

# CALIFORNIA ApparelNews

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**NEW BEVERLY:** The Beverly Center has been part of Los Angeles' fashion scene since the 1980s. On March 7, mall owner Taubman announced a major renovation for the mall. Rendering courtesy of Taubman.

## Beverly Center to Get Multimillion-Dollar Renovation

By Andrew Asch Retail Editor

The **Beverly Center**, one of Los Angeles' prominent retail centers, is scheduled to undergo a \$500 million renovation.

The chiefs of **Taubman Centers Inc.**, the owner of the Beverly Center, announced the multimillion-dollar renovation March 7 at a gala party at the mall, which first opened in 1982. Robert Taubman, chairman and chief executive officer of the Beverly Center, announced that Massimiliano Fuksas, a European "starchitect," would direct the revamp. It is scheduled to wrap up by holiday 2018.

One of the big initiatives for the new Beverly Center will

be to bring more high-end restaurants and projects from star chefs into the mall. Taubman also announced that Michael Mina, a **James Beard Award**-winning chef, would develop a multi-concept gourmet food hall for the Beverly Center, which is scheduled to be called The Street. Specific chef-driven and fast-casual restaurants will be announced in upcoming months, according to a Taubman statement.

"You read headlines saying that shopping centers are dead," Taubman told a crowd that included Los Angeles Mayor Eric Garcetti. "That simply isn't the case. We're staying committed and reinvesting in bricks-and-mortar. Bricks-and-

➔ **Beverly Center** page 2

## Blue Jeans Imports by LA Company Challenge Labeling Requirements

By Deborah Belgum Senior Editor

In 2010, **JBlu Inc.**, a longtime Los Angeles clothing company, imported some 500,000 pairs of blue jeans from China in 11 shipments through the **Port of Long Beach**—all headed for retail stores around the country.

The jeans came in under various labels including **C'est Toi Jeans USA**, **C'est Toi Jeans Los Angeles** and **CT Jeans USA**. Even though the Los Angeles company had been in business for years, it had not officially registered its trademarks with the federal government. Instead it relied on usage to stake its claim to the names as common-law trademarks.

But things got a little sticky between Sept. 11 and Oct.

➔ **Labeling** page 10

## Otis Fashion Design Students Create Bicycling Outfits for MTA

By Deborah Belgum Senior Editor

Despite more subways and light-rail train options than ever in the Los Angeles area, ridership has slipped 4 percent in nearly two years.

So last year, the board of the Metropolitan Transportation Authority—which runs the mass transportation systems in Los Angeles County with 2,300 buses and more than 80 rail stations—launched an action plan to go beyond traditional marketing schemes to attract new riders—particularly those young urban dwellers who might be more inclined to ditch their cars.

➔ **Otis** page 4

### TECHNOLOGY

## True Religion's App Brings Science-Fiction Tech to Retail Reality

By Andrew Asch Retail Editor

To find **True Religion Brand Jeans'** next tech innovation, look no further than its bricks-and-mortar stores.

The denim brand's initiative, called **Band by True Religion**, is scheduled to be rolled out in its stores in Los Angeles' Beverly Center mall and New York City's SoHo neighborhood in April. Some sales staff will be equipped with **Apple** watches. The watches will provide an insider's look on everything that the label's VIP shoppers want in jeans. It will perhaps give the sales associates a science-fiction edge on making a sale.

It starts with a customer downloading a True Religion app

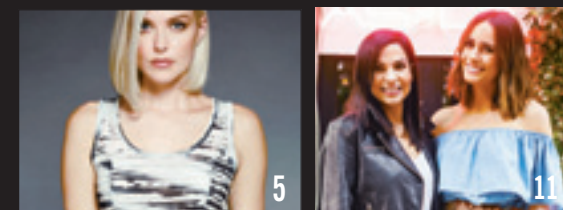
on her smartphone. When she enters the premium-denim label's store, a salesperson's smartwatch will bring up all kinds of information on the customer: How she likes to be contacted—text or email? What silhouette of jeans she prefers. Details on her "virtual closet" or the history of her True Religion purchases in the past two years or so.

If the customer has questions on a specific pair of jeans, the salesperson could summon information on the watch and then display images of the jeans the consumer would like on a big screen in the True Religion store. (The 42-inch big screen is part of True Religion's Endless Aisle tech initiative, which started in late 2014. It set a foundation for the Band by True

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### INSIDE

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



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# Changing Venues for LA Fashion Week Events

After six years in downtown Los Angeles, **Style Fashion Week** is moving its runways to West Hollywood, Calif., said Veronica Welch Kerzner, founder and chief executive officer of the fashion-show producer.

The glitzy runway series is moving to the **Pacific Design Center** compound in West Hollywood March 15–20.

In the past, the 1.6 million-square-foot compound has been the address of showrooms and major events such as the **Elton John AIDS Foundation's Academy Awards** party. Style Fashion Week forecasts more than 20,000 attendees will visit its runway shows, where designers such as **Hale Bob** and **Malan Breton** will unveil new seasons for their collections.

"We wanted to be loyal to downtown," Kerzner said. "But we've outgrown what we could do downtown."

She declined to state how rent for the West Hollywood space was or how it would compare to Style Fashion Week's previous digs, **The Reef**, formerly called the **LA Mart**, just south of Los Angeles' Fashion District.

However, location was a major consideration, Kerzner said. "There was a lot of feedback from people who weren't able to make it downtown," she said. "There's so much traffic to get downtown."

Style Fashion Week has produced in a variety of downtown spots including **LA Live**, **Vibiana** and a tent compound outside The Reef.

Another fashion week event is moving from downtown. The **LA Fashion Week** runway shows, previously held at **Union Station**, are moving to **Columbia Square** in Hol-

lywood. Events are being held March 13 as well as March 17–20. Another group, **Fashion Week LA**, continues to hold its shows and seminars at Union Station March 13–14.

Art Hearts Fashion Week is holding its shows March 13–18 at the **Taglyan Complex** in Hollywood.

In the past few seasons, downtown Los Angeles has been a popular choice for runway events as the neighborhood's cachet has grown as a hot spot for dining and nightclubbing.

Los Angeles Fashion Week never had a traditional home and has traditionally moved around. Until 2008, LA Fashion Week was centered at **Smashbox Studios** in Culver City, Calif., just outside of downtown Los Angeles. When **IMG** announced that it would no longer host **Mercedes-Benz Fashion Week** in Los Angeles, different show producers put together fashion week events in different Los Angeles neighborhoods such as Mid-Wilshire, Silver Lake and Hollywood.

Mike Vensel, a veteran LA Fashion Week producer who produced the **Concept LA** shows, said choosing a location is tough. "There's a trade-off," he said. "When you produce downtown, you lose some of the Westside people. You can't please everybody," he said.

He also noted that too much is made of location. "If you do a strong show and have strong designers, people will go to the show," he said. Vensel is a designer and a producer of the **Concept** series of runway shows. Concept is currently on hiatus.

A calendar of Los Angeles Fashion Week events can be found at [ApparelNews.net](http://ApparelNews.net).

—Andrew Asch

## Imports Steady as Back-to-School Season Approaches

U.S. cargo-container imports for the first half of this year are expected to be nearly flat over last year as the economy inches along.

The number of cargo containers being brought in through the nation's ports is expected to be down about .02 percent for the first six months of 2016 compared to the same period last year as consumers spend money on other things such as restaurant visits and weekend outings.

Despite the lull in activity, cargo shipments into the country on a month-by-month basis were up sharply for the first three months of this year because major port congestion on the West Coast early last year kept many containers stuck on ships waiting for empty berths, according to the "Global Port Tracker" report issued by the **National Retail Federation** in Washington, D.C.

"Comparisons are still complicated because of last year's situation at the West Coast ports but should clear up in the second half of the year," said Jonathan Gold, the NRF's vice president for supply chain and customs policy.

Cargo-container imports in January jumped to 1.5 million containers, which was up 21.4 percent compared to unusually low figures for January 2015. Cargo-container traffic in February saw a dramatic 17.1 percent spike compared to the previous year, but March volumes were expected to nosedive 22.2 percent, the month when the port congestion problem started to be resolved last year.

In the next few months, cargo-container imports will be weak. They are forecast to be down 1.8 percent in April, down 3.4 percent in May and down 1.6 percent in June.

—Deborah Belgium

## Beverly Center *Continued from page 1*

mortar has never been so important."

For architectural changes, expect more natural light at the eight-level mall. It was announced that Fuksas would develop a "continuous ribbon" of skylights to open the compound to more natural light. Also promised: a new exterior; street-level restaurants, which will develop a more pedestrian-friendly area; and a "smart" parking system. It will develop the mall's garage into a more

efficient operation, a Taubman statement forecast.

The renovation was overdue, said Michael Dovan, co-owner of **Traffic**, one of the Beverly Center's pioneering high-end fashion boutiques. He didn't forecast that retail traffic will dip during renovation. His store, which has been doing business since the 1980s, has long operated as a destination.

"Everything has to be rebuilt," he said. "If you are not ahead of the game in the fashion business, you lose. This renovation will help keep us ahead of the game." ●



**THE STREET:** The Beverly Center's renovation calls for street-level restaurants and a more pedestrian-friendly area around the mall. Rendering courtesy of Taubman.

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## Calendar

### 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

Columbia Square  
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

### Brand Assembly

Cooper Design Space  
Los Angeles  
Through March 16

### LA Kids' Market

California Market Center  
Los Angeles  
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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# Fall Denim Trends at Atlanta Apparel

*Coupling fashion-edge styling with technological innovation, denim has never been more appealing—or comfortable.*

## AG

“Luxurious fabrics and technical elements” are what sets AG Jeans apart from the rest. With exclusive, proprietary fabrics from “one of the most respected Japanese denim mills in the world,” this super-premium brand boasts, “There really isn’t anyone doing anything like what we are doing.” Its core customers, women and men ages 25 to 45 with median income in the six-figure range, are always looking for the best of the best in fabrication and styling. For Spring 2016 women’s, AG has high expectations for the Phoebe, a vintage, high-waist, tapered leg, as well as its new Jodi Crop, a cropped flare leg. For the fashion-forward man, AG is launching the Apex, a drop-rise, tapered-fit pant. Also in view: an “exciting and innovative” capsule collection for Fall 2016.



in high-performance, technologically advanced denim engineered with 98 percent shape retention and 360-degree movement. With a wide variety of washes, fabrics, and weights, and fabrications offering athleisure comfort while micro-sculpting legs, bottom, and mid-section, “our collection provides customers with denim that outperforms everything in their closet.” Having reimagined denim’s possibilities, DL1961 is solidifying its position as “the elevated denim brand offering premium product that answers current trends and market needs.”

## Mavi

Mavi, which offers premium denim at an accessible price, is celebrating its 25th anniversary with innovation. Designing with the athleisure trend in mind, Mavi uses breathable fabrics and detailed construction to create jeans with a luxurious feel and fit. Mavi’s latest, the “superlight feel” Feather collection, is designed for “those who crave comfort in their favorite pair of jeans without compromising style.” Mavi distinguishes itself in the premium-denim category by its affordable price points even as it uses the same fabrics as designer brands. Crafting its jeans “with great attention to detail, we take ownership of our denim, from design to the finished product.” Mavi sees high-rises and ankle lengths trending for women, slimmer fits and tapered cuts, colored denim, and twills for men.



## Citizens of Humanity

Citizens of Humanity takes a trip to the ‘80s and ‘90s for Fall 2016. This premium-denim house, known for its cutting-edge style, comfort, and impeccable fit, offers its to-the-minute collection forecast: “High-rise silhouettes along with nonstretch, rigid denim and stone washes; the boyfriend look shifting from loose and slouchy to a flattering, high-rise, classic fit; well-worn vintage shades, crisp dark washes, black, and even red denim.” Anticipated bestsellers include the Liya Classic High-Rise Jean in new washes from bold red to distressed black, and the vintage ‘80s Claude Montana-inspired Tiana Super-High-Rise Jean, part of the SCULPT collection. Also coming to market: Citizens of Humanity’s take on the ‘90s chino look with its new Surplus Chino, made of luxurious 100 percent Supima cotton twill.



## DL1961

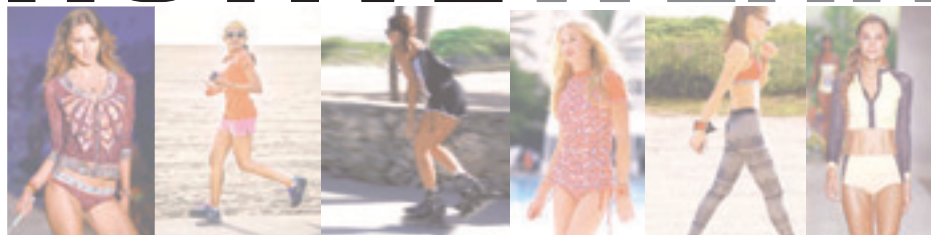
Fall 2016 is “pivotal” for DL1961, which views denim “as a service.” In addition to integrating new lines—Petites, Atelier, and Designer’s Picks—DL1961 has partnered with actress Jessica Alba to create a 16-piece capsule collection that is expected to generate high demand when it launches in the fall. The New York-based company specializes



*The next edition of the Atlanta Apparel Market takes place April 7–11. See these denim lines and more this April.*

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# ACTIVEWEAR



## Otis *Continued from page 1*

The board decided to turn to the worlds of fashion, music and social media to get the word out about the underground subway lines, the above-ground light-rail trains and the buses that can ferry you from Lynwood to Long Beach and from North Hollywood to Norwalk.

For the fashion element, the MTA, also known as Metro, turned to the senior-year fashion students studying at the **Otis College of Art and Design** in Los Angeles to develop stylish but functional bicycle wear that could take mass-transportation devotees from their homes to a subway or bus stop and then to work. Later there might be a night out on the town. More men ride bikes to buses and



**BUILDING BIKE WEAR:** Todd Oldham fits a design created by Claire Kim on model Michelle DeLeon.

bike at one station and drop it off at another.

To get the fashion project rolling, the MTA board gave Otis a \$25,000 scholarship, part of which is to help cover the costs of fabric and trim for the project, which was launched in January in a senior-year design class mentored by renowned designer Todd Oldham.

The idea was to get away from typical bike wear sold in sporting-goods stores and add some pizzazz to cycling attire. “This is about fashionable clothes for women getting on a bicycle and going to work,” said Rosemary Brantley, chair of Otis’ fashion design department, located in the heart of the Los Angeles Fashion District at the **California Market Center**.

For the project, the clothes have to be made of washable fabrics that are sustainable and have reflective material to be visible at night.

“We have this idea of Carrie Bradshaw [from TV’s ‘Sex and the City’] on a bike. A sexy lady in great fashion but fashion that works on a bicycle,” said Avital Shavit, a Metro transportation planning manager who spoke to Otis faculty and students about the project. “Designing skirts that have volume and flare is one workaroud.”

Students undertook the challenge, looking for inspiration in Metro maps and mass transportation symbols. They did dozens of sketches and developed fabric treatments that would make their garments stand out.

The first fitting of the Otis-designed clothes took place on March 3 when nine outfits created by students showed their take on what fashionable bike wear would be. Many of the skirts and dresses have cords that can be pulled to raise or lower the hemline.

Khanhlinh Su, a senior at Otis, used a subway map as her inspiration for her fabric treatment, which is “loud and crazy,” for the jacket. It has sleeves that can be converted from long to short by undoing strips of **Velcro**.

She has a functional sleeveless purple dress—a color taken from the purple line in

the county’s subway system—that has cords that are pulled to raise or lower the hemline.

Alysha Aguilar said she tried to push the envelope for her project, which was near and dear to her because, when she first studied at

➔ Otis page 5



Khanhlinh Su’s creation

subways than women, but getting fashion-forward women onto bicycles is more challenging. Hence, the idea for fashionable bike wear.

“We see this as an opportunity to attract a larger, more flexible generation to mass transit,” said Lan-Chi Lam, the MTA’s director of communications for Web and mobile. “There is a new rider and new demographics emerging, and we really want to tap into it.”

In October, a group of MTA representatives met with Otis teachers and students at the downtown LA campus to give

them an idea of what they wanted in the fashion project. The project is a run-up to Metro rolling out a new bike-share program in downtown Los Angeles this summer that will have more than 1,000 bikes and 65 stations in the system. Passengers will be able to pick up a



**BIKE TO WORK:** This is the type of bike that will be used in the bike-share program, which will be launched in downtown Los Angeles sometime this summer.



# XCVI Movement: Crossover Contemporary

Los Angeles-based contemporary label **XCVI** introduced a new athleisure collection, called **XCVI Movement**, at the beginning of the year.

The collection blends the aesthetics of sportswear with the performance of activewear fabrics, said Chris Myers, director of business development for **XCVI Movement**.

"There's a woman out there who doesn't feel like wearing leggings all day long, but she wants the performance features," Myers said. "She just wants to get up in the morning and put something on that's comfortable, but she wants to be more polished."

Fabrics wick moisture away from the body, resist wrinkles, have SPF and UPF protection and are antimicrobial.

Bestsellers include long tees with ruching along the side for a slimming silhouette. There's also a mesh jacket in a fabric XCVI is calling

"Whisper," which was popular with Florida retailers, Myers said.

"In Florida, it's so cold inside [with the air conditioning]; even if it's 90 degrees outside, you need another piece to throw on indoors," he said, describing the line as "studio to street."

Wholesale priced from \$34 to \$39, the collection is targeted at boutiques, but Myers said the line is also getting interest from golf stores and spas. "It's truly crossover," he said.

Myers said the company priced the line to be able to appeal to a wide range of retailers and customers.

"We think the market right now is that 100-something [dollar] retail price point to make it accessible to everyone," he said.

For more information, visit [www.xcvi.com/pages/xcvi-movement](http://www.xcvi.com/pages/xcvi-movement) or call (213) 800-2271.

—Alison A. Nieder



**Otis** *Continued from previous page*

Otis, she had to take two buses and the subway to get to her classes. "I got to put in my own firsthand perspective," she said.

At first she thought the project was unusual for fourth-year students. "This was a senior project, and we were being asked to do something that was more like sportswear," she said. "But when Todd came into the picture, he brought in the evening aspect of it."

Her inspiration came while she was drinking coffee and reading a newspaper where she saw a map of downtown Los Angeles. "I went with the Expo line colors of turquoise as well as the Blue line for my design, and the Silver line is represented in the reflective material sewn into the seams," she said.

She designed a jacket nipped at the waist with a tire-track pattern on the sleeves and a flowing dress that is trapezoidal in shape—small at the top and full at the bottom. Using magnets, the hem of the dress can be raised or lowered.

The final fitting for the garments will take place March 25 and then seen on the runway on May 7 at the **Otis Scholarship Benefit and Fashion Show** at the **Beverly Hilton** in Beverly Hills. Attendees will get a chance to bid on the nine bicycle outfits at the show with minimum bids starting at around \$200 to \$250.

Metro is planning to showcase the outfits in pop-up fashion shows at **Union Station**—a hub for mass transportation—sometime around May 20, when the Expo line opens its extension, which goes all the way to Santa Monica. ●



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Gold Essence *Vermeil fashion accessories*  
Moissanite *14-kt.-gold fashion accessories*  
Platinum Essence Rhodium *Fashion accessories*  
Sharona Jewels *Sterling-silver fashion accessories*  
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Suite B536  
Everleigh *Contemporary*  
THE PARK SHOWROOM  
Suite B583  
Alternative Apparel *Contemporary*  
Tom Tailor  
LUCY PARIS  
Suite B587  
Lucy Pairs *Contemporary*  
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J Grace Designs *Fashion jewelry*  
Mishky *Fashion accessories*

BY DEBBIE OF CALIFORNIA  
Suite A1098  
Chrisara *Fashion accessories*

UPDATED WOMEN'S COLLECTIONS

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SHOWROOM  
Suite A272  
European Culture *Updated*

MARY MINSER  
Suite A298  
Lisa & Daniel *Updated*

SHARON KOSHET SALES  
Suite A303/304  
Jolibel *Updated*  
Koren (Made In Poland) *Updated*  
VerteX

JENNIFER HUTTON  
Suite A306  
Pleats Collection *Updated*

FERN LIBERSON & CO.  
Suite A317  
Dunes *Updated*  
Sizzle *Updated*  
Stiletto *Updated*

UTE WEGMANN/JIM ROWLEY  
Suite A318  
Aerosoft *Updated blank T-shirts*

JON KATZ & ASSOCIATES  
Suite A335  
Litfoot Shoes *Updated shoes*

DORIS JOHNSON  
Suite A380  
Channa *Updated*

KAREN GEORGE & COMPANY  
Suite A394  
Bradley & Wu *Updated*

By Sophie Rasmussen *Updated*  
KRISTINE CLEARY LIFESTYLES  
Suite A398  
Catte + Kyla *Updated*

WOMEN'S CONTEMPORARY

STRATEGY LA  
Suite B520  
Conrad C. *Contemporary*  
Volt Design *Contemporary*

DAKOTA SHOWROOM  
Suite B567  
L'athlete *Contemporary*  
Off Dutee *Contemporary*  
Third Sunglasses *Contemporary*

T & A SHOWROOM  
Suite B588  
Point Zero *Contemporary*

KIDS' & MATERNITY

TERESA'S ROOM  
Suite A603  
Baby Noomie *Children's*  
Oliver & Kit *Children's*

ROCHELLE SASSON PERLMAN  
Suite A604  
Dirtee Hollywood *Children's*  
PAZITOS LOS ANGELES  
Suite A606  
MTK Shoes *Children's*

THE DRESSING ROOM  
Suite A610  
Bestaroo *Children's*  
Californian Vintage *Children's*  
Earth Baby Outfitters *Children's*  
XSI *Children's*

THREAD SHOWROOM  
Suite A648  
Chaser Brand *Children's*  
Faux Pas *Children's*  
Jak & Peppar *Children's*  
Kapital K *Children's*  
Mayoral *Children's*  
Mustard Pie *Children's*  
Wee Ones *Children's*

WEST COAST MATERNITY  
Suite A651  
Alex & Harry *Maternity*

REBECCA EBERSHOFF  
Suite A656  
Amiana *Children's*  
Barque *Children's*  
Blue Rock *Children's*  
Dedo Kids *Children's*

Eddy Scout *Children's*  
Frenchie *Children's*  
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Mini Molly *Children's*  
MTK *Children's*  
One Kid *Children's*  
Ricky Flor Designs *Children's*  
Sublime Designs *Children's*  
Tuho Piccolo *Children's*

CHANTIQUE'S SHOWROOM  
Suite A663  
Baby Face *Children's*  
Miss Grant *Children's*  
Knot

AB SPOON SHOWROOM  
Suite A677  
Rylee + Cru *Children's*

KIDS DU MONDE  
Suite A678  
Le Bebe Coo *Children's*

RANDEE'S SHOWROOM LLC  
Suite A679  
Anar Kid *Children's*  
Blade & Rose *Children's*  
Mikk Rainboots *Children's*  
Penguin Organics *Children's*  
Zoology *Children's*

2-2 HOT  
Suite A681  
Charlie K Designs *Children's*  
Helene's Closet *Children's*  
Lazy One Slippers & Boots *Children's footwear*

ALLISON SHOWROOM  
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Shoo-Zees *Children's*

METROPOLITAN KIDS  
Suite A682  
Jujube *Children's*

NICKY ROSE KIDS  
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Ice Cream Castles *Children's*  
No Biggie *Children's*

DON WELBORN AND ASSOCIATES  
Suite A684  
Blash *Children's*  
Noruk *Children's*

SMALLSHOP SHOWROOM  
Suite A692  
Eziz *Children's*

TEMPORARY SHOWROOMS

REICHMAN ASSOCIATES  
Suite A284  
Ariella Co. LA *Updated*  
Jane & John *Updated*  
Karissa & Me *Updated*  
Lu Lu Love *Updated*  
Tricotto *Updated*

ROBERT FRIEDMAN  
Suite A287  
Frank Lyman Design *Updated*

MORRIS AGENCY  
Suite A291  
Cartise *Updated*  
Dolcezza *Updated*  
FDJ *Updated*  
Ivy and Lace *Updated*  
Lynn Ritchie *Updated*  
Katherine Barclay *Updated*  
Shapeez *Updated*  
Tonia Debellis *Updated*

KRISTI WILLIAMS SALES  
Suite A327  
Baik Baik *Updated*  
Cativa/Fun Sport *Updated*  
Charlie B *Updated*  
Eaze By Renuar *Updated*  
Komil *Updated*  
Mbellish Jewelry *Updated*  
Plume & Thread *Updated*  
Vivante Scarves *Updated*

LORETTA KENDRICK  
Suite A327  
Adore *Updated*  
Angela Mara *Updated*  
Eyebobs *Updated*  
Renuar *Updated*

JOYCE ALPINO SNYDER  
Suite A337  
Asian Eye Scarves *Updated scarves*  
Kohala Plantation *Updated*  
Stop Staring! *Updated dresses*

HERLINDA ELLIS  
Suite A349  
Kinross *Updated*  
Picadilly *Updated*  
Pineapples *Updated*  
Tempo Paris *Updated*  
Zen Knits *Updated*

WAYNE MOURRY  
Suite A382  
Click *Updated*  
CMC *Updated*  
Color Me Cotton *Updated*  
L Hamrick *Updated*  
Links *Updated*  
N-Touch *Updated*  
Southern Lady *Updated*

OEUF  
Suite A605  
Oeuf *Children's*

NANCY CARROLL MATERNITY FASHIONS  
Suite A641  
Japanese Weekend *Maternity*  
Maternal America *Maternity*  
Nancy Carroll and Kris Carroll-  
Ekberg *Maternity*  
Olian Maternity *Maternity*  
Urban Ma *Maternity*

COOPER DESIGN SPACE

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CASTILLO SHOWROOM  
Suite A420  
Esperos  
Feed  
Jacob Davis Denim  
Lamade  
Otz  
Parks Project  
PLDM by Palladiym  
Tavik Swimwear  
Track & Bliss  
Tysa

AUGUST SHOWROOM  
Suite 422  
Christy Dawn  
Earth Tu Face

ADDISON CRESCENT  
Suite 505  
Darner Socks  
Darwin  
Good & Co. Scarves  
Loup NYC  
Ostine Collective  
STARK x  
Unreal Fur  
West & Main  
Wyatt Orr

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NEW LINES

AARON MATTHEW  
SHOWROOM  
**Suite 512**  
LaPina by David Helwani  
Modernsaints

NOELLA SHOWROOM  
**Suite 520**  
Osei - Duro  
Proud Mary  
Sarah J. Curtis

JOEY SHOWROOM  
**Suite 523**  
Cleobella  
Electric & Rose  
Flynn SkyeLaLesso  
La Vie Boheme  
PH-5  
Pia Pauru  
Ultracor  
VMT

LEFTIES SHOWROOM  
**Suite 525**  
Lovely Bird  
Matt The Label  
Spiritual Gangster

KRISTI HARRIS SALES  
**Suite 640**  
Lena Skadegard  
Lulu Designs  
Margaret Solow  
Tai Jewelry  
Treesje Handbags  
Vismaya Scarves

HATCH  
**Suite 800**  
Industria  
JiOh  
Madeworn  
Madeworn Mens  
Well Kept

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NEW SHOWROOMS

AMOUR VERT  
**Suite 401**  
Amour Vert

LOVE BY DESIGN  
**Suite 510**  
Love by Design

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**Suite 511**  
Joseph Ribkoff

THE HEATHERED ROSE  
AGENCY, INC.  
**Suite 1003**  
Desigual  
Denimocracy  
Forgotten Grace  
Green Dragon  
LIV  
Lolly  
...Lost  
Mickey & Jenny  
Nick & Mo  
Pink Lotus  
Scrapbook  
Simply Irresistible  
Skunkfunk

NEW LOCATIONS

SILVER JEANS CO.  
**Moved from Suite 402 to Suite 507**  
Silver Jeans

ENGEL'S SHOWROOM  
**Moved from Suite 506 to Suite 509**  
Contempo by Justin Taylor Inc.

DADA Fashion Hats  
Fluff By Acme  
Karma Kreations  
Leatherrock  
Penny Loves Kenny  
Handbags  
Revolution by Edwin  
Western Fashion

DIANE LEVIN SALES  
**Moved from Suite 1008 to Suite 1205**  
Cirana  
Lapis  
Yoana Baraschi  
Zero Degrees Celsius

NEW LINES

STUDIO TWO CLOTHING  
**Suite 401**  
Fritzi aus Preussen

SALT & PEPPER SALES  
**Suite 505**  
Aquarella Blu

JOKEN STYLE  
**Suite 607**  
Allodium  
Gi N Gi  
Havok  
I.C. Isabella Designs  
J.O.A.T.  
Les Canebiers

Meekat  
Net Trader  
Ono Creations  
Sagol  
Sweet Dreams Girls  
USA Body Wear  
Voltan

HASSON COSTA  
**Suite 700**  
Fala

Nanette Lepore  
Plenty by Tracy Reese  
Willow and Clay

COHEN SHOWROOM INC.  
**Suite 703**  
Farmstead  
Let It Be  
Red Engine Denim

E. VICTOR GABRIEL  
**Suite 706**  
Eroke (Italy)

SHOWROOM SHIFT  
**Suite 806**  
Animapop

SUSAN BURNETT SALES  
**Suite 807**  
Tregene

THE GIG SHOWROOM  
**Suite 907**  
K. Bell Socks

JACKIE B SHOWROOM  
**Suite 1004**  
Gypsy Heart

MISS ME SHOWROOM  
**Suite 1100**  
Miss Me Athleisure  
Miss Me Vintage

RANDE COHEN  
SHOWROOM  
**Suite 1103**  
True to Myself

JUDITH AUTUMN MANN  
SALES  
**Suite 1206**  
Victoria Ashlee Jewelry

JENNIFER MICHELLE  
SALES  
**Suite 1206**  
Hipster G

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NEW SHOWROOMS

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GROUP CORPORATE  
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L'academie  
Lovers and Friends  
LPA  
Majorelle  
NBD  
Privacy Please  
Raye  
Tularosa

NOW SHOWROOM LA  
**Suite 406**  
Alicia Mohr  
Gemma Azzuro  
Gold Philosophy  
Isabel Cohen  
Karakusi  
Kat Ong  
Lotuz-Jakarta  
Michael Maven  
Morin O.  
Natasha M Jewelry  
Oroceo Castro

TEMPORARY SHOWROOMS

MIRIANA OJEDA THE  
ANNEX  
**Ground Floor Gerry**  
Anarkh + NRK  
Bridge Showroom  
Catherine Andre  
Downtown Showroom  
Elemente Clemente  
Gruu Design  
Lilith  
Lunn  
Meiko Mintz  
Olivvi  
O'Marche Showroom  
P. Taylor  
Papucei  
Pariscopes Studios  
Petra Meiren  
Rebecca Norman  
TM Colecion  
Tzuri Gueta

SST AMERICA  
**Suite 701**  
Lochcarron *Scottish cashmere, scarves and Scottish purse and accessories collection*  
Saint James *Sportswear and nautical sportswear made in Normandy, France.*

KZ DESIGNS  
**Suite 706**  
NP Clothing *SILK ROUTE Accessories—Holland, V-Italia Shoes – Poland*  
*Ralston Clothing THING Clothing—Denmark, AINO Clothing—Finland,*

LINE UPDATES

LEFT COAST APPAREL  
**Suite 407**  
8 & 9 MFG  
High Times Headwear  
Hudson Outerwear / NYC  
Vie Riche

PACIFIC COAST REPS (THE  
T ROOM)  
**Suite 503**  
Franki's Bikinis  
L\*Space

MIRIANA OJEDA  
**Suite 702**  
Alquema  
Bia Miro  
Bitte Kai Rand  
Bridge  
Elaine Kim  
Elemente Clemente

Krista Larson  
Matthildur  
P Taylor  
Sally Drennon  
Sarah Pacini  
Stella Carakas  
TM Collection

MA BELLE 2  
**Suite 705**  
Arama Shoes  
Avivit Yizhar  
Keren Naftali  
Mango Design Shoes  
Michaela Malin Jewelry  
Rimini Amsterdam

LAUNCH USA  
INTERNATIONAL  
**Suite 801**  
Anna Seravalli *Italian knitwear*  
Beatrice B  
Max Volmary *Women's blouses and tops*  
Saldarini *Italian scarves and accessories*  
Sfizio

NEETU MALIK SHOWROOM  
**Suite 901**  
Cynthia Ashby

Itemz  
M Square  
Walk Shoes

ARLENE HENRY SALES  
**Suite 902**  
Aldo Martins  
Art  
Bohème  
Heart  
Kokomarina  
Lauren Vidal  
Staples USA

JULIE & STUART  
MARCHER, LTD  
**Suite 903**  
Clara Sunwood  
Coatology  
Damask  
Elliott Lauren  
Leota  
Miracle Body Jeans  
Nally & Millie  
Nygård Slims  
Putorti Sweaters from Canada  
Shine

JAMIE PRINCE SALES  
**Suite 904**  
Alimbika

Art Point  
Cigno Nero  
Crea Concept  
Ingrid Munt  
Inizio  
Lior  
Ronen Chen  
Testimony  
Xenia

BARBARA NOGG  
**Suite 905**  
AN Designs  
Brodie Cashmere  
Escape From Paris  
Equestrian; Petit Pois  
See Concept—Paris

KAREN KEARNS SALES  
**Suite 906**  
Amy Brill *Sweaters*  
De Jardim  
Double M  
Ioanna Kourbela  
M.A.D.  
Marienbad  
Matti Mamane *Dresses and sportswear*  
Pam Lazzarotto *Jewelry*  
Sheen Alef

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SK Sweden

MCMILLIAN SHOWROOM  
**Suite 401**  
Harrison + Draper  
Marco Delli *Women's shoes*  
Nanni Milano *Belts*  
Trouble at the Mill



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## SHOWROOM PROFILES

### The Park Showroom Pop-up

California Market Center  
Suite B583-585  
(213) 250-6200

Call it a growth spurt for **The Park Showroom**.

The Park will open a pop-up showroom on the fifth floor of the **California Market Center's** B wing for the March run of **Los Angeles Fashion Market**. After market, the permanent showroom will stretch out. It will expand into 1,600 square feet of space behind its existing showroom in CMC suite B477. When complete, the permanent showroom will be 5,000 square feet, said Eric Martin, the showroom's founder.

The Park is gambling on growth in part to introduce two new clients, Martin said. For the March market, it will introduce **Tom Tailor**, an opening-price-point fashion brand from Germany. Martin forecast it will be embraced by shoppers of **H&M** and **Zara**. Tom Tailor will offer a 500-piece collection, with retail price points of \$80 for denim, jackets from \$100 to \$160, and button-down shirts from \$45 to \$55 retail. "It will help against market share lost to Zara and **Cotton On**," he said of retailers wholesaling with Tom Tailor.

The Park will also introduce the Ital-

ian denim-based collection **Maryley**. The women's denim brand retails from \$180 to \$250. The pop-up showroom also will exhibit several of Park's women's brands, including **Woolrich's** women's line. The brand's shawls, blankets, flannels and goose-down jackets range in retail price from \$80 to \$650. The pop-up will also showcase **Goorin Bros.** hats for women, which retail for \$30 to \$90, as well as **Alternative Apparel's** women's styles, which retail from \$20 to \$60.

The pop-up showroom will look like a traditional trade-show booth, Martin said. "There will be a sign on the door, an invitation to come in and just see the lines themselves," he said.

The pop-up will close after the market. The expansion for the permanent showroom might officially debut by the end of March. The Park has been doing business at the CMC since March 2015 and the showroom has been best known for its men's collections.

Current men's lines include the sibling collections of its women's lines—**Woolrich**, **Goorin Bros.** and **Alternative Apparel**. Also represented are the brands **Strand**, **Duvin**, **Tailor Vintage** (a brand not connected to Tom Tailor), **Control Sector** and **Man X One Teaspoon**.—*Andrew Asch*



Eric Martin

### The M Showroom and Michael Bush/LA-Apparel

The New Mart  
Suite 406  
Michael Bush/LA-Apparel  
(213) 689-9150  
The M Showroom  
(213) 688-5033

For several years, Melina Avakian and Michael Bush had showrooms across the hall from each other on the second floor of the **California Market Center**.

But when they got notice they would have to vacate their showrooms because the building owners were converting the second floor into exhibition space, they decided to move across the street to **The New Mart** and share a showroom.

They completed their move in January in time for the first **Los Angeles Fashion Market** of the year. "This was a good, exciting move for us," Avakian said.

Bush said that 25 percent of the stores that walked by during the January fashion market were new to him.

Sharing a space instead of staking out individual territory made sense for the two showroom owners. "Our groups of lines don't compete but complement each other," Bush said.

The four lines carried by Avakian are more casual and meant for the weekend or after-work hours. Bush has three lines that are more professional daywear that can transition into after-hours activities.

The all-white showroom with polished

concrete floors is divided down the middle by tall worktables. To the right are Avakian's four lines: **Inoah**, **Olive Hill**, **Zaria** and **Wyldson**.

Inoah, made in Los Angeles, is a group of easy-to-wear pieces with fun, funky prints that wholesale for \$32 to \$68. "You can see this on every age group," Avakian noted.

Olive Hill, based in Los Angeles and manufactured in Vietnam, is a mixed-media top line with happy prints that have a boho feel. They wholesale for \$24 to \$26.

Zaria has fun sweaters, faux-fur jackets and Sherpa-style jackets that wholesale for \$30 to \$40, and Wyldson, a label based in Carlsbad, Calif., makes print-driven maxi dresses and wide-leg pants manufactured in Bali, Indonesia.

They wholesale for around \$30.

On the other side of the showroom are Bush's three lines: **Insight**, **Maude Vivante** and **Nikki Jones**.

Insight is a group of related separates built on a good pant business paired with jackets, blouses and

the occasional dress. "It is great value for the better customer," Bush said of the line, whose pants wholesale for \$36 and jackets wholesale for \$59 to \$76.

Maude Vivante—a line dominated by novelty textured tops, trendy jackets and vests—is designed in Spain and manufactured in China and India, wholesaling for \$38 to \$49.

And Nikki Jones, based in Montreal, focuses on stylish outerwear that wholesales for \$60 to \$118.—*Deborah Belgium*



Melina Avakian and Michael Bush



# Lebel Group

Cooper Design Space, Suite 521  
(310) 402-8072  
www.lebelgroup.com

Marco Lebel has a long history at the **Cooper Design Space**. He spent more than a decade with **Robert Rodriguez**, which was headquartered in the building, and he helped **Australian Fashion Labels** establish its U.S.



Marco Lebel

presence with its first LA office at the Cooper. But when he opened his own showroom, **Lebel Group**, he started out at the **Eastern Columbia Building**, the turquoise art-deco

building located just one block west of the **Los Angeles Fashion District**.

Last fall, Lebel returned to the Cooper where he opened a 1,000-square-foot space on the building's fifth floor.

"I felt it was the right space for me, bringing elevated contemporary collections from Europe," he said.

Lebel Group carries a mix of high-end European collections, including **Filles a Papa**, an advanced contemporary line from Belgium; **Brockenbow**, a denim collection from Paris; Italian collection **Ainea**; **NO8 Stockholm**, a line of fur-lined parkas from Sweden; **WLNS Wellness Cashmere** from Italy; **Amatør** from Amsterdam; and **8PM** from Italy.

"Designer stores and advanced contemporary stores are looking for new and elevated products they will not find everywhere with an amazing

value proposition," Lebel said.

Lebel Group's collections range in wholesale price from \$45 to \$1,000.

—Alison A. Nieder

## NEW RESOURCES

### Single Goes Curvy With Single Plus

What started as an exclusive for **Saks Fifth Avenue** has branched into a new collection and a new customer base for Los Angeles label **Single**.

**Single Plus** is a new collection that reinterprets the contemporary style of Single for the plus-size market.

"I said if we're going to do [a plus-size line] we're going to do it right. We're going to get a fit model and create plus blocks. It's not a matter of just sizing up. It's a whole other fit," said Single designer Galina Sobolev.

Single Plus has already shipped to stores such as **Saks Fifth Avenue's** e-commerce site ([www.saksfifthavenue.com](http://www.saksfifthavenue.com)), **Madison Plus Select** ([www.madisonpluselect.com](http://www.madisonpluselect.com)) and **Amazon.com**. A flash sale on **HauteLook** ([www.haute-look.com](http://www.haute-look.com)) resulted in a 93 percent sell-through, according to Sobolev.

Wholesale prices range from \$49 for tops to \$148 for dresses.

To get the word out to consumers, Sobolev has been working with bloggers and vloggers such as Rachel Richardson from *Lovely in LA*, Marcy Guevara from *The Marcy Minute* and Trisha Wheeler from *My Glittery Life*. There's also an **Instagram** account just focused on Single Plus (@mysingleplus).

"It is rare to find luxe clothing in my size," Guevera said. "As a plus-size woman, I long to have garments that make me look and feel 'expensive' when I need the boost of confidence during a job interview or am heading to an event in Beverly Hills. What Galina has done is translate straight size trends into curvy silhouettes in a way that preserves the fashion moment while accomplishing a super-flattering look."

Guevera said she appreciates the collection's focus on fit, fabric and trend-right looks.

"Whether it's a perfectly draped boho top to wear with jeans, a button-down for the office or a power body con, Galina and the team at Single understand a woman's body in a way that is very rare nowadays," she said. "I know that when I put a Single top or dress on I am not going to be tugging, pulling, adjusting all day."

Guevera said she appreciates brands that keep up with trends and translates them "for the curvy set."

"If cut-outs are in, the curvy girl wants them! Just cut out the fabric in the right spots," she said.

Another bonus for Guevera: linings.

"When a dress isn't lined it drives me insane!" she said. "It's guaranteed to make you need **Spanx**, so lined garments are definitely something I look for."

Single Plus dresses and pencil skirts are

lined in a stretch sateen, which Sobolev said they've dubbed the "Single Secret Weapon Lining."

"It's like wearing a support garment without investing in or paying for one," Sobolev said. "This helps us to empower women—one dress at a time!"

To find new lines, Guevera said she follows plus-size blogs and looks for new brands on Instagram. And while she said she's "a fan of more options online," she likes to be able to see the clothing in the store and try items on. Ultimately, she said, "plus-size women want the same offerings as straight-size women and [they] have the money to spend. It's important for brands to recognize this customer and stop leaving her and her cash behind."

For more information about Single Plus, contact the **WBC Showroom** in **The New Mart**, suite 1101, or email [melissa@wbc-showroom.com](mailto:melissa@wbc-showroom.com) or [desi@wbcshowroom.com](mailto:desi@wbcshowroom.com).—A.A.N.

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## Labeling *Continued from page 1*

20 of 2010, when customs officials stopped several shipments for alleged labeling problems.

According to customs regulations going back to 1968, products that have a geographic name on them must sew the label showing where the garment was manufactured right next to the American location printed on the brand label. Trademarks only have to have the origin label sewn in a “conspicuous” location rather than in “close proximity.”

Customs officials noted that JBlu’s jeans—whose brand names included the words USA and Los Angeles—did not have the “Made in China” label right next to its brand label on the back waistband. Instead, the “Made in USA” label was sewn inside the front section of the waist band near the zipper, according to court documents.

Meanwhile, as the customs problems were unfolding, JBlu applied to register its C’est Toi Jeans USA and CT Jeans USA on Oct. 8, 2010, with the U.S. Patent and Trademark Office, showing the labels had been in use since 2005.

For the 350,000 jeans that came in before Oct. 7, before the trademark registration application was filed, customs officials said JBlu would have to go back and sew in new country-of-origin labels next to the embroidered brand label—at a cost estimated at \$1.25 per pant—before entering the United States.

Customs officials pointed out that unregistered trademarks with the names of locations in them need to have their labels located “close by,” showing where the jeans were manufactured instead of in a “conspicuous” location.

Not happy with that outcome, JBlu in 2012 hired Los Angeles attorney Elon Pol-

lack of Stein Shostak Shostak Pollack & O’Hara to contest that opinion, going to the Court of International Trade in Washington, D.C., for a ruling.

The Court of International Trade in early 2015 decided that the customs officials were correct in their decision, according to court documents.

JBlu then appealed its case to the U.S. Court of Appeals for the Federal Circuit. Pollack argued that trademark unambiguously includes federally registered and common-law trademarks.

In court papers, the company said the trademark statute, the Lanham Act, and the dictionary definitions of a trademark note that it is a “name, symbol, figure, letter, word or mark adopted and used by a manufacturer or merchant in order to designate his goods and to distinguish them from any other.”

On March 2, the appeals court ruled that the Court of International Trade had made a mistake because “trademark unambiguously includes unregistered trademarks that are not subject to a pending application” as a trademark. Basically, said Circuit Judge Kimberly Moore, a trademark is a trademark, and the three-judge panel unanimously reversed the Court of International Trade’s decision.

Pollack said the decision is significant for apparel manufacturers. It is particularly important if the goods arrive in a port and are withheld from delivery until relabeled. “If you want to establish your brand in commerce, you don’t have to worry that you are going to be told to relabel your product in a fashion that might detract from the way the product looks,” he said. “If your embroidered label is in the back, you don’t have to worry about having an inch-high ‘Made in China’ label right next to it.” ●

## Label Conscious: Designed in California

*CFA’s trademarked hangtags put the emphasis on country of design.*

The California Fashion Association has long heralded California as an international design center—and the organization encourages its members to promote its products as California-designed.

But if those products are made overseas, apparel makers can label their products “Designed in California,” but they also have to include the country of origin—and there are strict rules regarding how that information appears.

“The law is very clear for sewn-in labeling and separate hangtags,” said CFA President Ilse Metchek. “Sewn-in labels in garments made overseas can say “Designed in California” as long as the country of origin is on the same label in the same size. However, hangtags do not need the country of origin if trademarked. Without a trademark certification on the hangtag, the size of the font for ‘Made in China’ has to be the same size as ‘Made in California.’ It can’t say ‘Designed in California’ with a little bitty ‘Made in China.’”

The CFA spent the last year perfecting and trademarking a new Designed in California hangtag, which will allow apparel makers to emphasize where their garments are designed.

Metchek recently unveiled the new hang-

tag during a presentation at the Los Angeles International Textile Show at the California Market Center. Pointing to an iPhone ad that reads “Designed in California,” Metchek said, “If Apple is doing it, I don’t see why the apparel industry shouldn’t do it, too.”

The CFA’s hangtag design is trademarked, which means apparel makers don’t have to worry about also including where the garment was made on the hangtag. (That information must remain on the sewn-in care label.)

“We’re going to give the artwork and the specs free to all the tag-and-


label companies upon request,” Metchek said. In return, the CFA is asking label companies for a donation of one cent per tag to the California Fashion Foundation scholarship fund. That cost is tax deductible for the label companies, and each hangtag will indicate that a contribution has been made to the scholarship fund.

“If the label company gives us a penny a piece, it’s a donation,” Metchek said, adding, “If a brand owner client of the tag producer buys and uses the hangtags and then wants to donate a penny apiece to the scholarship fund, we’ll take it, too.”

—Alison A. Nieder



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# Louise Roe for AS by DF Launches With West Hollywood Party

To celebrate the launch of a limited-edition capsule collection created by British TV host/personality Louise Roe and **AS by DF** designer Denise Focil, the two hosted a party at a chic residence in West Hollywood, Calif. Guests stopped by the March 3 event to sip champagne, view the collection and meet the designers.

This is the first collaboration for Focil and Roe. The three-piece collection, which launched on March 1 online and in stores around the country, retails for \$143 to \$475. Focil said retailers responded really well to the collection, which includes 150 pieces of each item. "It's a big online presence for us; it has had an awesome response," she said. "[Louise] has a huge following online. We've been promoting it and she's been promoting it. We're almost sold out of the capsule already."

The collection's success is not surprising considering Roe's celebrity and Focil's design talent. The designer recently captured the **Moss Adams Fashion Innovator** award for her work designing AS by DF and the diffusion line **ASTARS**, which both fall under the **Alpinestars** umbrella. Known for its luxe



suedes and leathers, AS by DF includes sophisticated yet wearable items such as leather leggings, knit sweaters, fringed jackets and original print dresses. For Fall, Focil has launched a fully reversible leather handbag.

The **Louise Roe for AS by DF** collaboration was created after a friend introduced Focil to Roe.

"Louise and I really, really clicked from day one," Focil said. "She's a really awesome person to work with. She was so involved, which is rare." Focil said she wanted to find somebody who was like-minded. "I wanted it to be authentic," she said. "It's a first for both of us, and it was really a good fit."

Roe was equally excited to work with AS by DF.

"They're a stylish brand famous for their amazing work with leather and suede, and I was keen to create a killer suede jacket!" she said. "Once I met the brand's founder, Denise, I knew it was the perfect fit. She's an inspiring, kind and creative woman!"

The capsule collection takes inspiration from Roe's travels and '70s icons Lauren Hutton and Ali MacGraw.

"I love their laid-back nature," Roe said. "And also I was inspired by the places I had traveled to recently, in particular, Bali."

Roe also added her personal touch to the collection.

"I love to make mood boards, I'm constantly screen-grab-

bing images on my phone, so I used those visuals for a basis and then looked at my own closet for what was missing," Roe said. "I wanted pieces that would make a statement but also fit with the items I already owned. I think that refreshing your wardrobe for a new season should mean you can create a whole bunch of new looks using what you already own too."

To design the collection, Focil utilized blocks and fits from AS by DF and Roe was involved down to the details including selecting fabrics and colors. Together they created the "Bali" off-the-shoulder chambray dress, a blush "Melrose" silk cami and the "Tulum" suede vest decorated with an embroidery design that Roe had spotted on her travels.

"[Louise] sent me photos. I was like, 'Okay, I can interpret that, let me work with that,'" Focil explained. "It was a very organic process."

What's next for Focil? The success of the Louise Roe for AS by DF collaboration has inspired the designer to want to create another one—this time for the company's fast-growing **ASTARS** contemporary line.

"I have to find the perfect bohemian wanderer for that. I've got to find the right person," Focil said. "I want to find somebody who is as awesome as Louise was to work with."

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Apparel by Amanda Sage Collection



## Retail Technology *Continued from page 1*

Religion initiative.) The smartwatch would have a connection to the label’s real-time inventory. If a customer wants to buy a jean that is not in the store, the sales associate can use the retailer’s omni-channel strategy and send the consumer jeans by free two-day delivery.

True Religion’s tech initiative was described by John Hazen, the jeans’ label’s vice president for omni-channel commerce and digital innovation. He spoke March 3 at the **Apparel West 2016** forum on retail technology at **Los Angeles Trade-Technical College**, a short drive away from downtown Los Angeles’ Fashion District. The tech initiative was first announced in January at the **National Retail Federation’s Retail’s Big Show 2016** convention in New York.

A quest for high efficiency was just part of the deal, Hazen said. The new technology will allow the sales associate to put on a show.

“They can make an experience,” he said. “People just don’t want to shop. They want an experience. Experience is the difference between a great retailer and a struggling retailer.”

Hazen compared the initiative to the mall scene in the 2002 science-fiction thriller “Minority Report.” The lead character, played by Tom Cruise, walks into a mall, and, because he has apps injected into his body, the futuristic retail technology calls to him by name and offers him personalized deals for product.

“Some people say it is absolutely terrifying,” Hazen said. “Others say, ‘I love it.’”

Retailers have been seeking this deep connection with their customers for years, he said. The initiative will further enhance sales performance and conversion in bricks-and-mortar stores. Stores are typically a forum where consumers make impulse purchases and conversion tends to be higher, Hazen said.

He forecasts that more than 10 percent of his brand’s loyal customers will provide the thorough information requested on the app. He also forecast that mobile commerce, or sales made from purchases from smart devices, will increase more and more quickly every year and dominate e-commerce. However, the retailer’s omni-channel strategy will perform at its best when stores and sales associates are robust parts of the strategy.

“You have to have sales associates buy in,” he said of the omni-channel strategy. “If they don’t, they are going to sabotage [omni-channel] tools.”



**SMART WATCH:** Screens from Apple watch to be used in True Religion stores. Images courtesy of True Religion.

Hazen told industry-wide stories of sales associates placing “out-of-service” signs on kiosks designed to promote e-commerce sales in bricks-and-mortar stores.

Others speaking at the Apparel West Forum included Ilse Metcheck, president of the **California Fashion Association**, the prominent trade group, and Bryan Timm, a veteran fashion executive currently working for **Madaluxe**, a distributor of luxury fashion to full price and off-price markets.

During her comments, Metcheck noted research found that off-price is a major growth area in apparel retail. Another trend is the continued growth of e-commerce. By 2016, 60 percent of in-store retail purchases will be influenced by the Internet, Metcheck said. She also noted that retail will continue to change rapidly.

Retail’s old sales mantra was “The right product in the right place at the right time,” she said. The new mantra is a lot more complicated: “The right offer for the right consumer in the right channel with the right voice,” Metcheck said. ●

# Resource Guide

## ACTIVEWEAR

### Asher Fabric Concepts

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[www.AmericasMart.com/Inside](http://www.AmericasMart.com/Inside)

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(213) 627-3754  
[info@cooperdesignspace.com](mailto:info@cooperdesignspace.com)  
[www.cooperdesignspace.com](http://www.cooperdesignspace.com)

**Products and Services:** The Cooper Design Space, at the corner of Ninth and Los Angeles streets in the heart of L.A.’s Fashion District, hosts a space that embraces cross-pollination among L.A. lifestyle businesses in fashion, media arts, and publishing. The building is 11 stories tall and, having been built in 1927, represents the city’s history of creative commerce. It’s a space that encourages fluidity across functions by offering an event venue, offices, and showrooms in a single location.

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[www.fashionmarketnorcal.com](http://www.fashionmarketnorcal.com)  
Contact: Suzanne De Groot

**Products and Services:** Fashion Market Northern California is looking at 2016 with optimism and enthusiasm. Our April show is sold out, and we are looking forward to a great Fall Market! All categories are well-represented—over 200 exhibitors bringing over 2,000 collections—from moderate to better and designer price points—clothing, accessories, footwear, and gifts. Our vendors strive to continually bring curated brands for the buyer’s review. We have several new vendors—coming from New York to Italy and back to California. And remember FMNC offers for buyers: \*Complimentary night at the Marriott to any new buyers. \*Daily complimentary continental breakfast. \*Daily sponsored lunch from FMNC. \*Daily “Afternoon Delights” cookies and beverages. \*Reimbursed parking Monday and Tuesday for retailers arriving prior to 10:30 a.m. \*Monday Late Night” complimentary wine and beer.

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[www.stylefashionweek.com](http://www.stylefashionweek.com)

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Seeking experienced pattern maker with minimum 5 years, PAD system, first patterns, Specs, Production fitting & grading a plus. Email resume to Alma at [design.forsara@gmail.com](mailto:design.forsara@gmail.com)

## Jobs Available

### LUCY PARIS INC

Established Contemporary Brand has openings for the following positions:

- Production Coordinator  
3-5 years experience. Well organized, good communication skills, proficiency in Excel and familiar with EDI. Ability to speak Mandarin or Cantonese a definite asset. Responsibilities include managing orders through entire W.I.P. process.
- Sales Representative  
Well organized and enthusiastic. Strong communication and follow-up skills necessary. Needs to be a team player. Exp. dealing with boutiques and Spanish speaking definite assets.
- Digital Marketing Associate  
Managing content and postings on social media outlets, dealing with public relations & bloggers as well as managing the content for ecommerce on website. Excellent written, verbal and communication skills, at least 1-2 years of Digital Marketing experience driving traffic and revenue from social, paid, affiliate, and SEO channels. Please submit your resume with salary history in confidence to: [jobs@lucyparis.com](mailto:jobs@lucyparis.com)

### 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: [tiamantain@selfesteemclothing.com](mailto:tiamantain@selfesteemclothing.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: [tiamantain@selfesteemclothing.com](mailto:tiamantain@selfesteemclothing.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](mailto:Yvonne@evolutionandcreationinc.com)

### 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](mailto:jobshr000@gmail.com)

### ACCOUNTING MANAGER

We are seeking an accounting manager for an established women's apparel manufacturer/retailer in downtown Los Angeles. Responsibilities will include: monthly close and all balance sheet reconciliations; accruals; supervision of accounting staff, 1099 preparation, verification of employment document. Must be experienced with Quickbooks and Excel. AIMS experience a plus. Send resume to: [applyforacctmgr@gmail.com](mailto:applyforacctmgr@gmail.com)

## Jobs Available

### SALES REP AND E-COMMERCE SPECIALIST

- 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: [Info@danielrainn.com](mailto:Info@danielrainn.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 and be able to monitor trends, work with our P.R. Company and obtain skills in Photoshop & Illustrator. Send res. & salary history to: [Info@danielrainn.com](mailto:Info@danielrainn.com)

### TRIM BUYER

LA based domestic private label garment manufacturer seeking experienced & organized trim buyer. Must have at least 3years of experience in an apparel company. Looking for people that are willing to grow with our growing team. Must be a team player. Will be in charge of buying Trim/label/zippers. •••Please email resumes to: [infogarmenthr@gmail.com](mailto:infogarmenthr@gmail.com)

### CUSTOMER SERVICE/ADMINISTRATIVE

International Textile Company seeks customer service/administrative. Candidate must be well organized; self motivated, takes initiative and have pleasant communication skills. Must have some exp. in order processing, follow up & client relations. MAC friendly.  
Send resume to: [textilejobinla@gmail.com](mailto:textilejobinla@gmail.com)

### DESIGN ROOM ASSISTANT

Jrs Company looking for highly organized design assistant for all phases of the design/sample. Preparing line sheets, organizing and maintaining incoming fabrics, samples, trims, assigning fabric codes & tagging garments. Must know Excel & have a reliable car. Spanish speaking is a plus. Email resumes [Design2@libertylove.net](mailto:Design2@libertylove.net)

### 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](mailto:Yvonne@evolutionandcreationinc.com)

### SALESPERSON

Global buttons & trims manufacture seeking an enthusiastic strong salesperson w/ a motivated proven track record & sales experience. Candidate must have relationships with current major clothing brands.  
Send resume: [greg.usa@dngbuttons.com](mailto:greg.usa@dngbuttons.com).

### SHIPPING REPRESENTATIVE

Standard Fabric now hiring Shipping Representative at office. Mod2 knowledge is a plus. Please contact: [abraham@standardfabric.com](mailto:abraham@standardfabric.com)



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