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Former Owners Taking Back Oak NYC Stores From American Apparel

By Deborah Belgum *Senior Editor*

After months of negotiations, the former owners of the edgy and hip **Oak** NYC stores have reached an agreement to buy back their small retail chain from **American Apparel**.

After bidding twice for the retail chain of two stores in Los Angeles and two stores in the New York area, the former owners—Jeff Madalena and Louis Terline—made a final bid after offering \$600,000 and then \$1.1 million. The final offer, whose amount hasn't been disclosed, was outlined in U.S. Bankruptcy Court documents filed Dec. 15. It was accepted by American Apparel, which filed for Chapter 11 bankruptcy protection on Oct. 5.

A U.S. bankruptcy judge must finalize the deal in a hearing scheduled in U.S. Bankruptcy Court in Delaware on Jan. 20.

Once Madalena and Terline take control of the Oak stores, it is unclear whether they will shutter the Los Angeles locations, but it seems likely they will retain the New York stores, which were the original locations the two operated before selling their small business to American Apparel.

Originally, Oak launched in 2004 with high-end clothing that gravitated to dark colors, such as black, navy blue and brown. A store was started in Brooklyn's Williamsburg neighborhood, and then the Oak partners branched out to Manhattan. After American Apparel's then-Chief Executive Officer Dov Charney bought the chain's inventory, trademarks, websites and warranties in 2013 for an undisclosed price, other locations were opened last year in To

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2015: Year in Review

The recovering economy was evident in the number of retail openings, new trade shows, and mergers-and-acquisitions activity in 2015. For the final issue of the year, the editors of *California Apparel News* take a look back at 2015's significant news from key industry sectors retail, trade shows, and mergers and acquisitions. We also take a look at some of the most-read stories of the year and remember some California industry notables in our In Memoriam section. The Year in Review coverage begins on page 3.

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Levi's Taps Carrie Ask as New Global Retail SVP and President

San Francisco-based **Levi Strauss & Co.** named Carrie Ask executive vice president and president of global retail, overseeing all of Levi's fleet of 2,700 owned and operated stores, franchise stores and outlet stores.

Ask was previously vice president and general manager for **Nike Stores North America**. She was also at **Converse**, a Nike subsidiary, where she served as vice president and general manager with global oversight for full-price stores, factory stores and its website (www.converse.com). Her resume

includes executive positions in retail and merchandising at **Petco**, **Target Corp.** and **BC Natural Foods LLC**.

"Carrie has demonstrated a successful track record of driving retail strategy and execution at leading brands," said Chip Bergh, president and chief executive officer at Levi Strauss & Co., in a company statement. "She's recognized as a collaborative leader who delivers strong results, and we know she'll be a powerful addition to our team."

—Alison A. Nieder

Jesta's Omni-channel Suite Helps Harry Rosen Centralize Operations

Harry Rosen, a 61-year-old luxury menswear retail chain with 17 stores in Canada, has implemented the **Retail Vision Suite** from Montreal-based ERP (enterprise resource planning) software provider **Jesta I.S. Inc.**

The retailer is planning to centralize its operations with a single, integrated retail platform. The company plans to improve merchandising and replenishment capabilities, access real-time information and gain better insight into customer preferences.

"The deployment of the Jesta suite will help us strengthen our position in this in-

creasingly competitive market," said Conrad Frejlich, Harry Rosen Inc. executive vice president and chief financial officer. "Jesta's integrated capabilities will provide us with greater visibility and business insight into our supply-chain and store operations, enabling us to make better decisions to optimize performance across the organization."

Jesta I.S. President Moris Chemtov said the Retail Vision Suite will help Harry Rosen "create a unified view of all merchandising, supply-chain, store and back-office operations."

For more information, visit go.jesta.is.com/vision-suite.—A.A.N.

EVENTS

Holiday Bash for Neighborhood Kids

For nearly 70 years, members of Los Angeles' textile and apparel industry have been throwing a holiday party for neighborhood children. With lunch, dancing, games, a photo booth and a visit from Santa, the 68th annual **California Fashion Foundation/Textile Association of Los Angeles** Christmas party was held on Dec. 16 on the top floor of the **Cooper Design Space**.

About 200 children from several after-school programs—including **Para Los Niños**, **Virginia Road Elementary**, the **Boys & Girls Club of Los Angeles** and the **Boys & Girls Club of East LA**—attended the party, which was sponsored by CFF (the philanthropic arm of the **California Fashion Association**), TALA, the Cooper Design Space, the **California Apparel News**, the **Fashion Institute of Design & Merchandising**, Dale Zizi of **Zizi & Associates** and the **Ben B. & Joyce E. Eisenberg Foundation**.

The annual event also draws support from several apparel-industry insiders and companies, including **Mattel Inc.**, Ann Davis, **CIT Group**, **Ecotex**, **Findings Inc.**, **Fineman West & Co. LLP**, **Gemma**



Trims, John Vandenakker, **Karen Kane Inc.**, **AIMS360**, **Kaufman & Kabani**, **KWDZ Manufacturing**, the **Los Angeles Dodgers**, the **Los Angeles Lakers**, **Merchant Factors Corp.**, **Moonbasa USA**, **Moss Adams LLP**, **NGC Software**, **Ragfinders of California**, Tricia Landry and **Barbara Lesser /Wearable Integrity Inc.**—A.A.N.



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NEWS

Oak NYC *Continued from page 1*

kyo and Paris but soon closed.

The company's two Los Angeles stores—one at 910 S. Broadway in downtown Los Angeles and another at 7228 Beverly Blvd.—opened in early 2014.

The five-year leases for the two Los Angeles locations were signed by Madalena and Terline under their corporate name, **Canary New York LLC**. The two leases for the New York locations were sublet by Madalena and Terline to American Apparel.

In court filings, Madalena and Terline said American Apparel hadn't paid rent for any of the four locations since Oct. 7. Just between Oct. 7 and Oct. 31, American Apparel owed nearly \$50,000 for the four store leases.

The 2,100-square-foot downtown LA location, owned by **Tarina Tarantino Management**, has a monthly base rent of \$11,082, and the larger Beverly Boulevard location, covering 3,250 square feet, has a monthly base rent of \$14,000.

Meanwhile, American Apparel has gotten permission to close several low-performing stores around the country. It is in the process of shuttering its Echo Park store in Los Angeles and has gotten permission from the bankruptcy court to close its stores at the **Citadel Outlets** in Los Angeles; on Main Street in Huntington Beach, Calif.; at the **Gilroy Premium Outlets** in Northern California; the **Woodfield Mall** in Schaumburg, Ill.; the **Round Rock Premium Outlet** in

Round Rock, Texas; the **Newport Mall** in Jersey City, N.J.; and the **Prime Outlets** in Orlando, Fla. Earlier this year, American Apparel closed its store on the Lower East Side in Manhattan.

Recently added store closures include the outpost on the Third Street Promenade in Santa Monica, Calif.; the **Fashion Valley Mall** store in San Diego; a store on Stevens Creek Boulevard in San Jose, Calif.; and an emporium in Madison, Wis.

With the bankruptcy filing, American Apparel is working to emerge as a privately held company by Jan. 20 rather than a publicly traded company on the **New York Stock Exchange**.

The company has not made a profit since 2009, and its woes hit a crescendo when the board fired Charney as its CEO in December. Early this year, he was replaced by veteran apparel executive Paula Schneider.

Under the bankruptcy reorganization plan, the company struck a deal with its secured lenders to reduce American Apparel's debt through a process called debt-for-equity conversion, which means the company's bondholders swap their debt for shares in the company.

Those secured lenders will convert \$200 million in bonds into equity in the reorganized company. They will also provide \$90 million in debtor-in-possession financing as well as \$70 million in new liquidity.

American Apparel's debt will be reduced from \$300 million to no more than \$135 million, and annual interest expenses will be decreased by \$20 million. ●

The Retail News of 2015

JANUARY

- After 10 years of keeping shop at 6751 Hollywood Blvd., venerable lingerie brand **Frederick's of Hollywood** closed its store near the **Hollywood & Highland** retail center in Los Angeles.
- Retailer **Wet Seal Inc.** began a year of restructuring when it announced on Jan. 7 that it would shutter more than 338 stores and lay off more than 3,000 workers. On Jan. 16, it filed for Chapter 11 bankruptcy.
- 2015 also was a year for restructuring at **eBay Inc.** After a fight with its biggest shareholder, Carl Icahn, the pioneering e-commerce company agreed to spin off its payments division, **PayPal**, into a separate, publicly traded company. eBay announced that it would lay off 2,400 of its employees, or 7 percent of its workforce. The company said it was “simplifying organizational structures to focus the businesses and ensure that we are set up to compete and win.”
- **Gap Inc.** announced plans to shutter **Piperlime**, its online footwear-driven unit.
- **Sears Holding Corp.** announced that it would close its **Westfield Topanga** location in Los Angeles' San Fernando Valley. It was part of a wave of closures of 235 Sears locations across the United States. Sears shoppers around Westfield Topanga didn't have to drive far to find other Sears locations. Close to Westfield Topanga is a Sears in Los Angeles' Northridge suburb and another in North Hollywood.

FEBRUARY

- **Popkiller** closed the first shop in its pop-culture retail chain. The first store was located in Hollywood. Popkiller continues to run stores in Los Angeles' Little Tokyo district.
- Henry T. Segerstrom, developer of **South Coast Plaza**, in Costa Mesa, Calif., died. He developed the luxury retail market in Orange County. South Coast Plaza claims to be the highest-grossing retail center in the U.S., with annual sales in excess of \$1.7 billion.
- **Abbot Kinney Beach House**, a multi-brand shop, opened on the high-profile retail street Abbot Kinney Boulevard.

MARCH

- **Nasty Gal** opened its second Southern California boutique at the **Third Street Promenade** in Santa Monica, Calif.
- Multi-brand retailer **Planet Blue** announced plans to open stores across the United States. New locations opened in Atlanta, Honolulu and Dallas. Closer to its Santa Monica headquarters, Planet Blue opened a store at **The Point** retail center in El Segundo, Calif.
- **Simon Property Group**, one of the biggest mall landlords in America, dropped its bid to acquire **Macerich Co.**, which developed and owns malls such as **Santa Monica Place**.
- Surf label **Maui & Sons** opened a flagship store in Los Angeles' Marina del Rey neighborhood.
- Internet clothier **Revolve**, headquartered in Cerritos, Calif., announced that it acquired **Alliance Apparel Group** for an undisclosed amount. Alliance manufactures lines such as **Lovers + Friends**.

APRIL

- **Fred Segal** opened its first international location in Tokyo.
- Wet Seal Inc. went private. **Versa Capital Management LLC**, a private-equity company, completed its acquisition of

Wet Seal in April. Since then, the formerly private company has operated under the new name of **The Wet Seal LLC**.

- **Pacific Sunwear of California** unveiled a unique redesign of its high-profile Third Street Promenade shop in Santa Monica. The store was redesigned without front doors and windows.
- **Chanel** unveiled a redesign of its 10,000-square-foot boutique in South Coast Plaza. The redesign was inspired by the Paris apartment of fashion icon and brand founder Coco Chanel.
- Los Angeles-headquartered e-tailer and fashion incubator **Streddo** took a bow.

MAY

- Brent Gardner was named senior general manager of the high-profile **Glendale Galleria** retail center in Glendale, Calif.
- **WSS**, a footwear retailer, unveiled a flagship store in the **Young's Market Company Building** in Los Angeles' Pico Union neighborhood. The building is listed in the National Register of Historic Places.
- Australian swimwear brand **Seafolly** opened a second U.S. location in La Jolla, Calif.
- **Graced by Grit**, an activewear line, opened its first branded boutique in San Diego.

JUNE

- Gap Inc., one of America's largest retailers, announced plans to close 175 stores in North America.
- **Tadashi Shoji**, an eveningwear brand, unveiled a high-tech remodel of its boutique at South Coast Plaza.
- **Walter Mendez** opened a luxe, self-named atelier in downtown Los Angeles.
- Designer Christy Dawn Petersen opened branded boutique Christy Dawn in Los Angeles' Venice district.

JULY

- The Point, a high-end open-air center in El Segundo, Calif., took a bow.
- Los Angeles boutique **Weltenbuenger**, a purveyor of avant-garde European styles, closed after an eight-year run.
- **Zimmermann**, an Australian luxe ready-to-wear and swim brand, opened a boutique in the exclusive Melrose Place boutique neighborhood.
- **Hemingway and Sons**, a contemporary menswear boutique, opened in Los Angeles' Silver Lake neighborhood.
- **H&M's COS** division announced the opening of several more U.S. boutiques, including in Los Angeles' **Beverly Center** and Costa Mesa, Calif.'s South Coast Plaza.
- Pure-play e-tailer **ModCloth** opened a summer pop-up shop in San Francisco.

AUGUST

- **Seven Points**, a contemporary men's boutique in downtown Los Angeles' Fashion District, closed after a two-year run.
- **Rebecca Minkoff** opened a high-tech, flagship boutique in Los Angeles. The retailer hopes to inject the best of the e-commerce experience into the physical boutique. Touch a screen at the front of the boutique and a customer can order drinks or request store staff prepare a dressing room.

SEPTEMBER

- **Nike Inc.** opened a 31,000-square-foot flagship at **The Grove** retail center in Los Angeles.

- **Quiksilver Inc.**, headquartered in Huntington Beach, Calif., announced it would shutter more than 30 locations after the surf giant declared bankruptcy.
- **Salvatore Ferragamo** unveiled a remodel of its Rodeo Drive boutique. The flagship features displays of the fashion house's long history.
- **The Village at Westfield Topanga** took a bow. The \$350 million project, adjacent to the Westfield Topanga retail center, is an open-air space. The Village is the address of independent boutique chains such as **Varga, M.Fredric** and **JET John Eshaya**.

OCTOBER

- **Nordstrom Inc.** opened a full-line store at **Del Amo Fashion Center**. It is part of a giant remodel of the mall, which has the distinction of being the largest mall in the Western U.S. Simon Property Group reportedly spent \$200 million remodeling Del Amo. A total of 100 new retailers joined the mall, including **Kate Spade, Hugo Boss** and **Brooks Bros**.
- Pure-play Internet brand **Buck Mason** opened a branded boutique on Los Angeles' high-profile Abbot Kinney Boulevard.
- Simon Property Group-owned mall **Stanford Shopping Center** announced 25 retailers would move into a new section of the Palo Alto, Calif., mall. The new section is called **The Plaza**. The open-air center will feature a lawn, gardens and a large outdoor fireplace.
- Ground-breaking for **AT Mateo** began. The more than \$80 million project in downtown Los Angeles' Arts district will feature boutiques, restaurants and creative offices.
- Opponents of a **Caruso Affiliated** retail center in the beachside city of Carlsbad, Calif., collected enough signatures to put the project up for a vote. The vote on whether to approve zoning changes on Carlsbad's Aqua Hedionda Lagoon has been scheduled for a special election on Feb. 23, 2016.

NOVEMBER

- **Macy's Inc.** reopened its department store at **The Bloc** in downtown Los Angeles. The new look of the store features a four-floor, 250,000-square-foot selling space. Also in November, Macy's unveiled an additional 57,000 square feet to its store in Walnut Creek, Calif.
- **Brentwood Associates**, a Los Angeles-based private equity firm, acquired **J. McLaughlin**, a specialty-store chain with 103 stores, mostly located on the East Coast.
- **Zara's Massimo Dutti** division opened its first U.S. store. It is located in South Coast Plaza.
- **Forever 21** announced that it will close a 120,000-square-foot store in San Luis Obispo, Calif., in January.
- The **RVCA** brand held a grand-opening party for its new boutique in Santa Monica, Calif.

DECEMBER

- After a 15-year-run, high-profile retailer **Kitson** announced that it is shuttering its 17 stores and its e-commerce boutique (www.shopkitson.com). The closure of the entire chain represented an unexpected development for Kitson. This summer, it received an investment, reportedly to avoid bankruptcy, from **Spencer Spirit Holdings Inc.**—*Andrew Asch*

Mergers & Acquisitions: Big and Little Companies Join Forces to Grow

Mergers-and-acquisitions activity was alive and well in the apparel industry in 2015.

While some mergers joined two economic powerhouses, others basically spelled a label's transition from a vibrant company to a trademark that will be used to sell everything from T-shirts and togs to purses and perfume.

One label sold in a fire sale was the venerable **Frederick's of Hollywood** lingerie brand. After the company, founded in Los Angeles in 1946, filed for bankruptcy and closed all 93 of its stores, **Authentic Brands Group** bought the label for \$22.5 million. Authentic Brands said it planned to sell Frederick's of Hollywood lingerie online.

In addition to online sales, Authentic said it hoped to expand Frederick's products and distribute them in department stores and specialty stores in North America, Europe, Asia, South America and Latin America. New products will include perfume and personal-care items.

Another label sold for its name was **C&C California**, a T-shirt and apparel company bought by **Perry Ellis International** some seven years ago. In March, Perry Ellis sold C&C California's intellectual-property rights and trademark to Los Angeles-based **ACH C&C Inc.**, a newly created venture by members of **ACI Licensing**. Terms of the deal were not disclosed.

Oscar Feldenkreis, president and chief operating officer of Perry Ellis, said the sale reflected the Miami company's

desire to concentrate on higher-margin brands such as **Perry Ellis, Original Penguin, Rafaella, Laundry** and **Golf** lifestyle apparel.

In the world of juniors and misses apparel, **The Gores Group** sold clothing manufacturer **Big Strike** for an undisclosed amount to **Arlington Global Financial Limited**, a Los Angeles entity made up of shareholders with decades of experience in the apparel industry and that also holds an interest in **One World Apparel LLC** and **Unger Fabrik**.

Four years earlier, Los Angeles-based private equity firm The Gores Group bought a 70 percent interest in Big Strike for around \$100 million.

Big Strike, based in Gardena, Calif., has several labels including **Heart Soul, Soulmates, Workshop, Tracy Evans, Free to Love, Halo** and **Star City**.

On the pajama front, **P.J. Salvage** was sold in July to **Delta Galil Industries Inc.**, based in Tel Aviv, for an undisclosed price. P.J. Salvage will be operating as part of **Delta Galil USA**.

P.J. Salvage was founded some 20 years ago by Mickey Sills but sold two years later to Peter Burke, who established the company's headquarters in Irvine, Calif., where he expanded the venture to become a well-known loungewear and pajamas company. Burke is planning to stay on as the chief executive.

In August, **Genetic Denim**, the Los Angeles premium-jeans label started nearly a decade ago, was acquired by a

small investment group that brought in veteran apparel executive Hubert Guez to help turn the company around. The acquisition price was not disclosed.

Genetic Denim was launched in 2007 by Ali Fatourehchi, who crafted a high-end denim pant that sold in the \$200 price range at luxury stores such as **Nordstrom, Neiman Marcus, Barneys New York** and **Bloomingdale's**.

Genetic Denim's new owners plan to continue selling the brand at high-end stores but with a retail price point that will be around \$150. All the jeans and denim pieces will be manufactured in a sewing factory in South Los Angeles, using the same quality denim fabric that was employed before. The new owners hope to capitalize on domestic production and turn goods quickly to keep up with fashion trends.

One of the bigger mergers of the year was in the financial realm of the apparel industry. **CIT Group**, the largest apparel factor in the United States, merged with **OneWest Bank** in Pasadena, Calif., in a deal worth \$3.4 billion.

OneWest Bank was a privately owned regional bank founded in 2009. It had 73 retail branches in Southern California and \$23 billion in assets, including commercial and residential mortgage loans and \$15 billion in deposits.

Following the close of the transaction last August, **CIT Bank**, CIT's banking subsidiary, merged with **OneWest Bank** under the CIT Bank name.—*Deborah Belgium*

The Year in Trade Shows

This was a big year of change for apparel and textile trade shows as new players entered the market, new partnerships were formed and new categories opened.

The ink was still drying on the late-2014 acquisition of **Advanstar**—owners of the **MAGIC**, **Project** and **ENK** trade shows—by London-based events producer **UBM PLC** when the now-renamed **UBM Advanstar** struck its first new deal. In February, the trade-show giant announced it had reached a deal with **Eurovet**, organizers of the **Curvexpo** lingerie and swimwear trade show, to launch a jointly owned event called **CurveNV @ MAGIC** in August during the Las Vegas trade shows.

But that wasn't the only change in store for the Las Vegas trade-show lineup. In August, **Urban Expositions**, which organizes gift trade shows, acquired **WomensWear in Nevada** from **Specialty Trade Shows**. Shortly after, British company **Clarion Events** acquired a majority share in Ur-

ban Expositions, and **Urban Expositions** announced a new name for the **California Gift Show**. Going forward it will be called **LAMKT**.

Meanwhile, in Southern California, 2-year-old streetwear trade show **Venue** moved to a new, larger location at **The Reef** (formerly called the **LA Mart**) in downtown Los Angeles in May, then partnered with **Los Angeles Fashion Week** show organizer **Style Fashion Week** for its October run, also held at The Reef.

Southern California swimwear trade show **Swim Collective** expanded into the athletic and athleisure market with the launch of a new show called **Active Collective**. Initially held alongside the January Swim Collective Show in Huntington Beach, by June Active Collective was held as a standalone show. And in July, Swim Collective launched a premium beachwear

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- **Los Angeles Fashion Week Calendar**
- **Unicolors Wins Another Copyright-Infringement Case Over Fabric Design**
- **Forever 21 Closing Huge Store in Central California**
- **Novelty Textile Wins Major Case Over Fabric Design Copyright**

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

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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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70 YEARS OF STYLE

Since its inception in 1945, *California Apparel News* has had a front-row seat for the ever-changing landscape of California fashion. From World War II to the creation of e-commerce, California has had an enormous amount of influence on the rest of the world. Over the course of those 70 years, *California Apparel News* has covered all things sartorial in the Golden State, documenting and deciphering every step in the evolution of the industry.

By Sarah Bergman and Doris Raymond *Contributing Writers*
Illustrations by Estevan Ramos

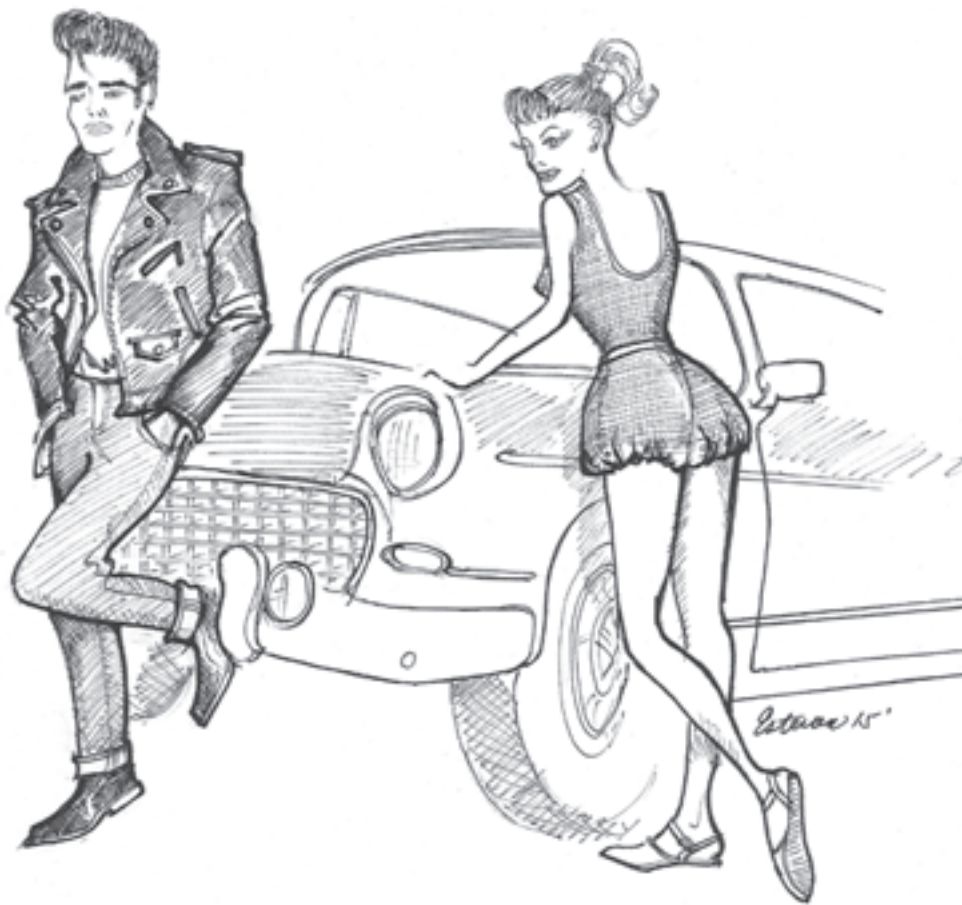
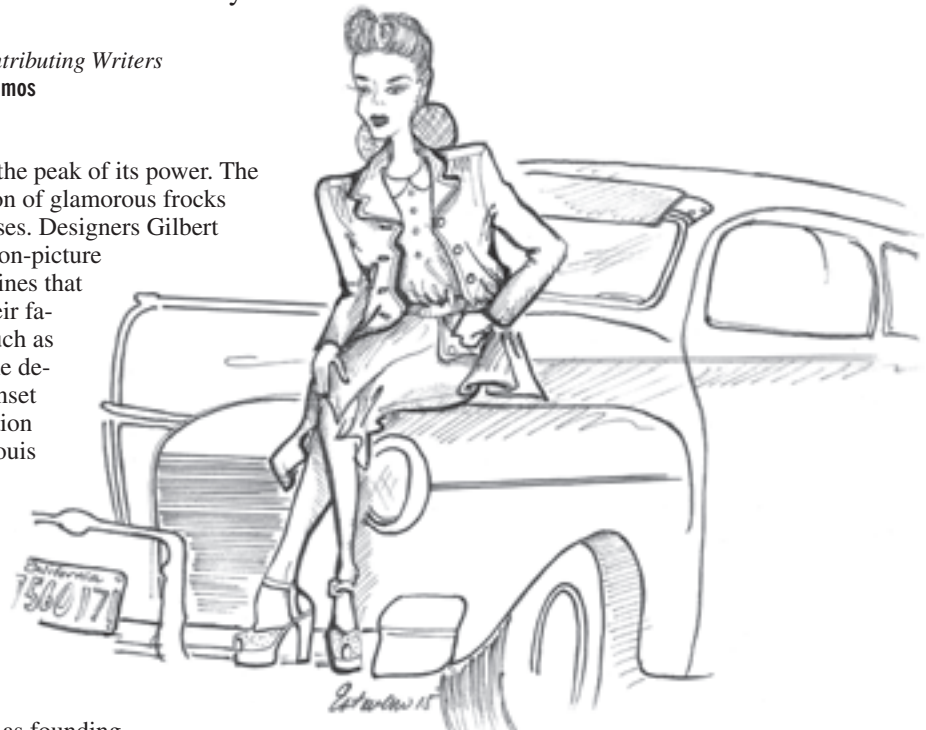
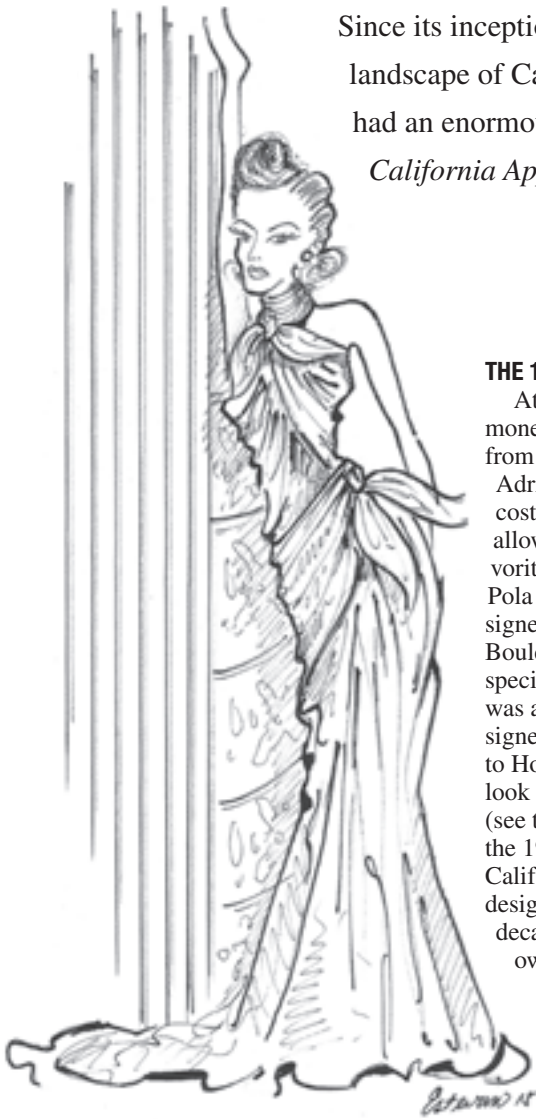
THE 1940s

At the time the paper launched, Hollywood was at the peak of its power. The moneymaking machinery was at work in the translation of glamorous frocks from the silver screen to wearable clothes for the masses. Designers Gilbert

Adrian and Irene were just two of the big-name motion-picture costume designers who lent their names to clothing lines that allowed regular folks the opportunity to dress like their favorite movie stars. After costuming early film stars such as Pola Negri, Gloria Swanson and Greta Garbo, costume designer Howard Greer opened his custom atelier on Sunset Boulevard, where he launched a ready-to-wear collection specializing in “after-five” dresses. Paris-born Jean-Louis was another costume designer turned fashion designer. After a stint with Hattie Carnegie, he headed to Hollywood, where his designs helped define the look of glamorous stars such as Rita Hayworth (see the “Put the Blame on Mame” gown from the 1946 film “Gilda”). During the ’40s, Oakland, Calif., native Bonnie Cashin began working with designer Oleg Cassini at 20th Century-Fox before decamping to New York and ready-to-wear with her

own line, The Knittery. Later, at Coach, she served as founding designer of the luxury leather-goods collection. The iconic San Fran-

cisco-based brand Lilli Ann got its start in the ’30s and rose to prominence in the ’40s with its Paris-inspired coats, suits and sportswear known for fine workmanship. Also in the ’40s, Ukrainian tailor Nuta Kotlyarenko—known as Nudie Cohn—moved to California, where he designed haute Western wear for everyone from Roy Rogers and Dale Evans to Elvis Presley and Gram Parsons in his Nudie’s of Hollywood shop on Lankershim Boulevard in the San Fernando Valley.



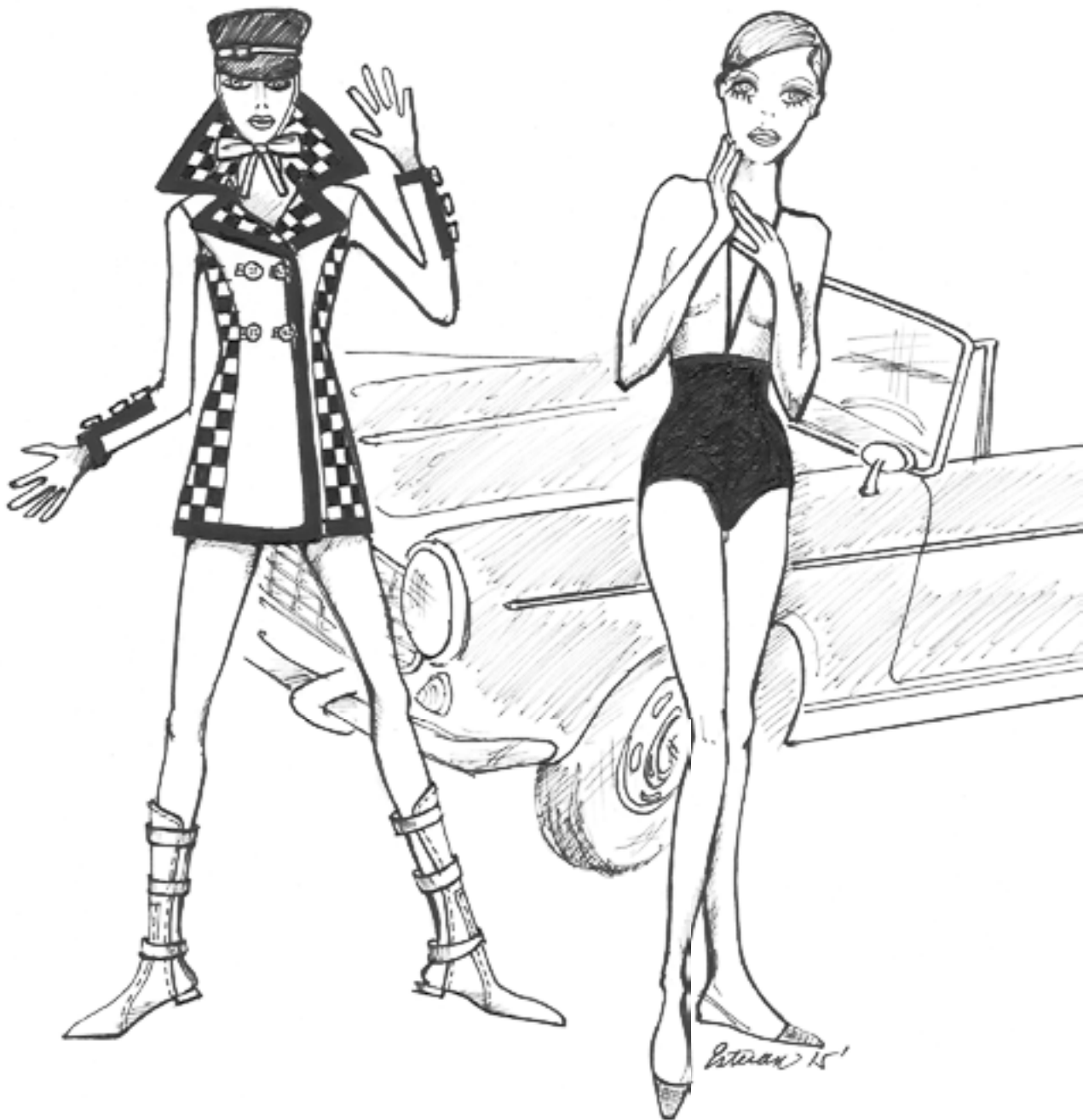
THE 1950s

In the 1950s, teenage fashion was the talk of the town. The broadened ideals and morals of postwar parents created a rise in the younger generation’s quest for cool clothes. In movies such as “Rebel Without a Cause” and “The Wild Ones,” young people found moody, angst-driven icons to aspire to and dress like. Meanwhile, back in the city, mothers and debutantes turned to designers Don Loper and Peggy Hunt to dress them in afternoon frocks and cocktail confections. For the very well-to-do, there was William Travilla, designer of Marilyn Monroe’s “Diamonds Are a Girl’s Best Friend” gown in “Gentlemen Prefer Blondes.” In the 1950s, he opened his ready-to-wear business, Travilla Inc., in California. It was also in the 1950s that James Galanos launched his ready-to-wear business with a \$500 startup loan from costume designer Jean-Louis. As well, several California companies were also shaping what we wore on the weekends. Cole of California, Rose Marie Reid and Catalina offered swimwear inspired by high style. This was the decade that Koret of California launched, offering moderate sportswear made from permanent-pleat cotton fabrics.



THE 1960s

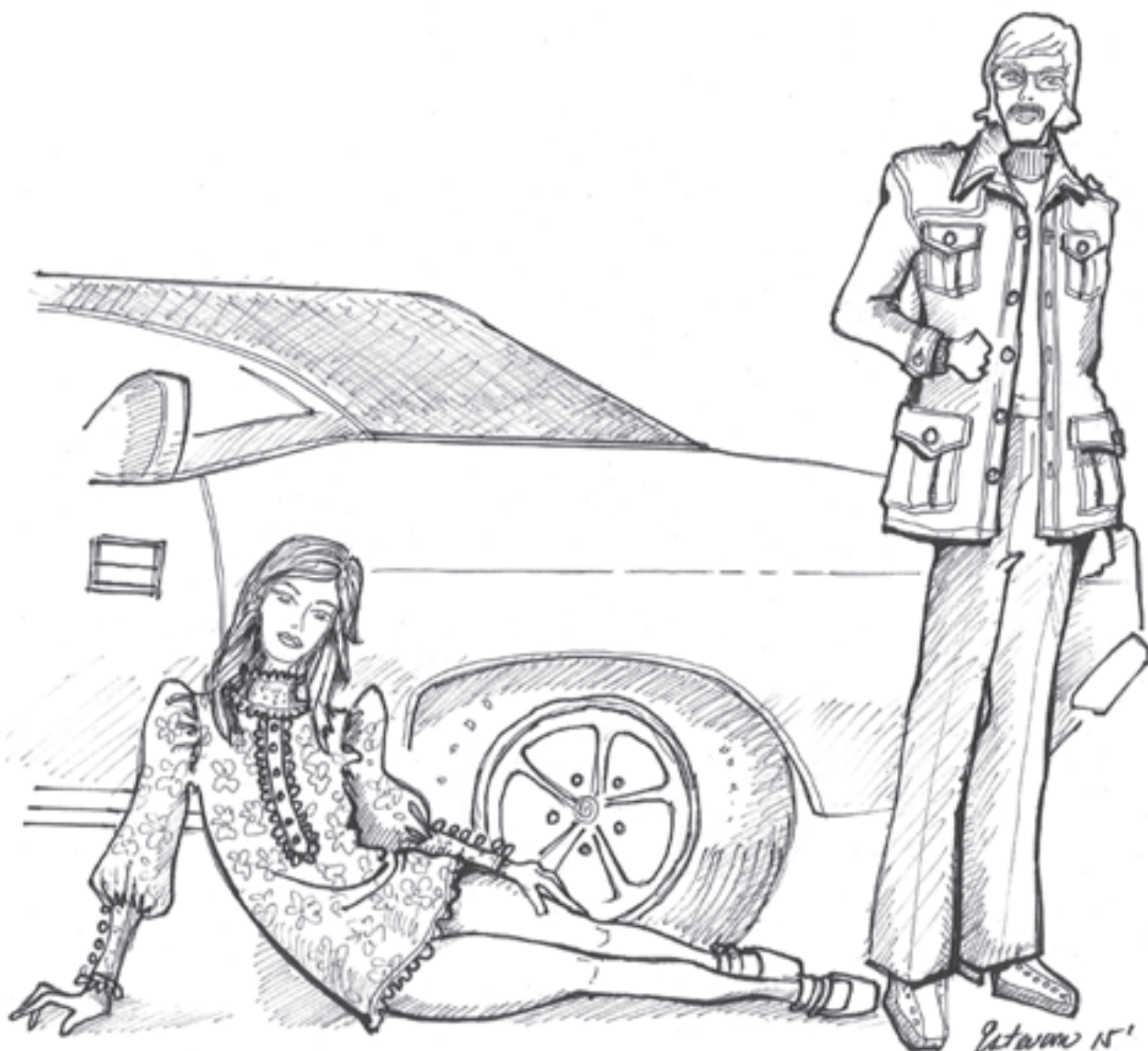
In 1960, designer Richard Blackwell, better known as “Mr. Blackwell,” began publishing his annual “Worst-Dressed List.” Glamorous gowns still ruled for celebrities and socialites alike. James Galanos’ fabulous frocks were worn by first ladies Jacqueline Kennedy and Lady Bird Johnson as well as all of their well-heeled contemporaries. When Marilyn Monroe sang “Happy Birthday” to President John F. Kennedy, she did it in a Travilla gown. During the ’60s, he launched his own ready-to-wear collection, as did Helen Rose, the costume designer of “Designing Women” and “The Bad and the Beautiful.” Rose sold her wares at the House of Helen Rose in Beverly Hills. This was also the era of the space race, op art, mod design and, of course, hippies and flower children. Rudi Gernreich, the local-boy-made-good in fashion, achieved international recognition with his spare, unisex looks of the era. Similar styles for the fashion-forward were born in California from the minds and spirits of free thinkers and progressive dressers. In San Francisco, Linda Gravenites draped rock stars in velvet and feathers while in Southern California Holly Harp opened the doors to her boutique in 1967. Soon Harp served up easygoing jersey confections with ruffles and precious prints to rock stars’ wives and mistresses (although, hopefully, not at the same time). It wasn’t all glamour and glitz and over-the-top fashions in California, however. Baseball player Jack Hanson, who played for the Los Angeles Angels of the Pacific Coast League, opened up Jax on Newport Beach’s Balboa Island, and the store became known for its slim-flitting “Jax Slacks,” worn by Janet Leigh in “Psycho” and Mary Tyler Moore in “The Dick Van Dyke Show.” They were purportedly a favorite of Marilyn Monroe.



THE 1970s

California of the 1970s saw the king of sparkle and shine, designer Bob Mackie, making Cher and other fabulous glamour girls glimmer under the spotlight on television every week in sequins, beads and little else. Meanwhile, California’s sun and surf crowd had its own style, thanks to surf labels such as Ocean Pacific, Gotcha and Hang Ten. Fashion fanatics flocked to boutiques founded by pioneering retailers such as Fred Segal, Theodore’s Herb Fink and Giorgio’s Fred Hayman in this glitzy decade. Edith Flagg was creating “the California look” and David Hayes was designing at De Graff of California. Women picked up smart blouses and coordinated sportswear from West Coast labels such as Teddi of California, Fred Rothschild, Joy Stevens and Wayne Rogers. Infinity was making short jumpers and mini dresses at its factory at 127 E. Ninth St., which is now The New Mart showroom building. California manufacturers—such as Sun ‘N Sand and Tom Boy of California—jumped on the red-hot jumpsuit trend. For outerwear, there were fur-trimmed coats by Jet-Set and leather jackets by Remy. Young women purchased trendy juniors styles by Irene Kasmer, Byer California, Juli California, Jody of California and its sister label, Tootique of California. Some women favored the crisp, utilitarian and practical look of sportswear made from synthetic fibers such as polyester, nylon and triacetate marketed under the brand names Fortrel, Dacron, Encron, Orlon, Arnel, Trevira and Qiana. Others preferred the romantic “Prairie” look inspired by Victorian and Edwardian styles created by designers such as Bonnie Strauss, Jessica McClintock at Gunne Sax and Sue Wong at Young Edwardian by Arpeja. The romantic look carried over to vintage-inspired accessories by 1928 Jewelry. The popularity of disco gave rise to sexy, body-conscious fashions such as the dancewear-inspired line Flexatard, designed by early aerobics aficionado Gilda Marx. Swim brands such as Sirena and Catalina got in on the dancewear-inspired trend, as well, with disco-inspired swimwear and coverups.

This was also the era of denim as Levi’s shifted from counterculture to everyday uniform, and labels—such as Sasson, Dittos and Chemin de Fer—made the new phrase “designer jeans” a true fashion statement.





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70 YEARS OF STYLE

THE 1980s

In the 1980s, New York's Donna Karan and Italy's Giorgio Armani were empowering women with their bold silhouettes and linebacker shoulders, but California designers took a more casual and romantic leap forward. Jessica McClintock, Karen Alexander and Esprit's Susie Tompkins offered up the ladylike, girly and tomboy looks that better suited sunny lifestyles and laid-back attitudes. In Southern California, surf brands such as Body Glove, Quiksilver and JimmyZ—along with skate shoe brand Vans—were pioneering a new action-sports lifestyle trend. And BUM Equipment, LA Gear and Bongo were making casualwear über cool. Thanks go to Georges Marciano for setting the designer-jeans trend with its signature three-zip style. The French expat's influence helped to drive a Los Angeles-based denim market that included well-known brands such as Z. Cavarrici, Bongo and Bugle Boy. While on television, the ladies of "Dynasty" were personifying '80s-fashion excess in designs by Nolan Miller. Magazine readers were following Kelly Gray on her international adventures as documented in the ads for her family's high-end label, St. John Knits.



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THE 1990s

By the 1990s, Californians wanted a simpler, pared-down look to counter all the excess and affectations of the '80s. Local grassroots clothing lines began to pop up and slink into major retailers. Fred Segal's iconic multi-store boutique became ground zero for new labels such as Trina Turk. Richard Tyler held court while customers flocked to him for everything from simple but playful slipdresses to ultra-tailored suits that followed the line of the body. Brands such as Carole Little, Karen Kane and David Dart created a new workplace casual while club brands such as Mark Wong Nark and Lip Service dressed an edgier set. But it was Los Angeles-based brand Cross Colours that introduced the new category of urban streetwear with its red, green and gold designs. This was also the decade of The Gap, the San Francisco-based denim retailer that expanded nationwide in the 1970s. In the '90s, The Gap took a sophisticated turn with its "Individuals of Style" print ad campaign, featuring era icons such as Sharon Stone, Lenny Kravitz and Anthony Kiedis. It then ushered in a khaki revolution with its 1998 television ad "Khaki Swing."



2000s AND BEYOND

The millennium brought with it a renewed passion for everything Hollywood. Celebrity stylists ruled the day with their far-reaching powers and access to top designers. They became instrumental in deciding which runway looks would end up red-carpet winners. Mega-powerful super stylists Rachel Zoe, Andrea Lieberman and Lou Eyrich became almost as famous as their clients. TV's "Project Runway" gave us a local winner in its third season with Jeffrey Sebelia, a Los Angeleno who now produces La Miniatura, the celebrity-favored edgy clothing line for children. (Only in California do kids need to show how edgy they are.)

LA-based Pamela Skaist-Levy and Gela Nash-Taylor invented the sexy sweatsuit for their Juicy Couture brand and introduced a new take on contemporary that was girly, irreverent and fun. This was also the era of luxe casual brands such as T-shirt makers Michael Stars, James Perse and C&C California as well as the ubiquitous graphic tees of Ed Hardy and Christian Audigier. The new millennium also brought a new take on designer denim, thanks to Frankie B.'s Daniella Clark, who took the denim rise to new lows and helped usher in the premium-denim era, which included brands such as Earl Jeans, 7 For All Mankind, Lucky Brand, True Religion and JBrand. The future holds many more surprises and triumphs for California fashion, and *California Apparel News* will undoubtedly be there to document every step of the way with its inimitable flair.

About the authors

Sarah Bergman is the manager of the renowned Los Angeles vintage emporium The Way We Wore as well as a longtime collector and student of all things sartorial. She doesn't so much consider herself a slave to fashion as much as an indentured servant.

Known as the "the fairy godmother of fashion inspiration," Doris Raymond is the owner of The Way We Wore vintage boutique in Hollywood. For the last three decades, Raymond has made her expert knowledge and vast collection of vintage, antique and designer clothing available to a coterie of fashion designers, celebrities and fashion insiders as well as costume designers, museums and private collectors. The retail boutique caters to vintage collectors and fans as well as haute couture and contemporary fashion designers. Details culled from her collection have shown up on runways from New York to Milan. She has worked with many award-winning costume designers including Arianne Phillips, Lou Eyrich, John Dunn, Michael Wilkinson and Mark Bridges.

Raymond and her dedication to the field of fashion is at the heart of the Smithsonian Channel documentary series "LA Frock Stars." In early 2016, The Way We Wore will be launching an e-commerce site called Voguely Familiar. Designed to open the world of vintage to the budget-minded shopper, the site will feature fabulous finds from around the world as well as designer clothing priced at \$99 or less.

About the illustrator

Los Angeles native Estevan Ramos has been involved in the fashion world more than half his life. He shifted his focus from architecture to fashion, receiving a degree from the Fashion Institute of Design & Merchandising. At FIDM, he received some of his first recognition in fashion design and illustration, including participating in competitions in Paris and Tokyo, being featured in *Vogue*, and receiving the coveted Bob Mackie scholarship award for design.

In addition to working as a designer and creative director for numerous juniors and contemporary clothing lines, Ramos designed an eponymous collection that sold in retailers worldwide, including Barneys New York, Nordstrom, Beams in Tokyo and Roz Clarke in London. Currently, he works on independent projects in styling, custom design and illustration.

Ramos was excited to take on the 70 Years of Style project. Growing up the youngest of nine kids, he has seen, heard, created and experienced so many fashion trends from his siblings, parents, relatives and personal experience throughout the years. He said he is always inspired by everything in the world—especially his family and friends.

Trade Shows Continued from page 4

show called **Beach Collective** alongside the Swim Collective show. Swim Collective Executive Show Director Shannon Leggett announced plans to launch a swim and active week featuring the three shows in 2016.

It was a busy summer for Southern California's swim market. After two years in Miami Beach, contemporary swim show **Cabana** launched a West Coast show in Newport Beach, Calif., running concurrently with Swim Collective in Newport Beach, Calif.

There were several other new shows launched in 2015, including **Shape**, a new athletic apparel and athleisure trade show launched by the **California Market Center** in Los Angeles. New sourcing trade show **Factory Direct** held its first two shows at **The New Mart** in March and September.

The New Mart was also the site of the first **Moda 360** show in Los Angeles, where apparel and accessories showed in a gallery-like setting alongside fashion films and runway shows. In September, the building also hosted a new fashion and technology event called **MélangeLive**.

American Events Inc., organizers of the **NW Materials Show** in Portland, Ore., and the **NE Materials Show** in Boston, brought its footwear sourcing exhibition to Southern California with the launch of the **SoCal Materials Show**, held in January and July in Los Angeles.

Miami men's and women's contemporary trade show **Coast** added a Nashville show in October and announced plans to move its July 2016 Miami date to coincide with **Miami Swim Week**.

After hosting its textile show for 10 years in Milan, Italian fabric show **Milano Unica** expanded to include a New York show in July at the **Javits Center**. The textile show

joined an existing lineup of trade shows that includes **Texworld USA**, **Première Vision Preview**, **Kingpins**, **DG Expo** and **Spin Expo**.

Several New York textile and apparel trade show organizers—including **Texworld USA**, **Kingpins** and **MRket**—joined forces to launch **NYC Textile Week**, a collaborative marketing effort designed to make the trade-show trips more convenient, productive and fun for buyers and exhibitors.

Shortly after the official launch of NYC Textile Week, however, denim-sourcing trade show **Kingpins** announced plans to shift the schedule for its New York show from January and July to November and May starting in November 2015. **Kingpins** founder Andrew Olah said the shift came at the request of attendees who asked for an earlier schedule. The show also moved its location in New York from **Skylight Clarkson Square** to **Basketball City** at **Pier 36**.

There were several other venue changes in 2015.

CALA San Francisco held its last show at the **Westin St. Francis** hotel in San Francisco in January before moving to a new open-booth venue at the **Fort Mason Center** in March, where attendance more than doubled from March's turnout of 569 buyers, organizers said.

For its fourth edition, **Los Angeles Mens Market** moved to the CMC's penthouse from its previous location on the building's fourth floor. In the new location it switched from a showroom event to an open-booth format.

In August, bridal trade show **Couture Los Angeles Bridal Market** returned to Los Angeles for a second annual run, moving from **Siren Studios** in Hollywood to **The Reef** in downtown Los Angeles.

Upscale accessories and lifestyle show **Coeur** tried out a new location at the **Alexandria Ballrooms** in downtown Los An-

geles after four years at the **Cooper Design Space**. In December, **Coeur** announced plans to relocate to the CMC in 2016.

Business Journals Inc. shifted the dates for its Fall/Winter womenwear and accessories shows in New York from May to April in a move that allowed retailers to be in their stores in the days leading up to Mother's Day, a holiday "second only to Christmas," according to Britton Jones, BJI president and chief executive officer. The shows—**Moda**, **Accessories the Show** and **Fame**—co-located at the Javits Center with **ENK's Intermezzo** and **Accessories Circuit**.

This year also saw a new name for swimwear show **Salon Allure**. Now celebrating its fifth year in Miami Beach, the trade show rebranded itself as **Hammock** in July. But that wasn't the only change for Miami Swim Week. This year, **IMG**, producers of **Mercedes-Benz Fashion Week Miami**, took a break from hosting runway shows during the July swim trade shows, which included the Miami SwimShow, **Hammock** and **Cabana**. Other event organizers—including **Funkshion**, **Hammock** and **LDJ Productions**—stepped up to fill the void with runway shows of their own.

New York's fashion week landscape also saw a shift with the launch of **New York Fashion Week: Mens** in July. After years of hosting menswear shows as an adjunct to the women's runway shows of New York Fashion Week, the **Council of Fashion Designers of America** decided to launch the first standalone for menswear.

In Los Angeles, the fashion-week scene saw a few organizers drop out in October, including **LA Fashion Council** and **Concept Fashion Week**, while new players, including **LA Fashion Week** and **Fashion Week Los Angeles**, joined a lineup that included **Style Fashion Week** and **Art Hearts Fashion**.—*Alison A. Nieder*

In Memoriam

MARCH

Henry T. Segerstrom, founder of South Coast Plaza, 91

APRIL

Michael Cohen, founder of Michael Stars, 79

JUNE

Kristine Garrett, designer and cofounder of URU, 69

JULY

Christian Audigier, founder of Ed Hardy and Audigier brands, 57

SEPTEMBER

Designer Carole Little, cofounder of Carole Little Inc., 79

Ida Myers, textile and apparel representative, 88

OCTOBER

Leonard Feldman, founder of L&L Manufacturing, 94

Marlene Morbitt Dunn, FIDM chair of merchandise marketing, graphic design and digital media, 62

Sam Sarpong, model and actor, 40

NOVEMBER

Mark Feldman, L&L Manufacturing president, 69

DECEMBER

Douglas Thomkins, founder of North Face and cofounder of Esprit, 72

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