

CALIFORNIA ApparelNews

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LOS ANGELES FASHION WEEK LA LOOKS

Los Angeles Fashion Week wrapped up its eight-day run on March 20. The lineup included 70 designers showing in multiple venues around town. Highlights from the show can be found on pages 5-7. Extended coverage appears at *ApparelNews.net*.

Man Who Embezzled From Citizens of Humanity Pleads Guilty

By Deborah Belgum Senior Editor

The man who oversaw a scheme to embezzle \$8 million from a commercial laundry house owned by **Citizens of Humanity** pleaded guilty to federal charges, according to the U.S. Attorney's office.

Luis Mariano Rodriguez, 49, of East Los Angeles, who was the one-time president of **CM Laundry LLC**, pleaded guilty to one count of mail fraud on March 21. He is scheduled to be sentenced on June 20 and faces a statutory maximum sentence of 20 years in federal prison.

In U.S. District Court, Rodriguez admitted that he and three other businessmen participated in a scheme that submitted fake invoices to CM Laundry, acquired by Citizens of Humanity in 2007. CM Laundry paid the bogus bills, with the proceeds being shared by the four men, the U.S. Attorney's office in Los Angeles said.

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INDUSTRY FOCUS: TECHNOLOGY

The Need for Speed in Design Development and Creative Collaboration

A global supply chain coupled with increased collaboration between manufacturers and retailers as well as the need to improve speed-to-market is driving apparel makers to look for ways to improve efficiency without sacrificing quality and innovative design.

For many, the answer is 3-D computer-aided design and patternmaking. For the second in *California Apparel News'* ongoing Industry Focus: Technology series, we take a look at 3-D design technology. Executive Editor Alison A. Nieder recently caught up with several apparel technology executives to discuss what's driving interest in 3-D design technologies and how apparel makers are using 3-D for everything from design development to customer engagement.

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Where fashion gets down to businessSM



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www.apparelnews.net

Blue Jeans Maker Sharing Water-Saving Techniques

Levi Strauss & Co. announced it is making its Water<Less finishing techniques available to the public.

Since the water-saving methods were introduced five years ago, the San Francisco-based blue-jeans maker said the techniques have helped save the company 264 million gallons of water during the garment-finishing process.

Levi's is sharing 21 water-saving techniques with a range of applications for denim finishing, including ozone and wash-

cycle combinations.

These techniques were previewed with nearly 20 of Levi's industry peers last year in an effort to drive collaboration toward greater impact as an industry.

The blue-jeans maker is encouraging all apparel companies to accelerate their own innovation and engage in an open dialogue around water use in the apparel industry.

"Water is a critical resource for our business, the planet and people around the globe, but usable supply is becoming increasingly

scarce," said Michael Kobori, Levi's vice president of sustainability. "We've long been committed to being water stewards but realize more needs to be done. We're setting competition aside and encouraging others to utilize these open-source tools."

Levi's 2020 water-saving targets include:

- Using 100 percent sustainable cotton through sources such as the **Better Cotton Initiative** and recycled cotton, significantly reducing its total water footprint.

- Having 80 percent of Levi's products

made with Water<Less techniques.

- Achieving zero discharge of hazardous chemicals by participating in the Joint Roadmap Towards Zero Discharge of Hazardous Chemicals (ZDHC).

- Having 100 percent of Levi's corporate employees complete the Project WET water-education training program run by a non-profit.

Levi's water-saving techniques can be found on the company website located at www.levistrauss.com.—Deborah Belgum

Obituary

Textile Representative April Booth, 67

Los Angeles textile-industry veteran April Booth died on March 12 of natural causes at her home in Visalia, Calif.

The Southern California native started her career in the beauty industry, working as an assistant to Polly Bergen, the actress turned cosmetics entrepreneur, and later in the fragrance industry.

When she joined **Eclat Textile Co.** in 1993, Booth had no textile experience, but she quickly rose to national sales manager, a position she held until her passing.

April always gave her time and efforts



to causes she embraced, recalled Ann Davis, a friend and colleague at Eclat, as well as with the **Textile Association of Los Angeles**, where Davis served as longtime member and president. Booth was a TALA board member and judge for the organization's scholarship program. She also served on the board of the **Fashion Industries Guild of Cedars-Sinai Medical Center** and could be counted on to

help organize the Fashion Industries Guild's charity sales, Davis said, recalling Booth's great energy, "whether procuring items to

sell, selling on the floor, setting up or knocking down."

"April always had a kind word and usually good advice for all of us," Davis said, adding that she worked with Booth for more than 20 years. "She was a good person who loved to plan celebrations and bake for them. I think we will all remember with fondness the cakes and cookies she made for our birthdays and holidays. That aside, I will miss her laugh and the good times we had."

Another Eclat colleague, Bivian Uribe, worked with Booth for 26 years. Uribe described Booth as a mentor, role model, close friend and a part of her family.

"My nieces and nephews called her Auntie April," Uribe said. "She attended all the special occasions for my nieces and nephew—graduations, sweet 16 parties, birthdays, Thanksgiving."

In recent years, Booth moved to Northern California to be closer to her sister, Nancy Zapasnak, in Visalia but traveled to Los Angeles

each week to continue to work for Eclat.

"Instead of making that commute, she lived with us a few days a week," Uribe said. "I look back and realize what a blessing it was to have her in my life."

Uribe described Booth as cheerful, fun-loving and full of life.

"Her smile could light up a room and it was infectious," she said. "She made everyone around her happy. Whether it was a funny joke, her positive attitude or her big smile, she was a delight to be around. She loved to cook and enjoyed entertaining and playing cards with us. I will miss April's smile and positive attitude. She was an incredible friend. She will be missed by a lot of people."

In addition to her sister, Booth is survived by many nieces and nephews.

A mass will be held for Booth on April 4 at 4 p.m. at **St. Christopher Catholic Church**, located at 629 S. Glendora Ave. in West Covina, Calif.—Alison A. Nieder

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Hale Bob Opens Direct-to-Consumer Sales After Runway Shows

The Los Angeles-based **Hale Bob** label held a fashion show on March 17 at **Style Fashion Week** in West Hollywood, Calif. But Daniel Bohbot, the label's founder and owner, announced that he will add a direct-to-consumer element to all of his upcoming fashion shows.

Bohbot plans to produce a runway show with a direct-to-consumer sales element four times a year. The next one is tentatively scheduled for September.

There's been a lot of talk across the fashion industry on providing direct-to-consumer sales immediately after runway shows,

said Mike Vensel, producer of the LA Fashion Week runway show **Concept**, which was on hiatus this season, and designer for the contemporary line **Mike Vensel**.

"People know it will happen," Vensel said of the direct-to-sales model. "But we're still stuck in old production cycles. There are still minimums and delays."

If a much faster

production cycle is in every company's future, Vensel said it will be a double-edged sword. It will produce unrelenting pressure on designers and labels to be constantly innovative. "The industry used to take six months to create a new collection; they would ship and take a vacation. Now there are no breaks. You can't stop rolling."

A newer model might benefit local manufacturers. "It creates a need for production to be on the same street as a label," Vensel said.

—Andrew Asch



Hale Bob founder Daniel Bohbot on the runway on March 17 at **Style Fashion Week**

"Now we are presenting the line for fewer professional buyers. The consumer wants the product right away," Bohbot said. "Just after the fashion show, they will be able to purchase the clothes. It will be available to the ones who want it."

Items from Hale Bob's Summer 2016 line, dubbed the Coachella Collection, were available for sale the morning after its show on the label's website (www.halebob.com), according to a company statement. The collection is currently available on the site.

INDUSTRY FOCUS: TECHNOLOGY

In the second installment of *California Apparel News*' Industry Focus: Technology series, Executive Editor Alison A. Nieder spoke with apparel technology executives to find out what's driving interest in 3-D design technology. From companies looking to streamline the design-development process and reduce inefficiencies in the production process to apparel makers looking for ways to use 3-D CAD to connect with end consumers, 3-D design technologies are helping companies manage a global supply chain, meet the needs of their retail partners and improve speed-to-market.

Continued from page 1

Mark Faber

Vice President of Global Customer Success
Optitex
Optitex.com

We see a combination of operational and strategic motives driving businesses of all different sizes to adopt 3-D. With 3-D, you can create once but leverage everywhere across multiple business processes, from product development and merchandising all the way through to sales and marketing.

One of the biggest benefits on the operational side is time saved. It's about saving time and costs associated with product development, particularly related to proto and fit samples, by reducing the amount of physical samples needed. Technology also closes the gap between distances, making it much easier for decision makers to see virtual designs and make decisions fast and more effectively. You can speed up collection reviews between a brand's merchandising, design and product-development teams and between the brands and their vendors. In other cases, it can even extend to the sales and marketing process by reducing costs and time associated with salesman samples, changing the experience of buyers in the showroom, improving store merchandise planning and even photo shoots.

On a strategic level, companies are driven to adopt 3-D with the goal to deliver the best possible product to their customers. Virtual sampling gives merchandisers and designers more color and design options to select from without impacting time and cost of delivery. You can present 3-D samples in any meeting, even without a physical sample, in all colorways. The decision making is happening much faster, and the quality of the product is better as you visualize a true-to-life garment, all months earlier than brands could have done before. In other cases, the motivation stems from a desire to be innovative and leaders in the industry, with forward-thinking technology and a vision of a future that includes consumers interacting with 3-D samples, whether online or in-store.

Regardless of the initial driver for adopting 3-D, the bottom line for all the brands and retailers we work with is that where it starts is never where it ends. Within a relatively short period of getting started, they see additional uses and benefits of 3-D for their whole workflow and implement them from concept all the way to the in-store experience.

Luis Velázquez

Director of Business Development
Lectra North America
www.lectra.com

Leading companies have already squeezed all of the big chunks of fluff time from their product-development calendars. Many of them have also managed to push forward into fabric platforming and tight vendor partnerships, economizing time even further. However, the pressure to reduce time

has not waned, and COOs are being asked to push for more. What is the next opportunity? The ability to generate virtual digital prototypes seems to be what executives are looking at now. The genesis of this interest centers on replacing one to two sample iterations with 3-D, thereby reducing total development time and cost accordingly. The added benefit, of course, is that design teams can then generate and review an increased number of product options without added cost. Seeing the same dress with long and short sleeves, for example, requires only a nominal investment in time with 3-D compared to full prototyping.

Sample reductions may have been where it started, but innovative companies are pushing the technology even further, looking to positively impact areas such as on-product marketing and in-store presentation for an ever more inviting shopping experience. For example, some are looking to 3-D virtual prototypes to allow for printing of labels with product renderings. In the past, product rendering on labels was cost prohibitive and nearly impossible to execute because of the time needed to execute samples and photography in every colorway. 3-D has the potential to allow fit protos to be executed in one colorway physically while all other colorways are approved off swatch and 3-D renderings. This means that label ordering can proceed on an expedited timeline, no longer dependent on a physical sample or photo

velopment can save a minimum of two weeks in the development calendar, depending on the average number of prototypes created during the development process. Prior to the sample being created, pattern development is made even more efficient due to the patternmaker's ability to validate their patterns without having to rely on others to execute a physical sample. Patternmakers quickly become dependent on 3-D as a tool to make the pattern development process more efficient.

For many, the use of 3-D integrates so readily into the collaboration process, they easily expand the audience beyond their original target. We have some customers that planned on using 3-D between design and product development but added the use of 3-D as a sales tool. These customers are also finding that their opportunity is increasing because they are able to present more designs in the line to buyers, virtually. They no longer need to take the time to create physical samples but can present design concepts digitally, increasing their opportunity to have more designs selected.

When designers collaborate with customers, 3-D design provides a more effective tool than flat sketches. Companies that specialize in digital design can more effectively present concepts in 3-D as compared to flat sketches. In a flat sketch the impact of the design is lost and the customer cannot fully understand how the design will look when executed. Leveraging 3-D for this customer interaction

reduces the overall cost and time of development but also results in a more satisfied customer.

Another area where we have seen a lot of excitement is in the area of textile development. Textile designers can use virtual samples to test design concepts without creating physical samples or yardage. Scale and proportion can be visualized and modified on a virtual sample quickly to help refine a design concept prior to the expense of physical samples.

There are many other areas of interest from the effects of laundry and reverse engineering of textile properties to dynamic fit and

deeper consumer interaction, all of which excite customers' imagination. All of these areas are driving adoption of 3-D technology. 3-D is clearly here to stay, and the possibilities are really endless. We can all look forward to a more enriched experience as both industry professionals as well as consumers.

Dr. Andreas Seidl

Chief Executive Officer
Human Solutions Group/Assyst
www.human-solutions.com

Discussions with our customers have repeatedly shown that making solidly based decisions fast is becoming increasingly important for them when they're creating their new collections. Many see the benefits of 3-D, especially in the design process. Our simulation software, Vidya, makes it possible to work with an almost photorealistic image of a product right from the outset. Changes in materials, applications, buttons, stitch types, etc., can be simulated lightning fast. This reduces the risk of wrong decisions and elaborate-

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Mary McFadden
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shoot timelines. In addition, merchandising is beginning to use 3-D not only at the product selection/adoption phase but also in designing the product presentations in-store, for stronger visualization of the shoppers' experience prior to roll out. We have even seen one company use 3-D prototypes as part of a video created to pitch to one of its customers.

Many of the best new ideas for the use of virtual prototypes are coming directly from our clients. We can't wait to see where this goes next.

Mary McFadden

Executive Director, CAD Product Management
Gerber Technology
www.gerberetechnology.com

Now that companies understand the current applications for 3-D in the value chain, they are starting to think more creatively about additional uses, from textile development to engaging with consumers. What we think of as "traditional" uses of 3-D as well as the promise of less talked about applications are all driving adoption.

There is now a general understanding that product de-

Technology *Continued from page 3*

ly produced sample pieces. Our customers tell us that they can now do without as much as 60 percent of their sample pieces. This simplifies and speeds up the production process—and naturally generates significant cost reductions. Work goes much faster, especially in the creation of variants and later collections.

Vidya also offers the great advantage of possible integration with our iSize portal, plus the option to work directly with a body scan of the house model, ensuring that sizing and fitting remains highly visible throughout the entire design process. This is a big advantage for sales, for example, when it comes to keeping the number of returns in the online shop as low as possible, and we also offer the Bodyprofiler for this, an ideal complementary software solution. Many of our customers are using 3-D more and more to communicate with their own customers, especially in the online environment—and this means that all those expensive photoshoots are now a thing of the past. Color and material variants can be quickly and easily imaged in the online shop and the house scanatar can be used for virtual try-ons.

Savannah Crawford

Chief Collaborator
Tukatech
www.tukatech.com

Manufacturers are looking for ways to reduce the number of samples and shorten the product-development process. Brands are looking for ways to expand their product offering without risk.

There is a lot of opportunity for improving efficiency in the product-development cycle. When everything was vertical, sample approvals took place with the fit model, de-

signer, patternmaker, and sample maker all in one room. Changes were communicated clearly between the relevant people, and the final sample was approved within a day or two. Now, because of globalization, sample approvals must take place across continents. Sending a sample via courier adds additional cost in both money and time. Language bar-



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riers add another layer to the complexities of design interpretation. We've tried communicating with tech packs and fit forms, but these methods just add new problems in analyzing fit and design. Lots of companies are now looking for solutions that close the communication gaps in a fast-paced, globalized industry.

With 3-D technology, there is more consistency because the 3-D fit model will have a consistent shape, anywhere and anytime. The live fit models' bodies are replicated with the

correct measurements, shape and posture so that right from the beginning every curve in the pattern is matched to the same figure. In TUKA3D, animation can be added to the models (walking, cycling, dancing, running, playing golf) to replicate live fit sessions. The 3-D operator can verify how the garment is fitting while the model is in motion using different tools within the software. Companies find this advantageous because they are able to achieve a consistent fit between styles. Furthermore, they see an improvement in their sample approval rate because the garment is being analyzed on the same body at all stages of development.

After the fit of a garment is approved, changing the design in 3-D becomes much faster. New details, prints, or colorways are easily visualized on a 3-D garment rather than producing physical samples for every variation. There is more flexibility because images or videos can be viewed anywhere on any device. Instant feedback and collaboration is more easily facilitated between international parties, which gives companies the efficiency they are looking for in their product development and even allows for more ingenuity when marketing to the end consumer.

Because of the limitless variations that can be offered by a brand as a result of 3-D technology, e-commerce companies are able to operate on a made-to-order business model. Hundreds of graphics and prints can be shown on any number of silhouettes, all as rendered 3-D garments. Nothing is made until it's already been paid for, which means that there is no inventory. The brands do not have to stock thousands of samples in hopes that they will sell, and they can still showcase unique product offerings.

Over 500 brands, retailers and vendors are already using 3-D technology for their product-development processes. Many of them have even eliminated physical sample making, as they have found that there is zero tolerance between what they see on the computer and what they get in real life. ●

NEWS

Citizens of Humanity *Continued from page 1*

According to court documents, the invoices sent to CM Laundry were fraudulent in at least two ways. First, the invoices included fictitious and inflated charges, and the invoices were issued by companies operated by Rodriguez's associates, which helped conceal Rodriguez's role in the scheme.

The laundry, in Gardena, Calif., does the various washes for Citizens of Humanity, the high-end denim company based in Huntington Park, Calif. Citizens was started in 2003 by blue-jeans designer Jerome Dahan, one of the founders of **7 For All Mankind**.

Rodriguez admitted he sent e-mails to two of his codefendants, who gave them detailed instructions on what information to include on each of the fraudulent invoices that were submitted to CM Laundry. A third associate allegedly established a fictitious business name under **K&R Industrial Supplies**. Rodriguez allegedly used this fake business name to submit other fictitious and inflated invoices to CM Laundry.

"This defendant victimized the very business that had entrusted him to lead it," said U.S. Attorney Eileen M. Decker in a statement.

Rodriguez admitted that **FI Products**, an industrial supply company in Riverside, Calif., billed CM Laundry for more than \$3.6 million and transferred about \$2.3 million of the proceeds back to him and one of his companies, **Genesis Electronics Inc.**

Another company, **H&T Industrial Products**, owned by another co-schemer, billed CM Laundry for more than \$5.5 million and transferred approximately \$3.6 million to Rodriguez and Genesis, according to court documents.

Fraudulent bills from K&R Industrial

amounted to approximately \$539,939, of which about \$493,617 was transferred to Rodriguez, court documents said. As he admitted in court, Rodriguez kept approximately 75 percent of the proceeds generated by the false-invoice scheme.

In related proceedings, Terry Jay Mink, 62, of Rancho Palos Verdes, Calif., the owner of H&T Industrial Products, pleaded guilty to conspiracy to commit mail fraud on Feb. 22. He is scheduled to be sentenced May 16 and faces a statutory maximum sentence of five years in prison.

Rene Exequiel Bautista, 43, of Sylmar, Calif., the owner of K&R Industrial Supplies, has agreed to plead guilty to one count of conspiracy to commit mail fraud. Bautista has been arraigned and is expected to enter his guilty plea in coming weeks.

The fourth man involved, Antonio Anguiano, 43, of Riverside, Calif., the owner of FI Products, which sold personal protective equipment, was indicted by a federal grand jury on March 4.

The indictment charges him with five counts of mail fraud and two counts of aggravated identity theft. Anguiano has pleaded not guilty and a trial is set for April 26.

As a result of civil litigation brought by CM Laundry and Citizens of Humanity, a Los Angeles County Superior Court judge last November ordered Rodriguez and several other defendants to pay nearly \$9.6 million to the laundry and blue-jeans manufacturer.

The investigation into the embezzlement scheme was conducted by the Federal Bureau of Investigation and the Los Angeles Police Department, major crimes division, criminal investigations section. ●

Calendar

March 25

Splendid/Ella Moss Warehouse Sale
Cooper Design Space, 11th floor
Los Angeles
Through March 26

March 29

LA Men's Market
California Market Center
Los Angeles
Through March 30

March 30

"A Fireside Chat With Rachel Pally," presented by FAB Counsel
Maker City LA
Los Angeles

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through April 2

Fashion Industry Gallery
Dallas
Through April 1

April 2

Stylemax
Chicago
Merchandise Mart
Through April 5

Fashion Week El Paseo

Various venues
Palm Desert, Calif.
Through April 9

April 3

Fashion Market Northern California
San Mateo County Event Center
San Mateo, Calif.
Through April 5

April 4

LA Majors Market
California Market Center
Los Angeles
Through April 6

Las Vegas International Lingerie Show

Rio All-Suite Hotel & Casino
Las Vegas
Through April 6

April 7

Atlanta Apparel
AmericasMart
Atlanta
Through April 11

April 11

International Textile Expo/The Source
Rio All-Suite Hotel & Casino
Las Vegas
Through April 12

CALA

Denver Mart
Denver
Through April 12

April 12

Première Vision
Metropolitan Pavilion
New York
Through April 13

There's more
on ApparelNews.net.

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

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

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LA Looks

Rather than a sprawling three-week affair, **Los Angeles Fashion Week** events were presented in a compact, eight-day format spread across several venues, including **Fashion Week LA** at **Union Station** in downtown Los Angeles, **Art Hearts Fashion Week** at the **Taglyan Complex** in Hollywood, **LA Fashion Week** at **Columbia Square** in Hollywood and **Style Fashion Week** at the **Pacific Design Center** in West Hollywood, as well as independent events hosted by William Bradley and Maggie Barry. Extended coverage of Los Angeles Fashion Week can be found at *ApparelNews.net*.

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Art Hearts Fashion

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Yhta'k Designs

Fashion Week LA



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HALEY FISK (COURTESY OF FWLA)

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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



April 8

Cover: Runway
Trends
Retail Report
Technology
LA Majors Market Coverage
LA Men's Market Coverage

Bonus
Distribution
Texprocess/Techtextil 5/3-5



April 15

Cover: Fashion
Quarterly Financial Report
Textile Trends

Fashion Faces
Finance
Advertorial
Supply Chain
with Tech
Focus

Bonus
Distribution
Texprocess/Techtextil 5/3-5

April 22

Cover: Retail
Spot Check
Retail Roundup

Retail Focus

Bonus
Distribution
AccessoriesTheShow/FAME/
Moda Manhattan 5/2-4
2016 CFF/TALA Scholarship
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Kentaro Kameyama
 LA Fashion Week
 Art Hearts Fashion
 FW 16

TRENDS

Fall '16 Key Denim Directions by Trendstop

Get a first look at a selection of essential denim trends coming through for Fall '16 as fashion forecasting agency **Trendstop** presents a taster of its expert analysis to kick-start the season. Designers are updating styles with clean-cut silhouettes for a modern appeal as dark, raw denim-inspired colorways create sophisticated looks across a range of different shapes. As a contrasting influence, Modern Seventies pieces breathe new life into the youthful denim scene.

Untreated Dark Denim

Premium denim imitates non-denim styles, blurring the boundaries between denim and other woven qualities. Surfaces are over-dyed to emulate deep indigo, raw denim. Sharp high-fashion silhouettes further contemporize the look.

IMAGE COURTESY OF TRENDSTOP.COM: PARIS STREET STYLE



Suno



Paris Street Style



Tori Burch



IMAGE COURTESY OF TRENDSTOP.COM: CREATURES OF COMFORT FALL '16



Creatures of Comfort Paris Street Style



Opening Ceremony

Modern Seventies Denim

1970s inspirations are modernized for the 21st century, combining retro references with clean, contemporary silhouettes. Key shapes include flared culottes, contemporary overalls and wide-leg jeans in soft fabrications.



IMAGE COURTESY OF TRENDSTOP.COM: KINGS OF INDIGO



Paris Street Style



Kings of Indigo

Tonal Patchwork

Patchwork denim surfaces create standout looks in tonal shades of indigo. Pieced-together materials and raw edgings create a casual, customized look. Clean lines and simple cuts form the perfect canvas for the eye-catching surface statements.

Looking for more trend insight? For Custom Denim Directions, email info@trendstop.com for details. For more information about Trendstop, visit www.trendstop.com.



Staci Jennifer Riordan '04, executive director, The Fashion Law Project, and partner and leader of the Fashion Practice, Nixon Peabody, lectures at the annual Fashion Law Summer Intensive program.



The Fashion Law Project at Loyola Law School, Los Angeles' symposium "Green Is the New Black: Sustainability in Fashion" will explore using eco-conscious materials to cut costs, nurturing a brand beyond inception, maximizing social media for advertising, and streamlining production with new technology.



Fashion executives, lawyers, designers, retail gurus, and students mingled at last year's opening night reception of Loyola Law School's Fashion Law Summer Intensive.

Describe your student body.

Joe Farrell
Fashion Merchandising Chairman
FCI The Fashion School

FCI has an eclectic mix of students. Some attend directly out of high school while others already have completed a bachelor's degree, master's degree, or other higher education program.

Staci Jennifer Riordan
Executive Director
The Fashion Law Project at Loyola Law School

Our student body comprises fashion lawyers, law students, designers, fashion executives, entrepreneurs, and others looking for a competitive advantage in the fashion business.

What unique experiences do you offer in your curriculum?

FCI The Fashion School

Students who complete our three-month fashion design program or menswear design program may participate in our student fashion show. By the conclusion of their program, they will have completed a "mini-collection" that debuts at our student fashion show attended by more than 300 fashion industry professionals, friends, and family.

Loyola Law School

We offer a wealth of unique and diverse programs, including regular symposia that convene fashion-industry power players for discussions of emerging issues, classes in critical subject areas, and clinical training. The project's third annual Fashion Law Summer Intensive Program, to be held July 26–Aug. 5, 2016, will focus on constructing a brand narrative and all the legal elements necessary to carry that story forward.

What types of financial aid resources or paid work programs do you offer in your curriculum?

Loyola Law School

Students pursuing a J.D. or other graduate legal degree with a fashion emphasis are eligible for fi-

nancial aid. Candidates for the Fashion Law Summer Intensive Program may apply for scholarships.

Which career counseling services do your students find most helpful?

FCI The Fashion School

"Real-life" training is the best type of career counseling because students are actually immersed in their desired fashion career. Students attending FCI interact with fashion industry professionals who give them career advice during their internships.

Loyola Law School

Students pursuing a J.D. or graduate legal degree may use the school's Sub-Concentration in Fashion Law to construct a custom curriculum. They can take advantage of individualized career counseling from executive director Staci Jennifer Riordan '04, partner and leader of the Fashion Practice, Nixon Peabody, who has placed J.D. students in externships that resulted in full-time job offers. Additionally, the school's

Fashion Law Society gives students a chance to network with practicing fashion attorneys and executives.

Tell us what notable events you have coming up?

FCI The Fashion School

Our student fashion show is scheduled for June 2016. One of our recent graduates, Kentaro Kameyama, will be showing the collection he just debuted on March 14 during LA Fashion Week, at the Art Hearts Fashion Show.

Loyola Law School

Our symposium "Green Is the New Black: Sustainability in Fashion" will run from 9 a.m. to 5 p.m., Fri., April 15, at Loyola's downtown L.A. campus. Top fashion lawyers, executives, and consultants will explore using eco-conscious materials to cut costs, nurturing a brand beyond inception, exploiting social media without violating federal regulations, and streamlining production with new technology.



FCI fashion school students in a Fashion Merchandising Class

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A premier fashion brand company located in Downtown Los Angeles is looking for an assistant bookkeeper. Must have a minimum three years of accounting experience in the related industry and in depth knowledge of full accounting cycle Preference to applicant with an accounting degree and knowledge of AIMS. Please send your resume to joseph1520@gmail.com for further consideration.

CUSTOMER SERVICE SUPERVISOR

Company near Carson, CA, looking for an experienced Customer Service Supervisor for our Distribution Center in the apparel industry. They will supervise several Customer Service Representatives. They will ensure all orders are processed, accounts maintained, all CSR protocols are followed and communicate with other departments. E-commerce exp. a plus and Distribution exp. a req. Degree or equivalent exp. with college courses. Please send resume and salary history to: maggie@nextlevelapparel.com

DESIGN ASST.

Wilt seeks a full time design asst- Experience in garment dye a plus, proficient in Illustrator, Excel, Word, good communication skills and the ability to multi task. Min. 6 yrs. exp. Email: Rox@parcandpearl.com

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We are a fast growing So. California based mens woven company seeking professional, self motivated, highly energetic independent sales reps for all territories including international. Candidate must have a background in mens and young mens wovens or equivalent as well as knowledge with the music and lifestyle image. Potential candidates must have min 3 years exp selling, developing and maintaining business relationships with majors & specialty stores. Interested candidates can reply to LAJunglejim@Yahoo.com

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DESIGN ASST.

Seeking right ASSISTANT to work in our JR division. This individual must be detail oriented, organized & able to work in a fast paced design room. Other responsibilities include working with designers on finishing process of completing line. Assist graphic artist in maintaining print library and recoloring prints. Must have 1 yr working experience with Photoshop and illustrator. Experience with CAD graphics helpful. Send resumes to hr@swatfame.com

Jobs Available

CUSTOMER SERVICE REPRESENTATIVE

We are a growing manufacturing company near Carson, California. We are looking for a Customer Service Representative with at least 1 to 2 years' experience for our Distribution Center. The CSR must have distribution center exp. in the apparel industry. They will receive orders via email and phone, they will enter order, they will follow-up with shipping and the customer to ensure excellent customer service. Resumes considered will have distribution and apparel exp. Degree or college courses required. Please send resume and salary history to: maggie@nextlevelapparel.com

CAD/TEXTILE DESIGNER

Leading LA Based Fabric converter seeking entry level CAD/Textile Designer. -needed for technical textile clerical duties. -must be proficient in Photoshop, Ned Graphics a plus. -must be able to work in a fast pace environment and have multi-tasking skills. -must have good communication skills and be very organized. ••••Please email resume to textsmart@aol.com

FREELANCE DESIGNERS

A Walnut Based Apparel Co., is seeking freelance Designers. We need junior casual wear and active wear Designers. 3 yrs+ exp.. Please send resume and portfolio to: hrp2lp1@gmail.com

Jobs Available



TECHNICAL DESIGNER

NYDJ Apparel is seeking an exp'd Technical Designer. Creation and updating of all First to Production Technical Packages for Missy, Petite and Women denim and sportswear. Lead fit sessions and send pattern corrections to the overseas factories. Track sample submissions. Excellent benefits & work environment. No phone calls please. Send resume and salary history to: eric.ueno@nydj.com

TECHNICAL DESIGNER

Downtown Manufacturer is looking for an exp'd Technical Designer. Candidate's duties will include but are not limited to inspect quality and spec pre-production garments, help secure fabric and trims for fitting, communicate findings with factories and generally assist our Production Patternmakers as needed. Applicant must be familiar with garment construction and sewing, have excellent communication skills and be able to work in Outlook and Excel. Exp. working with Target Corp a big plus. Pls. send resumes w/salary requirements to: cathy.k@secretcharm.com

QC MANAGER

J BRAND jeans is hiring a Quality Control Manager with a strong understanding of all steps of garment inspection process, must know how to measure before/ after wash process, solid team mgr. Min 6 yrs exp, well versed on garment construction and management skills. Excellent benefits. Email: JBLAcareers@jbrandjeans.com

PATTERN MAKER - GERBER

J BRAND jeans seeking a strong development Pattern Maker - Gerber. Min 6-10 yrs' exp. in denim, non-denim, knits, wovens, Gerber proficient, in-house. Must know fabric shrinkage, ability to create consistencies, set priorities. Excellent benefits. Email: JBLAcareers@jbrandjeans.com

CAD ARTIST/STYLIST/DESIGN DIRECTOR

TEXTILE/FABRIC IMPORTER IN DOWNTOWN L.A. IS LOOKING FOR CAD ARTIST/ STYLIST/ DESIGN DIRECTOR. NEEDS TO BE PROFICIENT IN PC PLATFORM, NED GRAPHICS AND PHOTOSHOP. Please email resume to: elitefabrics@aol.com

PRODUCTION PATTERNAKER

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

PATTERNMAKER

EVA Franco seeking Experienced Patternmaker. Minimum 20 +years. Flexible schedule. DTLA. customerservice@evafranco.com

SALES PERSON

L. A. based Contemporary Sportswear+Dresses company looking for strong Sales person with connection with Specialty Stores in the western USA. Must have proven track record in sales and experience to manage company Showroom. Must have an excellent communication skills & strong computer knowledge. Must have 2-3 years sales experience. E-mail resume to: MPaguio@velvetheart.com

Jobs Available

GRAPHIC ARTIST

Apparel graphic artist experience with Juniors non-licensed tops, experience in Adobe Suite required. Fast paced environment. Located in downtown Los Angeles. Send resume to: humanresources@bigstrikeusa.com to apply.

DESIGN ASSISTANT

Downtown manufacturer is looking for an experienced Design Assistant to help support a team of experienced Designers. It is imperative for this person to be extremely organized, detail oriented and great at multi-tasking as we work with Multiple accounts including Target. Being flexible and motivated is key. Responsibilities will include but are not limited to, assisting the design team in executing a line for monthly markets, ie. Tagging, picturing and preparing garments to be sent out. The ability to dye fabric and trims, order fabrics/trims, checking in fabrics, putting samples up to cut as well as maintaining an organized flow. Please send all resumes and inquiries to: Melissa.k@secretcharm.com

GRAPHIC ARTIST--GIRLS 7-16

Join our Graphics Team. Strong visualization and creative input for fashion tops and screened t-shirts. Knowledge of 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. Submit PORTFOLIO with resume to: tlamantain@selfesteemclothing.com

CUSTOMER SERVICE/EDI MANAGER

Los Angeles based apparel company is looking for an experienced customer service/EDI manager. Candidate must have technical knowledge of EDI processes, organized, detail oriented and great at multi-tasking. Please send resumes and inquiries to: eran@secretcharm.com

FABRIC SALES REP NEEDED

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CUSTOMER SERVICE REP.

A Walnut Based Apparel Co. Junior, Missy and Girl's lines, is seeking a full time Customer Service Rep. 2 yrs+ exp. outstanding verbal and written communication skills with Buyers and Logistic management from Apparel Retail Stores. College graduated is plus. Please send resume to: hrpzlp1@gmail.com

Jobs Available



STAFF ACCOUNTANT

NYDJ Apparel is seeking a Staff Accountant. Apply principles of accounting to maintain financial data related to General Ledger, Financial Statements, and general accounting. Work closely with the Controller and Accounting team. BS in Accounting or Finance. Min 1 yr of Accounting, preferable. Cost accounting and advanced Excel exp reqd. Excellent benefits & work environment. No phone calls, please. Send resume and salary history to: eric.ueno@nydj.com

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Located in the heart of the growing global fashion capital of Los Angeles, The Fashion Law Project draws on the unique fashion connections, resources and inspiration of its home city.

Loyola Law School, Los Angeles has designed a comprehensive academic center that blends the expertise of leading fashion lawyers with top fashion executives, retailing and merchandising experts, and branding gurus. The first of its kind on the West Coast, the center brings this wealth of expertise together in the form of classes, clinical training, regular symposia and certificate programs.

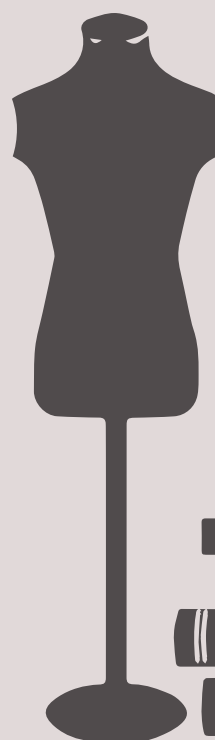
Fashion Law Symposia

Green is the New Black: Sustainability in Fashion

9 am-5 pm, Friday, April 15, 2016

Top fashion lawyers, executives and consultants will delve into emerging fashion-industry issues: using eco-conscious materials to cut costs, nurturing a brand beyond inception, maximizing social media and streamlining production with new technology. **Special Q&A guest:**

Alumna Chelsea Grayson '98, general counsel and executive vice president at American Apparel. The presenting sponsor is Nixon Peabody. Co-sponsors include the California Fashion Association, the Fashion Group International and 89.3 KPCC - Southern California Public Radio.



The Fashion Law Project



Advanced Credentials

Students pursuing a Master of Science in Legal Studies (MLS) degree may customize their curriculum using Loyola's Fashion Law Course of Study as a template. Students pursuing a specialization in Intellectual Property Law and other areas may take fashion law classes as electives.

FASHION LAW SUMMER INTENSIVE

The **Fashion Law Summer Intensive** is a weeklong immersion into the law behind growing a fashion brand; this year will focus on viral marketing. The program is designed for students in the fashion industry, practicing lawyers and fashion industry professionals seeking to develop and deepen their understanding of the relationship between the law and the business of fashion.



Schedule: July 28-August 5, 2016

July 28: Welcome reception

July 29-30: Class sessions 9 am-6 pm

July 31: Half day of instruction; walking tour of luxury brand flagships

August 1-4: Evening class session from 6-9 pm

August 5: Graduation ceremony and closing dinner

CLASSES:

FASHION TODAY: AN INDUSTRY OVERVIEW • HOW TO LAUNCH A FASHION LINE • INTELLECTUAL PROPERTY CONSIDERATIONS IN FASHION • COPYRIGHT CONSIDERATIONS: IDPPA • INS & OUT OF FASHION IMPORTING & EXPORTING • FASHION EMPLOYMENT LAW • ADVERTISING AND SOCIAL MEDIA LEGAL CONSIDERATIONS • FASHION M&A • REAL ESTATE IMPACT IN FASHION: RETAIL LEASING • CREATING BRAND DNA IN FASHION: BUILDING STRATEGY & KEY CONSIDERATIONS • INCORPORATING CELEBRITIES INTO FASHION CAMPAIGNS: USE OF TV AND FILM • INTERNATIONAL FASHION HOT TOPICS • FASHION LAW CLINIC (CASE STUDY)

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