

# CALIFORNIA ApparelINews

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## FALL DENIM FORECAST: CHIC

Denim's look for Fall '16 is chic with new silhouettes, new inspiration and new treatments. For a look at Fall's denim trends, see pages 8-9.

## California Market Center Makes Big Push to Add More Exhibition Space

By Deborah Belgum Senior Editor

The **California Market Center**—the biggest apparel showroom complex in the **Los Angeles Fashion District**—is undergoing a metamorphosis by adding more mammoth exhibition space and consolidating showrooms onto fewer floors.

The CMC's latest transformation is the second floor of the three-building center, whose first phase was opened in 1963 in an ambitious project undertaken by Harvey and Barney Morse, local manufacturers who owned **California Lingerie Inc.**

All showrooms and offices on the second floor are being vacated in the next few months as the CMC's owners convert the area into a vast exhibition hall.

"The CMC is becoming one of the most sought-after  
➔ **CMC** page 3

## FMNC: 2016 Starts on Optimistic Note

By Andrew Asch Retail Editor

Many vendors felt optimistic about 2016 business after **Fashion Market Northern California** wrapped up its Jan. 24-26 run at the **San Mateo Event Center** in San Mateo, Calif.

"There is a lot more confidence," said Jacqueline Stone, a veteran Fashion Market Northern California vendor and owner of the **Jacqueline Stone** showroom, who also served on the board directing the trade show. "[Retailers] were spending."

It was the trade show's first event after a holiday retail season that disappointed many businesspeople and Wall  
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## INSIDE

Where fashion gets down to business<sup>SM</sup>



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# Paul Frank Returning to the Company He Founded

Paul Frank Sunich, the man who invented Julius the Monkey and founded **Paul Frank Industries**—only to be forced out from his namesake venture—is back with the label.

Sunich, who goes by Paul Frank, has been hired as director of creative development for Paul Frank Industries—now owned by **Saban Brands**.

Saban Brands acquired the label and its cast of cartoon characters in August 2010 for an undisclosed amount. That was 15 years after Frank doodled around and created Julius the Monkey—the familiar simian who has a wide smile and looks like a sock doll.

Frank started Paul Frank Industries in 1997 out of a garage in Huntington Beach,

Calif., with business partners Ryan Heuser and John Oswald. The budding enterprise soon became a hit with several products that expanded on Frank's initial plastic wallet with an image of Julius the Monkey on the side. The new company met with success at the **Action Sports Retailer** show in Long Beach, Calif., where orders in February 1998 stacked up to \$500,000 worth of merchandise. By 2005, revenues reportedly reached \$40 million.

Frank was pushed out of Paul Frank Industries in 2005 by his partners and was in court the next year suing Heuser and Oswald over the rights to Julius the Monkey and other cartoon images.

In 2007, it was decided that all intellectual property in the business belonged to Paul Frank Industries, which was sold three years later to Saban Brands. Oswald left the company and Heuser stayed on. Heuser later left to found athletic apparel brand **Athletic Recon**.

"The global success of Paul Frank Industries is a true testament to the creativity of Paul Frank and his colorful imagination and quirky designs," said Dan Castle, managing director of Saban Brands Lifestyle Group. "As we continue to evolve the PFI brand, we couldn't think of a better talent to join our team. We are so excited to have Paul on board and look forward to his contributions and what's to come for PFI and beyond."

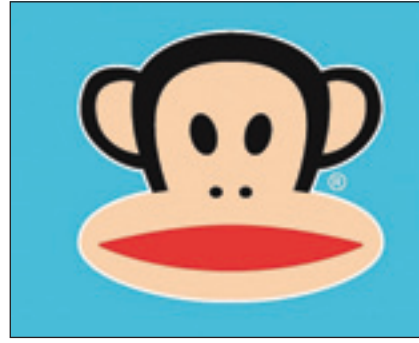
In his new job, Frank will work on new

character developments and other content for additional properties in the Saban Brands portfolio.

"When I started sewing Julius wallets back in 1995, I had no idea how popular the character and brand would become," Frank said. "Julius and all of the Paul Frank characters are a part of me, which is why it's such an amazing feeling to reunite with them. I'm excited to join the Saban Brands family and see what the future holds."

Saban Brands, based in Los Angeles, was formed in 2010 and is an affiliate of **Saban Capital Group**—a creation of entertainment tycoon Haim Saban. Saban Brands' portfolio includes **Macbeth**, **Mambo** and **Piping Hot** as well as Paul Frank.

—Deborah Belgium



Julius the Monkey

## Fox Names David Durham Creative Director

Motocross and mountain-biking clothing brand **Fox Racing**, a division of **Fox Head Inc.**, announced some big changes, according to a Feb. 3 company statement.

David Durham, a veteran designer for Fox, was promoted to the brand's creative director. He will oversee product design across all of the company's categories.

The company will close its Northern California office and move its finance, information technology and sales divisions to Fox's global headquarters in Irvine, Calif., which is a center of the action-sports business. The U.S. offices for the **Billabong** label are headquartered in Irvine as is retailer **Tilly's Inc.**

Fox's Northern California offices, based in the Silicon Valley bedroom community of Morgan Hill, will operate until June 30.

The company also will cut back on its women's lifestyle apparel design division to focus on the brand's core men's styles.

The company also announced that Pete Fox, former chief executive officer and chief creative officer and son of company founder Geoff Fox, will serve on the company's board of directors.

In a statement, Paul Harrington, Fox's chief executive officer, said he hoped the move would give the company a new momentum. "Our vision is to be the world's No. 1 brand in motocross and mountain biking," Harrington said. "Getting there requires relentless focus and consistent execution. Moving the company under one roof and investing in the brand's authentic core are essential steps to realizing this vision." —Andrew Asch

## Third-Quarter Revenues Slip for American Apparel

Just days after **American Apparel** was cleared to exit bankruptcy, the troubled Los Angeles clothing maker filed its third-quarter earnings results, showing the company is bleeding money.

For the third quarter, ending Sept. 30, 2015, American Apparel had a net loss of \$25.5 million on net sales of \$126 million. That was much worse than the same period in 2014, when the company had a net loss of \$19 million on \$155.8 million in net sales.

The vertically operated company, which

backed loan.

Despite an attempt by the company's founder and former chief executive, Dov Charney, to purchase the company for \$300 million with the backing of two private-equity companies, U.S. Bankruptcy Judge Brendan Shannon on Jan. 25 approved the prepackaged plan put forward by American Apparel.

American Apparel, with 8,000 employees in its various sewing and knitting factories and retail stores, has not made a profit since



is the largest apparel manufacturer in the United States, is also a retailer that currently has 227 stores in 19 countries, down slightly from the 245 outposts it operated a little more than one year ago.

American Apparel filed for Chapter 11 bankruptcy protection in Delaware on Oct. 5 with a prepackaged plan in which the company's secured lenders would convert \$230 million of debt into equity, provide \$40 million of exit financing in the form of debt and equity, and provide a \$40 million asset-

2009. It was founded by Charney in 1997 and moved to a large downtown LA factory in 2000. It started making blank T-shirts and branched out with a wide range of men's, women's and children's clothing. The company's first retail store was opened in 2003.

Paula Schneider, the company's chief executive since early 2015, said American Apparel has a turnaround strategy that includes introducing new products and launching new design and merchandising initiatives.

—D.B.

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### Corrections and Clarifications

The Nov. 20 story about the introduction of the new **PAD Plotter** incorrectly identified **PAD System Technologies Inc.** as based in Hong Kong. PAD System Technologies is a Canadian incorporation based in Montreal that is an independent company doing **PAD System** research, sales and support in North America with its U.S. sales and support office located in Los Angeles.



CMC *Continued from page 1*

destination venues in DTLA [downtown Los Angeles], and we continue to see continued growth in event requests. Many of these requests require more space than we can provide on the 13th floor. The major renovation of the entire second floor will address these needs and provide a more convenient trade show and event space for the building,” the California Market Center’s executives said in an emailed statement.

“Currently, we work with large events such as **The Makeup Show**, **Unique LA**, **LA Weekly’s The Essentials**, **Coeur** trade show, **BizBash** and many more. These changes will not affect the availability of showroom and office space, which also is in great demand at CMC. Our plan will create more-fluid floor plans throughout the complex.”

Second-floor occupants were informed in December that they would have to move in the next coming months—although no one received a written notice and no exact date was given.

The CMC said it was hoping to have the showrooms relocated before **Los Angeles Fashion Market** in March and have the service-industry offices moved by April.

The news was a surprise to people such as Barbara Kaplan, who has been in the same second-floor office in the B building for 40 years running **Extra Secretary**. “This was brought upon us at the end of December,” said Kaplan, whose lease expired on Dec. 31. She now has to be out of her space by March 15, she said.

Currently, Extra Secretary has about 1,000 square feet filled with bulky copy machines, computers, a fax machine and other devices used for her business, which also offers notary services. Shelves of multicolored paper line the walls for flyers and announcements. Extra Secretary also publishes the *Green Sheet*, a weekly newsletter of classified ads and advertising for the apparel and textile industry.

Kaplan said she is tentatively set to move to the seventh floor, where many of the other second-floor service busi-

nesses will be relocated. “I am kind of excited about the move, having a clean and fresh start, especially after being here so many years,” she said, noting that the hall carpeting in her area is faded and the area hasn’t been upgraded in many years.

Next door to Extra Secretary is accountant Ron Cheifer, who also has been in his office for 40 years. He is still uncertain where he will land. “We are living one week at a time,” he noted.

The **Bakery Nosh**, **Tony Shoe** and **Omid Travel & Tours** still don’t know where their new locations will be. And Robert Rojas, owner of the **Phonemart**, who has been in his current location since 2000 and in the building since 1991, is uncertain where or when he will move. “It seems most of the service people are moving to the seventh floor,” he said.

The building’s second-floor mailroom is one of those services that will have a new spot on the seventh floor.

The move for **Zen Dental**, owned by Dr. Alessandra Raschkovsky, is more complicated because various building permits and health inspections that take approximately six months are necessary to set up a new location. Right now, she isn’t sure where she

will move.

### Showroom shuffle

All of the second-floor showrooms that are affected by the CMC’s new plans are in the A building—but currently only five showrooms remain: **Stop Staring!**, **Mary Minser Sales**, **Alberto Makali**, **Frank Lyman Design** and **Creative Concepts/FashionLink Distribution**.

The sales reps at Alberto Makali—Maureen O’Connell and Armida Herman—said they will be moving to the B side of the fifth floor. “We know they have to consolidate people,” O’Connell said.

Mary Minser still hasn’t decided where she will be moving—perhaps the A side of the third floor, which recently

saw a major consolidation of showrooms from the B side of the third floor to the A side to make way for more exhibition space. “I’m up in the air,” Minser said, noting she has been in her space for eight years and in the building for 20 years.

Robert Friedman, who is the sales rep for Frank Lyman Design, only recently moved to the second floor. Now he is thinking he may move up to the A side of the third floor.

But Peter Jacobson of Creative Concepts/FashionLink Distribution said he is hoping to stay in his large space at the end of one hall until his lease expires in November.

Other showrooms—upon hearing about an imminent move—decided to leave the California Market Center and set up shop in other nearby showroom buildings.

**Mystree** showroom owners Judy and Jerry Wexler had been in the California Market Center since the late 1970s, when all 13 floors of the CMC were filled primarily with full-time apparel showrooms. With the consolidation of showroom areas, the Wexlers felt it was time to move to a new location.

“Under the circumstances, we felt we needed to be out as soon as possible,” said Judy Wexler, who said she and her husband never got a written notice about vacating their space.

The Wexlers moved to a new space in **The New Mart** on Jan. 1, even though their CMC lease doesn’t expire until the end of February.

Susan Burnett, who had worked in the California Market Center building for 34 years and had her **Susan Burnett Sales** showroom on the second floor for 13 years, decided six months ago she was moving when her lease expired on Dec. 31. She also relocated to The New Mart.

**Michael Bush LA-Apparel** and **The M Showroom** also moved recently from the CMC’s second floor to The New Mart.

When the showrooms and offices are vacated in the next few months, the second floors of the three 13-story buildings that make up the California Market Center will be nearly empty. The exception is the C building, which houses the fashion design department of **Otis College of Art and Design**. In July, the school is leaving its 38,000-square-foot space to move to the college’s main campus near **Los Angeles International Airport**. ●



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## RETAIL SALES

# January Sales Slow

Retailers typically regard January as a clearance month, a period of time to slog through while focusing on the important business of upcoming Spring fashion. However, January did not start the year with much cheer.

Retail sales declined 0.9 percent, according to an index maintained by Boston-area market-research company **Retail Metrics**. "Traffic and conversion looked uninspiring across the mall for most of the month as consumers took a breather from holiday spending," Retail Metrics' Ken Perkins wrote in a Feb. 4 note.

All of the companies followed by *California Apparel News*' index reported a same-store-sales decline in January. Retail giant **Gap Inc.**, which is typically included in the *Apparel News*' monthly sales chart, is reporting its January sales results on Feb. 8.

Mall-based retailer **The Buckle Inc.** reported that its same-store sales declined 11.3 percent in January compared with last year. Off-pricer **Stein Mart Inc.** posted a same-store-sales decline of 2.2 percent.

**L Brands Inc.** reported a same-store-sales decline of 2 percent. But the performance was the end to a banner year for business, according to many analysts covering the parent company for **Victoria's Secret**, **Bath & Body Works** and **Henri Bendel**.

Perkins wrote that the fiscal year ending in January 2016 was L Brands' best in terms of sales growth. Victoria's Secret's same-store sales declined 4 percent during January. However, L Brands said that to-

tal company comps would have increased 1 percent if Victoria's Secret's semiannual sale had been held in January, as it has been in the past. Instead the semiannual sale was held in December.

L Brands also reported results for its fourth quarter on Feb. 4. Comps for the fourth quarter increased 6 percent compared with the same quarter in the previous year. The company raised its guidance for its fourth quarter from \$1.85 to \$1.95 earnings

### January Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
<b>The Buckle</b>	<b>\$53.00</b>	<b>-10.1%</b>	<b>-11.3%</b>
<b>L Brands Inc.</b>	<b>\$811.30</b>	<b>+4.0%</b>	<b>-2.0%</b>
<b>Stein Mart</b>	<b>\$69.50</b>	<b>-0.1%</b>	<b>-2.2%</b>
<b>Zumiez Inc.</b>	<b>\$43.20</b>	<b>-2.2%</b>	<b>-4.6%</b>

Information from company reports

per share to \$2.05 earnings per share.

Mall action-sports retailer **Zumiez Inc.** also received good marks from analysts during January. Its same-store sales declined 4.5 percent. But the retailer beat Wall Street's predictions. Liz Pierce of **Brean Capital** had forecast that the retailer would decline 10 percent to 12 percent during January. "Even though we see no let-up in sector challenges, we believe the company is better positioned than it was a year ago due to its omni-channel and product initiatives," Pierce wrote in a Feb. 4 note on Zumiez.

—Andrew Asch

## Calendar

### 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 Womens The Tents**  
**The Collective**  
Mandalay Bay Convention Center  
Las Vegas  
Through Feb. 18

**Pooltradeshow WWDMAGIC**  
**CurveNV@MAGIC ISAM**  
**FN Platform WSA@MAGIC**  
**Playground**  
Las Vegas Convention Center  
Las Vegas  
Through Feb. 18

**Première Vision**  
Parc d'Expositions Paris-Nord  
Paris  
Through Feb. 18



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

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

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# Project Exhibitors Hustle for Business Amid N.Y. Snowstorm

NEW YORK—One day after a historic snowstorm dumped two feet of snow on New York, menswear trade show **Project** opened its doors for its Jan. 24–26 run at the **Javits Center**. The storm cut into traffic on opening day, but exhibitors scrambled to rebook appointments and make the most of the remaining days of the show.

“It was basically a two-day show, said Gilles Suetens, national sales manager for Gardena, Calif.–based **Howe**. Suetens had booked a few showroom appointments before the show, but he was hoping to open new business at the show.

“We did open two new accounts,” he said on the last day of the show.

At the **Robin’s Jeans** booth, sales reps were rescheduling missed appointments, but the last day was “fantastic,” said founder and designer Robin Chretien.

The company was showcasing its collection of embellished jeans, T-shirts and new accessories, such as belts, backpacks and shoes.

“People are coming over to congratulate me on the new store,” Chretien said. In addition to the new **Beverly Center** store in Los Angeles, the company is planning to open three

more this year in Florida, New York and Colorado.

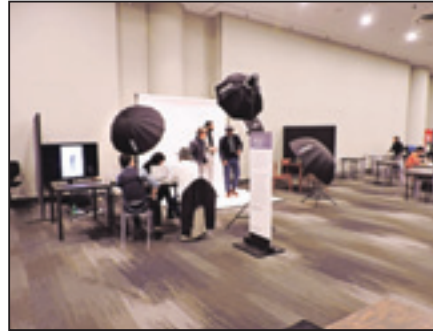
“The people we work with, they want to open shops-in-shop—1,000 square feet—to show the jeans, the T-shirts, the accessories,” Chretien said. “They want to do what we do here [at the trade show] in their retail store.”

At the **Tents at Project**, Jeff Shafer, founder, designer and chief executive officer of **Agave**, said, overall, traffic was steady.

“There was no time when it was completely dead and no time when it was overwhelmingly packed,” he said between appointments on the last day of the show.

The last day of the show was also good for New York–based premium-denim brand **3x1**, according to Executive Vice President Rachel Lamel.

The collection started five years ago as a retail concept in SoHo founded by the **Paper Denim and Cloth**’s Scott Morrison. Initially, each pair of denim was made in the SoHo store. As demand grew, the company began outsourcing



**SPIN CLASS:** Photography service Spin My Planet was demonstrating the capabilities of its 360-degree photography and app at Project.



**ACCESSORIZED:** In addition to the company’s signature embellished jeans and T-shirts, Robin’s Jeans was showcasing a collection of new accessories, including belts, backpacks and shoes.

larger orders. Today samples and limited-edition product is made in SoHo while larger orders are produced in Los Angeles, Lamel said.

At Project, Lamel said she met with some out-of-state buyers and most of the orders were for pre-Fall and Fall merchandise.

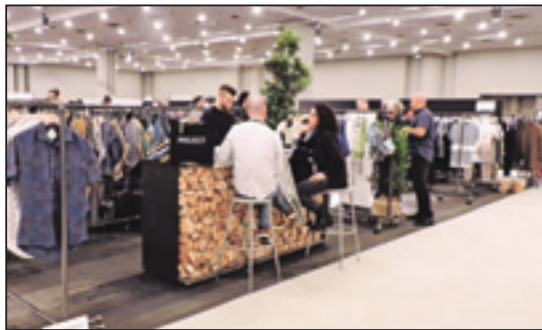
Exhibitors were taking advantage of the **ShopTheFloor** photo studio, where brands could have their looks shot for ShopTheFloor, the online platform launched by Project parent company **Advanstar**.

Photography service **Spin My Planet** was demonstrating the capabilities of its 360-degree photography and app during the show as well.

—Alison A. Nieder



**CONSOLIDATING BUSINESS:** With a blizzard keeping traffic light on opening day, many exhibitors at Project were looking to pick up added business on the second and third days of the show.



## MRket New York Bows Activewear Section, Fashion Installations

NEW YORK—Outside the **Javits Center**, people were bundled up in winter coats and snow boots, but inside at the **MRket** menswear trade show, men in shorts and T-shirts were taking their turn on the **Cycle for Survival** bike to help raise funds for rare cancer research at **Memorial Sloan Kettering Cancer Center**. The cycling fundraiser anchored MRket’s new **Move x Equinox** section, featuring men’s activewear and athleisure brands. Move took its bow during the Jan. 24–26 run of MRket, where exhibitors included new brands such as New York–based **Masterclass Apparel** and well-established companies such as Canadian brand **MPG Sport**, which has been around for nearly a decade and sells in core sporting-goods stores such as **REI** and **Title 9**.

“We understand athletic; we’re athletic people. We’ve been doing this forever,” said Richard Gualtieri, MPG director, who said he was looking to open new accounts “on the fashion side” in men’s better specialty stores.

“Sunday was slow, but I did write some orders,” he said. “That spoke to what they were about to accomplish with this



**LIVE-ACTION FASHION:** MRket producers presented a series of fashion installations during the New York show featuring the new Barbour collection and a selection of brands from the show’s Made in Italy section (pictured above).

Move at MRket. It’s added an element to the show that’s fun.”

Traffic picked up on the second and third day, Gualtieri said, adding that specialty-store buyers are interested in adding activewear, which, for some, is a completely new category for their stores.

“These men’s better specialty guys know they need this. They recognized athleisure as a trend, but they don’t know how to buy it,” he said. “Many will ask, ‘What are

the 15 pieces they need?’”

The MPG collection includes core activewear pieces such as antimicrobial T-shirts and shorts with compression linings. But there are also crossover pieces such as MPG’s “Broadway” pant, a relaxed-fit style with activewear properties.

Gualtieri also brought along some pieces in MPG’s women’s capsule collection with Julianne Hough of “Dancing With the Stars.”

Leather outerwear manufacturer **Remy** is a longtime MRket exhibitor. Justin Remeny, president of the Los Angeles–based company, acknowledged that buyer traffic was impacted by the major snowstorm that covered New York in the days before the show.

“For the people that arrived, it’s been great,” he said. “[The show] pulls in the high-caliber customers.”

This season, Remy introduced a new ultra-



Masterclass Apparel



MPG Sport



Remy

lightweight lambskin jacket as well as a new quilted fabric coat.

Jim Woodward, distributor for European trouser collection **Myer**, said he saw about half as many buyers as he typically sees at MRket.

“Normally, the first two days we can’t move,” he said. Instead, Woodward found his busiest day on the final day of the show.

The men’s trouser collection launched in the U.S. more than two years ago and was quickly picked up by about 150 independent men’s stores around the country.

San Francisco–based **Left Coast Tees** was steadily busy throughout the last two days of the show. The company only exhibits at trade shows in New York, Las Vegas and Chicago, so connecting with buyers at the shows is crucial.

“We only have three shots at seeing people,” said co-founder Steven Sockolov.

The turnout was primarily from East Coast stores, but Sockolov said he did meet with buyers from Texas, California and Florida, as well.

The 5-year-old brand manufactures its pima cotton T-shirts in Peru and warehouses them in Georgia for quick-turn delivery.

“We stock 29 colors of [our basic crew] T-shirt,” Sockolov said. “We also have polos, long-sleeve T-shirts, V-necks and our knit sport shirt, which is a knit button down.”

This season, MRket organizers also added a series of fashion installations during the show featuring the new **Barbour** collection and a selection of brands from the show’s Made in Italy section. —A.A.N.



**LATE START:** Traffic at MRket picked up later in the show’s three-day run as New York dug out from a historic snowstorm.





FMNC *Continued from page 1*

Street analysts. The optimism of the New Year and the dol-drum of the winter holiday season made for a range of opinion on the forecast for 2016 and the show's business. FMNC focuses on clothes for the "modern woman," a category that has been called misses, but the show also includes international brands, contemporary labels and juniors lines. The number of booths exhibiting at the show and the number of attendees was even with FMNC's January 2015 show, said Suzanne De Groot, the show's executive director.

Although most retailers shopping FMNC are headquartered in Northern California—including **Molly B** of Berkeley, **Rabat** of San Francisco, **Yum Yum Tree** in Los Altos, **Yasuko** of Healdsburg, **Vita Collage** of Point Reyes and **Morning Glory** of Burlingame—buyers from Oregon, Washington and Montana also were spotted during the show.

Brands exhibiting at the show included **Johnny Was**, **Karen Kane**, **I V K O**, **Fabrizio Gianni**, **Sympli**, **Staples**, **Equestrian**, **Salaam Clothing**, **Weston**, **Citron** and **Kiyo**.

Stephanie Harris, owner of **Stephanie Harris Sales**, described the show's traffic as busy. Don Reichman, another



**NEW YEAR:** The Jan. 24–26 run of Fashion Market Northern California in San Mateo marked the show's first edition of 2016. Above left, a meeting at the booth for Walls & Associates. Pictured right, a booth run by vendor Lori Markman.



veteran Fashion Market Northern California vendor and a former board treasurer, said retailers were feeling a cautious optimism. "If you were a multiple-line representative, you might be able to introduce new lines. Most retailers wanted to expand on the vendors that they were doing well with,"

Reichman said. He is founder of Los Angeles-headquartered **Reichman Associates**.

For Lynne Andresevic of the **Crayola Sisters** showroom, with offices in Vallejo, Calif., and Los Angeles, the trade show's buyer traffic was steady. "It wasn't busy, it wasn't slow," she said. Although the focus of the January show was on Summer 2016 fashions, Andresevic said buyers were still looking for Spring goods. "People wanted Immediates."

Holly Hill is the owner of the **Holly Hill** boutique in San Carlos, Calif. The retailer said she shopped for Summer and later deliveries at Fashion Market Northern California. "We buy from a lot of vendors and not that much from anybody. It keeps our store fresh," she said.

She said she thought wholesale-priced clothes dipped and some lines were being sold at more moderate prices than before. She said retail prices at her 4-year-old boutique are moderate, with sweaters retail priced under \$200 and dresses retail priced below \$320.

During the show, athleisure clothes seemed popular as well as tunics and leggings, Hill said. She shopped the show with her sister, Shelley Hill, who is a buyer for the boutique.

Other categories becoming more important at the show included accessories, hats, footwear and shapewear, De Groot said.

The El Niño weather system, which has been forecast to soak California with rain this year, was a topic at the trade show, Andresevic said. "People were concerned about El Niño. They don't know how it will affect retail. People won't shop for clothes when it is pouring rain," she said.

Hill, the boutique owner from San Carlos, said she believes anxiety about the weather has been exaggerated. "It doesn't get real hot or real cold in Northern California. It won't impact buying this year," she said.

However, 2015 was the hottest year on record, and Hill said last year's warm temperatures influenced her to become more conservative in ordering outerwear.

January also was a time of change for FMNC. A new board was named. New officers are Sheryl Draper as the board's chairperson, Ute Wegmann as its president, Stephanie Harris as vice president, Mary Taft as secretary and Nancy Provda as treasurer.

The show's directors also are veteran exhibitors at the show. De Groot will continue working as the show's executive director. The next FMNC is scheduled to run April 3–4. ●

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NAM GARSINII PHOTOGRAPHED BY JOHN MIDGLEY



# DENIM GETS CHIC FOR FALL '16

Denim's ultra-chic new look will be getting major street cred this Fall. From hip, cropped lengths to '80s-inspired high rises and a fashionable black palette, expect to see denim trending across the globe. While denim continues to draw on its past, it is also being reinvented for today. Think *Vêtements* Spring '16 collection, '90s supermodels and athleisure as this season's inspirations. Here are the key denim trends of the season.

—N. Jayne Seward



COURTESY OF BLANKNYC

BLANKNYC



MICAH CHIUSANO

Maryley



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## BORROWED FROM THE BOYS

"Dressed-up denim and menswear looks are going to be important to reinvigorate the fashion segment of the category," said Caroline Calvin, cofounder of **Calvin Rucker Denim**, who continues to instill its signature rebellious chic look into the collection. "It is important that we create fits and finishes that can be worn at various occasions, from day to night from casual to couture," Calvin added.



COURTESY OF MOUSSY

Moussy



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COURTESY OF SIWY

SIWY



STEVEN KHAN

Ksubi



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Moussy



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COURTESY OF G-STAR RAW

G-Star RAW

## CROPPED

The cropped jean is the breakout silhouette for Fall. "Almost every key style—be it straight, flare or a skinny—is in a crop ankle length [most important]," said Evelyn Ober, creative director for **KUT From the Kloth**. The look is trending from LA to Sydney. The "Spray On," a skinny cropped fit, is dominating at Ksubi, according to creative design director Apples Ryan. "I've been seeing the cool girls, especially here on the East Coast, continue to wear the cropped skinny but with tights or socks pulled up high. It's a key look we feel strongly about, especially since the last couple of seasons have been so anti-skinny."



COURTESY OF CLOSED

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Big Star



COURTESY OF CLOSED

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## OH SO '80s

Flashback to acid wash, **Z. Cavaricis** and '80s cinema for style cues this season. "For Fall 2016, we are moved by the trends from the '80s and '90s," said Catherine Ryu, women's creative director for **Citizens of Humanity**. "We drew inspiration from classic, vintage, high-waisted fits and beat-up stone washes from the '80s as well as the return of the nonstretch rigid denim." The era is also key for **McGuire Denim**. "Torn-off waistbands, bomber silhouettes and the celebratory vibe of the '80s were just a few things we had pinned to our mood board," said Marianne McDonald, McGuire Denim's president and head of design.



RAFAEL PULIDO

Citizens of Humanity

## ARTISANAL

From light bleached effects to bold patchwork, the fine art of denim continues as designers create artisanal and custom designs. "New rip/repair techniques will be important in addition to vintage-inspired washes," said **Big Star** associate designers Jessica Dunn and Paige Dietrich. "We're also seeing a multitude of hem treatments still going

strong, including raw cut, let down, exaggerated cuffs, etc." The **Ksubi** "KUSTOM" program has been popular, according to Apples Ryan, Ksubi's creative design director. "It's getting great attention because we are noticing a shift of people after customized, embellished styles fitted specifically to their personal tastes and flavors."



## SHADES OF BLACK AND GRAY

This season's palette of choice is chic in shades of black and gray. "Denim washes range from well-worn vintage shades to clean dark with a returned focus on black reminiscent of the '80s and '90s eras," said Catherine Ryu, women's creative director for Citizens of Humanity. From shredded skinnies to leather finishes and stone washes, look for denim ranging from shades of gray to saturated black to make a statement.



COURTESY OF SIWY



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Dish and Duer



STEVEN KHAN

Ksubi



COURTESY OF RAILS

Rails

## THE SKINNY

No longer just a trend, the skinny is a staple in every girl's closet. "The skinny, no matter what anyone says ... still outsells any jean two to one!" said Mike Clegern, marketing director for **Moussy**. However, Clegern points out that the trend is leaning more toward a relaxed skinny silhouette. "The legging may not be dead yet, but it should be. The real denim enthusiasts are wearing a more rigid jean these days," Clegern noted.



COURTESY OF BLANKNYC

BLANKNYC



CANDACE MEYER

Dish and Duer



PETER CALVIN

Calvin Rucker



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STRÖM



COURTESY OF KUT FROM THE KLOTH

KUT from the Kloth



MICAH CHIUSANO

Moussy



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Rails

## VINTAGE INSPIRED

"The key trend for women's denim in Fall 2016 continues to be lived-in, vintage-inspired denim," said **Rails** founder Jeff Abrams. "Relaxed, effortless silhouettes are replacing skinnies as the new key fit," he added. Distressed treatments, stretch fabrics and vintage washes are key for the look. According to Level 99 designer Amie Gaines, clean, medium-to-dark vintage washes are trending, some with more aggressive destruction for tried-and-true boyfriend fits. Overdyed denim in some dark washes is also key, she said.

## WEEKENDERS

Designers are updating relaxed styles such as the boyfriend jean with new fits that are both stylish and easy to wear. "The growing need for comfort has brought about looser-fitting silhouettes," said Jimmy Taverniti, creative director for **Siwy**. New denim fabrications such as rayon/Tencel are being introduced in response to the growing influence of the athleisure trend. According to Clarissa Gallaccio, communications coordinator for **Dish and Duer**, "Styles such as relaxed skinnies, straight and narrows, and weekenders will be prominent additions to the Fall wardrobe, allowing for a wider variety and more diversity."



COURTESY OF RAILS

Rails



COURTESY OF BIG STAR

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JULIAN LEBALLISTER

STRÖM

## WITH FLARE

"The fashion and culture of the 1970s is still a strong source of denim inspiration even going into Fall 2016," according to Jessica Dunn and Paige Dietrich, Big Star associate designers. Envision high waists, flared silhouettes and vintage-inspired washes. "In terms of direction, it's important to look back to fashion's history [1970s, etc.] to be able to plan for the future," explained the design duo. "Many of our inspirations are drawn from the heyday of California surf culture and then incorporate that into fresh new concepts for the modern consumer."



COURTESY OF SIWY

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# Liberty Fairs NYC Skirts New York Snowstorm

NEW YORK—Most buyers arriving for the **Liberty Fairs NYC** show at **Pier 94** in New York missed the historic snowstorm and the resulting travel cancellations.

By the time the three-day menswear show opened on Jan. 26, flights into New York were running on time and city streets and sidewalks had mostly been cleared of snow.

Opening day was busy for New York-based **Krammer & Stoudt**, which was showing in Liberty's Freedom Hall section, a selection of men's brands curated by **The Brooklyn**

San Francisco-based **Tellason** was also showing in the Freedom Hall section.

"Freedom Hall is so well curated," said Pete Searson, cofounder of the line. "It's the right environment."

Searson said the first day of the show was "a great day." "It was busy. We got to tell our story from the opening bell," he said.

Searson and his business partner Tony Patella founded Tellason in 2008 with a single pair of selvedge jeans featuring understated details and a meticulous focus on fit. The jeans are made in San Francisco from U.S. and Japanese denim. The line has expanded to include shirts, sweatshirt, jackets and a few accessories, such as the socks hand-dyed in Marin County, Calif., using natural dyes.

"Our audience is small," Searson said. "They are concerned with how things are made."

Tellason sells in independent stores around the country and around the world. Searson said 60 percent of the brand's business is in Japan.

"The U.S. market is a tiny slice of the pie," he said. "We don't work with sales reps or agents. We keep our distribution buttoned up. This is a perfect venue."

Showing in the main hall at Liberty, **Freenote** also got off to a brisk start, said David Strong, sales director for the San Juan Capistrano, Calif.-

based collection.

"Day one was busy—lots of good retailers," Strong said. "We have a little bit of new business [on opening day], but a lot of repeat business."

This season, the **Capsule** show moved to Pier 92, located next to Liberty, and the two shows set up a tented walkway between the two shows. Liberty and Capsule are part of the **Modern Assembly** collection of trade shows, and the one show badge gave attendees access to both shows.



Glass House



Krammer &amp; Stoudt



**GOOD TIMING:** Liberty Fairs' Jan. 26–28 show managed to miss the worst of a historic snowstorm that blanketed New York.

**Circus'** Ouigi Theodore.

"It was good foot traffic," said Krammer & Stoudt Sales Director Matt Aguirre. "All our appointments came and then some."

Aguirre said the show draws the right retailers but also credited our "own footwork, calling and getting them here."

This season the tailored menswear company added some new accessories, including a new duffle bag style and an updated version of the brand's backpack.



Tellason



"I like how well everything worked with Capsule being here," Freenote's Strong said. "It makes it easier for customers having the two shows work in synergy. If only we could get **Project** and **MRket** over here." (Project and MRket were held at the **Javits Center**.)

Jason Schott, chief operating officer of **Schott NYC**, was also pleased to see Liberty and Capsule side-by-side.

"I like the fact that Capsule is here now," he said. "That's our crossover customer."

Schott said opening day at Liberty was busy but added that the show draws regional retailers.

"For the most part, this is about getting a read for the customer who puts in paper at a later date," he said.

—Alison A. Nieder

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# Capsule Moves to Pier 92

NEW YORK—For its Jan. 26–28 run, **Capsule** trade show moved to a new location, **Pier 92** on New York's west side, from its previous location at **Basketball City** on the city's Lower East Side.

In the new venue, Capsule was located next to the **Liberty Fairs** trade show. Attendees could use the same badge to access both shows, and organizers set up a tented walkway

The performance outerwear styles have pockets for stashing small electronics' battery packs as well as pockets "big enough for whatever size phone you have," McElroy said.

"We're having fun with the whole concept," McElroy said. "[Retailers] are looking for more than just the aesthetics."

Tavik will also show at Capsule's Las Vegas show, but McElroy said the New York show typically draws a lot of boutique retailers, large stores and more press. "That means more exposure [than Las Vegas]," she said.

Traffic on the first day of the show was a little light because of the weather, said Katie Merten, director of sales for Los Angeles–

based **Marna Ro**.

She said she was primarily seeing East Coast retailers.

"There are usually a lot of buyers from Asia at this show," she said.

Designed by Eric Sartori, the Fall '16 Marna Ro collection features hand-spray-painted details. Several pieces have raw edges and an androgynous aesthetic. The 60-piece collection is manufactured in downtown Los Angeles.

This was the first time at Capsule for New York–based **Yogasmoga**, which was showing its activewear and athleisure collection for men.

"Our menswear line is doing really well," said Trish Cope, wholesale account manager. "We wanted to introduce it and create brand awareness. There's a really strong need



Marna Ro



Yogasmoga



Tavik's "Interface" jackets



for activewear in the men's market."

The Yogasmoga men's collection features performance fabrics with a soft hand, and pieces have thoughtful details such as thumbholes on jacket cuffs. There is a reversible jacket and a fabric with a laser-cut finish. Yogasmoga recently introduced a golf line, and there are shorts designed to store golf tees in the pocket and pants with darts at the knee so the wearer can line up that "perfect shot." The company is planning to introduce a tennis line, Cope said.

"We try to leave no stone unturned," she said. "That attention to detail is what you get from Yogasmoga."—A.A.N.



**NEW DIGS:** Capsule kicked off its three-day show in a new location next to the Liberty Fairs trade show.

between the two venues.

The move was a welcome one for Mikey Herlo, director of sales for Los Angeles–based **Cotton Citizen**.

"I like it," he said. "It's much better for buyers."

On the second afternoon of the show, Herlo was meeting with a steady stream of retailers, including appointments and walk-ins.

"Yesterday was nonstop," he said.

Most retailers were looking to refill their inventory with new goods, Herlo said.

"Some people missed spring," he said.

At **Tavik**, public-relations manager Kelly McElroy was showing the Irvine, Calif.–based company's latest product for Fall. Tavik's "Interface" jackets are designed to be zipped together as a lined coat or each worn alone as a rain layer or a lightweight jacket.

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**Sherwin “Ace” Ross**



## DENIM

# Denim From the 19th Century to the 21st

NEW YORK—Levi Strauss filed the first patent for a distinctive pair of work pant made from a twill fabric in 1873. But denim work pants—or jeans—had been worn even earlier. The **Fashion Institute of Technology** recently organized “Denim: Fashion’s Frontier,” an exhibition charting the history and evolution of jeans, at the **Fashion and Textile History Gallery** at the **Museum at FIT** in New York.

From a pair of jeans dated from 1840 to Levi’s first foray into womenswear to the introduction of designer denim from **Sasson** and **Guess** to premium denim and denim as couture, the exhibition features more than 70 pieces from FIT’s permanent collection.

Highlights include an early pair of **Guess** jeans and a video of Brooke Shields’ iconic 1981 commercial for **Calvin Klein**.

There is a reproduction of a 1942 **Claire McCardell** “Pop Over” dress in denim as well as an original McCardell three-piece

beach ensemble from 1945.

There are high-fashion denim pieces by **Roberto Cavalli**, **Gianfranco Ferré**, **Dries Van Noten**, **Sacai** and **Chloé**.

The exhibition runs through May. For more information, visit [www.fitnyc.edu/museum](http://www.fitnyc.edu/museum).

—Alison A. Nieder



Hussein Chalayan's deconstructed dress and jacket



1920 sailor's work suit



1960s-era hand-patched jeans



1979 Fiorucci “Safety Jeans”



Claire McCardell 1945 beach ensemble



Marithé + François Girbaud, left, and Guess jeans, right



Junya Watanabe, left, and Roberto Cavalli, right



1916 women's walking suit made from striped denim and a chambray work ensemble from the same era



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### February 12

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## Jobs Available



### SENIOR PLANNER/ANALYST

Maxstudio.Com has an immediate opening for a Sr. Planner/Analyst. The Sr. Planner/Analyst would partner w/the Acct. Executive & Merchant team to Analyze business performance & provide growth opportunities. This position is an xlt advancement oppty for an individual with passion, drive, & energy.

The ideal candidate must have 5 yrs planning exp. w/a major department store or wholesale supplier at a senior level. Must be extremely detail oriented, analytical & organized with excellent communication skills.

Scope of Responsibilities:

- Analyze product performance by door, overall sales performance, inventories and profitability.
  - Create, maintain & execute store location plans.
  - Identify & quantify store business oppty's
  - Partner w/planning/buying teams to analyze & react to store trends & recommend allocation changes.
  - Identify and react to opportunities for growth by region and location
  - Interact with Directors of stores and coordinators to ensure proper merchandise assortments
- Maxstudio.com offers both a competitive salary and benefits package.

Please fax resume to 626-797-3251 or email to [careers@maxstudio.com](mailto:careers@maxstudio.com). Pls include sal. hist. No phone calls please. EOE, M/F/V/D



### SALES ASSISTANT/PRODUCT DEVELOPMENT COORDINATOR

Maxstudio.com, a global corporation bringing leading-edge design to today's women, is seeking a Sales Assistant/Product Development Coordinator. Candidate must be extremely organized & detail oriented. Must be a team player with good communication skills and excellent follow through. Must be able to work under tight deadlines and manage multiple projects simultaneously.

Duties include:

- Creating and maintaining line sheets in Adobe Illustrator
  - Facilitating the processing of customer orders and interfacing with the merchandising and production departments
  - Assisting in major account meetings and providing daily customer service functions
- Knowledge of Microsoft Office, Filemaker and Photoshop a plus. Must have strong written and verbal communication skills.

Required Experience: 3 years

Maxstudio.com offers both a competitive salary and benefits package.

Please fax resume to: Human Resources @ (626) 797-3251 or email to: [careers@maxstudio.com](mailto:careers@maxstudio.com) EOE, M/F/V/D

### SHOWROOM ASSISTANT (FULL-TIME)

Miss Me Showroom is seeking entry level showroom assistant. Must be able to work in a team environment, handle administrative duties, assist and interact with new and current buyers, and attend tradeshow. Must have excellent communication and organizational skills.

Email resumes to: [careers@missme.com](mailto:careers@missme.com)

## Jobs Available

### .....TRIXXI CLOTHING COMPANY..... WE ARE SEEKING ENERGETIC & MOTIVATED CANDIDATES FOR:

#### DESIGN ASSISTANT - SPORTSWEAR

Assistant helps execute vision from concept to production. Must be able to put goods up to cut, be familiar with garment construction, and have a good understanding of fabrication. Must have good knowledge of Outlook and Excel. Experience with Full Circle and Spanish speaker a plus. F/T position with benefits after 90 days.

#### EXECUTIVE SALES ASSISTANT

Assistant works directly for the President of Sales & closely with the Sales team. Works with key accounts to ensure a smooth process from orders received until merchandise shipped. Collaborates internally with multiple departments as well as externally with retail partners. F/T position with benefits after 90 days.

Requirements: Bachelor's Degree in Business, Fashion Merchandising/Marketing, etc; 1-2+ years' experience in a fashion wholesale or retail buying office environment; Outlook, Excel, Word, Apparel manufacturing operating systems; Apparel manufacturing experience highly desirable. Candidates MUST have excellent organizational & communication skills, works well under pressure/deadlines, & be a team player.

Submit resumes to: [resume@trixxi.net](mailto:resume@trixxi.net)



### 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](mailto:careers@maxstudio.com). EOE, M/F/V/D

### SWIMWEAR SALES REP

Contemporary swimwear & Activewear manufacturer and distributor in LA, seeking a highly talented Sales Rep with solid exp. Selling nationwide to Dept & boutiques. If you are : Self motivated with proven record of sales success, have existing clientele contacts and able to negotiate and close sales.

Please enclose your resume to [topco@live.com](mailto:topco@live.com)

### SPORTSWEAR CUSTOMER SERVICE

Experienced in a Garment Industry Dynamic and excellent verbal communication skills. Duties include customer and sales rep order processing and follow up. Work closely with Production. Knowledge of AIMS a plus. Email resume to: [info@expertbrand.com](mailto:info@expertbrand.com) or fax to (323- 526-5866)

## Jobs Available



### PRE-PRODUCTION

#### MANAGER/PRODUCTION COORDINATOR

Maxstudio.com, a global corporation bringing leading-edge design to today's woman, is seeking a Pre-Production Manager/Production Coordinator. PRE-PRODUCTION MANAGER/PRODUCTION COORDINATOR

The Pre-Production Manager/Production Coordinator acts as a liaison between the China office, sales and design.

General duties:

- Submit line sheets to the pattern room for execution of the patterns, sew by samples and instructions
- Attend fit meetings with the designer and patternmaker
- Follow-up for Preproduction Approval Samples
- Trouble-shoot and handle production problems and update supervisor accordingly
- Create line sheets

- Assist wholesale buyers with product information and complete product information sheets
- Maintain product database with photographs, costs, color and fabrication information
- Set-up and maintain costing spreadsheets for domestic and international pricing.

- Place production buys and follow-up deliveries

Must be highly organized and detailed oriented. Good communication skills both verbal and written. Ability to work and interact with team and multiple departments on a daily basis. Computer literate and have at least 5 years prior garment industry experience.

Maxstudio.com offers both a competitive salary and benefits package.

Please fax resume to: Human Resources @ (626) 797-3251 or

email to: [careers@maxstudio.com](mailto:careers@maxstudio.com).

Please include salary history. EOE, M/F/V/D

### ••GRADING & PATTERN MAKER NEEDED••

We have an immediate opening for a Grading specialist w/ Patternmaking skills. Experience in Uniforms, Wovens, & Knits is a plus. Experience with Tukatech is a plus, training will be available. Must be detailed-oriented, able to work independently & have good communication skills. Submit resumes to [lisa@newchef.com](mailto:lisa@newchef.com) for consideration.

### WILT SEEKS PATTERNMAKER ASST/SPEC WRITER

Knowledgeable in construction of a garment, able to measure, write tech packs & use illustrator. Must have strong communication skills & work well w/others in a fast paced design room. Email: [parcandpearl@parcandpearl.com](mailto:parcandpearl@parcandpearl.com)

### CONTEMPORARY DESIGNER

Wilt seeks extremely creative designer with min. 25yrs experience with strong sense of the technical process of creating required. Good communication skills needed. Must work well w/ others submit resume and current portfolio to: [Kelly@parcandpearl.com](mailto:Kelly@parcandpearl.com)

### ASSISTANT DESIGNER/COSTING

Junior growing dress company. 3 years of experience. Must have exceptional organization skills, self-starter, creative, diligent individual. Photo Shop, illustrator experience. Great opportunity for the right person.

Resume: [AssistantDesignerHR2016@hotmail.com](mailto:AssistantDesignerHR2016@hotmail.com)



## Jobs Available

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### TECHNICAL DESIGNER - ATHLETIC APPAREL

Stable and growing athletic apparel company is looking for an experienced Technical Designer to support continued growth. The right candidate for this position will assist and consult with factory pattern makers to develop new blocks, maintain documentation of all relevant data for production, develop and manage the technical specification packages for apparel prototypes, evaluate garment for quality, lead fit sessions, and make recommendations for pattern improvements. This position requires great attention to detail. Competitive salary, 401K, Insurance. Please apply at info@appareljobsearch.net

### 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

### 1ST TO PRODUCTION PATTERNAKER

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

### 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

## Job s Available

### EXPERIENCED PATTERN MAKER

Experience In Garment Dye For Both Woven & Knits. Must Understand Ability To Apply Shrinkage To Patterns. Experience In Grading And Patterns. Must have exp. with Lectra. Full Time Or Part Time. Located in Burbank area. Email: patternmakerh21@gmail.com

### GRAPHIC ARTIST

Join our 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

### TARGET FIT AND TECH COORDINATOR

Minimum of 5 years and knows All Target Requirements. Need not apply if you have no experience and have not directly managed Target. This position a set of skills exclusive to Target. Pattern making knowledge a must.

Karen Kane

### 1ST THRU PRODUCTION PATTERNAKER

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

### LEAD ASST DESIGNER/MANAGER

Must be focused w/strong communication skills & organized in a fast paced environment. Reports directly to owner and able to oversee a team. Min 10 yrs exp. Email resume and salary history to: Kelly@parcandpearl.com

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Finance Report  
Technology  
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**Supply Chain Special**  
**Section with Tech**  
**Made in America Ad-**  
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### Bonus Distribution

OffPrice Show 2/14-17  
AccessoriesTheShow/LV 2/15-17  
Agenda LV 2/15-17



### February 19

Liberty Fairs NY 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  
AccessoriesTheShow/FAME/Moda Manhattan 2/22-24  
Designers & Agents NY 2/21-23



### February 26

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

**Fashion Faces**  
**T-Shirt Advertorial**  
**Finance Advertorial**

### Bonus Distribution

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### February 26

Cover: Fashion  
Full Vegas Wrap

**Textile Preview with**  
**Tech Focus and LA**  
**Textile Show Resource**  
**Guide\***  
**Fashion Advertorial**  
**Findings & Trimmings**  
**Advertorial**

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Factory Direct 2/29-3/2  
COAST Nashville 3/7-8

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