

# CALIFORNIA Apparel News

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**MADE IN AMERICA:** Shoe and accessories designer Calleen Cordero makes shoes, handbags, belts and other accessories by hand in North Hollywood, Calif.

## MADE IN AMERICA

# Building a Domestic Shoe Business From the Insole Out

For nearly 20 years, designer Calleen Cordero has been making high-end luxury footwear and accessories in North Hollywood, Calif.

By Alison A. Nieder Executive Editor

Inside the North Hollywood, Calif., headquarters of footwear designer Calleen Cordero, workers are sorting through leather hides in a rainbow of shades while others are tapping hundreds of studs into cut leather pieces or affixing padding to insoles. In the lasting department, a worker is hand stretching the leather to fit the shape to the foot, while in the art department, workers are finishing metal trim pieces to give them a vintage look. In the next room, a worker sculpts and sands wooden heels to perfectly fit each upper.

Everything is done by hand to make the sandals, clogs, boots, belts and handbags that are part of the **Calleen Cordero** collection.

"It takes 36 pairs of hands to make one shoe," Cordero said. "We make all the components."

Each shoe starts with a flat piece of sustainably forested alder wood, which is sculpted into the shape of the platform sole and then hollowed out to reduce the weight of the fin-

ished shoe. The arch support is then hand sanded to cradle the foot and perfectly match the upper.

"Shoes are like architecture," Cordero said, adding that all the heels and wedges are sculpted by hand and the leather sandals are handmolded as well. "Every single heel will be hand shaped—it's such precise work."



**NEW LINE:** Cordero recently soft launched a collection of simple sandals called Cor by Calleen Cordero.

When Cordero designs a shoe, she considers how it will move and rock when worn.

"These shoes will last you 20 years. It's not disposable footwear," she said. "It's like a collectible."

For the past 17 years, Cordero has been handcrafting shoes in North Hollywood. Over the years, the shoes have evolved

from Cordero's first design, which was inspired by a vintage studded belt.

"What we do now is on a whole different level," she said. "It's very labor intensive. I don't even look at it as studwork."

Currently, there are 50 employees working in a 10,000-square-

➔ **Calleen Cordero** page 8

## Is Culver City Ready for High-End Boutiques?

By Andrew Asch Retail Editor

When the luxe mixed-use development **Platform** makes a formal debut in April, it hopes to shake up the area around the bustling restaurant and art-gallery neighborhood of downtown Culver City, Calif.

It will inject high-end boutique retail into an area that traditionally has not had much space for fashion shops. Platform will be half a mile away from **Alandales**, which is said to be downtown Culver City's sole high-end retailer. Platform is located in the Hayden Tract, a development of creative offices a few blocks away from the downtown area.

For David Fishbein and Joseph Miller, partners in the **Runyon Group**, the developers of the \$75 million project ➔ **Culver City** page 6

## TRADE SHOW REPORT

# SoCal Materials Show Draws Shoe Manufacturers Eager to See New Products

By Deborah Belgum Senior Editor

Southern California is becoming a growing area for cool shoe manufacturers appealing to a varied crowd of skate boarders, athletes and hipsters.

New fabrics, specially treated leather, textile innovations and lightweight shoe components are all the must-have ingredients shoe makers have on the top of their wish list.

For the third season, the **SoCal Materials Show** has united suppliers from around the world in a two-day trade exhibit for vendors to show their wares to these trendy shoe companies including **Skechers**, **Deckers**, **Vans**, **Toms**, **K-Swiss**, **DC Shoes**, **Hoka** and **Creative Recreation**.

This year, the Jan. 5-6 show at the **LAX Marriott** near ➔ **SoCal Materials Show** page 3

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A CALIFORNIA APPAREL NEWS SPECIAL SECTION

# N.Y. Textile Preview & RESOURCE GUIDE

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# Citizens of Humanity Allegedly a Victim of Embezzlement

Four men have been arrested on charges they embezzled \$8 million from a commercial laundry house owned by **Citizens of Humanity**, according to the U.S. Attorney's office.

The four defendants, accused of falsifying and inflating various invoices, were taken into custody Jan. 5 and soon after made their first appearance in U.S. District Court, where they were released on bond and ordered to return for arraignment on Feb. 1.

Arrested was Luis Mariano Rodriguez of East Los Angeles, who was the one-time president of **CM Laundry LLC**, which was acquired by Citizens of Humanity in 2007. The laundry, in Gardena, Calif., did the various washes for Citizens of Humanity, the high-end denim company based in Huntington Park, Calif. Citizens was started in 2003

by blue-jeans designer Jerome Dahan, one of the founders of **7 For All Mankind**.

Also arrested were Antonio Anguiano of Riverside, Calif., the owner of **FI Products**, which sold personal protective equipment; Terry Mink of Rancho Palos Verdes, Calif., the owner of **H&T Industrial Products**, a hardware company that serviced CM Laundry; and Rene Bautista of Sylmar, Calif., the owner of **Valley Star Realty**, which is accused of being used in the scheme under the fictitious business name **K&R Industrial Supplies**.

"Mr. Rodriguez allegedly orchestrated a long-running scheme that took millions of dollars from his employer," said U.S. Attorney Eileen M. Decker. "The scheme involved other defendants who also allegedly stole proceeds generated through fraudulent-

ly issued bills. All of these individuals must now face the criminal justice system for their criminal conduct."

According to court documents, Anguiano, through his company, FI Products, billed CM Laundry for more than \$3.6 million from May 2007 to September 2013, when the scheme ran. During this time, FI Products transferred approximately \$2.3 million to Rodriguez and his company, **Genesis Electronics Inc.**

Mink, through his company, H&T Industrial Products, allegedly billed CM Laundry for more than \$5.5 million and transferred \$3.6 million of that to Rodriguez.

Bautista, a real estate agent, is accused of participating in the scheme through his company, K&R Industrial Supplies, set up in 2012 allegedly at the behest of

Rodriguez. Court files maintain that Bautista used his company to submit invoices from Genesis to CM Laundry. Over an 18-month period, the U.S. District court said, K&R Industrial billed CM Laundry for approximately \$640,000 and transferred approximately \$493,000 to Rodriguez and Genesis.

The federal complaint charges Rodriguez with three counts of mail fraud. The other three defendants were each charged with one count of mail fraud. If they are convicted, each defendant faces a statutory maximum sentence of 20 years in federal prison for each count.

Rodriguez was released on a \$150,000 bond. Anguiano and Mink each were released on \$100,000 bonds, and Bautista posted a \$25,000 bond.—*Deborah Belgum*

## December Sales Mixed

The big holiday month of December ended in mixed results at the cash register.

**L Brands Inc.**—the parent company of **Victoria's Secret**, **Bath & Body Works** and **Henri Bendel**—reported a spectacular December. Same-store sales increased 8 percent. "We delivered our best December ever," said Leslie H. Wexner, L Brands' chief executive officer and chairman.

**Zumiez Inc.** beat many Wall Street estimates when it reported \$134 million in net sales during December, but its same-store sales decreased 8.9 percent. **Gap Inc.** reported \$2.01 billion in net sales in December, but its same-store sales decreased 5 percent.

One of the main reasons for a decline dur-

ing the important holiday month was weather. It was warm throughout the United States during December. The temperature in New York City's Central Park was 72 degrees on Christmas Day, said Evan Gold of **Planalytics**, a company that consults on how weather will affect consumer demand.

With such spring-like weather moving through the U.S., there was little reason to buy heavy coats and scarves, Gold said during a Jan. 7 conference call. The total retail market lost \$572 million during the holiday season due to unseasonably warm temperatures. But perhaps a positive aspect to Planalytics' news is that fashion retail has an opportunity to recoup some of its losses.

## August Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
<b>The Buckle</b>	<b>\$182.10</b>	<b>-4.5%</b>	<b>-5.4%</b>
<b>Gap Inc.</b>	<b>\$2,010.00</b>	<b>-4.0%</b>	<b>-5.0%</b>
<b>L Brands Inc.</b>	<b>\$2,415.00</b>	<b>+9.0%</b>	<b>+8.0%</b>
<b>Stein Mart</b>	<b>\$198.30</b>	<b>+4.7%</b>	<b>+1.8%</b>
<b>Zumiez Inc.</b>	<b>\$134.50</b>	<b>-6.2%</b>	<b>-8.9%</b>

Information from company reports

Weather turned cold in California and much of the United States after Christmas. "It feels like winter for most consumers in these markets," he said. "Consumers are going to be out there looking to snap up winter gift items."

Many had low expectations for December sales, said Ken Perkins, the founder of market-research firm **Retail Metrics Inc.** But in a Jan. 7 note, he said that holiday

sales results were generally better than many had predicted. **J.C. Penney Company Inc.** reported that its same-store sales for its holiday period of November and December increased 3.9 percent compared with its business in the 2015 holiday season. Marvin R. Ellison, chief executive officer of the retailer, credited the good business to a focus on private brands and a beefed up omni-channel operation.—*Andrew Asch*



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## CIT Group Appoints New President of CIT Commercial Services

**CIT Group Inc.**, a provider of commercial lending and leasing services, announced that Marc Heller will be the new president of **CIT Commercial Services**, a major factor in the apparel industry.

Heller will take on his new job on Feb. 1, following the Jan. 31 retirement of Jon Lucas, the current president of CIT Commercial Services. Heller will report directly to Steve Solk, president of **CIT Business Capital**.

"Marc has performed an integral role helping to finance the consumer products community for more than 40 years," Solk said. "He's also played an important role within CIT Commercial Services and is well-regarded for developing and growing client relationships and for delivering best-in-class financ-

ing solutions. I'm looking forward to working with Marc and his team as they continue to develop and expand our factoring and financing platform."

Prior to being appointed president of CIT Commercial Services, Heller served as the Northeast regional manager and international manager for the business unit.

He joined CIT in January 2004 when CIT acquired the factoring portfolio of **HSBC**. He had previously held the position of executive vice president and New York regional manager of **HSBC Business Credit (USA) Inc.** Heller had been with HSBC and its predecessor, **Republic Business Credit Corp.**, since 1991 and has been in the financial services industry since 1970.—*D.B.*

## CMC Rebrands and Expands Shape Show to Become ALT

**Shape**, the activewear and athleisure show launched last year by the **California Market Center**, is changing its name and expanding its focus in 2016.

Beginning in March, the show will be known as **ALT Los Angeles**, which stands for Activewear & Lifestyle Tradeshow. The show, which will be held March 14–16 during the Fall 2016 **Los Angeles Fashion Market**, will focus on growing lifestyle cat-

egories such as athleisure, swimwear, intimate apparel and accessories. The show will be held on the CMC's 13th floor Penthouse, where Shape has been held since it launched last March.

Going forward, ALT will be held during Los Angeles markets in June (June 6–8), August (Aug. 1–3) and October (Oct. 17–19).

For more information, visit [www.alt-showla.com](http://www.alt-showla.com).—*Alison A. Nieder*

## Billabong USA President Stepping Down

The president of **Billabong USA**, Ed Leasure, is leaving the company at the end of January.

Leasure has worked for the surfwear brand for some nine years and took over as president of operations in the Americas in 2013 at a time when Billabong was undergoing some long-running financial problems. Billabong USA is headquartered in Irvine, Calif.

Australia-based **Billabong International Ltd.** first tapped Leasure as head of U.S. retail operations on an interim basis and a few months later made the job a permanent position for him.

Leasure, a die-hard surfer, succeeded

Colin Haggerty, the head of global retail for Billabong International. Haggerty stepped into the role temporarily in late 2012 after former Americas President Paul Naude pursued a possible buyout of the action-sports apparel maker and retailer.

Naude officially resigned after the Billabong board of directors chose a competing offer for the company.

Brand Billabong President Shannon North will head the retailer's Americas operations.

The wholesale and international development parts of the U.S. business will be headed by other senior executives.

—Deborah Belgun

## Macy's Reports Soft Holiday, Announces Closing Irvine and Sacramento Stores

Department-store giant **Macy's Inc.** reported a soft holiday sales season.

Its same-store sales decreased 4.7 percent during the crucial holiday months of November and December, according to a Jan. 6 announcement. Macy's operates 900 stores in 45 states under the nameplates of **Macy's** and **Bloomingdale's**.

Terry J. Lundgren, Macy's Inc.'s chairman and chief executive officer, blamed an unseasonably warm winter for the retailer's soft sales performance. "In the November/December period, we were particularly disadvantaged by the historically warm weather in northern climate zones, where both Macy's and Bloomingdale's are especially well-represented. About 80 percent of our company's year-over-year declines in

comparable sales can be attributed to shortfalls in cold-weather goods such as coats, sweaters, boots, hats, gloves and scarves," he said.

Macy's updated its guidance on Jan. 6. Earnings per diluted share for the full-year 2015 are forecast to be in the range of \$3.85 to \$3.90. Previous guidance was in the range of \$4.20 to \$4.30.

Macy's said it will deal with the poor sales by consolidating its store fleet. It will close 40 Macy's stores, including 36 that will be closed by early spring 2016. The stores slated for closure include two California locations: the Macy's at **Irvine Spectrum** in Irvine, which employs 112 associates, and the Macy's at **Country Club Plaza** in Sacramento, which employs 111 associates.—Andrew Asch

## TRADE SHOW REPORT

### SoCal Materials Show *Continued from page 1*

the **Los Angeles International Airport** attracted 54 vendors compared with 57 vendors at last July's show, said Hisham Muhareb, who, with his wife, Kari, started **American Events Inc.** in 1994 to organize a materials show in Portland, Ore., that caters to the shoe industry but also is frequented by furniture makers and apparel manufacturers.

The **NW Materials Show** in Portland, home to such giants as **Nike**, is held twice a year and now attracts 245 vendors while the **NE Materials Show** in Boston, started in 2005, is a confab of 140 exhibitors.

The SoCal Materials show, first launched in January 2015, is still a work in progress as some vendors decide whether to participate in the show. "A lot of vendors say they want to try it out, and some are on the sidelines," said Hisham Muhareb. "There are pioneers and there are settlers."

Last year, there were 87 exhibitors at the first show, which was held in the penthouse of the **California Market Center** in downtown Los Angeles. But the venue changed because most of the area's shoe manufacturers have offices on the Westside and wanted a closer show.

At the two-day show, the exhibition space was a sea of booths showcasing big swatches of leather, colorful high-tech fabrics, specially treated materials, shoe inserts, soles, polyurethane foam, soles, toe caps and heel caps. The event was basically started to service the scores of Skechers designers and materials developers who were in attendance the first day of the show. They didn't have far to go. Their offices are in nearby Manhattan Beach, Calif.

Every vendor at the show got a gift from Skechers—a multi-page list of materials developers, designers and major contacts with their email addresses. For many vendors, this was a gold mine.

"Can you imagine?" said Charlie Young, holding up the

stapled pages that were given out.

Young, who works at **Crecimiento Industrial Co.** in Taiwan, has attended all three SoCal Materials Shows because his company's main client is Skechers. "Skechers wants us to come here," he said. His company started out specializing in polyurethane foam and expanded to lamination and textiles for the footwear and furniture industries.

This is also the third show for Roy Hill, the global accounts manager for **Texon**, a Hong Kong-based company that makes footwear materials and components. "Southern California has become a fairly fast-growing market for brands in skate, action sports and golf, and they need to be serviced as well as the big

felt the show was a bit slow and its timing was off because there was competition with **Outdoor Retailer**, being held in Salt Lake City Jan. 7–10.

A first-timer having more success was Marc Finkelstein, president of **Marc Steven Leather**, a company with offices in Hong Kong and Hermosa Beach, Calif., a few miles away from the show's venue. The company manufactures leather in Thailand and other places and primarily ships it to Vietnam, a country whose footwear industry has been growing by leaps and bounds in the past two years. "We've had a busy morning. We saw **Puma** and Skechers," Finkelstein said. "It was a very happening morning."



Tonja Price of American Leather Direct



Roy Hill of Texon



Shoes made from Qingxin Special Shoes Material's products

Portland guys," he said.

Jimmy Woo, foreign trade manager for **Qingxin Special Shoes Material Ltd.** in China, is also a three-time vendor. He was standing behind a colorful array of glittery materials and textiles used in shoes. "We come here because our major customer is Skechers. They had seven or eight designers who came by this morning."

Several new vendors were trying out the show to boost their client base. Matt Tucker and Tim Barrett of the **Meramec Group**, a family-owned enterprise started in 1952 outside of St. Louis, were trying to expand contacts. But they

Tonya Price was testing the SoCal Materials Show waters for the first time. Her company, **American Leather Direct** from Morgantown, Ky., has been trying to build brand recognition and contacts ever since its predecessor, **Triple C Leather Co.**, combined forces in 2010 with **Industrias Chahin de Orizaba** in Mexico and was renamed American Leather Direct. It distributes leather laces and heavy vegetable-tanned leathers for belts, bags and pet products.

"We are just trying to get our name out there," Price said. "Our booth has been a little slow, but I think it is because we are new." ●

## Be a part of the Next Issue

**January 15**  
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2015 Financial Review/2016  
Financial Forecast  
New Lines & Showrooms  
T-Shirt Report

**T-Shirt Advertorial**  
**Fashion Faces**  
**Technology Advertorial**

Bonus Distribution  
Shape 1/18–20  
Designers & Agents LA 1/18–20  
LA Fashion Market 1/18–21  
Imprinted Sportswear Long Beach  
1/22–24  
Fashion Market Northern California  
1/24–26  
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**January 22**  
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Surf Expo Wrap

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**Las Vegas Resource Guide**

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Agenda LV 2/15–17

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WWIN 2/15–18  
CurveNV 2/16–18  
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WWDMAGIC 2/16–18  
POOL 2/16–18  
Project 2/16–18

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## Alternative Proposal Submitted to Buy American Apparel

In the continuing **American Apparel** saga, two investment funds submitted a proposal shortly before New Year's Day to buy the Los Angeles apparel manufacturer out of bankruptcy.

The proposal, outlined in U.S. Bankruptcy Court documents filed Jan. 7 by American Apparel founder Dov Charney, provides increased liquidity and capitalization for the company, including giving American Apparel \$30 million in cash when the deal closes, another \$90 million in an equity cushion and an expected \$50 million loan secured by collateral.

Total liquidity is estimated to be \$170 million or more when the deal is completed rather than the \$80 million under the current plan to take American Apparel out of bankruptcy.

The two investment funds were not named in court documents because they submitted their proposal directly to American Apparel after Charney announced in early December that he had engaged **Cardinal Advisors**, a Los Angeles-based financial adviser, to explore strategic alternatives.

"American Apparel evaluates all bids consistently," said an American Apparel spokesperson. "The company remains focused on pursuing the completion of its financial restructuring following its planned bankruptcy court hearing at the end of this month."

When American Apparel filed for Chapter 11 bankruptcy protection on Oct. 5, the company already had a pre-packaged organization plan in place where the secured lenders would convert \$200 million in bonds into equity in the reorganized company. The secured lenders have already provided \$90 million in debtor-in-possession financing as well as \$70 million in new liquidity.

The pre-packaged organization plan would reduce American Apparel's debt to \$120 million from \$311 million, and its annual interest expenses would fall by \$24 million.

Among the participating secured lenders in the pre-packaged proposal are **Standard General**, **Monarch Alternative Capital** and **Goldman Sachs Asset Management**. Together, they represent 95 percent of the retailer's secured lenders.—*Deborah Belgum*

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## Calendar

### Jan. 8

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

### Jan. 10

**Accessories The Show**  
**Moda**  
**Fame**  
**Fwd**  
Javits Center  
New York  
Through Jan. 12  
**Accessorie Circuit**  
**Intermezzo Collections**  
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

### Jan. 18

**Los Angeles Fashion Market**  
California Market Center  
Cooper Design Space  
The New Mart  
Gerry Building  
824 Building  
Lady Liberty Building

Primrose Design Building  
Academy Awards Building  
Los Angeles  
Through Jan. 21

### Designers and Agents

The New Mart  
Los Angeles  
Through Jan. 20

### Select

**Shape**  
**Transit**  
California Market Center  
Los Angeles  
Through Jan. 20

**Brand Assembly**  
Cooper Design Space  
Los Angeles  
Through Jan. 20

### LA Kids' Market

California Market Center  
Los Angeles  
Through Jan. 21  
**Agenda**  
Mana Wynwood  
Miami  
Through Jan. 19

### Hong Kong Fashion Week

Hong Kong Convention and  
Exhibition Center  
Hong Kong  
Through Jan. 21

### Jan. 19

**Première Vision New York**  
Pier 94  
New York  
Through Jan. 20

### Jan. 20

**DG Expo Fabric & Trim Show**  
Hotel Pennsylvania  
New York  
Through Jan. 21

### Jan. 22

**Imprinted Sportswear Show**  
Long Beach Convention Center  
Long Beach, Calif.  
Through Jan. 24

### Jan. 24

**Fashion Market Northern California**  
San Mateo Event Center  
San Mateo, Calif.  
Through Jan. 26  
**Project New York**  
**Project Sole**  
**The Tents**  
Javits Center  
New York  
Through Jan. 26  
**Stylemax**  
Merchandise Mart  
Chicago  
Through Jan. 26  
**Texworld USA**  
Javits Center  
New York  
Through Jan. 26  
**MRket/VG**  
Javits Center  
New York  
Through Jan. 26

### Jan. 26

**Capsule**  
Pier 94  
New York  
Through Jan. 28  
**Liberty Fairs**  
Pier 94  
New York  
Through Jan. 28

There's more  
on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

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

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# Shore: Brand Concept Combines Retail, Restaurant and Made-in-America Manufacturing

By Alison A. Nieder Executive Editor

Around the same time Tom and Susan Leonard began developing their own swimwear and apparel brand for their Sarasota, Fla., boutique, **Shore**, a restaurant space opened in the same building. The result is a mixed-use restaurant and retail compound, also called Shore, in which both share an interest in sustainable business and an active lifestyle.

Many of the fabrics used in the Shore swim and apparel collections—including women's, men's and kids—are sourced from the United States, including fabrics made from **Supima** cotton, which is grown, spun and knit in the U.S. The women's swim line also includes a recycled fabric made in Italy. The Shore restaurant has a water-capture system that is used to irrigate an herb garden, and the predominantly organic ingredients are sourced locally. The Leonards are currently looking into switching to recycled shopping bags for the boutique.

"We believe in being more sustainable, helping out with the environment and being involved with our community," said Courtney Leonard, the couple's daughter. "Our beliefs carry forward into the brand—it's an extension of who we are as a brand."

The recycled fabrics may be ecologically friendly, but they're also soft, comfortable and practical, Courtney Leonard said.

"You can look good on the beach and also run out and play beach volleyball or go paddle boarding. That is what our brand message is all about—something that is comfortable but also convenient and allows you to do a lot of different activities."

Courtney Leonard co-designs the swimwear and apparel with her mother. When the company first launched the collection in 2012, the two designers were looking for something that fit their own lifestyle—and hung well with the other brands sold at the Shore boutique.

"We both share clothes, we are both fashionable, but we also are very active and want something to be comfortable in," Courtney Leonard said. "We came up with really classic styles using high-end luxury fabrics all done in the United States."

The Shore line started with women's swimwear, apparel and accessories, then grew to include men's styles and a small childrenswear collection. The line was initially sold only in the retail store, but when the Leonards began selling the collection online (at [www.shorebrand.com](http://www.shorebrand.com)),



**ACTIVE, ECO, MADE IN AMERICA:** The Shore swimwear and apparel brand has an eco-friendly mission, a contemporary active aesthetic and is produced in Los Angeles.



**MIXED USE:** The Shore boutique in Sarasota, Fla., is located in a complex that also houses the Shore restaurant, a mid-century-inspired eatery with a focus on fresh and local fare. The owners are opening a similar retail/restaurant complex in North Longboat Key, Fla., and are looking to expand the concept to more locations in Florida as well as other states.

the **Miami SwimShow** in Florida and the **Swim Collective** show in Huntington Beach, Calif. Orders landed at those shows are just now shipping to stores. Wholesale prices range from \$40 to \$110.

In addition to the wholesale launch, the Leonards are also expanding the Shore retail/restaurant concept to a second location in North Longboat Key, Fla., and are in talks about opening a third Florida location as well. Other possibilities for future expansion include California, where the Shore collection is produced. "Since that's where we do all of our production, it would be easily

orders came in from New York, California and overseas. That prompted them to launch a wholesale division, which bowed last summer at

managed," Courtney Leonard said.

For more information, visit [www.shorebrand.com](http://www.shorebrand.com).

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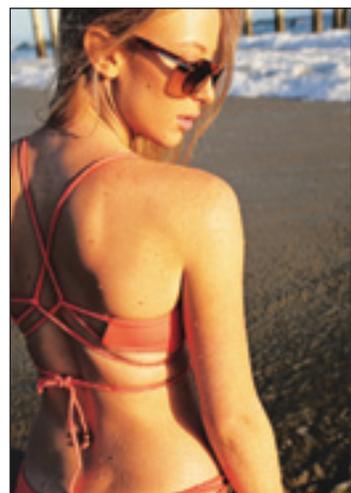
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## Culver City *Continued from page 1*

ect, downtown Culver City is on the verge of becoming a fashion retail neighborhood. The area is located around Washington and Culver boulevards.

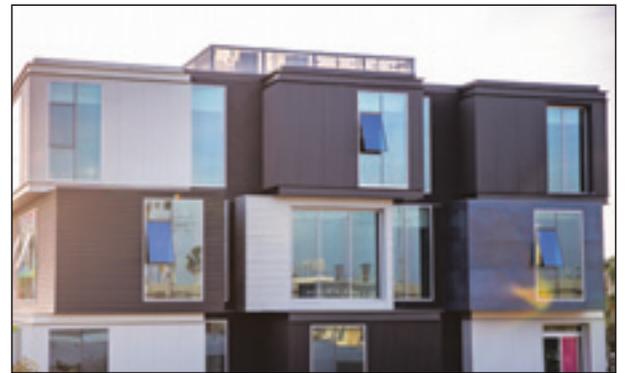
Culver City has long been a district for restaurants and bars, many of which have gained critical praise. The neighborhood is typically packed with diners and people looking for an evening cocktail, which is one reason why the area is ready for boutique retail, according to the Runyon Group partners. The typical pattern of urban development suggests that after restaurants find success in a neighborhood, the place is ripe for boutiques and fashion retail.

“We always looked at it as a bigger picture,” Fishbein said. “From a geographic standpoint, it’s a central location in Los Angeles.”

Culver City is located between major exits of the 405 and 10 freeways, the major arteries of Los Angeles’ Westside. It’s also a relatively short drive from the cities of Santa Monica and Beverly Hills as well as downtown Los Angeles. The project is adjacent to the Expo Light Rail

The open-air project will feature eight separate buildings, which will offer an industrial look, and a series of lush gardens. Runyon worked with Culver City firm **Abramson Teiger Architects** to build the look of Platform.

Mike Rielly, an executive vice president and partner for **Townsend & Associates**, a real estate brokerage and consulting firm



**HAYDEN:** The Platform development will feature unique architectural features inspired by its immediate neighbors—the creative offices of the Hayden Tract, a few blocks from downtown Culver City.

not associated with Platform, agreed that Culver City is on the verge of becoming a retail neighborhood.

“As a submarket, Culver City has always shown promise ... but it is finally peaking at the right time to justify legitimate retailer intent in placing a store and growing with that momentum,” Rielly said.

Alandales has served as downtown Culver City’s one fashion boutique for more than 20 years, said Irene Becker, the owner of the men’s boutique, located at 9715 Washington Blvd. It has found success as a destination. Many of its clients are producers and executives at film studios, such as **Sony Pictures Studios**, located by downtown Culver City.

“They don’t expect retail down here,” Becker said of people visiting the neighborhood for a drink or a meal.

“There’s no place to shop. There’s no place to walk.” Becker acquired Alandales, which also offers a hair studio as well as studio services for film and TV, in 2008. She believes that more boutiques will build a momentum to make downtown Culver City into a pedestrian district for retail as well



**PLATFORM RISING:** The upcoming Platform development will bring high-end boutique retail to the downtown Culver City area. A rendering of the development is above.

Line Culver City Station, which has pedestrian exits on Washington and National boulevards. The Platform project is intended to be a central meeting place for people from throughout Los Angeles and the region. “It was the perfect canvas to create a place in Los Angeles,” Miller said.

The space will feature 15 stores and five restaurants. Platform hopes to serve as an alternative. Its tenants will emphasize high-end, multi-brand boutiques, not mono-brand boutiques, which often dominate the top retail streets. The tenant mix will also include larger brands doing one-off concepts, Fishbein said.

Platform’s boutique tenants will include **Curve**. The multi-line designer boutique runs a flagship on Los Angeles’ Robertson Boulevard and four other shops around the United States. There will be **Magasin**, the first boutique concept from Josh Paskowitz, who has served as a fashion director for **Bloomingdale’s**. Another shop will be **Kilter**, which is devoted to performance and athletic wear with a focus on design. It carries brands such as **RVCA Sport**, **Undefeated Sport** and **Athletic Recon**, according to its website ([www.kiltershop.com](http://www.kiltershop.com)). Another tenant will be **Linda Farrow**, an eyewear boutique. While the majority of the project’s stores are scheduled to open in April, Platform’s **SoulCycle** fitness studio is currently open.



**DESTINATION RETAIL:** The exterior of Alandales. It is reportedly the only high-end boutique in the downtown Culver City area.

as eateries. However, she believes that the district’s property owners prefer to rent to restaurants.

For the Runyon Group partners, the neighborhood is already on its way to becoming a boutique district. “There’s a lot of creativity in the neighborhood, starting with food, art and design,” Fishbein said. “We already have three elements there; we’re adding another one.” ●

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# Headwear Brand Official to Open Retail and Showroom on Melrose

**Official Crown of Laurel** started as a headwear brand in 2007 in a garage in Sacramento, Calif., a city best known for state government.

On Jan. 6, it opened a branded boutique at 7665 Melrose Ave. in Los Angeles, according to Jason Maggio, the creative director and founder of the headwear and fashion brand.

The label, also known as Official, is sold in major U.S. specialty retailers such as **Pacific Sunwear of California**, **Zumi- ez Inc.**, **Lids Inc.** and **Tilly's Inc.**, as well as 30 countries, ranging from Brazil to China. "Headwear and baseball caps are just a big part of American culture. I enjoy spreading that throughout the world. It's part of skateboarding, too," Maggio

said of baseball caps. Maggio said that Official is the only headwear brand that runs its own professional skateboarding team and also sponsors a host of skateboarding amateurs. Official also frequently exhibits at the **Agenda** trade show.

Official opened a shop more than 380 miles away from its Northern California headquarters because it was looking to build a Los Angeles showroom and a store where retailers and potential partners could see the whole range of Official products, from baseball caps to beanies and fleece to T-shirts and backpacks.

"We have a retail shop in front and a showroom in the back," Maggio said. "It serves a purpose because all of the major retailers will make their way to Los Angeles once to twice a year." The store will offer fleece and T-shirts with Los Angeles themes exclusively at the Los Angeles shop, which Maggio designed. California themes are a focus of Official. Some of its caps and T-shirts

PHOTOS COURTESY OF OFFICIAL



**KICKOFF:** Official Crown of Laurel hosted a grand opening-night party for its new Melrose Avenue store on Jan. 6.

said of baseball caps. Maggio said that Official is the only headwear brand that runs its own professional skateboarding team and also sponsors a host of skateboarding amateurs. Official also frequently exhibits at the **Agenda** trade show.

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feature a cartoon character called Yung California. Drawn in the shape of the California map, the character is depicted in scenes where he surfs, skateboards and snowboards. Official also will unveil a collaboration with the **Adidas Skateboarding** label in fall 2016.

The 1,200-square-foot space will look like a gallery space with white walls and fixtures and panels made from reclaimed wood and plywood. The left side of the store will feature sea-

sonal looks. The right side of the store will be devoted to skateboarding styles. The shop's Melrose neighbors will include boutiques such as **Joyrich** and **Colors**, which recently moved from downtown Los Angeles.

Maggio said that he will take a wait-and-see attitude before opening any more shops. "It's a new arena for us," he said. "We're not in a hurry to open more shops."

—Andrew Asch

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**Calleen Cordero** *Continued from page 1*

foot space—Cordero’s third in North Hollywood since she started in 1999. And the business is bursting at the seams.

In February, Cordero will open a 2,000-square-foot space next door to her existing factory, which will house the handbag manufacturing and a planned upcycled collection. The designer plans to begin using the scrap leather and wood left over from the manufacture of the shoes and handbags. She is also in the process of sourcing high-end faux leather. “We’re definitely going to do a vegan line,” she said. “A lot of customers are asking for it.”

There are other projects in the works. Last year, Cordero soft launched **Cor by Calleen**

**Cordero**, a collection of simple sandals—“it’s our version of the bare foot,” she said. Produced in-house, the flat leather styles are wholesale priced at \$118. Calleen Cordero shoes are wholesale priced from around \$165 for sandals to \$225 for heels and \$265 for boots. Wholesale prices for handbags range from about \$190 to \$395. Cuffs and belts are wholesale priced from \$65 to \$95, and wallets are wholesale priced at \$175.

All of this handwork and meticulous detail takes time, but Cordero isn’t mass producing footwear. The designer describes the work done on her wood soles as similar to woodcarving and the finished pieces as jewelry-like. The shoes are only sold in independent boutiques as well as Cordero’s own boutiques in West Hollywood, Calif., and Los Angeles’ Studio City neighborhood and on her website at [www.calleencordero.com](http://www.calleencordero.com).

Often she will work with her retailers to custom design styles that are a perfect fit for their customers and ensure that the product

they have in their stores is unique and tailored to their clientele.

“I get inspired by getting creative with customers,” she said. “I’ll work with retailers and I’ll say, ‘Tell me, who is your customer?’”



Designer Calleen Cordero

**Foundation in footwear**

Before launching her own collection, Cordero spent years in the footwear industry working as a merchandiser and buyer for footwear boutiques such as **22 Steps** in New York and in sales at **Fred Segal Feet** in Los Angeles. She worked for large footwear manufacturers including **Esprit** (where she worked with Sam Edelman), **Kenneth Cole**, **Doc Martens** and **Vogue Shoe**. (The now-shuttered Vogue Shoe had, at the time, 300 employees producing footwear in-house at its factory in Monterey Park, Calif., as well as a vast archive of footwear patterns that dated back over the company’s 50-year history.)

A vintage studded belt found at **Hollywood Trading Co.** inspired Cordero’s first design. “I said, ‘This belongs on a shoe,’” the designer recalled. “I knew in my heart I was going to make shoes with studs.”

But first Cordero had to find a factory to produce the shoes. Cordero knew there were small shoe factories in North Hollywood, many making custom shoes for exotic dancers.

Still, she said, “It took a long time to find someone to make my shoes. I went to



**PRECISION WORK:** According to Cordero, it takes 36 pairs of hands—or steps—to make one pair of shoes. In the designer’s North Hollywood factory, 50 employees sculpted heels and wedges, mold leather sandals, tap hundreds of studs into cut pieces of leather, and hand-stretch lasts and hand-finish the trim. “Shoes are like architecture,” she said. “It’s such precise work.”

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## MADE IN AMERICA

### Calleen Cordero *Continued from previous page*

four different leads for factories. They all laughed at me.”

Eventually, she found a footwear manufacturer working out of a 900-square-foot garage who was willing to take on Cordero’s designs—and to agree to her conditions: “I told him I wanted to make the shoes with him,” she said.

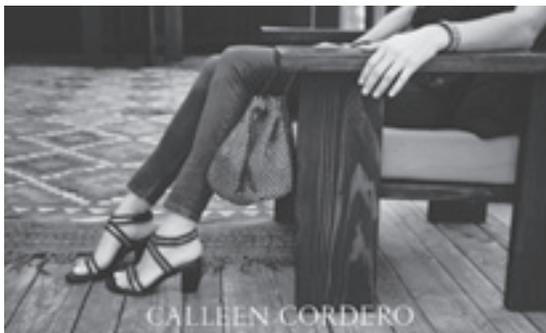
Initially, Cordero produced her shoes in partnership with Zip Stevens, the owner of Hollywood Trading Co., under the **Calleen Cordero for HTC** label before branching out on her own. She took the shoes to the **Coterie** trade show in New York, landing orders from retailers such as **Madison** in Los Angeles. “It was a home run,” Cordero said. “Everyone wanted the collection.”

And the business took off, Cordero said. “We went from zero to \$5 million in three

years,” she said. But Cordero said she didn’t have the infrastructure to support that rapid growth, so she scaled back her business to concentrate on key accounts while she built the business in a more sustainable way.

“I really believe in manufacturing here,” Cordero said. “There’s so many factors to look at—sustainability, your footprint, integrity.”

She said she’s looking forward to the move to the new space and the chance to continue to grow the company without sacrificing the work atmosphere she has created for herself and her employees, some of whom have been with her since the beginning.



An image from the new 2016 Calleen Cordero campaign

“I want to come to work in a creative environment where everyone is respected,” Cordero said. “We’re a big family.”

For more information about Calleen Cordero, visit [www.calleencordero.com](http://www.calleencordero.com). For sales inquiries, email [sales@calleencordero.com](mailto:sales@calleencordero.com).

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CA based baby bedding, accys. & gift mfg. seeks an experienced Designer. Required skills include conceptual creativity, home product and/or upholstery textile industry background and strong technical-aesthetic color experience. Must be proficient with Illustrator/Photo Shop and textile design/pattern repeats. Celebrating 36 years in business. We offer a very competitive compensation package. Please submit your portfolio/resume to [hr@lambsviv.com](mailto:hr@lambsviv.com)

### TECHNICAL DESIGNER

Established company is looking for a technical designer who is highly skilled in fit process with 3-5 yrs plus experience. Must be able to communicate effectively with private labels & factories regarding garment constructions. Attention to detail is necessary. Adobe Illustrator & Photoshop experience is needed. Ability to work in a fast-paced environment. Email resume to [Mai@secretcharm.com](mailto:Mai@secretcharm.com) & [Cathyl@secretcharm.com](mailto:Cathyl@secretcharm.com)

### 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: [hrresumes90723@gmail.com](mailto:hrresumes90723@gmail.com). EOE.

## Jobs Available

### danielrainn

#### KNIT SALESPERSON

L.A. based contemporary line seeking an enthusiastic strong in-house knit salesperson with a proven track record & sales experience. Candidate must have knowledge of cut & sew knits with current major store contacts. Computer skills & travel are a must. Send resume & salary history to: [JOBSHR000@GMAIL.COM](mailto:JOBSHR000@GMAIL.COM)

#### GRAPHIC/CAD ARTIST

We are looking for a very talented CAD artist on a temp-to-hire basis. Will be working closely with Jamie to sketch & make CADs for all orders. Will also be helping with print development, colors, and trends. No previous experience necessary, just need to have a sense of urgency, a good eye, and love CADing! Please send resumes to [JamieWirht@TopsonDowns.com](mailto:JamieWirht@TopsonDowns.com) and [GalitWeintraub@TopsonDowns.com](mailto:GalitWeintraub@TopsonDowns.com)



#### MAJOR ACCOUNT EXECUTIVE

Nicole Lee, L.A. based Fashion (handbags & Accessories) leading company seeking for Major Account Executive.  
•Must have current major account leads  
•Experience in sales to major accounts  
•High level of professionalism & Integrity  
Website: [www.nicoleleeusa.com](http://www.nicoleleeusa.com)  
Please email your resume to: [samuel.L@nicoleleeusa.com](mailto:samuel.L@nicoleleeusa.com)

#### PRODUCTION ASSISTANT

"Orange County Surfwear brand seeking part time Production assistant. Must have strong technical experience including Spec sheets, tech packs, construction knowledge, quality control. Able to work independently and stay focussed to meet deadlines. Detail oriented Illustrator skills preferred. Flexible schedule. Please email resume, salary history and availability to: [Aja@oceandless.com](mailto:Aja@oceandless.com)"

#### ACCOUNTANT

Apparel manufacturer is seeking an exp'd accountant/bookkeeper. Knowledge of Quick Books is required. Duties includes general ledger maintenance, AR & AP. Email resume to [Sol@kashapparel.com](mailto:Sol@kashapparel.com) & [Textsmart@aol.com](mailto:Textsmart@aol.com)

#### ACTIVEWEAR DESIGNER

Active/lifestyle designer must have strong fabric, color, trim, fit, trend knowledge. Illust, tech packs, 4+yrs. experience only. Email resume: [info@kosusa.com](mailto:info@kosusa.com)

#### DENIM DESIGNER FOR MEN & WOMEN

Premium Denim Manufacturer Base in LA Urgently Needs: Denim Designer for Men & Women. Send Resume/ portfolio to: [apparelirect@aol.com](mailto:apparelirect@aol.com)

## Jobs Available

#### TECHNICAL DESIGNER

Multi-Division women's sleepwear firm has immediate opening for an exp'd Technical Designer to support our prod'n development team. Must have strong Photoshop/Illustrator/Excel skills & excellent drawing skills. Must understand garment construction & be able to apply POM's & Specs of garments to Tech Packs. Must be very detailed-oriented. Send resume with salary history to: Emily Luna  
MGT Industries, Inc.  
13889 S. Figueroa Street  
Los Angeles, CA 90061  
Fax: (310) 538-1343  
E-Mail: [eluna@mgtind.com](mailto:eluna@mgtind.com)

### Karen Kane

#### 1ST THRU PRODUCTION PATTERNMAKER

Candidate must have exp. in women's contemporary apparel. Develop & release patterns for first thru production. Strong communication & organizational skills. Computer literacy & Gerber system a must. Min. 2-3 yrs experience. Bilingual English/Spanish a plus. Email resume to: [resumes@karene.com](mailto:resumes@karene.com) or fax to 323-277-6830

#### PATTERNMAKER

We have an immediate opening for a Production Patternmaker with a min. of 5 yrs. exp. Knowledge of bra or daywear development, construction and grading is a plus. Must have exp. in Sleepwear and Daywear in both woven and knit fabrics. Exp. with Gerber PDS 2000 or Optitex system is required. Must be detail-oriented, able to work independently, and have good communications skills. Send res. w/sal. hist. for all positions to: Emily Luna  
MGT Industries, Inc.  
13889 S. Figueroa Street  
Los Angeles, CA 90061  
Fax: (310) 538-1343  
E-Mail: [eluna@mgtind.com](mailto:eluna@mgtind.com)

#### ASSOCIATE DESIGNER GIRLS 7-16

Strong visualization and creative direction for fashion tops. Knowledge of screen printing, separations and embellishment techniques. Fresh ideas, self-initiative and team effort, critical. Create artwork with keen understanding of customers. Highly organized, driven for results, decisively communicate creative ideas. Send portfolio with resume to: [tlamantain@selfesteemclothing.com](mailto:tlamantain@selfesteemclothing.com)

#### PATTERNMAKER NEEDED

J BRAND in Los Angeles, CA is seeking a 1st-Production Pattern Maker, well versed on denim, Gerber, knits. Min. 8 yrs. exp. For consideration, please email resumes to: [JBLAcareers@jbrandjeans.com](mailto:JBLAcareers@jbrandjeans.com)

#### SALES ASSOCIATE

MESMERIZE Seeking an individual to join our sales team.  
Email: [kambiz@mesmerize.net](mailto:kambiz@mesmerize.net)

## Jobs Available

# PAIGE

### SPEC WRITER - DOMESTIC DENIM

Paige Premium Denim is seeking a Spec writer with 3 to 5+ yrs. exp., Candidate will be working closely with the design, pattern room and production team. Responsibilities include: create production tech packs for CMT denim prod.; measure and prepare fit samples for fittings; ensure on-time release of tech packs to the production dept. Must have exp. in denim construction, advance computer skills (Illustrator, Photoshop and Excel) required. Experience with PLM a plus. Ability to proactively trouble shoot & problem solve and thrive in a fast paced environment. Must be detail oriented & well organized. Please fax resume with salary history to Attn: Human Resources (310) 204-1172, or e-mail to the Human Resources Dept.: elaineb@paigeusa.com

### TECHNICAL DESIGNER/QC AUDITOR

Plan, create and manage tech packs to meet company objectives. Ensure garment consistency as it pertains to fit, construction and quality. Work with internal teams and factories from product development to finished goods. Perform inspection of the finished goods and ensure the quality meets company expectation. This position requires great attention to detail. Please apply at info@appareljobsearch.net

### QUALITY CONTROL INSPECTOR

Full-Time TEMP Field QC Inspector starting 1/1/16 for approx. 3 months for LA area Junior Apparel Mfr. Domestic production. Strong garment construction knowledge. Factory evaluations. Compliance standards for Private & Brand Labels. Drive to offsite warehouses. Send resume: tlamantain@selfesteemclothing

## Jobs Available

### GRAPHIC ARTIST

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

### ASSISTANT DESIGNER

Junior growing dress company 3 yrs. of exp. Ability to work independently. Must have exceptional organization skills, self-starter, creative, diligent individual. Photo shop, illustrator exp. Great opportunity for the right person. Resume: AssistantDesignerHR2016@hotmail.com

## Buy, Sell and Trade

### SEWING EQUIPMENT AVAILABLE

Great selection of sewing equipment available from recently closed plant. Single/double needle, button, z racks, carts, boiler, air compressor & more. Located in Gardena. Call Dave for details. 626-755-6750.

### •WE BUY ALL FABRIC!

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

### WE BUY FABRIC!

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

## Real Estate

### GARMENT BUILDINGS

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

### SPACE FOR LEASE

•In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District •Industrial, retail and office space also available throughout the San Fernando Valley •Retail and office space also available just south of Downtown 213-626-5321 or email info@anjac.net

## Position Wanted

### 35 YRS EXP'D

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)

### DESIGN GROUP WITH 25YRS. EXP.

Overseas direct factories, China, India, Mexico, Vietnam, LA looking to help you with designs for upcoming markets, missy, contemporary, junior, large size, denim, wovens, knits, sweaters. Samples to full production with full tech packs. 323-881-3209 or 626-833-7260.

## Lines Wanted

### WELL KNOWN & CONNECTED SALES TEAM WITH STRONG RELATIONSHIPS WITH MAJOR CHAINS & DISCOUNTERS.

Looking for Additional Products in Popular Price Juniors & Jr. Plus. Showroom in the CMC. Terri & Barry Budow 213.434.0405 bbudow@pacbell.net

# COMING SOON IN CALIFORNIA APPAREL NEWS



January 15

Cover: Trade Show Coverage  
2015 Financial Review/2016 Financial Forecast  
New Lines & Showrooms  
T-Shirt Report

T-Shirt Advertorial  
Fashion Faces  
Technology Advertorial

Bonus Distribution  
Shape 1/18-20  
Designers & Agents LA 1/18-20



LA Fashion Market 1/18-21  
Imprinted Sportswear Long Beach 1/22-24  
Fashion Market Northern California 1/24-26  
Project NY 1/24-26  
Texworld USA 1/24-26  
Liberty Fairs NY 1/26-28  
Dallas Market Week 1/27-30



January 22

Cover: LA Market Wrap  
Retail Technology  
Surf Expo Wrap

Bonus Distribution  
CALA San Francisco 2/2-3

January 29

Cover: Trade Show Coverage  
E-tail Spot Check  
Lingerie  
New York Textile Coverage

Las Vegas Resource  
Guide

Bonus Distribution  
LAMKT 1/30-2/2  
OffPrice Show 2/14-17  
AccessoriesTheShow/LV 2/15-17  
Agenda LV 2/15-17  
Liberty Fairs NV 2/15-17

Stitch 2/15-17  
Sourcing@MAGIC 2/15-18  
WWIN 2/15-18  
CurveNV 2/16-18  
Project Women's 2/16-18  
WWD/MAGIC 2/16-18  
POOL 2/16-18  
Project 2/16-18

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A CALIFORNIA APPAREL NEWS SPECIAL SECTION

# N.Y. Textile Preview

January 2016

## & RESOURCE GUIDE

### TEXTILE TRENDS

Depth Perception

In Bloom

Open Weave

Between the Lines

In the Navy

Plaid World

Mad About Saffron

Olive Twist

### TEXTILE NOTES

Global Merino

Showcasing Wool  
Blends With Creora  
Eco-Soft

Prosperity Textile  
Shifts to Better Cotton

Schoeller Adds West  
Coast Sales Manager



ProModal®  
Modal® Blends Tencel®  
Neoprene  
Cashmere Blends  
Sueding Supima® Cotton  
Merino Wool  
Silk Blends Rayon

Capabilities that inspire



KNITTING



DESIGN



R&D



DYEING



PRINTING



FINISHING

For over 25 years, we have manufactured our collection of more than 4,000 European-quality fabrics in our Los Angeles-based facility. We offer faster deliveries, superior quality control, and vertically-integrated services for all major fashion categories.

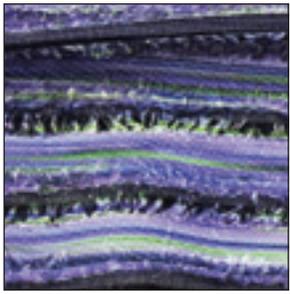
**texollini**

MADE IN THE USA

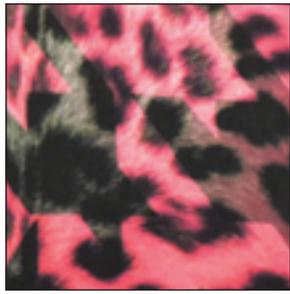
[texollini.com](http://texollini.com)

# Depth Perception

Textile designers get deep with fabrics with added texture—or prints that mimic the look of extra depth.



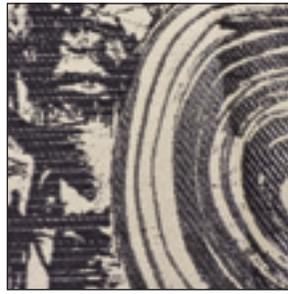
Oriental Digital Textile Printing Co. #OE-8942-2



Oriental Digital Textile Printing Co. #OE-8068WI-2



Twelve "Nizza"



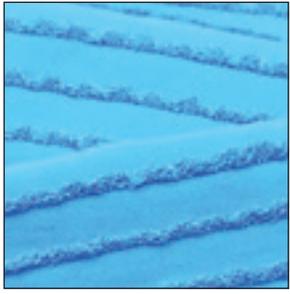
Malhia Kent #T84300 "Lastre"



Texollini #3226D2



Texollini #7517D2



Texollini #79V4D1



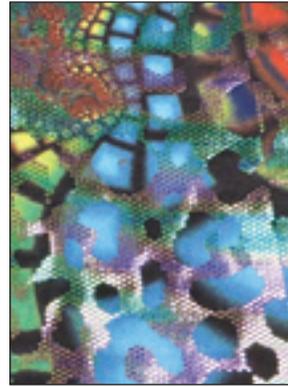
Solstiss #4339E1



Pine Crest Fabrics #FTH20771C1 "Painted Chevron"



Triple Textile Inc. #L-619-E



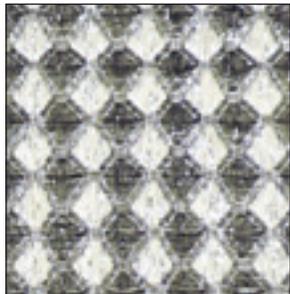
Triple Textile Inc. #FH-13-B



Tricots Liesse #916524



Artex America Inc. (with Creora) #2660-PR



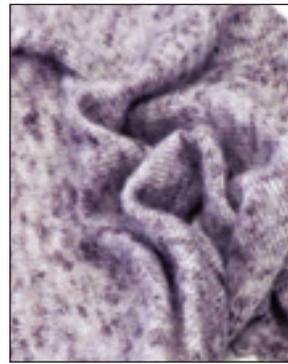
Home Secrets #M1060 "Liquid Nickel"



Home Secrets #M066 "Black Sea"



Asher Fabric Concepts/Shalom B LLC #CVS10 Cotton Lurex Thermal



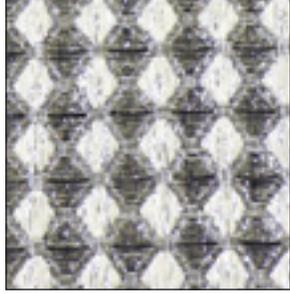
Asher Fabric Concepts/Shalom B LLC #PLX40-LB Brushed Linen Sweater Hacci Jersey



Cinergy Textiles Inc. #Flock-6039



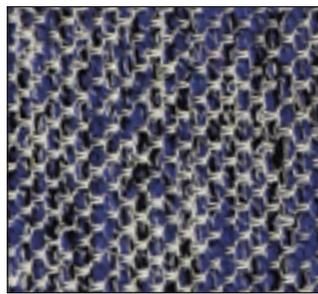
Cinergy Textiles Inc. #Flock-6013



Home Secrets #M1060 "Liquid Nickel"



Cinergy Textiles Inc. #SK-18925-Slub Bouclé Sweater Knit



Cinergy Textiles Inc. #SK-18650-Slub Bouclé Sweater Knit



Cinergy Textiles Inc. #Bouclé-SK-17773 Bouclé Sweater Knit

# In Bloom

Fabric designers head to the garden for inspiration to find oversize floral prints, botanical laces and more-delicate all-over patterns.



Cinergy Textiles Inc. #GZLRX-16902 Printed Gauze With Lurez



Texollini #41B1



Triple Textile Inc. #N-216-T



Solstiss #888171



Cinergy Textiles Inc. #RSJ-MX6323MF



Cinergy Textiles Inc. #JSYSL-17357



Cinergy Textiles Inc. #SPOP-MX6022MF Printed Stretch Poplin



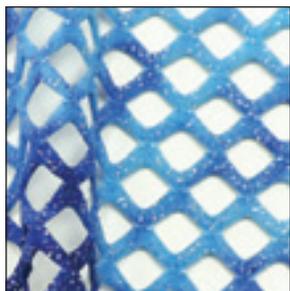
Confetti Fabrics #K1756 "Joy"

# Open Weave

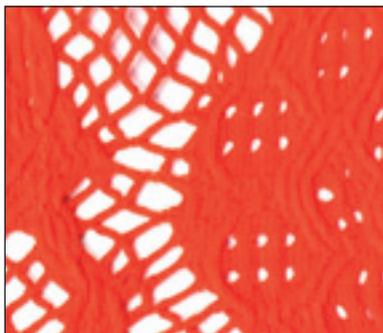
Look for lace, crochet and other open-weave looks to add a delicate refinement or a touch of casual chic.



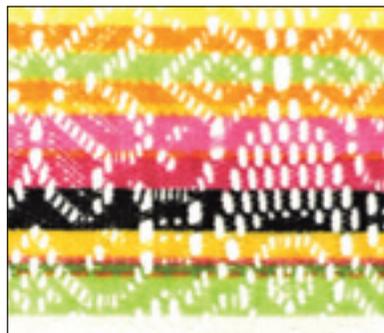
Alphalace Collection Studio #A1828



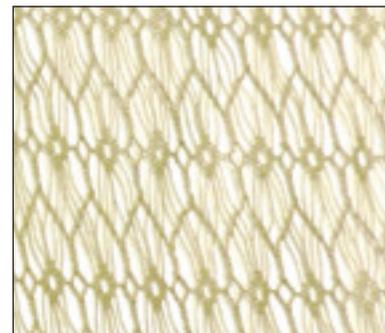
Triple Textile Inc. #L-612-H



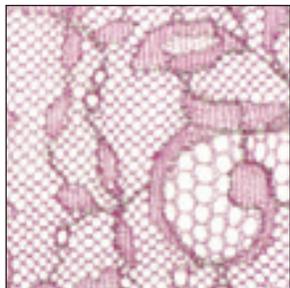
Tricots Liesse #54566



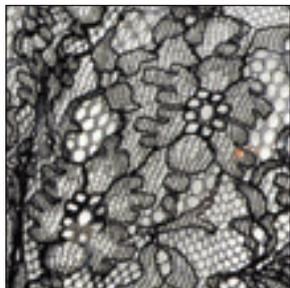
Cinergy Textiles Inc. #Crochet-17627 Printed Crochet



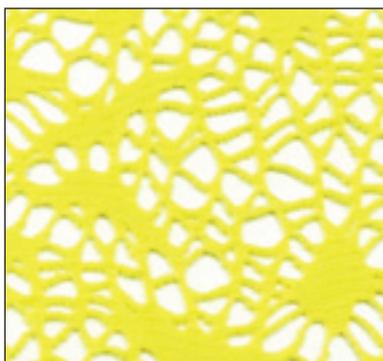
Solstiss #656R16



Solstiss #B04087



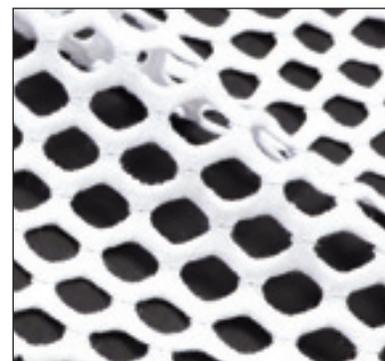
Solstiss #504358.475



Cinergy Textiles Inc. #Crochet-17640 Mesh Crochet



Solid Stone Fabrics "Punched Out"



Asher Fabric Concepts/Shalom B LLC #CMX24 Mesh Cotton Spandex



Solid Stone Fabrics #K-12147



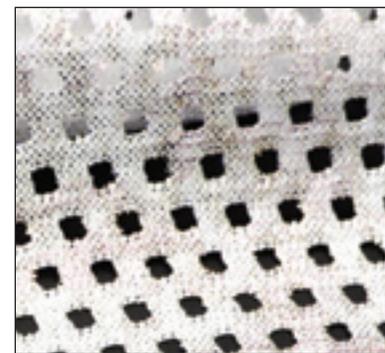
Solid Stone Fabrics #K-11988-1



Tricots Liesse #916693



Triple Textile Inc. #L-612-K



Solid Stone Fabrics #MC-A1295A

**VISCOSE** blends *Stitched with Love*  
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*Linen* blends *Knitted with Love*  
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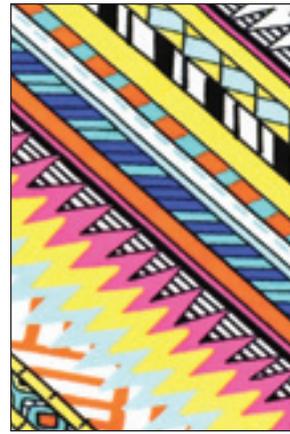
## TEXTILE TRENDS

### Between the Lines

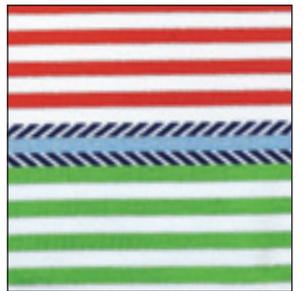
Textile designers look between the lines for new takes on stripes, lined patterns and geometric designs.



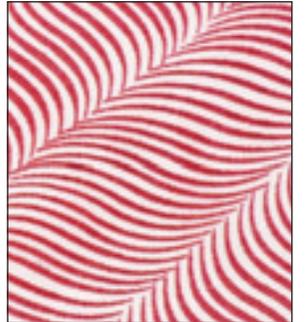
Confetti Fabrics #K1296 "Justige"



Pine Crest Fabrics #BTP081C1 "Ethnic Zig Zag"



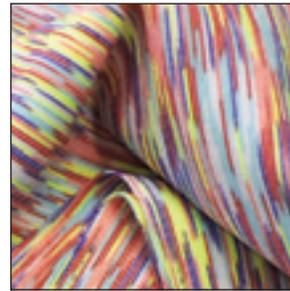
Tricots Liesse #54446



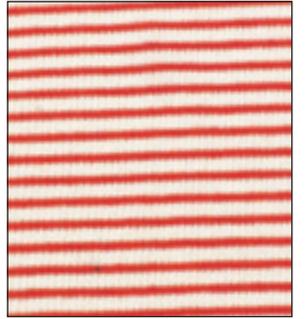
Cinergy Textiles Inc. #0313-0985-5400



Eclat Textile Co. Ltd. #RT1505120



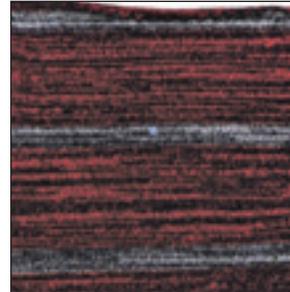
Jiedian Textile Co. Ltd. (with Creora) #JD8122-1



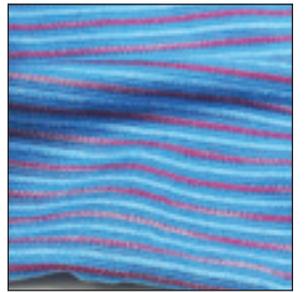
Asher Fabric Concepts/Shalom B LLC #CR607-RD Sheer Stripe Rib 2x1 Laundered



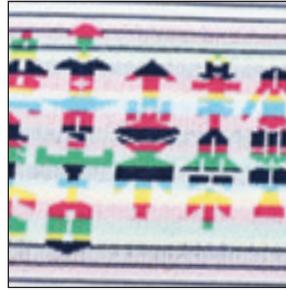
Texollini #790CSD2



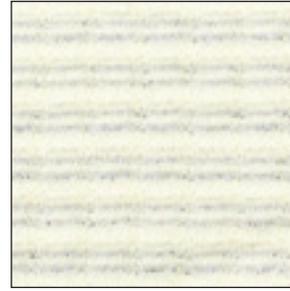
Asher Fabric Concepts/Shalom B LLC #VPX44 Intermingle Plaited Sweater



Eclat Textile Co. Ltd. #RT1509054



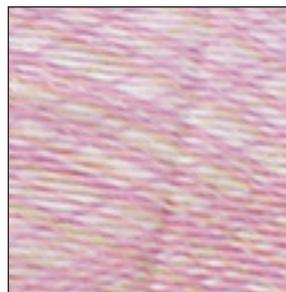
Tricots Liesse #54650



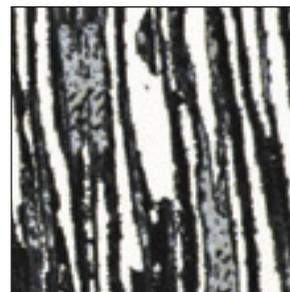
Tricots Liesse #916735



Texollini #3316SD2



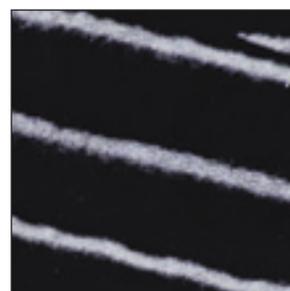
Cinergy Textiles Inc. #CT1G2030/WT



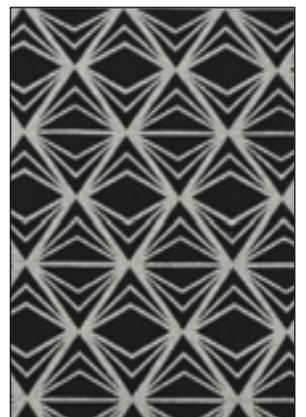
Texollini #75J2D2



Asher Fabric Concepts/Shalom B LLC #CCS42-ST Cotton Stripe Sweater



Asher Fabric Concepts/Shalom B LLC #MCF20BK French Terry Stripe Loop Brushed



Eclat Textile Co. Ltd. #RT1412118

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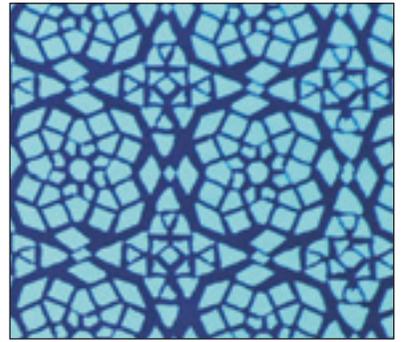
Texollini #3322D2



Confetti Fabrics #K1778 "Galli"



Cinergy Textile Inc. #Techno-MX6279MF



Pine Crest Fabrics #FTP20331C1



Cinergy Textile Inc. #Spunpoly-1292



Cinergy Textile Inc. #JSY-RSJ-MX3569G



Cinergy Textile Inc. #SRK-15921-62



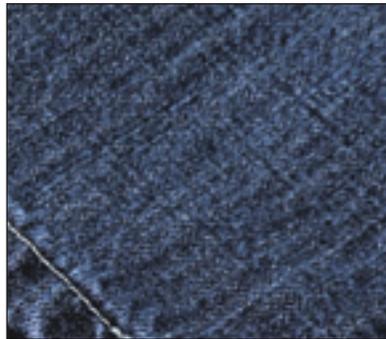
Cinergy Textile Inc. #Linen-16190 Linen Double Stripe



Denim North America #92577 "Gramercy"



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## Prosperity Textile Shifts to Better Cotton

Chinese denim mill **Prosperity Textile** will begin using **Better Cotton** for all its lightweight cotton denim fabrics beginning with the Spring/Summer 2017 season.

The **Better Cotton Initiative (BCI)** is a non-profit organization that seeks to bridge the cotton supply chain from farmer to retailers by providing global standards for sustainable cotton production.

"We believe sustainable cotton is what every denim mill should use, and we value the importance Better Cotton has for both farmers and the industry in general," said Leo Ku, president of Prosperity Textile, in a statement.

Prosperity Textile can produce up to 2 million yards per month of lightweight denim, including shirting and dress-weight fabrics. According to the company, there will be no change in the price with the shift to Better Cotton.

"Prosperity Textile's ambitious target is an example that we hope will inspire other textile mills to be a part of the initiative," said Paola Geremicca, BCI director of communications and fund-raising. "Their support, and the support of our members, helps us to establish a more sustainable cotton sector."

Andrew Olah, chief executive of **Olah Inc.**, which manages Prosperity's U.S. sales and produces the **Kingpins** denim trade show, said more retailers and brands are looking to source sustainable cotton. In addition to Olah Inc., **Levi Strauss & Co.**, **G-Star Raw**, **Marks & Spencer**, **Tommy Hilfiger**, **Adidas**, **H&M**, **IKEA**, **VF**, **Inditex** and **Nike** are members of BCI.

## Schoeller Adds West Coast Sales Manager

Swiss textile maker **Schoeller Textil** added a new member to its U.S. team with the addition of Fawn Knadler as West Coast sales manager.

Based in Seattle, Knadler was most recently merchandising manager for apparel and outerwear at **Mervin Manufacturing** and saw the Seattle snowboard company through its sale by **Quiksilver Inc.** to **Extreme Holdings Inc.** She has also served as director of sales for Seattle-based **Spacecraft** and project manager at **Utility Inc.**, where she worked with both established outdoor companies and emerging brands.

"I am very pleased that Fawn will be joining the Schoeller family and bring her many business skills and talents to her new position as West Coast sales manager," said Stephen Kerns, president of Schoeller USA. "I am confident she will make great contributions to our continued global growth."

Based in Newburyport, Mass., **Schoeller Textil USA** is a subsidiary of Sevelen, Switzerland-based **Schoeller Textil AG**, the 149-year-old textile manufacturer of technical fabrics and smart textile finishing technologies. For more information, visit [www.schoeller-textiles.com](http://www.schoeller-textiles.com).

"More and more of our customers are seeking fabrics made with sustainable cotton, and Better Cotton is one excellent option," Olah said.

Founded in 1995, Prosperity Textile is a vertically integrated denim production facility with the capacity to produce 60 million yards annually. The company provides research and development, design, and manufacturing services to customers worldwide.

Located in Shaoguan, China, the company dyes, weaves and finishes its fabrics in weights ranging from 5 oz. to 15 oz. for menswear, womenswear and childrenswear. In addition to BCI cotton, Prosperity also produces fabric from other sustainable fibers including Tencel, hemp, recycled materials and organic cotton.

For more information, contact [stafford@ptextile.com.hk](mailto:stafford@ptextile.com.hk).

## Global Merino Showcasing Wool Blends With Creora Eco-Soft

At the January 2016 edition of the **Outdoor Retailer** trade show in Salt Lake City, **Global Merino Inc.** is showing new fabrics made from blends of Merino wool and **Creora Eco-Soft**, a spandex engineered to maintain a soft hand and good drape when mixed with heat-sensitive fibers, including natural fibers such as cotton, wool and silk as well as cellulose fibers such as rayon, Modal and Tencel.

Global Merino's new developments include a Merino wool/polyester/Creora Eco-Soft blend for cyclists that offers warmth, comfort, fit and movement. Another fabric is Global Merino's Mini Terry, which provides warmth without weight as well as freedom of movement

for activities such as running, skiing and hiking.

"We are using Creora Eco-Soft low-heat-set spandex to maintain the softness of the Merino wool in fabric while delivering stretch and recovery for enhanced comfort and fit," said Jose Fernandez, chief executive officer of Global Merino Inc.

Based in San Anselmo, Calif., Global Merino specializes in technical textiles using Merino wool in unique constructions. The company's developments have been recognized by **ISPO Textrends** for its base-layer and second-layer fabrications.

For more information, visit [www.glo-balmerinodata.com](http://www.glo-balmerinodata.com) or [www.creora.com](http://www.creora.com).

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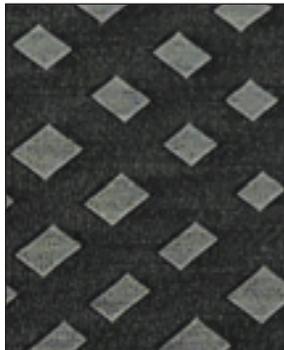
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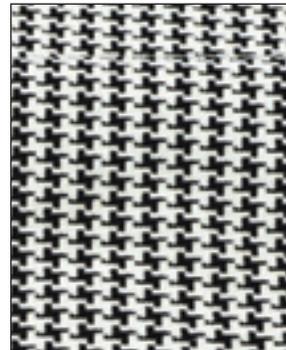

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Texollini #6358YD2



Twelve "Vyronas"



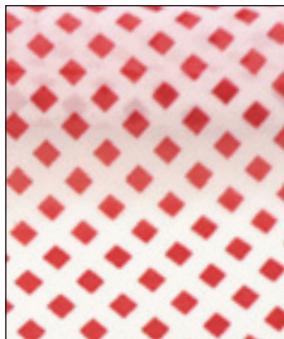
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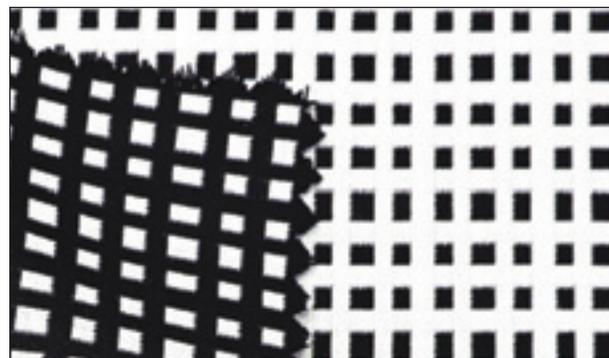
Cinergy Textiles Inc.  
#Pochk-7465 Poly Checkered Knit



Home Secrets #M1071  
"Saffron"



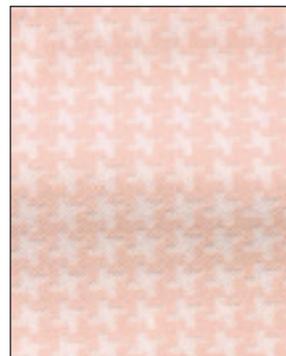
Cinergy Textiles Inc. #0313-0982-5400



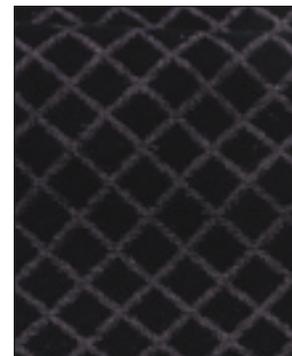
Tytex (with Creora) #T2182



Texollini #75JD2



Texollini #6322D1



Texollini #6360YD2



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Asher Fabric Concepts/Shalom B LLC #SCJ40 Supima Cotton Slub



Cinergy Textiles Inc. #Linen-13599 Yarn-dye Plaid Linen

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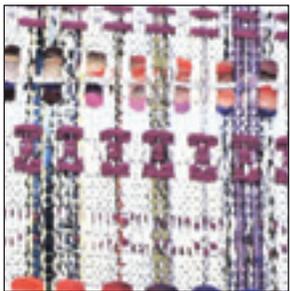
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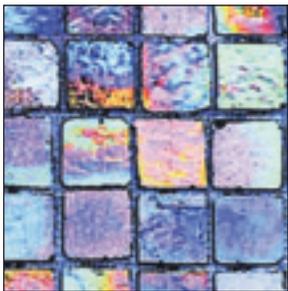
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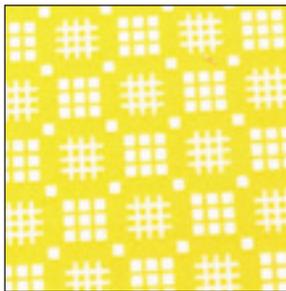
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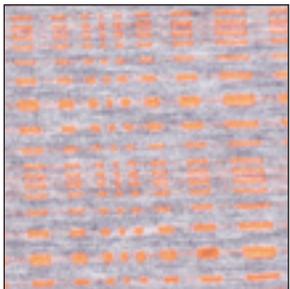
Malhia Kent #T87021  
"Lavrentios"



Oriental Digital Textile Printing  
Co. #OE-8945-1



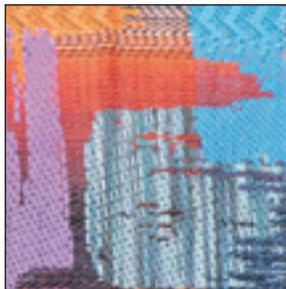
Robert Kaufman Fabrics  
#ADZ-15882-140 "Screamin'  
Yellow"



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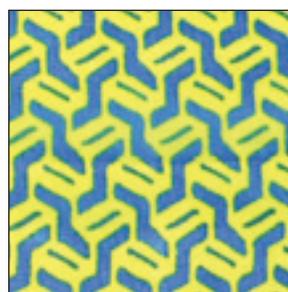
Triple Textile Inc. #L-603-Q



Malhia Kent #T87192  
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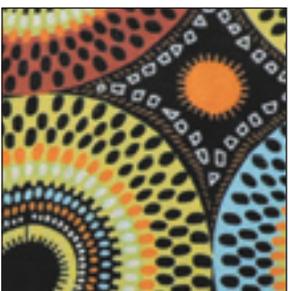
Cinergy Textiles Inc. #1113-  
1120-5400



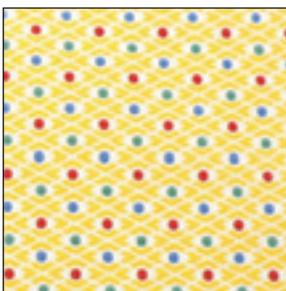
Oriental Digital Textile  
Printing Co. #OE-1112WI-2



Triple Textile Inc. #FH-15-G



Confetti Fabrics #08845  
"Yoda"



Robert Kaufman Fabrics  
#ADZ-15883-5



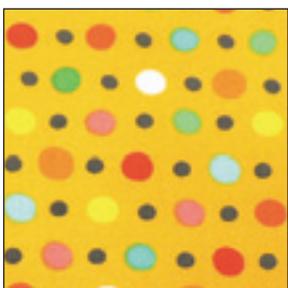
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Tricots Liesse #916710



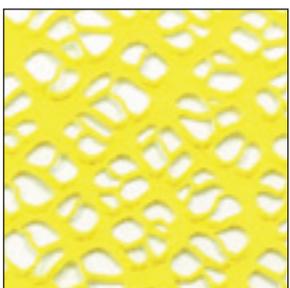
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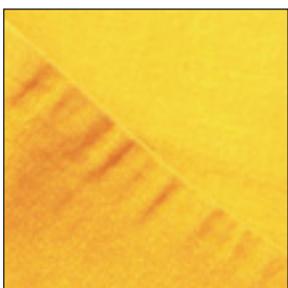
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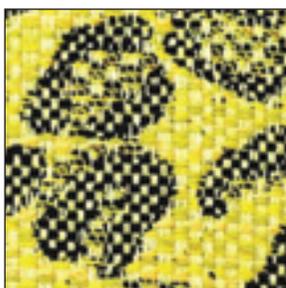
Cinergy Textiles Inc.  
#DTY-G13047-7921



Tricots Liesse #54225



Denim North America #92866  
"Waverly"



Malhia Kent #T84535  
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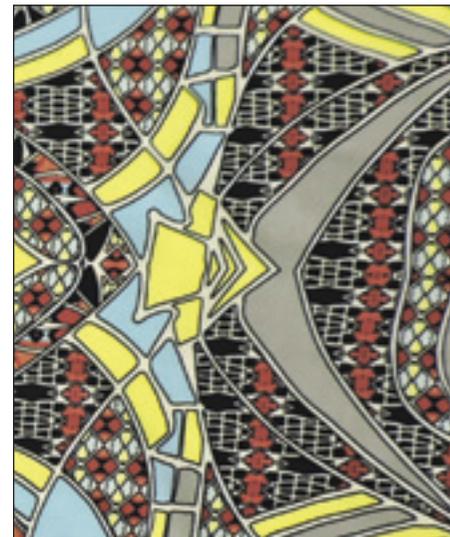
Confetti Fabrics #K1643 "Lippo"



Robert Kaufman Fabrics #Antwerp Linen-SRKD-140



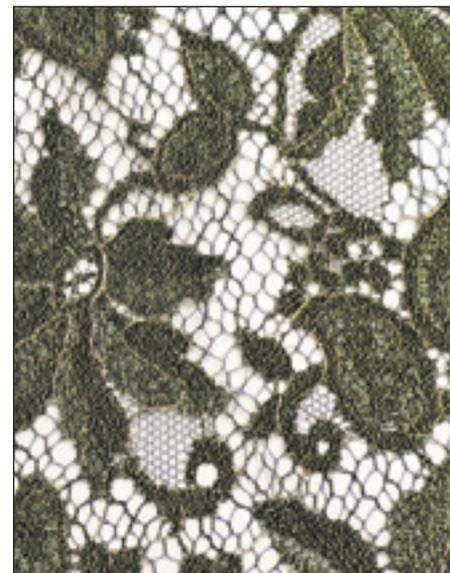
Home Secrets #M1071 "Vegit'al"



Confetti Fabrics #K1774 "Trento"



Cinergy Textiles Inc. #Herbstripe-8953 Herringbone Stripe



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**Products and Services:** Established in August of 1984, Dara Inc. is a credible distributor of the highest-quality trims, threads, notions, beauty and nail art materials, as well as arts and crafts products; it is known to the apparel, arts and crafts, and beauty industries. With over 30 years of the highest quality of service, Dara Inc. has positioned itself as one of the industry's top leaders throughout Southern California and has received significant national and international recognition for its excellence. Our most valuable asset is the ease of doing business due to our huge array of products, making it a "one-stop-shop" for all of our clientele's needs.



## Design Knits

1636 Staunton Ave.  
Los Angeles, CA 90021

(213) 742-1234  
Fax: (213) 748-7110  
[www.designknit.com](http://www.designknit.com)  
[shalat@designknit.com](mailto:shalat@designknit.com)  
Contact: Shala Tabassi

**Products and Services:** Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knits for the designer and contemporary markets. They will be featuring new innovations including, but not limited to: cashmere, cotton, linen, silk, wool, rayon and Modal blends. ProModal, Tencel, MircoTencel, Supima blends including our luxe collection. Denim-inspired knits. Cut-and-sew sweater knits. Fashion-forward activewear/athleisure collection



## DG Expo Fabric & Trim Show

(212) 804-8243  
[www.dgexpo.net](http://www.dgexpo.net)

**Products and Services:** DG Expo Fabric & Trim Show is a two-day show featuring U.S. and Canadian companies with low minimums and many with in-stock programs. DG Expo focuses on the needs of designers, small manufacturers (producing apparel, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, and event/party planners. In addition to the two-day show, there is a three-day seminar program focused on business growth and profitability, plus textile classes. The New York show is Jan. 20-21, Miami is March 9-10 and Dallas is June 13-14. Visit our website for details and to register.



## Emsig Manufacturing Corporation

263 W. 38th St., 5th Floor  
New York, NY 10001  
(800) 364-8003, Ext. 309  
[sales@emsig.com](mailto:sales@emsig.com)  
[www.emsig.com](http://www.emsig.com)

**Products and Services:** Our real leather buttons will be in stock for immediate delivery by Dec 15, 2015, from our Connecticut button factory. We constantly have been developing new and different effects made out of melamine resins, which is the strongest, most durable material in the button industry. This is not a petro chemical material, does not support combustion, and can take hundreds of washings

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[INFO@MULTITEX.US](mailto:INFO@MULTITEX.US)

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2445 S. SANTA FE AVE.  
LOS ANGELES, CALIFORNIA 90058



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# N.Y. Textile Resource Guide

Continued from page 13

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G&G MULTITEX, INC.

## G&G Multitex Inc./Geotex

2445 S. Santa Fe Avenue  
Los Angeles, CA 90058  
(323) 588-3100  
Fax: (323) 588-1499  
info@multitex.us  
www.multitex.us

**Products and Services:** G&G Multitex, Inc. is a leading supplier of high-quality knit fabrics to the Los Angeles apparel industry with over 25 years of experience. By knitting yarn into American-made fabrics and with the help of in-house printing capabilities, we have proven to be versatile and resourceful in our ability to supply our customers with the most unique and fashion forward fabrics. With access to our circular knitting mill, Santa Fe Knitting and Geotex, our Roll to Roll sublimation printing plant with digital printing capabilities, we are more than capable of developing and producing new and innovative fabrics. Our portfolio of fabrics consists of natural and synthetic blend knits, with or without spandex. We produce solid or printed constructions ranging from basic jerseys to double knits, jacquards, sweater knits as well as 3 ends French terry and fleece knits. We invite you to learn more about our company, its different divisions, and our many different products and services.



## J.N. Zippers & Supplies Corp.

380 Swift Avenue—Unit #5 and 6  
South San Francisco, CA 94080  
Contact: Judy Elfving  
(480) 529-6331  
judy@zprz.com

**Products and Services:** Founded in America in 1990, J.N. Zippers & Supplies Corporation serves the industry with a California-based corporate office and warehouse with China factory customization for garment, bag and accessory manufacturers worldwide. Quick sampling from our warehouse stock of high quality zippers, pulls, bag, and apparel hardware that are ITS, SGS, Oeko-Tex, ISO9001:2000 safety tested and standards compliant. Our staff is ready to assist you with choosing the best zipper configuration suited to your product. We offer private branding on pulls, hardware, and labels. Our warehouse also stocks elastics, tapes, cords, labels, and workroom supplies for spot delivery. Turn to the experts at J.N. Zippers & Supplies Corp., and the in-stock division of ZPRZ Company, to provide you with the best combination of quality, price and service.



## Philips-Boyne Corp.

135 Rome St.  
Farmingdale, NY 11735  
(631) 755-1230  
Fax: (631) 755-1259  
www.philipsboyne.com  
sales@philipsboyne.com

**Products and Services:** Philips-Boyne Corp. offers high-quality shirtings and fabric. The majority of the line consists of long-staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, Oxfords, dobies, voiles, Swiss dots, seersuckers, gingham, flannels, and more. Exclusive broadcloth qualities: Ultimo, Corona, and Superba. Knowledgeable customer-service team, immediate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations.



## Progressive Label

2545 Yates Ave.  
Commerce, CA 90040  
(323) 415-9770  
Fax: (323) 415-9771  
Info@progressivelabel.com  
www.progressivelabel.com

**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and

merchandising needs. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers. Another important part of our business is FLASHTRAK, our online ordering system for price tickets. It's a great tool for placing and tracking price ticket orders and will soon be expanded to include custom products and care labels.



## Sourcing at MAGIC

www.magiconline.com

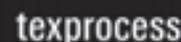
**Products and Services:** With Sourcing at MAGIC opening on Feb. 15 in Las Vegas and other shows opening on Feb. 16, MAGIC is the global pillar of fashion trade shows. Twice annually, 60,000+ industry insiders meet in Las Vegas to shop 11 can't-miss markets, each tailored to a unique look or trend. Our comprehensive marketplace covers the top men's, women's, juniors' and children's apparel, footwear, accessories, and resources. With 85 years of experience and attendance from over 120 countries, MAGIC moves fashion forward globally. From the fabric to the finished product, the hottest brands to the top designers, and the tastemakers to the power buyers, if it's fashion, you'll find it at MAGIC.



## Texollini

2575 El Presidio St.  
Long Beach, CA 90810  
(310) 537-3400  
www.texollini.com

**Products and Services:** We at Texollini use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 25 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand.



## Texprocess Americas

http://texprocess.messefrankfurt.com

**Products and Services:** The third edition of Texprocess Americas, formerly SPESA EXPO, is the largest North American trade show displaying equipment and technology for the development, sourcing, and production of sewn products. Texprocess Americas provides a platform for leading international manufacturers to present their latest machines, plant, processing, IT systems and services for developing textiles and other flexible materials. The event will be held May 3-5, 2016, at the Georgia World Congress Center in Atlanta, Georgia. Once again Texprocess Americas will be colocated with Techtextil North America, making this the largest and best technical textile, nonwoven, machinery, sewn products and equipment trade show in the Americas!



## Zohar Industries

4851 S. Alameda St.  
Los Angeles, CA 90058  
(323) 544-4444  
Fax: (323) 544-4000  
info@zoharindustries.com  
www.zoharzipper.com

**Products and Services:** Zohar Industries is a YKK authorized distributor specializing in all types of novelty zippers with fast delivery and excellent customer service. We have been in business over 25 years and we are proud in our outstanding and friendly service combined with excellent products and fast delivery. We deliver zippers all over the world, including but not limited to China, Vietnam, EU countries, North Africa, Central America and more. We are a perfect match to a company with contractors in various locations around the globe who needs a superior quality control with their trim. We also offer recycled hangers and flat plastic bags. Please visit our website to view the catalog.



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