Zippers & Supplies Corp. #5 Plastic Silver Mirror Lamé, #5 Plastic Gold Mirror Lamé and #5 Plastic Tape, Mirror Gold Teeth 3. Appli Yardage . Appliqués With Glitz Inc. #ACT190 "Bayley's
- 4. Appliqués With Glitz Inc. #ACT139 "Cynthia Yardage'

•

- Midori Ribbon RSL00207 "Scalloped Trim"
- 6. 3A Products Rhinestone Zipper

- 7. Emsig Manufacturing Corp. #A3695

- 8. Emsig Manufacturing Corp. #BW086631 9. Dara Inc. #B39KN71407-AG 10. Dara Inc. #B410011/40L 11. Dara Inc. #B34XN97936 12. Dara Inc. #B41008/28L 13. Dara Inc. #B39KN71413-AG

- 14. Appliqués With Glitz Inc. #ACT116 "Sophia Large Stone/Pearl Accent"
- 15. Appliqués With Glitz Inc. #ACT200 "Dora"

IN THE PINK

 Dara Inc. zipper
 Cuteque International Inc.
"Daisy With Rhinestone and
"Daisy With Rhinestone and
"Daisy With Rhinestone and" Beads Stitches in Center' 3. Cuteque International Inc. "Fabric Flower With Glass Beads Stitches in Center" 4. 3A Products Thread "Sew

- 5. Zohar Industries zipper 6. Satab USA #7401 "Passepoil Elina" 7. Dara Inc. #X-0544 and #X-0027
- 8. Seram America Inc. #NSER527ZT/0000 9. California Label Products
- label 10. Finotex label 11. J.N. Zippers & Supplies Corp. #5 Plastic Rainbow

Mirror Lamé Zipper 12. Satab USA #1515 "Ruban Tisse Sil"



10 • • 11 12 13 16 17 5 6 7 8 9

6 9

ROSE GOLD

1. J.N. Zippers & Supplies Corp. magnetic

2. J.N. Zippers & Supplies Corp. 1" flat

D-ring
3. J.N. Zippers & Supplies Corp. 3/8" swivel trigger hook

4. J.N. Zippers & Supplies Corp. 1" tri-bar slide

5. J.N. Zippers & Supplies Corp. 1" swivel 6. Emsig Manufacturing Corp. #A3838 7. Seram America Inc. #N020965XT 8. Seram America Inc. #N020961XT

9. Zohar Industries zipper
10. J.N. Zippers & Supplies Corp. #5 Print Tape Metallic Coil Leopard #NN1014

NATURAL SELECTION

- Finotex hangtag, labels and ribbon
- 2. Zohar Industries zipper

- Zohar Industries zipper
 Emsig Manufacturing Corp. "Hardware"
 Emsig Manufacturing Corp. #A2895
 Emsig Manufacturing Corp. #A3583
 Emsig Manufacturing Corp. #BW084731
 Emsig Manufacturing Corp. #A3522
 Emsig Manufacturing Corp. #A3752
 Emsig Manufacturing Corp. #A2463
 Seram America Inc. #N021004XT
- 11. Dara Inc. #B34M-1522N/28L

- 11. Dara Inc. #B34Wi-1322IV/26L
 12. Dara Inc. #B16L-1104/28L
 13. Dara Inc. #B02-0491/40L
 14. Emsig Manufacturing Corp. Spider Pin
 15. Emsig Manufacturing Corp.#A3946
 16. Midori Ribbon #RV10006 "Vintage
- Lavender Floral'
- 17. Midori Ribbon #RV10004 "Vintage Blue



SPRING SHADES

- 1. Cuteque International
- Inc. "Embroidery on Satin Ribbon"

 2. Cuteque International Inc. "Lime Peony"
 3. 3A Products Thread "Sew It All"
 4. Dara Inc. #0621-1075
 5. Dara Inc. #0621-1074
- 6. Emsig Manufacturing Corp.#A31917. Finotex labels

FINDINGS & TRIMMINGS



SPORTS MINDED

- Zohar Industries zipper
 Zohar Industries zipper
 Finotex label
 Trim Networks label
- 4. Trim Networks label
- 5. California Label Products label 6. J.N. Zippers & Suppliers Inc. #5 Plastic Sunshine Ombré Strip
- Seram America Inc. #N021000
- 8. Seram America Inc. #N02100C 9. Seram America Inc. #N020220XU/0000 10. Seram America Inc. #M02098XT 11. Satab USA #1809 "Ruban Resille E"

YELLOW BURST

- 1. Cuteque International Inc.
- "Yellow Peony"
 2. Cuteque International Inc.
 "Dahlia With Stone Stitched in Center"
 3. Dara Inc. X-0217D
- 4. Seram America Inc. #N020389XT
- 5. Seram America Inc.
- #N020971XU 6. Seram America Inc.
- N020395XT
 7. Trim Networks label
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Technology Q&A Continued from page 1

When companies come to you looking for a PLM solution, what are they looking for? Are companies' PLM needs different depending on their size and their market? Do those needs change over time?

Gary Barraco

Amber Road Director, Global Product Marketing www.amberroad.com

We've had strong interest in product testing and social compliance—but product testing is becoming more important now with the U.S. Customs and Border Patrol's (CBP) Automated Commercial Environment (ACE) becoming the Single Window in December. What's happening now is CBP is streamlining all trade information through ACE, creating a single, electronic view of all import and export requirements. Previously, traders needed to submit the same information to multiple agencies multiple times. U.S. importers (and exporters) electronically file using ACE, with the filing typically done by your customs broker or your 3PL.

Single Window improves operations for both the importer and the various Partner Government Agencies (PGA) by providing a single portal for the importer to electronically submit all information to comply with CBP and other government regulations. The information would then be assessed electronically by the relevant government

departments and agencies (47 in all), resulting in borderrelated decisions transmitted electronically back to the trader.

As importers, this means you need to

turn in certificates of compliance (CoC) stating the product has been tested and is compliant with Gary Barraco certain regulations Amber Road upon entry into the

United States. This is not the current requirement under the Consumer Product Safety Improvement Act (CPSIA), which states the importer of record needs to provide the CoC on request, typically when screened at the port. [With Single Window], the certificate of compliance or conformity is now going to be required on every shipment.

There's a new burden on making sure that products are tested and meet all of the regulations based on the country it's sold into. Oregon, Washington State, Maine, California and Illinois have placed additional levels of regulation on some goods, which means you also need to turn in whatever is going to be necessary for the state level. And if you are selling that same product to multiple countries, this gets really complex.

Social compliance often goes hand-inhand with that also. You don't need to turn in documentation for social compliance in order to [clear customs], but now we have tools for restricted-party screening. You want to look at all of the suppliers you're dealing with to make sure your supply chain is clean. It's similar to the conflict minerals ruling, [which prohibits companies from]

buying from a black-listed supplier.

If you look at product testing, if you import 100 T-shirts or 100,000 T-shirts, you still need to have that test done. The demand from the regulatory side is the same regardless of the size of the shipment or the size of the organization. Just because Nike is bringing in a billion shipments a year doesn't mean Modell's Sporting Goods has to do anything less. They've got the same requirements. So from a regulatory perspective, there is no de minimis. Modell's has to make the same investment that Nike is. That's a huge burden on small and medium enterprises. The best way to streamline the processes is to automate using a technology platform such as Amber Road's. The solution allows for tracking of each PO (purchase order) and the testing status, ensuring the goods will have a certificate of compliance for entry.

Mark Burstein

President of Sales, Marketing and R&D **NGC Software**

www.ngcsoftware.com

When companies are thinking about a PLM solution, what they really seek is visibility of the product lifecycle from concept through delivery. They are also looking for faster speed to market, more efficient design processes and tighter collaboration with their supply-chain partners. Often, the decision to invest in PLM is a result of a com-



Mark Burstein

pany's success and rapid growth; companies can't keep pace with the growing number of lines, their SKUs are proliferating, and they need to establish more consistency in product fit and quality. These are all signs that a company is ready for PLM.

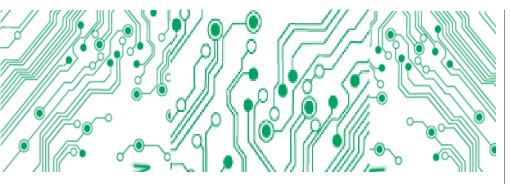
Companies

look for a PLM solution that is designed for the fashion industry. They want a product that is especially designed for their industry and software companies that have in-depth understanding and experience in fashion and apparel.

The beauty of a modular approach to PLM is that companies can get the functionality they need now and expand later.

Typically, the core functionalities are implemented in the first phase, followed by supporting functionalities in later phases. Core functionality includes product specifications and approval tracking, costing, sample management, PO delivery and WIP (work in process) tracking, logistics, and calendar management. These are the basic building blocks for the concept-todelivery model.

Later phases of a PLM implementation often include line planning, vendor onboarding and compliance, product and material testing, and production quality management. Once the system has been live for a period of time, it's time to add business intelligence (BI) tools to start tracking metrics and setting goals for continued improvement.



Luis Velazquez **Director of Business Development Lectra North America** www.lectra.com

Successful companies look for PLM systems for one main reason: They have a strategic goal in mind and their current systems and processes are preventing them from reaching that goal, or at the very least slowing them down. I know this is a very general statement, and it is general on purpose because strategic goals can vary quite a bit from company to company depending on size, market, maturity as well as many other business realities. The important thing is that their investment in PLM be linked to reaching a well-defined strategic goal and that the technology be tied to a thorough revamping of business processes.

When a company is small, often they are looking for a way to get their tech packs out in a uniform way. They are interested in costing, approvals and other basic items. for apparel for men, women and children. However, a company and its processes naturally change, as do its PLM needs. So maximum flexibility and the ability to upgrade to new technologies in the market would be a must for me—and that rules out any system that requires a lot of legacy programming. Our philosophy is fast adaptation and as much flexibility as possible.

variants, or individual process flexibility

Rick Ludolph Founder and President Productive Solutions LLC www.productivesol.com

As a provider of system evaluation and implementation services, we see a growing number of small- to medium-sized businesses taking their first steps into PLM. Fashion companies often look to us for help in defining the scope of their PLM needs. finding their best system/vendor fit, craft-

ing an implementation plan and getting the biggest bang for their PLM buck.

PLM system capabilities continue to expand to include more processes both upstream and downstream from the core product-development focus. Beyond product



Rick Ludolph Productive Solutions LLC

Luis Velazquez Lectra North America Dr. Andreas Seidl Human Solutions Group

These guys are many times just trying to keep their heads above water as they experience growth and look to manage increasingly complex business models. Larger companies can have additional needs that center around risk management and improving quality. This may include things like assessing environmental impact, documenting the social-responsibility records of their vendors and trade partners, more ownership and accuracy around fit, and better communication tools such as integrated 3-D for globally dispersed teams.

Dr. Andreas Seidl Chief Executive Officer Human Solutions Group www.human-solutions.com

I find that no matter what size a company is, there are two highly important issues with regard to a PLM system. Firstly, companies want to design one seamless development process that becomes transparent and manageable via PLM and includes teams, sites and partners worldwide. The second issue is the integration of the key software tools along this process. It is these two factors that have the most impact on quality, time and cost saving-and that is the pressure most companies are experiencing at the moment. They need to get their collections to the store faster, and every cent saved on the way will be beneficial to the company's results. A PLM system that truly matches a company's ways of working can help to achieve this. That is why PLM GoLive offers overall system integration, a full reference process, and availability in the form of desktop, Web or cloud software. Any market segment has its special demands in terms of process design. In my opinion, a true fashion PLM should fulfill any of these demands, like the management of multiple products and their great number of product

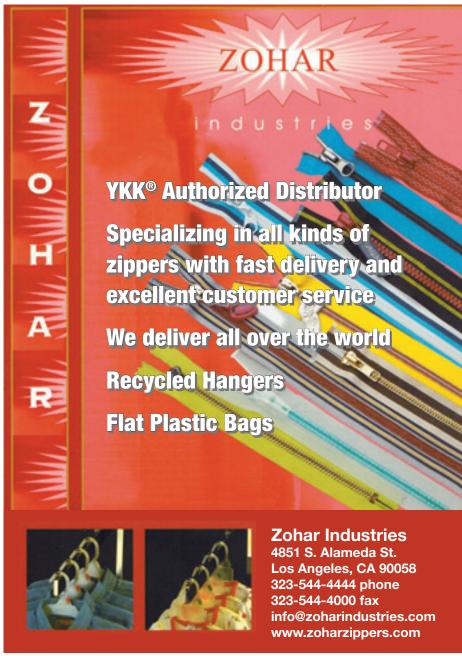
data management, bills of materials and tech-pack capabilities, many of today's fashion executives and entrepreneurs want to leverage expanded PLM functions for materials management, line planning, workflow management, sourcing and compliance.

Generally speaking, the needs of smalland mid-sized fashion companies are quite similar, but they evolve over time. Early in their PLM initiatives, many companies want to leverage traditional PLM features to tackle basic best practices. For example, their initial goal may be to transition all of their design and preproduction data into a PLM system so that designs, product specifications, costing information and fabric/ trim libraries are centralized and captured in digital format instead of on paper, in spreadsheets and disparate computer programs. They also may want to drive more productdevelopment communications through the PLM solution, reducing reliance on emails, faxes and phone calls.

After achieving these early wins, which can result in significant business improvements, some fashion businesses consider PLM's expanded capabilities. For instance, they may want to reduce physical sample rounds by utilizing 3-D sampling technology, which is integrated into some PLM programs. They may decide to leverage PLM line-planning capabilities, drawing on historical sales data and social-media indicators to help them make well-informed decisions on the next season's collections. Some companies are even using PLM to generate 3-D showrooms so that retail buyers can view their collections digitally any-

The scope of a fashion company's operations can drive differences in PLM system requirements. For example, while most companies need to share product informa-

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product-development process. To find where a button is be-

ing used across multiple styles is as simple as clicking a

button. Without PLM, it would require someone manually

Technology Q&A Continued from page 9

tion and track both internal and external processes, a small company with in-house product-development teams and a local contractor network may not have the same collaboration and systems integration needs as a large, global enter-

With finite human and capital resources, small- and medium-sized apparel businesses often benefit from implementing an out-of-the-box fashion PLM solution that can provide immediate solutions to their most pressing needs, such as gaining visibility and control over preproduction processes and accelerating time to market. The key is to invest in a system with the flexibility to grow with their business. Their solutions provider should be ready, willing and able to add capabilities and extend the PLM solution to address the demands of growth and supply-chain complexity.



Colleen Grass

going through each style to find this information. With company's SKU counts in the hundreds, this can be a very tire-

Bill Brewster Gerber Technology



John Murphy Apparel Magic



Matthew Klein Backbone PLM

Matthew Klein Partner

Backbone PLM Backboneplm.com

Companies that come to us interested in PLM are attracted to several benefits. The top ones are:

Cloud-based product data. Having all product-related information in one central hub (in the cloud) makes collaborating with teams across multiple geographies seamless.

Automated tasks. PLM automates things such as file storage, time stamping, PDF generation and report generation. PLM incentivizes the user by taking the product information they're going to create anyway but then aggregates that info and quickly creates reports with it. Therefore, a line plan can be created in seconds using the images they uploaded for their tech packs, consolidating many steps.

Bird's-eye view. PLM offers a bird's-eye view of your

some task. Filtering systems help you narrow down seasons,

divisions and product categories to help you find the information you need fast.

Recycling product data. Reusing design components helps save both time and money, avoiding additional development fees. Also, many users create new styles from previous, like styles to save time and maximize their productivity, which all can be done with a few clicks of a button.

The interesting thing is a fashion company's development process from one company to the next is very similar, which is why a turn-key PLM such as Backbone works for companies across multiple product categories and markets. Not much varies depending on size and market; we have clients with two users and others with 10 who use the same platform and tools. Their process may differ slightly, but it's mostly semantics.

As a company gets larger, they may need more integration. Usually, they will need a PLM that talks to their ERP (electronic resource planning), their inventory manager, or creates merchandising worksheets and production purchase orders.

Colleen Grass

Director of Business Development FAN PLM

www.fanplm.com

Brands approach us for different reasons and at different

Most every company starts out using Excel and email to track everything from design to development, production, all the way to sales samples. FAN PLM caters to lifestyle, footwear and apparel brands, so we see brands come to us for a few different reasons:

Explosive growth. A company is growing so quickly that they can't manage the data, so they hire more people, but things still fall through the cracks. This kind of bandage brings down morale and can financially kill a brand.

Amount of data. Brands with constantly evolving product lines and new seasons

throughout the year amount to a massive volume of information that must be tracked. Tracking products through their lifecycles with resources such as Excel, Smartsheets and email are very quickly outgrown. When companies can bring their factories and sourcing agents into specific parts of the system, without security issues, it reduces time, mistakes and eliminates hidden costs.

Reducing head count. Adding head count to analyze, track and make sense of the numbers becomes a financial burden. C-levels start to recognize that they need a robust system that can analyze and make sense of the data. A proper PLM system such as FAN's can provide insight that is otherwise unachievable.

They don't know what they don't know. Oftentimes companies are also looking to introduce best practices. Implementing a PLM system that has been built based on years of experience in their specific industry offers new practices that can streamline the entire lifecycle process. A good PLM system should be able to grow in a complementary fashion

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to the brand's growth without breaking the bank.

Global communications. Companies are constantly challenged to communicate with factories. Sending tech packs, transferring design files or emailing Excel files are all riddled with challenges and room for error. Using a cloud-based system allows everyone access to real-time info and provides for that single version of the truth.

Bill Brewster

Vice President and General Manager, Enterprise SW Solutions Gerber Technology www.gerbertechnology.com

Gerber Technology's YuniquePLM is Web-based product lifecycle management software that helps the fashion and apparel industries communicate effectively, accelerate workflows and eliminate errors. YuniquePLM was developed by industry professionals with practical experience in design, product development, supply-chain solutions and manufacturing and connects the creative teams to the supply chain to get the right products to market, on time and at the right cost.

YuniquePLM is a truly collaborative platform that promotes communication all along the supply chain, aiding businesses in standardizing their processes for development and product information. Companies seek out PLM systems and partnerships in order to better communicate and collaborate—first internally and then with their supply-chain partners.

Initial implementation of a PLM system is typically centered on consolidation of product data and information and creating a solid tech pack that can be used with vendors. YuniquePLM integrates with all of the tools used in the industry, such as Adobe, textile design software, and pattern-making and marker-making CAD software, including Gerber Technology's solutions such as AccuMark 3D visualization systems.

The need for access to information and collaboration along the development and production processes cuts across businesses of all sizes, and YuniquePLM is effective for all

types and sizes of companies. In fact, we recently introduced YuniquePLM In The Cloud as a way to offer flexible and scalable PLM software without the need for an IT infrastructure, so it is a platform users of all sizes (and particularly smaller companies) will be able to embrace.

In the case of larger businesses, however, the benefits of PLM can be more significant because companies can collaborate across their own multiple brands and product lines. As an example, this access allows for the material aggregation and visibility across product lines, brands and divisions, which drives increased cost-saving opportunities. These reductions in time-to-market and opportunities for cost savings can also be applicable through the entire supply chain.

True collaboration and communication comes with continued use and integration of PLM, particularly in the areas of cost management and bills of materials. Over time, businesses and their supply partners can work to achieve global strategic goals together, including collaboration on full sourcing and line and range planning.

John Murphy Chief Executive Officer ApparelMagic

www.apparelmagic.com

Companies look to ApparelMagic's PLM features when they need to track every important requirement during the product's development and selling lifespan. From the very beginning stages, when designs are being reviewed, fabrications tested, specs revised, and when important decisions are made regarding sourcing and raw material choices, high-visibility PLM is not a luxury, it's a mission-critical necessity.

Smaller companies who outsource production still need to record whether and when a garment has met compliance requirements (such as CPSIA, Prop 65, etc.). That's why Mulberribush owner David Feinberg credits ApparelMagic for "the ability to trim costs, by better understanding the entire product and sales environment—labor, materials, production cycles, customer buying patterns."

And larger companies, who typically control broader aspects of the development and supply chain, rely on Apparel-

Magic to track every important sign-off date and document reference in the testing and compliance process. According to Seven Licensing's President and Chief Financial Officer Peter Akaragian, "Whether it's a redesign to enhance the product's appeal or a change in available fabric and sourcing, we use ApparelMagic's PLM to determine our options and respond effectively."

ApparelMagic's unique "event history" tracking and document linking means that whether data is stored directly in our system or referenced by document number, the managers have instant access to requests, responses and the current status of certifications. They can even call up instant images of the certificates themselves.

But PLM requirements go far beyond formal certifications. ApparelMagic also presents a unified view of product history, including lab dips, customer approvals, details on the origin and consumption of raw materials, management of design sign-offs, technical drawings and photo images of garments, trims and accessories.

Once the product has survived the development process, ApparelMagic provides in-depth analysis of its sales performance and relative contribution to the bottom line. Ranking and analytical reports provide decision support to justify expanding the product, revising or retiring it, based on clear visibility of its performance over time. Badgley Mischka President Christine Bell Currence states, "ApparelMagic's PLM system has given us a significant boost in efficiency in many different departments. We use the system throughout the company to share data with designers, customer-service agents, production and inventory-control departments, even our warehouse fulfillment partners."

Today's most advanced and competitive players require a PLM that is light years ahead of what was expected even five years ago. Web access to far-flung offices and personnel is demanded. Drag and drop image management is essential. Onboard email integration for transmitting transactions, tech packs and approval forms is expected. By meeting these demands, ApparelMagic strives to give the modern apparel company, whether startup or industry veteran, the best PLM tools for success.



Holiday Retail Continued from page 1

The **National Retail Federation**, a Washington, D.C.–based trade group, said more than 151 million people shopped during Thanksgiving and Black Friday weekend, according to a Nov. 29 statement.

The average amount spent per person was \$299.60, according to the NRF. More than half—51.6 percent—of gift purchasers said they bought a clothing item during the Black Friday weekend

Some retailers say the next few weeks will be a tough wait until people rush to malls and boutiques for last-minute gifts.

Others forecast that they will enjoy steady business until a week before Christmas, when their stores will enjoy a spike of shopping. Market researchers and Wall Street analysts are parsing shopping data and forecasts to determine whether business for the holiday season will turn out to be good or whether the biggest shopping season of the year will be a disappointment.

Black Friday was a big day at **South Coast Plaza**, the Costa Mesa, Calif.-based luxe retail center, where 200,000 people passed through the mall, said Deborah Gunn Downing, South

Coast Plaza's executive director for marketing.

At Los Angeles' **Beverly Center**, retail traffic was slightly up compared with Black Friday last year, said Susan Vance, marketing and sponsorship director for the **Taubman**-owned mall. Lines were long for the center's fast-fashion and juniors-oriented emporiums, such as **Uniqlo**, **XXI Forever** and **H&M**. Shoppers also lined up early to take advantage of **Macy's** doorbusters. Vance noticed an increase in attendance of tourists—mostly Chinese nationals, whose tour groups took them to the center to shop the Black Friday sales.

The **Citadel Outlets**, just south of downtown Los Angeles, reported full parking lots during the weekend, including a 1,000-space, nine-level parking structure that was unveiled on

Nov. 20, said Traci Markel, the center's director for marketing.

Markel said that shoppers were attracted to the outlet mall for its low prices. Brand-name clothing is sold 30 percent to 70 percent off full price at the Citadel's stores. Weather also cooperated. After hot temperatures pushed back demand for outerwear during October and November, it got cold in the Los Angeles area around Thanksgiving. People wanted to buy sweaters and outerwear, Markel said.

Another lucky break was the lack of rain during shopping hours on Thanksgiving weekend. "We're keeping an eye on El Niño," she said of the weather system forecast to drench the West Coast in the next few months. "Los Angeles doesn't

like rain. If we can stave off rain, sales can stay strong throughout December"

For street-front boutiques such as LASC in West Hollywood, Calif., Small Business Saturday, the day after Black Friday, was a day devoted to shopping at independent retailers, said Don Zuidema, co-owner of the men's boutique. Zuidema noted that business was good on Small Business Saturday, which was Nov. 28. He also forecast that business would climb during the holiday retail season.

"Our holiday business is usually slow until around the 15th of

December, and then we see a big uptick in sales as customers prepare for the holidays. The business continues for the week between Christmas and New Year's since so many people are on vacation, visiting Los Angeles. There are many parties for the New Year," he said.

Business exceeded forecasts at e-commerce emporiums **Revolve** and **Forward by Elyse Walker**, according to Michael Karanikolas, a cofounder of both emporiums. He and Michael Mente, another cofounder at Revolve and Forward, originally predicted that sales would double over last year. But sales tripled.

Revolve rarely does promotions, Mente said. But it offered 20 percent off assorted items, which attracted more shoppers.

The e-commerce emporiums' Thanksgiving and Black Friday weekend's business increased because more shoppers purchased goods through e-commerce and m-commerce (sales placed via mobile phone and tablets), Karanikolas said.

Half of Revolve and Forward's sales came from mobile devices, Karanikolas said. "When half of sales comes in from mobile devices, it paints a compelling picture of how the consumer is continuing to change," he said. A desire for convenience is boosting an increase in shopping through smartphones and other mobile devices. Karanikolas noted that the increase of m-commerce echoed his sites' traffic through the rest of 2015. Throughout the year, half of his sites' shoppers made purchases through mobile devices.

While the excitement from Black Friday is still fresh, Wall Street analysts have not been nearly so enthusiastic about holiday retail sales.

The NRF forecast that winter holiday retail sales will increase 3.7 percent compared with last year, when sales increased 4.1 percent. In a statement, Matthew Shay, the NRF's president and chief executive officer, said there are plenty of bright spots in the U.S. economy: U.S. unemployment is low, just 5 percent, according to the Bureau of Labor Statistics. But Shay forecast in an Oct. 8 statement that American shoppers would make purchases "prudently and deliberately."

In a Nov. 30 research note, Liz Pierce, an analyst for **Brean Capital**, said that while shopping centers were busy during the Black Friday weekend, retail traffic did not reach "the shopping frenzy of seasons past." There were no "must-have" items that precipitated changes in wardrobes like there have been in the past.

Because 2015 was the hottest year on record, most consumers have not purchased outerwear and warm-weather clothing for the year. Most retailers are still working through their cold-weather inventory, despite offering generous discounts during Black Friday weekend, she said. "Have the sales even made a dent?" she asked in a separate interview.

She also thought that the sales offered by retailers were not much different than the ones offered through the rest of the year.

the year.

"Your 'Buy One, Get One 50 Percent Off' sale is almost every day of the year. What is so special about that?" Pierce said.

"Maybe we're at an impasse. Retailers must get off a merry-goround in terms of promotional craziness," she said.



START OF SEASON: Retailers offered big promotions to kick off the 2015 holiday retail season. Pictured above, signs advertising sales Thanksgiving night at Macy's in

South Coast Plaza in Costa Mesa, Calif.



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