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Stitch



MRket



Project Womens



Liberty



Agenda



Offprice



WWD MAGIC



Capsule

LAS VEGAS SCENE

TRADE SHOW REPORT

Buyers Navigate Multiple Venues, Categories at Las Vegas Shows

By Andrew Asch, Deborah Belgum and Alison A. Nieder

LAS VEGAS—They were lined up to get in.

When visitors arrived at the **Mandalay Bay Convention Center** in Las Vegas for the Feb. 16–18 run of **Project**, **Project Womens**, **Pooltradeshows**, **Collective** and **The Tents**, the registration line snaked around the lobby, forcing buyers to wait up to 30 minutes to get their badges and enter the trade show. Once inside, they got down to business reviewing Fall collections and placing orders—primarily for immediate goods.

This season, the shows—part of **UBM Advanstar's** sprawling collection of shows, which also includes **WWD-MAGIC**, **Sourcing at MAGIC**, **FN Platform**, **WSA at MAGIC** and **Curve@MAGIC**—had their layouts shuffled once again. This season, **Pool** was located with **Project** in the space that previously housed **The Tents**, which moved to the

➔ Las Vegas page 3

FINANCE

California and Nation to See Continued Economic Growth

By Deborah Belgum Senior Editor

The U.S. economy is expected to chug along nicely at a 2.5 percent annual increase over the next two years as unemployment continues to decline and wallets get fatter with modest wage hikes.

On the local front, California's economy should advance at a faster clip than the rest of the nation with growth averaging about 3.1 percent in 2016.

"The current expansion has several miles to go," said Robert Kleinhenz, chief economist for the **Los Angeles County Economic Development Corp.**, which released its "2016–2017 Economic Forecast & Industry Outlook" on Feb. 17.

Economic growth is predicted for the next two years despite the gloom and doom in the up-and-down stock markets, tumbling oil prices and China's skittish economy.

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Where fashion gets down to businessSM



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D&A to Launch U.S.-Made Concept in Partnership With N.Y. Economic Development Group

At the September run of **Designers and Agents** in New York, a new concept will bow showcasing designs that are made in New York.

The **Made in N.Y. Collective** will feature a curated selection of designers who produce their collections in New York showing in a fully subsidized space within the D&A show. The Made in N.Y. Collective is part of the **New York City Economic Development Corp.**'s effort to promote economic growth throughout New York's five boroughs. Initially launched last year with a \$5 million investment, the Made in N.Y. initiative has now grown to \$15 million.

In the weeks leading up to the Made in N.Y. Collective launch, there will also be a series of workshops and seminars focused on building a successful business and making the most of the trade-show experience.

"It's exciting. We're proud to be part of it," said Ed Mandelbaum, cofounder of D&A. In 2008, D&A struck a similar partnership with the city of Los Angeles, when it featured several sustainable brands at a party and fashion installation hosted by then-Mayor Antonio Villaraigosa at the mayor's mansion in Los Angeles' Hancock Park neighborhood.

—Alison A. Nieder

Wynn to Develop Retail on Las Vegas Strip

Casino magnate Steve Wynn announced new retail development **Wynn Plaza** on Feb. 17. The 75,518-square-foot retail center is scheduled to make its debut on the Las Vegas Strip by Fall 2017, according to a statement from **Wynn Las Vegas**, a prominent property for **Wynn Resorts**, the company for which Steve Wynn serves as chairman and chief executive officer.

Wynn Las Vegas will add to the luxe retail offered at the prominent Wynn Las Vegas and **Encore** resorts. Wynn Las Vegas is close to the **Fashion Show Mall**, a prominent retail center on the Las Vegas Strip.

Part of the upcoming Wynn Plaza will

border Las Vegas Boulevard. "We had 300 or more feet on the Strip right on the sidewalk in unused real estate that was very, very valuable," Wynn said. "This represents an opportunity for future development that is quite unique." Wynn Plaza will feature two entrances leading off and onto Strip. It also will have a dedicated valet service.

Wynn Plaza is forecast to be a two-story complex. It will be covered by atriums and a skylight rotunda. The design of Wynn Plaza will be inspired by Avenue Matignon, a Parisian street famed for high-end retail and restaurants.

—Andrew Asch



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Wolves + Wildflowers: T-shirts for the Bad Girl

The **Wolves + Wildflowers** young contemporary brand, which will roll out later this year, was inspired by the girl who likes bad boys, said Tina Rani, a cofounder of the Huntington Beach, Calif.-based label.

"She is wearing her boyfriend's tee," Rani said of the looks, which might best be paired with a motorcycle jacket.

But even though the brand is inspired by tough rock 'n' rollers such as Joan Jett and Debbie Harry, Wolves + Wildflowers aims to manufacture T-shirts with a decidedly female silhouette.

The brand plans to release more than 30 T-shirt silhouettes when it formally bows in August. Among the silhouettes will be cropped tees, spaghetti-strap tees and tops with raw edges.

Other styles will take a cue from fashion found at rock 'n' roll festivals. Think T-shirts with distressed V-necks, distressed raglan-sleeved tops, sleeveless hoodies and cut-off T-shirts with large armholes and low neck lines.

Rani, the venture's creative director, partnered with Charlie Hayes, the line's cofounder, who also serves as head of product development for Wolves + Wildflowers. Kelly Kathleen heads up graphic design for the upcoming brand.

Using the brand's name, Kathleen inserted images of wolves and wildflowers into the graphics that will be found on the brand's tops. Other graphics were inspired by whiskey-bottle labels and the inside covers of pre-1940s hardcover books.

Rani got her start in fashion by designing young contemporary lines and printing T-

shirts. For the past few years, she has worked as a manufacturer's consultant. She also introduced her swimwear and beach-lifestyle brand, called **Venice Rani**, influenced by the bohemian lifestyle of Los Angeles' Venice Beach neighborhood.

After Hayes and Rani worked together on several fashion lines, Hayes suggested the two partner up with their own young contemporary line. So last year, they started



TONY ARIA



Wolves + Wildflowers.

Rani hopes to develop a lifestyle collection around the tops and place the brand in better specialty stores. She forecasts that wholesale price points for the T-shirts will range from \$11 to \$15.

Right now, Rani and her team are working on Fall 2016 styles. The preview for the brand will be for the Spring/Summer 2016 season, when Rani will be selling Immediate.

For more information, contact sales@wolvesandwildflowers.com.—A.A.

Calendar

Feb. 21

Designers and Agents
Starrett-Lehigh Building
Center 548
New York
Through Feb. 23

Curve NY
Javits Center
New York
Through Feb. 23

Capsule
Pier 94
New York
Through Feb. 23

Tranoi
The Tunnel
New York
Through Feb. 23

Axis
Pier 92
New York
Through Feb. 23

Atelier Designers
Doubletree by Hilton Times Square
New York

Through Feb. 23

Feb. 22

Accessories The Show
Moda
Fame
Stitch
Edit
Javits Center
New York
Through Feb. 24

Coterie
Sole Commerce
TMRW
Javits Center
New York
Through Feb. 24

eTail West Conference
JW Marriott
Palm Springs, Calif.
Through Feb. 25

Feb. 29

LA Textile Show
California Market Center
Los Angeles

Through March 2

Factory Direct
The New Mart
Los Angeles
Through March 2

March 7

Coast
Silver Point Studios
Nashville
Through March 8

March 9

DG Expo Fabric & Trim Show
Miami Airport Convention Center
Miami
Through March 10

There's more
on ApparelNews.net.

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

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

Las Vegas *Continued from page 1*

center of the hall.

The first day was “amazing,” said Erik Ulin, UBM Advanstar’s president of men’s. Late in the day on Feb. 16 it was still busy, Ulin said.

“There’s business and commerce going on, and that brings value,” he said.

With more than 300,000 square feet of exhibition space, “it’s so big you have to have those beacons of navigation,” Ulin said. “We strive to merchandise the floor to make it a good experience for every retailer. [And] the exhibitors are happy if the retailers are happy.”

Eric Martin, owner of the **Park Showroom**, was showing about 12 collections, including new brands **Tom Tailor** and **Duvin**. Martin brought along a staff of more than 20 to work the show.

“It started a little slow, but now every booth has someone working in it,” he said on opening day.

At the **Las Vegas Convention Center**, WWD**MAGIC** got off to a busy start with booths crowded with buyers. In the

better than last year, particularly on opening day, Feb. 15, the day before **MAGIC** and **Project** opened. Krammer & Stoudt’s sales director, Matt Aguirre, spent a month preparing for the show, calling more than 300 stores to request a meeting at Liberty, Nearburg said.

Adam Ahdoot, a partner at **Flagship Agency**, said the recent show seemed to be an improvement over last year. “There seems to be an upswing,” he said. “We’re seeing better brands [at the show] and new retailers. There is more confidence from the buyers. There is more of a willingness to experiment with new brands.”

Kevin Moshayed, designer of **Uncl**, is a show veteran, having shown at Liberty for three years. The made-in-LA and -based athleisure brand said the show draws important retailers such as **Nordstrom**, **Saks Fifth Avenue**, **Revolve** and **Kith**.

This was the first season at Liberty for Los Angeles-based **Cross Colours**. The company was showing new looks inspired by the brand’s 1990s heritage. New looks include military and streetwear styles. “I’m satisfied with the traffic,” Carl Jones, the brand’s founder, said. “We’ve been fairly busy.”

The story was similar at Agenda, where Manny Martinez,

done here.”

Gormley said he saw his big accounts, such as **Lids** and **Sport Zone**, at Agenda.

Jeff Staple of the brand **Staple** was upbeat.

“We’ve been crushed,” he said. “It’s been super busy.”

Rob Jungmann, founder, president and chief executive officer of eco-friendly T-shirt brand **Jungmaven**, expected to double his sales over last February.

Jungmann showed his collection of hemp and organic cotton T-shirts at Capsule’s Above the Tree Line section.

“We’ve been consistently busy,” he said. “We’re writing more orders than ever here.”

At Capsule, Jungmann introduced the 10-year tee, a 10-ounce hemp/organic cotton-blend T-shirt celebrating the LA brand’s 10-year anniversary.

At the Offprice show, located on the ground level of the Sands Expo, buyers scoured the hall for key items such as leggings and apparel with American-flag motifs as well as T-shirts emblazoned with **Disney** and “Star Wars” graphics.

Exhibitor Gitu Mehta, owner of **India Boutique Inc.**, a company specializing in beach and resortwear, was similarly upbeat.



Among the 2,000 booths at Sourcing at **MAGIC** was a made-in-America section of sourcing and materials resources at the Las Vegas Convention Center.



Scene at the Zipway NBA booth at Agenda



Meeting at the Tackma brand booth at Capsule



New to Las Vegas this year was IFJAG, which showcased fashion jewelry collections for wholesale buyers at Bally’s Las Vegas Hotel and Casino. (Pictured: Joann She & Co.)



The Tents at **Project** moved to a new location at the center of the hall at the Mandalay Bay Convention Center.



Pooltradeshows moved to a new location at the Mandalay Bay Convention Center, where buyers were able to move easily between the exhibitors at **Project** and the exhibitors at **Pool**.



Curve at **MAGIC** featured a new open format that allowed buyers to move freely between WWD**MAGIC** and the lingerie and swim show at the Las Vegas Convention Center.



Carl Jones, right, mulls over an order at **Cross Colours** at Liberty.

always-busy juniors section, Vernon, Calif.-based juniors brand **Timing** began serving fresh-baked cookies on the show floor at 8 a.m. By 4 p.m., the company had gone through three cases of frozen cookie dough.

At Sourcing at **MAGIC**, there were up to 2,000 booths—an increase over last year’s tally of 1,450 booths. Exhibitors included fabric, trim, wearable technology and garment-manufacturing resources, including 40 factories from Turkey.

But Advanstar’s shows were only part of the apparel trade-show story in Las Vegas. At the **Sands Expo and Convention Center** and adjacent ballrooms at **The Venetian** was the **Offprice** show as well as the six trade shows of **Modern Assembly**: **Liberty Fairs**, **Agenda**, **Capsule**, **MRket**, **Stitch** and **Accessories The Show**.

Opening day was strong for **MRket**, **Stitch** and **Accessories The Show**, all organized by **Business Journals Inc.** It was nonstop appointments and drop-ins at **Tallia Orange**, a division of New York-based **Peerless Clothing**, which was showing at **MRket**. Traffic was similarly brisk and steady at Peter Jacobson’s booth at **Stitch**. Jacobson is the owner of the **Creative Concepts** showroom in Los Angeles as well as the owner of **FashionLink**, which distributes European collections.

At Liberty, Courtenay Nearburg, co-owner of New York-based **Krammer & Stoudt**, was pleased with the traffic turnout.

“We are super happy with the show,” she said. “We got a bunch of people we were chasing. They were significant accounts. We hope that we’ll get confirmation from them next month.”

Nearburg said she thought the recent run of Liberty was



The halls leading up to the WWIN show were lined with mannequins and displays showing off the labels exhibiting at the show.

global brand ambassador for **Champion Life**, a premium brand from sportswear line **Champion**, said traffic was on par with last year.

“It was good,” he said. “We wrote orders.”

Martinez said he saw retailers from across the country, including stores in Michigan and Texas.

For David Gormley, president and founder of **Zephyr**, a Colorado headwear brand, this was the best Agenda. “At other shows, they are just shopping,” he said. “This show was animated. They wanted to engage. They wanted to get business

“There were a lot of new customers,” he said. “They were in the mood to buy.”

Even though the **Women’s Wear In Nevada** show changed ownership last year, the basic format of the event was the same with tried-and-true exhibitors occupying many of the same spaces they do every season.

More than 2,000 lines were on display in the various ballrooms inside the **Rio All-Suite Las Vegas Hotel and Casino**—a short distance off the Las Vegas Strip. The show’s first day started on Feb. 15, one day ahead of many of the other Las Vegas shows.

The result was that the aisles were jammed with buyers that first day as the various ballrooms buzzed with noise.

“There are a lot of shows now, so you only get one or two good days,” said Alan Blau, owner of **Ubu Clothing**, headquartered in Forty Fort, Penn., where most of the company’s knit tops are made. Their jackets are manufactured in China.

Blau said retailers were hunting for items that would make great window-display items and were different.

In that respect, **Ubu Clothing** fit the bill with its reversible rain jackets that often have a bright solid color on the outside and a vivid print on the inside.

This season included a new trade show in the mix. The **International Fashion Jewelry and Accessories Group** (IFJAG), the Rhode Island-based accessories trade association, which hosts trade shows in New York and Miami, launched its first Las Vegas show at **Bally’s Las Vegas Hotel and Casino**.

The Feb. 15–18 show was held in hotel rooms on two floors in the hotel, where IFJAG members showed fashion jewelry collections and other accessories items to wholesale buyers. ●

After Nearly 50 Years in LA Retail, Diane Merrick Recalls the Wildest Decades

Call it the end of an era for Los Angeles boutique retail. Diane Merrick announced last month that she was closing her 45-year-old, self-named **Diane Merrick** boutique. Most likely, she is the last of her pioneering generation of boutique retailers to close operations.

This group of independent retailers pioneered the California look, which has since been embraced around the globe. Merrick's boutique was particularly well-known as a place where some stars of California fashion got their start.

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.

The closing sale at Merrick's boutique, located at 7407 Beverly Blvd. in Los Angeles, is scheduled to wrap up in June. *California Apparel News* recently caught up with Merrick to talk to her about her time in Los Angeles retail and what she plans to do next. Here's what we learned.

California Apparel News: What was the best thing about being a boutique retailer?

Diane Merrick: Playing store. You get up in the morning, you have a big smile on your face. You can't wait to see who will come in. There's no better thing in the whole world. I love going to work. I love my customers. I love what I'm selling. ... It was a big decision to close, but I'm 80 and it is time to move on. I've been thinking about it for two years, and I'm going to find something equally as fabulous and do it.



DIANE MERRICK

Diane Merrick

What was the secret to your business longevity?

I wake up in the morning and I can't wait to get started. I'm always here. I don't like being away. It's a lifestyle. I like visiting with people and seeing what's new. It's made up for not having children.

What made your store different?

The store is so glorious with a mix of what is old and new. You can pick up a new T-shirt and a vintage decanter. The store has been a wonderful concept; the mix in the store with my beautiful crystal, candlesticks and cashmere. Everything is interspersed on tables, and there are big, big candelabras. You expect Liberace to come out any second. People love it.

How has business changed?

The people who used to sell to me have opened stores nationally and internationally: **James Perse**, **Splendid**, **Theory**, **Vince**. One by one, they left me at the gate. And a lot has changed in the past 15 years, between **Amazon** and the Internet, department stores discounting clothes right away, the advent of **Forever 21** and **H&M**. Competition is fierce. In 2008, the economy took a toll on business. People's tastes have changed. How we dress and go to work is totally different than how we dressed 15 years ago or 45 years ago. Everything is casual. You can go to the finest restaurants and everyone is wearing yoga clothes. Years ago, a great pair of trousers and a jacket were fabulous. But now everyone is wearing a cashmere cape. Cashmere is hot. You can go to a black-tie event and wear a cape and sneakers.

How did people dress when you started your boutique?

Women would wear beautiful suits to work. I had to hold off certain sizes for people. It could be \$800. I had \$10 to \$15,000 days. It was fabulous. Cashmere sweaters set the tone. The baby tees came out so the belly button would show. **Parallel** pants, low-rise [styles]. English people came out with riding pants. Through it all, I stayed loyal to cashmere.

What was the wildest decade for business?

The '70s and the '80s. I didn't know the '70s was such a big deal, and I was part of it. During the '80s, I remember Julia Roberts coming in the store barefoot. I remember Sarah Jessica Parker when she was dating Robert Downey Jr. He was buying things for her. I remember the Juicy women and helping young designers.

In the '70s, there were years I was making a lot of money. Boxes would come in. We didn't have time to open them. People would buy [right out of the box]. But it came to a point where everything was online, and everything was discounted. Everything is the bottom line. But I survived.

—Andrew Asch



SARA NURMI

Inside the Diane Merrick store

FINANCE

Finance *Continued from page 1*

"We usually do not import recessions. So a weak economy around the globe is not necessarily a cause of a recession in the United States," Kleinhenz said.

In the United States, consumers have been the main contributors to the nation's steady economic growth as spending by shoppers inched up 3.1 percent in 2015 over the previous year. While clothing purchases rose a bit, major gains were seen in the auto industry, which in 2015 experienced one of its best years ever.

Last year, 17.8 million cars were sold,

"The consumer sector will be healthy in 2016 and make a significant contribution to GDP growth this year," Kleinhenz observed.

Still, inventory levels in many industries are higher than normal, and it will take six months of the year to dig out from overloaded warehouse shelves and store racks.

Golden State

California is one of the largest economies in the world, shaped by a variety of industries—from technology, aerospace and entertainment to healthcare, agriculture and apparel manufacturing. Last year, the state's economy inched up 3.9 percent compared with the U.S. rate of 2.4 percent.

California received more venture capital funds in 2015 than all 49 other states combined—\$33.5 billion versus \$24.2 billion for the rest of the country.

Just about every business sector in the state added jobs, except those associated with off-shore oil rigs and oil fracking as well as non-durable goods manufacturing.

Technology employment in California exceeded 1.12 million workers in 2015, rushing past the previous peak of 1.06 million seen

in 2014. Nearly half of the new technology jobs created in 2015 were in computer-systems design with management and consulting jobs the second-largest job category added.

California is the nation's leading producer of fruits, vegetables, nuts and dairy products with the highest-value commodities being milk, grapes, almonds and nursery plants.

Agricultural products are also one of California's largest exports to the rest of the world. But already the slowing of China's economy

has resulted in a drop in demand for California almonds, dairy products and wine.

The number of farm workers in the state totaled 417,000 in 2015, which was 0.1 percent lower than in 2014.

Despite fewer workers in the sector, agricultural output in California increased by an estimated 2.9 percent in 2015 accounting for about 1.1 percent of the state's gross product.

On the international trade front, California is the second-largest goods-exporting state in the country, right behind Texas, which depends heavily on shipping energy-related products.

California's largest export categories by value are computer products, transportation equipment that is mainly aerospace-related, machinery, agricultural products and pharmaceuticals.

Global trade slowed sharply in 2015. Last year, statewide two-way trade was down 4.5 percent to \$581 billion after reaching a record-setting \$608 billion in 2014.

Even though manufacturing in the state dipped as U.S. exports declined due to a slowdown in other countries, the apparel manufacturing industry in Los Angeles County added 700 jobs in 2015, going from 44,400 people employed in cut-and-sew factories to 45,100. That was a 1.5 percent rise while other manufacturing sectors showed weakness.

Employment in the computer and electronics manufacturing sector in Los Angeles County took a 2.2 percent tumble, employing 38,000 people. The county's aerospace industry also showed weakness last year with a 2.7 percent decline in employment. The food manufacturing sector was relatively flat.

The biggest gains in manufacturing came in the construction indus-

try, which saw a 5.9 percent jump in employment as scores of apartment buildings in Los Angeles County came on line. Commercial developments are popping up in every neighborhood. "Construction jobs are up sharply but well below their peak before the recession," Kleinhenz said.

Home sales were up 6.2 percent compared with a year earlier. The median price for a home in Los Angeles County last year was \$485,980, a 7.8 percent increase over 2014's median price of \$450,960.

"The year 2016 [in Los Angeles County] should be a year of strength in the housing market with increased construction and housing sales," Kleinhenz said.

With mortgage interest rates expected to rise slightly in coming years, that could be the incentive for potential buyers to get off the fence.

After seeing a 2.2 percent increase in jobs last year, Los Angeles County should be adding 1.7 percent more employees to payrolls this year and continue that momentum with a 1 percent rise in jobs in 2017.

With more people employed and higher paychecks, total taxable sales should rise 5.5 percent this year. ●



matching the record set in 2000. Record-tying vehicle sales triggered an 11.9 percent year-over-year increase in auto loans, while student-loan balances rose by 6.8 percent in 2015 over the previous years.

Consumers are also pulling out the plastic more to make purchases as credit-card balances rose 5 percent in the third quarter of 2015 compared with the same period a year earlier. Still, that was 20 percent below the peak before the recession started in 2008.



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Tadashi Shoji

From the N.Y. Fashion Week Runway

California brands turned out during the recent very chilly run of New York Fashion Week, where BCBG-MAXAZRIA, Hervé Léger by Max Azria and Tadashi Shoji were among the lineup of brands on the runway.

PHOTOS BY TADASHI SHOJI



BCBGMAXAZRIA

PHOTOS BY BCBGMAXAZRIA



Hervé Léger by Max Azria

PHOTOS COURTESY OF HERVÉ LÉGER BY MAX AZRIA





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Checking In on Silver Lake

By Alyson Bender *Contributing Writer*

Reflecting the all-embracing community surrounding
Sunset Junction, Silver Lake's boutiques boast an eclectic
mix of merchandise that bears the common denominator of
quality.

While locals have always been loyal customers, store
owners attribute their growing businesses to the increase of
foreign tourists visiting the area over the past couple years.

Bucks & Does 3906 W. Sunset Blvd.

Expansion is in motion on all fronts at Bucks & Does.

At the beginning of February, founders Laura and Ja-
son O'dell moved all the production of their three in-house
lines—**Bucks & Does**, **O'dells** and **Porridge**—from the
back half of their storefront to a much larger facility down
the street in Frog Town.

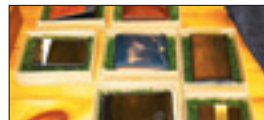
In the next few months, construction will start to com-
bine the back space with the current boutique floor, which
will double the store's size. Also in the pipeline is an active-
wear collection under the O'dell's label for later this year.

All of the Spring '16 womenswear in the store has a retro
look to it with slits, flares and rips from brands that include
Cali Dreaming, **Stateside**, **Sundry**, **TYLHO** and **Mother**
denim.

The men's half of the store is stocked with high-quality
classics and numerous accessories such as wallets, cologne,
hats and **Wolverine Boots** (\$355 leather sole/\$395 rubber
sole). **Nudie Jeans** and **Sol Angeles** are extremely popular
with male customers, as are the Bucks & Does basic V-
neck tees in neutral colors (\$48).



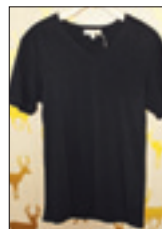
Men's Wolverine boots (\$355–
\$395)



Men's leather wallets
(\$45–\$65)



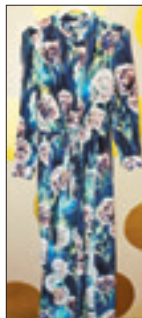
Pepin tie-dye
mini dress
(\$210)



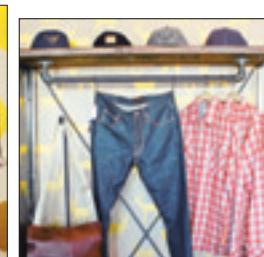
Bucks & Does
men's black
V-neck tee (\$48)



Cali Dreaming
blue silk "Flight
Suit" with a rose-
gold zipper (\$295)



O'dells silk
floral dress
(\$378)



Bucks & Does snap-back hats
(\$44–\$52); Mulholland bison
leather "Downtown Messenger"
(\$360); men's Nudie Jeans
(\$250); Nudie Jeans plaid
"Gunnar" top (\$155)



Men's Spring 2016

Clare V. 3339 Sunset Blvd.

Located not far from down-
town, where everything is manu-
factured, **Clare Vivier's** flagship
store has a French jet-set vibe.
New to the collection is the **Go
See Bag** (\$365), which has been
popular in black, gray and navy.

Vivier's classic fold-over clutches put her on the map and have been a staple since the brand's
conception, remaining a top seller, according to the store manager. Wallets have also been selling
well recently, and the leather fanny packs continue to be back-ordered due to insatiable demand.

The flagship store also features pieces from local
jewelry designers **Grace Lee**, **Annie Costello Brown**,
Maya Brenner, **Jennymac** and **Lena Wald**.



Fold-over cheetah-
print leather clutch
(\$275) and black
"Suki" bag (\$365)



Inside the store



"Oui" striped shirt (\$165), black tote (\$499), leather
passport cases (\$115), leather luggage tags (\$55), Louis
Vuitton LA City Guide book (\$37)

**Myrtle
2213 Sunset
Blvd.**

Named after the founder's great-great-grandmother, Myrtle exclusively features womenswear, accessories and an expanding selection of home goods by independent female designers from around the world.

Indigo denim in varying silhouettes was the front-running trend for Spring '16. Iron-on patches and dainty jewelry have also been popular lately.

"We've had **Dusen Dusen**, **Upper Metal Class** and **MCMC** fragrances since day one, and they have been popular the whole time," said **Whitney Bickers**, Myrtle's founder. "We also do really well with **Samantha Pleet** and **Rachel Antonoff** and have a great roster of local designers like **J Southern Studio**, **Jill Yee**, **John & Mickie**, **Rami Kim** and **Wrk-Shp.**"



Heinui denim overall dress (\$284)



State denim smock (\$95)



Vanessa Tao dress (\$258)



Nina Payne shoes and Little River Sock Mill socks



Iron-on patches have been very popular with customers.



Inside the store

**Lake
1618½ Silver
Lake Blvd.**

With a French bohemian inspiration mixed with a laid-back Californian feel, Lake is all about caftans, embroidery and prints on prints for Spring '16. Being the only store on the LA's eastside to stock **Isabel Marant Etoile** and **Jerome Drefess** handbags, the boutique also features select pieces from **Ace & Jig**, **Xirena**, **Lucy Wild**, local designers **Samantha Grisdale**, **Wolfie** and denim from **Closed**, **R13** and **Mother**.

While **Melissa Loroy** has had her boutique in Silver Lake for 10 years, the store is launching its first website on Feb. 15, which is centered around e-commerce and Instagram posts (@LakeBoutique), which feature Loroy in outfits from the store photographed around Silver Lake.



Isabel Marant Etoile caftan dress (\$540) with K/ller single-quill mobile brass pendant (\$285)



Isabel Marant Etoile embroidered top (\$270)



Humanoid dress in "apple" (\$270)



Two caftan (\$386)



Lucy Wild dress (\$315)



Wolfie extreme drop-crotch pants (\$165)



Spring 2016



The back half of the store has an assortment of sleepwear, home goods and unique gifts.



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TRADE SHOW REPORT

Bustling Milano Unica Show Prepares to Relocate Next Season

By Alison A. Nieder Executive Editor

MILAN, Italy—Traffic kicked off early during the Feb. 9–11 run of **Milano Unica**, the textile trade show that focuses on upscale fabrics.

“It started rather early this time,” said Isabelle Dupuy of French mill **Trouillet** on the first day of the show. It was the same for Pierre Scanzi of French lace mill **Goutarel**.

“The best day is the second day, normally,” he said. Scanzi said he saw many Italian designers but also “some people from the Eastern part of Europe. Some from the Middle East. Very few Americans.”

Michel Vigano, owner of Italian mill **Seterie Argenti**, was pleased with the turnout at the show, which, he said, is “getting better and better.”

“I am seeing very good brands—**Moschino**, **D&G**,” he said. “In addition to Italians, I also saw British and Swedish customers.”

Designers were looking for color and a lot of textured fabrics such as “crepes with big yarns, raffia, natural aspects, linen [and] jacquards with particular yarns,” Vigano said.

Overprints on textured fabrics also did well as did linen mixed with other fibers such as silk, cupro or cotton.

Held in several halls at the **Fieromilano-city** convention center in Milan, Milano Unica was founded 11 years ago when several longstanding trade shows joined forces to show in a central location. The show features several areas: **Moda In** and **Moda In Accessories**, which has men’s and women’s fabrics and trim; **Shirt Avenue**, which features shirting resources for men and women; and **Idea-Biella**, a section primarily showing menswear fabric resources from the area around Biella, a city in Italy’s Piedmont region. Many of the show’s exhibitors are European, although there are Japanese resources showing in the Japan Observatory section and Korean resources showing in the Korea Observatory section.

At **Albert Guegain**, a French lace mill that also shows at the **Los Angeles International Textile Show**, Nathalie Guegain said she met primarily with Italian designers but also saw some from Eastern European countries such as Poland and the Czech Republic.

For **Marco Taiana** of Como, Italy-based **Taiana**, the opening-day traffic seemed on par with other shows.

“It’s been quite busy,” he said.

On the first day of the show, Taiana said he primarily saw Italian customers as well as “a couple of Japanese and one American customer.”

Taiana was showing inkjet-printed fabrics with small motif patterns and gradient effects, prints on denim-ground fabrics and jacquards.

“This is always a busy exhibition for us,” said **Alessio Papanikolaou**, owner of the Montemurlo-based mill **Duemilagori**.

This was Duemilagori’s third time showing in IdeaBiella after several seasons show-

ing in ModaIn. The move to IdeaBiella has been good, Papanikolaou said, because there is more of a menswear focus at IdeaBiella.

Duemilagori works primarily with menswear companies, but some womenswear brands also shop his collection.

“Some of the line is a little unisex,” he said. “It’s only a matter of changing the colors.”

Papanikolaou estimated that 60 percent of the customers at Milano Unica were Italian,



MERCHANDISED MIX: Milano Unica includes four sections: ModaIn and ModaIn Accessories (pictured), which feature men’s and women’s apparel and trim; Shirt Avenue, which features shirting fabrics; and IdeaBiella, which features high-end fabrics primarily for menswear.

with the rest from all over Europe as well as from Japan and Korea. The company does not have a large client base in the U.S., although its fabrics are well represented in the U.S. market, Papanikolaou said.

“Our product is more for special Italian fashion,” he said. “It is not easy to enter the U.S. market. We are already in the U.S. but not directly. Italian fashion is very well known all around the world. Our Italian clients are selling very well in the U.S.”

Swarovski, maker of high-end crystal embellishments, had a large presence in the accessories section of ModaIn. Milano Unica was busy, according to Francesco Gabrielli, digital and communication specialist with **Swarovski Internazionale D’Italia S.p.A.**, the Milan-based division of Swarovski.

“The first day is the most important,” he said. But on day three, all of the Swarovski staff at the booth were busy working with customers. Gabrielli said most of the companies who came to the booth were Italian, but there were meetings with designers from all over the world.

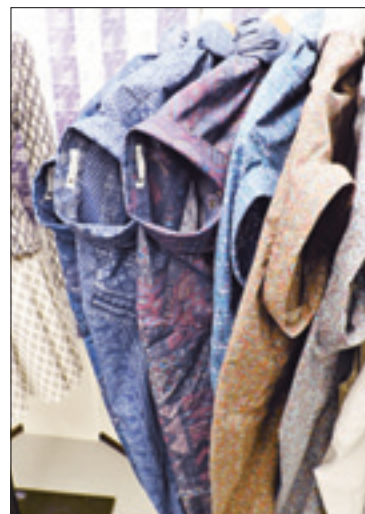
Duksung Co. Ltd. was one of 13 Korean

fabric and trim suppliers showing in the Korea Observatory section of Milano Unica.

Kevin Jeong, chief executive officer of the Gyeonggi-do, Korea-based company, said Milano Unica provides a good opportunity to showcase his company’s line to the Italian market.

“We sell to the world, [but] Italy is here,” he said. “There are so many luxury brands and medium-high brands here.”

Duksung specializes in simulated leather, suede and fur as well as functional knits for the fashion market. For outdoor apparel and activewear, the company has performance



DENIM FRIENDLY: Taiana, a mill based in Como, Italy, was showing new shirting fabrics at Milano Unica’s Shirt Avenue section.

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TRADE SHOW REPORT

Milano *Continued from previous page*

knits, thermo-regulating fabrics, breathable and air-permeable fabrics and eco-friendly fabrics.

This season also saw the return of the Japan Observatory, a pavilion with 25 exhibitors, including giant **Itochu Corp.** as well as denim and novelty fabrics by **Yagi Tsucho Ltd.** and activewear fabrics by **A.Girl's Co. Ltd.**

Milano Unica on the move

This was the 22nd edition of Milano Unica, which has been held at Fieramilanocity nearly continuously since the beginning. This season's show featured 424 exhibitors, an increase over last season's 399.

In September, the show will relocate to Fieramilano, located in Rho, Italy, a 10-mile drive from Milan.

"We are physically not able to grow here," said Ercole Botta Paola, the new president of Milano Unica and chief executive officer of Biella-based mill **Successori Reda S.p.A.**

Milano Unica was held at Rho in 2006 for one season shortly after the facility opened. Today, there is a train that connects Milan to Rho.

"The idea is to create a trade fair that brings together everything in an urban environment,"

Botta Paola said. "We don't have the space here."

Milano Unica's four sections will continue in the new venue at the next show in September. There will also be a trade show called **Origin** that will focus on high-end garment manufacturers.

The move to Rho will also allow Milano Unica to expand into new categories such as denim and leather. Organizers are open to expanding the exhibitor base to include other countries, much like it has done with the Japan Observatory and the Korean Observatory.

"In Italy, the best creativity in the world comes to visit us," Botta Paola said. "We have all the excellence of Europe [exhibiting] as well. My idea is to grow the categories [and] ask all the different districts to come. We need to cultivate diversity in an elastic frame of unity."

But all exhibitors must meet the same high-quality standards of Milano Unica's existing exhibitors, Botta Paola said.

"We are the company that is excellent in excellence," he said. "Excellence is the new mantra of luxury. We are open to other excellent exhibitors. That's our DNA."

Over the course of its history, Milano Uni-



EUROPEAN FOCUS: Milano Unica's Modaln section features men's and women's fabrics from mills primarily based in Europe. (Pictured: Ciabatti SRL)

ca has expanded to include shows in Shanghai and New York as well as **Primo**, a new Milano Unica show in Italy, in July.

Milano Unica's New York show recently concluded its second season at the **Javits Center**. Show organizers will return to the Javits Center in July, then they will evaluate whether the dates and venue are the best for their exhibitors and the buyers.

"We need to be invested in the USA because there is a lot of opportunity," Botta Paola said. ●

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