

CALIFORNIA ApparelNews

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\$2.99 VOLUME 71, NUMBER 54 DECEMBER 18-24, 2015

2015 Economic Retrospective

As 2015 draws to a close, the editors of *California Apparel News* take a look at several key economic indicators to assess how California's fashion industry navigated the slowly recovering economy over the past year.

On the retail front, there were some surprising success stories as well as an unexpected downturn. The rising retail real estate prices around Southern California also offer some perspective on consumer shopping patterns.

The correspondence between the made-in-America draw of domestic manufacturing and high-volume benefits of offshore production is evident in the California employment numbers and the U.S. import/export data, which also yield clues into the shifting sourcing scene overseas.

The 2015 Retrospective begins on page 3.

MADE IN AMERICA

Darner: LA Company Seeks to Build a Better Sock From Scratch

By Andrew Asch *Retail Editor*

Los Angeles is known as a denim and T-shirts town, but when a handful of well-connected manufacturers were asked about producing socks in Los Angeles, most said that they knew little and/or had not heard much about the manufacturing of socks in their hometown, which is one of the bigger manufacturing centers in the United States.

Downtown Los Angeles' **American Apparel Inc.** makes socks. But for the most part, many Los Angeles-area manufacturers say that socks are produced elsewhere. For basics such as the sock, Asian factories can make millions of them by flexing the strength of a few factories, according to interviewed manufacturers.

Enter the label **Darner**. Its Los Angeles-area designers, Harold Kuhn and Roxanna Beatrice, had been brainstorming ideas for making unique, luxe socks. But they didn't want to deal with the high minimum orders some overseas factories demand. So the designers decided to try to build a product from scratch.

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COSTELLO IN WONDERLAND

Glamorous gowns by Los Angeles designer Michael Costello and performances by Tyga and Pia Mia marked the 2nd annual Runway Wonderland charity event, benefiting Trina's Kids Foundation, at Hubble Studio in Los Angeles. For highlights from the event, see page 2.

TRINA'S KIDS FOUNDATION

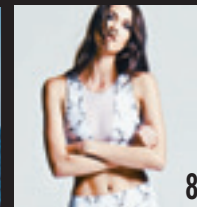
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Where fashion gets down to businessSM



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Super-Sized Megaship Making Its Way to California Ports

The largest container ship ever to call in the United States will be arriving at three California ports to test the waters on how the facilities handle a megaship of this size.

The *CMA CGM Benjamin Franklin*, a new vessel launched by French shipping line **CMA CGM** on Dec. 10, has the capacity to carry nearly 18,000 20-foot-long containers—making it among the biggest container ships in the world.

The large vessel, which is 1,320 feet long, is making its maiden voyage by sailing into the **Port of Los Angeles** on Dec. 26, where it will



CMA CGM Benjamin Franklin

dock at the APM Terminals—Pier 400—one of the largest terminals in the United States.

Until now, the largest container ship to call at the Port of Los Angeles carried 13,000 containers. That was the *Cosco Development*, which visited in June 2014.

Normally, the larger container ships docking at the Port of Los Angeles haul between 8,000 and 10,000 containers at a time, but the *CMA CGM Benjamin Franklin* is nearly twice as big. “It is a big deal for us,” said Phillip Sanfield, the port’s director of media relations. “We have been big-ship ready and active here. That is one of the prime reasons they selected to come here.”

After unloading its cargo in Los Angeles, the megaship will sail north to the **Port of**

Oakland, arriving Dec. 31 for a one-day stay. “Nothing this big has ever been seen in our country,” said Port of Oakland Executive Director Chris Lytle.

Then, early next year, the *CMA CGM Benjamin Franklin* is expected to visit the **Port of Long Beach**.

In the past, container ships of this size have plied the waters between Asia and Europe. But with the European economy in the doldrums, shipping lines are exploring other routes. “A few years ago, we thought the 18,000 container ships wouldn’t be coming for several years, and now they could be coming more regularly in the months and years to come because the economic outlook in Europe is pretty weak,” said Art Wong, assistant director of communications at the Port of Long Beach.

All three ports have been working on infrastructure improvement to accommodate the new generation of vessels that need 50-foot-deep channels and berths to dock. Ports across the country have been racing to make sure they have adequate water draft, berth sizes, terminal space, rail connections and larger cranes. The Port of Los Angeles, which has 86 super cranes needed to unload the larger ships, believes it will have no problem handling the bigger ship.

“Together with the Board of Harbor Commissioners, we appreciate the confidence CMA CGM has instilled in the Port of Los Angeles and the opportunities this vessel call will provide to APM Terminals, longshore labor and supply-chain partners,” said Port of Los Angeles Executive Director Gene Seroka in a statement. “The arrival of the *CMA CGM Benjamin Franklin* signals a new chapter in Pacific Rim trade flow and supply-chain optimization.”

Earlier this year, APM Terminals processed three vessels each carrying 13,000 containers. The terminal moved more than 38,000 containers over an eight-day period.

Bigger ships may be more cost efficient for shipping lines, but they can create havoc at the ports if there are not enough longshore workers, cranes and chassis to get the goods off the ships and onto waiting trucks and railcars.

Last year and early this year, the ports in Los Angeles and Long Beach were hammered with a chassis shortage that only exacerbated a slowdown staged by longshore workers during their new negotiations.

Earlier this year, the four companies that

control about 95 percent of the chassis at the Los Angeles/Long Beach port complex launched a “gray” chassis pool. Under this system, truckers can pick up and drop off chassis at any of the cargo-container terminals at the two ports.

Before the gray chassis pool was formed, chassis were divided up into different pools run by different leasing companies and had to be returned to those pools, making chassis scarce at some terminals and abundant at others.

Port officials say the new chassis system has created a marked improvement in finding the wheeled frames used to transport containers.

—Deborah Belguem

EVENTS

Lonnie Kane Receives Icon Award

Lonnie Kane, co-owner of the Los Angeles label **Karen Kane Inc.** and chairman of the **California Fashion Association**, received the Icon Award at the second annual **Southern California Apparel Awards**.

“An icon is someone who has been around the industry and gained the respect of the industry,” said Ilse Metchek, CFA president and last year’s winner of the Icon Award. “The CFA would not have been here for 20 years if it hadn’t been for our chairman, Lonnie Kane.”

Kane, who, with his wife, Karen, founded the company in 1979, praised his wife as the creative spirit of Karen Kane Inc. In reflecting on his more than 40 years in the apparel business, Kane said, “I spent the last 36 with my wife, Karen, doing what we love. We are fortunate to have this industry to do our trade in.”

Other winners included **MAGIC**, which received the Impact Award; **Frame Denim**, which received the Trend Setter Award; **California Supply**, which received the Supplier of the Year Award; **Bed Stu**, which received the Rising Brand of the Year Award; **Buchalter Nemer**’s Jeffrey Kapor, who received the Service Provider of the Year Award; and **Michael Stars**, which received the Social Responsibility Award.

Guess? Inc. was named the Public Company of the Year, and **KWDZ Inc.** was named Private Company of the Year.

Metchek presented KWDZ Inc. owner Vera Campbell with her award, describing her as “inch for inch and pound for pound the best manufacturer in the room.”

In accepting the award, Campbell said, “I have been doing this for 30-plus years. It’s well worth the hard work and effort. It’s a changing industry; every day is a new day with a new challenge to solve.”

Hosted by the *Los Angeles Business Journal*, the Apparel Awards were held on Dec. 8 at the **Biltmore Hotel** in downtown Los Angeles. Sponsors included Buchalter Nemer, **Intrepid Investment Bankers**, **Moss Adams LLP**, the CFA, **Marcum LLP** and **SkinTone Clothing**.

Matt Toledo, publisher and chief executive officer of the *Los Angeles Business Journal*, said he was pleased to “recognize such an important part of our economy and business community.”

“All of us in this room are optimists—we all see the possible,” he said. “Be grateful for the impact you have on your family, your business and your community.”—Alison A. Nieder

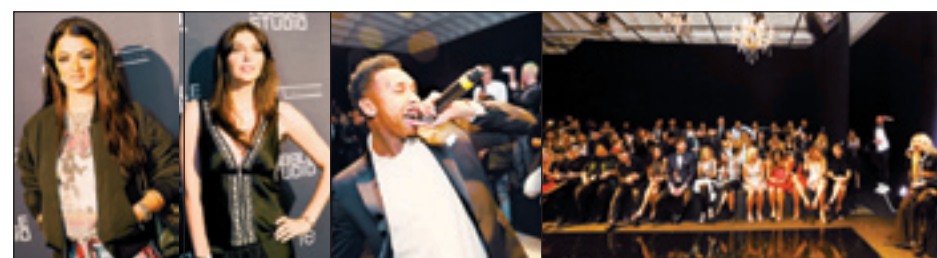
Michael Costello, Tyga and Pia Mia at Runway Wonderland

Fashion, music and philanthropy converged at the 2nd annual **Runway Wonderland** event on Dec. 10 at **Hubble Studio** in Los Angeles. It featured Michael Costello’s glamorous eveningwear on the runway, per-

formances by Tyga and Pia Mia, and live auctions to benefit **Trina’s Kids Foundation**, a Los Angeles nonprofit organization that raises funds for low-income youth development and housing programs.



Michael Costello fashions



GG Golnesa

Brittney Gastineau

Tyga

Pia Mia



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Employment

Despite Some Monthly Increases, Apparel Employment Flat in '15

The state saw some slight increases in apparel manufacturing employment throughout 2015, according to the California Employment Development Department, but over the course of 12 months ending in October (the latest figures tracked by the EDD), apparel and textile employment in the state remained flat.

The EDD tracks apparel employment in a number of ways, including “cut-and-sew apparel factories,” which are defined by companies that purchase the fabric, which is then cut and sewn. Another category is “apparel knitting mills,” which are defined as vertical manufacturers that produce apparel from fabric knit in-house; knitting mills that only make fabric are classified as textile mills. According to the EDD, “apparel manufacturing” includes companies that produce ready-to-wear apparel using materials owned by others, a category that includes sewing contractors, jobbers and tailors.

Los Angeles continues to be the hub of apparel manufacturing in the state—and in the country—as manufacturers, brands and retailers take advantage of Southern California’s resources for quick-turn goods and made-in-America production.

But the EDD’s numbers are missing many

of the key jobs categories in California’s apparel industry, according to **California Fashion Association** President Ilse Metchek.

“There’s no designers [broken out]; there’s no independent commissioned sales reps,” she said. “If you don’t have sales or design, you can’t get a full picture.”

EDD’s employment figures for designers include apparel but also include other job categories such as graphic designers, Metchek said. And other apparel-related employment such as workers at transportation companies that specialize in apparel logistics are not tracked separately either, she said.

Last year, the CFA and CIT Commercial

Services released a report profiling Southern California’s fashion industry. The report found that there were 97,384 people working in apparel, textile and wholesale jobs in Southern California. According to the profile, there were more than 190,000 direct and indirect apparel jobs in California, which includes independent fashion designers, graphic designers specializing in apparel, show-

room owners, support businesses that focus exclusively on the apparel industry such as software developers, attorneys, accountants, equipment leasing, distribution, compliance and fashion education.

CIT and the CFA are currently working on a new Los Angeles–area Fashion Industry Profile, which will be released in February.—*Alison A. Nieder*

CALIFORNIA				
	TEXTILE PRODUCTS MILLS	APPAREL MANUFACTURING	APPAREL KNITTING MILLS	CUT & SEW APPAREL MANUFACTURING
November 2014	8,700	54,500	1,400	51,100
December 2014	8,700	54,600	1,400	51,200
January 2015	8,500	55,700	1,400	52,400
February 2015	8,600	56,700	1,400	53,400
March 2015	8,600	57,100	1,400	53,700
April 2015	8,700	55,500	1,400	52,200
May 2015	8,700	55,400	1,400	52,200
June 2015	8,700	56,200	1,500	52,700
July 2015	8,600	55,400	1,500	52,000
August 2015	8,600	54,900	1,500	51,600
September 2015	8,600	55,500	1,500	52,100
October 2015	8,600	55,000	1,500	51,300
Source: California Employment Development Department				

LOS ANGELES METRO AREA		
	APPAREL MANUFACTURING	CUT & SEW APPAREL MANUFACTURING
November 2014	43,600	42,000
December 2014	43,600	42,000
January 2015	44,800	43,100
February 2015	45,400	43,700
March 2015	45,800	44,100
April 2015	45,100	43,400
May 2015	45,800	44,100
June 2015	45,900	44,200
July 2015	45,000	43,300
August 2015	45,000	43,400
September 2015	44,700	43,000
October 2015	44,900	43,200
Source: California Employment Development Department		

Department Stores Retail Sales

Macy’s Inc. Tries Off-Price, Nordstrom Tries More Stores

Nordstrom Inc. has been hard at work in Southern California in 2015.

Nordstrom opened a new full-line shop at **Del Amo Fashion Center** this year and announced two other new full-line stores. One would open in Carlsbad, Calif., at the proposed **Caruso Affiliated** center in the beachside town. Another will move from its current location at the **Westside Pavilion** retail center in Los Angeles to the **Westfield Century City** retail center, which is undergoing a massive renovation. Nordstrom also opened a handful of other full-line stores in Vancouver; Ot-tawa; Minnetonka, Minn.; and San Juan, Puerto Rico.

The retailer’s off-price division, **Nordstrom Rack**, continues to be a growth story, too. During 2015 it announced that it would open more than 10 stores.

For department-store giant Macy’s, 2015 was the year that it introduced its off-price retail brand **Macy’s Backstage**. In September, it opened three of the off-price stores in the New York area. By the end of the year, it intended to open three more.

According to a company statement, Macy’s Backstage will be a “cross between a department store and an outlet.” The size of the shops will range between 25,000 and

35,000 square feet, which a company statement described as a smaller format.

In February, Macy’s announced that it would acquire **Bluemercury Inc.**, a beauty retailer, for \$210 million in cash. However, throughout 2015, Macy’s posted single percentage-point declines in its quarterly same-

QUARTERLY PROGRESS OF COMPARABLE STORE SALES				
	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.
DEPARTMENT STORES				
NORDSTROM	+4.7%	+4.4%	+4.9%	+ 0 . 3 %
MACY’S	+1.4%	-0.7%	-2.1%	-0.7%

store sales.

The company’s decline of 3.6 percent for its third quarter was announced in November. The report disappointed Wall Street. Terry J. Lundgren, Macy’s chairman, blamed the dip on tepid sales from domestic and tourist shoppers.

Macy’s hoped to regain its footing in part by boosting part of its tech program.

“This includes building on our strength as a leading omni-channel innovator with consistent growth in online sales,” Lundgren said. “No other retailer has our track record of mastering change and creating shareholder value with a model of customer centricity.”—*Andrew Asch*

Specialty Stores Retail Sales

Gap: 2015 Initiative: Cut U.S. Stores, Increase Overseas Stores

Gap Inc.’s operations are impressive. The San Francisco–headquartered retailer says that its product is sold in 3,300 company-owned stores across the globe. In 2014, its net sales were \$16.4 billion.

But this major player sought to change the way it did business in 2015 under a backdrop of sliding sales.

After the 2014 holiday season wrapped, same-store sales started to decline for Gap Inc. They perked up in March with an increase of 2 percent, but Gap Inc. reported single percentage-point declines in its same-store sales for most of the year.

In June, Gap announced a series of initiatives to boost the company’s performance. One of the initiatives was announcing its intention to close 175 specialty stores in North America during the next few years. However, the company will increase its real estate in China. It also intends to expand its athleisure **Athleta** brand in America. Gap Inc. also seeks to improve its product operating model. It hopes to deliver more on-trend product collections while improving the speed and flexibility of its supply chain.

Zumiez Inc. typically performs as one of the more nimble players at the mall. But after the first fiscal quarter of 2015, its same-store sales started declining. Toward the end of 2015, the market continued to be

soft. In November—generally considered as an important start of the holiday retail season—the Washington state retailer reported a same-store slide of 13.8 percent.

In a statement, Rick Brooks, Zumiez’s chief executive officer, noted that he was confident in his business’ strategy for the long term. But the holiday market was tough.

“We’ve moved quickly to reduce expenses to protect profitability in the face of challenging sales trends, which helped us exceed our bottom-line guidance for the third quarter. 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.”

Analysts have been discussing why Zumiez has had such a tough year. Jeff Harbaugh wrote that Zumiez had defined itself as an action-sports retailer at the mall. But the market—and its opportunities—might be growing outside of action sports.

“What does Zumiez do?” Harbaugh wrote in a Sept. 26 research note. “Do they stick to the action-sports focus and, in my judgment, limit their growth opportunities—hard for a public company—or do they dip a toe in this broader market, whatever it is, and risk some dilution of their market position?”—*A.A.*

QUARTERLY PROGRESS OF COMPARABLE STORE SALES												
	2014. NOV.	DEC.	2015 JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT. NOV.
SPECIALTY STORES												
GAP	+6.0%	+2.0%	-3.0%	-4.0%	+2.0%	-12.0%	-1.0%	-1.0%	-3.0%	-2.0%	-1.0%	-3.0% -8.0%
ZUMIEZ	+6.3%	+8.0%	+12.3%	+6.9%	+5.5%	-4.0%	-2.2%	-3.3%	-7.6%	-10.7%	-1.8%	-8.1% -13.8%



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Apparel by Amanda Sage Collection

MADE IN AMERICA

Darner *Continued from page 1*

“There was no formula for us to follow,” Kuhn said. He had previously worked as a designer for emerging labels such as **Odilon**. Socks were a new category for many of the independent fashion boutiques the label wanted to work with. Many had not ordered socks for the store before.

“We heard that it was not done in LA,” Beatrice said of socks manufacturing. “I wanted to do something locally in Los Angeles to support the economy here, to do something ethical [manufacturing] and to do something hands-on. We wanted to do something that would stand out.”

Part of starting from scratch meant building a different kind of sock. Instead of making Darner socks on tubular knitting machines, the way most socks are constructed, Kuhn and Beatrice worked with a lingerie patternmaker to cut and sew socks.

After a lot of trial and error, they came up with a high-end, sheer sock. They put prototypes of the sock on an **Instagram** account, and a few stores expressed interest, said Beatrice, who does not use her last name professionally. The stores reordered frequently, she said. “They wanted **Immediates**. We were always in production, and we always had socks,” she said.

The materials they use include a mesh, a bamboo rayon and, for some categories, velvet. Florals and art-deco designs are printed on some socks. The visages of Andy Warhol and Barbie are printed in Darner’s entry into the recently debuted **Barbie x**

Andy Warhol collection.

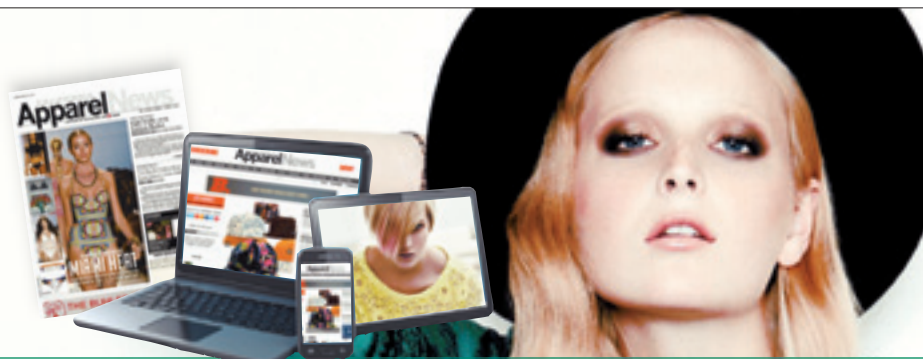
The label has been sold at prominent Los Angeles-area boutiques such as **Ron Robinson**, **Fred Segal** and **Kin**. Darner’s men’s and women’s socks come in a few sizes, which the designers called Women’s 1 and Women’s 2 and Men’s 1 and Men’s 2. Wholesale prices range from \$14 to \$20.



The collection made its debut at the **Ron Robinson** boutique in Santa Monica, Calif. Ron Robinson selected vendors to participate in the collection. He chose Darner because he felt it was were doing something unique.

“They’ve gone beyond the typical,” Robinson said. “Making a tailored, fitted sock out of silklike fabric with contemporary prints is making a statement!”

For more information, email info@darnerlosangeles.com. ●



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Calendar

Jan. 5

SoCal Materials Show
LAX Marriott
Los Angeles
Through Jan. 6

Jan. 7

Agenda
Long Beach Convention Center
Long Beach, Calif.
Through Jan. 8

Jan. 8

Swim Collective
Hyatt Regency
Huntington Beach, Calif.
Through Jan. 9

Jan. 10

Accessories The Show
Moda

Fame

Javits Center
New York
Through Jan. 12
Accessorie Circuit
Intermezzo Colletions
Pier 94
New York
Through Jan. 12

Jan. 11

Retail's BIG Show, NRF's Annual Convention
Javits Center
New York
Through Jan. 14

Jan. 14

Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Jan. 16

Jan. 15

Active Collective
Hyatt Regency
Huntington Beach, Calif.
Through Jan. 16

There's more
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/calendar.

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

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TLM PUBLISHING INC.
APPAREL NEWS GROUP
Publishers of:
California Apparel News
Waterwear
Decorated

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PRINTED IN THE U.S.A.



A stylized fashion illustration featuring four models walking from left to right. The models are depicted in a sketchy, artistic style with long, thin limbs. The first model on the left is a woman with long brown hair tied in a ponytail, wearing a black and white striped top and a black skirt. The second model is a man wearing a black hat, a plaid shirt, a tan jacket, and black pants. The third model is a woman with long blonde hair, wearing a black and white striped dress. The fourth model is a man with a beard, wearing a white shirt and black pants. The text "TELL YOUR FASHION STORY." is centered over the models.

TELL YOUR FASHION STORY.

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A Remembrance of Marlene Morbitt Dunn 1953 – 2015



Marlene Morbitt Dunn, FIDM Chair of Merchandise Marketing, Graphic Design and Digital Media, passed away recently, at Providence St. John’s Health Center, in Santa Monica, California. Cause of death was cancer. She was 62.

A native of Columbus, Ohio, her parents were Eileen and Tony Morbitt. She left Ohio in 1971 to attend college at FIDM in Los Angeles, California, where she spent her adult life.

Before joining the staff of her alma mater, she was a Buyer of Girl’s Accessories and Sleepwear for J.W. Robinson’s Department Stores. Her retail career began in Columbus, Ohio, while working for an apparel specialty store, and continued in Los Angeles, while in college, at Bullock’s Department Store.

She was a member of the National Advisory Board and served on the Executive Committee of DECA (an organization that fosters emerging leaders in high schools and colleges around the globe). In her 30 years working with DECA, she helped create iconic events and Co-Chaired the Alumni Committee. As an Education Member of the National Retail Federation (NRF), she attended their USA conferences and was involved with the NRF Foundation for many years.

Marlene Morbitt Dunn was married to Gary Dunn, an Instructor and Tennis Coach at Narbonne High School, Harbor City, California, part of Los Angeles Unified School District.

Survived by her husband, Gary, she leaves her loving sisters Patti Mindigo and Benni Harding (Van); niece: Katie, nephews: Michael (Diana), Trey (Jamie), Scott, Michael, Andrew, Richard and Benjamin; great nephew: Will and great niece: Lily Kate; mother-in-law Arlene, father-in-law Marvin, sister-in-law Carolyn (Bob) and brother-in-law Jeff (Poo), along with many treasured cousins.

Services were held at Bel Air Presbyterian Church, Los Angeles, California.

China Stays on Top as U.S. Clothing Factory

People complain that China is getting too expensive to manufacture clothing.

But the apparel powerhouse still accounts for nearly 39 percent of the apparel and textiles that U.S. retailers and manufacturers import from overseas, which is about equal with last year.

China’s exports of textiles and apparel to the United States saw a 1.5 percent increase over last year, meaning that the nation of 1.35 billion people and nearly 20,000 apparel and textile factories sent \$43 billion worth of goods to the United States for the 12 months ending Oct. 31.

Coming up a distant second to China is Vietnam, which continues to expand its apparel industry every year. Clothing is the country’s strong point because Vietnam still does limited yarn and fabric production. But that could change because Vietnam is a member of the recently negotiated Trans-Pacific Partnership free-trade agreement.

While the free-trade accord may be a few years away from being implemented, Chinese and South Korean investors already are eyeing the country as a new place to set up

yarn and fabric mills.

Vietnam’s export of apparel to the United States grew nearly 12.2 percent this year, with the country responsible for \$11 billion of clothing brought into this country during the 12 months ending Oct. 31. That is 10 percent of all U.S. apparel and textile imports.

India is another country that has been pumping up its exports to the United States. It is the third-largest provider of apparel and textiles to the United States. It exported \$7.2 billion worth of goods—half of which was apparel—during the 12 months ending Oct. 31, for an 8.3 percent rise over the previous 12 months.

Other major providers of apparel and textiles to the United States are Bangladesh, Indonesia, Mexico and Pakistan.

When it came to exporting clothing, the United States saw business flatten out due mostly to the strong dollar, which makes U.S. goods more expensive in other countries.

Exports dipped slightly, to \$24 billion during the first 12 months of the year. Canada and Mexico received about half of those clothing and textile exports.—*Deborah Belgum*

U.S. Textile and Apparel Imports					U.S. Textile and Apparel Exports				
Jan. 2014 through Oct. 2015					Jan. 2014 through Oct. 2015				
(in millions of dollars)					(in millions of dollars)				
	2014	2014	2015	YTD		2014	2014	2015	YTD
		Jan.-Oct.	Jan.-Oct.	% Change			Jan.-Oct.	Jan.-Oct.	%Change
World					World				
Yarn	3,807	3,181	3,236	1.73	Yarn	5,249	4,443	4,234	-4.70
Fabric	8,371	7,015	7,207	2.74	Fabric	9,253	7,833	7,713	-1.53
Made-up	24,237	20,359	21,871	7.42	Made-up	3,792	3,181	3,093	-2.78
Apparel	84,546	72,386	75,118	3.77	Apparel	6,125	5,106	5,153	0.93
Total	120,962	102,941	107,432	4.36	Total	24,419	20,563	20,193	-1.80
Canada					Canada				
Yarn	382	319	289	-9.32	Yarn	453	378	356	-5.61
Fabric	782	656	645	-1.55	Fabric	1,336	1,130	1,089	-3.66
Made-up	359	301	283	-6.08	Made-up	1,679	1,410	1,336	-5.25
Apparel	604	502	515	2.55	Apparel	2,128	1,779	1,676	-5.78
Total	2,127	1,777	1,732	-2.55	Total	5,596	4,697	4,458	-5.10
Mexico					Mexico				
Yarn	349	293	300	2.24	Yarn	644	547	581	6.36
Fabric	575	490	473	-3.55	Fabric	3,878	3,284	3,403	3.64
Made-up	1,060	892	950	6.48	Made-up	658	559	540	-3.46
Apparel	3,898	3,296	3,181	-3.49	Apparel	1,028	844	1,022	21.15
Total	5,883	4,971	4,903	-1.37	Total	6,208	5,233	5,546	5.99
India					India				
Yarn	186	157	174	10.83	Yarn	39	34	43	23.56
Fabric	438	370	394	6.37	Fabric	67	52	56	6.53
Made-up	3,181	2,655	2,928	10.29	Made-up	21	18	14	-19.09
Apparel	3,449	2,988	3,208	7.36	Apparel	47	39	37	-6.91
Total	7,255	6,170	6,704	8.65	Total	174	144	149	3.79
Pakistan					Pakistan				
Yarn	18	15	16	6.39	Yarn	14	11	7	-37.62
Fabric	117	98	100	1.85	Fabric	4	3	3	1.34
Made-up	1,514	1,279	1,269	-0.76	Made-up	3	3	3	-3.08
Apparel	1,485	1,274	1,259	-1.18	Apparel	12	10	10	0.69
Total	3,134	2,666	2,644	-0.82	Total	34	27	23	-15.27
China					China				
Yarn	796	667	703	5.49	Yarn	733	622	463	-25.50
Fabric	2,218	1,855	2,029	9.40	Fabric	409	343	311	-9.31
Made-up	14,144	11,900	12,903	8.43	Made-up	61	50	60	20.91
Apparel	31,568	27,147	27,746	2.21	Apparel	58	46	58	25.71
Total	48,727	41,569	43,382	4.36	Total	1,262	1,061	893	-15.85
Korea, South					Korea, South				
Yarn	332	272	293	7.44	Yarn	136	116	95	-17.62
Fabric	627	525	516	-1.82	Fabric	93	74	81	9.74
Made-up	100	83	79	-4.46	Made-up	61	52	47	-8.11
Apparel	258	217	222	2.59	Apparel	86	74	85	14.95
Total	1,317	1,097	1,110	1.15	Total	375	315	309	-2.00
Hong Kong					Hong Kong				
Yarn	2	2	1	-58.88	Yarn	33	27	27	-1.20
Fabric	10	9	11	33.52	Fabric	208	170	181	6.62
Made-up	70	58	65	11.75	Made-up	33	28	29	5.89
Apparel	164	143	149	4.34	Apparel	97	80	80	0.02
Total	246	212	227	6.87	Total	370	304	317	4.12
Taiwan					Taiwan				
Yarn	184	152	134	-11.76	Yarn	12	10	12	18.16
Fabric	421	359	378	5.31	Fabric	68	58	40	-29.79
Made-up	183	155	181	17.04	Made-up	20	17	14	-17.74
Apparel	357	313	291	-6.87	Apparel	26	22	24	10.36
Total	1,144	978	984	0.62	Total	125	106	90	-15.18
Japan					Japan				
Yarn	211	174	192	10.46	Yarn	113	94	88	-5.70
Fabric	455	382	378	-0.96	Fabric	190	163	140	-14.11
Made-up	30	25	27	8.30	Made-up	90	76	76	0.36
Apparel	45	39	46	18.20	Apparel	259	226	195	-14.06
Total	740	620	643	3.82	Total	653	559	499	-10.70
EU28					EU28				
Yarn	738	626	607	-3.13	Yarn	582	493	542	9.97
Fabric	1,599	1,337	1,328	-0.66	Fabric	948	816	759	-6.98
Made-up	1,062	862	857	-0.53	Made-up	361	305	305	-0.25
Apparel	2,617	2,182	2,073	-5.00	Apparel	720	602	585	-2.76
Total	6,015	5,007	4,865	-2.84	Total	2,610	2,216	2,191	-1.14
ASEAN					ASEAN				
Yarn	284	235	239	1.59	Yarn	233	199	168	-15.47
Fabric	412	338	343	1.55	Fabric	255	210	218	4.00
Made-up	1,037	891	1,001	12.27	Made-up	76	65	61	-6.73
Apparel	19,454	16,750	17,925	7.02	Apparel	80	67	56	-17.26
Total	21,187	18,214	19,508	7.10	Total	644	542	503	-7.09
CBI					CBI				
Yarn	0	0	0	3934.45	Yarn	7	5	6	15.22
Fabric	3	2	3	48.82	Fabric	68	56	53	-6.17
Made-up	1	1	1	8.17	Made-up	83	66	73	10.61
Apparel	860	720	755	4.85	Apparel	84	67	68	2.28
Total	864	723	759	5.00	Total	242	194	199	3.00
LDDC exc. Haiti					LDDC exc. Haiti				
Yarn	9	8	9	6.23	Yarn	25	21	20	-2.96
Fabric	10	8	10	21.47	Fabric	18	14	15	4.32
Made-up	305	267	324	21.44	Made-up	32	23	22	-6.15
Apparel	7,704	6,664	7,184	7.80	Apparel	119	100	85	-15.34
Total	8,028	6,947	7,526	8.34	Total	194	158	141	-10.61

Source: U.S. Department of Commerce, Office of Textiles and Apparel. Numbers rounded to nearest million

Source: U.S. Department of Commerce, Office of Textiles and Apparel. Numbers rounded to nearest million

Retailers Are Returning to Popular Shopping Streets

Retail on the high-end streets around the Los Angeles area are starting to buzz with shopping crowds not seen since the economy took a dip in 2008.

It's a full house on tony Rodeo Drive in Beverly Hills, and other thoroughfares are starting to fill up too as the economy slowly improves. One street seeing a major transformation is Melrose Avenue near the **Pacific Design Center**. Ever since **Restoration Hardware** installed its 40,000-square-foot flagship store and showroom a little more than one year ago, other retailers have followed.

"Restoration Hardware putting in its flagship store has helped further bolster that part of Melrose. Business is picking up, and the street is becoming more attractive," said Philip Klaparda, senior associate at **Dembo Realty** in Beverly Hills, which tracks local retail real estate activity in prime areas.

In the last year, **Helmut Lang** and **L'Agent by Agent Provocateur**, the lingerie collection with actress Penelope Cruz behind it, set up shop on Melrose Avenue, and **Alice + Olivia** moved from Robertson Boulevard to the avenue. "This street has more cachet than ever before," Klaparda said.

Rents in that up-and-coming neighborhood are running at about \$15 per square foot.

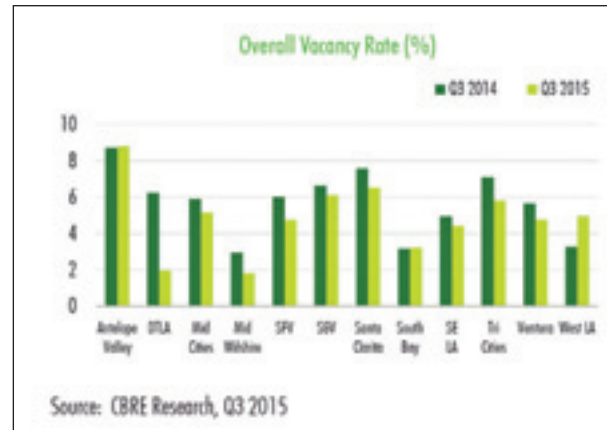
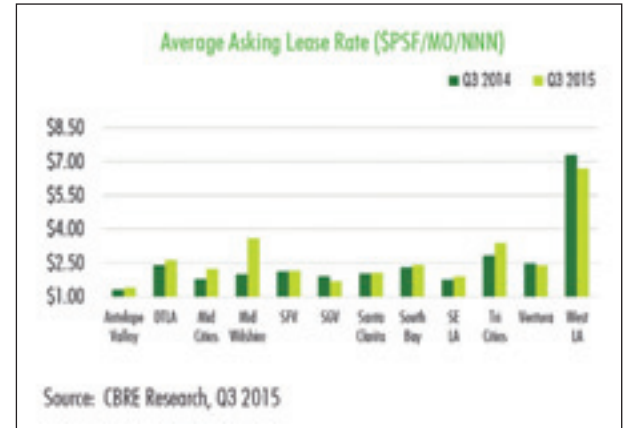
Further east on Melrose Avenue, where rents are less pricy at

\$5 to \$6 per square foot up to Fairfax Avenue, newcomers to the street include **Rebecca Minkoff** and **Nasty Gal**, which opened its first bricks-and-mortar outpost there a little more than one year ago. Also, designer Jonathan Adler expanded his home décor and accessories store.

East of Fairfax, the street becomes a little more edgy and retail rents remain reasonable at around \$3 to \$4 per square foot.

While Melrose Avenue seems to be picking up, Robertson Boulevard is still a game of musical chairs with a wave of retailers leaving while new businesses replace them. "Robertson is still in limbo," Klaparda observed.

The big news on Robertson is that the celebrity-focused **Kitson** is closing in January with liquidation sales currently going



on. Kitson used to be the shopping mecca for starlets such as Lindsey Lohan and Paris Hilton, but recent financial struggles have forced the retailer to close all 17 of its stores.

Others who have left the street include **Ralph Lauren**, **Nanette Lepore**, **BCBGMaxAzria**, and the high-end men's and women's store **Gregory's**.

The vacancy rate on Robertson is around 15 percent, with retail rents fetching \$10 to \$14 per square foot. "The vacancy

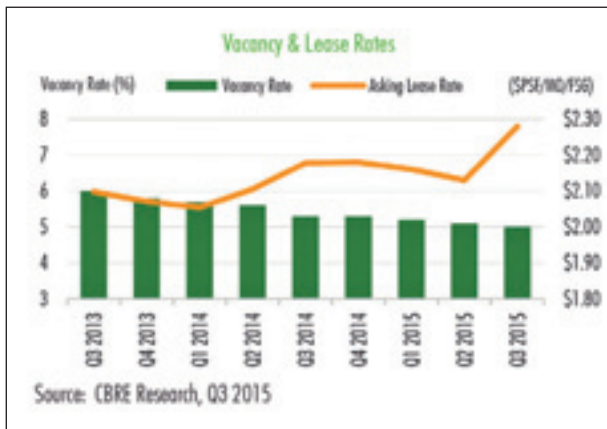
rate and the lower rental rates are providing opportunities for people who couldn't afford Robertson before," Klaparda said.

One shopping street with a zero-vacancy rate is Rodeo Drive—a phenomenon not seen since early 2008. Retail rents are up to \$60 per square foot—meaning a 1,000-square-foot store will cost you \$60,000 a month in rent.

Underlining the value of retail space there, **Chanel** recently paid \$152 million, or \$13,217 per square foot, for its sparkling white store on Rodeo Drive, cementing the street as one of the priciest places to do retail business in the United States—second only to Fifth Avenue in New York.

Nearby, Beverly Drive is not quite as expensive at \$15 per square foot, but space is filling up fast. **Sephora** opened a new store there as well as a **MAC Cosmetics**. "The fact that the **Westfield Century City** mall is under complete renovation has helped strengthen the demand for Beverly Hills," Klaparda said.

In the greater Los Angeles area, retail rents averaged \$2.28 per square foot toward the end of 2015, up slightly from \$2.20 one year ago. Stores in West Los Angeles were garnering \$6.70 per square foot while in the South Bay region, which includes Torrance and Redondo Beach, rents were going for \$2.42 per square foot.—*Deborah Belgium*



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Varley: European Sophistication Meets California Style

The husband-and-wife team behind the line **Varley**, Lara and Ben Mead, split their time between the U.S. and Europe, which gives the London-born, California-inspired luxury lifestyle brand the sophistication of London and the ease of California.

Varley features contrasting prints, solids and technical fabrics that bring functionality and style to the mat, gym or great outdoors. Originally launched in 2012 as a swimwear line, the brand grew into a fitness fashion line that bridges the gap between the “streets” and the “gym.”

Varley was conceived during the Meads’ first holiday together in Los Angeles. “I fell in love with the place; we have since spent between three to six months of our year in Los Angeles,” Lara Mead said. “[As a reflection], our collections epitomize European elegance in the prints and cuts that we use but always designed with the Californian lifestyle in mind.”

With offices based in London and Los Angeles, the brand has become a true hybrid of both cities. “My husband and I work together, and I think we are a constant source of inspira-

tion for one another,” Lara Mead said. “Our styles and tastes have combined over the years to create this brand. I’m extremely athletic and have spent years working out in various countries, gyms and beaches, so athleticwear has always been a major player in my wardrobe.”

The 50-piece collection consists of compression tights, sports bras, technical sweats and T-shirts with a variation of styles that can be paired or layered together. There are matching crop tops and foldable, high-waistband compression tights as well as luxe prints such

as marble, leopard and skyscape in addition to Varley’s popular white python print, which adds an edginess to the designs. A standout piece includes the “Ashland” hooded top, featuring a deep sleeveless cut and open back made in a brushed technical fabric that moderates body temperature and wicks away moisture. Varley’s best-selling pieces include the “Bicknell” tights with mesh panel insets on the thigh and the racerback “Terri” mesh crop.

Technical and compression fabrics are sourced from Italy and California. The fabrics

are quick drying, resist pilling, and have four-way stretch and high levels of support. The bras and leggings are cut from a fabric made with a honeycomb construction for breathability.

Retail price points for compression tights average \$100; sports bras, \$65; and technical T-shirts, \$65.

Varley recently collaborated with the activewear and swimwear site **Carbon** on an exclusive style for their customer. “They were one of our very first partners, and we absolutely loved working with them,” Lara Mead said. “They stocked our first collection before anyone had really heard of us, and it sold extremely well for them. We

[thought it fitting to] team up with them to offer something special for their customer.”

Varley has over 200 accounts worldwide and is currently sold at major department stores including **Bergdorf Goodman**, **Saks Fifth Avenue**, **Neiman Marcus** and **John Lewis** and online retailers **Revolve Clothing** and **Asos**. In March, Varley will be launching with **Selfridges** in London.

For sales information, contact Nicole Odendwald from the **Nicasa Showroom** at nicole@nicasalosangeles.com.—Sarah Wolfson



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High-End Accessories Show Coeur Moves to CMC

Coeur, the high-end accessories and lifestyle show, is moving to the 13th-floor Penthouse of the **California Market Center** for its March 14–16 edition during the Fall 2016 **Los Angeles Fashion Market**.

The show, founded in 2011, was held at the **Cooper Design Space** until last season, when it tested a new location at the **Alexandria Ballrooms**, located four blocks north of the Cooper and the CMC.

“One of the many things we are excited about for this next Fall/Winter 2016 season at Coeur is to be in a building that has a history of providing a wide variety of retailers the chance to explore LA Market Week,” said Henri Myers, cofounder and creative director of Coeur. “It’s also refreshing to work with a building that believes in the kind of showcase we provide.”

Myers is anticipating approximately 100 brands will participate in the March show, including **Misa Jewelry**, **Jack**

Gomme Paris, **Variance Objects**, **Emilie Shapiro**, **Coclico**, **T. Kahres**, **Wal & Pai**, **Jacqueline Rose**, **Chie Mihara**, **Sandoval**, **Bagtazo**, **Jennie Kwon**, **Jo Handbags**, **P. Monjo** and **Still House**.

“The Coeur aesthetic is very unique to LA Market Week and our approach to the trade-show business,” Myers said. “Everything from check-in to how we feature the brands participating and layout will be a new vision or remix that’s accommodated specially for the CMC.”

Coeur draws a mix of domestic and international retailers, including department stores, specialty boutiques, hotels, spas and museum gift shops.

“Our main goal is to continue to bring the best national and international specialty boutiques and department-store buyers back to Coeur and to have a great positive showcase for Fall/Winter 2016,” Myers said.—*Alison A. Nieder*

MRket Partners With Equinox for New Activewear Section

MRket is diving into the activewear market with Move, a new section at the upscale menswear trade show.

The new area will bow within the Vanguard's Gallery section during the Jan. 24–26 run of MRket at the **Javits Center** in New York.

“Move is a response to a cultural shift: Men are dressing for a more active lifestyle,” said Lizette Chin, vice president of menswear at **BJI Fashion Group**, which produces MRket. “Menswear retailers are shifting assortments as health and wellness becomes the new luxury. They will discover the most innovative, better menswear brands for their matrix at Move. We are so proud to be launching this pioneering, timely platform with category leader **Equinox**.”

Move will feature high-end active and performance ap-

parel, including **Rhone**, **Athletic Recon**, **EFM** (Engineered for Motion), **Mizzen + Main**, **Eysom** and **Masterclass**. The section will be anchored by Equinox, the fitness and wellness brand with 75 clubs across the country. Equinox will present a pop-up shop for buyers and host fitness-inspired demos.

“Men’s trends have shifted quickly toward athletic tailoring; MRket and the concept of Move helps make this shift for men faster and more possible,” said Frank Rappa, senior director, retail, at Equinox. “Equinox curates a wardrobe from workout to hangout, guiding our members toward a high-performance lifestyle. We are excited to work with Move at MRket to bring our vision to life.”—*A.A.N.*

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High-energy, passionate work ethic for fast-paced environment. Strong written/verbal communication, consistent follow-up, detailed, multi-task and organizational skills. Ability to coordinate needs from multiple areas to meet deadlines. Write/Revise Orders, Sample Requests. Microsoft Office and AS400. Apparel Industry experience critical. Send resumes to: tlamantain@selfesteemclothing.com

DESIGNER

Looking for an experienced young Missy knit and woven tops Designer, Merchandise to work with a design team to develop for private label, branded product line. Send resumed by e-mail grace.lee@saymeekinc.com

FABRIC SALES REP

For High End Active/Yoga Wear. If you are selling to this market, If you want to sell a unique Domestic Line High End, Novelty, Email your Resume to: bioactivefabrics@gmail.com..Fully Confidential.

Jobs Available

SOCIAL COMPLIANCE DIRECTOR

Los Angeles based manufacturer is looking for a Social Compliance Director. Duties include but not limited to on boarding factories to Target matrix & maintaining all aspects of Social Compliance. Candidate must have minimum 2 yrs' exp. working directly with Target Corp. No applicant without such experience will be considered. There will be overseas travel for this position. Pls. send res. with sal. requirements to cathy.k@secretcharm.com.

danielrainn

KNIT SALESPERSON

L.A. based contemporary line seeking an enthusiastic strong in-house knit salesperson with a proven track record & sales exp. Candidate must have knowledge of cut & sew knits with current major store contacts. Computer skills & travel are a must. Send res. & sal. hist. to: JOBSHR000@GMAIL.COM

GIRLS APPAREL ASSOCIATE DESIGNER GIRLS 7-16

LA area Knit & Fashion Tops/Bottoms Importer for Private/Brand Labels. Familiar w/Big Box/Dept Store Retailers. Work w/Design Director to implement Merchandising Calendar.Trend/Color/Fabric research. Technical CAD Sketching. Develop creative direction with Design Director. Communicate w/offshore factories for sample development. Import Sourcing for Trims & Fabric. High-volume & Quick-turn work environment. Organized & Detail-Oriented. Exceptional Verbal/Written communicator. Some Travel. Excellent benefits. Send resume to: tlamantain@selfesteemclothing.com

PATTERNMAKER

Seeking 1st thru prod'n patternmaker for Junior tops & dresses. Ability to create original patterns in knit & woven fabrics & adjust patterns per fit comments. Must have Gerber system experience. Email resume to: hresource6@gmail.com

DESIGNER

Experienced with Junior Tops & Dresses. Must be self motivated, organized & detail oriented to design from concept thru completion with Import knowledge. Able to multi task & work in a fast paced environment. Email resume to: hresource6@gmail.com

.....WAL-MART.....

PRODUCTION COORDINATOR

Retail Link, CTL and Wal-Mart Testing requirements. Fabric knowledge for knits/wovens. Submits tracking and approvals. Liaison btwn Prod and Tech Design. Factory communication. Exceptional follow-up skills. Critical sense of urgency for high-volume production. Send res.: tlamantain@selfesteemclothing.com

Jobs Available

QUALITY CONTROL

Min. 5 yrs exp. in garment construction (women's wear including plus sizes), complete knowledge of all sewing machines (overlock, single needle, etc.) cutting, grading, some patterns, & overall garment construction. Bilingual preferred, own car, ability to go out in the field to check sewing, cutting & inline inspections, report all quality or measurement discrepancies. This is a full time position for an apparel company located in Paramount, CA. Submit res. with sal. hist. to: hrrsumes90723@gmail.com. EOE.

RECEPTIONIST/CUST. SERVICE

Fast paced clothing Mnf seeks assistant Duties include: data entry, answering phones, cust support, etc. Must have strong communication and multi-tasking skills, work well under pressure and detail orientated. Longer hrs may be req. EDI knowledge a plus. E-mail resume to: monica@bordx.com

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

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January 1–7, 2016 issue: Wed., Dec. 30, 4 p.m.

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December 25

Cover: Year in Review
70th Anniversary Fashion Retrospective
Surf Report
Technology

Technology Advertorial

January 1, 2016

Cover: Retail
Surf Report

Fashion Advertorial
Waterwear

Bonus Distribution
SoCal Materials Show 1/5–6
Agenda Long Beach 1/7–8
Swim Collective 1/8–9
AccessoriesTheShow/FAME/
ModaManhattan 1/10–12
Surf Expo 1/14–16



January 8

Cover: Trade Show Coverage
Retail Report

Made in America
Fashion Advertorial
Finance Advertorial
NY Textile Preview and
Resource Guide*

Bonus Distribution
Designers & Agents LA 1/18–20
LA Fashion Market 1/18–21
Shape 1/18–20
Agenda Miami 1/18–19
Premiere Vision NY 1/19–20



DG Expo NY 1/20–21
Imprinted Sportswear Long Beach
1/22–24
Texworld USA 1/24–26
Project NY 1/24–26
Liberty Fairs NY 1/26–28

January 15

Cover: Trade Show Coverage
2015 Financial Review/2016 Financial
Forecast
New Lines & Showrooms

T-Shirt Advertorial
Fashion Faces

Technology Advertorial

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Shape 1/18–20
Designers & Agents LA 1/18–20
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Fashion Market Northern California
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Project NY 1/24–26
Texworld USA 1/24–26
Liberty Fairs NY 1/26–28
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