

CALIFORNIA ApparelNews

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BUYERS' MARKET: Retailers had a lot of ground to cover at the recent Los Angeles Fashion Market, including permanent showrooms in the California Market Center, The New Mart, the Cooper Design Space and the Gerry Building, as well as temporary trade shows, including Designers and Agents, Brand Assembly (pictured above) and Select.

TRADE SHOW REPORT

Focused Buyers Turn Out for January Market in LA

By Andrew Asch, Alison A. Nieder and Deborah Belgium

January market in Los Angeles is typically a low-key affair with retailers looking to fill in depleted inventories after the holiday season or buyers looking to review lines in a more-relaxed setting before the crush of the Las Vegas trade shows in February.

The Jan. 18-21 run of **Los Angeles Fashion Market** drew a solid retail turnout with many showroom owners and sales reps reporting buyers were focused and prepared to write orders. While attendees came from California and other western states, there were some from the Midwest and East Coast as well.

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TRADE SHOW REPORT

Active Collective Returns for Second Solo Show

By Alison A. Nieder *Executive Editor*

Active Collective, the activewear and athleisure show that bowed last year in Huntington Beach, Calif., returned for its second solo show with 90 exhibitors showing their collections Jan. 15-16 at the **Hyatt Regency Huntington Beach Resort**.

The show is organized by Executive Show Director Shannon Leggett, who also produces the **Swim Collective** trade show in Huntington Beach. Active Collective first launched alongside Swim Collective last January before launching as a stand-alone trade show in July.

The recent show drew buyers from upscale major retailers such as **Neiman Marcus** and **Nordstrom**, contemporary chains such as **Anthropologie** and **Rue La La**, and active-wear retailers such as **Carbon 38**, **Bandier** and **Swell**.

Leggett said retailers came from as far across the country as Philadelphia and Miami and from around the world, including Australia, Japan, Mexico, Canada and the United Kingdom.

"So far everyone I'm seeing is exactly who I wanted to see," said Chris Myers, director of business development for **XCVI Movement**, the newly launched activewear collection

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Can Discount Prices Get Retailers Into Trouble?

By Deborah Belgium *Senior Editor*

California shoppers are filing a flurry of class-action lawsuits against big-name department stores over markdowns allegedly made on "false" original prices.

The lawsuits are putting retailers on high alert about how they discount their merchandise and for how long they sell their goods at full price before putting them on the bargain rack.

The most recent of these cases was filed in early January against **Macy's Inc.** and its **Bloomingdale's** subsidiary. In the lawsuit filed in U.S. District Court in San Francisco, Kristin Haley said she bought a **Lennox** ornament in December for \$17.99 at a Macy's in San Rafael, Calif. Haley maintained in court papers she bought the ornament at a 70 percent discount

because she thought it was a great bargain after she saw the original price was listed at \$60. However, the suit claims that the ornament was never sold for \$60 at Macy's or at any other retailers.

Haley also paid \$17.25 for a dress at Macy's that allegedly had a full retail price of \$69. Haley said this was not the prevailing market price and was false advertising.

In the same class-action lawsuit, Sylvia Thompson said she bought a **Beautyrest** mattress at a Macy's in Florida for half the original listed price of \$5,089. According to the lawsuit, the product did not sell at that original price of \$5,089 and because of that Thompson was damaged.

In the Macy's class-action lawsuit, the plaintiffs are asking

➔ **Lawsuits** page 3

Holiday Sales Not as Robust as Expected

By Andrew Asch *Retail Editor*

The **National Retail Federation** reported that sales for the 2015 holiday retail season inched up 3 percent to \$626.1 billion compared with the holiday season in 2014.

The recent results, announced Jan. 15, were down slightly from the NRF's preseason prediction. The retail trade group, based in Washington, D.C., had expected sales to climb 3.7 percent. During the 2014 holiday season, sales showed a more robust 4.1 percent increase.

However, NRF President and Chief Executive Matthew Shay called the 2015 results solid. "While some will attempt to diminish this positive outcome, the fact remains that retail continues to play an important role in growing our economy," he said. "This holiday season has proven once again that the industry can quickly and successfully respond to a rapidly changing and challenging sales environment in order to achieve continued year-over-year growth."

Temperatures for the holiday season were unseasonably warm across the United States. Economists and executives blamed the balmy weather for shoppers postponing purchases of things such as outerwear, gloves and boots.

Terry J. Lundgren, chairman and chief executive officer of **Macy's Inc.**, specifically blamed the warm weather for

Macy's recent soft performance. "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 before announcing the department-store giant would close 40 Macy's stores across the country.

Store closures also have hit other major retailers. On Jan. 15, **Wal-Mart Stores Inc.** announced it would close 269 stores in the U.S. and around the world. In California, the company will close stores in San Jose, downtown Long Beach and on Crenshaw Boulevard in Los Angeles.

The U.S. Department of Commerce released retail sales numbers for all categories on Jan. 15. December retail and food services sales were \$448.1 billion, down 0.1 percent from the previous month but 2.2 percent above December 2014.

The 2016 winter holiday season was hobbled by retailers offering deep discounts early in the season, said Marshal Cohen, chief industry analyst for **NPD Group**, a prominent market-research company. In a Jan. 21 blog, Cohen wrote, "Earlier promotions may bring earlier shopping, but that doesn't ensure greater sales results in total. Retailers need to do a better job of pacing the holiday, putting sales in place at strategic and necessary times, rather than the shotgun approach we have seen for the past few years." ●

INSIDE

Where fashion gets down to businessSM



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American Apparel and Charney Testify in Bankruptcy Court

American Apparel founder Dov Charney, current Chief Executive Office Paula Schneider and others vying for a stake in the future of the Los Angeles-based apparel manufacturer and retailer recently appeared before U.S. Bankruptcy Judge Brendan Shannon in Wilmington, Del.

Shannon is tasked with deciding whether to approve a Chapter 11 exit plan put forward by American Apparel or leave the door open to a plan backed by Charney, who was ousted as CEO in 2014.

Charney and Chad Hagan of **Hagan Capital Group**, one of the two investment companies Charney has tapped to help him regain control of American Apparel, testified in court on Jan. 21, according to *Reuters*. Schneider testified on Jan. 20.

Schneider and the American Apparel board have put together a plan to emerge from bankruptcy with the help of investment firms **Standard General** and **Monarch Alternative Capital**. American Apparel's board has already rejected the Charney-backed bid in favor of the company's own pre-packaged bankruptcy filing plan, which it proposed when it filed for bankruptcy protection on Oct. 5.

Under the pre-packaged organization plan, 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.

Charney, together with Hagen Capital and **Silver Creek Capital Partners**, has proposed a \$300 million bid to acquire the clothing company. The proposal includes \$130 million from the investor group with \$90 million of new stock and \$40 million from a term loan. American Apparel would exit bankruptcy with \$160 million in cash and new equity and a \$50 million credit line. It also would have a cushion of \$90 million in equity, compared with about \$75 million under the earlier debtor plan.

According to *Reuters*, the bankruptcy court will make a decision on Jan. 25.

LA-Based Brentwood Associates Buys Boston Proper

Boston Proper, the multichannel retailer owned by **Chico's FAS Inc.**, has been acquired by Los Angeles-based private-equity investment **Brentwood Associates** for an undisclosed amount.

Boston Proper President and Chief Merchandising Officer Sheryl Clark will remain with the company to help Brentwood "re-focus on building a unique and compelling direct-to-consumer lifestyle brand through Boston Proper's print, digital and social channels," according to a company statement.

"We will reignite the passion around the brand, strengthen the quality of our service and further enhance the personal relationships that drive our business," Clark said in a statement. "Everyone changes. We've changed. Our customer has changed. The world has changed. But our core attitude is still there. We've started the conversation with our customers, and they're eager to join us on this journey of growth and rediscovery."

Clark praised Brentwood for its "proven track record of success with our business model" and its "strong understanding of who we are and a like-minded vision of where we want to go."

Founded in Boca Raton, Fla., in 1992 Boston Proper sells women's apparel and accessories through its catalog and website. Chico's acquired the business in 2011.

Eric Reiter, a partner at Brentwood, said the investment firm had been following Boston Proper's business for over a decade. "They occupy a unique and compelling niche within the women's apparel and accessories market, and we believe we can be a valuable partner in their next stage of growth," he said.

In November, Brentwood acquired **J. McLaughlin**, a nearly 40-year-old specialty-store chain founded in New York. The company operates 103 stores, which are primarily on the East Coast, but it also has stores in the California cities of San Marino, Montecito, Newport Beach and Palo Alto.—A.A.N.

Crew Knitwear Hires Former Kellwood Exec as CEO

Los Angeles-based **Crew Knitwear**, maker of the **Bobeau** and **H.I.P.** brands, has hired Tricia Franklin as chief executive officer.

Franklin spent more than a decade at the **Kellwood Co.** in several executive positions, including chief operating officer of Kellwood's **Halmode** and **Dorby** divisions and the **Kellwood Designer Alliance Group** as well as serving as president of **BLK DNM** (both under the Kellwood umbrella and as an independent company).

"We are delighted to have added a seasoned executive to our team who understands both brand strategy and our fast-fashion production model so that our brands can

continue their strong growth trajectory," said Crew Knitwear founder Chris Jung in a statement.

Bobeau is carried at retailers such as **Nordstrom**, **Dillard's** and **Bon Ton**. The company recently added a new brand, **Bobeau Collection**, which is sold at specialty retailers and online at www.bobeau.com. Bobeau Collection will show its Fall 2016



Tricia Franklin

line at **Project Women's** in Las Vegas and **Cote-rie** in New York.

"It's a pleasure to join such a rapidly growing company with a unique positioning," Franklin said in a company statement "Bobeau, the modern misses brand offering an on-trend aesthetic at a better price point, fills a real gap in the marketplace. Its customers—both retailers and end consumers—love the brand, and I'm

looking forward to working with the team to help them realize its full potential."

Founded in 2001, Crew Knitwear produces Bobeau for the modern misses market and H.I.P. for juniors. Known for a large selection and fast turnaround times, Crew knitwear sells to department stores, specialty retailers and boutiques.—Alison A. Nieder



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Calendar

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

ColombiaTex
Plaza Mayor
Medellin, Colombia
Through Jan. 28

Jan. 27

"How to Create a Successful Crowdfunding Campaign," presented by Fab Counsel
312 Arizona Ave.
Santa Monica, Calif.

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through Jan. 30

FIG
Fashion Industry Gallery
Dallas
Through Jan. 29

Jan. 28

Market
LA Mart
Los Angeles
Through Feb. 2

Jan. 30

Westcoast Trend Show
Embassy Suites LAX North
Los Angeles
Through Feb. 1

LAMKT
Los Angeles Convention Center
Los Angeles
Through Feb. 2

There's more
on ApparelNews.net.

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

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

LA Market *Continued from page 1*

CMC's new "modern-woman" wing

Betty Bottom, a veteran CMC showroom, started the year by opening a 2,800-square-foot showroom in the "A" wing of the third floor of the showroom building.

Ernesto Mantilla, a co-owner of the showroom, said Betty Bottom is part of a movement of showrooms representing the modern woman (formerly called the misses category) that moved to the third floor's A wing.

"It will be the destination for our category," he said.

Also making debuts in the A wing were **Sivalia Couture** and **Krishma Overseas**. Another new showroom in the wing is **Wells Apparel Group**. Most of these showrooms moved from the "B" wing on the third floor. The CMC management closed that wing to remodel the B wing into trade-show space.

Wink Wells, a co-owner of Wells Apparel Group, said his showroom made the move to Suite A309 because the wing was becoming known as a place to buy merchandise for the modern-woman category.

More remodeling is on the way for the CMC. It will debut



SELECT SHOW: Buyers checkout the Manhattan Beachwear booth at the Select show in the CMC's Fashion Theater.



BETTY MEETING: Roseanne Tritica, pictured right, shows a buyer some new looks at the CMC's Betty Bottom showroom. Betty Bottom debuted a new showroom for the January Market.

a new look for the B wing of the fifth floor by March. **The Hanger Showroom** will be moving into that new wing, said Selena Slogar, sales director for The Hanger.

For the January market, The Hanger worked out of a temporary showroom on the fifth floor. Slogar said that she had meetings with e-commerce emporium **Revolve** and **Little Black Dress**, headquartered in Chicago. The Hanger represents Australian brands such as **Shilla the Label** and **Wish**.

ket. "The show was very slow," he said. "We have New York and Las Vegas shows following on the heels of it. People are buying immediates. They are not ready to prebook until they go to the big shows and see the big picture," Martin said. **MAGIC** and its satellite trade shows are scheduled to run in Las Vegas Feb. 16–18.

For Mantilla of Betty Bottom, the January LA Fashion market was good overall. "The dollars are up," he said, estimating that sales were up 20 percent over last January. The showroom represents brands such as **Effie's Heart**, **Yasuko**, **Eucalyptus**, **Cute Options**, **Peacock Designs** and **Flutter & Squeal**.

"We've been consistently busy," Mantilla said. "We've been working late each night," he said.

Once again, the CMC produced its temporary contemporary trade show, **Select**, in the Fashion Theater in the CMC's lobby. Select also hosted a preview of **ALT**, an activewear and lifestyle trade show that will officially bow at the March LA Fashion Market. Several companies, such as **Manhattan Beachwear**, exhibited in the ALT preview section at Select. More than 24 brands exhibited at the Jan. 18–20 run of Select, said Rebecca Aguilar, a CMC spokesperson. Brands such as **Magaschioni**, a cashmere label; **Shahida Parides**, a fashion collection; and **Casting**, which is headquartered in Miami, participated in the show.

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HANDMADE: Wooden Ships is one of the new lines in the Rande Cohen Showroom in The New Mart. The collection is handmade in Bali and includes sweaters and knit accessories.



FESTIVAL SEASON: At the Niche showroom in The New Mart, buyers were looking for "grown-up boho" items such as crystal and tassel jewelry by Zacasha to fill in merchandise for the summer "festival season."



MODERN BOHO: Los Angeles contemporary label, Single (showing in the WBC Clothing showroom in The New Mart), was showing digital and placement prints "done in a modern way."

NEWS

Lawsuits *Continued from page 1*

for \$5 million in damages. Macy's has yet to file any legal documents defending itself.

These class-action suits may seem frivolous on the surface, but they can get expensive. In November, **JCPenney** said it would make available \$50 million in cash or store credit to settle a class-action lawsuit that accused the retailer of deceiving customers into thinking they were getting big discounts on certain items.

The JCPenney lawsuit was filed in 2012 on behalf of California shoppers who bought private-label and exclusive branded products between November 2010 and January 2012. In the class-action case of Cynthia Spann v. JCPenney, which was filed in Los Angeles, the plaintiffs claimed that JCPenney routinely marked down items from an inflated price that was never really in effect.

Lead plaintiff Spann claimed that on March 5, 2011, she bought three blouses from Penney's private brand **East Fifth** because the items were advertised at \$17.99, a 40 percent discount from their original \$30 price. According to court documents, Spann later found out that the blouses had not been sold for the original price during the three months prior to her purchase.

JCPenney denied the allegations but said resolving the litigation removed any uncertainty and risk, which was in the best interest of the shareholders.

These kinds of lawsuits come at a time when many out-

let stores have multiplied but no longer just sell damaged or slow-moving merchandise once sold at the nameplate's full-priced stores.

"I think these lawsuits are happening now because when outlets and discount stores originally existed, they were selling seconds," said attorney Staci Riordan, who heads the fashion law team at **Nixon Peabody** in Los Angeles. "When retailers realized how profitable the outlets were, they started making clothes especially for those stores but didn't always change their practice of labeling prices."

Sarah Bruno, an attorney with **Arent Fox**, has been monitoring these cases for some time. "I think these cases are more compelling than other class-action lawsuits because the deception alleged has a dollar amount attached to it," she said. "You are more capable of establishing harm when you say you thought you were saving \$20 but you weren't."

Bruno recommends that retailers develop a system to monitor price changes. "What they have to think through is who is providing them the basis for the pricing and do they have a system in place internally to develop the pricing they are advertising," she said. "This can be an easy fix, but the process of learning about it can be painful."

Riordan said retailers can keep reports that show their sell-through and at what prices they were sold. "They need to keep that for a period of time," she said. "If it is true they sold it at full price, there shouldn't be a problem. But they should have the records to support that position."

California's rules governing pricing are more stringent

than federal rules. The Federal Trade Commission stipulates that products have to be sold at regular prices for a "significant amount of time" before going on sale.

In California, stores must sell the items at the "prevailing market price" for a three-month period before putting them on sale. The more specific California regulation is the reason so many of these class-action lawsuits are being filed in California.

In July, Kohl's was slapped with a class-action lawsuit filed by two women in the San Diego area. Wendy Chowning said she was shopping at a Kohl's in Oceanside, Calif., where she bought a **Jennifer Lopez** dress for \$21. Its full price was listed at \$70. In court documents, Chowning said she thought the prevailing full price of the dress during the three months prior to her purchase "was materially lower than \$70" and she was duped by false advertising.

The other plaintiff in the case, Lourdes Casas, said she bought an **Apt. 9** men's shirt at a Kohl's store in Chula Vista, Calif., for \$18.40—the reduced price on the \$46 shirt. Casas, in court papers, said she "relied upon and was motivated by Kohl's advertisements, statements and omissions concerning the value of the shirt and would not have made said purchase absent the advertisements."

Other lawsuits have been filed in the last few years in California against retailers **T.J. Maxx**, **Burlington Coat Factory** and **Nordstrom Rack**. A U.S. District Court recently rejected Nordstrom's motion to dismiss the case filed in San Diego. ●

Surf Expo: Biggest Show, Trade-Show Director Says

By Andrew Asch *Retail Editor*

It was the 40th anniversary of the **Surf Expo** trade show, and during its most recent run, Jan. 14–16 in Orlando, Fla., the sprawling trade show for swim, surfwear and beach culture reported an increase in vendors.

Roy Turner, senior vice president at **Emerald Expositions**, the producer of Surf Expo, said there was a slight increase in vendors—

Naude, the brand's founder, made a splash in 2015 when he made a statement that the brand would only exhibit at regional trade shows.

McCarty called Surf Expo an “efficient” vehicle for Vissla's sales initiatives because the brand's salespeople got to see buyers from shops across the eastern seaboard, the Caribbean and Central America. He said the brand will continue to focus on regional trade shows.



FLORIDA ALOHA: Entrance to the Surf Expo show at the Orange County Convention Center in Orlando, Fla. The 40-year-old show is focused on surfwear, swim and gifts for water-based lifestyles.

more than 5 percent, he estimated—compared with its show last January. Both shows were considered the biggest shows in Surf Expo's four-decade history. The show covered about 250,000 square feet of real estate in Orlando's **Orange County Convention Center**.

The vendors were some of the biggest surf and beachwear companies, including **Manhattan Beachwear**, **Billabong**, **Quiksilver** and **L*Space by Monica Wise**. The show also devotes a section to the “hard goods” of surfboards, wake boards and stand-up paddle boards. The mix of hard goods and large displays of brand collections reportedly attracts California retailers such as **Jack's Surf Shop**. However, for the large contingent of California-based brands exhibiting at the show, it was a chance to catch up with their East Coast retail partners.

Mac Beu, president of **Katin** brand, said his heritage surf label saw more than 50 core surf shops headquartered on the East Coast during Surf Expo. For him, the sprawling show had a sense of intimacy. “When you have an appointment at that show, it's a thorough meeting,” he said.

The **Maui & Sons** brand has been exhibiting at Surf Expo for more than 20 years, said Patricia Thornton, senior vice president of sales at Maui & Sons.

“For us it's always a writing show,” she said. About 60 percent of the orders written at the show were for at-once orders. The rest were for summer 2016 delivery dates.

Surf brand **Vissla** introduced its first full collection of wet suits at Surf Expo, said Rob McCarty, the brand's vice president of design and merchandising. “We saw over 80 accounts in three days,” he said. “It was better than expected.”

Surf Expo was the first major trade show that Vissla has exhibited at in a year. Paul

“We want to service accounts as best as we can,” he said. “Trade shows can get expensive, and we want to save money and direct money to market to the consumer. It's what we have to do as a young brand. The more consumer demand we create, the more shops will want to stock our product.”

The California-based **Kennington** men's shirting brand made its debut at Surf Expo at its most recent run. Tom Nagy, the brand's national sales manager, said the sprawling show had the sensibility of a regional show.

“It's very Southeast,” he said. “They wanted everything to be bright. Bright colors seem to work well down there.”

Surf Expo had an easygoing pace, he said. “It was a slower show than expected—that is what I heard from other vendors. No one's booth was overflowing. I don't know if

that was due to a tough 2015,” Nagy said.

Surf and action-sports apparel are just one part of Surf Expo. Established surf brands reportedly exhibited at sizable booths. Small and emerging surf brands exhibited at a section called **The Neighborhood**, which made its sophomore run at the recent show. Brands exhibiting at this section typically showed in 10-by-10 booths.

Surf Expo's exhibitors also include exhibitors in other categories, such as **Pelagic Gear**, which sells fishing gear. Brands for the stand-up paddle lifestyle also were popular, Turner said. The show also produced a large gift section, which was popular with retailers serving resorts and cruise ships.

Retailers reported seen at the show included high-end surf shops such as **17th Street Surf Shop** in Virginia Beach, Va.; **Outer Banks Surf Shop** in Duck, N.C.; and **Ron Jon Surf Shop** of Cocoa Beach, Fla., as well as high-profile retailers **Macy's Inc.** and **Dick's Sporting Goods**. ●



MEETING: The Amuse Society booth at Surf Expo

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FEBRUARY 5

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Active Collective *Continued from page 1*

from Los Angeles-based contemporary line **XCVI**. Myers had showed the line in New York and Florida before showing at Active Collective. XCVI Movement features “performance fabrics in sportswear bodies,” Myers said. Fabrics wick moisture away from the body, resist wrinkles, have SPF and UPF protection, and are antimicrobial. Wholesale prices range from \$34 to \$39. The collection is targeted at boutiques, but Myers said

he’d had great reaction from golf stores and spas as well. “It’s truly crossover,” he said.

For the second season, the **Beyond Yoga** booth was crowded with appointments through much of the first day of the show.

“It’s been so busy. We had appointments every hour,” said Lindsay Crandall, sales representative for Southern California and Hawaii. “We had to set up a third station [at the booth].”

Crandall said even with the packed appointment schedule, she also met with “drop-ins” and said the turnout included West Coast stores as well as



SECOND-TIME EXHIBITOR:

Returning exhibitor SlipIns was showing its made-in-America collection of one-piece “SurfSkins,” leggings and bodysuits made from a lightweight, SPF-blocking, fast-drying fabric that can act as an alternative to wetsuits and rashguards.

buyers from across the country, including **Footlocker’s Six:02** division, Anthropologie and Nordstrom.

Active Collective’s concentrated mix of activewear brands makes it easy for buyers to shop the show, Crandall said.

“We’re really busy because people sell through [our product] really well. We’re known for the fabric and the fit. Once they buy it, they want more and they come back.”

Plus, she said, the collection is made in Los Angeles and there is a quick turnaround for orders—“especially for West Coast accounts. They can get it in a couple of days.”

This was also the second time Robin Chesnie and Rick Rickman were at Active Collective with their Newport Beach, Calif.-based line, **SlipIns**. The made-in-America collection features one-piece “SurfSkins,” leggings and bodysuits made from a lightweight, SPF-blocking, fast-drying fabric that can act as an alternative to wet suits and rash guards.

The idea for the line came from Chesnie, who was looking for a full-body suit she could surf in,” said Rickman. Unlike



APPOINTMENTS AND WALK-INS: At the Beyond Yoga booth, the Culver City, Calif.-based company booked hourly appointments and met with walk-in buyers at Active Collective. The turnout was so strong, the staff set up a third table to meet with buyers.

a wet suit, SlipIns’ SurfSkins are easy to put on and take off, Rickman said.

“This makes it a breeze,” he said. “The dive community has gone nuts for this,” he said.

This was the first time at Active Collective for **Yoga Jeans**, a 10-year-old Canadian brand, which makes jeans with four-way diagonal stretch and 92 percent shape memory.

“The unique waistband won’t gap, and the four-way diagonal stretch allows you to really move and to do any movement,” said company representative Nico Adonopulos. The “100 percent made in Canada” collection is well represented in department stores, better chains, and spas and hair salons in Canada and in the U.S. northeastern states, Adonopulos said, adding that the company is looking to expand its distribution to West Coast retailers.

Havok, based in Los Angeles’ Venice neighborhood, is another domestically made collection that showed at Active Collective. Chief Executive Officer Jessica Widro founded the brand shortly after she had her now-2-year-old son.

“Right after I had him, I was working out and I couldn’t find a cute nursing top,” she said.

Havok is designed and manufactured in Southern California, and wholesale prices range from \$25 to \$50.

New York-based **Blanc Noir** has been producing a “function fashion” activewear

collection for two years, but this was the company’s first time at Active Collective.

The company was showing puffer vests with mesh insets for “climate-control,” tops that mixed washable silk with power mesh, compression fabric leggings, and jackets loaded with details such as hidden hoods, thumbholes on the rib-knit cuffs and zippers that add extra ease to the garment.

“It’s not a traditional activewear line,” said Blanc Noir Vice President Burk Damsky, adding that the line was created with several core principles in mind: adaptability, comfort and range of motion.

“But we start all with a fashion perspective,” he said. “It’s not so much about that hour in the gym. It’s about the rest of her life and providing alternatives for clothing that fits her lifestyle.”

Another new-to-Active Collective collection was **Valln**, which launched for Fall 2015. The collection is produced in Los Angeles from LA-made fabrics and was designed to bridge a gap between core activewear and other categories.

“The idea is it’s the answer to a lot of categories—athletic, lounge, casual lifestyle. It even goes with jeans,” said designer Beth Gray, who added that the line sells in contemporary boutiques as well as spas, hotels and resorts. “The altheisure category is so big. The stores that have performance need this also.”

This season, Active Collective also featured several tennis-focused collections, including **Inphorm**.

The Dallas-based company takes an updated approach to tennis with a focus on fabric innovations, said Susan Taylor, vice president for the company.

“It’s so different from anything that’s out there for tennis,” Taylor said.

Inphorm is produced in the company’s own factories in Thailand. One facility is a green factory, which features solar energy and uses discarded cooking oil to create bio-diesel.

“Everything we do is done as eco-friendly as possible,” Taylor said. “It’s important that we have an eco-conscious pedigree.”

Taylor said she met with several companies at Active Collective, including Rue La La, Swell, **Von Maur**, Anthropologie and Bandier, who were specifically looking for tennis apparel. ●



TENNIS CLUB: This season, Active Collective also featured several tennis-focused collections, including Dallas-based Inphorm, which takes an updated approach to tennis with a focus on fabric innovations.

LA Market *Continued from page 3*

Buyers from **Nasty Gal** visited Select, but exhibitors said that the show was marred by low buyer turnout. Georges Levy, president of Casting, said January shows are typically tough. But this show, which focused on Spring clothes, was particularly tough. “Retailers still have a lot of inventory [left over from the holidays],” he said.

Orders at The New Mart

Showroom owners, reps and designers reported a solid turnout at **The New Mart**—especially on the first days of the show.

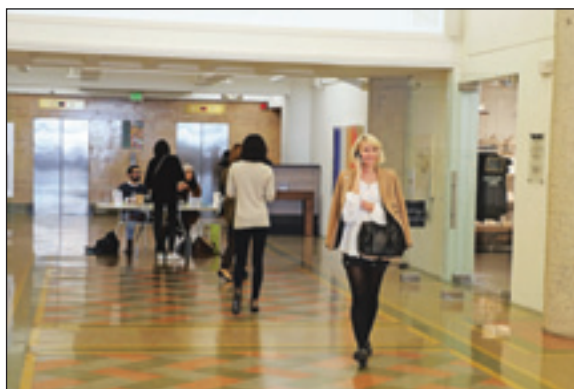
Suzie Hart, co-owner of the **Niche** showroom, said she had a strong turnout for opening day of market.

“A lot of retailers said they had a really good October, November and early December,” she said. “We’re not hearing any negativity. It’s a nice place to be in.”

Hart said many buyers were looking to add accessories to their mix. “Having accessories in the room makes a big difference in January,” she said. Niche’s accessories lines include **Lisa Freede**, a collection of architectural jewelry that can dress up an ensemble or be layered over a T-shirt, Hart said.

Another accessories collection that was a hit with buyers was **Zacasha**, a line of crystal jewelry with tassels. Other “fun” items buyers were looking for included ponchos, pieces with fringe and tie-dye, which Hart described as “grownup boho.”

“A lot of stores are stocking up for festival season,” she



MARKET END: Buyers registered at Cooper at the end of the January LA Fashion Market on Jan. 21.



SIBLINGS MEETING: A meeting at the Cooper’s Siblings Showroom on Jan. 21

said.

Rande Cohen, owner of the **Rande Cohen Showroom**, opened a day early for buyers who prefer to shop on the weekend.

“Sunday was great,” she said. Cohen had five sales reps working on Sunday and said the whole team was busy all day with buyers.

Many of those buyers carry **PJ Salvage**’s collection of pajamas and loungewear, which Cohen said was a strong seller over the holidays.

“PJ Salvage did extremely well—it was their best year ever,” she said.

Cohen also carries **Oats**, a cashmere sweater collection that she said has also done very well at retail.

“The weather has been working with us,” Cohen said. “Now that it’s cold, everyone is so into sweaters, and the colors are beautiful.”

One of the newest additions to the showroom is **Wooden**

Ships, a collection of sweaters and accessories handmade in Bali. Wholesale priced between \$40 and \$60, the collection includes cotton and luxury yarn sweaters, novelty items, and accessories such as fingerless gloves, eternity scarves and hats.

Wooden Ships has a warehouse in New York, Cohen said, adding that the company “can turn things in four days.”

This was the first market in **The New Mart** for Judy Wexler, co-owner of the **Mystree** showroom, which moved to the

building in January from the CMC.

“Sunday afternoon we were busy,” she said. “The vibe is good; the customers love shopping this building. I just wish more people in the building were open on Sunday.”

Single designer Galina Sobolev was in the **WBC Clothing** showroom during market to meet with retailers, including buyers from **Neiman Marcus** as well as a team from **Amazon.com**’s plus-size division, which has been carrying **Single Plus** styles.

For the core collection, Sobolev said she went “back to our boho roots” with a denim-friendly collection that includes Sobolev’s signature placement prints “done in a modern way.”

“Every item has to stand on its own and stand for something,” Sobolev said. “The customer is getting more casual, but she still likes to dress up and she wears jeans.”

This season, Single added some mixed-media pieces that

Robin's Jean Boutique Opens at Beverly Center

High-end denim brand **Robin's Jean** is on the move.

On Jan. 14, the independent brand opened a 1,600-square-foot boutique at the **Beverly Center** mall in Los Angeles. The location is the eighth shop for the brand, known for its one-of-a-kind jeans and a motorcycle lifestyle. The company plans to open three more stores before the summer, according to Kim Dillard, head of public relations for Robin's, which is headquartered in Los Angeles.

The planned stores will be located in places such as Tampa, Fla., and **Roosevelt Field**, a **Simon** mall outside of New York. On Jan. 18, a store opened in the ski town of Telluride, Colo., which also is the site of a prominent film festival.

Robin's founder Robin Chretien selected each location based on the consumer demand in each area.

The Beverly Center location is located less than two miles away from a freestanding Robin's Jean boutique at 313 N. Beverly Drive in Beverly Hills, which opened in 2011.

The two locations draw different crowds, Dillard said. The Beverly

Center location attracts a younger, more fashion-forward crowd as well as fashion stylists, she said.

The Beverly Center boutique features a décor that includes a gold-colored, custom-built motorcycle installed on a table above the shop floor. The Beverly Center shop is made unique from other Robin's shops because it also sells fashion from other brands. (Most Robin's boutiques only sell the company's own fashions.) The Beverly Center shop will also sell vintage clothing such as leather motorcycle jackets, bomber jackets and flannel shirts that were made more than 20 years ago.

Like other Robin's shops, the Beverly Center store sells the brand's Robin's high-end sneakers, leather belts, T-shirts, caps and jeans with a one-of-a-kind edge. Jeans details such as studs and crystals will be different at every Robin's boutique, Dillard said. Retail price points for the one-of-a-kind jeans can range from \$449 to \$999 for the "Long Flap Studed" jeans and biker styles "Mottard," "Racer" and "The Show."—*Andrew Asch*



RIDE: A custom-built motorcycle is displayed at the Beverly Center Robin's Jean store. Photo courtesy Robin's Jean.

TRADE SHOW REPORT

paired Italian placement prints with a "buttery soft" Italian jersey. There were also tunics, caftans and peasant tops with a high-low hem as well as two-piece dresses for "the brunch girl" and airy and easy printed styles in Italian viscose. Single's red-print wrap dress, which was worn by Taraji P. Henson in an episode of "Empire," has been a top seller.

"I'm on my third recut," Sobolev said.

Steady at the Cooper

Retail traffic was busier than expected for a January market at the **Lauren Moshi** showroom at the **Cooper Design Space**.

"It was surprising because the last quarter was not good for retail," said Michael Moshi, president of the brand, of the January market. Lauren Moshi makes T-shirts, hoodies and accessories in Los Angeles. Lauren Moshi goods typically feature artwork from Lauren Moshi, a cofounder of the brand.

He said that buyers placed orders for **Immediates** and were more open to new products such as the brand's cashmere and accessories.

The multi-line **Siblings Showroom** noted a slight dip in buyer traffic compared with last January.

"It was steady, not great," said Israel Ramirez, the owner of Siblings. For the retailers who did not make it to LA market, Ramirez said he would meet them at **MAGIC** and its satellite trade shows in mid-February in Las Vegas. Siblings represents lines such as **Veronica M**, **Tiare Hawaii** and **Two Four Six**. Ramirez met mostly with California stores during the market, including **Ambiance** in San Francisco; **StitchFix**, also of the San Francisco Bay Area; and **Revolve**, headquartered in Cerritos, Calif. Also seen at Cooper during the market was **EverEve**, headquartered in Minnesota.

For **Lien Vets**, the January market was all about focus. Vets, the owner of the **Noella Showroom**, only worked on one line, **Flannel**, an Australian label, during the January market. "It was really nice," Vets said. "You can concentrate on one thing." Vets devoted her energies to one label during the January market because her other clients only do two seasons a year. They had no new wares for the January market.

Flannel, which also maintains a boutique on Abbot Kinney Boulevard in Los Angeles' Venice district, showed what Vets called a "true high summer collection." The summer collection offered lingerie-inspired silks with lace detailing as well as cotton gauze pieces and some skirts. "It was a smaller collection," Vets said. "We got into great accounts."

At the March LA Fashion Market, the Noella showroom will return to representing a large slate of clients, which include **Swildens** and **Osei Duro**, a fair-trade line that produces clothes in Ghana and sweaters in Peru, as well as **MKT**, **Essentiel-Antwerp** and **Proud Mary**.

Celebrating at the Gerry

The owners of the showrooms on the ninth floor of the **Gerry Building** were celebrating their fifth anniversary in the building during Los Angeles Fashion Market.

"This has become an important destination," said Arlene Henry, owner of **Arlene Henry Sales**.

"I like our group on nine."

Henry said business is up over last year. "We saw more



FIFTH YEAR ON NINE: The showroom owners and staff on the Gerry Building's ninth floor were celebrating their fifth year in the building. Pictured: Sarah Kirakossian, Arlene Henry, Karen Kearns, Grace Castillo, Jamie Prince, Carol Herzog, Steve Levinson, Barbara Nogg, Nina Perez, Julie Marcher, Stuart Marcher and Neetu Malik (not pictured Julie Walls)

stores this time," she added.

Henry's associate Sarah Kirakossian said Sunday, Jan. 17, and Monday, Jan. 18, were the showroom's busiest days.

"We were nonstop," she said, adding that she and Henry met with buyers from California, Arizona, Colorado and Washington as well as St. Louis-based retailer **Soft Surroundings**.

Kirakossian noted that January market in Los Angeles, like the August market, competes with the trade shows in Las Vegas.

"Buyers have a choice between here and Vegas," she said.

Still, among the buyers who did shop the January market, several said business was up, Kirakossian said.

Several retailers did well with faux-fur jackets from **Staples**, which are retail priced around \$260," Kirakossian said. "They kept reordering until early December," she said.

Sunday and Monday were busy days at the **Neetu Malik Showroom**, according to owner Neetu Malik.

"Nobody took notes, they just wrote, she said.

Malik said most retailers reported having a good year in 2015, and many were looking for made-in-America collections.

"People did not buy a lot of Fall," she said. "Now they can fill in with my domestic lines."

Overall, Malik said, "for January, it's not bad."

She agreed that some buyers are choosing between shopping Los Angeles market or the Las Vegas trade shows.

"Vegas takes a lot of traffic, and it's in three weeks," she said.

This was the first market for Natasha Greizen, who recently opened the **Now Showroom LA** on the Gerry Building's fourth floor. Greizen's showroom carries a mix of apparel and accessories collections.

"Monday and Tuesday were great, then it was quiet," Greizen said. "We had a few appointments and a lot of walk-ins. Most were interested in the jewelry. We saw a lot of accessories buyers."

Lady Liberty: Appointment driven

The **Lady Liberty** building, which houses a mix of mid-to high-end contemporary men's and women's apparel and accessories, was bustling with traffic during the Los Angeles Fashion Market.

The sales representatives at the **Globe** showroom and **Ocean** showroom were busy with back-to-back appointments. **One Showroom** owner Kristen Aguilera was busy with existing retailer accounts reviewing the latest collections from **Blank NYC**, **Scanlan Theodore**, **Mesquita**, **Elliott Label**, **Hemant and Nandita**, **J Longobardo**, **Johanne Beck** and newly signed **Pop Active**.

"Monday and Tuesday were our busiest days, showing pre-Fall deliveries [to **Bodhi Bazaar**, **Nasty Gal** and **Revolve Clothing**]," Aguilera said.

Aguilera said most of her retailers are very familiar with her collections and know what to expect. Major department stores such as **Nordstrom**, **Saks Fifth Avenue**, **Neiman Marcus** and **Bloomingdale's** follow the trends for that season and come to the One Showroom for a mix of denim, T-shirts, dresses and athleticwear.

For Trisha Alden, the show was a bit more relaxed. Alden carries **Diane Cotton**, **Vanessa**

Jenik and **Erica Molinari** jewelry as well as the **Louiza Babouryan** collection, **Department of Culture** and **Kelly Cole USA**, a unisex belts and T-shirt brand. Alden was showing in Suite 401 with several independent reps and brands, including denim lines **Kohzo** and **Talley**. Alden said buyers came in for appointments only.

"It's not a heavily trafficked market, so it's usually the lines I've called my clients for that regularly [show up] and buy," she said. "We do help each other with crossover, though. Everybody is mainly gearing up for Fall."

The **Globe Showroom**, carries contemporary and high-end brands including **Camilla and Marc**, **Augden New York**, **Smythe** and **White and Warren**. Owner Tracey A. Burton said there was great traffic at market, with turnout from West Coast accounts—including Colorado, New Mexico and Utah as well as local retailers and stores from Northern California. "Business overall is healthy," he said. "The cold spell over Christmas helped the customers find a renewed interest in fall-like products."

Burton said the show was a good platform to help launch a few Fall 2016 collections as well.

"Although buyers were happy to shop Summer, they were also looking at pre-Fall and Fall from their core resources," she said.

Brigitte Lubin, owner of the **Ocean Showroom**, was showing several collections, including activewear line **Lanston Sport**.

"Considering January market is usually a slower one of the markets, we were happy with the turnout," she said. "We were able to see a number of our key retailers selling both Immediate deliveries through pre-Fall."

Eclectic mix at D&A

The Jan. 18–20 run of **Designers and Agents** at The New Mart attracted an eclectic crowd. With about 40 exhibitors showing everything from apparel and footwear to accessories, D&A drew a steady group of buyers and retailers.

Helene Corneau-Cohen, designer of **Corneau et files**, reworks traditional clothing concepts into high-end pieces. Her brand includes delicate tops in an Italian ribbed fabric, lightweight fine knits, cotton batiste and cashmere-blend sweaters

LA Market *Continued from page 7*

as well as sarongs in fine linen. Wholesale price points range from \$75 for sarongs up to \$160 for sweaters.

The designer started the company with the idea of making “elevated” sarongs for travel. The idea was to have coverage and look chic while walking along the beach, around the village, at a farmers’ market or in the city. “Because I use all European cotton for the sarongs, you will always look put together,”

This was the second time at D&A for Corneau-Cohen. Although the show in June was larger, Corneau-Cohen said she found this one busier. She received a number of walk-ins and made appointments with buyers who returned to place orders.

This was the first trade show for the newly launched **Co + Co by Coco Rocha** collection. International Sales Director Salvatore Ianniello said the response from buyers exceeded his expectations. He met with retailers such as **Ron Robinson** (where a Coco Rocha



DESTINATION: At the Gerry Building, showroom owners said the building is a destination for buyers looking for key brands. (Pictured is Joseph Ribkoff.)



ORDERS: D&A featured a tightly curated selection of exhibitors, who said they worked with key retailers who arrived ready to write orders.

Corneau-Cohen said.

Specialty boutiques from Southern California cities and neighborhoods, including Del Mar and Venice Beach, as well as buyers from Dallas stopped by to place orders, Corneau-Cohen said. “It’s a small show and a little quiet, but I’m happy because it’s good exposure,” she said.

launch party event will be held), **Jami Lyn** and several better contemporary stores during the show.

“We can’t be missed at a smaller venue because of our vibrant colors and high-end fabrications,” he said.

The line is a bridge between athleisure and ready-to-wear, with wholesale price points between \$36 and \$125.

Buyers were responding well to **Gold Hawk’s** mix of upscale sportswear and intimate apparel, said representative Danielle Ruble.

“The silk intimates can be worn with graphic tees, sweaters and cashmere,” she said. The more contemporary pieces in the bohemian collection include new, burnout fabrications, lace, crochet and floral prints.

Gold Hawk is a longtime D&A exhibitor. Ruble said this season was surprisingly better than the October show. “We have been pretty busy, and traffic has been steadily moving with mainly walk-ins looking for Summer pieces,” she said.

Curated mix at Brand Assembly

Brand Assembly was more intimate this season with 27 brands exhibiting. The highly curated show



DEBUT: This was the first trade show for the newly launched Co + Co by Coco Rocha collection. International Sales Director Salvatore Ianniello (pictured) said the response from buyers at Designers and Agents exceeded his expectations.

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NEW EXHIBITOR: This was the first time at Brand Assembly for Denver-based Bloom Jewelry, which was showing a new collection of diamonds wrapped in sterling silver and 14-karat gold as well as pieces with other precious stones, including emeralds, rubies and sapphires.

The Jan. 18–20 run of the show at the **Cooper Design Space** had an airy, open feel that was easy to navigate. Exhibitors showed a mix of accessories, footwear, jewelry and contemporary, ready-to-wear, swimwear and resortwear.

Emily Lewis, director of sales for **The SYDNY** showroom, represents Australian brands such as **Ministry of Style**, **Auguste** and **Tigerlily**. “This market is [generally] slower than larger markets, but we’ve had a consistent number of appointments throughout the day,” Lewis said, adding that although a few walk-ins occurred sporadically, existing appointments kept the traffic steady. “We have seen everyone from Revolve Clothing, which is consistent, to buyers from Colorado to Hawaii,” she said.

Buyers were leaning toward existing trends but were drawn to the bolder patterns, Lewis said. Although many were looking for Summer merchandise and said they were waiting to write Fall orders in Las Vegas or New York, they said they were keen to see what was in store for Fall. “We are introducing new leathers and suedes,” Lewis said. “But from our standpoint, lace is still hot. You still see it on the runways, but they are doing different iterations and colors. For Fall, you see darker [hues], especially larger print florals and blush [colorations].”

Returning exhibitor **Ceri Hoover** was showing the latest collection of handbags designed in Nashville and produced in Los Angeles.

For the Spring line, designer Ceri Hoover focused on two watercolor hues, peach and blue, and added colors that complemented the two. “[Hoover] wanted earthy tones with more feminine shapes. She carved out the edges of the piping, gathered the bottoms of a few bags and let it happen from there,” said company representative Jaclyn Thomas.

For pre-Fall and Fall, there were darker colors, such as green, gray,

showcased a select group of high-end designers and emerging brands.

“This January, we had 29 exhibitors, which is an increase from our last [January] show,” said Hilary France, cofounder of Brand Assembly. “Our buyer traffic increased from our January ’15 show by 20 percent. We had majors such as **Revolve**, **Nordstrom**, **Dillard’s** [and] **Nasty Gal** but also great local stores like **Jill Roberts**, **Laguna Supply**, **Elyse Walker**, **Wendy Foster** [and] **Ron Herman**.”

and a few pops of red and black. Although only select pieces were shown at this market, Thomas said the turnout was good.

“The second day is usually the best, and [retailers] are getting used to the newer colors,” she said. “Extending Hoover’s market in Los Angeles overall has been promising.”

Another returning exhibitor was **M.I.H. Jeans**.

“This market is a little bit slower than the larger market, but it’s been steady; [we have seen] both appointments and walk-ins [looking] for pre-Autumn, Winter, Spring and Summer, including **Immediates**,” said Senior Accounts Executive Brittany Harvey.

Buyers loved a 1970s-inspired denim flare style in M.I.H. Jeans’ “**Marrakesh**” collection and a new crop flare style, Harvey said. Lightly brushed denim, body-conscious fabrics and traditional denim pieces were all doing well, Harvey said.

Emily Corbin, accounts executive for **Rachel Zoe**, agreed that this season the show was smaller than past seasons but said foot traffic was about the same in comparison with previous markets. West Coast boutiques made their appointments while bigger accounts were waiting to write orders in New York. Pre-Fall and Spring 2016 highlighted Zoe’s rich florals and luxe fabrics. “We used to be licensed and Zoe recently bought the company back, so she is really working hand-in-hand with our designer in New York to make it more of a Rachel-esque collection,” Corbin said.

Bloom Jewelry, based in Denver, introduced a new diamond collection featuring diamonds wrapped in sterling silver and 14-karat gold. Designer Lindsay Bloom said she believes in fine craftsmanship and providing quality pieces. In addition to diamonds, Bloom used other precious stones, including emeralds, rubies and sapphires. Wholesale price points range from \$33 for stud earrings up to \$450 for novelty items.

As a new exhibitor at Brand Assembly, Bloom acknowledged it was a quiet market but a perfect setting to see existing accounts as well as new.

“We are pleased to be here. What a pretty show,” Bloom said. ●



SEASONED AND EMERGING: Brand Assembly included a mix of well-established brands, such as Lotta Stensson (pictured above), as well as emerging brands and new exhibitors.

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Well Established Apparel Manufacturer is seeking a talented and Passionate Apparel Designer to join our growing Team. The desire candidate will focus on designing for our different labels from mood board to new line execution, will have at least 10 years of designing exp. and is able to manage a design team, and able to execute and follow a design time and action calendar. Our company offers a great benefit package and a great work environment. TO APPLY: Pls. email your res., sal. history, current sal. requirements & online portfolio link or attach samples to: EMAIL: designjobs2014@yahoo.com. Pls. reference Job Title in the subject line of your message

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

PRE-PRODUCTION ASSISTANT

Proficiency in Illustrator & Excel required. Responsibilities include creating tech packs, trim/wash approvals, other admin tasks, & working closely with design & production. Must have a strong sense of urgency in a deadline driven environment, be very detail oriented, have ability to multi-task, have good follow up skills & be highly self motivated. 2 yrs. pre-production exp. & excellent communication skills req'd. We offer great benefits. Send resumes to: hrinfo@ymijean.com.

ASSOCIATE PRODUCT MANAGER

Forever 21 is hiring an Associate Product Manager for Mobile based at the Los Angeles headquarters. An ideal candidate will have 3+ years of Product Development experience for a consumer facing website (preferably ecommerce) with a proven track record of successfully launching new product features. Please email your resume to: erica.chan@forever21.com

SALES EXECUTIVE - MISSY APPAREL

Highly motivated seller to join our Missy Sales Team. Qualified candidates will have established relationships with national retailers—department specialty, and big box—for brand and private label accts. Candidates must have a proven track record in successfully pioneering new business and accounts management. Minimum 5 years' experience within the Missy Market. Travel is a must. Excellent benefits. Please submit resumes to: missyinLANY@gmail.com

CUSTOMER SERVICE

Duties: Customer service, allocation, data entry/RA/ invoicing/credit memo,reports gen, acct followup, admin & other duties assigned. Min. Qualifications: Degree or work exp. equivalent. Computer skills in Outlook, Excel, Words & exp in a2000. Pls email res. & salary hist. to: hr@mododoc.com

Jobs Available

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

COMPLIANCE MANAGER

Leading Juniors Apparel Mfr seeks expert QA & Factory Compliance professional. Factories throughout Asia (China, Vietnam, Cambodia, Indonesia, etc). Customer scope includes specialty, department & discount stores. Heavy Private Label. Must have top-to-bottom knowledge of factory compliance, testing & QA standards. Must be hands-on & resourceful. Travel to global locations, as needed. Bi-lingual English/Chinese a +. Email to: tlamantain@selfesteemclothing.com

ASSISTANT DESIGNER

Immediate opportunity for exp'd assistant designer for our Kids division w/ min. 3 yrs hands-on exp. MUST have advanced skills & exp. in Adobe Illustrator & Photo Shop. Responsibilities will be to develop line sheets & graphic art, overseeing sample room, sourcing fabrics & trims. Other duties as assigned by the designer. Attn. to detail, excellent communication & a strong sense of urgency a MUST. Excellent benefits. Email resume to: Albam@Wrapper.com

CORPORATE SALES EXECUTIVE

National leader in mannequins is seeking a Full-Time Sales Executive. Exciting opportunity selling to large chains Worldwide. Highly motivated and professional. Excellent communication skills, a team player. Corporate sales exp. a must. Base salary plus commission and benefits. Email: jobs@cnlmannequins.com.

TECHNICAL DESIGNER

Established Junior, Missy Sportswear Company seeks an experienced Technical Designer: Must have the following skill set: Pattern Making knowledge; Excellent communication skills; Experienced in conducting fittings, generating fit comments and communicating with overseas factories, must adhere to strict deadlines -Experience with denim & non-denim bottoms -please email: hr@boomboomjeans.com

DESIGNER, PRODUCTION, EDI

Well established and expanding L.A. based Missy manufacturer is hiring following positions: 1. Designers (Min. 5 yrs.), 2. Production (Min. 3 yrs.), 3. EDI Specialist (Min. 3 yrs.) Email resume & salary history to: hrapparel@gmail.com

SHIPPING CLERK/PRODUCTION ASSISTANT

Established textile converter in Los Angeles seeking a Shipping & Receiving Clerk/Production Assistant. Experience required. Bilingual a plus. Email resume to: kourosh@fabritexinc.com

Jobs Available



ACCOUNT EXECUTIVE

Maxstudio.com, a global corporation bringing creative and leading-edge design to today's woman, has an immediate opening for an Account Executive. Excellent growth opportunity for an individual with passion, drive and energy. The fashionable candidate must be highly self-motivated, organized, analytical, and work well as a team player. 5 years experience as a buyer/wholesale executive with department store or specialty store accounts is a must. Four year college degree preferred. Responsibilities to include:
•Building customer relationships
•Presenting collections
•Interfacing with Merchandising, Production and financial planning
•Creating sales
•Providing customer service and follow-up
•Analyzing business and opportunities
Maxstudio.com offers a competitive salary and good benefits package. Please submit resumes with salary history to: careers@maxstudio.com. EOE, M/F/V/D

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

SALES ASSOCIATE

MESMERIZE Seeking an individual to join our sales team. Email: kambiz@mesmerize.net

TECHNICAL DESIGNER

Minimum 3 yrs. exp. Knowledge Flat Pattern, Photoshop, Illustrator, Excel. Create tech packs for overseas and domestic vendors, specs garments. Email: andrew@andrewchristian.com

•BELLA DAHL

•CUSTOMER SERVICE...3+ yrs. exp. edi, order processing, allocation, invoicing, credit memos. Must be organized with strong communication, follow up skills. E Mail: hr@belladah.com

SALES REP

Stylish women's wear line based in downtown Los Angeles fashion district is seeking an exp'd sales rep for in-house and outside sales. Please email: info@lux-la.com or Call: 213*275*1003

FOREVER 21 HIRING TECHNICAL DESIGNERS NOW!!!

Forever 21 hiring Technical Designers with specialty expertise in Women's Sweaters, Wovens, or Tops & Bottoms. Pls. email your res. & sal. requirements to erica.chan@forever21.com

Jobs Available

••BELLA DAHL

•PRODUCTION PATTERNAKER 10+ yrs in woven & knit garment dye. Tops & bottoms experience. Shrinkage a MUST. Garment specs, fit, quality, construction, tech packs. Gerber V8 Exp. E-Mail: HR@belladah.com

Position Wanted

35 YRS EXP'D

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

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Jobs Available

Karen Kane

Jobs Available

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COMING SOON IN CALIFORNIA APPAREL NEWS



CALIFORNIA
ApparelNews

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

February 5

Cover: Vegas Must Buys
Eco Focus
What's Checking

Retail Focus Fashion Advertiser Denim Advertiser Sourcing & Fabric Special Section with Tech*

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WWD/MAGIC 2/16-18
POOL 2/16-18
Project 2/16-18
Designers & Agents NY 2/21-23

February 12

Cover: NY Fashion Week Coverage
Finance Report
Technology
Made in America

Supply Chain Special Section with Tech Made in America Advertiser Finance Advertiser Fashion Advertiser

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AccessoriesTheShow/LV 2/15-17
Agenda LV 2/15-17
Liberty Fairs NV 2/15-17
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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
AccessoriesTheShow/FAME/Moda Manhattan 2/22-24
Designers & Agents NY 2/21-23

February 19

Cover: Vegas Wrap
Surf Report
Technology
LAEDC Economic Report
T-Shirt Report

Fashion Faces T-Shirt Advertiser Finance Advertiser

Bonus Distribution

LA Textile Show 2/29-3/2

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