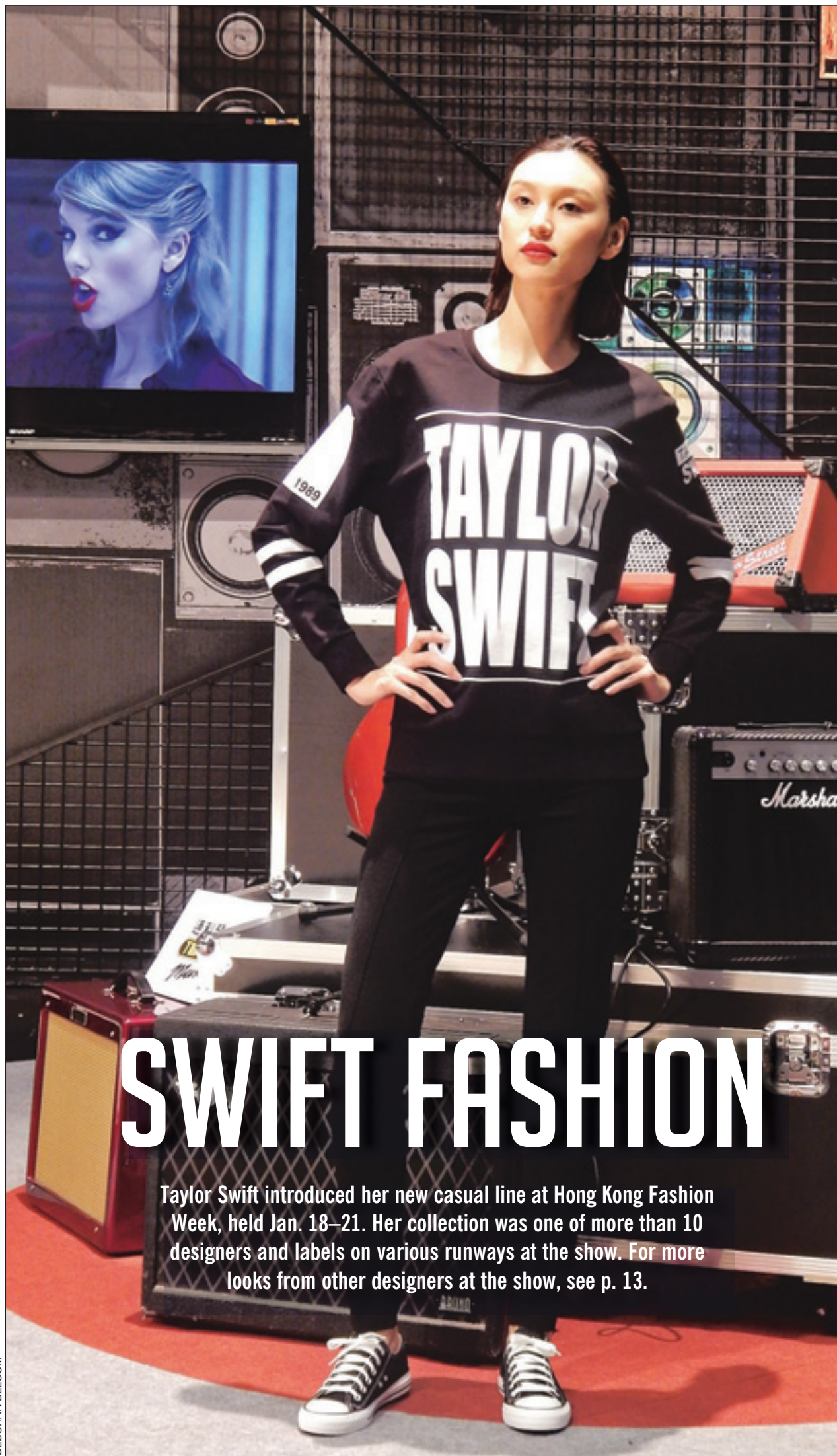


CALIFORNIA ApparelINews

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SWIFT FASHION

Taylor Swift introduced her new casual line at Hong Kong Fashion Week, held Jan. 18–21. Her collection was one of more than 10 designers and labels on various runways at the show. For more looks from other designers at the show, see p. 13.

DESIGNER PROFILE

In Tough Times, Mark Zunino Opens Lavish Couture House

By Andrew Asch *Retail Editor*

It's an era marked by retailers closing stores and scaling back, but Mark Zunino, a Beverly Hills, Calif., couturier, unveiled a 5,500-square-foot atelier with a staff of 40 people.

In early January, Zunino produced a grand debut party overflowing with champagne and guests at his **Mark Zunino Couture** at 181 N. Robertson Blvd. Photographers, friends and revelers took pictures of Zunino with models wearing his red-carpet gowns and eveningwear. The backdrop was the white-walled workroom, where sewers painstakingly construct one-of-a-kind looks for Zunino's clients.

Zunino has created gowns and styles for Sofia Vergara, Dame Joan Collins, Angelina Jolie, Beyoncé, Lily Tomlin, Shirley MacLaine, Sophia Loren, Liz Taylor and Barbara Stanwyck, among others. But he claims that he would not feel slighted on hearing the question, "Who is Mark Zunino?"

For more than a decade, Zunino kept a low profile while working out of a Los Angeles atelier with no sign on Beverly Boulevard. Clients walked in a back door for fittings. "It's a ➔ Zunino page 7

TRADE SHOW REPORT

Hong Kong Fashion Week Turns Focus Toward Asia

By Deborah Belgum *Senior Editor*

HONG KONG – The new **Taylor Swift** collection that has an all-American girl vibe didn't debut in New York or Paris but launched its first looks in a fashion show at **Hong Kong Fashion Week**.

And the cute T-shirts, scalloped skirts and thigh-touching dresses won't be sold in the United States or Europe but in China. In August, the line started to be sold online at **JD.com** and **Alibaba**, but Chinese retailers will also have a chance to snap up the collection, which retails for \$20 to \$65.

Kate Liegey, who designed the collection with the country western singer, said she saw a big market in China for the brand. "Taylor has such a tremendous fan base in China that is incredibly loyal," said Liegey, who is the chief creative officer for **Heritage66Company**, the Nashville-based ➔ Hong Kong page 10

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Where fashion gets down to businessSM

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Dov Charney Loses in American Apparel Takeover Bid

After months of legal wrangling, a U.S. bankruptcy judge has handed **American Apparel** over to its secured creditors, who will trade the debt owed them for a majority control of the Los Angeles company. The company could emerge from bankruptcy as early as next week.

The decision, made Jan. 25 by U.S. Bankruptcy Judge Brendan Shannon in Delaware, was a blow to American Apparel's founder, Dov Charney.

"I am obviously disappointed by the

pany funds and of allowing an employee to post naked photographs of a former female worker. Charney has repeatedly denied the accusations.

At the end of 2015, the American Apparel founder put together a \$300 million offer to buy back the company with the help of **Hagan Capital Group** and **Silver Creek Capital Partners**. That bid was rejected by American Apparel's board.

With American Apparel exiting bankruptcy, Andrew J. Herenstein, a cofounder of **Monarch Alternative Capital LP**, one of the secured lenders, said, "We are pleased that the amended plan has been confirmed and look forward to continuing to partner with the company's management team and all its stakeholders to build a better and stronger American Apparel."

Paula Schneider, American Apparel's chief executive officer since early 2015, said in a statement: "The confirmation of our plan is a great accomplishment for American Apparel. This is a new day for the company and a positive outcome for our customers, vendors and employees."

"With this milestone behind us, we are now fully focused on executing our turnaround strategy as we continue working to drive revenue across our wholesale, retail and e-commerce businesses; create innovative, new and relevant products; launch new design and merchandising initiatives; and continue to deliver innovative and inclusive award-winning marketing campaigns."

Upon the amended plan becoming effective, the company's secured lenders will con-

vert \$230 million of secured debt into equity; provide \$40 million of exit financing, in the form of debt and equity; and provide a \$40 million asset-backed loan.

This \$80 million of incremental liquidity will support the turnaround plan, and interest expense will decrease by \$20 million. Once exiting bankruptcy, the company will become privately held.

Stockholders lost all their shares' value. Charney was a major stockholder, owning 43 percent of the company's shares, some of which was secured by a \$20 million loan from **Standard General**, one of the secured creditors.

Charney said the judge's decision "was a smack," but he is working on new plans. "I'm okay," he said. "I am looking forward to the next steps."

American Apparel is the largest clothing manufacturer in the United States, with around 8,700 workers at its sewing and knitting factories and retail centers. It has more than 160 retail stores in the United States, but the company is closing its more unprofitable stores, such as the outpost on the Third Street Promenade in Santa Monica, Calif.; a location at the **Citadel Outlets** in Los Angeles; and the **Fashion Valley Mall** in San Diego.

The troubled Los Angeles clothing com-

pany, which started out making blank T-shirts and then branched out into a wide array of clothing, was renowned for its racy print ads, which showed women in seductive poses wearing American Apparel garb. The company has been on a wild ride ever since Charney, who started the Los Angeles venture in 1997 by selling T-shirts to the wholesale market, was ousted.

After moving to a large 800,000-square-foot facility on the edge of downtown Los Angeles in 2000, American Apparel branched out in 2003 to form its own retail-store chain. At a time when many U.S. clothing ventures were manufacturing overseas, American Apparel became a rallying cry for "Made in USA."

But the company, which had been traded on the New York Stock Exchange, hasn't made a profit since 2009. In 2014, the company had a \$68.8 million net loss on \$609 million in revenues. For the first nine months of 2015, American Apparel's revenues were \$384.7 million, a 16 percent decline from \$455.4 million in the same period in 2014. The company's net loss during the nine-month period was \$64.5 million compared with \$40.8 million a year earlier. Financial results for all of 2015 have not been filed yet.—*Deborah Belgum*



An American Apparel store

judge's decision to confirm the debtors' reorganization plan and hand ownership of American Apparel to its bondholders," Charney said in an email. "This outcome is one that I have been working tirelessly to avoid for nearly two years in an effort to protect value for the company's various stakeholders."

Charney had been trying to wrest control of the company ever since he was ousted as the company's chief executive officer and president in late 2014. At that time, the board accused Charney of misusing com-

CMC Names a New Retail Relations Manager

The **California Market Center** showroom building in the **Los Angeles Fashion District** reorganized its retail relations department in early January.

With the reorganization, it named Alyssa Olmstead as the department's new retail relations manager, said Rebecca Aguilar, a CMC spokesperson.

The showroom building has not employed a manager directing its retail relations department for more than two years, Aguilar said. Olmstead will work with three other people in the department.

Olmstead worked in fashion sales before joining the CMC. "Alyssa brings great energy, extensive relationships with key buyers and stores, and in-depth market knowledge,"

Aguilar said.

The retail relations department and its new manager will develop outreach programs for CMC markets and trade shows. The goal is to bring high-profile buyers to the building. Part of Olmstead's job will be to visit stores and show buyers lookbooks from building tenants.

"Primary efforts are focused on relationship building with key buyers and making them aware of the brands and the variety of categories that they will find in the building and during its shows," Aguilar said.

The team will conduct CMC tours and suggest brands and showrooms that buyers can view when they are in the building.

—*Andrew Asch*

Diane Merrick's Influential Boutique Closes

After 45 years running a boutique selling cashmere, jeans, china and antiques to generations of Los Angelenos, Diane Merrick is closing her namesake boutique. On Jan. 28, she announced the closing sale for the **Diane Merrick** boutique at 7407 Beverly Blvd., near Los Angeles' Fairfax District.

"It's time to leave," she said. "I had the most marvelous run. I am thrilled to have come this far in 45 years."

She forecast that her boutique's doors would finally close in June.

The Diane Merrick boutique was particularly well known as finishing school for a generation of Los Angeles' boutique retailers and designers. Among those who worked at the boutique were the founders of **Juicy Couture**, Gela Nash-Taylor and Pamela Skaist-Levy; Claire Stansfield of the **C&C California** T-shirt label; and Tracey Ross, who

ran her own influential, self-named boutique in Los Angeles for nearly 20 years from the 1990s to 2009.

Merrick opened her fashion boutique in the 1970s as California was finessing a casual style that would be embraced across the world. She maintained a space on Melrose Avenue until 2006, when she moved her operations to Beverly Boulevard.

Through her more than four decades of business, she developed a specialty with cashmere. "I'm known for my cashmere shawls. It's like a mainstay," she said in a 2015 interview.

In the same interview, she also gave this advice for longevity in business: "The most important advice is that you love what you do. To have passion for what you are doing and have passion for you are selling. And you have to be in touch with your customer."—*A.A.*

Otis Fashion Students Help Design New Lane Bryant Collection

The fashion students at the **Otis College of Art and Design** had a special assignment last year:

Put together a collection of plus-size work outfits that will be sold at **Lane Bryant** stores.

The fashion students—whose classes are currently housed inside the **California Market Center**—came through and now the collection goes on sale Feb. 2 at the retailer's website, www.lanebryant.com, as well as at two Lane Bryant stores. One store is in the **Del Amo Fashion Center** near Los Angeles and the other is the chain's flagship on 34th Street in Manhattan. The pieces sell from \$54.95 to \$119.95

Lane Bryant worked with a group of 12 students last year to collaborate on the work outfits. The retail chain's consultants checked in with the students, starting with the initial design and fit process all the way to the final fashion show.

"This collaboration is an important step in our continuing mission to change the conversation regarding plus-size fashion," said Linda Heasley, Lane Bryant's president and chief executive. "Working with the future of fashion is incredibly inspiring, and I can't wait for our customers to see what these talented individuals designed."

As part of the program, Lane Bryant is contributing \$10,000 to the Otis College of Design Scholarship Fund.—*D.B.*



Quiksilver Announces Bankruptcy Exit

Surf giant **Quiksilver Inc.** plans to emerge from Chapter 11 bankruptcy by Feb. 8, it was announced on Jan. 28. The U.S. Bankruptcy Court for the District of Delaware confirmed the Huntington Beach, Calif.-headquartered company's plans for reorganization. The bankruptcy was declared in September 2015.

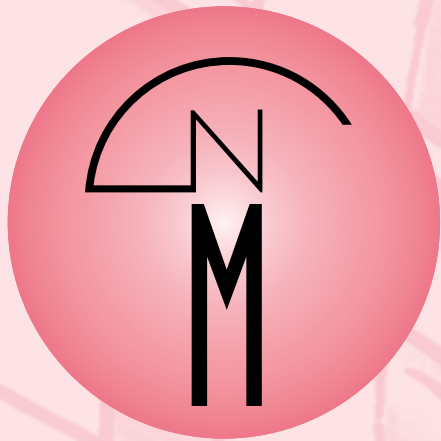
Oaktree Capital Management L.P., a Los Angeles private-equity firm that now owns Quiksilver, will restructure \$800 million in debt.

Pierre Agnes, Quiksilver's chief executive officer, said that it was an achievement to emerge from bankruptcy in a matter of months.

"We will emerge as a revitalized and stronger company with experienced leadership, rationalized operations, a clean balance

sheet and a world-class partner in Oaktree, who brings additional strategic and operational expertise to our company. The reorganization plan we have put in place provides us with the strong long-term financial foundation to fuel the success of our brands globally and positions us well to reassert our leadership position in the action-sports industry."

As part of the reorganization plan, Oaktree will convert Quiksilver's U.S. debt holdings into a majority of the stock reorganized by the company, according to a Quiksilver statement. In addition to the Quiksilver brand, the Huntington Beach-based company also owns action-sports brands **Roxy** and **DC**. The company's European and Asian divisions were not affected by the bankruptcy.—*A.A.*



The New Mart

FALL 2016 MARKET WEEK
March 14–17

Showrooms

10eleven	Engel's Showroom	Livefree Showroom	Showroom Shift
34 Heritage	Fidelity Denim	Lucky Brand	ShowroomFive21
A La Mode Showroom	French Connection	Lynn Girard Showroom	Silver Jeans Co.
Allen Allen USA	ginger. Showroom	M Group Showroom	Sky
Amour Vert	Groceries Apparel	Mavi Jeans	Stacy Keyes Showroom
Barbara James Showroom	Hale Bob/Liberty Garden	Michael Bush LA-APPAREL	Steve Madden Handbags & Accessories
BB Dakota	Hard Tail	Miss Me	Studio Two Clothing
Bernadette Mopera & Co.	Hasson Costa	Mod-O-Doc	Sue Goodman Showroom
Big Strike	Heather G Showroom	Mother	Susan Burnett Sales
Blankslate Showroom	Hotel Particulier	MYSTREE	T. Smith & Co.
Bob Ditchik & Assoc./ The H.E.M. Showroom	Hudson Jeans	Necessitees Apparel	The GIG Showroom
Brandy Garrison Sales	Jackie B Showroom	Nek-Enuf?	the M Showroom
Chan Luu Showroom	Jacob Gray Agency	Nice Kicks	the residency. (formerly Renee & Company)
Chantal Accessories	James Jeans	Niche Showroom	The Village Showroom
Cohen Showroom	Jennifer Michelle Sales	Paige	The Vonderheide Showroom
Complete Clothing	Johnny Was	Pink Tartan	Three Dots
Corina Collections	Joken Style Showroom	Piper June Showroom	Tommy Bahama Men's & Women's Collections
Crayola Sisters	Judith Autumn Mann Sales	Project DL	Trend Request, Inc.
Daniel Rainn	Karen Kane	Rande Cohen Showroom	True Grit
Datscat	Karma Showroom	Representing Showroom	True Religion Brand Jeans
Dial M	Kathy Walker Sales	Rich Honey	UGG
Diesel USA	KLA/Karen L. Anderson	Robert Graham Collections	Valerie Hambas Showroom
Double Agent	Kut From The Kloth	s.a.m Showroom	Velvet Heart
E. Victor Gabriel	La Rue Showroom	Salt & Pepper Sales	West Bank Clothing
Echo	Lacoste	Sanctuary Clothing	XCVI
Eileen Fisher	Lacoste Footwear	Showroom 903	
Emblem Showroom	Landa Sales	Showroom 1205	

Trade Shows



127 E. 9th Street, Los Angeles

www.NewMart.net

Charney Responds to the Bankruptcy Court Decision

I am obviously disappointed by the judge's decision to confirm the debtors' reorganization plan and hand ownership of American Apparel to its bondholders. (See related story, p. 2.)

This outcome is one that I have been working tirelessly for nearly two years to avoid in an effort to protect value for the company's various stakeholders. Now all stockholders will have their shares and value extinguished.

Many of the company's loyal vendors will recover only cents on the dollar of what the company owes them. And the company's workers, faced with current management's inability to generate profits, face a highly uncertain future.

It is without question that the debtors, Standard General and the bondholders carefully orchestrated a strategy to pass the company over to the bondholders without exposing it to fair market test or bidding.

This outcome was the only logical and unfortunate conclusion of many months of pre-bankruptcy preparation on the part of the bondholders and the company's board.

Here the bondholders and current management effectively used Chapter 11 as a defensive measure to thwart my efforts.

This goal was pursued despite the many alternative pathways and opportunities to preserve value.

As evidence of the lengths the board went to in facilitating its scheme they filed a "lock-up" agreement, prohibiting secured creditors and bondholders from considering alternative offers.

Chief Judge Shannon was clearly concerned about the company's failure to undertake any marketing effort and on Nov. 19 he ordered them to market the company. Although the debtors were uncooperative even after the court's order, through intensive efforts with our financial partners, we submitted—a bid that was demonstrably superior to the debtors' filed plan. Indeed, the court said in its ruling that if American Apparel were for sale, the court would not have hesitated to send the parties back to the auction table.

The debtors then increased the economics to match the offer but refused to engage in further negotiations. They then embarked on a scorched-earth campaign to block further bids, subjecting myself and my financial partners to days of depositions during the waning days of the already truncated marketing process. In short, they did everything possible to curtail all efforts to bring fair, reasonable value to creditors.

Since relocating American Apparel to Los Angeles in the late 1990s from South Carolina, I was bucking conventional wisdom by trying to preserve American manufacturing jobs and keep apparel manufacturing in the United States. Even though everyone else was moving jobs offshore, I was able to build and grow a profitable apparel business by manufacturing domestically. At every step along the way people challenged me and said I was crazy for trying. American Apparel was one of the only companies that shattered the sweatshop paradigm by paying fair wages and did so at scale. By the time American Apparel went public in 2007, it was running the largest operating apparel manufacturing plant in the United States.

For these endeavors I remain justifiably proud.

There was logic to the company's unconventional business strategy as evidenced by the company's historic earnings.

Until I was removed as CEO, the company had posted positive EBITDA (earnings before interest, taxes, depreciation and amortization)

in nine of the last 10 years.

There were many other things that we did differently at American Apparel, besides manufacturing domestically, in which we were ahead of the times.

Whether it was deploying RFID technology in our retail stores, fulfilling e-commerce orders direct from retail stores, or opening stores in emerging neighborhoods before they were recognized as attractive retail markets (just a few examples among many), we were often ahead of the curve.

It was because our organization respected and celebrated creativity and unorthodox thinking that we were so successful, and I was committed to protecting this spirit of contrarian thinking.

When the company's board removed me as CEO in June 2014, I was midway through what was shaping up to be a successful recalibration of American Apparel's business. The process of my disenfranchisement ultimately resulted in a wealth transfer from the company's shareholders, vendors and employees to hedge funds, lawyers and bankers.

The company was rebounding from a catastrophic distribution-center shift implemented by the former CFO and was on track to post a positive operating profit in the second quarter of 2014 and also on track to hit its earnings guidance for the year of \$40 million EBITDA.

With the company's bonds trading down because of the uncertainty around the success of the turnaround, I believe I was pushed out as CEO because of pressure that the bondholders exerted on the company's then CFO and board of directors (As I have alleged in my litigation, I maintain the view that the then CFO conspired to sell the company behind my back and to that end disenfranchised me as a shareholder during the June 2014 annual meeting by way of a misleading and fraudulent annual-meeting proxy.)

The resolute goal of the bondholders was to sell the company so they could profit, but I had to be pushed out of the way since I was the company's largest shareholder.

I was not willing to give up, and I attempted to regain control of the company because of my concerns that the company was still in a very vulnerable position with its turnaround not yet complete.

I feared, with good reason, that the new management, not understanding what made American Apparel successful in the first place, would try to run the company in a more "conventional" manner.

Because the board and new management did not appreciate that a vertically integrated domestic manufacturer had to approach business in a fundamentally different fashion, I felt that the company's future was in serious jeopardy if they ran it like a traditional retailer. For this reason, I entered into a partnership with the hedge fund, Standard General, to regain control of the company. I could have assembled a coalition of shareholders to force a change at the board level, but given the urgency of the situation, I decided to surrender part of my economic interest in the company to regain control quickly.

When Standard General did not deliver on their promises to reinstall me as CEO by late summer 2014, even though they had appointed new directors constituting a majority of the board, Standard General said I could buy them out of their investment. When I showed up with investors to do precisely this, they said that they could only support a go-private transaction for the entire company.

In December 2014, a private-equity firm offered \$1.30 to \$1.40 per share to take the company private. The board rebuffed this of-

fer as well, as offering inadequate value to shareholders for a company they said was worth much more. Instead, the board pursued a path where only a year later the shareholders are receiving zero. The offer that I made in conjunction with Hagan Capital to purchase the company was just one in a long list of offers, and there was no reason to believe that this one would end any differently, given the powerful forces steering the company toward a reorganization where the bondholders end up owning the company. While many parties close to me feared that this would be the outcome of my partnership with Standard General, even they could not fathom such a reversal.

While outside observers might not yet appreciate it, I believe the path being followed by the company's management is a road to ruin. The financial results of plummeting sales and EBITDA thus far support this. Management attempts to explain away their abysmal financial performance, as the result of inadequate liquidity, but the truth is that they misunderstand the unique business model that American Apparel must pursue as a vertically integrated domestic manufacturer.

Their losses are self-inflicted, the result of poor decisions made by executives who are learning as they go. Part of me can scarcely believe that a court could confirm their plan as feasible given the operating performance of

the business under their management and 18 months into their turnaround plan.

But while the bondholders are likely to be put in a position to throw good money after bad for consciously pursuing this path, I worry for the manufacturing workers and the business community who are the collateral damage to this corporate drama.

I'm proud of the creativity and innovation that American Apparel fostered over the years. We made important strides in the areas of ethical manufacturing and art as they intersect with commerce.

The sad reality is that American Apparel, the largest garment manufacturer in the United States, will not survive at this pace and I don't believe the current management has the talent to bring it back to health.

At the end of this saga, I, like the many former stockholders, will most likely be left with nothing. Despite that, what gives me great optimism are the things I possess that can't be stolen by a predatory hedge fund—my ideas, values, drive, authenticity, integrity and my passion. To that end I ask that my supporters stay tuned.

—Dov Charney

Dov Charney is the founder of American Apparel and the company's former chief executive officer and president.



Dov Charney

Calendar

Jan. 30

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

LAMKT

Los Angeles Convention Center
Los Angeles
Through Feb. 2

Jan. 31

Coeur
Javits Center
New York
Through Feb. 3

Feb. 2

CALA
Fort Mason Center
San Francisco
Through Feb. 3

Feb. 4

Atlanta Apparel Market
AmericasMart
Atlanta
Through Feb. 8

Feb. 9

Milano Unica
Fieramilanocity
Milan
Through Feb. 11

Feb. 11

FGI-LA's Annual Members' Reception
Mariposa Restaurant, Neiman Marcus
Beverly Hills

Style Fashion Week

Gotham Hall
New York
Through Feb. 14

Feb. 14

OffPrice
Sands Expo
Las Vegas
Through Feb. 17

Feb. 15

Sourcing at MAGIC
Las Vegas Convention Center
Las Vegas
Through Feb. 18

Liberty Fairs

The Palazzo/Sands Expo
Las Vegas
Through Feb. 17

Agenda
The Palazzo/Sands Expo
Las Vegas
Through Feb. 17

MRrket
Accessories The Show
Stitch

The Palazzo/Sands Expo
Las Vegas
Through Feb. 17

Capsule
The Venetian
Las Vegas
Through Feb. 17

WWIN
Rio All-Suite Hotel and Casino
Las Vegas
Through Feb. 18

IFJAG
Bally's Hotel and Casino

Las Vegas
Through Feb. 19

Kidshow

Bally's Hotel and Casino
Las Vegas
Through Feb. 17

Texworld
Apparel Sourcing
Le Bourget
Paris
Through Feb. 18

Feb. 16

Project
Project Women's
The Tents
The Collective
Mandalay Bay Convention Center
Las Vegas
Through Feb. 18

Pooltradeshow
WWD/MAGIC
CurveNV/MAGIC
ISAM
FN Platform
WSA/MAGIC
Playground
Las Vegas Convention Center
Las Vegas
Through Feb. 18

Première Vision
Paris
Through Feb. 18

There's more
on ApparelNews.net.

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

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Sweat NSK: Choose Your Activewear

Los Angeles' exclusive Brentwood neighborhood is the address to many fitness businesses, but there were no multi-line boutiques offering the best activewear styles, said Natalie Fritz, a partner and the "N" in **Sweat NSK**.

"There were all of these great stores like **Intermix** and **Madison** on the West-side. But other than **Lululemon**, it is hard to find great workout wear that is unique," she said.

With her friends Susana Yee and Karen Sun, they opened Sweat NSK, a boutique devoted to activewear and clothes for running, yoga, Pilates and whatever fitness trend is cresting. The more than 700-square-foot boutique at 11731 Barrington Court made its debut last June. In December, the entrepreneurial trio



FITNESS SHOP: Interior and exterior of Sweat NSK



COURTESY OF SWEAT NSK

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also introduced an e-commerce site at www.sweatnsk.com.

The boutique offers a wide range of activewear pieces from more than 35 apparel labels. But recently, the biggest selling item at the boutique has been leggings, Fritz said.

"There are so many options with leggings. They have replaced jeans. You can throw them on with boots, and you can run around and you will look put-together. Then you can go to the gym. You don't have to go home and change your outfit," she said.

The boutique's retail price points for leggings range from \$55 to \$250. A best-selling legging brand has been Los Angeles-headquartered **Ultracor**. The label manufactures its own performance fabrics and produces its own prints, Fritz said. On Sweat NSK's e-commerce website, retail price points range from \$198 to \$220 for the brand's leggings.

The boutique owners walk trade shows such as **Active Collective** and **LA Fashion Market** in the **Los Angeles Fashion District** looking for new merchandise.

Sweat NSK also has another strategy: speedy delivery. Within Los Angeles, it offers one-day delivery for items ordered in the store. The founders also say that the e-commerce site has received orders from around the world. "We're doing this California lifestyle. We'd love everyone to be part of it," Yee said.

—Andrew Asch



COURTESY OF SWEAT NSK

Legging from Ultracor

Zunino

Continued from page 1

private, quiet thing,” Zunino said of his couture. “[Clients] would rather you not dress anyone else. But it’s time to lift the lid off and let others in,” he said.

Zunino has opened a large operation and put his name out in front of his building in order to give his couturier business a higher profile and expand that business into licensing and e-commerce ventures.

Operations such as his are rare, said Frances Harder, founder and president of **Fashion Business Inc.**, a Los Angeles-headquartered business incubator and nonprofit educational group for entrepreneurs.

“You look at any ateliers and courtiers in our town who make dresses for special events—most are starving,” she said. Most red-carpet events also emphasize size gowns and looks from high-profile fashion houses. “For the most part, when we see the **Oscars**, most of the gowns are from branded French ateliers and Italian ateliers, less from Los Angeles ateliers.”

Zunino joins a coterie of Los Angeles red-carpet designers that includes Monique Lhuillier, Tadashi Shoji, Kevan Hall and Sue Wong.

His operation is independent. He is an owner, and the privately held operation has

ting a master’s degree in style.”

He derived his point of difference from working with these stars. “You will not look like a hanger for somebody,” he said. “You will look like how you choose to look.”

This point of difference is one of the things that keeps him working, said Margaret Kott, a client of his since 2002. She attended the opening party for the atelier, where all the attendees were wearing clothes made by Zunino. “We had fabulous outfits,” she said of the crowd. “But we were all different.”

Clients start working with Zunino in an hourlong “getting to know you” session, where they are interviewed on their likes and dislikes regarding fashion and clothes. Clients are encouraged to share their perspective and be involved with designing the clothes. “The more creative the person working with us, the more input she has with the garments,” Zunino said.

He continues to work with A-list actresses and performers. But he also works to build the wardrobes of private clients from West Los Angeles to Saudi Arabia and Europe, he said. He makes eveningwear and a bridal line, **Mark Zunino for Kleinfeld**. The contract for the bridal line runs out in 2017. Clients are also encouraged to bring their social calendars to the atelier so they can plan out



STYLE TALK: In the Mark Zunino atelier’s workroom, designer Mark Zunino talks with one of his sewers, Yana Saponjyan.



Mark Zunino in the lobby of the Mark Zunino atelier



SEWERS AT WORK: Workers make one-of-a-kind dresses at the Mark Zunino atelier.

received funding from Sandra Moss, wife of Jerry Moss, who cofounded high-profile music label **A&M Records**. Sandra Moss gained some music-industry immortality when she was pictured on the front cover of “What Now My Love,” a hit 1966 album by “Herb Alpert & the Tijuana Brass.”

Before running his own shop, he worked with Nolan Miller, the famed couturier and costume designer who also ran an atelier in Beverly Hills. Miller gained his biggest notoriety for developing the brassy, influential, red-carpet looks for the 1980s prime-time soap “Dynasty.”

Zunino inherited Miller’s A-list clientele, which also includes wives of billionaires and women who are entrepreneurs. His atelier’s parking lot is graced with a lot of **Bentley** and **Jaguar** cars.

Zunino signed on with Miller in 1983 while a junior at **Pepperdine University** in Malibu, Calif. He started as a fashion illustrator. Later he worked with actresses who learned style through Hollywood’s studio system.

“Lana Turner and Jane Wyman told you what they were going to wear, what fabric they wanted to use and how their clothes were going to look,” Zunino said. “It was like get-



A-LIST: Mark Zunino gowns and eveningwear have been worn by top-tier celebrities. In an undated picture, Angelina Jolie wears a Mark Zunino piece.

what they should wear in advance.

He also joked that his operation was the “**Kmart** of couture.” It was a relative bargain. Instead of flying to Europe and spending more than \$80,000 on a gown, his well-heeled, California-based clients can forgo the trip and pay half of what they would pay at a high-profile European atelier. He also noted that there are no bargains at the atelier. “It’s the same price for everyone. Either you want it or you don’t,” he said.

Another matter that makes his operation unique is the level of service, which spurs a sense of creativity. “Each individual creates their own classic,” he said of his clients. “You create your own trend.”

The Mark Zunino atelier might step out of couture in some future projects, said René Horsch, the atelier’s director of public relations and its head stylist. He has worked with Zunino for 28 years, when Zunino worked with Nolan Miller.

“We’re in the process of working with manufacturers and designing a ready-to-wear eveningwear line,” Horsch said. “Mark will be a bigger name in department stores and e-commerce. But he will always be doing couture at our atelier. Couture drives the business.” ●

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Major Increase in Exhibitors at Première Vision

By Natalie Zfat Contributing Writer

NEW YORK—International textile show **Première Vision New York** hosted its 32nd show in New York, featuring fabrics, trim, leather, manufacturing resources and original artwork at a new venue—Midtown West's **Pier 94**.

"The new venue gives us a new opportunity," said Première Vision International Exhibitions Director Guglielmo Olearo, referencing the show's two new categories this year: manufacturing and leather.

"We've improved a lot, and we're now able to offer everything from A to Zed for fashion brands," Olearo said.

At the Jan. 19–20 show, Première Vision saw an 18 percent increase in exhibitors over last year.

One new exhibitor on that list is 22-year-old textile designer Britt Laspina. Not only is this Laspina's first Première Vision show, it's her first show ever.

"We might be the exhibitors who have traveled the farthest," said the Brisbane, Aus-

tralia-based designer. Laspina said buyers at the show gravitated most to her hand-drawn materials—pastel flowers woven with creamy pinks and greens. And she thanked social media for her growing client list.

"I have found nearly every single one of my clients on **Instagram**," she said of her account, which boasts nearly 13,000 followers.

"I integrate my personality into my work," Laspina adds. "It helps my clients put a face to the name."

Another Première Vision first-timer was Portugal-based **MTEX Solutions**, a digital textile printing company, which displayed the only machine at Première Vision, the **MTEX Blue Neo**.

"This machine allows you to print on various textiles in one single pass via a heat chamber," explained MTEX Regional Sales Manager Henry Maya.

The machines quickly and seamlessly

print designs onto several types of materials—including polyester, cotton and canvas at a price Maya described as "cost-effective."

An MTEX Blue Neo costs about \$70,000.

Maya counts **Ralph Lauren** as one of MTEX's biggest clients. The manufacturer uses MTEX for pre- and post-treatment of textiles.

One exhibitor who knows the Première Vision ropes well is 18-year-old French textile company **Philea**. President Pierre Schmitt said he's been coming to Première Vision for more than 15 years and has observed some noteworthy changes.

"It's a new generation of customers," Schmitt said, "and there are more small businesses than ever."

While Schmitt said he prefers larger shipping orders, he said that the most important thing is that a customer understands the anatomy of the fabric.

"To design is one thing," Schmitt said. "To understand the beauty of a garment is another."

Schmitt noted that deep color intensity is performing well this year, along



EXPANDED OFFERINGS: The Jan. 19–20 run of Première Vision New York at Pier 94 in New York once again featured textile, trim and original artwork resources and this year added two new categories, leather and manufacturing.

tralia-based designer.

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with faux fur, jackets with satin-back stretch and crêpe satin georgette.

For many attendees, Première Vision New York is an opportunity to preview the colors and trends of Spring/Summer 2017.

"We're getting good feedback from the designers on the color range," said Première Vision Deputy Fashion Director Sabine Le Chatelier. "It's optimistic and energetic."

Even the carpets at Première Vision were a spring-inspired green, reflecting one of the color range's "Doping Green" panels.

Le Chatelier hosted a "Trend Tasting" seminar at the show, which also featured an extensive trend forum on the show floor.

"Première Vision is the only existing show with an internal fashion team," Le Chatelier said, referencing the team of eight responsible for predicting the trends and conveying them to exhibitors and buyers. "We consider Première Vision not only a trade show but a fashion show." ●

T-shirt Trade Show Has Growth Spurt

By Andrew Asch Retail Editor

LONG BEACH, Calif.—The **Imprinted Sportswear Show**, which traditionally sprawls across a large convention center ballroom every year at the **Long Beach Convention and Entertainment Center**, was the biggest ISS trade show produced by **Emerald Expositions** ever since it acquired the show in 2001, said Jeff Brown, the show's group show director.

Booth space was sold out, taking up 107,000 square feet inside the center. That marked a 3 percent increase in exhibition real estate compared with last year. "It was the most hectic show," Brown said.

Growth in booth real estate at the Jan. 22-24 show was driven by some of the biggest exhibitors expanding their booth space, Brown said. America's largest T-shirt companies, such as **Hanesbrands Inc.** and **Fruit of the Loom**, exhibited at the show, which focuses on the decorated apparel and imprinted products industry. Major equipment makers **M&R Companies** and **Hirsch International** showed imaging and embroidery machines.

The show also reported a 1 percent increase in attendance over last year. Visitors walking the show ranged from major distributors of T-shirts such as **Alphabroder**, headquartered in

"A lot of new money is going to the wholesale division. We have a lot of equity in wholesale, and a lot of it is in new product. We have more-sophisticated products being made for wholesale," Gebhard said.

During the show, Hanesbrands exhibited its new Coastal Collection, which featured pastel colors. **Anvil/Gildan** displayed new models of its ultra-light "featherweight" shirts. US Blanks showed more models of its T-shirts made with sustainable and recycled materials.

One of the fashion-label chiefs walking the show was Todd Kellogg of **Lira Clothing**, headquartered near Anaheim, Calif. For new trends at the show, he saw T-shirts with extended lengths and T-shirts bearing scalloped hems. Kellogg said he has been walking the annual show, which is the largest of the five ISS shows held around the country, since 2008. "It's a lot of the same stuff. A lot of the same brands selling blanks," he said.

Technology and machinery companies such as **Epson America Inc.**, headquartered in Long Beach, showed new screen-printing machines.

It announced new software for its **SureColor F2000** direct-to-garment printer. One of the new features of the Garment Creator software cuts back on ink usage, which Epson says improves the look and feel when printing



SHOW & TELL: Matt Kochanowski demonstrates a new printer from Epson's SureColor Screen Print series of printers.



NEW LOOKS: The American Apparel label showed new styles for its basics fashions at the ISS show.

Trevose, Penn., to independent retailers such as **Sevigny Studio** in Anchorage, Alaska. "Every company we order from is here," said Katie Sevigny, whose studio business includes screen-printing her art on T-shirts.



SHOW MEETING: Executives from US Blanks take in a meeting on the first day of ISS.

Traffic was really busy on the first day of the show, said Kevin Kelly, chief executive officer of **US Blanks**, a basic apparel line manufactured near downtown Los Angeles. "It has been packed since 10 a.m. We've been booked all day," he said.

However, much of the show's emphasis was on networking and marketing the brand. "We did get a few orders. It's 90 percent meet and greet and showing products," Kelly said. "Most people want to see and feel the product and get catalogs. They place orders when they get back to their office," he said.

In with the new

The ISS show was an opportunity for clothing companies to introduce new products and lines. At the **American Apparel** booth, Brad Gebhard, the company's president of global wholesale, was showing a new direction for the basic fashion label, which is about to emerge from bankruptcy.

In August, American Apparel hired a new product team, and some of the Los Angeles company's new looks were being exhibited at the show. New styles included a women's T-shirt with a more feminine silhouette. Other looks included an expanded category with French terry.

on black garments.

Epson also showcased new software and technology updates for its industrial screen printers **SureColor P800 Screen Print Edition** and **SureColor T3270 Screen Print Edition**. The new printers produce

high-quality film positives, which burn screens for traditional screen printing. But the machines can screen print at a faster pace with more intricacy, said Matt Kochanowski, product manager for Epson's professional imaging division.

The P800 can produce 17-inch-wide screens. The Sure Color T3270 can print 24-inch-wide screens.

Kornit Digital North America, headquartered in Mequon, Wis., demonstrated its new **NeoPigment Pure Ink**, which was demonstrated on its **Avalanche Hexa** screen printer. The ink offers more-vibrant colors, the company said.

A.S.P.E. Inc. of Temecula, Calif., displayed its machines that embroider clothes and sew tags on T-shirts.

McQueen Environmental Services Inc. of Marietta, Ga., showed its **SmartWasher**. The SmartWasher cleans toxic inks off screen-printing machines with a washing system that breaks down and destroys the inks before they are released into the environment, said the company's president and founder, Donald E. McQueen.

With the success of this year's show, the ISS organizers said next year they will offer more booth space in Hall C at the convention center. ●



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Hong Kong *Continued from page 1*

branding company behind manufacturing the line, geared toward women between the ages of 15 and 30. “They want American brands in China,” Liegey noted.

The Chinese economy may be slowing down, but there is a growing opportunity to sell creatively designed goods in a country with 1.4 billion people.

That fact has not been lost on the organizers of Hong Kong Fashion Week, which is increasingly moving its focus to China and other Asian countries instead of Europe and the United States.

At the recent show, held Jan. 18–21 at the **Hong Kong Convention & Exhibition Centre**, there seemed to be more Asian buyers attending the show than Westerners. Entire groups of Asian buyers were taking tours with Hong Kong Fashion Week guides holding up flags to keep the buyers from getting lost.

This year, for the first time since 2003, there was no World Boutique—which was geared as a higher-end designer section that normally had 300 exhibitors from Asia, Europe and the United States.

Instead, the **Hong Kong Trade Development Council**, which organizes the show, has decided to move World Boutique to Sept. 7–10 and call it **CentreStage**. The new show will be open to fashion designers, companies with original brands and licensees of brand names with the idea of about 200 exhibitors participating in the next show. There will be 60 fashion shows in four days with Asian celebrities attending many of the events. The last day of the show will be open to consumers.

C.F. Ng, senior exhibitions manager for the Hong Kong Trade Development Council, said the event will try to attract emerging designers who offer a fresh look. The show will be marketed to companies in Japan, South Korea, China, Taiwan, Thailand and Indonesia as well as to European and U.S. companies interested in reaching the Asian market. “It

will consist primarily of Asian designers targeted for the Asian market,” Ng said.

Hong Kong Fashion Week’s shifting demographics underscore that more European and U.S. buyers are now going directly to China to source their products or already have an established relationship with Hong Kong and Chinese factories—which made up more than half of the 1,500 exhibitors at this January’s Hong Kong Fashion Week.

Other sourcing executives are looking more toward Vietnam, Cambodia, Indonesia and Bangladesh for factories where garment workers’ wages are more than half of that

in China.

As China shifts from a manufacturing hub to a country that buys consumer products and services, the call for more Westernized apparel is on the upswing.

That was evident to Liegey, who has spent more than 25 years sourcing clothing in China for companies such as **Jordache**, **Polo Ralph Lauren** and **Tommy Hilfiger**. She now has a Chinese business license and has developed an anti-counterfeit hangtag to fight Taylor Swift knockoffs, which have been rampant in the areas of perfume, guitars, shoes, purses, bathing suits and hats.



Creative displays outside the big exhibition halls



Greeters at Hong Kong Fashion Week



The theme of this year’s Hong Kong Fashion Week was “Fashion of Music.”



The Taylor Swift runway show



A display outside one of the exhibition halls



Booths inside one floor of Hong Kong Fashion Week

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Hong Kong Continued from previous page

Now that China has relaxed its one-child policy to allow two children per couple, there is expected to be an explosion of opportunities in the clothing, shoes and accessories market, said Lawrence Leung, the committee chairman of the **Knitwear Innovation & Design Society** in Hong Kong. He is also the managing director of **Sun Hing Knitting Factory**, which makes sweaters in China. "There could be 24 million new consumers [by 2030]," he said.

The recent Hong Kong Fashion Week saw about 530 exhibitors from China and another 400 from Hong Kong while India had a pavilion with 52 exhibitors. New to the show were companies from Myanmar, Vietnam, the Philippines, Romania, Uzbekistan and New Zealand.

Many exhibitors felt buyer traffic was down this January compared with previous years. "My feeling is there aren't as many visitors as last time and there are not that many buyers from Europe or the United States," said William Yeung, general merchandise manager for **Fenix Fashion Ltd.** in Hong Kong, which makes knit dresses, sweaters and outerwear in three factories in southern China. "I think the Chinese buyers are becoming our main buyers."

This was the fifth time at the show for Nicky Parwani, sales manager for **Grand Apparels Designs** in Hong Kong, which makes shoes and handbags as well as clothing. "The show is slow, but we have a few potential clients," he said.

One coup for Parwani was having a sourcing executive from **Zara's** office in Shanghai, China, stop by the booth. "I've been trying to call their office and get an interview for some time now," he said.

This was the first visit to the show for Steen Adstofte, a men's accessories buyer for wholesaler **Philipsons** in Denmark. He was on his way to China and decided to stop by to check on new suppliers and factories. "This is a nice-sized show, and there are plenty of exhibitors," he said. "I have found some nice new contacts, so I think it was two days well spent."

David Diaz Dominguez, a buyer for Spanish childrenswear retailer **Mayoral**, has come to the show several times because it is based near the company's sourcing office in Shanghai. "I come here to look for sources outside of China," he said. "If you can find one or two good sources, that is good enough." ●

Hong Kong Designers to Show at New York Fashion Week

HONG KONG—Designers Polly Ho and Andy Wong are known for the painstakingly long process they use to naturally dye their silks in an old-fashioned style that can take days and weeks to produce.

The two Hong Kong natives produce **Loom Loop**, a sophisticated womenswear line with unique characteristics incorporating East-meets-West influences. Their clothing doesn't follow trends but tries to exude an artistic vibe that is unique to the brand.

The two will be part of a group show presenting three Hong Kong designers during **New York Fashion Week**. They will be on the runway Feb. 12 at **Moynihan Station** on West 33rd Street. Afterwards, there will be a pop-up showroom at **Splashlight Studios** in SoHo.

Joining them on the runway will be Harrison Wong, who designs menswear, and Hidy Ng, whose womenswear label is called **Hidy N.G.**

The three designers are being sponsored by the **Hong Kong Trade Development Council**, the group that organizes **Hong Kong Fashion Week** and promotes Hong Kong businesses.

This is the first time the council has sent a group of Hong Kong designers to New York Fashion Week since 2003. In the past, they have sent a contingency to **China Fashion Week** in Beijing, **Sydney Fashion Week** in Australia and **Copenhagen Fashion Week** in Denmark.



The former Police Married Quarters converted into creative space

Harrison Wong has shown his menswear at several fashion weeks, where his all-black collection garners a lot of attention for its slick lines.

Hidy Ng is a veteran Hong Kong designer who last showed at New York Fashion Week in 2003. She is hoping to snap up some buyers from **Neiman Marcus** and other high-end stores.

Harrison Wong, Polly Ho and Andy Wong have small shops set up in Hong Kong at a recently opened creative incubator occupying an old barracks once set aside for married police officers.

The PMQ, or Police Married Quarters, was built in 1951 and had been slated to be torn down. But philanthropic forces who wanted to help designers and artists thrive had the large building in the heart of colonial Hong Kong converted into studios and shops for creative companies. There also is a rooftop restaurant, several patio gardens and research libraries to develop more creative companies.—
Deborah Belgium



Harrison Wong

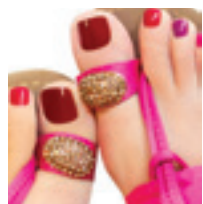
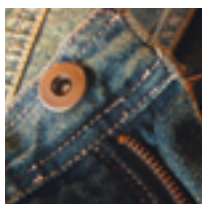
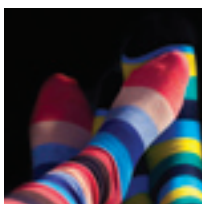
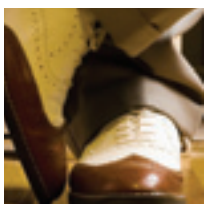
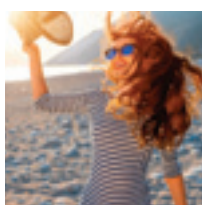
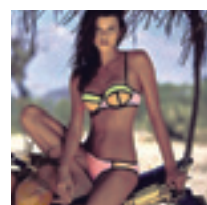
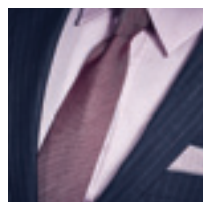


Polly Ho and Andy Wong

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Products and Services: As the oldest privately held factoring company in the Southwest, Goodman Factors provides recourse and nonrecourse invoice factoring for businesses

with monthly sales volumes of \$10,000 to \$4 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small size and centralized-management philosophy, Goodman's clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. Goodman Factors now operates as a division of Independent Bank (Memphis, Tenn.), which has routinely been recognized as one of the Southeast's highest-rated independent banks in terms of customer approval ratings and capital soundness.

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1000 Wilshire Blvd., 20th Fl.
Los Angeles, CA 90017
(213) 977-7244
Fax: (213) 228-5555
Contact: Kevin Yoon
kevin.yoon@hanafinancial.com
Products and Services: Established in 1994, Hana Financial is a specialized non-bank financial institution which offers factoring, asset-based lending, SBA lending, home mortgage banking, investment banking, wealth management, and insurance services. Hana Financial evolved from a local start-up serving a niche market of Southern California to a top 10 factor in the U.S. and a member of Factors Chain International, with offices in Los Angeles and New York.

IFJAG—International Fashion Jewelry & Accessories Group

www.ifjag.com

Products and Services: IFJAG shows feature fashion jewelry and accessories from around the world. Our exhibitors bring the finest brands and private label products, and our unique venue of private showrooms offers buyers a private, professional environment. The Las Vegas show runs Monday to Friday, February 15–19, 2016, so you'll have plenty of time to stop by while you're in the area. Come visit us at Bally's Las Vegas. Bally's monorail station is only 3 stops away from The Convention Center. You can pre-register at our website.

Jerian Plastics Inc.

(Global Head Office)
1000 De La Gauchetiere West Suite 2400
Montreal (Quebec)
Canada H3B 4W5
(514) 448-2234
Fax: (514) 448-5101
info@jerianhangers.com
www.jerianhangers.com

Products and Services: Jerian Plastics Inc. is a global hanger manufacturer and a premium store fixture distributor where you can source all your hanger store fixtures and garment packaging needs through our worldwide network facilities. At Jerian, we always have in mind to provide our clients with cost-effective plastic hangers and top-quality personalized custom-made wooden hangers specially designed to enhance the highest standards of the fashion industry and to fit the latest trends in the store interior-design market.

Keylin Inc.

312 E. Jefferson Blvd.
Los Angeles, CA 90011
(323) 232-6700
Fax: (323) 232-6858
Support@KeylinInc.com
www.KeylinInc.com

Products and Services: Keylin, Inc. is a company organized to design, manufacture, and market fasteners for the aviation, construction, garment, leather, medical, and oceanic industries. This Los Angeles-based company serves as a distribution center that provides immediate delivery of goods to customers. Keylin offers a vast variety of hardware to the global market. The company specializes in custom-built, made-to-order product lines that satisfy the customers' needs. Keylin is proud to become the Mid- and Western Regional Distributor of the world's leading premium fashion zipper manufacturer, Riri Zippers of Switzerland. To date, Keylin has a stock collection of #4, #6, and #8 metal zippers available in 5-metal teeth colors and 7 tape colors. This provides a vast array of 105 different combinations of items to satisfy the customer's creative demand. To enhance Keylin's operation as Riri's Regional Distribution Center, Keylin has an on-site Riri machine from Switzerland to allow on-site custom jobs enabling zipper customiza-

tion that closely matches the original factory specification. Keylin may also accept orders for production from Riri's Swiss plant that can be shipped anywhere in the world where customers may desire. The success of Keylin, Inc. as a leader in its line of trade is indicative of the effectiveness of the company's philosophy and goal.

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800 S. Figueroa St., Suite 730
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(213) 347-0101
Fax: (213) 347-0202
www.merchantfactors.com
Contact: Donald Nunnari, regional manager
dnunnari@merchantfactors.com
Products and Services: Merchant Factors Corp., conveniently located near the garment center, offers traditional non-recourse factoring. Our local management team offers very quick responses to all inquiries and flexibility to meet our clients' needs. Established in 1985 with offices in Los Angeles and New York, we pride ourselves on strong client relations.

The New Mart

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Los Angeles, CA 90015
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Products and Services: In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and has 95 showrooms featuring hundreds of contemporary women's and men's apparel and accessory resources.

OFFPrice Show

www.OffPriceShow.com

Products and Services: OFFPRICE serves the retail industry as a dynamic order-writing show that connects apparel retail buyers with the leading off-price specialists carrying 20 to 70 percent below wholesale prices on clothing, accessories, footwear, and more. Taking place in Las Vegas at the Sands Expo at Venetian/Palazzo Feb. 14–17, with over 500 exhibitors throughout the 130,000-square-foot show floor, attracting more than 11,000 industry professionals, it is the largest off-price show in the country. Many national and regional retailers—such as Conway, Citi Trends, and Beall's—actively shop each and every OFFPRICEShow. No matter what kind of the latest fashions you're seeking—men's, women's, children's, accessories, or swimwear—you'll find it all at the OFFPRICE Show! For more information, check out our website.

Zohar Industries

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4851 S. Alameda St.
Los Angeles, CA 90058
(323) 544-4444
Fax: (323) 544-4000
info@zoharzippers.com
www.zoharzippers.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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Hong Kong Fashion Week Fills the Runway With Diverse Styles

HONG KONG—More than 10 fashion designer and brand collection shows took place at the semi-annual **Hong Kong Fashion Week** Jan. 18–21, highlighting fashions for the Fall/Winter 2016 season.

With menswear experiencing a resurgence in style and popularity, there were more men's fashions on the runway than in previous years.

Fashion designers from around the world—including Myanmar, Japan, China, Hong Kong and New Zealand—presented their creations to fashion observers keeping track of the latest trends.

Designs ranged from contemporary fashion to traditional Asian pieces that were heavily embroidered with bright colors.

—Deborah Belgum



Betty n Elle



Ben Yung



Yone



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FAMMA GROUP INC.

Famma Group Inc looking for a production pattern maker for a trend-driven Junior design label specializing in all categories knit tops, wovens, collections, and dresses. Highly organized with great communication skills. Team player, able to juggle responsibilities. Works well under pressure in a fast-paced environment. Gerber V 8.5/ V9 REQUIRED. 7+ years experience. Email res. to: taylorandsage@fammagroupinc.com

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Manhattan Beachwear, inc. is looking for an Independent Sales Rep to expand product distribution of our Active and Resort Wear Brands. Will aggressively prospect, present lines, sell merchandise and close deals to your target account list. Send resume to hrdept@mbwswim.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.

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

Jobs Available

TECHNICAL DESIGNER

The Technical Designer is responsible for the garment uniformity and consistency as it pertains to fit, construction and quality. Interfaces with all cross functional teams and global partners. Ensures product is consistent with Taylor and Sage standards and production timelines are met. Knowledge of construction and patternmaking; trained eye for proportion, balance and aesthetic detail; Communication and interpersonal skills; Ability to multitask; Product risk assessment skills; Proactive on problem solving and resolution oriented; Ability to lead through clear and consistent actions; Ability to work in a cross functional team environment; Accountable to follow through on a task from beginning to end; Ability to influence in a cross functional team environment; Ability to self manage/work independently; Coaching and mentoring skills for direct reports; Proficiency in computer skills: Adobe Illustrator, AccuMark, Outlook, Excel, Word. Email res. to: taylorandsage@fammagroupinc.com

GRAPHIC ARTIST

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To work between production and shipping depts. Duties will include following up with contractors, production prioritizing orders to be shipped. Must be organized, be able to multitask, work under pressure, and follow to due dates. English/Spanish a must. Please email resume to jobs@xcvi.com.

TECHNICAL DESIGNER

CA based baby bedding, accys. & gift mfg. seeks an experienced Technical Designer. Executes the entire technical design process from design to overall design intent. Must be proficient with Illustrator/Photo Shop/textile design/pattern repeats/fabric construction. We offer a very competitive compensation package. Please submit your portfolio/resume to hr@lambsivvy.com

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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@karenkane.com or fax to 323-277-6830

SOURCING-FABRIC & TRIM

Manhattan Beachwear, Inc. is looking for a Sourcing Assistant for Fabric & Trim. Global fabric sourcing and technical textile knowledge a must. Bilingual in Mandarin a Plus! Send Resume to hrdept@mbwswim.com

COSTING ENGINEER

Growing company is seeking a costing engineer with 3 yrs. plus experience. Must have knowledge of print placement & yield. Organize is a must & be able to work under pressure. Email resume to: Geni@secretcharm.com & Mai@secretcharm.com

Jobs Available

SENIOR PLANNER

MOTHER Denim is looking for a strong Senior Planner to partner with sales on financial targets, sales plans, style projections, SKU plans, open-to-buys and inventory levels. Demonstrated experience presenting and recommending strategies and building a business case, strategic forecasting for a multi-dimensional business and influencing and negotiating at a variety of levels. Min 2 yr wholesale planning exp. Send resume to: hr@motherdenim.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

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Juniors and Kids Company seeking an Exp'd. sales person. Must have at least 7 yrs exp. selling to Dept & Chain Stores. We produce Kids & Juniors, Dresses & Tops. The candidate for this position must be able to move swiftly & get the job done. contact joekim.marsons@gmail.com

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Jobs Available

1ST TO PRODUCTION PATTERNMAKER

Wilt seeks an experienced 1st-Production Patternmaker - Must know Tuka. Min. 14 years experience garment dye knowledge preferred. Email: parcandpearl@parcandpearl.com

SEEKING KIDS/JUNIORS DESIGNER

Juniors and Kids company seeking and designer with at least 3 yrs exp. This position requires speaking and typing of Cantonese/Mandarin and English. We produce Kids and Juniors dresses and tops. contact joekim.marsons@gmail.com

DESIGNER

Wilt seeks extremely creative designer with min 15yrs exp. w/strong sense of the technical process of creating required. Good communication skills needed. Must work well with others submit resume and current portfolio to Kelly@parcandpearl.com

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