

CALIFORNIA Apparel News

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FALL FORECAST

Directives West highlighted Fall/Winter 2016 trends at its recent runway show at the California Market Center. For more from the show, see page 5.

Stoosh dress, Have blazer, Be Mine NYC fur piece

NORMAN ZELLER

TRADE SHOW REPORT

LA Majors Market Buzzing

By Andrew Asch and Deborah Belgum

The 2015 Back-to-School season was considered a disappointment for much of the juniors market, but the future looks bright, according to many of the exhibitors at the April 4-6 run of **LA Majors Market**, primarily held at the **California Market Center** in downtown Los Angeles.

Fashion executives and showroom staff reported higher sales and a feeling of optimism at the market, which draws department-store and chain-store buyers.

"It is more active," Stephen Kim, vice president of sales for juniors brand **Rhapsody Clothing Inc.**, said of the market. "Six months ago, they were shopping; now they are buying."

Retailers were asking for July 30 and Aug. 30 deliveries. Kim said there was anticipation for the upcoming Back-to-School season.

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Surf's Heartland No Longer No-Go Zone for Designer Styles

Los Angeles boutique Kin opening in Huntington Beach

By Andrew Asch *Retail Editor*

For decades, Main Street and Pacific Coast Highway in Huntington Beach, Calif., have been known as the Rodeo Drive of Surf.

For those looking for the latest looks in wetsuits, boardshorts, bikinis and skateboard sneakers, the block's surf emporiums, **Huntington Surf & Sport** and **Jack's Surf Shop**, developed global reputations for offering the best styles from the market's most popular brands.

It's heaven for surf and action-sports fans. But this bustling pedestrian area across the street from the Huntington Beach Pier has been a no-go zone for anyone looking for any other kind of style, according to Nicole Hanriot. She's the founder and designer of **Beach Riot**, an Orange Coun-

➔ **Kin** page 9

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Where fashion gets down to businessSM



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American Apparel Workers Getting Pink Slips

Scores of **American Apparel** workers are being laid off as the Los Angeles clothing company is revamping its production process shortly after emerging from bankruptcy protection in February.

In a letter sent by Chief Executive Paula Schneider, American Apparel employees were advised that the manufacturing process is being consolidated into a single floor of the large downtown factory. The idea is to cut costs, reduce the amount of time spent delivering production material between groups, and "to ensure consistency and quality," Schneider said in the letter.

According to the American Apparel website, the company employs 2,600 garment workers in its downtown Los Angeles facility, which makes it the largest apparel manufacturing factory in the United States.

Nativo Lopez of Hermandad Mexicana,

which has been trying to unionize the workers there, said he heard that at least 100 workers had been given lay-off notices. "Right now it is up to 100, and more calls keep coming in," he said.

An American Apparel spokesperson declined to comment on the layoffs or specify any numbers.

In addition to the layoffs, sources said the company has started outsourcing some of its production as the company goes beyond the basics collections it has been known for and starts manufacturing more work-intensive items.

The layoffs and outsourcing come after the company's head of manufacturing, Martin Bailey, resigned from American Apparel in mid-February. He had been with the company for nearly 15 years and at one time had served as American Apparel's president of

manufacturing.

Also in February, American Apparel notified workers it was shuttering its Hawthorne, Calif., dye house and laying off 75 workers, with 20 of those being allowed to transfer to the company's other dye house in Garden Grove, Calif.

"We predicted this," Lopez said. "Everything that we predicted is coming to pass."

American Apparel was founded in Los Angeles by Dov Charney in 1997 when he started selling T-shirts to the wholesale market.

Charney left American Apparel in December 2014 after the board of directors ousted him the previous June as the chairman and suspended him as the chief executive and president, pending an investigation into alleged misconduct. He was later fired.

The company's reorganization plan filed in Bankruptcy Court converted approxi-

mately \$230 million of bonds into equity into American Apparel and provided for the infusion of \$40 million of exit capital and a commitment for a \$40 million, asset-backed loan.

American Apparel's debt was reduced from \$300 million to no more than \$135 million, and annual interest expenses were decreased by \$20 million.

Charney, who tried to buy American Apparel out of bankruptcy with the help of two private-equity firms, is now thinking about starting a new apparel company. Last November, he got a California business license for a company called **Schmatta LA**.

In an interview earlier this month with Tavis Smiley, which was broadcast on **PBS**, Charney said he was thinking of locating his new company to South Central Los Angeles.

—Deborah Belgun

PacSun Has Plan to Emerge From Chapter 11 Bankruptcy Filing

PacSun filed for Chapter 11 bankruptcy protection on April 7, becoming the latest of several Southern California clothing ventures to end up in Bankruptcy Court.

In recent weeks, the surfwear retailer for teenagers and young adults hired **FTI Consulting Inc.** and investment bank **Guggenheim Securities** to help restructure its debt that must be paid by the end of this year.

The Anaheim, Calif., retailer with nearly 600 stores has worked out a deal with private-equity firm **Golden Gate Capital** that involves swapping debt for equity after Pacific Sunwear of California emerges from Chapter 11. Golden Gate Capital will convert more than 65 percent of its term loan debt into eq-

uity in the reorganized company and provide a minimum of \$20 million in additional capital in the reorganized company.

Under the plan filed in U.S. Bankruptcy Court in Wilmington, Del., all suppliers will be repaid in full, with half the money coming once the company exits bankruptcy and the rest to be paid by Dec. 15. The company said in court documents it wants to be out of bankruptcy within 120 days.

Wells Fargo has agreed to lend the company as much as \$100 million to use while it reorganizes in bankruptcy and to provide a five-year \$100 million revolving line of credit.

Increasing competition from fast-fashion retailers and a shift in fashion trends have

contributed to PacSun's and other retailers' woes. The company, founded in 1980 to bring the beach to the people, hasn't turned a profit since 2008.

For fiscal 2014, the company reported a \$29.4 million loss on \$826.8 million in revenues. For fiscal 2015, whose results were reported on April 7, the company had an \$8.5 million loss on \$801 million in revenues. Same-store sales for 2015 were down 2.6 percent.

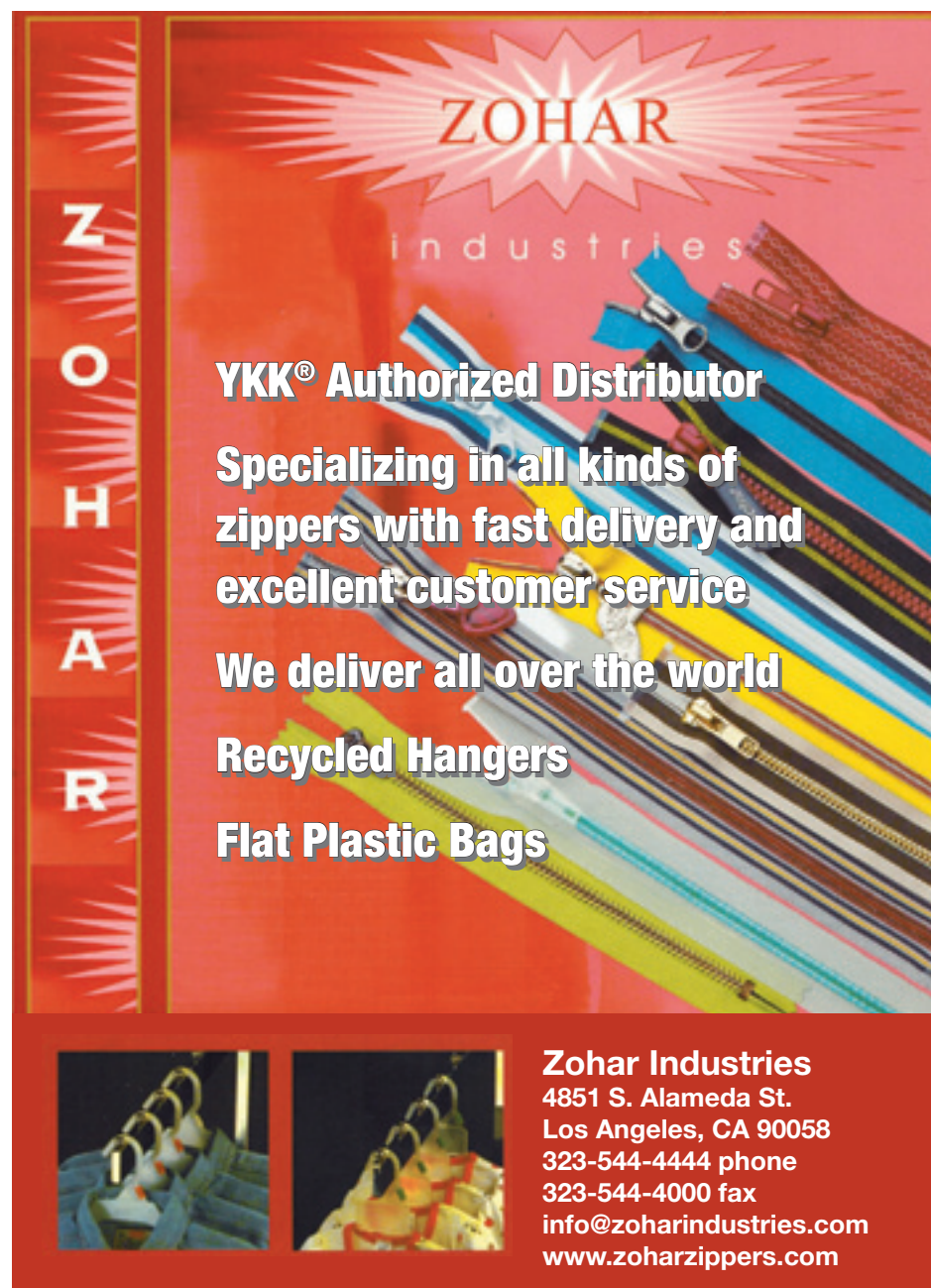
In recent months, clothing companies such as **American Apparel**, **Quiksilver** and **Wet Seal** filed for bankruptcy protection, and **Aeropostale** is reported to have hired advisory firm **Stifels** to look into strategic alternatives.

PacSun's chief executive and president, Gary Schoenfeld, was hired in 2009 to take over for Sally Frame Kasaks. Previously, he

had been the CEO and president of shoemaker **Vans Inc.**

Schoenfeld blamed the company's dire financial situation on previous CEOs who over-expanded. At one time, PacSun had nearly 1,000 stores.

"Through this restructuring, we plan to solve the two structural issues that operationally we could not fix on our own," Schoenfeld said in a statement. "First is a very high occupancy cost of approximately \$140 million per year, and second is nearly \$90 million of long-term debt [owed to Wells Fargo and Golden Gate Capital] coming due later this year. The bankruptcy process gives us the ability both to fix our balance sheet by reducing our long-term debt by more than 65 percent and reduce our annual occupancy costs, either through landlord negotiations or lease rejections."—D.B.



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Calif. Hikes Minimum Wage to \$15

By 2022, California will be the state with the highest minimum wage in the country, making it an expensive place to do business.

On April 4, Gov. Jerry Brown signed a bill that made California the first state to raise the minimum wage to \$15 an hour by the end of 2022. Under a deal reached with state lawmakers last week, the state minimum wage will rise to \$10.50 on Jan. 1 for businesses with 26 or more employees.

Annual hikes will result in a minimum of \$15 per hour in January 2022. Smaller businesses would have until the end of 2022 to comply. Currently, California's minimum wage is \$10 an hour.

New York's Gov. Andrew Cuomo also

signed legislation on April 4 that will raise New York City's minimum wage to \$15 an hour by the end of 2018 before it spreads to the rest of the state.

For workers in New York City employed by businesses with at least 11 employees, the minimum wage would rise to \$11 at the end of this year, then another \$2 each of the next two years. For employees of smaller companies in the city, the minimum wage would rise to \$10.50 by the end of the year, then another \$1.50 each year for three years. For workers elsewhere in the state, the increase would be slower.

Currently, the federal minimum wage stands at \$7.50 an hour.—D.B.

Anne Fontaine at South Coast Plaza

Designer **Anne Fontaine** made a trip to **South Coast Plaza** in Costa Mesa, Calif., for her label's first comprehensive West Coast runway presentation.

The 40-look show took place at South Coast Plaza's Jewel Court, and 200 style-savvy people took in the show.

On the runway, the audience saw Anne Fontaine's Spring/Summer 2016 season. Fontaine's iconic white shirts were a focus of the show. They were trimmed with black or embellished with ruffles and rosettes. The night's silhouettes ranged from A-line skirts and shoulder baring blouses to culottes, according to a statement from the fashion house.

Anne Fontaine has run a boutique at South Coast Plaza since 2002, and the long history helped Fontaine choose the luxury retail center as the appropriate place for the label's first comprehensive show. "The Segerstrom family sought us," she said of the family that owns South Coast Plaza. "This is one of the first locations that we opened in the U.S."

The Franco-Brazilian designer recently moved to New York with her family. A private reception for the designer was held at South Coast Plaza's **Marche Moderne** restaurant. Before the gala meal, Fontaine gave time for fans to meet her and take away one of the ultimate prizes of meeting a high-end designer—a selfie with the designer.—Andrew Asch



NORMAN ZELLER

Interest Rates to Rise This Spring as Economy Improves

As the U.S. economy moves forward and upward, interest rates should start to creep up in June.

That was the opinion of the economists who put together the most current quarterly **UCLA Anderson Forecast**, released on April 6.

The latest forecast predicts the national economy is expected to grow at a modest 2.7 percent this year, driven by consumer spending and new housing as well as an end to the inventory correction currently underway.

"Although we continue to believe the economy remains on track for moderate growth, we are not as ebullient as prior forecasts," wrote David Shulman, senior economist at the UCLA Anderson Forecast. "The inventory correction we were looking for last quarter is taking longer than we expected."

He noted that inventory accumulation added \$78 billion to the country's real gross domestic product in the fourth quarter of

2015, but by this year's third quarter it will contribute only \$25 billion to GDP. Although previous forecasts expected the U.S. economy to expand at 3.3 percent, that has been reduced to 2.7 percent.

With moderate growth comes moderate inflation. In February, the year-over-year inflation rate was 2.3 percent. By 2017, it is forecast to be close to 3 percent. That means the Federal Reserve will probably raise the federal funds rate in June, with two or three interest-rate increases anticipated this year. "Thereafter, we expect gradual increases with the federal funds rate, ending 2017 at about 2 percent," Shulman noted.

Despite moderate growth, the economy should create 2.4 million jobs this year and 1.5 million jobs next year.

Commercial construction is gaining strength for office and industrial building, fueled by an abundance of capital seeking modest yields in a low-yield world.

Spending on retail structures is being driven by competition with the e-commerce world. Major malls around the country are making huge investments in renovations that total between \$500 million to \$800 million per mall on the high end, Shulman said.

A recession, which had been talked about at the beginning of the year, is not expected anytime soon as the markets are climbing back up after fears of a slowdown in China and how low oil prices have affected stock prices. "Strong data from the consumer side of the economy indicated that retail sales were solid and employment growth remained robust," Shulman said.

The risk to the national forecast comes from outside the United States. In June, the United Kingdom is scheduled to vote on whether to stay in the European Union, which could cause market volatility. And everyone is watching to see how Japan's and China's economy progresses.

California's economy is also anticipated to be growing nicely this year, with steady gains in employment. Jerry Nickelsburg, another senior economist at the UCLA Anderson Forecast, noted that the state's unemployment rate this year will be close to the 5 percent unemployment rate in the U.S.

The state's economic success has been helped in part by the wave of innovation that has prompted rapid growth in Silicon Valley and San Francisco in Northern California. "California's research institutions will continue to provide the state with a disproportionate amount of innovation and therefore a faster growth in GDP than the average for the U.S.," Nickelsburg wrote, warning that this kind of innovation comes in fits and spurts.

Real personal income in California is expected to rise 3.6 percent in 2016 and is forecast to be 3.2 percent in 2017 and 3 percent in 2018.—*Deborah Belgium*

TRADE SHOW REPORT



MARKET MEN: Steve Maiman, right, and Tony Litman of Stony Apparel at Majors Market



MEETING: Scene at the YMI showroom during the Majors Market



Alexandra Simeone and Reem Abdel of Blue Rope Denim Co.

Majors Market *Continued from page 1*

Traffic was good throughout the market for **Stony Apparel Corp.**, said co-owner Steve Maiman. Alison Budow of **Alison Budow Sales Inc.** had back-to-back appointments for the market. She also announced a new venture at her showroom. It was the Majors Market debut of **Simply Ruby**, a line of fashion-driven separates that are manufactured in Mexico and Los Angeles. The line's silhouettes include blazers, vests and bodysuits.

For Ike Zekaria, co-owner of the retailer **Windsor**, which is headquartered in Santa Fe Springs, Calif., Majors Market exhibitors were offering a number of on-trend looks, including jumpsuits, bodysuits, rompers and products made with suede fabrics. Windsor does business with 504 vendors, but the market's retail traffic seemed average to Zekaria. The past 12 months have been a time of growth for Windsor, which offers everything from special-occasion dresses to athleisure looks. The retailer opened 50 stores over the past 12 months, bringing the chain's store count to 125.

Even though the past year or so has been difficult for retail, Zekaria said that those retailers who know their niche will do well. "You have to know the customer," he said. "If you stay true to the customer, she will respond."

Other executives also maintained a "stay innovative, stay connected, stay profitable" mantra during market. Michael Godigian, vice president of **YMI** jeans, introduced the Hyper Flex jean, made out of high-stretch fabric for the athleisure market. Godigian said 2015 was one of the biggest

sales years for the Los Angeles-based jeans maker.

"As long as we keep innovative, there is a lot of potential," he said.

Retailers reportedly seen at market included **Belk**, **Rue 21**, **Charlotte Russe**, **Citi Trends**, **The Wet Seal**, **Tilly's**, **Gordmans**, **Burlington Coat Factory**, **Bealls Outlet** and **Mod Cloth**.

Temporary exhibitors on 3

Several large temporary showrooms were set up on the CMC's third floor for a number of New York-based companies as well as California-based ventures that make the trek in April and October for the Los Angeles Majors Market.

Alexandra Simeone, co-owner of **Blue Rope Denim Co.**, lined the walls of her white space with the various denim styles her company sells. She said the market had been great with retailers such as **Bealls Outlet**, **Windsor**, **Rue 21**, **YM Inc.** and **10 Spot** stopping by.

Popular styles for the Fall/Winter season, she said, were butt-lift jeans, ripped denim and girlfriend-style silhouettes that are slightly less boxy than the boyfriend jeans. "Retailers are doing a lot of roll-up cuffs with blue-jeans lengths being at 27 inches," she said, noting that cuffs ranged from a 1½-inch to ½-inch thickness. "Rips and tears are still big."

With the company's own factory in Guangzhou, China, wholesale prices are kept low at \$11.50 to \$12.50 for the Blue Rope label and at \$9 to \$10 for the company's less expensive **Pink Label**.



INTRODUCTION: The line Simply Ruby made its Majors Market debut at Alison Budow Sales. The team representing the line, from left: Heather Gillick, Alison Budow and Patricia Welman

Dollhouse, another blue-jeans label from New York, also rented a temporary showroom where sales manager Lorena Loor-Lujambio was showing the various styles manufactured by the juniors division of **BBC Apparel**. Wholesale prices ranged from \$11 to \$14.50.

"The market was very exciting. We had great reactions to our key styles, which were crops, roll-ups, boyfriends, sexy boyfriends and skinny, destroyed color jeans," she said. "Denim jackets were huge in volume."

She saw several chain stores such as **Charlotte Russe**, **The Wet Seal** and **Rue 21**.

Strength is still in the skinny jeans, Loor-Lujambio said, even though many manufacturers have flare jeans in their lineup. "People have been resistant to adopting the flares," she observed.

All kinds of clothes—including Christmas sweaters—were hanging on dozens of racks in the temporary showroom for **The Golden Touch Group**, a New York company that has labels including **Planet Gold**, **Derek Heart**, **Golden Touch**, **Rose Harlow** and **Allison Brittney**, covering just about every category.

Account Executive Allison Conrads said buyers who made appointments were stopping by as were off-price discounters.

Retailers said that Easter sales had been down but there are positive reads on spring. "We are even starting to sell sweaters for fall and Christmas," Conrads said. "It is very price-driven, and retailers are buying fashion basics."

Popular fashion basics were leggings, tank tops and certain kinds of dresses, such as the trapeze dress and dresses with shirt-tail hems."

Stores that stopped by included **the Buckle**, **Stage Stores**, **Belk**, **Styles For Less**, **Walmart** and **Macy's**.

At the **Jerry Leigh** showroom, Michelle Roback, vice president of juniors sales, said she had had a great market. Buyers were looking at the various licensed T-shirts produced by Jerry Leigh, based in Van Nuys, Calif., as well as at the company's licensed **Dickies** juniorswear and labels **Modern Lux** and **David Lerner**. "I had **Kohl's** here all day yesterday, and **Target** was here last week," she said. ●

April 11

CALA
Denver Mart
Denver
Through April 12

April 12

Première Vision Designs
Metropolitan Pavilion
New York
Through April 13

April 13

Kingpins
Gashouder, Westergasfabriek
Amsterdam
Through April 14

April 15

"Green Is the New Black: Sustainability in Fashion," a symposium presented by the Fashion Law Project at Loyola Law School
Loyola Law School
Los Angeles

April 21

CFF's Scholarship Awards Luncheon
California Market Center
Los Angeles

April 28

TPC Spring Networking Event
City Tavern
Los Angeles

May 2

Accessories The Show
Moda Fame
Javits Center
New York
Through May 4

Accessorie Circuit

Intermezzo
FWD by WWD/MAGIC
Javits Center
New York
Through May 4

OffPrice

Gotham Hall
New York
Through May 3

An Evening With Sue Wong
Sue Wong's design studio
Los Angeles

May 3

Textextil North America
Texprocess Americas
Georgia World Congress Center
Atlanta
Through May 5

May 4

2016 West Coast Manufacturing Conference
City Club
Los Angeles

May 7

Otis College of Art and Design's Scholarship Benefit and Fashion Show
Beverly Hilton
Beverly Hills

May 9

Fashion Digital
W Hollywood
Los Angeles
Through May 10

May 10

"Take It to the Next Level," presented by One Step Retail Solutions
Old Ranch Country Club
Seal Beach, Calif.

There's more
on ApparelNews.net.

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

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L Brands Beats Estimates During Soft March Business

L Brands—the parent company of **Victoria's Secret**, **PINK** and **Bath & Body Works**—beat Wall Street estimates.

L Brands posted a 3 percent increase in its same-store sales. Ken Perkins of Boston-area analysts **Retail Metrics** forecast that the company's same-store sales would only increase 1.9 percent. **Gap Inc.** posted a 6 percent same-store-sales decline. Perkins said the retail giant missed his company's forecast for 5 percent. In an April 7 note, Perkins said that Gap started business March with excess inventory due to slow traffic and conversion that held the company back for much of 2016. A Gap executive said that business in March was hard. "While March proved challenging, we remain focused on taking the necessary steps to improve results across the portfolio throughout the year," said Sabrina Simmons, chief financial officer, Gap Inc.

All of Gap's divisions posted declines in their March business. Gap Global reported a 3 percent decline in March comp sales, and **Banana Republic** global posted a 14 percent decline in its March comp sales. Discount division **Old Navy** Global turned in a 6 percent

March Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$96.60	-11.0%	-11.8%
Gap Inc.	\$1,430.00	-6.5%	-6.0%
L Brands Inc.	\$1,027.00	+5.0%	+3.0%
Zumiez Inc.	\$68.80	-2.6%	-7.8%

Information from company reports

decline in its comp sales.

The big retail events for March were spring break and an early Easter holiday, which fell on March 27 this year. (Last year, the holiday fell on April 5.) Adrienne Yih Tennant of **Wolfe Research** said that retailers offered teens deep discounts during spring break. One of those retailers offering deep promotions was **Zumiez Inc.**, Yih Tennant said in an April 7 research note.

The Washington state-headquartered retailer reported a 7.8 percent decline for its March sales. The forecast was that Zumiez would only post a decline of 6.4 percent during the month. "We believe the days leading up to Easter were softer than expected," Tennant wrote.—*Andrew Asch*

Roach to Head Volcom Women's

Lyndsey Roach, an action-sports veteran, was named the global head of women's business for **Volcom**, it was recently announced. She will report to Todd Hymel, Volcom's chief executive officer.

Roach had worked as president of women's marketing at other top action-sports brands such as **Hurley** and also at footwear giant **Nike**. Before joining Volcom,

she cofounded the **Box Creative Agency**, a full-service marketing and creative agency focused on brand strategy and product launches.

Volcom was founded in 1991 and has become one of the action-sports market's most prominent brands. It is owned by the European luxury company **Kering Group**.

—A.A.



California Fashion Foundation

From the heart of the California Fashion Association



California Fashion Foundation & Textile Association of Los Angeles

Present

2016 Scholarship Awards Luncheon

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Cal State University-Northridge; El Camino College; Fashion Institute of Design & Merchandising;
Los Angeles Trade Tech College; Long Beach City College; Mt. San Antonio College;
Otis College of Art & Design; Pasadena City College; Santa Monica College; Washington State University

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NORMAN ZELLER



Willow & Clay dress, Deby Debo jacket

D. RA dress, Carol Dauplaise necklace

Paparazzi jacket, Stitch + Star jean, Be Mine NYC handbag

Adiva poncho, Stitch + Star pant, Carol Dauplaise necklace, bracelets and earrings

Leo and Nicole sweater, New Direction skirt, Carol Dauplaise necklace, Rove & Pearl bracelet, Contempo hat

Dizzy Lizzy maxi, Pink Pewter headband, Be Mine NYC handbag

Zoe & Rose by Band of Gypsies dress, Imoshion handbag, The Accessory Collective hat

RNB two-piece set, Maxberry choker and necklace, Be Mine NYC fur piece

Just Me dress, International Inspirations headband, Rove & Pearl choker and bracelet, Pink Pewter clutch

Directives West Highlights Major Trends for Fall/Winter 2016

Floppy hats, faux-fur vests, peasant tops, leather jackets trimmed with fringe, slouchy sweaters, ponchos, lacy dresses, plaid pieces and plenty of worn denim were at the top of the trend chart for Fall/Winter 2016.

Store buyers packed the Fashion Theater at the **California Market Center** on April 4 to see the semiannual trend forecast presented by buying office **Directives West**.

Shelda Hartwell-Hale, the company's vice president, introduced the show by noting that the retail industry remains in a state of change. "We need to continue to adapt and cultivate in order to respond effectively to the changing consumer environment," she said. "Buy now, wear now makes us re-evaluate our deliveries."

Social media and various online platforms have been instrumental in shaping consumers' demands and retailers' performances, she added.

The runway presentation featured 170 looks that spanned categories ranging from contemporary and misses to juniors and accessories.

Skinny pants continue to resonate in all categories as do longer and shorter dress silhouettes. Plaid made an appearance in casual jackets, blouses and dresses while lace was seen as an accent on dresses as well as cropped tops. Corduroy and velvet added to the 1970s retro feel of many of the trends.

Top color choices for the season included maroon, rust, brown and various shades of blue. Black-and-white prints and pairings were heavy in all categories.

Key items for the contemporary crowd included ankle jeans and culottes—both straight and skinny—with high waists, iron-on appliques, distressing and exposed buttons. Also important to the contemporary customer for Fall/Winter are rompers, updated peasant blouses with billowy sleeves and folkloric embroidery, bomber and moto jackets, the feminine dress, retro bodysuits, two-piece sets in velvet, leather and suede as well as crop sweaters with funnel, turtle and mock necks, tie fronts, and rounded shoulders.

For juniors, the ankle skinny continues as a mainstay with

loads of softness and recovery. Grandpa-type cardigans that are roomy and comfortable are popular for the season as is the soft pullover with hachi fabrics dominating in easy high/low forms. The knit swing dress and the folk dress were on the runway as were the winter romper, plaid shirts with lace and embellishment, and cozy head-to-toe looks great for lounging at home.

In the misses category, the statement sweater was making a statement with mixed yarns, fringe and tunic lengths. Non-denim bottoms made of ponte and novelty leggings were important. Denim was front and center with various pant silhouettes ranging from the boyfriend and boot cut to the skinny. They were matched with casual denim shirts. Lots of plaid populated this category as did novelty knit tops with asymmetrical hems, ribbed knits and thermals.

When it comes to jewelry, long necklaces, chokers, hoop earrings, saddlebag and hobo purses, berets and faux-fur stoles, mufflers, vests and scarves complemented the various styles.—*Deborah Belgun*



Willow & Clay bodysuit, On The Road duster, Bella Dahl plaid shirt, Deby Debo bomber jacket

Moon River sweater and vest, Fashion on Earth skirt

Somedays Lovin' sweater dress and jacket

Democracy top and skirt, Paparazzi jacket, Something Special hat

Lulu sweater and pant, Something Special headband, Imoshion handbag

H.I.P. two-piece set, Jou Jou anorak, International Inspirations necklace, The Accessory Collective hat, Aziza handbag

Sable Sky wrap dress, Popular Basics mock neck, The Accessory Collective scarf, Infinity Classics legwear

Jessica Simpson The Warm Up outfit, Forever NYC necklace, Be Mine NYC hat

L'Academie blouse, Wayf jacket, Willow & Clay skirt



Somedays Lovin' bodysuit, French Mauve dress and trench, Infinity Classics legwear

ECI blouse, Bagatelle skirt, Carole Inc. earrings, Something Special hat, Deb and Dave's handbag

AGB outfit

NBD dress, Somedays Lovin' fur jacket

Free Heart plaid shirt and denim skirt, Arrow + Sol jacket

Heart & Hips shirt, Como Black poncho, Kut jean, International Inspirations bracelet, The Accessory Collective hat

Living Doll dress, Ashley by 26 International bomber jacket, Kool Konnections pins, International Inspirations choker, necklace, tiara, Imoshion handbag

Barbara Fields Talks Trends for Fall '16

Buyers who attended the **Barbara Fields Buying Office's** Fall '16 Trend Presentation will be well ahead of the retail game. The veteran buying and trend expert presented an in-depth look at the season's key trends at her event, held April 1 and April 4-6 during **LA Majors Market**. The presentation, which covered the juniors market from both a U.S. and international perspective, offered a comprehensive look at the season. **Nasty Gal, Styles for Less, JCPenney, The Wet Seal, Sirens and Ron Jon Surf Shop** are just a few of the retailers that attended the event held at the **California Market Center**. Fields covered everything from hotter-than-hot pins and patches to the bomber jacket and—thanks to pop culture's current obsession with the derriere—the butt-lift jean.

"Pins, patches and badges are very hot as one big trend," Fields said. "They are on everything from jackets to outerwear, and this was one of the largest trends—even on the **iHeartRadio Music Awards** [on April 3]," she said. The olive bomber jacket is the must-have item for Fall. "You know me with my million-dollar items," Fields quipped. "Well, this is it. The aviator bomber jacket is the big item of the season." According to Fields, outerwear is a major growth area. Look for the anorak utility parka, the puffer jacket and outerwear with PVC to be popular items. "For Black Friday, [the PVC jacket] is an item that everybody's going to be promoting for the season," Fields said.

Military, in general, is a very strong influence this Fall—think camouflage, the color olive and military cargo bot-

oms. Also, look to the '70s, which has inspired a rich color palette and items such as striped dresses, blanket wraps and retro T-shirts such as the baseball tee. Ringer tees are also trending, Fields said, as are graphic logos, lace-ups and

saw the detail everywhere in London on a wide range of tops and dresses. Zippers, Sherpa and marled yarns are also important across a variety of categories. For example, plaids, which are now considered a Fall essential, are updated this season with Sherpa trims and lace backs as well as crochet insets, screen printing and 2-fer styling. Sweaters look fresh with lace-up bodies and in metallics for Holiday. Dresses are trending in a variety of fabrics from lace to plaid as well as metallics. Key dress styles include stripe rib knits, lace-ups and the olive military shirt-dress.

Not surprisingly, athleisure or "Athletic Sports Lux" is continuing for Fall, and, according to Fields, this season it's all about name brands and logos. **Fila, Nike and Adidas** were the most prevalent in Europe, she said. Key items include windbreakers, racerback tanks and push-up leggings with abstract prints and logo screens down the leg.

Denim spans the gamut from denim shirts and dresses, which continue to be important, to jackets updated with Sherpa collars as

well as patches and printed-sleeve details. Skinny jeans and stacked waists are key styles as are body enhancers such as butt-lifting jeans. Colorful jeans are trending in dark tones such as gray, black, navy, olive and wine. "Everybody has their interpretation of the wines and the merlots and all the colors," said Fields, adding that a new "blueberry" color is coming on strong.—*N. Jayne Seward*



Barbara Fields presents the "Athletic Sports Lux" trend.



Patches are trending on everything from T-shirts to denim.



Cold shoulder tops are a key item of the season.



Fall's must-have item is the bomber jacket in olive.



Striped rib knit dresses are a key item.



A key item for Fall '16 is the olive bomber jacket.

knot-front silhouettes.

As for wovens, Fields predicts cold shoulders, lace-ups and olive shirts will be three of the big hit items for Fall. "Cold shoulders are selling so well that we're putting them together as one category," said Fields, who showed cold shoulders in knits and wovens on multiple tops and dresses. Lace-ups are the biggest detail of the season. Fields said she

Trendstop Fall '16 Key Color Forecast

Get ahead of the competition with key color insights coming through for Fall '16 as fashion forecast agency Trendstop presents *California Apparel News* readers with a taster of their trend analysis.

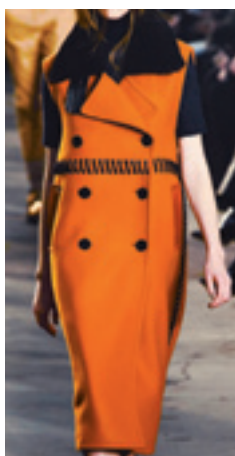
Inspired by the vivid shades emerging on the runways, bold, fruity brights inject a fresh burst of color into the Fall palette, offering consumers a fashion-forward alternative to traditional winter darks. While the tones are coming through strongly in directional Fall '16 collections, Trendstop predicts that these influential color trends would also work well for more mainstream ranges going into Fall '17.



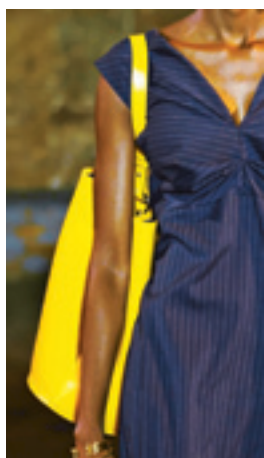
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Lacoste



Philip Lim



Creatures of Comfort



Cedric Charlier



Marques Alemeidah



Stella McCartney



Balenciaga



Emilio Pucci

Citron Fizz

This season, collections make a statement in concentrated yellow tones that lend a directional feel to women's apparel and accessories. Acidic shades give a playful, youthful look to masculine tailoring and sportswear pieces while vibrant leather goods look newly amplified with glossy finishes.

Raspberry Concentrate

Juicy berry tones look good enough to eat as saturated red-pink shades stand out with all-over applications that create an ultra-contemporary feel. Highlights include voluminous dresses and squasy puffa jackets as well as longline leather boots.

Tastee Tangerine

Zesty orange shades infused with luminosity emerge in womenswear, introducing a bold energy to the season's key looks. Subtle spicy tones update technical materials and heavyweight woollens with a warm, sophisticated mood and also add a futuristic zing to eyewear accessories.

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



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TRADE SHOW REPORT

'Optimistic' Outlook at Fashion Market Northern California

By Alison A. Nieder Executive Editor

SAN MATEO, CALIF.—Booth space was sold out at the April 3–5 run of **Fashion Market Northern California**, which is held at the **San Mateo Event Center** in San Mateo, Calif., and attendance was on par with last April, according to Suzanne de Groot, executive director of the show.

"People have been writing," she said. "It seems optimistic."

The market got off to a brisk start, according to Susan Burris, a sales representative based in Bolinas, Calif., who represents **Cut-loose** and **Salaam**.

"It was so busy on Sunday we couldn't fit in new people," she said between appointments and drop-in traffic on the last day of the show.

"Overall, people are feeling optimistic," she said. "This is such a strong area financially. People are shopping in those stores that offer service and attention."

Karen Anderson, owner of the **KLA Showroom** in Los Angeles, was equally upbeat about the market in Northern California.

tions, there was some urgency to get orders in before the end of the season.

That was the case for Petaluma, Calif.-based sales representative Peggy Finnegan, who said she was consistently busy with appointments on all three days of the show.

"I'm closing a European line," she said. "April 15 is the cutoff."

Finnegan represents Serbia-based collection **Ivko**, a 40-year-old family run business based in Belgrade, as well as several domestic collections: California-based **URU**; Portland, Ore.-based **Yasuko Kuriska**; Chicago-based **Little Journeys**; and Orland, Maine-based **Dunlap Weavers** scarves.

Mary Taft Johnson, a sales representative based in Grass Valley, Calif., said she had "my best show in years."

Johnson—who represents **F.H. Clothing, Komil, Carson, Cotton Country** and **PB&J**—said she met with existing accounts as well as several potential new ones, including a retailer from Albuquerque, N.M., and another with stores in Sedona and Scottsdale, Ariz.

Kenny Gandolfo, with Irvine, Calif.-



Petaluma, Calif.-based Peggy Finnegan had a steady stream of appointments scheduled for all three days of the show.



Zina Kao metallic handbags, a new collection from Berkeley, Calif.-based jewelry line Zina Kao

based **Z Supply LLC**, said the first two days of FMNC were the busiest. In addition to Z Supply T-shirts, the company produces several contemporary collections, including **Black Swan, White Crow, Others Follow** and **Rag Poets**.

"In Northern California, the economy is very good," she said. "Everybody is pleased. They are selling through merchandise in a healthy way and bringing in more. It's very upbeat."

Anderson represents **Kuna**, a Peru company that makes scarves in baby wool/Alpaca; **Paskma**, a collection of cashmere/silk sweaters and coordinating scarves from India; **Baci**, an item-driven line from Italy; **Cino**, a blouse line featuring original prints; **Fabrizio Gianni LA**, a pants line from Los Angeles; **Before + Again**, a made-in-America collection of sublimation-printed tops and dresses; **Joules**, a well-established U.K. brand; and **Banaris**, a North Carolina-based collection of Merino wool/silk scarves made in India.

"This is a regional trade show that is very important, especially in the Northern California area," said Uta Wegman, who runs the **Uta Wegman** showroom in Los Angeles and serves as FMNC president.

"We have exhibitors from as far as Boston and retailers from across the Pacific Northwest as well as Colorado, Idaho [and Arizona]," she said, adding that the show draws boutique retailers, catalog houses and "mini majors"—small regional chain stores.

The show features a mix of categories, including apparel for the updated, contemporary and juniors markets as well as accessories, footwear and gift items.

Wegman represents **Sun 'n' Sand**, a bag and hat resource based in Grand Prairie, Texas, as well as Sun 'n' Sand's fall hat line, **Adora**; **Fraas Scarves**, a family-owned business based in Germany; **Victoria Leather**, a made-in-USA leather handbag company from Pennsylvania; and **Lauer Gloves**, 100-year-old company based in Wisconsin.

For exhibitors carrying European collec-

Accessories representative John Berger stressed the importance of meeting with retailers in their stores in addition to showing at FMNC.

"A lot of this is exposure and making contacts to see on the road," he said. "I live in Arizona and I have to see stores on the way here and on the way back."

Berger represents **Tresca**, a Fort Worth, Texas-based collection of wearable art, and **Coronet**, a Cleveland-based collection of moderately priced jewelry.

There were several new exhibitors at FMNC, including Xin Wun, owner of **A Healdsburg**, a newly launched collection of silk and cashmere scarves featuring original artwork by Wine Country artists.

Wun, who also owns the retail store **Clutch** in Healdsburg, Calif., initially began selling the scarves in her store for Sonoma County visitors who "want to take a memory of their time here."

Another new exhibitor was **The Downtown Showroom**, a New York-based showroom that represents primarily European collections.

"What we carry has a New York edginess," Gall said. "But there is that customer [here] who we don't get to see in Las Vegas. We saw some retailers who said they don't go to Vegas or New York."

The showroom's lines include two Croatian collections, **L-ink** and **Igok Dobanik**; two Dutch lines, **Elsewear** and **Completo**; Polish line **Zuzu Bart**; Israel-based **Gershon Bram**; Japanese collection **Bon Bon Felt**; and New York-based and New York-made collection **Heydari Design**.

"European lines have their own sense of style; they're not trying to follow a trend," Gall said. "The customers are looking for something unique that they won't find everywhere else." ●

Kin *Continued from page 1*

ty contemporary beach brand. "I usually get bikinis in Huntington Beach. If I want something high end, I usually go to **South Coast Plaza**," Hanriot said, referring to the nearby luxury mall.

Into this place nicknamed Surf City, Darrel Adams has raised a standard for designer looks. On April 15 he is scheduled to open the first Orange County location for his West Hollywood, Calif.-headquartered boutique retailer, **Kin**. The merchandise mix will include **Pierre Balmain, Jonathan Simkhai, Misha Collection, Zhivago, Rag & Bone, Annex, Skingraft, Matiere, Pyer Moss, Kollar, Thomas Wylde** and **Plein Sud**. Price points will typically start at \$250 and go up.

Adams grew up in Huntington Beach. He knew that the town had style and was reasonably affluent. Homes sell for \$600,000 and up. Still, Adams' female friends couldn't think of a place where they would go and wear high heels in Surf City, he said. To offer something high end in Huntington would be an opportunity. It might have been an opportunity unmet if it wasn't for



Darrel Adams

a new development called **Pacific City**.

Pacific City paved the way for Adams' decision. It opened a few blocks south of the intersection of Main and Pacific Coast Highway in November, said Linda Berman, chief marketing officer for **DJM Capital Partners**, with offices in Santa Barbara, Calif., and San Jose, Calif. It developed Pacific City and **Bella Terra**,

a mall located on the other side of Huntington Beach. Berman said that Pacific City would be influenced by the city's surf lifestyle. But if the retail center wanted to make a splash, it would have to appeal to a much greater audience. "We were going to be a completely different kind of experience," she said.

Kin will currently be the only high-end, designer boutique at Pacific City. Other boutiques will focus on styles with leisurely silhouettes. Current tenants are **Tommy Bahama**,

high-end Australian swimwear brand **Seafolly** and **Irene's Story**, a Huntington Beach-headquartered independent retailer. Joining the property soon will be **Tankfarm & Co.**, a Seal Beach, Calif., vertical retailer that manufactures a Tankfarm & Co. line. It also sells styles from third-par-

ty brands such as **Red Wings** boots, **Deux Ex Machina, Howe** and **Katin**.

Pacific City also is the address for a two-story **H&M**. Other tenants will be **Equinox**, a high-end fitness-spa chain. The development also will focus on unique restaurants such as **Lemonade**, a popular Los Angeles-headquartered fast-casual restaurant. There's a unique South of the Border-style restaurant called **Ola Mexican Kitchen**. Coming up is a chef-driven concept called **Blue Gold**.

Kin's Pacific City merchandise mix will make concessions to the beach culture, Adams said. "We will offer more sunglasses, more beachwear, he said. "But our core brands will be the same. We want people to feel like they are in a Kin no matter what city they are in."

While Kin sells designer, it also has developed a unique, high-low merchandise mix by selling streetwear. Adams said his core customer is a 35-year-old woman with a taste for edgy, designer looks. But his clientele ranges from high schoolers to their grandmothers.

The 2,600-square-foot Kin was designed by Adams' construction company, **Darrel T Adams Design & Build**, which also built the West Hollywood Kin and its second location in Los Angeles' Bel-Air neighborhood.

The Pacific City Kin will offer men's and women's clothing in the front room of the boutique. The back room has a view of the ocean, and one of the categories it will focus on will be shoes. Flooring will be a polished concrete, ceilings will be black, and walls will bear a cedar-wood color. ●

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