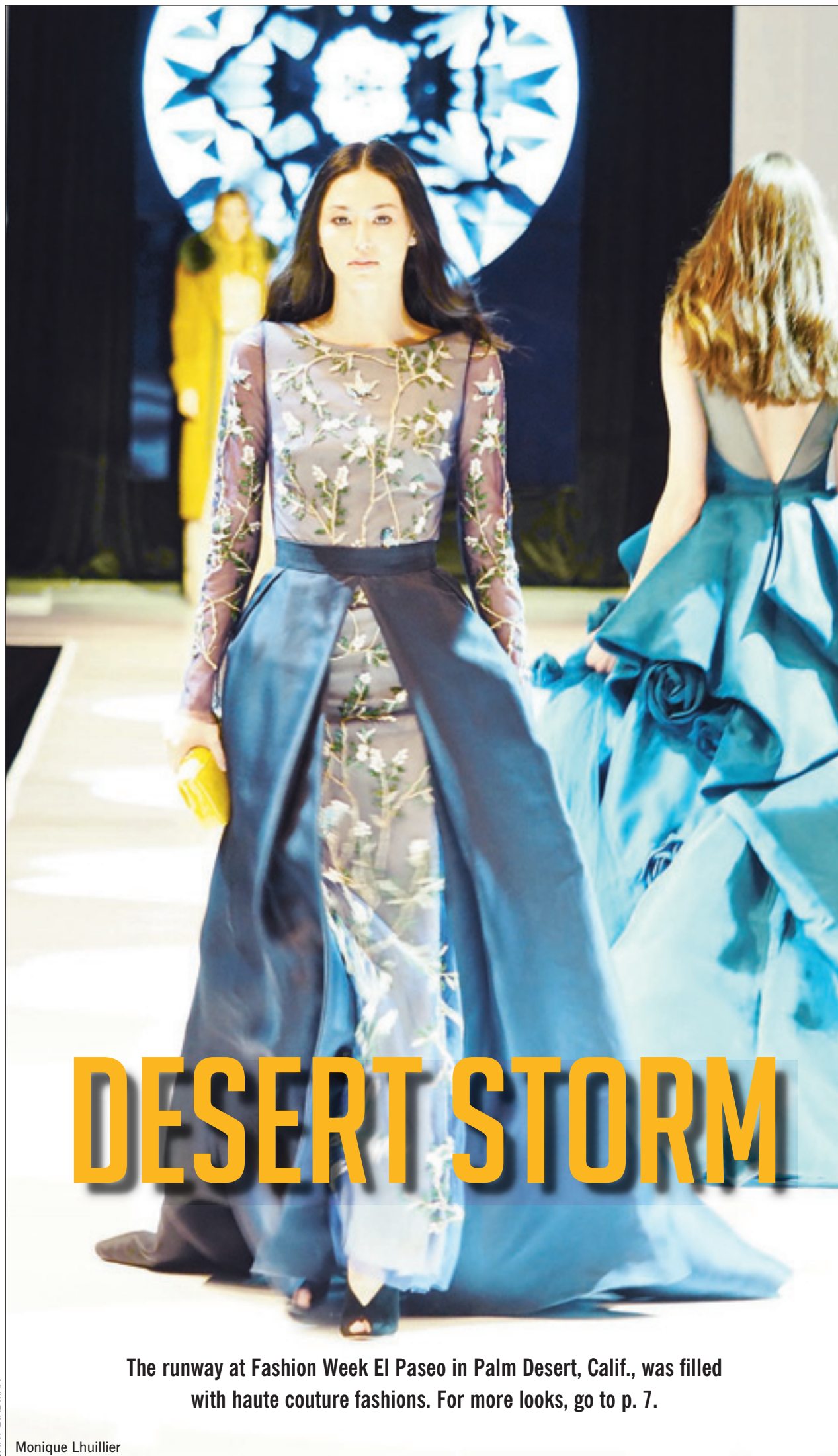


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DESERT STORM

The runway at Fashion Week El Paseo in Palm Desert, Calif., was filled with haute couture fashions. For more looks, go to p. 7.

Monique Lhuillier

Alliance Apparel Moves Into LA Fashion District After Partnership With Online Retailer Revolve

By Deborah Belgum *Senior Editor*

Since **Alliance Apparel** was acquired last year by online retailer **Revolve**, the Los Angeles clothing company has seen things change at lightning speed.

The 5-year-old Alliance Apparel has doubled its labels from three to six, its revenue has tripled, and the bustling-at-the-seams venture moved on Feb. 1 and took over the entire second floor of the **Gerry Building**—an art-deco structure filled with showrooms in the heart of the **Los Angeles Fashion District**.

Visitors to the new cavernous offices are greeted with the sound of pounding hammers reverberating off the polished cement floors as workmen put the finishing touches on the new headquarters. The 11,000-square-foot second floor is one big room filled with rows of people in charge

➔ Alliance Apparel page 6

QUARTERLY ECONOMIC REVIEW

Retailers Go Back to the Drawing Board to Draw In Consumers

By Deborah Belgum *Senior Editor*

As consumers alter their buying patterns, developers across the country are blowing up shopping centers and re-drawing their mall maps to give more real estate to restaurants, nail salons and gadget stores and less square footage to clothing outposts.

Increased competition from online e-commerce sites has forced developers to retool their shopping emporiums to be more in step with the times and grab some of the 3.1 percent growth in retail sales predicted for 2016.

Even though e-commerce represents only 13 percent to 14 percent of retail sales, it continues to march along at a very fast pace. "Over the last 15 years, e-commerce has taken 30 percent of the growth in sales," said David Shulman, senior economist with the **UCLA Anderson Fore-**

➔ Finance page 12

INSIDE

Where fashion gets down to businessSM

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Obituary

Famed Retailer Fred Hayman, 90

Fred Hayman, the king of Rodeo Drive who put the Beverly Hills luxury street on the world shopping map, passed away on April 14. He was 90.

Hayman died at his home in Malibu, Calif., surrounded by his family. No cause of death was listed.

If you don't remember the days when Rodeo Drive had a gas station, a grocery store and a hardware store as some of its more prominent tenants, you can thank Hayman.

As a retailer at a store called **Giorgio Beverly Hills**, he envisioned a place that would rival New York's Fifth Avenue or Paris' Champs-Élysée.

The Swiss-born Hayman took over Giorgio Beverly Hills from his partners in 1962. It was a sophisticated but comfortable place with a pool table, yellow-and-white-striped awnings and a reputation for stunning fashions where Arab sheiks and their entourage shopped or movie stars dropped by. Hayman was a mar-

keting expert and lent his touch to classing up the street, which is now the retail home to some of the most renowned luxury brands.

Later, Hayman introduced his Giorgio perfume, which became a hit. Six years later, in 1987, Hayman sold the fragrance and the Giorgio Beverly Hills brand to **Avon Products** for \$165 million.



Fred Hayman

Hayman was born in St. Gallen, Switzerland, on May 29, 1925. His family moved to New York during World War II, where he found work as an apprentice chef at the **Waldorf-Astoria**.

By 1960, he was the manager of **The Beverly Hilton** hotel and soon partnered with George Grant to open a retail outpost at 273 Rodeo Drive, more than a decade before the luxury retailers such as **Tiffany's**, **Gucci** or **Louis Vuitton** showed up.

He is survived by his wife, Betty; his two sons, Charles and Robert; his daughter, Nicole; and 10 grandchildren.—*Deborah Belgum*

China Agrees to End Export Subsidies

After months of negotiations, China has agreed to put a stop to the export subsidies it has been granting for years to a host of industries, giving them an unfair advantage when competing with other companies around the world.

On April 14, the United States and China signed a memorandum of understanding to end China's export subsidies distributed to seven manufacturing sectors that included apparel, textiles and footwear; hardware and building materials; light industry and agriculture.

In 2015, the United States filed a challenge with the World Trade Organization over that subsidy.

"We have signed an agreement with China to eliminate export subsidies that the United States challenged because they are prohibited under WTO rules. This is a win for Americans employed in seven diverse sectors that run the gamut from agriculture to textiles to medical products, who will benefit from a more level playing field on which to compete," said U.S.

Trade Representative Michael Froman. "This agreement addresses all elements of the massive and complex export subsidy program."

The **National Council of Textile Organizations (NCTO)** applauded the agreement to terminate subsidies under the program called "Demonstration Bases-Common Services Platform."

"There is no doubt that China's rise to become the world's largest exporter of textile and apparel products has been aided by a pervasive series of illegal state-sponsored subsidies," said Augustine Tantillo, NCTO's chief executive and president.

The agreement was praised by the **American Apparel & Footwear Association**. "AAFA is pleased to see that the United States and China were able to resolve the long-standing dispute over China's export subsidies that are not consistent with international trade obligations and a balanced business model," said Rick Helfenbein, the association's president and chief executive.—*D.B.*

Old Navy Gets New President to Boost Lagging Sales



Sonia Syngal

Coming off of months of declining sales in all its labels, **Gap Inc.** announced it was naming Sonia Syngal as **Old Navy's** new global president.

The appoint-

ment by the San Francisco-based company marks Syngal's return to Old Navy, where she served as senior vice president of the brand's international division in 2013 until she moved over to lead Gap Inc.'s enterprise-wide global supply chain.

At Gap, she was vice president of global supply chain and product operations, managing all aspects of global sourcing, logistics and product operations across all of Gap

Inc.'s brands and channels. In that job, she worked with Old Navy leadership to develop the company's newly evolved product-to-market model, designed to increase speed and flexibility.

Before her tenure at Old Navy, Syngal led Gap and **Banana Republic's** European business for nearly two years and spent almost three years working with the international divisions for **Gap Outlet** and **Banana Re-**

public Factory stores.

"How we continue to transform our product engine, focused on balancing amazing product with operational excellence, will be key to unlocking Old Navy's next phase of growth," Syngal said.

Jill Stanton, who was the interim leader for Old Navy, will now serve as a strategic adviser to support an easy transition to a new executive leader.—*D.B.*



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EVENTS

FIDM Debut Highlights Work in Fashion, Costume Design, Textiles and Interior Design

The **Fashion Institute of Design & Merchandising** hosted its annual Debut runway show and gala on April 2 at **Barker Hangar** in Santa Monica, Calif., where 11 student designers presented their collections.

In addition, the show featured the work of six students in FIDM's advanced theater costume design program, who created a retrospective of music- and dance-themed costumes ranging from an '80s-era, Madonna-inspired design to a bevy of Vegas-era Elvis costumes.

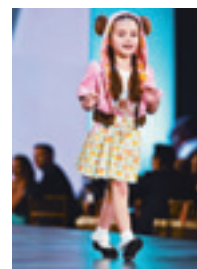
The show also featured the Charing Styles designs, a project sponsored by the **Cotton Board/Cotton Inc.**, which pairs students in FIDM's fashion, interior design and textile design programs to create a textile print, which is used for a fashion design and a chair design.



Alexandra Parel



Danny Bo Betancourt



Anh Phung



Shatoria C. Simmons



Eniola Hundeyin



Francesca Lake



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T-Shirt Trends for Fall '16

From LA to London, T-shirts are a “go-to” fashion staple. And this Fall, juniors can look for plenty of new styles to update their wardrobe.

At the **Barbara Fields Buying Office's** Fall '16 Trend Presentation, held during the recent **LA Majors Market**, the longtime buying expert highlighted key trends of the season. From baseball tees to ringers, knot fronts and graphic logos, the options seem endless.

The T-shirt market is “very strong,” according to Fields, president and owner of the buying office. “It's one of the biggest growth areas,” said the trend forecaster, whose buying and trend advice has been sought after by retailers for the past 30 years. “[It's grown] because of all the new shapes and silhouettes,” she explained. And that's good news for retailers because 20 percent to 25 percent of the total buy are typically in the T-shirt category.

In an “insta” culture that's influenced by the fast pace of social media, trends now change very quickly.

“It's a different world...,” said Fields, who visits London every month and has staff in London, Tokyo and Australia who are constantly scouting what's new.

“It's got to be now, wear it now, disposable clothes,” she explained. “They see it, they see it on a celebrity, and then they're right on it.”

For example, all of a sudden patches were the big thing and now everyone's wearing pins and patches. “They are on everything

from jackets to outerwear,” said Fields, who described the trend as one of the newest T-shirt trends of the season.

Retro-inspired baseball and ringer tees also made the cut as one of Fields' top 10 key trends for Fall. “Ringer T-shirts, baseball T-shirts and graphic tees are continuing forward in a big way,” Fields said. Baseball and ringers both feature retro vintage screen prints, marled yarns and contrasting colors.

Taking cues from the '70s, pool-boy ribs and skinny ribs are back in shades of wine, olive, rust and gray. In fact, solid and stripe rib-knit tees are both trending heavily. Fields expects solid rib-knit tees to be the million-dollar item of the season. V-necks and wrap bodies will also be popular.

Knot-front T-shirts were everywhere in Europe, according to Fields. Found at the hem, waist or neckline, both the knot front and twist front create a subtle yet feminine accent on T-shirts.

Fields predicts the lace-up will be the single biggest detail of the season. She spotted the style all over London, and, indeed, the lace-up T-shirt is making a big statement for Fall. “The lace-up is selling in T-shirts, wovens and dresses—all the categories,” Fields said.

Silhouettes such as mock necks, neck ties and cold shoulders are also trending. Cold shoulders are popping up on everything from T-shirts to wovens and dresses. Bodysuits, which also fall into the T-shirt

Calendar

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

Techtextil 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.

May 11

Kingpins
Pier 36/Basketball City
New York
Through May 12

May 17

Apparel Sourcing Show
Grand Tikal Futura Hotel and Convention Center
Guatemala City
Through May 19

“AIMS360 Empowerment: Ins N Out of Efficient Fashion Business Operations”
California Market Center
Los Angeles

May 18

Denim Première Vision
Barcelona
Through May 19

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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T-SHIRT TRENDS



Baseball tees



Graphic logo tees



Bodysuits



Lace tees



Ringer tees



Stripe rib-knit T-shirts



Lace-up T-shirts



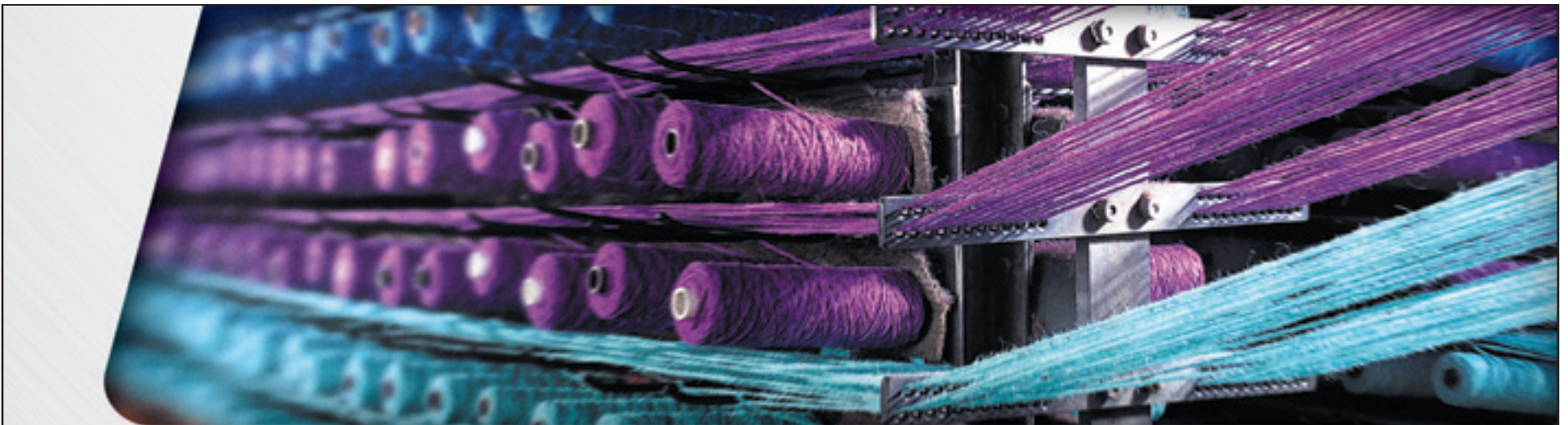
Patches

T-shirt Trends *Continued from previous page*

category, are continuing. The look is updated with mock necks, lace-ups and lace insets. With Fall's trend to romantic Victorian styling, lace is important both for trims and all-over fabrications. Look for lace tees in shades of white, black, teal and wine.

Not surprisingly, graphic logo tees and sweatshirts are some of Fall's biggest trends. Key themes include coffee screens, Internet

lingos and socially relevant phrases such as "Wake up and be awesome," "Don't steal my Wi-Fi," and "Eat, sleep, party, repeat." The trend extends to graphics printed on athletic-inspired styles ranging from classic tanks to tunics and asymmetrical silhouettes. Bold graphics and wraparound screening feature sayings such as "Gym is my boyfriend" and "I run this city #trytokeepup."—*N. Jayne Seward*



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Alliance Apparel *Continued from page 1*

of marketing, design, putting together tech packages and tracking apparel production in overseas factories.

When Revolve made its acquisition in March 2015, Alliance Apparel—the maker at the time of the labels **Lovers + Friends**, **Tularosa** and **NBD**—had only 25 employees who worked in an Arts District office that was about one-third the size of its new office. Now there are 66 employees, and more people are being added all the time.

That's why Alliance Apparel cofounders Mitch Moseley and Raissa Gerona looked for bigger space, picking the Gerry Building

[cofounder with Mike Karanikolas] at Revolve because I sold my menswear brand to him years and years ago and became friends at that point," Moseley said. "It was a natural partnership that came into place."

Mente said Alliance was a good fit for Revolve.

"Alliance Apparel was an attractive acquisition due to Mitch and the Alliance team building an infrastructure that was able to scale quickly with great efficiency. We explored other acquisition opportunities, and nothing compared to the Alliance team," Mente said. "Our plan for Alliance is



Raissa Gerona



Mitch Moseley

as their new corporate headquarters because the airy structure was near Alliance Apparel's showrooms at **The New Mart** and the **Cooper Design Space**.

"This building correlated well with our focus of growing the wholesale side and being close to our showrooms," said Moseley, the company's chief executive. "They had the square footage we needed, and we have flexibility to grow."

Already, Apparel Alliance is taking another 4,000 square feet on the building's third floor.

In the next seven months, Alliance Apparel will introduce five new labels—an independent denim brand as well as two celebrity collaborations and two new independent lifestyle collections. The denim brand, **Grifrnd Denim**, debuted April 13 on the Revolve site. The company also has a new department to create its own fabrics and have them manufactured for their collections.

Moseley emphasizes that Alliance Apparel is a portfolio brand-development house, not a private label for Revolve, selling to retailers such as **Nordstrom**, **Shop-Bop**, **Bloomingdale's** and **American Rag** as well as scores of boutiques.

Alliance Apparel is Revolve's first acquisition since the online retail venture was founded in 2003 to serve the millennial customer with all sorts of clothing, shoes, handbags and accessories. The noncash transaction is more a partnership than an acquisition, Moseley said. Instead of cash, the two Alliance Apparel cofounders got a stake in Revolve and an infusion of cash to develop more brands.

"I have been friends with Michael Mente

to continue to organically build new brands. Alliance has a lot of exciting projects in the pipeline launching this year, which I'm super excited for."

Free to roam

Moseley and Gerona launched the **Lovers + Friends** clothing line in 2011 after the two were introduced by Mente at Revolve.

Moseley got his start in the fashion industry while studying economics at the **University of California, Irvine**. During college, he got a job working in the marketing department of **St. John Knits**, now called **St. John**, headquartered in Irvine, Calif.

After graduating in 2005, he started with designer David Hershberger a menswear line called **Endovanera**, which was on the runway at **Gen Art** in 2007 and had its own store in the Los Angeles suburb of Echo Park. Endovanera also was sold at **Scout** in Los Angeles, at **Fred Segal Man** and on the Revolve website. But when the recession hit in 2008, Moseley's contractor went out of business and the label eventually did, too.

Gerona encountered the same problem. In 2008, she started a clothing line named after her grandmother **Brigid Cattis**, making one-of-a-kind pieces out of vintage fabrics. It too was sold at Revolve, but the label fell victim to the recession and ran out of money.

With similar experiences and an introduction by Mente, Moseley and Gerona started **Lovers + Friends**, which quickly blossomed into a successful womenswear label sold on Revolve and to about 350 to 400 stores around the country.

Then the pair added **Tularosa**—a boho-chic collection—and **NBD**—an occasion-



Fittings take place all day at Alliance Apparel.



The graphics team and designers at Alliance Apparel

Rodeo Drive Comes to the Desert



Zandra Rhodes



Grayse



Michael Costello

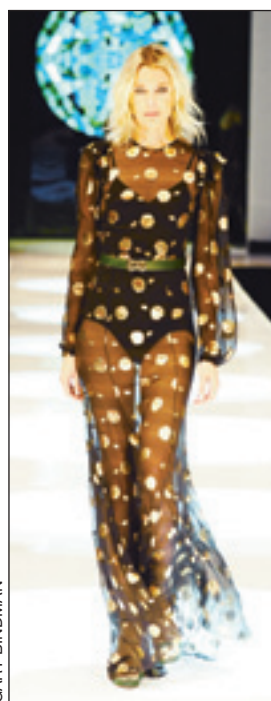
Sophisticated looks were front and center on the runway at **Fashion Week El Paseo**, held April 2–9 in Palm Desert, Calif.

This annual event had plenty of top-end designers such as Monique Lhuillier, Zandra Rhodes, Michael Costello and Marc Bouwer as well as a glimpse of the **Grayse** collec-

tion, created by Kelly and Marie Gray, the family that founded **St. John Knits**.

The runway shows took place in a huge tent set up in the El Paseo shopping district of town.

Organized by *Palm Springs Life* magazine, the event was sponsored by Coachella Valley real estate developer **Saxony Group**.



Monique Lhuillier



Marc Bouwer

NEWS

Alliance Apparel *Continued from previous page*

dress label.

Shortly after Revolve's acquisition, **Alliance Apparel** launched **Raye**—a shoe line; **Privacy Please**, a printed dress collection; and **L'Academie**, a collection of elegant blouses and dresses that was at first exclusive to Revolve but has branched out to sales at stores.

Moseley and Gerona, who is now chief brand officer at Alliance Apparel and vice president of brand marketing at Revolve, are thinking about adding a handbag line.

The two insist their company is run independent from Revolve, whose staff of about 600 people is based in Cerritos, Calif., some 20 miles away.

But Revolve can provide the infrastructure and backup needed for Alliance Apparel to expand. Revolve has more than 200,000 square feet of warehouse space that Alliance

Apparel now uses for storage and shipping.

Gerona said Revolve's involvement has provided Alliance Apparel with a good base of financial and infrastructure support. "They have been able to take our business to the next level from organizing shipping and logistics to being able to attract talented candidates to build our team," she noted.

That backup has taken Alliance Apparel from earning \$18 million in 2015 to taking in nearly \$60 million in sales this year, and growth is expected to expand to more than \$100 million in revenue next year.

"I hope to see all of our brands continuously grow year over year but always staying true to their core," Gerona said. "We want to continue to expand our wholesale reach domestically and internationally and maybe even have stand-alone stores in the future." ●

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SUPPLY CHAIN

Collared Greens: Leveraging a Made-in-America Supply Chain for a Green Take on Preppy Menswear

By John McCurry Contributing Writer

Collared Greens might be one of the catchiest names around for an apparel firm. Its play on words comes from its roots in the South, where everyone knows eating collard greens on New Year's Day, along with black-eyed peas, brings good luck and fortune. The "Greens" part of the name comes from the company's focus on being eco-friendly and donating to environmental causes.

The firm was conceived in 2008 and has quietly—albeit slowly—grown. Now it appears poised to realize some of that good luck and fortune its name connotes.

Richmond, Va.-based Collared Greens is a designer, distributor and retailer of apparel targeting men with a taste for preppy clothing. It sells through e-commerce, a single store in Richmond and wholesale with products available to consumers through a network of fine men's shops, women's boutiques and a lot of outfitter stores. Products include ties, T-shirts, button-down shirts, shorts, swim trunks and assorted accessories.

"We need to sell high-end, premium products," said Mason Antim, the company's president. "The fabric comes from overseas, but the products are made by American workers. We are a bootstrap company. There are no outside investors, just family and friends."

The company has gone to great lengths to find U.S. makers for its various apparel. Ties and bow ties are made in New York City; button-down shirts, polos, swim trunks and shorts are made in Philadelphia; and T-shirts are made in Los Angeles. Most of the cotton used in the products is grown in the U.S. The biggest sellers are ties and bow ties, followed by the button-downs and T-shirts.

After establishing a base of retailers across the South and up the Eastern seaboard, Collared Greens is now ready to go national with a goal of having at least one retailer in every state by the middle of this year. This year is shaping up to be big for the company.

"We have gotten ourselves teed up for a year that will hopefully see growth in the brand," Antrim said. "We have great lines for Spring and Fall. There's no excuses for us to not hit home runs this year."

Added Jon Jones, Collared Green's chief operating officer, "Last year was a catch-up year for us. We've been taking measured approaches. We have a great Southeast sales rep, and our Florida rep has been doing well for us. We provide quality goods and

even better customer service, making sure people get their goods promptly. If you get your shirt and you hate it, send it back. We'd rather you get something you like."

With the move westward comes introduction of more products.

"This spring we are selling jersey polos for the first time, and they are turning out great," Jones said. "We've expanded our button-down line too. We're always looking for more options for our customers."

Personnel-wise, the company is small, with just nine employees. The Richmond store serves as a show-

case for Collared Greens' products. There are no current plans to grow beyond the single store.

There is considerable anecdotal evidence that the "Made in the USA" aspect of Collared Greens is a major driver of its business, according to Antrim. "People are becoming more conscious about how things



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California Label Offering Woven RFID Labels from TexTrace

A Swiss company has developed a woven RFID (radio frequency identification) tag that can stand up to production processes such as stone washing, bleaching and enzyme finishing.

The passive UHF tags were developed by **TexTrace AG** and are available on the West Coast from **California Label Products**.

TexTrace labels retain their look, feel and performance even after industrial washing and drying, pumice stone and enzyme washing, and color-removal processes such as bleaching and ozone finishing.

The labels also stand up to after-sale pro-

cesses such as home washing and dry cleaning.

Typically, RFID tags are stickers or hang-tags that can be removed. Because TexTrace labels are sewn onto the garment, the company is highlighting additional benefits to brands such as ensuring their products are not sold by unauthorized resellers.

TexTrace also envisions consumer benefits, such as providing a transparent product history. The TexTrace tag can also store product information such as raw-material content, which is helpful if the garment is resold or recycled.

TexTrace also sees a benefit for garment rental businesses that want to streamline the rental process. "RFID is growing," said Gary Garfield, president of Los Angeles-based California Label Products.

Manufacturers and retailers can use RFID tags to track goods through the production process and ensure brand authenticity, Garfield explained. The sewn-on tags are better for in-store security "than those big clunky things" or a "hangtag that can be yanked off," he said. Plus, the tags can help retailers know what styles and sizes to reorder.

RFID tags can also store care information, which remain with the garment even if the care label is removed.

"It's not for everybody," Garfield said. "Obviously, the price of a woven RFID brand label cannot be compared to the price of a conventional woven label, which costs a nickel. But brand labels with built-in RFID are an all-in-one solution for product branding, brand and theft protection, customer experience, and omni-channel retailing. They offer tremendous added value, and TexTrace's leading proprietary technology is protected by more than 10 patents and trademarks."

Located in Frick, Switzerland, TexTrace is an affiliate of narrow-fabric technology provider **Jakob Müller AG**. For more information, visit www.californialabel.com.



A woven RFID label from TexTrace

cesses such as home washing and dry cleaning.

RFID tags have been used throughout the supply chain for inventory tracking. Manufacturers and retailers can track a product as it clears customs and is shipped to the store. RFID tags can give retailers insight into inventory levels down to color and size to help store associates provide better customer service and prevent theft.

This inventory insight can help a retailer provide a seamless omni-channel experience for customers as well by providing an accurate look at inventory levels in stores, in stockrooms and in the distribution center.

SUPPLY CHAIN

Collared Greens *Continued from previous page*



and error in finding suppliers of top-quality goods, according to Antrim. Relationships must be built.

"Being a small company and working with small batches, there's a give-and-take process of learning about each other in the beginning," Antrim said. "We go to trade shows and talk to people. It's a fluid thing."

Collared Greens is structured as a team-oriented company, and its design effort clearly illustrates this. "We talk about it and get in a room and yell at each other and the design comes out over time," Antrim said. None of us have textile backgrounds or tex-

tile education. Our suppliers help us with the guts of it, and we try to do the makeup. We look at all color schemes and use data on what sells better and what goes with other colors."

Maintaining the U.S.-anchored supply chain looms as the company's biggest challenge. The required pace of restocking merchandise is accelerating as demand grows.

"We have to deliver as promised and make sure it all clicks," Antrim says. "There are still a great number of Americans who don't know who we are yet. We're always trying to expand on a grassroots level." ●



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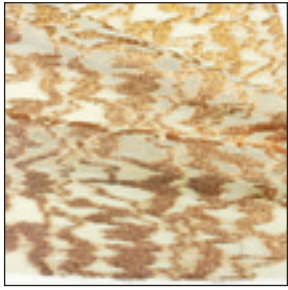
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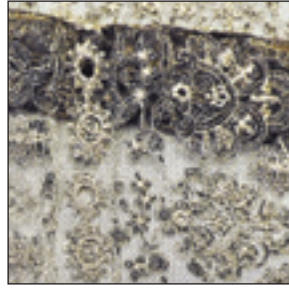
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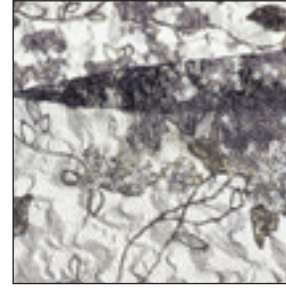
FCN Textiles #75251 "Exotic"



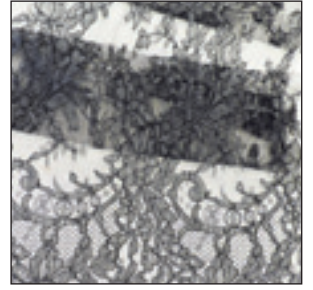
D&N Textiles Inc. #5739



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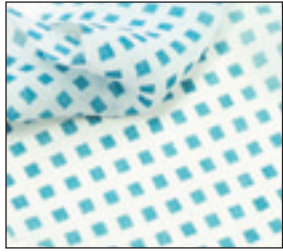
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Ditsy

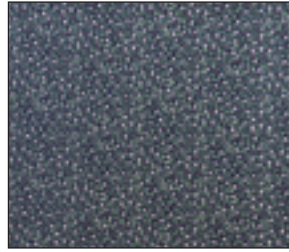
When it comes to patterns, textile designers are thinking small—the smaller the better—with tiny dots, mini conversationals and classic ditsy florals.



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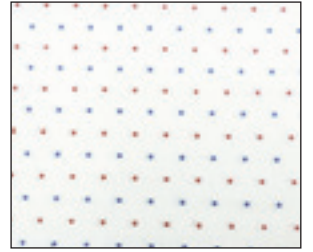
Cinergy Textiles Inc. #0313-0982-5400



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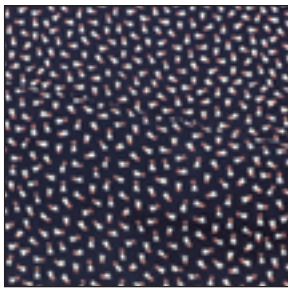
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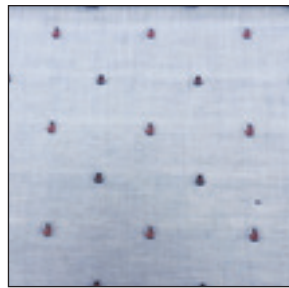
Texollini #PH-03



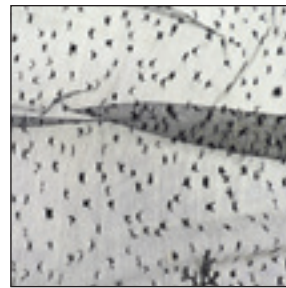
Jay Ann Fabrics Inc. #R183/2



Eclat Textile Co. Ltd. #RT150+064



Robert Kaufman Fabrics #SRK-16061-76



Solstiss #404143.65D



Robert Kaufman Fabrics #SRK-15577-67 "Swiss Dot Chambray"

In the Pink

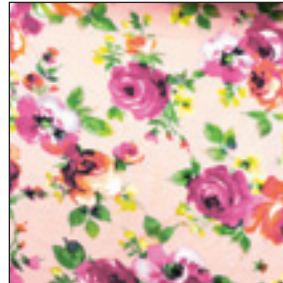
From dusty rose, blush and mauve to shocking shades of bubblegum, raspberry and wine, pink is turning up on novelty knits, abstract and floral prints as well as sophisticated wallpaper patterns and laces.



Solstiss #813537.VLN



NK Textile Inc. "Hot Tropics"



Cinergy Textiles Inc. #RSJ-MX6323MF Printed Rayon Jersey



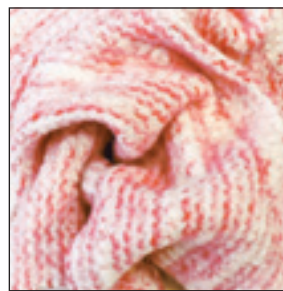
NK Textile Inc. Activewear Burnout



Asher Fabric Concepts/Shalom B LLC #MCX24 Mesh Spandex Cotton



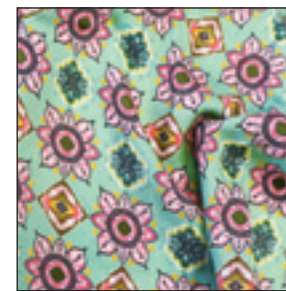
Asher Fabric Concepts/Shalom B LLC #CMX22 Mesh Cotton



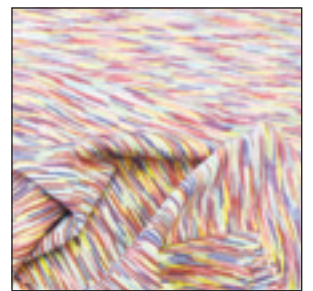
Asher Fabric Concepts/Shalom B LLC #CMF15RDB Brushed Red Diagonal French Terry



Home Secrets #M1071 "Saffron"



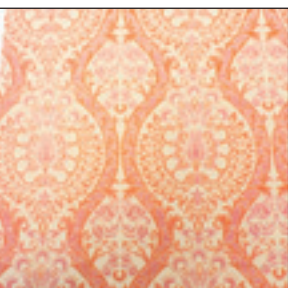
Confetti Fabrics #10752 "Brittani"



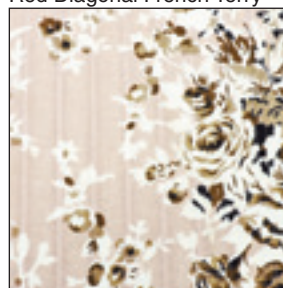
Jiedian Textile Co. Ltd. (with Creora) #JD8122-1



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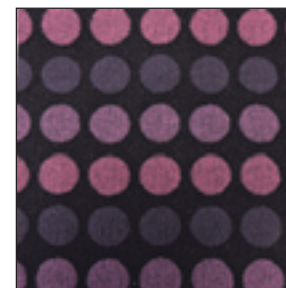
FCN Textiles #75220 'Exotic'



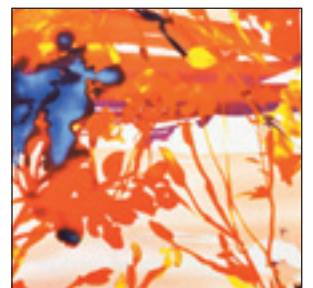
Cinergy Textiles Inc. #GZLRX-16902 Printed Gauze



Robert Kaufman Fabrics SB-6100D42-5



Twelve "Torhout"



Triple Textile Inc. #L-575-R

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Sustainability, Transparency and 'Clean' Denim Production at Kingpins Transformers LA Panel

By Alison A. Nieder *Executive Editor*

To kick off the opening of the new **Candiani Design Center** in Los Angeles, denim trade show **Kingpins** hosted an event for the city's denim industry that focused on the challenges—and benefits—of sustainable denim production.

Denim designers and executives turned out for the March 18 event at the downtown Los Angeles design studio owned by Italian denim mill **Candiani**. The new facility features a small laundry and development area equipped with industrial washing and drying machines, a **Jeanologia** laser finishing machine, a spraying booth and stations where jeans can be hand finished.

Alberto Candiani, the company's global manager and great-grandson of the founder of the Italian mill, said they chose to open the LA design center in a mixed-use neighborhood close to residential buildings and a hospital to demonstrate how to run a clean denim finishing facility.

"New technology always goes together with sustainability," he said, using automobile innovation as an example: People want cars to be increasingly innovative without sacrificing gains made in energy efficiency.

"People see denim as a polluting fabric with lots of water waste," Candiani continued. "We invest in technology to make something that looks better and performs better. We still believe LA is the capital of denim. We're trying to raise the bar as to what means

premium in LA. This structure is a new starting point. Everything we do has to be efficient, cost effective and clean."

Candiani was part of a panel discussion that included Andrew Olah, founder of the Kingpins trade show; Mark Werts, owner of the **American Rag** stores; Mattia Donadi, vice president of production for New York-based, Italian-made denim

brand **R13**; Paul Cowell, global head of brand marketing for **Archroma**; and Sheila Foreman, consultant and former owner of **Garment Industrial Laundry**.

Cowell's company, Archroma, is a Switzerland-based global color and specialty chemicals company. Among the

agricultural waste such as almond shells, rosemary leaves and olive leaves.

Rather than sustainable denim, Cowell said he prefers the term "rational denim—because it makes sense." He called on brands to take the initiative by including sustainability metrics on their purchase orders. "The true cost and impact of textile manufacturing is measurable," he said.

Advance Denim can reduce the amount of water used to make a pair of jeans from 14 liters per pair to 1 liter, Cowell said. "If only 10 percent of the world's denim switched to Advance Denim, there wouldn't be a water shortage."

For R13's Donadi, sustainability means "[partnering] with great textile mills and [manufacturing] in Italy. Logistically, we have less of a carbon footprint than if we ship to LA. Why should I ship halfway around the world when I know there's an industry that needs to be fed?"

Donadi said the company is investigating producing in Los Angeles, but it would have to use domestic fabric.

The impetus for development should be the look rather than the cost, Donadi said.

"I develop something because it's beautiful," he said. "Sourcing is not that complicated. We're making it way more complicated than it should be because we're chasing money."

But the reality is that apparel is a cost-driven business. When the denim business took off in the 1990s, Forman had facilities in Los Angeles and El Paso, Texas.

"We had six laundries all full," she said.

Before closing the last factory in December, Forman said, she spent five years trying to work with the city of Los Angeles on a water-reclamation program.

"It's about saving the jobs and making it right," she said.

➔ **Kingpins** page 12



Alberto Candiani



Sheila Foreman and Mark Werts

company's products for denim are **Advanced Denim**, an indigo solution; colorfast **Stay Black** and **Stay Navy** dyes; **SmartRepel Hydro** water repellent (Cowell described it as "monsoon-type repellency"); **Optisul C** dyes for printed and coated fabrics; **Diresul Pacific Blue RDT** ocean-themed sulfur blue and green dyes; and **EarthColors** dyes made from



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By: AIMS360 *Software for the Fashion Industry*

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NRF Supply-Chain Expert Appointed to Government Advisory Committee

Jonathan Gold of the **National Retail Federation** has been appointed to a U.S. Department of Commerce committee to advise on supply-chain issues that affect the international competitiveness of the nation's businesses.

Gold, who is the NRF's vice president for supply chain and customs policy, will be one of 45 senior-level, private-sector experts on the department's Advisory Committee on Supply Chain Competitiveness, established in 2011.

"This committee plays an important role in not only identifying ongoing challenges but also developing solutions to ensure the competitiveness of American companies," Gold said. "As the nation's largest private-sector employer, it is critical that the retail industry's supply chain works as efficiently as possible in order to provide consumers with a wide range of product choices on a daily basis."

In his job at the NRF, Gold represents the

retail industry before Congress and the administration on supply chain, international trade and customs-related issues that affect the retail industry.

Gold has helped the NRF push for the passage of Trade Promotion Authority that speeds congressional approval of trade pacts and the approval of the Trans-Pacific Partnership—a free-trade pact between the United States and 11 other countries. He

also helped convince the White House to intervene in last year's West Coast ports slowdown.

Prior to joining the NRF in Washington, D.C., Gold was a policy analyst with U.S. Customs and Border Protection. The NRF is a retail trade association that represents discount and department stores, home goods, specialty stores, grocers, chain restaurants and Internet retailers.—*Deborah Belgram*

Kingpins *Continued from page 11*

"[But] when it got to the customers, they only cared about price," she said. "It's like, 'Can I have \$9 worth of beautiful?'"

American Rag carries more than 100 denim brands, but according to Werts, American Rag customers have little interest in how their jeans are made.

"Does anybody come in asking where the denim was washed?" he said. "Never. Does anyone ask whether it's laser washed or water washed? Never."

But this could change, the panelists agreed. Candiani acknowledged that there is a growing interest among consumers in how things are made. At Candiani's LA Design Center, there are artisans working with technology, he said.

Both Forman and Donadi agreed that education is key.

"I think education changes culture—it's fundamental," Donadi said.

Forman takes students from the **Fashion Institute of Design & Merchandising** on laundry tours. "I've had people come through and ask what the sandpaper is for," she said.

But Olah said it may require "education at a higher level" to encourage a wide-scale

adoption of sustainable practices.

"You need to educate the people making the decisions," he said. "Transparency is complicated. To be transparent you have to give access to all the inputs. You have to get into the fiber, the weaving, the finishing, compliance, the laundry, rivets. You [need to] know what chemicals they use or how they treat their workers. You have to commit to your suppliers. It means you're proud and open about the supply chain—even if it helps your competitors."

Olah highlighted transparency success stories, such as **Patagonia's** "The Footprint Chronicles" and Swiss casualwear company **Switcher**, which allows customers to track the supply chain for each item through a website (www.respect-code.org).

Most consumers won't look at this information, Olah acknowledged, but "they know they can and they know that the company spends time gathering that information."

Olah also acknowledged the role of social media, which allows consumers to connect and share sustainability information around the world.

"Social media has the opportunity to change our industry," he said. "Consumers can change everything." ●



The panel discussion at the Candiani LA Design Center included Andrew Olah, Paul Cowell, Mattia Donadi, Sheila Foreman and Mark Werts (pictured left to right), as well as Alberto Candiani

QUARTERLY ECONOMIC REVIEW

Finance *Continued from page 1*

cast. "But people still want to be out, be seen and touch things. Malls are out to sell an experience, which is why you are seeing more restaurants and other things at malls."

The fast pace of commercial redevelopment is front and center in Los Angeles, where major malls such as the **Westfield Century City**, the **Beverly Center** and the **Westside Pavilion** have announced billion-dollar plans to retool their shopping centers and open them up to create more of a Main Street experience.

Westfield Inc.'s \$800 million makeover of its Century City mall includes the first West Coast branch of **Eataly**, an Italian food emporium co-owned by celebrity chef Mario Batali; a new **Nordstrom**; an upgraded **Bloomingdale's**; a new **Macy's** building; and more open-plaza areas. About one-quarter of the high-end shopping center will be devoted to eateries.

Using the same retail model, the **Beverly Center** in March announced it was undertaking a \$500 million remodel of its decades-old mall that will add more restaurants and open up the structure with skylights.

Retail sales have been tough this year—particularly for department stores, which saw flat sales in February compared to the previous year.

Macy's same-store sales fell by 3 percent in 2015. **Kohl's** reported same-store sales growth of only 0.7 percent for the same year.

"People still remain somewhat cautious," said Jack Kleinhenz, the chief economist for the **National Retail Federation**. "While it was a while ago since the Great Recession took place, people have adjusted their purchasing habits."

Shoppers today are buying more building materials and furniture to spiff up their

houses or get them ready to sell than purchasing clothing. "Building materials and garden supplies were way up in February because of good weather and people investing in their homes," Kleinhenz said.

Sporting goods sales were also doing well, up 6.5 percent in February over the previous year. "More people are wearing leisure apparel and buying more of that at a sporting-goods store than a department store. Leisure apparel has been very strong in the last year and a half," Kleinhenz noted.

With so much inventory floating around, department stores and retail chains seem to be holding a sale every two weeks or introducing special 20 percent off discount coupons to lure buyers in. "Fifty-five percent of the people I interview said they are delaying their purchases compared to 28 percent last year," said Britt Beemer, a retail analyst and founder of **America's Research Group**, which polls 1,200 consumers a week to take the pulse of their retail-spending attitude. "Consumers are going out and gobbling up all those bargains and then hibernating."

Consumer confidence in the country is all over the map—varying by region. States such as Texas, Louisiana and Oklahoma as well as California's Central Valley, which are reliant on the oil industry, are seeing consumers pull in their credit cards.

The Midwest is looking very solid as strong crop prices have helped boost take-home pay.

In California, shoppers still were sitting on the fence. A recent survey by the **A. Gary Anderson Center for Economic Research** at **Chapman University** in Orange, Calif., showed that during the first quarter of this year, consumers were losing some of their optimism. Despite a relatively strong job market, things such as stock-market corrections, low housing affordability and higher rents nega-

tively affected consumers' attitudes.

Beemer noted that consumers were tired of treading water. "They are not better off, and they are getting tired of it," he said.

Slow sales

Figures recently released by the U.S. Department of Commerce show March retail sales were up 0.1 percent from February if you took out sales of cars, building materials and gasoline. While that isn't spectacular, it is movement forward.

"The economy keeps plugging away. It is not at a great growth rate, but we will take it," said Robert Kleinhenz, executive director of research at **Beacon Economics** in Los Angeles. (He is the brother of Jack Kleinhenz.)

Job growth continues at a faster pace in California than in the rest of the country. The state's employment roles in February increased 2.8 percent over the previous year while the rest of the nation's job market was up 2 percent during the same period. Employers are expected to add to their payrolls for the rest of this year.

With rising jobs come rising real estate prices in Southern California. Overall average asking lease rates for retail in the Greater Los Angeles market grew by 6 cents during the first quarter of 2016, ending at \$2.37 per square foot, according to **CBRE Research**. That is up 21 cents from the same period last year, with rates expected to continue growing through 2017.

Retail vacancies in the Greater Los Angeles area were at 5.3 percent in the first quarter

of this year—almost the same as last year.

In February, housing prices in Los Angeles County were up 6.1 percent over the previous year, with the median price reaching \$445,000, below the \$550,000 peak seen in late 2006 and early 2007.

In Orange County, the median house price in February soared to \$712,000, nudging up against the all-time high of \$720,000, Robert Kleinhenz said.

Apparel and Textile Employment

	Feb. 2016	Feb. 2015
LOS ANGELES COUNTY		
Apparel manufacturing	40,000	42,400
Textile mills	6,000	6,300
Wholesale trade	26,900	26,700
CALIFORNIA		
Apparel manufacturing	49,300	52,600
Textile mills	8,000	8,300
Wholesale trade	41,400	39,500

Source: California Employment Development Department

New housing permits in California are on the upswing. In 2015, there were about 97,000 new housing permits issued in the state for single- and multi-family residences. This year, it is expected to reach 110,000. The long-run average is for 125,000 permits a year.

"The wild card is demographics," Robert Kleinhenz said. "The older half of the millennials [born between the early 1980s to the early 2000s] should be—at this point—forming households—be they renters or homeowners," he said. "That decision has been delayed by virtue of the recession and the long shadow it has cast. Somewhere along the line, the millennials will start showing up in the housing market." ●

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Established LA Contemporary Mfr. is seeking an experienced, enthusiastic customer service specialist. Duties include: customer care, data entry, invoicing, assign pick tickets, coordinate with shipping dept, confirm credit, and coordinate with Factor. Min 5 years exp. Email to: jobs@clothingcorporation.com

DOMESTIC PRODUCTION MANAGER

Womens brand has a pos avail for a Domestic Production Manager. Must be an expert in garment construction and have a min of 6yrs exp. in LA prod. with existing contractors. Duties include, costing, planning, pre-production, placing and tracking cuts and send outs. Email: apply@lagarmentindustry.com

1ST PRODUCTION PATTERNMAKER

Contemporary Clothing Mfg. Company is seeking a Patternmaker with experience in PAD System, specializing in garment dye, spec'ing & testing knits & woven. Please fax resume to Martha at (323)582-5002.

Jobs Available

SANCTUARY CLOTHING - BURBANK SEEKING FOR PRODUCTION COORDINATOR

Compensation: Salary - Full Time

Principle Accountabilities:

- Issue & update Purchase Order/s on timely manner.
 - Follow up with vendors on all order details, trim, fabric, sample submission, approval on daily base
 - Organize & keep track of Fit sample, Pre-production & TOP samples submission & approval
 - Monitor T&A calendars and manage WIP reports and alert Production Manager of top priority items requiring immediate attention.
 - Check/measure all TOP sample & random check/measure upon receive bulk
- Knowledge, Exp. & Characteristics for Success:
1. Min. of 3 yrs of garment production exp., excellent written & spoken in English, fluent in Chinese preferred.
 2. Strong organization skills to manage many details.
 3. Knowledge of Microsoft Office a must
- Qualified candidate pls. submit resume & salary history to: recruitment@sanctuaryclothing.com

PRODUCTION ASSISTANT/PHOTOSHOP EXPERIENCE NEEDED

Seeking a self-motivated, organized individual with a min. of 2 yrs. exp. in import production. Must be able to multi-task, be computer literate for data entry & have good communication skills. Duties include: •Receiving & sending samples •Prepare samples for showing: tagging (sizing, units, colors info) •Creating photo mails •Organizing Final Packing slips •Writing Purchase orders •Sending finalized packing list to sales team Please send resumes to: mark@mbkapparel.net - cell #213 216-3068

PRODUCTION ASSISTANT

Proficient in Illustrator & Excel required. Responsibilities include creating tech packs, trim, wash approvals, & misc. tasks. You will be working closely with the design & production team. Must have a strong sense of urgency in a deadline driven environment, very detail oriented, ability to multi-task, good follow up skills & must be highly self motivated. 2- yrs prod'n exp. req'd. Send your resumes to hrymi@ymijean.com

CO-DESIGNER /SALES

for Established women's company
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Jobs Available

ASSISTANT DESIGNER

Los Angeles based denim driven label, looking for assistant designer. Qualifications as below.

*RESPONSIBILITIES

- Support creating tech-packs for new seasonal development for denim, woven, knits and sweaters
- Excellent high fashion sense and knowledge of the designer market
- Be an excellent illustrator, with excellent skills in Photoshop to create artworks for embroidery and print development
- Be able to thrive in a fast pace creative environment and multi task.
- Set up spec sheets and communicate fit and construction details to factory.
- Organizing samples for each fit session.
- Must have a degree in fashion design
- 1-3 years experience in fashion industry

To apply, email resume and online portfolio to steph@apparelcreationsinc.com; henry@apparelcreationsinc.com

SENIOR PATTERNMAKER/WAL-MART BRAND

Major San Fernando Valley apparel manufacturer has an immediate need for a Senior Patternmaker / Wal-mart Brand.

Job Responsibilities

- Creating first through production patterns
- Participating in fittings and making corrections
- Measuring garments to specifications
- Completing detailed pattern cards
- Working directly with Designer
- Communicating fit results
- Maintaining a reference book
- Making sure that patterns follow standard garment specs
- Measuring and submitting all sew-by samples to factories

•Entering information into Retail Link for WM styles

Job Requirements

- Min. 10 yrs. exp. with woven styles
- Computer patternmaking experience
- Ability to adjust patterns from fittings
- Thorough knowledge of garment construction
- Excellent communication skills
- Computer skills including MS Office and Excel
- Knowledge of Optitex a plus
- Wal-mart experience
- Retail link experience

We offer competitive salary and benefits, opportunity to grow, and a friendly and creative professional environment.

Send your res. to: apparelfashions@gmail.com

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