

# CALIFORNIA ApparelNews

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**SURVEYING THE MARKET:** Designers and piece-goods buyers turned out for the Feb. 29–March 2 run of the Los Angeles International Textile Show at the California Market Center.

## TRADE SHOW REPORT

### Light Traffic, ‘Enthusiastic’ Buyers at LA Textile Show

By Alison A. Nieder *Executive Editor*

The traffic reports were mixed, with some textile mills and representatives saying the last day was busiest at the **Los Angeles International Textile Show**, held Feb. 29–March 2 on the top floor of the **California Market Center**.

This was the first time showing at the LA Textile Show for Raphael Javaheri, owner of Los Angeles–based **Ecotex**, after several seasons away.

“Yesterday we were busy and today was good,” he said on the last day of the show. “Overall I’m happy we exhibited. The last few times we showed, it wasn’t as busy.”

Javaheri said he found a lot of demand for fine knits, novelties and Immediate deliveries.

“It doesn’t have to be made in America, just inventoried in LA,” he said.

For Los Angeles knitting mill **Mansfield Textile**, domestic production is key.

➔ **Textile Show** page 11

## IMPORT/EXPORT

### Soft Global Trade Keeps Shipping Rates Low

By Deborah Belgium *Senior Editor*

The U.S. dollar will remain strong until the middle of this year, hampering U.S. exports but boosting a wave of imports into U.S. ports.

A strong dollar means the United States should see imports rise 5.3 percent this year after increasing 4.0 percent last year. With a strong dollar and subpar economic activity overseas, U.S. exports will decline 1.5 percent this year after a 3.8 percent slump last year.

China will continue to be the main player in the Trans-Pacific shipping route, sending commodities of all kinds to the United States even though it is transitioning from a manufacturing hub to a service-oriented economy with a burgeoning middle class.

“Between 2012 and 2016, I am expecting China’s percent of the U.S.-Asia trade will be 64.5 percent, nearly unchanged in five years,” said Mario Moreno, senior econo-

➔ **Global Trade** page 4

## Thomas Wylde: LA Collection Looks to Build the Brand and the Business

By Alison A. Nieder *Executive Editor*

For 10 years, **Thomas Wylde** built a reputation as a high-end collection that balanced its luxe pieces—and equally high price points—with a rock ‘n’ roll edge. Known for its skull-print motifs and second-skin leathers, the collection flew so far under the radar that some retailers didn’t realize it was a Los Angeles company, assuming that the brand was British, like its founder, model and stylist, Paula Thomas.

Today the company is undergoing a transformation as the executive team takes the label to a broader audience while carefully maintaining the collection’s core aesthetic.

On a recent afternoon in the company’s Culver City, Calif., headquarters, Jene Park, Thomas Wylde’s creative director, prepared for the collection’s **New York Fashion Week** runway show while a photographer shot the label’s Autumn/Winter collection, called 90292, in homage to the glitz-meets-grit mix of California’s Venice neighborhood.

“Thomas Wylde’s style embraces rock ‘n’ roll culture

while emphasizing nuanced design,” Park said. “It’s uptown glamour meets downtown edge, rebellious without being trashy, sexy but not vulgar. I only use the most luxurious fabrics, quality construction and impeccable detailing, signature prints, bold imagery and symbolic embellishments that are the staples of my work. Thomas Wylde encapsulates modern luxury. The style brings out the inner rebel in women but with a feminine touch.”

Park has been with Thomas Wylde since the beginning, most recently as chief operating officer. She was named creative director last year when founder Thomas left the company.

A graduate of the **Fashion Institute of Design & Merchandising**, Park’s resume includes a stint at **BCBGMAXAZRIA** before founding **Jen E. Jen**, a design and product-development consultancy that worked with brands such as **Vera Wang**, **St. John**, **7 For All Mankind** and **Vince**.

➔ **Thomas Wylde** page 6

## TRADE SHOW REPORT

### Factory Direct Returns for 3rd Season With Production Resources for Small- and Mid-Sized Companies

By Alison A. Nieder *Executive Editor*

Sourcing trade show **Factory Direct** returned for its third run at **The New Mart** with a tightly curated mix of factories, design development houses, technology providers, and other resources for small- and mid-sized apparel companies.

Several exhibitors were back for their second or third time at the show. Ted Houston, president of **Polygon Solutions Inc.**, has been showing at Factory Direct since the show launched. The Long Beach, Calif.–based company provides companies with logistics and back-office support.

With his prime spot right at the entrance, Houston joked that he was the trade show’s greeter. But location gave him a

vantage for gauging show traffic, which he said was good on opening day.

Another returning exhibitor was **Rich Honey**, a Los Angeles–based vertical manufacturer and garment dye house that has been on a growth tack. The company recently opened its second warehouse, said company representative Gaby Llerena. Rich Honey’s focus is primarily apparel, but the company has also seen its accessories business growing.

“A lot of customers weren’t aware that we also do custom leather bags,” Llerena said.

Showing at Factory Direct provided the opportunity to meet new customers and network with others in the industry, she said.

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## INSIDE

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



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**www.apparelnews.net**



# After Four-Year PR Battle, Caruso Concedes Defeat in Carlsbad Development Deal

In a hotly contested special election, voters in Carlsbad, Calif., rejected a retail center proposed by **Caruso Affiliated**, the developer of the prominent retail centers **The Grove** and **The Americana at Brand**.

According to the County of San Diego Registrar of Voters, 20,362 of Carlsbad voters, or 51.99 percent, cast “no” votes on Measure A. The ballot measure was a referendum on approving a Caruso Affiliated retail center in Carlsbad, a well-to-do community in San Diego’s North County. Supporters of the measure tallied 48.01 percent, or 18,806 votes. The special election took place on Feb. 23. The vote was called on Feb. 29. (Unofficial election results were released on Feb. 25 and published in the Feb. 26 issue of *California Apparel News*.)

**Citizens for North County**, the group that organized the campaign against the center, posted a concession statement from Rick J. Caruso, founder of the Los Angeles–headquartered Caruso Affiliated, on the group’s website ([citizensfornorthcounty.org](http://citizensfornorthcounty.org)).

“I have called the leadership of the citizens for North County and congratulated them on their hard-fought campaign,” Caruso said. “This was a close election with a historically strong voter turnout on both sides. Both sides share a common love for their Carlsbad community, a sentiment we share. While we had hoped for a different outcome, we are proud of our effort, our plan, the integrity of our message, and we are thankful for the great friends and supporters we have made over the past four years. We are very grateful for their support and hard work.”

The election represents a rare public setback for Caruso, who has developed some of the most popular Southern California malls of the past decade.

The stakes for the Carlsbad retail center were high. Caruso waged a four-year public-relations campaign to convince Carlsbad voters that his project was a good choice. He promised that a full-line **Nordstrom** department store would open on the lagoon where he owned a parcel of land. He also promised that his plan would include open space on the lagoon where visitors could go on nature walks. The plan also forecast that a section of the lagoon land would be preserved as an agricultural zone. The space was once devoted to family farms.

The vote also represents a setback for Carlsbad’s City Council. On Aug. 25, the council approved the Agua Hedionda South Shore Specific Plan, which proposed a 26.7-acre Caruso retail center. It was to be located east of the I-5 on the south shore of Agua Hedionda Lagoon in Carlsbad. On Oct. 27, opponents of the project gathered enough signatures to put the project up for a vote.

Project opponents felt that their long-held wishes to develop more open space in the lagoon area had been ignored by the City Council, said Samantha Hackett, who has lived in Carlsbad for more than a decade. She voted against Measure A. The issue had dominated the city’s life. Residents had received mailers in support of the project daily, Hackett said. There were also frequent ads in newspapers and other media.

Mall shopping is well represented in Carlsbad. It’s a mid-size town with a population of 110,997 and an average household income of more than \$107,000, according to a city profile. **Rouse Properties Inc.** runs **The Shoppes at Carlsbad** retail center, which is the address to anchors **Macy’s** and **JCPenney**. **Simon** runs **Carlsbad Premium Outlets**, which is the address to outlet stores for luxury brands such as

**Brooks Bros.** and contemporary labels such as **DKNY**. There’s boutique shopping at **The Forum Carlsbad**, which is the address for retailers such as **H&M**, **Lululemon Athletica** and a **Tilly’s**. The city also is the site of the **Legoland California Resort** amusement park.

The future of the land where the Caruso mall was to be built remains a question. Caruso could submit another plan for the area, or even the same plan, but he would start at

the beginning. His plans would be required to go through the review of the California Environmental Quality Act and the California Coastal Commission, according to a city communication.

Caruso had a deal to acquire the land for the proposed retail center from landowner **San Diego Gas & Electric**. If Caruso terminates the deal, someone else could purchase the land.—*Andrew Asch*

## RETAIL SALES

### February Sales Mixed

**L Brands**—the parent company of **Victoria’s Secret**, **Pink**, **Bath & Body Works**, and **Henri Bendel**—reported a strong February. Its same-store sales increased 5 percent compared with the previous year. In a March 3 research note, Adrienne Yih Tennant of **Wolf Research** wrote that L Brands was leading the retail pack.

“LB continues to deliver on all fronts,” she said. “With retailers generally under pressure, LB has clearly proven its dominance in its key categories.”

**The Buckle**, a Nebraska-headquartered retailer for denim brands and on-trend apparel for men and women, posted a same-store-sales decline of 8.9 percent. San Francisco–based retail giant **Gap Inc.** posted a 2 percent same-store-sales decline. The result was in line with the analyst consensus found by Ken Perkins of Boston-area market-research company **Retail Metrics**.

In a March 3 note, he wrote that **Old Navy** and **Gap Global** posted flat comps, which beat forecasts. Gap Inc.’s **Banana Republic** division posted comps that showed a decline of 11 percent.

February was tough for other retailers. Colorado-headquartered **Sports Authority** filed for Chapter 11 bankruptcy protection on March 2.

Michael E. Foss, Sports Authority’s chief executive officer, said that the company plans to close 140 stores and two distribution centers.

The **Consumer Confidence Index** declined in February after a moderate increase in January, according to a Feb. 23 statement from Lynn Franco of The **Conference Board**, a nonprofit research organization.

“Consumers’ short-term outlook grew more pessimistic, with consumers expressing greater apprehension about business conditions, their personal financial situation, and, to a lesser degree, labor-market prospects,” Franco said. “Continued turmoil in the financial markets may be rattling consumers, but their assessment of current conditions suggests the economy will continue to expand at a moderate pace in the near term.”

But the U.S. economy showed a lot of positives, said Retail Metrics’ Perkins. “Gas prices remained low, housing data was positive, and key labor market indicators were generally upbeat,” he wrote.

**Zumiez Inc.** and **Stein Mart Inc.** are typically included in *California Apparel News*’ retail sales index, but news on those companies’ February sales results was not found. Both retailers will report results for their fourth fiscal quarters on March 10.—A.A.

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## Calendar

### 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

“California’s Updated Made in USA Marking Standard” webinar presented by Sandler, Travis & Rosenberg online

### March 13

#### Art Hearts Fashion

W Hotel (opening-night party)  
Taglyan Complex (fashion shows)  
Los Angeles  
Through March 18

#### Fashion Week LA

Union Station  
Los Angeles  
Through March 14

#### LA Fashion Week

Union Station  
Los Angeles  
Through March 20

### March 14

#### Los Angeles Fashion Market

California Market Center  
Cooper Design Space  
The New Mart  
Gerry Building  
824 Building  
Lady Liberty Building  
Primrose Design Building  
Academy Awards Building  
Los Angeles  
Through March 17

#### Designers and Agents

The New Mart  
Los Angeles  
Through March 16

#### Select Transit

#### ALT/LA

California Market Center  
Los Angeles  
Through March 16

#### Coeur

California Market Center  
Los Angeles  
Through March 16

#### LA Kids’ Market

California Market Center  
Los Angeles  
Through March 17

### March 16

#### Style Fashion Week

Pacific Design Center  
Los Angeles  
Through March 20

#### AAFA Executive Summit

Ritz-Carlton  
Washington, D.C.  
Through March 17

There’s more  
on [ApparelNews.net](http://ApparelNews.net).

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

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

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## Global Trade *Continued from page 1*

mist at **IHS Maritime & Trade**.

Moreno was speaking along with a host of experts at the 16th annual **Trans-Pacific Maritime** conference, held Feb. 28–March 2 at the **Long Beach Convention Center** in Long Beach, Calif. Hundreds of shippers, truckers, freight logistics specialists, customs brokers, longshore workers, port officials and other transportation-related people gather at the event every year.

The shipping industry remains soft as huge mega-ships come on line but cargo-container activity drops along the Asia-to-Europe route as well as along the routes supplying South America.

Consequently, the spot rate this year for sending 20-foot containers across the water from Asia to California is expected to plummet to about \$1,000 a container, including fuel charges, compared to nearly \$1,400 in 2012. That low price also will hold true along the Asia-to-North Europe channel and between North Europe to the East Coast of the United States.

This news comes as companies that need to ship their goods across the ocean are negotiating new contracts that begin on May 1.

“2015 was a record year for new ships coming on-line, adding 100 million TEUs [20-foot containers],” said Philip Damas, division director of **Drewry Supply Chain Advisors**, an international provider of research and consulting services to the maritime and shipping industry. “This will add to lower average rates in 2016.”

Damas noted that the average size of a container ship these days carries 8,000 containers, which is a shipping-industry record and has doubled since 2009. “About 89 percent of the current order book [for cargo ships] is for vessels that carry more than 18,000 TEUs. There will continue to be a trend to bigger ships.”

Bigger ships are more fuel efficient when sailing across the ocean. That helps when plying the longer distances between Asia and Europe, but it is not quite as economical on the shorter Trans-Pacific route between Asia and the West Coast. Cost savings go downhill when the vessels hit the ports, where they may be tied up for longer periods as crews have the daunting task of unloading an enormous amount of cargo containers.

These mega-ships provided better cost savings when oil prices were high. But with petroleum sinking to rock-bottom prices, savings have shrunk. Only one-third of container shipping lines were profitable last year, and a \$5 billion loss is predicted for the industry this year.

“One of the things we’ve learned over the last number of years is that growth in the shipping industry is slower than 10 to 15 years ago,” said Rolf Habben Jansen, chief executive of German shipping line **Hapag-Lloyd**.

He admitted that mega-ships haven’t been as profitable as the industry had anticipated due to a capacity glut and certain inefficiencies that exist in operating the bigger vessels. “The ones that truly beat the market are the ones that take waste out of the market,” he said, noting the industry needs to invest more in technology and automation to make the big ships more profitable.

To cut costs, big shipping lines have been canceling some sailings. “This has be-

come quite common on the East-West trade routes [which includes the Asia-to-California route],” said Damas of **Drewry Supply Chain Advisors**.

On average, there are 53 canceled sailings per month on the four major East-West routes, which helps reduce capacity, Damas said.

Today, 5 percent of all container ships are idle, which means owners need to choose between scrapping older vessels or parking larger ones on the water until the market improves. During the recession, idle vessels accounted for 11 percent of the global fleet.

With bigger ships and lower profits, experts are expecting to see more shipping lines merge with each other.

Last year, **China Container Shipping Lines** merged with **Cosco**. At the end of last year, French shipping company **CMA CGM** agreed to buy Singapore’s **Neptune Orient Lines Ltd.**, which also owns **APL**, for roughly \$2.4 billion in cash, bolstering its presence in the Pacific Ocean trade routes. **CMA CGM Group** is now the third-largest shipping line, after **MSC** and **APM-Maersk**.

“We have started to see some big mergers,” said Brandon Oglenski, director and senior equity analyst for transportation at **Barclays Capital**.

He likened the shipping-industry consolidations to the days when the ailing U.S. airlines industry saw a number of mergers. Now four or five airlines control 60 percent

to 80 percent of the U.S. market, helping to attract investment capital.

“Twenty of the container line carriers have 80 percent of the market share, and I think we are going to see a pretty big wave of consolidation,” Oglenski noted, adding that a lack of cash flow makes it hard for shipping lines to maintain the status quo.

Oglenski explained that low interest rates have helped fuel mega-ship orders that don’t make sense when there is not enough demand for them, driving down shipping rates. “We call it the lost decade of container ships,” he said, explaining that container ship growth has outpaced demand during 10 of the past 11 years.

Demand may catch up with supply in the next few years. Nariman Behraves, chief economist at IHS, said the global economy will probably stay out of recession but remain stuck in low gear for at least another year.

Trade should be on the upswing in the next couple of years as Russia and Brazil emerge from their recessions and other countries start to do better. “The upside to trade in the near future is free-trade agreements,” he said.

He doesn’t believe the Trans-Pacific Partnership will be passed before the U.S. presidential election, but it could pass during a lame-duck session.

“Another upside,” he said, “is that we know the middle-class population in the emerging worlds is growing, which will create demand for products and goods, which will also be good for trade.”

The U.S. stock market has had some people worried about the domestic economy, but Behraves said falling oil prices have not been caused by reduced demand, indicating economic weakening, but by oversupply. “Recent studies by the Federal Reserve showed that the stock market predicted 23 of the last eight recessions,” he said jokingly. ●



**BIG SHIP:** The Benjamin Franklin, a megaship that can transport up to 18,000 containers, was the largest vessel to ever visit the West Coast when it arrived at the Port of Long Beach last December.





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# Thomas Wylde *Continued from page 1*

"A decade ago, the brand was born with a less-than-30-piece capsule collection. Today we are offering more than 200 to 300 pieces at over 200 [points of sale] in 30 different countries," Park said, adding that new categories such as eyewear and denim are in the works.

"The company's vision is to be an American lifestyle brand producing a full luxury product line," she said. "My focus was on keeping the brand DNA while at the same time reinventing the brand."

Within Thomas Wylde's loft-like offices in the **Black-welder** creative workspace development, the scene was one of chaotic glamour as Park swooped in to adjust the fox collar on the model's red gown. The space feels more like a luxurious living room than a workspace. Low, modern couches are arranged around a room lit by skylights. A wall of windows leads to a garden decorated with giant skull sculptures. There are nearly 20 employees who work in the Culver City headquarters, and another 12 are employed around the world, said John Hanna, Thomas Wylde's chief executive officer.

"The brand has been around for 10 years, but the sales are skewed globally," Hanna said.

The company has agents and distributors across the globe, including in Japan, South Korea, France, Germany, Portugal and the Middle East. Hanna recently struck a deal with a Korean company to launch the **Wylde by Thomas Wylde** collection in Korea



Jene Park

and open retail stores starting in November. He's currently negotiating another deal to open standalone stores in the Middle East.

In the United States, the line is carried by retailers such as **Gregory's, Laura Gambucci, Betty Lin and Stanley Korshak. Kin and Ron Robinson**, both based in Southern California, recently picked up the line.

Many people were surprised to learn that the company is based in Los Angeles, said designer Galina Sobolev, a longtime fan of the brand who is consulting with the company. Sobolev has been collecting Thomas Wylde pieces since the brand's early days. "[People] told me, 'We thought it was from London,'" she said.

In recent years, Los Angeles has become a fashion destination and a source of inspiration for many top design houses, Park said. "Back when we first established our house in LA, there were al-

most no luxury lifestyle brands here. That made us unique and different. We were sitting here in LA, not getting influenced by any other houses, and developing our own identity in our own way, which really made us stand out in the industry."

## Growth plan

Hanna joined Thomas Wylde after serving as chief executive officer of the **House of Lloyd Klein and The Fashion House**, a company that designed and produced footwear and accessories for brands such as **Richard Tyler, Oscar de la Renta, Isaac Mizrahi, Bill Blass and Nicole Miller**.

At Thomas Wylde, Hanna has a plan to grow the company into a premier U.S. lifestyle brand.

"I think we have the assets and platform for that," he said.

Expanding the U.S. business and adding new categories is part of the strategy.

"As a lifestyle brand I feel it's important to present the entire collection to the customer," he said.

A new Thomas Wylde shoe collection recently bowed at the **FFANY** show in New York, and the company will soon introduce two new licensed lines for sunglasses with **SAMA Eyewear** and women's denim.

All of this growth comes on the heels of an expansion of the company's price points.

"We created an additional 30 percent of the brand at contemporary price points," Hanna said. The collection is priced from \$300 to \$7,000 for silk dresses, cashmere sweaters, leather jackets and fur-trimmed coats. Handbags are retail priced between \$700 and \$3,000.

Although Thomas Wylde is firmly established as a luxury brand, Hanna wants to make the collection more accessible to more customers. A customer who might not be able to afford a \$2,400 item from the core collection might be able to purchase some-



The Thomas Wylde headquarters in Culver City, Calif.




John Hanna

thing at \$500.

"We feel if we have entry-level price points it would be ideal to stretch the DNA of the brand," he said.

Still, even with the new product and price points, Thomas Wylde distribution will be extremely focused. The line will be sold in specialty boutiques, luxury department stores and on "very select websites," Hanna





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said. “I want to be in the right places.”

Eventually, the plan is to open retail stores in New York and Los Angeles—but Hanna said the challenge is to find the perfect locations.

“It’s important to have retail stores, but real estate at a reasonable price point is limited,” he said.

The collection is mainly produced in South Korea, with entry-level pieces produced in China. The new denim line will be produced in Los Angeles.

Hanna jokes that all this expansion and brand building means he’s working 36 hours a day but adds that he’s enjoying the process of expanding the collection.

“I am very much a product person,” Hanna said. “I cannot allow anything less than

excellent quality.”

From the beginning, Park said, she envisioned growing Thomas Wylde into a luxury lifestyle brand “encompassing everything from accessories to furniture to menswear.” “I want to offer products that last 20 or 30 years,” she said. “That means the brand must focus on its product. All the materials I use are from the world’s top weavers and makers of leather, fur, exotic skins, cashmere, delicate silks, super soft knits, hand embroideries and hand-beading couture fabrics and details. I want to create timeless investment pieces made by professional artisans. I think about the fabric, always use the most luxurious lining, the hardware, the details, the fit, everything. So when you wear Thomas Wylde clothes, it feels luxurious and comfortable.” ●

## Thomas Wylde: Autumn/Winter 2016

The **Thomas Wylde** Autumn/Winter 2016 collection, which bowed on Feb. 15 at New York’s **Moynihan Station** during **New York Fashion Week**, features a wide range of looks from gowns and dresses covered in yards of hand-pleated silk chiffon to coats and dresses trimmed in fox fur. There are lamb-leather jackets and skirts as well as shearling and cashmere pieces. A mini dress features 10 layers of chiffon hand-embellished with paillettes, sequins and chiffon twists.

The luxe details carry through to the ruffles along the placket of snap-button trousers. Pieces are covered with diamond-cut studs and **Swarovski** crystals. The collection includes edgy styles, silhouettes and details such as biker and bomber jackets as well as menswear-inspired styles made soft and feminine with luxe fabrications and sharp fits.

The line follows a neutral palette of tar (black), cement (light gray), bone (off white) and cocaine (bright white) punctuated with a rich red shade the company calls blood. There is a custom signature print called “Wyldeflower,” which features California wildflowers scattered against a leopard-print ground.

The runway show also featured Thomas Wylde handbags and the newly launched footwear, both made in lambskin and suede. The ruffle detail returns on the shoes, as does the Thomas Wylde signature skull motif.—A.A.N.



Looks from Thomas Wylde's Autumn/Winter 2016 runway show at New York Fashion Week

PHOTOS COURTESY OF THOMAS WYLDE

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# WEST COAST LUXE

On the West Coast, designers continue to push the edge from both casual to couture, adding a new level of luxury. For the look of the season, visualize feminine floral prints, a touch of Victorian romance and a luxe mix of fabrications. For style inspiration, think British icons such as Anita Pallenberg and David Bowie in the 1970s. Here are a look at the key trends of the season.—*N. Jayne Seward*

## That '70s Show

The '70s revival continues for Fall '16. From flares to glam sequins and romantic lace dresses, look for the era to define the silhouettes of the season. "Fall often seems to favor the '70s—lots of rich, tonal colors, and the warmth that the prints evoke is reminiscent of faded-photo nostalgia mixed with the excess glamour of '70s rock 'n' roll," said designer Rachel Pally. The decade also inspired Kevan Hall. "Fall 2016 takes a look back at Studio 54 and the glam side of the 1970s," he said. "Think liquid sequins cut with an effortless modernity updated in a color palette of black iris, malachite and rose gold."



COURTESY OF RACHEL PALLY

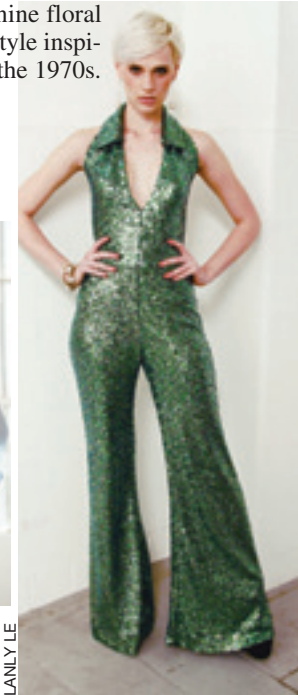
Rachel Pally

EASTON SCHIRRA

McGuire Denim

CARLOS NUNEZ

Korovilas



LANLY LE

Kevan Hall

## Feminine Simplicity

Femininity is back in a big way. Think pastel colors, form-fitted silhouettes and clean, feminine details. A key trend for ASTARS this season is "unfussy femininity," according to designer Denise Focil. "Buyers wanted feminine, soft pieces that were wearable and real for the modern woman. Soft, unfussy and cool," she said. For Again designer Amber Kekich-Purling, "the feminine cool girl" is the look. Think simple, boxy shapes, muted colors, large patterns and functional pieces. "I was really inspired by layering '80s glam with '80s Americana street styles, then kind of layering the two," she said.



COURTESY OF AS BY DF

AS by DF



DANIEL KINCAID

Again



LANLY LE

Kevan Hall

## The Crop Pant



DAVID HELWANI

Twenty



COURTESY OF BCBGMAXAZRIA

BCBGMAXAZRIA



TRISTAN KALLAS

Stefanie Betro



COURTESY OF BCBGMAXAZRIA

BCBGMAXAZRIA

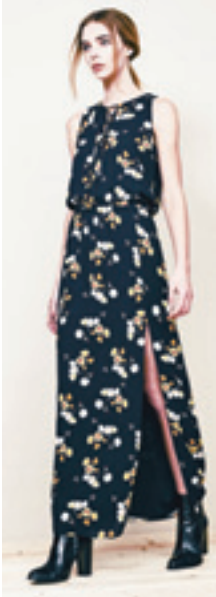
## Winter Florals

With femininity making a strong statement this year, floral prints are finding their way to the front of Fall's fashion lineup. At Adelyn Rae, "We think floral and upholstery-inspired prints are coming back stronger with moody, painterly styles. While florals are not the newest print direction, it is undeniable that it's vintage, feminine looks that bring out the best of romantic vibes from the '70s," said designer Kijoo Pyo.



DOVE SHORE

MISA Los Angeles



BENJO ARWAS

Krisa



LEX&JON

dRA



DIKKAVEGA

Adelyn Rae

COURTESY OF KUT FROM THE KLOTH

KUT from the Kloth

COURTESY OF JOHNNY WAS



Johnny Was



DOVE SHORE

MISA Los Angeles



DOVE SHORE

MISA Los Angeles

## Folklore

Diversity is trending, and for Fall the theme plays out in multicultural themes with a folkloric spin. For Johnny Was designer Biya Ramar that means combining "disparate culture themes into one garment." The most directional trend of the season, she says, is "cross-cultural influences: combining motifs from across the globe, from kimono-style jackets with geometric tribal embroideries to peasant blouses in Oriental-inspired prints." Ramar also noted that mixed media is trending. Her take is "creating patchworked fabrics with printed and textured panels, adorned by colorful, scattered embroidery designs for a unique, artisanal look."



DIKKA VEGA

Adelyn Rae



COURTESY OF CHLOE TRUJILLO

Chloe Trujillo

## The Crop Pant

"The most directional trend for the season is volume in great coats and very full pants," said designer Trina Turk. There's no doubt wide-leg gauchos and relaxed fits have been trending, and this Fall designers update the look with a chic new cropped length. Look for it in everything from denim to wool, plaid and leather.



Laid-Back Luxe

California is all about casual chic, and this season the Golden State’s ever-popular style gets a luxe update. At Halston, “casualwear is still strong and continues to evolve for Fall ’16.” A spokesperson for the design house, known for its iconic ’70s roots, said, “We’ve interpreted this with a laid-back luxe approach so that this trend still reflects our glamour-centric DNA. Relaxed layers with metallic details along with oversized coats paired with the fluidness of a silk slip dress help emphasize the casual, downtown vibe.” Fabrications—especially suede—are key for AS by DF. “We introduced suede in so many categories and colors, and it has had an even stronger and better wholesale/retailer response than we had planned for,” designer Denise Focil said.



DANIEL KINCAID

Again



COURTESY OF AS BY DF

AS by DF



COURTESY OF ST. ROCHE

St. Roche



LANLY LE

Kevan Hall

Luxe Mix

This Fall, it’s all in the mix. Textures, luxe fabrics, a mix of patterns and a touch of eccentricity are the look. “Luxe materials such as statement fur, plush velvet and hand-embellished fabrics are making a comeback this fall,” said designer Tadashi Shoji. For Halston, “metallics that come in liquid-like and shimmery surfaces, whether it is lame, satin or foiled leather, are key.” Designer Trina Turk is always one to experiment with patterns and fabrications. This season is no different. “Our theme for the season is ‘Modern Magpie,’ which encourages eccentric mixing of pattern/texture and color,” Turk said.



COURTESY OF BCBGMAXAZRIA

BCBGMAXAZRIA



COURTESY OF HERVE LEGER BY MAX AZRIA

Herve Leger by Max Azria



COURTESY OF TRINA TURK

Trina Turk



COURTESY OF TADASHI SHOJI

Tadashi Shoji

New Romantics

Fall ’16 is a season of romance. “Plush velvets and corduroys, romantic lace, ruffles, high necks and puffed sleeves, non-traditional colors for Fall” are key trends, according to St. Roche designer Sue Stemp, who added that winter pastels, turtlenecks and English eccentricity are also important. “A dark, romantic theme with an underlying Victorian reference” is the most directional trend, according to Adelyn Rae designer Kijoo Pyo. “Borrowing ideas from the past, we see designers incorporating high-neck, lace-up, ruffle and embroidery details in luxurious fabrics and featherweight chiffon,” she added.



COURTESY OF TADASHI SHOJI

Tadashi Shoji



CARLOS NUNEZ

Korovilas



DIKKAVEGA

Adelyn Rae



DOVE SHORE

MISA Los Angeles

Lady in Red

With romanticism in the air, red can’t help but be a breakout color of the season. “It seems like every big designer is playing with fire!” said Single designer Galina Sobolev. “For Fall, many designers featured red on the runways, and it must be related to wanting to pop a Fall palette with a shot of vibrancy,” she explained. “I love red and it brings life to any Fall palette, especially looks good with grays and always with black.”



COURTESY OF SINGLE

Single



DOVE SHORE

MISA Los Angeles



COURTESY OF VASSALLO

Vassallo

Layering

For today’s trans-seasonal dressing style, layering continues to be important. Luxe layers such as coats paired with knits, jersey and men’s shirtings are not only functional, they’re chic. “One of the more directional trends of next season, I think, is the ‘long-over-long’ proportions—the combination of elongated layers together, making one very fluid outfit,” said Ann Tan, founder of LA-based brands Krisa, Lanston and Lanston Sport. Twenty’s Fall collection, including outerwear and knits, is meant to work in layers. “Our knits are ideal for flexible, everyday use in a modern luxury manner,” said founder David Helwani. “As an overall theme, this collection is geared to the downtown, edgy, confident ‘every city’ girl that is looking to stay comfortable but impress at the same time.”



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St. Roche



## Obituary

## Marik Zeltzer, XCVI Co-founder, 70

Marik Zeltzer, who cofounded the **XCVI** brand with his wife, Gita, died on Feb. 23 after suffering a heart attack. He was 70 years old.

Marik and Gita Zeltzer originally launched XCVI in 1996 as a house brand for their **Better Be Wear** store on Melrose Avenue. Today, XCVI—the Roman numerals for 96, referencing the year the brand was founded—is sold in more than 600 boutiques nationwide.

In recent years, the Zeltzers' son, Alon, and daughter, Daniela, took up the reins from their parents in running the business, which has grown to also include contemporary labels **LACAUSA** and **Errant** and a recently launched athleisure line, **XCVI Movement**. The company also operates **The Trend Chasers**, a full-package production and design development operation in Los Angeles.

Before joining the apparel industry, Marik Zeltzer was the coach for the **Israeli Women National Basketball** team. He and his wife relocated to Los Angeles in 1989.

In addition to his wife, son and daughter, Marik Zeltzer has three grandchildren.

A private service has already been held for Zeltzer. In lieu of flowers, the family would welcome any donations be made in his name to **Larger than Life—L.A. Family** ([www.largerthanlifela.com](http://www.largerthanlifela.com)), a charitable operation that provides assistance to children fighting cancer.

—Alison A. Nieder

## ModCloth Ramping Up to Add Stores

After operating as an online site for women's indie apparel, **ModCloth** is gearing up to add bricks to its clicks-based business model.

The San Francisco company announced it has hired Elizabeth Cooksey as ModCloth's first-ever vice president of stores and retail operations to accelerate its offline strategies this year.

Cooksey has been instrumental as an adviser to ModCloth, which last July launched its "Fit Shop" store prototype near San Francisco's Union Square. It is open through March 2016.

The pop-up lets customers try on more than 100 styles of clothing in various sizes. Once they have selected something, customers are encouraged to order it online with two-day shipments to their homes. The

showroom model lets ModCloth fit twice as many items in the shop as a regular store.

(The company launched its first pop-up shop in the lobby of its downtown Los Angeles office in April 2015.)

Cooksey has worked in store development for **Nike**, **Free People**, **BHLD**, **Anthropologie** and **Urban Outfitters**.

In addition to Cooksey, ModCloth has hired two more executives to head up important departments as the company plans to add stores and branch out internationally.

Mary Alderete was named chief marketing officer. She has more than 20 years of experience working with **True Religion Brand Jeans**, **Levi Strauss & Co.** and **Gap Inc.** Based in the company's San Francisco headquarters, Alderete will lead ModCloth's marketing and brand creative

organizations and report directly to Chief Executive Officer Matthew Kaness, who joined the company last year.

In addition, Mike Janover has joined ModCloth as vice president of marketing. He will oversee all performance marketing for ModCloth, including customer acquisition and retention and promotions. He has worked with **Yahoo Inc.**, **CNET**, **CBS Interactive** and **Juice Beauty Inc.**

ModCloth was founded in 2002 in a college dorm room by high school sweethearts Susan Gregg Koger and Eric Koger. After they graduated from **Carnegie Mellon** in 2006, they made ModCloth their full-time careers. Now ModCloth has more than 350 employees in offices located in San Francisco, Los Angeles and Pittsburgh. —Deborah Belgium

## DTLA Pioneer Daniel Patrick Moving to Crescent Heights

Before downtown Los Angeles got hip, designer label **Daniel Patrick** pioneered the neighborhood with a sprawling shop at 1039 S. Broadway, which is a short walk from the main drag of the **Los Angeles Fashion District**—the stretch of Ninth Street between Main and Los Angeles streets.

Daniel Patrick, the label's designer, started 2016 on an expansion kick. He moved his business into a 7,000-square-foot Fashion District warehouse, and he confirmed that a new Daniel Patrick boutique will open in April.

With its collection of jeans and basics with a fashion edge, Daniel Patrick is scheduled to open a new shop at 7967

Melrose Ave. The district has been nicknamed Crescent Heights. Neighbors will be boutiques such as **G-Star**, **Tokidoki** and **Adidas Originals**. **Fred Segal** is located a few blocks away.

The new space will be closer to tourists staying in the West Hollywood area as well as the label's local fan base, said Patrick, a native of Sydney. When he first visited Los Angeles in 2008, he walked past Melrose's boutiques. "In a way, it fulfills a dream to have a space on Melrose," he said.

The 800-square-foot space will feature white walls, concrete floors and opportunities to "curate" the Daniel Patrick line, which includes denim, leather jackets, T-

shirts and sweats. He will design the look of the new store with Jenny Trinh, his wife and business-partner. The downtown Los Angeles retail space will remain in operation, so the label will have a place to display its entire line.

At the end of January, Daniel Patrick wrapped up a move into a warehouse/office space at 1233 S. San Pedro St. The address will house shipping and receiving for the label. It also will feature a showroom, e-commerce operations, a photo studio for e-commerce and a marketing office. In the future, the brand plans on expanding its "lifestyle brand" features and perhaps open a store in New York. —Andrew Asch

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Textiles *Continued from page 1*

Warren Zaretsky, vice president of sales for Mansfield, described the traffic at the show as “moderate” but “enthusiastic,” adding that he’s “enthusiastic about future business.”

“We’re building more volume with clientele looking for made in America, quick turn and competitive pricing,” he said.

Los Angeles knitting mill **Design Knit** was busy starting on Monday afternoon.

Pat Tabassi, Design Knit marketing manager, said she saw a mix of existing customers and prospective new ones in addition to “some customers we’ve tried to work with for several years, and it’s now coming to fruition.”

Tabassi said it’s difficult to gauge the value of exhibiting at a trade show immediately.

“It can take at least six months—at a minimum—to really get a sense of if this is going to go to duplicate yardage or production. You need to feel a sense of comfort with who you’re working with, who can help you connect with garment dyers or cut and sew. It’s really a partnership with clients.” For Marty Moran, chief executive officer of Jefferson, Ga.-based **Buhler Quality Yarns**, the textile show is an opportunity to help educate designers and manufacturers about Buhler’s yarns and provide information about which textile mills use Buhler yarns.

“We’re getting a lot of inquiries about Modal right now,” he said. “They want to know the difference between rayon and Modal. Modal is the more sustainable story. There’s that environmental consumer also asking about organic cotton. Also, we do a blend of Supima cotton and MicroModal. We’re running a lot of that right now.”

Phil Fox, owner of **Fox Fabrics**, said he was seeing both regular customers as well as potential new ones, including designers and piece-goods buyers from activewear companies such as **Adventure 16**, **Under Armour** and **UltraCore**.

For French lace mill **Solstiss**, the show started “quite busy,” according to Executive Vice President Sandrine Bernard, then dropped off on day two, only to pick up again on the last day of the show.

Still, she said, she saw good brands and landed several good orders.

This was the third season showing at LA Textile for Los

Angeles-based **Rimmon Fabrics**, a family-owned business that represents several mills and buys and sells fabrics from high-end labels such as **Rodarte**, **Monique Lhuillier**, **Corey Lynn Calter**, **Emil Rutenberg** and **Burning Torch**.

Rimmon specializes in high-end fabrics and low minimums.

“Most are 10- or 25-yard minimums. Nothing is over 50,” said Dan Rimmon, who runs the business with his sister and brother. One of Rimmon’s collections is **Blue Star Silk**, which offers high-end silks with a 1-yard minimum. “For people looking for small quantities, we’re the secret source on the Westside,” he said.

Rimmon also represents **Oracle Textiles**, which includes bridal and eveningwear fabrics; **Berenstein Textiles**, which offers everything from silks to wools to bridal; **Eusebio Sanchez**, Spanish embroidery and bridal mills that provide fabrics for the Spanish royal family; **Liberty London**’s woven prints in small quantities and two eco-friendly collections: **Cloud 9** organic cotton prints and **Pickering** organic and sustainable knits and wovens.

Last season, Rimmon’s booth was in the middle of an aisle, but this season the company’s booth was on the end of a row.

“It makes a difference,” Rimmon said, describing traffic as “decent.”

“We got a few people who wrote orders,” he said.

John Marshall, owner of Los Angeles-based **JM International**, was showcasing several mills in the textile show’s European section, including **Malhia Kent**, the French mill known for its elaborate tapestry prints in bold colors. This season, the company started offering styles with stretch. Marshall said he was already getting interest from swimwear companies.

This was the first season at LA Textile for Italian embroidery house **Ricamificio Levi**, said company representative Paola de Marchi. Ricamificio Levi has some customers in New York but wanted to test the California market, de Mar-

chi said.

The company was showing a silk embroidery over a fine nylon mesh, embroidered jersey for the swimwear market and an embroidered 3-D tulle fabric for the lingerie market.

French lace mill **Darquer** recently bought **Central Encajera**, a Spanish mill known for making mantillas. Darquer was at LA Textile with several new innovations, including a “three-dimensional lace” that had delicate lace pockets woven into the fabric. Another new development was a tartan style that mixed traditional lace with reflective tape.

Olivier Pelleray was at the show with **FCN Textiles**, a company created by the designers and production staff at Lyon, France-based **TBM Soieries**, which closed in 2010.

Pelleray recently acquired FCN Textiles with Mike Bennett of **Bennett Silk** and, as a result, acquired TBM’s archive of more than 10,000 designs.

“We’re bringing TBN back to America,” Pelleray said.

The first day at LA Textile was busy, Pelleray said, but added that the timing of the show is not ideal.

“It’s a little too early in the season,” he said. “Clients are not exactly ready to start this soon.”

Richard Mannion, managing director of British embroidery and lace house **Bella Tela**, works with a few customers in Los Angeles such as bridal and eveningwear designer Mark Zunino.

Bella Tela offers machine and hand embroidery for high-end designers such as Mark Zunino and Elie Saab.

Minimums are low—from 7 meters to 12 meters—and styles can be quite elaborate. Mannion said last season there was a fabric in the collection that featured 6,500 flowers in a single meter.

“Every season we catch another couple of customers, but it takes time,” Mannion said. “Our [existing customers] want us to visit at the end of the day. The shows are for trying to catch someone new.” ●





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## Factory Direct Continued from page 1

This was the second season for **Top Culture**, a private label and custom apparel maker in downtown Los Angeles, said Tony Tseng. The 2-year-old company makes quick-turn cut-and-sew knits and caps.

"Last year was good; I picked up a few clients," Tseng said.

**Lefty Production Co.** is another design development house based in downtown Los Angeles. Owner Marta Miller started the company after having her own maternity clothing line.

"I really like building new brands and helping them navigate the industry," she said. "It's hard to navigate in LA. You could literally live in your car."

Factory Direct founder David Dea said part of the mission of the show is to help smaller companies get up to speed quickly.

"When you start as a small brand, you go from initial patterns to production patterns

to marking, cut and sew, dyeing, washing, quality control, and pack. It can be 10 places you have to visit," he said. "Why don't you pay a little more and go to **JS Apparel** or a **Tipsy [Inc.]**, which will do all the running around for you? Then you can focus on designing and selling your product."

Dea said representatives from **Pacific Sunwear** visited the show again, and **Nordstrom** came to meet with one of the vendors. Representatives from **Kate Spade** were also scheduled to attend.

Most of Factory Direct's exhibitors were domestic factories, but Dea said he's looking to bring in offshore factories as well—provided they meet certain criteria.

"We're trying to work with international, but we're picky about who we work with because of the MOQ [minimum order quantities]," he said. "If it's over 1,000 units per style, per color, your brand can go directly to China. This show caters to those small- to mid-sized guys." ●



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F 213-623-1515

## Jobs Available

### RECEPTIONIST / ORDER ENTRY

Front Desk Position Open -  
Happy Healthy Environment  
Full Time  
Primary Duties: Reception, Order Entry, Filing,  
various other office tasks, Exp preferred willing  
to train right person  
Skills: Computer: Word, Excel, Outlook;  
Communication and Presentation important  
Email HR@ddaholdings.com

### E-COMMERCE SPECIALIST

We are seeking an In-House creative e-commerce manager with experience; in all facets of social-media (Instagram, Twitter, Pinterest, Facebook, etc). This candidate must have a strategic fashion eye & be able to monitor trends, work with our P.R. Company & obtain skills in Photoshop & illustrator. Send resume & salary history to: JOBSHR000@GMAIL.COM

### MOTIVE ENTERPRISE, INC/APPAREL MANUFACTURE COMPANY

Positions available:  
• SENIOR ASSISTANT DESIGNER for junior who has a strong sense of graphic  
• SALES REP / 2~3 Min experience required  
Both position demands well organized, quick adaptation, sense of responsibility.  
Send resume to nicole@motiveapparelusa.com

### SALES REP

L.A. based contemporary line seeking an enthusiastic strong salesperson with a motivated proven track record & sales experience. Candidate must have relationships with current major store contacts. Computer skills & travel is must. Send resume & salary history to: JOBSHR000@GMAIL.COM

### 1ST PATTERNMAKER

LA manufacturer is looking for a 1st Patternmaker for Kid's, Junior and Missy product using our Gerber system. Must be experienced in both knit and woven fabrics and have minimum 3 years' experience doing 1st patterns. Candidate will need to do a test. Please send resumes to: Melissa.k@secretcharm.com

### PRODUCTION PATTERNMAKER

LA manufacturer is looking for a Production Patternmaker for Kid's, Junior and Missy product using our Gerber system. Must be exp'd in both knit and woven fabrics and have minimum 5 years' experience doing production patterns. Candidate will need to do a test. Pls. send resumes to cathy.k@secretcharm.com

### ACCOUNTS PAYABLE ASSISTANT

Responsibilities incl: review/match/process invoices. Match to checks, obtain signatures and distribute. Resolve vendor inquires, maintain filing Assist on other projects as needed. 2+ yrs AP experience, organized, dtl oriented. Excel, word, Quickbooks knowledge. Send resumes to: HR@motherdenim.com

### PATTERNMAKER FOR DENIM COLLECTION

Candidates must have min 5 yrs plus exp in denim for both Men & Women for Moderate & Contemporary Apparel. Able to manual & StyleCad patterns for 1st fit thru production. Knowledgeable in fits and gradings. Strong communication, computer literate, and be able to Multi task. Email res. to Brian@f4mbrands.com.

## Jobs Available

### MERCHANDISING/SALES ASSISTANT

SELF MOTIVATED, TEAM PLAYER WITH POSITIVE ATTITUDE AND DETAILED AND ABLE TO MULTI-TASK IN A FAST PACED ENVIRONMENT. MUST BE COMFORTABLE IN SALES MEETINGS WITH STRONG COMMUNICATION SKILLS. PROFICIENCY OF ILLUSTRATOR AND PHOTOSHOP A MUST!! KNOWLEDGE IN SKETCHING & SOURCING FABRICS/TRIMS, COMFORTABLE WORKING IN A DESIGN ROOM WITH PATTERNMAKERS AND SEWERS, STRONG ORGANIZATIONAL SKILLS & ABILITY TO MAINTAIN GOOD WORK FLOW.  
PLEASE E-MAIL TO SHANNI@BBOSTON.COM

### PRODUCTION PATTERNMAKER

Energetic and self-motivated patternmaker needed to work in fast paced environment. Min. 5 yrs exp with knits and wovens, exp. in domestic and import production. Must be proficient in MSOffice and Gerber system. Self motivated organized and a team player. Please send your resume to: jonathon@mikenclothing.com

### IN-HOUSE SALES PERSON

In-house Sales person to help direct sales and marketing to Major Dept. stores and premium stores for a premium fun Fashion full collection denim brand with knits, sweater & other woven materials. Applicant must have at least 5 years current exp. with majors such as Neiman, Barneys, Sak's, Nordstrom, Bloomingdales & Internationals, London, Japan & other Majors. Someone whose familiar with social media sales is a must. With Less than 5 yrs exp. would consider current position if can produce reference & proof to be capable. Salary & sales commission open. Please email to henry@apparekcreationsinc.com

### YARDAGE ESTIMATOR & HANDBEADER

**YARDAGE ESTIMATOR**  
Ideal candidate must possess min 3 yrs exp. Must have working knowledge & experience with Gerber 8.5. Must be able to do 1st estimates. Exp with Jr & Kid sportswear & dresses. Individual must be highly organized, detail orientated & be able to work in a high tempo environment.  
**HANDBEADER**  
Seeking individual that can sew by hand beadings & trims. Must possess creative mind and be able to work at a fast pace. Qualified exp. candidates fax resumes to: 626-934-5201 or Email to: HR@swatfame.com

### GRAPHIC ARTIST

Looking for a GRAPHIC ARTIST for screen prints and sublimation for Juniors and Active. Must be fashion forward and keep up with trends. Must be highly organized, creative, dependable and detail oriented. Please submit your resume to: Yvonne@evolutionandcreationinc.com

### PRIVATE LABEL DESIGNER

Looking for a full time in house private label designer who understands trend and can interpret each customer's needs. Candidates must have a minimum of 5 yrs. of design exp. and must be proficient with knits and wovens. To apply, send resume to deborah@thetrendchasers.com.

### ADMINISTRATIVE ASSISTANT

Must be a multi-task oriented with willingness to learn, well organized. Strong communication skills. Must be proficient in Outlook, Excel, Word. Production (clothing mfg.) experience is a plus. Please send your resume to: jonathon@mikenclothing.com

## Jobs Available

### PRE-PRODUCTION TECHNICAL SPEC WRITER

- Minimum 3 years' experience - Spec Writer / Pattern Technical Associate
- Create tech packs, include bill of materials, gather components, specifications, strong in written sewing construction.
- Review store's tech pack, fit & pre-production comments.
- Track and provide comment for factory fit / PP samples approvals.
- Provide technical support to production team.
- Coordinate with pattern makers and pre-production team.
- Strong Excel skills is a must extensive experience creating a completely functional tech pack using only Excel, and able to quickly learn to navigate other systems within our networks. Some training will be available, but you must have a strong background in Excel.
- Excellent written and verbal communication skills.
- Ability to work in a fast paced work environment.

Pls. send resume to: mike.t@bluprintcorp.com

### PRODUCTION PATTERN MAKER

- Min. 5 yrs of exp. in pattern making in missy, plus, petite sizes in knits and woven tops with various treatments such as sublimation, heat transferred stones, silk screen, applique, garment dye...etc.
- Work with shrinkage, understand grading and strong technical background.
- Comfortable working in a fast paced environment.
- Computer pattern is a must, Style CAD user preferred.
- Able to read, write and communicate well in English.

Pls. send resume to: Liz.l@bluprintcorp.com

### •DESIGN ASSISTANT

Looking for a Design Assistant for JUNIORS AND ACTIVE. Duties include organizing and maintaining incoming and outgoing fabrics, samples and trims. Send out packages to Mexico. Setting up pattern cards, style detail sheets, codes and cost sheets. Update production on order log and line sheets. Must know Illustrator, Photoshop, Xcel and Word. Be able work under pressure be detailed and organized. Prefer Spanish speaking. Please submit your resume to: Yvonne@evolutionandcreationinc.com

### FABRIC SPECIALIST

Manufacturer of mostly garment dye knits & wovens seeks exp 'd fabric prof. to rcv & test all fabric will also help prod team in various tasks during downtime. Must have 5 yrs exp in production & knowledge of knit & woven fabrics. email: Parcandpearl@parcandpearl.com

### GRAPHIC ARTIST

Established Missy Contemporary label seeks full-time graphic artist to produce CADs as well as original artwork for textile printing. Must be proficient in Adobe Photoshop and Illustrator. Please submit resume with portfolio to: jobsHR000@gmail.com

### GARMENT MANUFACTURER SEEKS

Experienced Shipping Clerk. Excellent attention to detail and Communication skills. Duties include prioritizing orders, pre-ticketing and packing. Call Mario @ 213-225-2500 for appointment



## Jobs Available

### TEXTILE CAD DESIGNER

Leading LA based Fabric converter seeking talented full time textile cad designer: Must have knowledge of repeats, color separation and good color sense for Jr. & Missy market; Must have at least 5 yrs. Experience in textile industry; Candidate must have a good communication skills and can work under pressure to meet production deadlines; Nedgraphics skill is a MUST and Photoshop a plus. Please email resume to: textsmart@aol.com

### PATTERNMAKER

We have an immediate opening for 1st through Production Patternmaker with 5 year min. exp. Knowledge of Junior dresses, tops & bottoms. Construction of garments and grading in both woven and knits. Exp. with borders and print placements. Tukatech exp. required. Must be detail oriented and have good communication skills. We are located in Vernon, CA. Please send your resume to: sec2genHR@gmail.com

### SAMPLE SEWER

10 yrs exp. in multiple categories (tops, bottoms, jackets), knits & wovens. Must be able to communicate & read Tech Packs in English. High level of workmanship, attention to detail, sense of urgency. If qualified, please call 323-588-2226

### GRAPHIC ARTIST

Join our Girls 7-16 and Missy Graphics Teams. Strong visualization and creative input for fashion tops and screened t-shirts. Processing knowledge of screen printing, separations, and embellishment techniques. Fresh ideas, self-initiative, and team effort are critical. Create innovative designs and artwork with a keen understanding of our customers' needs. Must be highly organized, driven for results, and able to communicate creative ideas clearly. Please submit portfolio with resume to: tlamantain@selfesteemclothing.com.

### TECH DESIGNER/SPEC WRITER

Min 8 yrs. exp- Must possess construction knowledge-good comm skills. Proficient in Excel, Photoshop & Illustrator. Email resume & salary requirements to: Kelly@parcandpearl.com

### SALES PERSON

Garment dye facility located in Los Angeles. Looking for experienced salesperson to increase sales for Garment dye and Mineral Wash. Please call: 213 792 3900, Fred.

## Jobs Available

### DESIGN ROOM COORDINATOR

6 Yrs min exp. Must have strong communication skills & extremely organized. Must have strong understanding of sample execution workflow and how to maximize efficiency. Ability to multi-task and prioritize towards daily objectives as well as to plan towards maintaining a calendar for seasonal market dates. Email resume & salary requirements to Kelly@parcandpearl.com

### DESIGN ROOM ASSISTANT

Must be highly organized to assist all phases of the design & sample process, preparing cost sheets & line sheets. Positive energy with self-motivated & creative mind is essential. Exp. with Illustrator & Photoshop a plus. Email resume: designnet2020@hotmail.com

### CORPORATE SALES EXECUTIVE

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

### A/R CHARGEBACK & COLLECTION ANALYST

Highly detailed and assertive A/R Analyst. Identify, research, and dispute chargebacks. Credit Memos. Strong written and verbal communication. Work with Factor and Customers. Vendor Compliance Guidelines for major, specialty and big box retailers. AS400/DataView, Excel, Microsoft Office. Send resumes to: tlamantain@selfesteemclothing.com

### DESIGN ASST.

Wilt seeks a full time design asst- Experience in garment dye a plus, proficient in Photoshop, Illustrator, Excel, Word, good communication skills and the ability to multi task. Min. 5yrs. exp. Email Kelly@parcandpearl.com

### PRODUCTION ASSISTANT

Established womans sportswear company, located in Vernon, CA. Candidate will assist with all aspects of domestic production. Team players only. Email resume to: hr@kimandcami.com

### ACCTS RECEIVABLE/COLLECTIONS

LABELTEX MILLS SEEKING EXP'D ACCTS. RECEIVABLE PERSON W/STRONG COLLECTIONS BKGRND. Email res.: ariela@labeltexusa.com

## Jobs Available

### ASSOCIATE DESIGNER

Fast growing women's contemporary company seeks Associate Designer with 3-5 yrs experience for sportswear line. Candidate must have flair for fashion and be detail oriented and know Adobe Photoshop/Illustrator & Microsoft Office. Please send resume to: jobshr000@gmail.com

## Buy, Sell and Trade

### WE BUY FABRIC!

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

### •WE BUY FABRIC!

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

### SEWING MACHINERY ONLINE AUCTION

Bidding Closes Mar. 15 at 10am PST. 2285 Rutherford Road, Carlsbad, CA Inspection: Mar. 14, 2016 9am - 3pm. Mult-Head Embroiders: Brother BE-1204C-BC-PC; Brother BES-1204-BC; Brother BE-1204C-BC; Brother BE-1201B-AC-PC Single Head. For information go to: gaauction.com/event/callaway-golf-2/

## Real Estate

"You're off to great places! Today is your day! Your mountain is waiting, So get on your way." Dr. Seuss

**Showrooms  
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Office  
213-627-3754**

### SPACE FOR LEASE

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

## Jobs Wanted

### 35 YRS EXP'D

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

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**March 11**

Cover: LA Runway  
New Lines & Showrooms  
Real Estate  
Technology

**LA City Guide**  
Fashion Advertorial  
Activewear Special Section

**Bonus Distribution**

ALT 3/14-16  
Coeur 3/14-16



Designers & Agents LA 3/14-16  
Art Hearts Fashion 3/14-17  
LA Fashion Market 3/14-17  
LA Gift & Home Market 3/14-17  
Style Fashion Week 3/16-20  
COAST Miami 3/21-22

**March 18**

Cover: LA Runway  
Technology  
LA Market Wrap

**Fashion Faces**

**Bonus Distribution**

Dallas Market Week 3/30-4/2  
Fashion Market Northern California 4/3-5



**March 25**

Cover: LA Runway  
Denim Report  
Surf Report  
New Resources  
Spot Check

**Industry Focus: Technology (3D)**  
Denim Advertorial  
Education in Focus

**Bonus Distribution**

Fashion Market Northern California 4/3-5  
LA Majors Market 4/4-6

**April 1**

Cover: Fashion  
Technology  
Made in America

**Industry Focus: Finance**  
Made in America Advertorial

**Bonus Distribution**

LA Majors Market 4/4-6  
The Source/International Textiles Expo  
4/11-12  
Premier Vision NY 4/12-13

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To learn more about how we can support your business, call 1-866-703-4932 or visit [wellsfargocapitalfinance.com/apparel](http://wellsfargocapitalfinance.com/apparel).

Together we'll go far

