

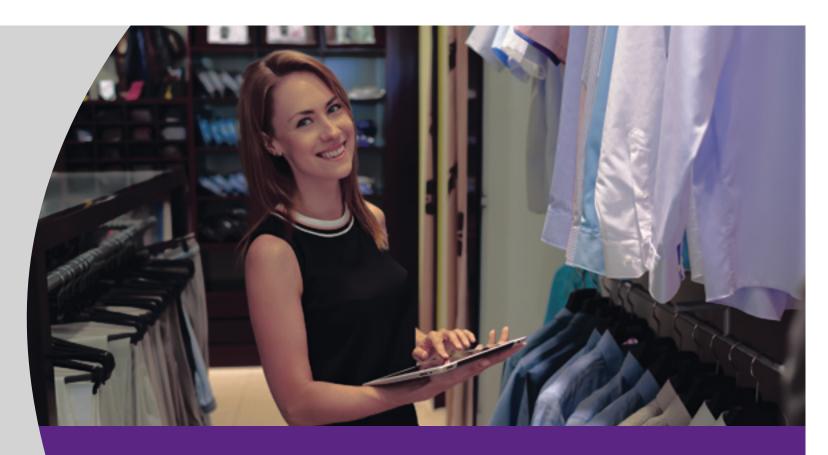


# SWIMSHOW

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## Trade Show Dilemma: What Makes a Trade Show a 'First Stop' for Attendees?

With a packed trade-show calendar—as well as new trade shows launching—event organizers are faced with the task of driving traffic to their shows. It's even more challenging in markets such as Las Vegas, where multiple events run concurrently at locations scattered around town

California Apparel News recently caught up with several trade-show organizers to ask what they do to bring in attendees. From offering incentives to spend more time on the show floor to carving out a specific niche in their market, we asked how these organizers make sure their show is one of the first stops on attendees' rounds.

### **Leslie Gallin**

President Footwear UBM Advanstar (including FN PLATFORM, MAGIC, WSA, Sole Commerce and PROJECTsole NYC) www.magiconline.com

MAGIC is committed to offering an enriching, one-of-a-kind experience that is meaningful to both retailers and exhibitors. As the most established leader in the fashion trade-show space, we know this is vital, and we pay very close attention by listening to what both sides of the aisle have to say. This ensures our programs add value and exceed the needs of both retailers and exhibitors.

nation our attendees really enjoy because of the exciting happenings outside of the show as well. From great restaurants to amazing shows, our attendees really enjoy what Las Vegas has to offer.

### **Eva Walsh**

Executive Vice President of Leasing and Marketing Dallas Market Center

www.dallasmarketcenter.com

Over the past 18 months, more than 500,000 people have moved to Texas and the surrounding states. That's a serious

months and highlighting the lines at DMC that have these sought-after pieces.

Dallas Market Center has also engaged a full-time video team that produces original content highlighting exhibitors and is pushed out ahead of market as well as during the show. Lastly, there are retail ambassadors at Dallas Market Center who reach out to retailers every day on behalf of exhibitors. They have extended the market center's reach into the entire Midwest, including retailers from the Rockies to the Mississippi. This extra traffic, new promotions and a deeper customer connection are crucial reasons why showrooms have been moving back to the market center from alternative venues downtown.

### **Caron Stover**

Vice President of Apparel Trade Show Sales Atlanta Apparel

www.americasmart.com

The Atlanta Apparel experience is what

keeps buyers coming back and encourages new buyers to explore our expertly curated collection.

Every aspect of the buyer experience at

apparel, creating a curated assemblage of the industry's top lines.

### **Steven "Fish" Fisher** Senior Buyer Relations Manager

Emerald Expositions/Surf Expo www.surfexpo.com

At Surf Expo we pride ourselves on our direct relationship with our attendees and constantly check the pulse of the buyers to gauge our direction. We have a formal group of select top retailers (our Retail Advisory Panel) that we interact with often, and they keep us ahead of the curve. They represent every category on our show floor, and the discussions cover everything from show hours to events as well as new categories and gotta-have products that all our attendees can benefit from.

Our surveys tell us the majority of Surf Expo attendees are looking for fresh product and brands. Our sales team works diligently to bring more than 250 new brands to each show. This—along with recognizing trends in grouping categories on the floor—has proven successful. The buyers have come to expect the latest and greatest from Surf



eslie Gallin



Eva Walsh



Caron Stover



en Fisher



Henri Myers



Suzanne De Groot



Deirdre Maloney



David De

One of the areas we see as a must is education. Be it business pointers or merchandising "how-tos." If we can provide the knowledge necessary to empower our customers, we create a stronger marketplace. A marketplace that is vibrant and relevant. Networking and relationship building is also on the top of our priority list. People want to do business with whom they like and trust. These attributes only happen when people interact in person. So MAGIC offers an incredible array of resources to help buyers and brands connect with each other and the industry.

Making sure the show is extremely accessible for the retailer is crucial—along with making it easy to navigate and well curated. By creating neighborhoods within each show, MAGIC makes it easier for retailers to find what they need. We make sure that each show floor is mapped out and divided into classifications, price points and categories, enabling buyers to navigate from a retail perspective. To simplify further, our retail team helps retailers set up a schedule, gives tours and "match makes" as needed. We want the MAGIC experience to be easy and seamless.

MAGIC also offers a wide range of resources to help businesses survive and thrive. We offer the largest free seminar series in all of fashion trade shows, 50-plus free seminars with experts from all over the world. And with Shop The Floor, our free digital showroom, we enable exhibitors to set up their own interactive website, whereby the retailers are able to view product before, during and after the actual show. Utilizing Shop The Floor for both sides of the aisles assists in ensuring notifications for open stock and viewing trends in real time.

Las Vegas also serves as a great backdrop for MAGIC. The show has been held in Las Vegas for over 25 years now, and it's a destinumber of new potential customers for manufacturers to reach via retailers in the region. To help, Dallas Market Center has been elevating the trade-show experience by connecting manufacturers to busy retailers in more-sophisticated ways. That starts with improved sales opportunities, including promoting fashion at the nine Dallas shows per year, including four Total Home & Gift Markets in addition to the Apparel & Accessories shows. Because of the gift stores' growing appetite for more fashion resources, cross-buying is bigger than ever and the extra shows mean about 75,000 additional buyers to Dallas each year for apparel and accessories companies to reach.

Dallas Market Center has made a big effort to attract more contemporary lines and is launching special initiatives and events during market to further draw buyers to the expanded contemporary neighborhood on the 15th floor of the World Trade Center. This personalized approach offers unmatched opportunities to connect with loyal buyers including highly edited fashion shows featuring the latest products from coveted exhibiting brands.

Another way DMC highlights outstanding exhibitor product is via social media. Everyone has their Instagram and Facebook accounts, but Dallas Market Center's accounts are the fastest growing among the shows. What's the key? Improved content and a stylized point of view featuring a curated selection of product images that get brands in front of our loyal social-media followers, including nearly 16,000 Instagram followers. DMC's recent partnership with trend intelligence service Fashion Snoops further promotes exhibiting lines with custom reports that are shared premarket and brought to life on-site. These reports are key for guiding retailers toward styles their consumers will be seeking in the coming

Atlanta Apparel is carefully considered to create a buying opportunity that is advantageous to retailers and helps them grow their businesses. From our in-house Retail Services team, which builds relationships with new and existing stores by making personal visits, to an intuitive communications program that shares information tailored to buyers' needs, Atlanta Apparel takes the time to really get to know buyers. This understanding of the buyers allows the team to provide the most effective assistance, whether it is providing travel assistance and incentives or making recommendations on lines and collections. It's a level of service that cannot be found elsewhere in the industry.

Inspirational programming and events keep buyers coming back for more. Atlanta Apparel's celebrated-speaker series brings a litany of tastemakers and thought leaders to buyers in free, open-to-the-market seminars and meet and greets. Atlanta Apparel's Style Runway is a fashion-show experience unmatched in the industry with theatrical and inspirational trend-driven fashion presentations. Additionally, the lively Daily Strut series allows buyers to discover new product multiple times per day with specialized shows featuring collections or designers.

Buyers also enjoy Atlanta Apparel's curated and easy-to-shop collections. Unlike other trade shows, Atlanta Apparel buyers can explore collections in both the temporary trade show and in permanent showrooms, conveniently located together in one building. The four-day run of the market allows buyers to take their time exploring the collections and really getting to know their manufacturers. It creates a sense of community that permeates the market.

Ultimately, it is the lines that keep buyers coming to the markets. Atlanta Apparel's dedicated fashion team crosses the globe in search of what's new and next in women's

Evno

For attendees, we keep our businessbuilding seminars, fashion shows and demos on the show floor. Attendees are always asking for more time to work the show but recognize the need to break away for an educational session; keeping them close by helps them manage their schedule. Same goes for coffee carts and food. We work closely with show services to curate the menus and are going to employ roaming carts in September to bring coffee to where the attendees are or to help create interest in a slower corner of the floor.

Surf Expo also partners with like-minded associations and organizations to bring important functions and summit meetings to the show and, therefore, directly to the attendees—convenient for the attendees' limited time and adding value to the show. An example here is the upcoming Surf Park Summit 2 in September, where the hope is to accelerate the future of surfing outside the ocean. It will be attended by developers, investors, suppliers and experts as well as current park operators. This really increases the ROI of attending Surf Expo.

### Henri Myers Cofounder/Creative Director COEUR Tradeshow

www.coeurshow.com

Each season at COEUR we deliver a heavily curated showcase of all the things that we love and that buyers want to see under one roof. We select no more than 100 lines to participate to ensure that it is fresh and easy to navigate. Our core aesthetic is one that highlights a strong mix of known and up-and-coming brands that are specifically chosen for the buyers who walk the show. Buyers take their time covering our

**⇒ Feature** page 6



# 2016 MARKETS & TRADESHOWS

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### **FEATURE**

















Aaron Levant

Ed Mandelbaum

Judy Stein

Stephen Krogulski

Hillary France

Roland Timne

Andrew Olah

Ashleigh Kaspszak

### Feature Continued from page 4

show, and over the past five years they have grown to love the fact that we do a lot of the work for them—making it easier to revisit familiar lines but also discover new brands that should be on their radar. At COEUR we also ensure that there is a warm and welcoming atmosphere, which encourages great interactions between vendors and buyers. We also create a flow for the show that lends itself to easily check in and view the vendors and their brands. Time after time COEUR delivers the perfect lifestyle showcase to ensure that everyone who participates has a great show.

### **Ed Mandelbaum**

President
Designers and Agents
www.designersandagents.com

Designers and Agents welcomes any initiative that brings new products to the Los Angeles market.

D&A has been in Los Angeles for 17 years. Its continued strength is that its fo-

cus remains consistent—bringing a highly curated and select group of ready-to-wear, accessories and lifestyle brands to the LA marketplace. D&A has always been a first stop for retailers.

### **Judy Stein**

Executive Director Swimwear Association of Florida/ Miami SwimShow

As we head into our 34th year, Swim-Show is the longest running and most prestigious trade show dedicated to the international swimwear community.

Whether you are new to the industry or an established brand, SwimShow has earned its reputation as the must-attend event of the buying season. Our initial slogan, "Swimwear Begins in Miami Beach," still holds true since we host the most important global swimwear trade show and provide the setting for the largest gathering of retailers, manufacturers and other industry representatives to meet annually under one roof.

We also understand that our success

has created a competitive environment and younger, niche trade shows have sprouted up trying to break into our market share. We view this as a wonderful opportunity to stretch our boundaries, to challenge ourselves by adding or reinventing small elements that can make our show better. Each year we incorporate new brands, attendees and events, and we will work to maintain and grow our status as the best and most important swimwear trade show in the world.

This year during the trade show, Swim-Show will host its first Collection area, strategically placed in the middle of the show floor. The Collection is a curated fashion environment created for discovering the best emerging and established swimwear designer brands in the industry. Retailers are invited to experience this beautifully encased luxury oasis while enjoying champagne butler service, a VIP lounge area, free access to Wi-Fi (also available throughout the trade show). Other special events surrounding the SwimShow will include a fit seminar, Swim Lounge Happy Hour, informal modeling, an evening cocktail reception, a daily breakfast bar and high tea service every afternoon, allowing for networking. We are also incorporating amenities such as a dry and braid bar, nail salon for quick touch-ups, henna bar, up-to-the-minute social-media engagement, and so much more for our buyers and media guests.

Not only are we an organization that understands the importance of doing business, but we are also a close-knit community of like-minded individuals, and the goal of our show is to marry a sense of fun and success—a recipe that's worked perfectly for over three decades and will continue into the future.

### Stephen Krogulski

Chief Executive Officer OFFPRICE www.offpriceshow.com

OFFPRICE maintains its status as a vital stop in Las Vegas Fashion Week by opening up two days prior to other shows. This gives retailers with an immediate need to fill something the ability to find it right away at our show. In other words, we set ourselves apart with perfect timing.

We also have a loyalty program offering

Feature page 8



### FASHION TAKES CENTRESTAGE IN HONG KONG

ASIA'S FASHION SPOTLIGHT

Hong Kong is always changing, always embracing the new; and the city's latest injection of excitement comes from a thrilling new fashion event called

### **CENTRESTAGE**

Running for four days – **7-10 Sep 2016** – at the **Hong Kong Convention and Exhibition Centre**, CENTRESTAGE puts the trendsetters of the international fashion scene in the spotlight. By creating a platform for designers and brands which push the boundaries of fashion, organiser Hong Kong Trade Development Council (HKTDC) is giving the fashion world an insight into the future.

CENTRESTAGE will be a showcase for Hong Kong and Asian talent, drawn from an increasingly vibrant design community. With their international counterparts they will be presented in thematic zones which best represents the ethos of the label and the market it serves. 'GLAM', for example, will be the home of the top brands whose hallmark is quality; 'ALLURE' caters to sophisticated styles which appeal to the senses; 'METRO' promises to be trendy, sporty and cosmopolitan; 'FORWARD' will bring new labels and youthful designers to the fore.

There will be something new and different at CENTRESTAGE every day with brand and designer collection shows on the runway and mini-parades in the fairground. Renowned fashion forecasters will present seminars on the trends for coming seasons while experts will analyse the markets.

**CENTRESTAGE ELITES** will be a gala evening of international fashion glamour, while Hong Kong's own wonderful young designers will be highlighted by the **Hong Kong Young Designers' Contest** show.

In another innovative move, HKTDC invites the public to visit CENTRESTAGE on 10 Sep, and a month-long promotional campaign '**Hong Kong in Fashion**' takes the excitement into the city.







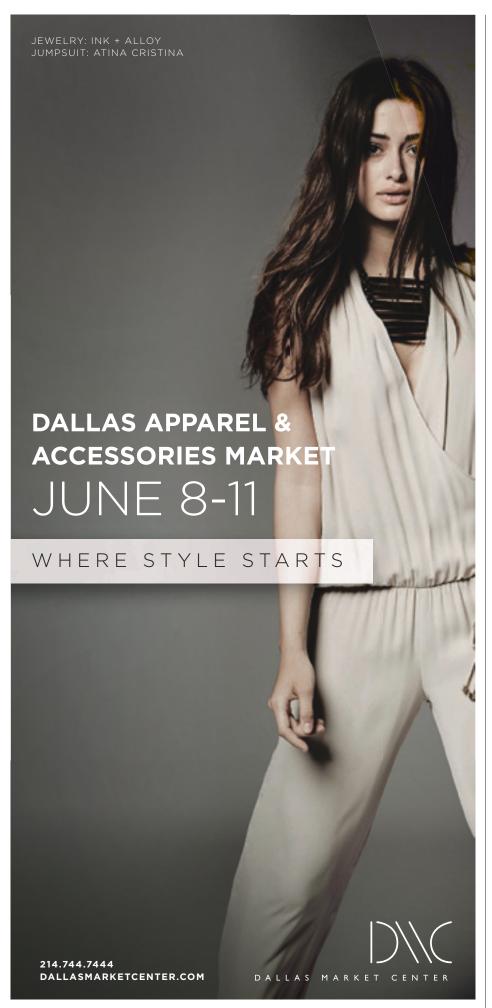


TO VISIT



**CENTRESTAGE.COM.HK** 

**CENTRESTAGE** • 7-10 Sep 2016 • Hong Kong Convention and Exhibition Centre Enquiries: new.york.office@hktdc.org / (1 212) 8388 688





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### Feature Continued from page 6

our attendees a great value on hotel rooms, a discounted lunch program, access to meeting rooms and even a VIB (Very Important Buyer) program for our founders.

At OFFPRICE we are all about the experience and always looking at new programs to leverage the importance of our brand. We have a buyer-relations team with a wealth of knowledge ready to engage with our customers. Most recently we've developed a smartphone app that helps buyers preplan their routes for show day to maximize their efficiency and make their shopping experience both profitable and enjoyable.

### **Hillary France**

CEO, Cofounder **Brand Assembly** www.brandassembly.com

As the Los Angeles market is evolving and becoming more important and relevant to both brands and buyers, Brand Assembly continues to stay focused on curating the best assortment of brands. We offer an important blend of established brands that are looking for a West Coast outlet as well as some of the coolest emerging designers. which we prominently highlight in the center of the show to make sure they are afforded as much visibility as possible. By having such a balanced selection of brands in such a flowing, sun-filled and shoppable space, we are not just a trade show in LA, we are a destination for buvers.

With our consistent presence at the Cooper Design Space, our brand assortment, the offering of amenities and the unique personal touch that makes Brand Assembly Brand Assembly, we make sure we are the first, last and middle stop on attendees' Los Angeles rounds by being a consistent focal point for the market.

### **Roland Timney**

Founder WWIN

www.wwinshow.com

We know that our retailers have a choice when it comes to trade shows, so we focus on delivering a very buyer-oriented event that helps them save time, money, find new fashion resources-and have some fun along the way.

On the product front, WWIN has a very well-defined, well-edited selection that offers great appeal to retailers seeking women's fashions. As the only show of its kind for all size women, WWIN features 800+ booths with more than 1,500 lines of traditional, contemporary, misses, plus and tall sizes as well as hundreds of accessories. From the biggest brands to innovative newcomers, we bring together a broad and deep selection to help stores easily find fresh new styles for their customers.

We back this selection with a full roster of time and money-saving buyer services. In addition to deeply discounted room rates at the Rio Hotel, the site of the WWIN show, we also provide complimentary breakfast, lunch and afternoon refreshments for buyers each day. We also extend our hours until 8 p.m. on opening day, serving wine and cheese, so buyers and exhibitors can continue working, networking and catching up with friends

### **Suzanne De Groot**

**Executive Director Fashion Market Northern California** www.fashionmarketnorcal.com

FMNC continues to be the largest openbooth show on the West Coast—as we have been for the last 30-plus years. We continue to have a variety of categories including classic, contemporary, designer, juniors,

accessories, footwear and gifts in all price points. We are particularly accessible to Central and Northern California buyers and also draw from all of California and the surrounding states.

We offer several incentives:

•Free room at the Marriott for first-time attendees and special rates for returning buyers, which includes parking and shuttle service to and from the venue.

•Daily continental breakfast and lunch coupons.

•Free parking on Monday and Tuesday mornings.

•On Monday night, we stay open late and offer free wine and beer for extended shopping (and a respite from the traffic).

•A comprehensive show directory is mailed to enable buyers to better plan their shopping experience with an opportunity to schedule appointments ahead of time to streamline and facilitate shopping.

As well as the above, we feel we give shoppers a relaxed, friendly environmentno hassle, easy registration and more than adequate parking, as well as a well-lighted. less hectic show floor and all in one building-no buses or shuttles to far-flung venues, no long walks from building to build-

We are always looking at new ways to support and inform our buyers—and in an effort to keep retailers viable in this everchanging retail climate, FMNC is implementing "Seminar Sundays." We will have seminars on subjects that will help our retail partners learn to navigate their future to the best of their ability. These will include profitability, inventory control, online presence and social media, to name a few.

We encourage our retailers to plan at least two days at market. This allows time to shop their regular vendors and then walk the show for newness. Our exhibitors strive to update their collections with the latest trendy "must-see" items and brands.

### **Deirdre Maloney**

Cofounder Capsule

capsuleshow.com

The No. 1, 2 and 3 ways to first get buyers to your show and then keep them there is by offering the most compelling brand assortment. We pride ourselves on presenting a top curation of the brands people know and love to see but also know the importance of introducing new, buzzy brands season after season. Of course, customer service, show experience and aesthetic are all important to complement the right mix of brands, but even if you have all of that, if you don't have the brands, no one is coming.

### **Gilles Lasbordes**

General Manager Première Vision www.premierevision.com

To remain competitive and attract visitors, Première Vision shows are very attentive to [a number of factors]:

Remain faithful to the show's values by presenting a very selective but diverse and wide offer based on the creativity, the quality and the financial reliability of the companies exhibiting. What is important here is to propose renewed collections every season where creation is at the center and that respond to international markets' needs.

•Provide visitors with exclusive information and live experiences.

 Offer fashion orientations specifically developed by Première Vison's fashion team along with fashion experts to give seasonal guidelines and inspiration, [which are included] in the Première Vision color cards.

·Offer renewed and adapted fashion forums that show the best of materials from

Feature page 10



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We serve coffee, food and drinks daily. Most important-

Agenda Long Beach is the first show in the season for

launching Fall and Spring products. Our Long Beach show

falls at the beginning of January and the end of June, which

gives our brands their first opportunity each season to get in

ly we focus on bringing reputable industry resources from

around the globe. All companies need business resources

and reliable factories. You'll find them at Factory Direct.

### Feature Continued from page 8

among our exhibitors' most creative collections each season.

•Organize other events such as seminars and conferences on current topics: fashion trends, economics, industry challenges.

We also carry out surveys and studies to inform our exhibitors and visitors to the sector's movements, interests and needs. The idea is never to stand still but to listen and to adapt to the industry's evolution.

That's how we are providing more transverse initiatives between our different shows. That's how we organize our exhibition floors or forums. That is why we also adapt our communication and information tools to improve both the

productivity of the visit to our shows, their readability and attendees' navigation at our shows.

To continue to be a world leader after 43 years of existence, you need to remain true to your identity, to gather the best offerings, but also to take risks by investing in new tools, to invent new shows and events adapted to the markets you're targeting.







Pierre-Nicholas Hurstel





Hisham Muhareb



Sam Ben-Avraham



may offer educational seminars, we are taking it to a whole

new level with our Emerge conference by offering a speaker

series with the most recognizable names in fashion, art, de-

The Kingpins Show has only the desire and plan to keep

improving our shows through our exhibitor roster, our semi-

sign and youth culture.

www.kingpinsshow.com

**Andrew Olah** 

Founder

**Kingpins** 

**Brittany Carr** 

tors to come. We believe that the quality of our shows are the incentive for guests to continually come and word-of-mouth keeps new visitors coming. We hope they never stop. We offer no incentives. We just try to be the best show we can be in our genre.

**David Dea** 

Founder **Factory Direct** www.ftydirect.net

At Factory Direct Trade Show we deliver curated industry business resources ranging from factories, technology, screen printers, wash houses, financial, logistics, back-office operations and more. The fashion show on the second day is to showcase up-and-coming designers and has proven to be a big draw for attendees. Our educational seminars are well attended, and we make it convenient for attendees to enjoy lunch while speaking to potential new resource partners.

front of their customers.

**Aaron Levant** 

www.agendashow.com

**Founder** 

Agenda

For our retailers, we offer an unparalleled level of personal customer service to them by visiting them year-round in their shops across the country. Every season we visit 250plus shops in 10-plus states to meet with our buyers and learn about their businesses. Our retailers consistently attend our shows because we offer a comprehensive, multichannel, curated brand selection with more than 700 brands on the show floor representing the entire spectrum of youth culture, and we offer the best experience to our retailers with a seamless registration process and VIP concierge services.

Lastly, both our brands and retailers are loyal to Agenda because we offer the most compelling content to them through our Agenda Emerge conference. While other shows

### **Ashleigh Kaspszak Assistant Building Manager**

**Director, Marketing & Public Relations** www.newmart.net

The New Mart Building's 110-plus showrooms are a central destination during the regional trade show, Los Angeles Fashion Market. The New Mart also hosts various outside trade shows throughout the year in our exhibition space. This gives us the unique position of being both a trade-show producer and a trade-show provider. We work at maintaining a balance in brand consistency while raising the bar with each event we do. It's fashion, and people expect to-and should be—"wowed" every time they walk in our doors.



### **FEATURE**

The New Mart acts as a trade-show producer for the five-time annually Los Angeles Fashion Market. What is most important in reaching our attendees is knowing what to say once we have their attention. We understand that attracting attendee attention to our showrooms involves more than just having printed marketing materials, social-media posts and e-blasts. Instead, last year, we began The New Mart Network, a video and podcast interview series on YouTube and iTunes. The New Mart Network interviews showroom owners, designers and industry leaders about the business of fashion-especially going over what's happening here in the Los Angeles sector of the industry. At this stage in the series we have received feedback of its positive effects. Our interview subjects say they have seen more press attention, new business inquiries and fresh opportunities. The New Mart is host to amazing brands backed by incredible people, their friends and often times multiple generations of a family. The interviews help profile who these wonderful individuals are, which is vital information—as we know it's the people here who ultimately attract attendees.

When the New Mart acts as a show provider, we focus on working with those that are cutting edge and supportive of both the industry and local community. For example, the Designers and Agents show (which recently celebrated a 16th anniversary with us) are trailblazers in supporting eco-friendly initiatives. From the exhibitors they allow into the show to the napkins they use, everything is eco-friendly. Additionally, the Moda 360 show we host is a break-through event. merchandising international exhibitors from the fashion, art and entertainment industries—complete with seminars about the latest innovations in technology and sustainable practices. And another great example is Factory Direct, which fills the need for what had been missing from the trade-show roster—a vetted group of vendor exhibitors from manufacturing to accounting that specialize in low [volume] production and small-business solutions. At The New Mart we know it's our responsibility to be aware of what's going on in our industry. We feel the various trade shows hosted here reflect the drive and dedication we have for meaningful collaborations.

More specifically our team makes it a point to walk the floor of every show and talk with the producers, staff, exhibitors and attendees. In addition, year-round we connect with our neighborhood businesses—that is, hotels, transportation, etc.—to develop relationships on behalf of our attendees, so when they visit us in LA, they can feel comfortable, find great deals and enjoy their stay.

But I believe that it's not what we do so much as who we are that brings attendees through our doors. People have been visiting The New Mart showrooms and trade shows for decades and in that time have become familiar with our brand and what we represent. Our commitment earns theirs in the end.

### **Jennifer Bacon**

Show Director Texworld USA, Apparelsourcing USA, Home Textiles Sourcing Expo www.apparelsourcingshow.com

This summer Texworld USA will be celebrating its 10th year in New York City, and, having been around for so long, we've found that effectively communicating the quality of our exhibitors and our diverse product offerings is what drives the most attendance. With every edition, we always highlight the best products that the show has to offer, new country pavilions, upcoming trends and our free educational seminars organized by Lenzing Innovation. It sounds basic, but we know that our visitors care more about getting their sourcing needs checked off their list at our show than anything else.

We're also working harder than ever to make the show a one-stop shop for our visitors, who we know are often very busy and are strapped for time. In one day at Texworld USA you can find cost-effective but high-quality apparel fabrics, trims and accessories for every end use, engage with the industry and your peers, attend high-quality educational seminars, and even find a manufacturing supplier by visiting our co-located show, Apparelsourcing USA. If we can offer our visitors a place to get all of the above done efficiently, we know we will continue to be a must-attend event.

Having said that, we certainly do also engage prospective attendees with incentives, special events, contests and giveaways before, during and after the show. For our most loyal VIP buyers, we offer entry into our onsite VIP lounge and complimentary private transfers to and from the show. We've tapped into the social-media aspect of visiting our show to engage our attendees through our mobile app, which allows them to connect directly to set up meetings on-site prior to arriving, enter contests and giveaways during the show and share their photos and product discoveries after the show. Finally, we work hard to make sure that our fringe programs and on-site networking events are diverse and fun for not only our VIP buyers but also for our visitors who are emerging designers, industry professionals and our exhibitors as well. Over the last 10 years, Texworld USA has become more than just a platform to meet suppliers and do business, it has become a place to network and learn about what is happening in the industry as

### **Hisham Muhareb**

Cofounder
NW Materials Show
NE Materials Show
SoCal Materials Show
www.americanevents.com
thematerialshows.com

The SoCal, NE and NW Material Shows have been connecting the athletic and outdoor industries for over 20 years. The shows have been growing rapidly over the past few years and are still going strong. We offer our attendees and exhibitors a comfortable atmosphere to conduct their business, and the timeline meets most of the athletic-industry sourcing calendars. Many of the attendees corroborate our outstanding customer service and attention to detail. The Material Shows have attracted many new innovative companies wanting to share their new materials and processes with the industry. The Material Shows are the major athletic brands' go-to shows for sourcing materials and components. The brands, along with American Events, have built these shows and continue to support them and recommend new suppliers to exhibit. We have been very fortunate to have been supported by these brands over the years. Attendees from other industries such as Tesla, Microsoft, Apple, Intel and others have been flocking the shows to find out what these progressive athletic and outdoor brands are looking at in materials and components as well as responsible manufac-

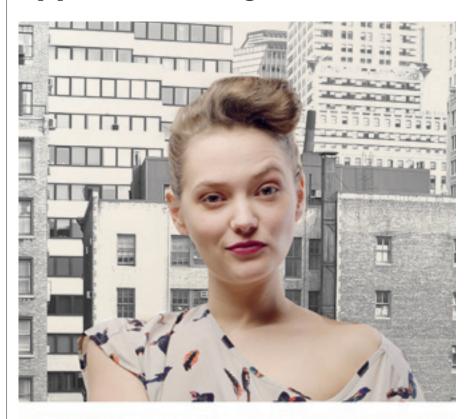
### Sam Ben-Avraham

Founder Liberty Fairs *libertyfairs.com* 

Buyers don't have the luxury to waste time on irrelevant shows, and the relevancy of shows is dependent on having the most relevant brands at the moment. In addition, it's important for shows to be curated and merchandised in a way that makes the story easy to read—to make conducting business efficient.

**► Feature** page 12

## appareIsourcing







REGISTER TODAY www.apparelsourcingshow.com





### **Feature** Continued from page 11

Liberty Fairs always keeps this in mind and looks for the best in new and emerging brands, including international brands. Our team specializes in merchandising and has great relationships with retailers, whom we talk to on a consistent basis to ensure we're offering the best brands and service possible.

### **Brittany Carr**

Director of Trade Shows California Market Center www.californiamarketcenter.com

The CMC is continually exploring fresh ways to enhance a buyer's experience of our marketplace and ensure it continues being a primary destination for market. Pre-show, our Retail Marketing team utilizes several programs and tools to connect with and build relationships with buyers, creating awareness about the brands and resources they'll find in the CMC's showrooms and in the trade shows it hosts during market. The CMC also provides buyers with a variety of market features that add value to their buying trip within our building, including a newly launched retailer seminar series sharing business tips and fashion trend information as well as a new Market Passport Sweepstakes promotion, gifting 10 buyers with cash prizes from \$500 to \$1,000 for visiting showrooms and exhibitors. Rounding out the market trip are a bevy of perks we've created to help buyers enjoy their market trip, from cocktail receptions and beauty stations to complimentary breakfast, lunch, snacks, coffee and beverages on every floor of the building. These features are all part of the CMC's mission to provide buyers with a well-rounded, resource-filled market experience.

### Vanessa Chiu

Show Director Axis at Capsule www.axisshow.com

By merging Axis into an integral show section with Capsule. Axis at Capsule, was founded upon a sense of collaboration and community alignment. Our Active Lifestyle collections are a highly curated culmination of collections sitting at the crux of what makes active lifestyle a fashion staple rather

than a trend. We're able to present new must-see discoveries and staples. Our strategic synergy aligns both shows' expert ability to service our industry's needs, community building, brand storytelling, intimate show sections, brand experience, and extend activations both on and off the show floor. Our partnership is a reflection and natural evolution of the women's retail environment—marrying apparel, lifestyle, active and experience to form a community that is both exclusive and inclusive.

### **Pierre-Nicolas Hurstel**

Chief Executive Officer CurvExpo www.curvexpo.com

In a consistently shifting market, it is imperative to remain open minded and innovative to increase the number of quality attendees visiting CURVENY New York and CURVENV@ MAGIC. From starting new partnerships to increasing our show awareness, we consistently evolve in response to the market to remain relevant and to give attendees an unforgettable experience.

A main strength of CURVEXPO to attract both buyers and brands season after season is its strong community that is comprised of the best brands in the industry as well as selected buyers representing the top retailers in North America. We are consistently focusing on curating our brands to provide our buyers with the absolute best offering in terms of both domestic and international brands that present differentiated products in a variety of price points. Along with our selection of exhibiting brands comes reflection and understanding on what our buyers are looking for in terms of established as well as younger, diversified brands. Our high level of attention to both our buyers and brands results in attendee consistency and faithfulness.

The continual shift in the industry motivates us to stay pertinent in the market. The thinning boundary between intimate apparel and ready-to-wear, as well as the continuous trend of stores developing their inventory to create a one-stop shop experience for buyers, creates an opportunity for the CURVEXPO community to unceasingly search for new and exciting prospects to bring to the show. This enhances the buyer experience while aiding them in differentiating within their boutique or store. It also benefits by increasing the average consumer UPT

[units per transaction], thereby giving that store or boutique a comparative advantage in a competitive market. These new exhibiting brands carry distinctive offerings such as accessories or other feminine intimate products and often already have an established following of buyers; we aid these new exhibitors by inviting their buyers list via personalized reach-outs.

Partnerships, as well as common trade-show calendars, also permit current and new attendees with badges from other shows to easily enter the CURVEXPO shows and vice versa. Attending multiple shows with ease escalates the experience of buyers and encourages them to discover new trends due to the convenient locations.

The buyers team is also spending a greater amount of time visiting boutiques and stores—dubbed "CURVE on the Road" (follow our progress on the CURVEXPO Instagram)—to introduce the show and to cultivate personal and long-lasting relationships in this very intimate industry. The goal is to also provide an individual and human bond with all attendees to provide them with a face to go along with the show.

During the show, smarter on-site marketing enriches the attendee's experience with briefer yet more interactive and informative offerings such as fashion presentations and trend previews. Trend previews, given by Promostyl, are useful 20-minute sessions that highlight pieces from exhibiting brands that fall within the upcoming season's major trends. Much like the newly introduced "immediate gratification" format, in which individuals can immediately purchase looks seen on the runway during ready-to-wear shows, attendees of these presentations can immediately visit the booths showcasing the looks that they are interested in. These high-efficiency events introduce attendees to new trends and exhibitors as well as give valuable information to pass on to the intimate-apparel customer. Buyers will also be introduced to brands and trends with novel innovations such as our new mobile application and other digital services.

CURVEXPO focuses first and foremost on our attendees and the customer service we bring to each and every individual. We strive to create an environment in which connections are more easily made and new channels are opened and taken advantage of, and we endeavor to make every season an even better experience in every facet, including the ease of doing business. Adaptability is a huge emphasis, and we keep an open mind to create a fresh and updated show every season.



# **Shop & Dine**

By Deborah Belgum and Alyson Bender

Hours spent inside an exhibition hall or wandering the corridors of a showroom building can take its toll with lack of sunshine, too many people and not enough to eat.

That's why, at the end of the day, it's a wonderful pleasure to discover a new restaurant or shop that rewards you for all those hours put in trying to make that sale or discover that new clothing collection.

Here are a few suggestions on some of the newer restaurants and fashionable boutiques found in the major cities on the trade-show circuit.

### LOS ANGELES

Little Sister 523 W. Seventh St. (213) 628-3146 www.littlesisterla.com

Little Sister is the newest addition to an area in downtown Los Angeles becoming known as restaurant row.

The compact spac, which fits 50 diners, is extremely cozy, with twinkling candles on each table and a view of the pedestrian traffic passing by on Seventh Street, across the street from the ever-popular Bottega Louie.

Little Sister is the downtown branch of a restaurant by the same name in Manhattan Beach, that seaside community in Los Angeles' South Bay where housing is as expensive as in Santa Monica.

Jed Sanford and Tin Vuong, who grew up in the San Gabriel Valley, founded the dining endeavor and garnered rave reviews for their Manhattan Beach eatery. So they decided to extend their blend of Southeast Asian food to the downtown area, which is booming with new residents.

Little Sister opens early for breakfast and stays open for lunch and dinner. The breakfast lineup has items such as Chinese donuts and congee. Lunch has Vietnamese sandwiches, and dinner is filled with plates that take their cue from South Korea, Vietnam and Myanmar.

Diners rave about the shaky shaky beef served with tomato garlic rice or the grilled baby octopus with walnuts and black garlic aioli. Also on the menu are things such as papaya salad, Vietnamese crêpes and Myanmar okra curry.

Other favorites include the salt-and-pepper lobster served with butter-fried shallots, the Vietnamese roasted chicken and the spicy pork dumplings.

Make reservations because the restaurant is popular and fills up fast for lunch and dinner.

**A.P.C.** 125 W. Ninth St. (424) 252-2762 www.apc.fr/wwuk



Little Sister



A.P.C.

A.P.C. founder Jean Touitou has a tradition of launching stores in offbeat locations and spearheading geographical retail shifts, and the recent openings of the A.P.C. stores in downtown Los Angeles and Silver Lake are part of the French retail chain's commitment to expanding U.S. business. The two newest stores join the French clothier's longstanding Los Angeles store in Melrose Place.

The 1,500-square-foot downtown store houses men's and women's ready-to-wear collections—via separate entrances—under one roof. The design concept of the store divides the space into two identical and adjacent cubic spaces. Where the two areas partially meet there are two central "totems," made from an assembly of wooden tubes covered with translucent panels. The totems function as support for the collections as well as light boxes. A large vertical, translucent screen anchors the bottom of the totems and separates the two fitting rooms. The two entrances are kept separate and are visually united by a common façade, which displays two large, identical glass frames, open to the city.

Located two blocks west of LA's Fashion District and one block north of the hip **Ace Hotel**, the boutique is part of a growing retail district that includes **Acne Studios**, **Tanner Goods** and the newly opened **BNKR** boutique.

### **NEW YORK**

La Sirena 88 Ninth Ave. (212) 977-6096 www.lasirena-nyc.com

The dynamic duo of Mario Batali and Joe Bastianich hadn't opened a new eatery in Manhattan for the last 10 years, but they broke that dry spell with a large, airy restaurant that debuted early this year on the plaza level of the **Maritime Hotel**.

The sea is the theme at La Sirena, which means mermaid in Italian or Spanish. That seems an appropriate name for a restaurant housed in a building with porthole windows that years ago was the hiring hall for the National Maritime Union. Since 2003, it has been a hotel in the Chelsea district of Manhattan.

La Sirena is huge—with two dining rooms that can seat 100 people in each one. During the summer months, an outdoor area that also accommodates 100 people is open to enjoy the night breezes.

The décor is definitely more in the style of the 1960s with a custom Portuguese-style tile floor whose undulating black-and-white designs are reminiscent of sea waves. A 38-foot-long marble bar separates the two

**⇒ Shop & Dine** page 14



# Atlanta Apparel

June Atlanta Apparel June 2–5, 2016

August Atlanta Apparel and World of Prom

August 4-8, 2016

October Atlanta Apparel

October 6-10, 2016

For more information on Market dates, please visit www.AmericasMart.com/Apparel



### **SHOP & DINE**



### **Shop & Dine** Continued from page 13

eating areas, which are open for breakfast, lunch and dinner.

Batali has been busy opening restaurants around the country and expanding his Eataly model to other cities. He is also one of the hosts of the ABC-TV cooking show "The



Tags

But he and Bastianich—whose other Manhattan restaurants include Luppa, Babbo and Del Posto—jumped back into the restaurant-building mode when approached by the owners of the Maritime Hotel.

The menu is rich with Italian-style seafood and red-meat dishes. Appetizers start with items such as roasted asparagus and



Mr. Chow

crispy soft shell crab, charred quail with red mustard greens.

Salads include a frisée combination with a poached egg, warm pepperoni and potatoes; a three-colored salad with Chianti vinaigrette; and a mixed green salad.

Naturally, there are plenty of pasta dishes including Bucatini La Sirena—a thick spaghetti noodle with a hollow center served



Carmen Steffens

with octopus-tonnarelli served with lobster and lemony bread crumbs, and semolina pasta served with veal tripe and celery.

Main dishes are very country European with fried rabbit served with a white bean ragu, duck rubbed with Moorish spices, Sicilian-style swordfish and grilled lamb chops with chickpea-flour fritters.

> **Tags** 262 Mott St. (212) 775-8244 www.tags.com

Bringing a little California to the Big Apple with handpicked brands such as Mother, J Brand, Frame, Equipment, LNA and Cotton Citizen as well as a slew of Aussie labels, Tags Boutique just opened its second U.S. location in February.

"I had been looking into expanding to New York for a while since we have so many New Yorkers as customers already when they visit LA," said owner Jackie Rose, "As soon as I found the space in the upand-coming neighborhood of Nolita [North of Little Italy], I knew I had found what I was looking for."

The original Tags boutique in West Hollywood has a spacious, modern look that is ever changing with the seasons and new merchandise. For the New York store, Rose commissioned design firm Crème Design, based in Brooklyn, to give the East Coast store a completely different aesthetic. Everything in the New York store was custom built, giving the 650-square-foot space the familiarity and warmth of a friend's coveted walk-in closet. But don't be fooled by the size of the store. With new merchandise on the racks weekly, there is always something new and exciting to shop.

In its new neighborhood, Tags joins the likes of Margaret O'Leary, across the street, and Rebecca Taylor, located a few doors down the street.

### LAS VEGAS

Mr Chow Caesars Palace Hotel & Casino 3570 Las Vegas Blvd. S. (702) 731-7888 www.mrchow.com

Mr. Chow, the venerated highend Chinese eatery launched nearly 50 years ago in London by artist turned restaurateur Michael Chow, has staked its latest outpost inside Caesars Palace on The Strip.

This is the seventh Mr. Chow in a collection of spots that include two locations in Southern California-Beverly Hills and Malibu-as well as restaurants in Manhattan and Miami Beach.

Mr. Chow is famous for its highend décor, which centers around the colors black and white. The new



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The Perennial

Las Vegas restaurant holds true to that color scheme with black-and-white checked floors, white linen tablecloths and black chairs inside a contemporary-style space that overlooks the hotel's Garden of the Gods oasis pool.

Michael Chow designed the spaceship-like sculpture that hangs from the 35-foot-high domed ceiling.

The restaurant chain is known for its

Beijing-influenced cuisine that is served family style. Executive Chef Kam Kwan Chee leads the culinary team that is serving up Mr. Chow favorites such as chicken satay, green prawns, hand-pulled Mr. Chow noodles, Beijing duck and squab with lettuce.

Hors d'oeuvres include crab claws, fresh scallops and scallion pancakes. Pasta dishes range from pot stickers and Beijing meat dumplings to squid-ink rice noodles. The seafood category incorporates dishes such as steamed sea bass and Dungeness crab, and there are also some interesting meat dishes such as fiery beef and spicy pork with chili.

### **Carmen Steffens** 3200 S. Las Vegas Blvd. #2155, Fashion Show Mall (702) 462-5408 www.carmensteffens.com

While it is easy to get caught up in the nonstop action for which Las Vegas is notorious, family-owned business Carmen Steffens has provided an 1,100-square-foot "oasis" in the Fashion Show Mall since opening in 2014.

"We provide a relaxing environment where visitors can explore and discover beautiful, exclusive Brazilian fashions while enjoying a glass of wine or an espresso, said Mark Willingham, Carmen Steffens president for the Northern Hemisphere. "The customer instore experience is an integral part of our brand. We strive to provide an environment and customer experience that is unparalleled-especially at our price point."

While their in-store customer service is noteworthy, what many people do not know is how the company has been known to make house calls for "high rollers." The Carmen Steffens Las Vegas team certainly understands the importance of on-demand service, especially when it involves a luxe quilted backpack or sky-high stilettos.

Everything is made in-house in Brazil, with very limited quantities of each style shipped to their 550 stores in 18 countries. Until recently, Carmen Steffens' four U.S. boutiques have only carried men's and women's accessories. This spring, the Las Vegas location became the first U.S. store to exclusively carry Carmen Steffens apparel.

Mario Spaniol, who founded Carmen Steffens in 1994, got his start with his own leather tannery,



Couroquimica, which opened its doors in São Paulo in 1983. The tannery currently produces a monthly average of 3.2 million square feet of highly differentiated leathers, along with a variety of up to 70 prints at a time. Twenty-five percent of Couroquimica's production is allocated to Carmen Steffens, and the rest is sold to international brands such as Hugo Boss, Timberland and Hyundai. Concerned with its environmental impact, the company has developed an on-site water-treatment plant, where 60 percent of all water used is permanently recycled.

### SAN FRANCISCO

The Perennial 59 Ninth St. (415) 500-7788 www.theperennialsf.com

Sustainability is alive and well at The Perennial, a new restaurant by husband-and-wife team Anthony Myint and Karen Leibowitz that opened south of Market Street.

The couple is known for their other welltouted San Francisco restaurants—Mission Street Food and Commonwealth.

But for this latest endeavor, they tried to make their business as environmentally friendly and sustainable as possible. They even have a director of living systems that cares for the restaurant's aquaponic program to grow some of its produce.

The interior of the eatery was designed with several recycled materials. The woven ceiling tiles form a canopy of California redwood, which was made from the strips shaved off support beams that once braced the ceiling of a Marin County tunnel.

The tiles are locally made at Fireclay Tile and are crafted from waste such as excess glass trimmings, curbside recycling and recycled computer monitors.

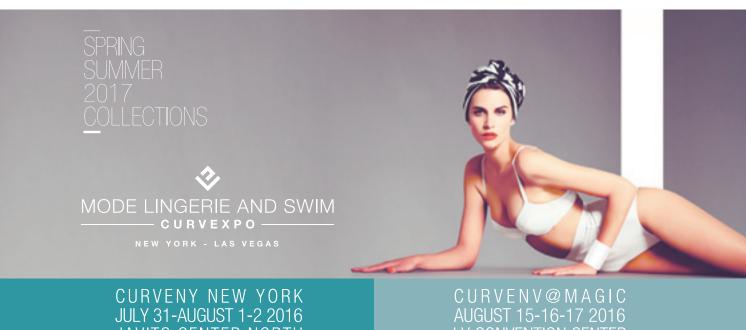
Head Chef Chris Kiyuna has the task of supporting a menu that champions progressive farming.

For example, the Kernza bread comes from a lab-bred wheatgrass that grows year-round and doesn't need yearly planting. It grows deeper and returns carbon to the soil.

While you might think The Perennial serves **⇒ Shop & Dine** page 16

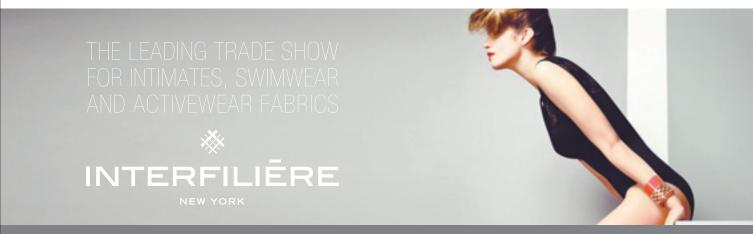


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### **Shop & Dine** Continued from page 15

only a vegetarian menu, there is plenty of meat among the carefully edited selections. There is pastured lamb, pork served with smoked yams and pearl onions, and beef served with chiogga beet and horseradish-cured root vegetables.

The trout is served with parsnips, mussels and bone-marrow broth while there is a potato confit with a clam bagna cauda.

And there is a complete bar and wine list.

Anaïse 3686 20th St. (408) 807-9379 www.shopanaise.com

"I'm very much drawn to French and Italian cinema from the '60s and '70s," says Renee Friedrich, founder of Anaïse. "There is something romantic, alluring and feminine about the way women dressed during this time. I imag-

ine the Anaïse woman as a character from this period and generally pick out lines and pieces that would fit her character and life."

Anaïse opened in 2011 as an online store and quickly built a cult-like following for its selection of hard-to-find labels in San Francisco. Opening a physical shop was always a dream of Friedrich's. That dream came true in October, when Anaïse officially planted bricks-and-mortar roots in the vibrant Mission District.

The light-filled 1,000-square-foot flagship mixes French and Italian furniture and lighting from the '50s to the '70s with hints of Japanese aesthetics to create an interior with an unassuming elegance and serene boheme.

Friedrich stocks Anaïse with timeless, quality pieces from emerging and established designers from around the world. Expect to find labels such as A Détacher, Carven, Chalayan, Eatable of Many Orders, Electric Feathers, Rachel Comey, Vanessa Bruno and Ve-



Klima

**ronique Leroy**. And take note: The eclectic mix of accessories alone is worth a trip.

### **MIAMI BEACH**

Klima 210 23rd St. (786) 453-2779 www.klimamiami.com



Kit and Acc

It would seem only natural that Miami Beach would have a restaurant that injects a heavy dose of Spanish cuisine into the menu.

After all, it was Ponce de Leon who claimed Florida as part of Spain in 1513. Well, the Spanish are back with a great restaurant called Klima, which specializes in Catalan cuisine with touches of Italy and other Mediterranean areas.

The men behind the eatery are Spaniards

Pablo Fernandez-Valdés and Yago Giner Viscasillas, who took a space off the Collins Avenue pedestrian mall and added a wow factor that is part contemporary and part Miami Beach casual.

The outdoor patio has cane ceiling sections, potted plants and subtropical greenery for a relaxing feeling. The main dining room has clean lines and an edge of warmth provided by a half dozen types of wood and marbles.

Many of the dishes on the menu come from Barcelona, that seaside city known for its Antonio Gaudí architecture, historic Barrio Gótico neighborhood and the hundreds of tapas bars that lend inspiration to Klima's appetizers.

Appetizers include fennel-infused beef carpaccio, ham croquets, a plate of Spanish sausages or oysters with a ceviche sauce.

The main menu was recently revamped by Executive Chef Ilde Ferrer, who is now using plankton, a sort of spice of the sea, to cook some of the seafood and lend more flavor to it. The fish dishes include bacalao, hamachi, branzino and local red snapper.

The meats—such as lamb shanks, oxtail and pork ribs—are cooked in a **Josper** oven, a charcoal-filled oven from Spain designed to grill meats evenly.

For a touch of Italy, there is short-rib cannelloni served with a port-wine sauce, cheese ravioli with black truffle cream sauce, and fettuccine with fresh morels and cream.

Kit and Ace 219 NW 23rd St. 3401 Main Highway, Coconut Grove www.kitandace.com

Canadian-based company Kit and Ace prefers to call its retail locations "brand showrooms," as opposed to stores. Miami now houses two of the most recent new bricks-and-mortar establishments for the brand, which has been expanding across the U.S. with its proprietary machine-washable **Technical Cashmere**. The retail chain was launched by Shannon and J.J. Wilson, the wife and son of Chip Wilson, the founder of **Lululemon**.

Kit and Ace opened two locations in Miami at the end of 2015: one in the Wynwood Art District, and another in Coconut Grove.

The 1,511-square-foot Wyn-





18th & Vine

wood location does not disappoint, housing curated cultural elements among its retail therapy offerings. Because what's a trip to Miami without a little art?

The Wynwood showroom exterior merges local tradition with the Kit and Ace design aesthetic. Designed and installed by **2 Alas**, the blue-and-white exterior mural in the showroom plays on the tradition of the Wynwood walls with a Kit and Ace spin.

Inside, the shop has a classic West Coast modern feel, with Pacific gray floors, crisp white walls and "hyper-local" elements. The art elements include pieces created by Miami artists and photographers, including a large iconic photograph taken by Max Reed, titled "Building Blocks," and a custom neon sign that reads "Time Is Precious."

Kit and Ace already has 32 showrooms across the U.S., with 55 locations worldwide and 10 new locations slated to open later this year, including in Atlanta, Cincinnati, Washington, Detroit and New York.

"We like to show up in neighborhoods that have a curated selection of retailers and a strong creative community," said a company spokesperson.

### **DALLAS**

18th & Vine 4100 Maple Ave. (214) 443-8335 www.18thandvinebbq.com

Inside an old house in the Oak Lawn district of Dallas is a new restaurant that puts a different spin on the world of BBQ.

There must be enough Texasstyle BBQ joints in Dallas to pave the road between Texas and Oklahoma, but not too many spots can say they serve Kansas City-style barbecue because we aren't in Kansas anymore, as Dorothy told Toto.

Kansas City barbecue is meat that is slow-smoked over a variety of woods and then covered with a thick tomato and molasses—based

The co-owner of 18th & Vine is Matt Dallman, a Kansas guy who married a Texas woman and moved to Dallas. But Dallman missed his Kansas City-style BBQ so much that he found a smoker and learned how to cook meat the way he liked it

He and his wife, Kim, paired up with Chef Scott Gottlich, a Dallas native, to open this eatery, which has been described as more Texas chic than down-home Texas joint.

To begin with, the interior of the restaurant—with its black leather banquettes, black wood paneling and framed photos of great jazz musicians—seems more upscale than most BBQ places. The venue was designed by Brooke Roberson Interiors and Mitchell Garman Architects.



Alice + Olivia

Everyone who dines at the eatery raves about the burnt ends—an appetizer that consists of cubed brisket in a thick sauce. Other favorite starters are the fried okra and the potato skins.

Of course, meats are the specialty here with dishes such as pork chops and barbecued pork belly served with sweet potatoes and Granny Smith apples or the ever-popular pulled pork.

But there is seafood and chicken such as

the smoked gulf shrimp and grits as well as the wood-kissed salmon.

Believe it or not there is a vegetarian option—cauliflower steak.

Alice + Olivia
7 Highland Park Village,
Suite 7B
(972) 426-7364
www.aliceandolivia.com

Alice + Olivia's 1,313-square-foot **High-land Park Village** store is the brand's 17th domestic retail store but the first stand-alone location in Texas. With a prime position in the luxury shopping center, the store, which opened this past October, offers customers an intimate and whimsical shopping experience showcasing the brand's complete product offering each season.

The store's interior takes inspiration from the brand's ethos in a fresh perspective, with subway-tiled walls, cement floors and black and white-striped drapes.

Since the Dallas store has opened, it has commissioned a series of in-store, pop-up installations by local Dallas artists as a special tribute to the region. The project kicked off with Rebecca Carter's "Loosed Words," which covered the store's interior walls with the artist's texts. The second installation, with artist Sergio Garcia, pulled inspiration from the Alice + Olivia designer Stacey Bendet herself to create a custom "Stace Face" tricycle in the artist's signature style. The most recent pop-up, which is currently running, includes a sculptural gown installation by Letitia Huckab.

"We are so excited about our first retail store in [Dallas]. Our vast offering from casual chic to formal will be the perfect complement to the social calendar of this vibrant city," said Deanna Berkeley, president of Alice + Olivia by Stacey Bendet.

➡ Shop & Dine page 18



### **Shop & Dine** Continued from page 17

Highland Park Village is an upscale shopping plaza located at the southwest corner of Mockingbird Lane and Preston Road in the Dallas suburb of Highland Park, which bills itself as the first self-contained shopping center in America. Other recent retail additions to Highland Park Village include **Celine** and **Etro**.

### **ATLANTA**

JP Atlanta 230 Peachtree St. NE (404) 523-4004 www.jp-atlanta.com

Renowned Atlanta architect John C. Portman Jr., known for developing many of the buildings in downtown Atlanta's **Peachtree Center**, may be in his 90s but he isn't retiring his architectural skills.



JP Atlanta

He and his team recently undertook a massive project to convert an office building he designed decades ago into an upscale hotel, office space and a new restaurant called JP Atlanta, which opened in late 2015 inside the new **Hotel Indigo Atlanta Downtown**. The complex is attached to the **AmericasMart**, which Portman's firm completed in 1961.

Portman injected sleek colors into the interior design of the eatery, with tall silvery



The Frye Company

columns and matching silvery chairs. A round canopy tops the circular bar and a swirl of colors carpets some of the walls.

The restaurant draws inspiration from Portman's previous restaurant, called **The Midnight Sun**, which operated in the downtown area between the 1960s and the 1980s.

Hired to guide the menu was Executive Chef Julio Delgado, a native of Puerto Rico who has years of experience at several highend Atlanta restaurants.

Delgado draws on local farms for his ingredients, which make up his modern cuisine, redeveloped classic dishes from the 1960s.

Small dishes include white asparagus cream soup, crab rolls, a spicy vegetable salad, grilled octopus and grilled red shrimp.

Main dishes are standards with a twist. The roasted pork loin is served with sun chokes, blackberries and mustard greens. The lamb leg is accompanied with smoked apricots, artichokes and black garlic. The beef rib eye comes with trumpet mushrooms, new potatoes and beef jus.

The seared scallops are served with zucchini squash and carrot lobster sauce, and the spring trout comes with cauliflower, navel oranges and caper butter.

The restaurant is open for breakfast, lunch and dinner.

### The Frye Company

675 Ponce De Leon Ave. NE (404) 685-3793

www.thefryecompany.com

The Frye Company's Ponce City Market retail store opened in August 2015 and has already garnered much attention, including earning The Retail Design Institute Award for Best Soft-Line Specialty Store in the footwear category for 2016.

Housed in the historic **Sears Roebuck** distribution center—originally built in 1926—the Frye Copany's 4,000-square-foot store is on the center's main level arcade. The storefront replicates the warehouse windows seen above the main level.

Based on Frye's heritage steeped in American craftsmanship, the Atlanta store highlights the brand's legacy through a celebration of authentic products and iconic leather goods. The space showcases the breadth of the brand's footwear and accessories for men, women and children, maintaining the tradition of quality and craftsmanship that has been a hallmark of The Frye Company.

The store's most dramatic feature is an enormous installation known as "The Chandelier," which consists of 7,000 leather straps holding Frye's signature harness rings. Surrounding The Chandelier are shelving units inspired by a craftsman's toolbox from the turn of the century. The toolbox units have been redesigned to work as shelving within the stores "workshop" and display "The Archive," a curated grid wall of handbags, which coordinate back to the footwear.

The store draws inspiration from vintage artisan workshops, incorporating details in the furniture, lighting and displays. Raw materials used throughout the store are left to weather, with the assertion that each becomes better with age, just like its products. Tables designed to reference workbenches coexist with custom seating in gray upholstery accented by bronze legs and vintage carpets.

The curated environment, designed by Frye's in-house team, in partnership with Carlton Architecture of New York, captures the spirit and essence of the brand's 153-year history while incorporating unique characteristics of the locale. The store has a distinct character, conveying a sense of warmth and familiarity via a sensory journey of rich leathers, craftsmanship and history.





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# **International Trade Show Calendar**

May 13

London Bridal Fashion Week

London Through May 16

May 15

Surtex New York Through May 17

Mercedes-Benz Fashion Week Australia

Sydney Through May 20

May 17

Apparel Sourcing Show Guatemala City
Through May 19

Dye + Chem Brazil
São Paulo

São Paulo Through May 19 International Yarn & Fabric Show

São Paulo Through May 19

May 18

Denim Première Vision Barcelona Through May 19

May 19

Imprinted Sportswear Show Nashville, Tenn. Through May 21

May 20

Fit Expo Pozna , Poland Through May 22

Modaprima

Florence, Italy Through May 22

Sì Sposaitalia Collezioni

Through May 23

May 21

GTS Jewelry & Accessories Expo Greensboro, N.C. Through May 23

May 23

SPREE Recon

Las Vegas Through May 25

May 24

Kingpins Hong Kong Through May 25

Premium Textile Japan

Tokyo Through May 25

May 25

Tissu Premier

Lille, France Through May 26

June 1

Shoes & Leather Guangzhou

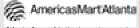
June 2

The NBM B.I.G. Show Indianapolis Through June 4

Atlanta Apparel

Atlanta Through June 5

Couture Las Vegas Through June 6



Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, ready-to-wear worters, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features an expansive—and growing—product mix, including contemporary, ready-to-wear young contemporary, social to-wear, young contemporary, social occasion, bridal, activewear, resort occasion, bridal, activewear, resort wear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven, juried tem-porary collections include Premiere (women's premium high-end/contemwomen's premium high-enazoniem porary apparel, denim, and accessories), Premiere LUXE (high-quality luxury apparel and accessories), and Emerging Designers (new-to-Market designers). Atlanta Apparel presents five apparel Markets and three spe-cialty Markets: WORLD OF PROM clary Markets: WORLD OF PROM (prom, pageant, quinceañera, social occasion) each year and VOW I New World of Bridal twice each year. www AmericasMart.com/apparel



Five seasons a year, buyers from around the globe flock to the **CMC** (California Market Center) for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel and lifestyle collections displayed in hundreds of the CMC's showrooms and temporary exhibitor showcases. Featured trade shows include ALT, Activewear & Lifestyle Tradeshow, Select Contemporary Tradeshow, Transit LA Shoe Show, and the LA Kids Market. LA Fashion Market at the CMC now offers visiting retailers and brands more opportunities and resources than ever before to exhibit in and shop from. www. cmcdtla.com Coast's premier destination for

June 4

cmcdtla.com

Norton's Apparel, Jewelry & Gift

Gatlinburg, Tenn. Through June 6

June 5

Michigan Women's Wear Market

Through June 6

**Travelers Show** 

Philadelphia Through June 6

Denver Apparel & Accessory

Through June 7

ITMA Showtime

High Point, N.C. Through June 8

June 6 **Brand Assembly** 

**Designers and Agents** 

Fukuoka International Gift Show

Fukuoka City, Japar Through June 8

ALT Los Angeles Through June 8

Emerge Los Angeles Through June 8

Select

Los Angeles Through June 8

Transit

LA Fashion Market

LA Kids' Market

Los Angeles Through June 9

June 7

New York Shoe Expo New York Through June 9

NW Trend Show

Seattle Through June 9 **MosShoes** 

Moscow Through June 10

June 8 Connections

New York Through June 9 Dallas Apparel & Accessories

Dallas Through June 11 June 9

**Coast** South Beach, Fla. Through June 10

June 12

Arizona Apparel, Accessories, Shoes & Gift Show

Mesa, Ariz. Through June 13 Northstar Fashion Exhibitors

St. Paul, Minn. Through June 13

Travelers Show

iore ph Tune 13

New England Apparel Club

### June 14

Pitti Immagine Uomo

Florence Through June 17

June 15

Atlanta Shoe Market

Atlanta Through June 16

DG Expo Fabric & Trim Show

Dallas Through June 16 FIG Dallas Through June 17

June 18

**White** Milan Through June 20

June 19 **Bubble London** 

London Through June 20 June 21

CALA
San Francisco
Through June 22
The Metropolitan New York

Shoe, Footwear & Accessories Market Edison, N.J.

Edison, N.J. Through June 22 Licensing Expo

Las Vegas Through June 23

WWSRA

Denver Through June 23 June 22

Heimtextil India

Men's Fashion

Through June 26 **Dallas Total Gift & Home Market** 

Dallas Through June 28

June 23 Pitti Immagine Bimbo

Through June 25

Hong Kong Jewellery & Gem Fair

Hong Kong Through June 26

June 25

Capsule Paris

Through June 26 GTS Florida Expo

Orlando, Fla. Through June 27

Paris Through June 27 June 26

The Deerfield Show

Through June 27 Fashion Market Northern

**California** San Mateo, Calif. Through June 28



The easy-to-shop **Fashion Market Northern California** is the largest open-booth show on the West Coast, with over 2,000 clothing and accessories lines. Our exhibitors are from every category: European to contemporary to updated to juniors lines, plus a wide range of classic to trendy accessories. Every market offers complimentary continental praefast accessories. Every market offers complimentary continental breakfast, lunch coupons for buyers, and coffee and cookies in the afternoon—another plus! The buzz is this is the show to attend! We are offering free parking to all buyers on Monday and Tuesday until 10 a.m. Buyers can turn in their receipts at the projection device. until 10 a.m. Buyers can turn in the receipts at the registration desk for reimbursement. Our popular "Late Night at FMNC" will continue—extended hours on Monday to allow buyers to miss the evening traffic commute and enjoy complimentary wine or beer from 4 to 7 p.m. We inwith any new buyer to come check us out—with a complimentary one-night stay at the Marriott during the show. Contact us for details. www.fashion-

### SIIN STATE TRADE SHOWS

Sun State Trade Shows, LLC, is a com-Sun State Trade Shows, LLC, is a company that organizes and promotes wholesale booth-inspired trade shows in Mesa, Ariz. (January Market); Phoenix, Ariz. (April Market); and San Diego, Calif. (March Market). We feature clothing lines for misses, juniors, and contemporary sizes: petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate-to-better price range the moderate-to-better price range the moderate-to-better price range. Upcoming show dates are June 12–13, 2016 (Arizona Apparel, Accessories, Shoes & Gift Show at the Mesa Convention Center) and Oct. 30–Nov. 1, 2016 (Phoenix Convention Center). Then Nov. 7–8, 2016 (San Diagra Apparel Accessories (San Diego Apparel, Accessories, Shoes & Gift Show at the Town & Country Resort & Convention Center). For more information, visit www.arizonaapparelshow.com or www.sandiegoapparelshow.com or email info@egoapparelshow.com or email info@egoapparelshow.com or chailing. arizonaapparelshow.com or chinds@

**Travelers Show** 

Pittsburgh Through June 27 Chicago Apparel & Accessories Market

sandiegoapparelshow.com

SMOTA

Miami Through June 28 Francal

June 27 CALA

Denver Through June 28

WWSRA Portland, Ore. Through June 29

June 28 Panorama

Berlin Through June 30

Premium

Through June 30

Berlin Through June 30 Mercedes-Benz Fashion Week

Berlin Through July 1

June 29

Agenda Long Beach, Calif. Through June 30 Pitti Immagine Filati

Florence Through July 1

June 30

Connections July TBA

Fashion Designers Expo (TBA)
Los Angeles Los Angeles

JFW International Fashion Fair

(TBA) Milano Unica (TBA)

July 1 Mercedes-Benz Fashion Week Amsterdam

Amsterdam Through July 11 July 2

Playtime Paris Through July 4

July 3 **Haute Couture** Paris Through July 7

Hong Kong Fashion Week Hong Kong Through July 7 July 5

July 4

**View** Munich Through July 6 July 6

**Anteprima** Milan Through July 7

### Blossom Première Vision

Through July 7 FIMI

Bucaramanga, Colombia Through July 7

Prima Mu

Milan Through July 7 **Spinexpo** 

Paris Through July 7

**ispo** Shanghai Through July 8

July 9 Interfilière

Mode City Lyon, France Through July 11 TrendSet

Munich Through July 11 July 10 Modefabriek

Amsterdam Through July 11

Capsule
New York
Through July 12
Liberty Fairs New York Through July 12

July 12 Hometextiles Sourcing New York Through July 14

International Apparel Sourcing Show New York Through July 14 Texworld USA

New York Through July 14

Atlanta International Gift & Home Furnishings Market Atlanta Through July 19

July 13 ASI Show Chicago Through July 14

London Textile Fair

h luly 14 SoCal Materials Show

Los Angeles Through July 14 July 14

The NBM Show Long Beach, Calif. Through July 16

Jewelry, Fashion & Accessories Rosemont, III. Through July 17

July 16 SwimShow Mlami Beach, Fla. Through July 19 Designer Forum

New York Through July 17 Cabana Through July 18 Hammock/Salon Allure Mlami Beach, Fla. Through July 18



From brand-new events to brand-new lines to a complete redesign of the entire layout, **SwimShow** will be bolder and better than ever. As the industry's largest and most established swimwear trade show, we're kicking off the start of the buying season by hosting four days of the best swim brands in the world. Not to miss is the expanded men's, children's. the expanded men's, children's, accessories, resort, and lifestyle areas—which feature the best new and eas—which readile the best new are fashion-focused collections we are seeing from this area of the industry. Show dates are July 16–19 at the Mi-ami Beach Convention Center. www.

vJuly 17

MRket

New York Through July 19 **Project New York** 

Through July 19

**Project Sole** 

New Tork Through July 19 The Tents New York Through July 19



Register now for North America's largest apparel fabrics show! **TexworldUSA** is a key resource for fabric buyers, R&D, product development, designers, merchandisers, and sourcing executives. This is a must-attend event for professionals in every facet of the industry—ready to be inspired by fabrics, influenced by the latest trends and introduced to a host of reliable, cutting-edge apparel textile trends and introduced to a nost of reliable, cutting-edge apparel textile companies. Join us for three days of sourcing, seminars, and networking July 12–14, Jacob K. Javits Convention Center, New York, N.Y. www. texworldusa.com

July 18 Agenda

Miamı Through July 19 Coast

New Delhi, India Through July 20

July 19 LA Świm Week Los Angeles Through July 20

Lineapelle New York Through July 20

Milano Ilnica

# New York Through July 20 Première Vision New York New York Through July 20

appare sourcing

India International Garment Fair

The International Apparel Sourcing The international Apparel Sourcing Show (Apparelsourcing) offers apparel brands, retailers, wholesalers, and independent design firms a dedicated sourcing marketplace for finding the best domestic and interand apparel manufacturers. It is the only event on the East Coast to focus on sourcing finished apparel, contract manufacturing, and private label development. In addition to the products, services, and resources available on the exhibit hall floor, the available on the exhibit hall floor, the International Apparel Sourcing Show offers valuable seminar programs led by leading industry professionals. Make plans now to join us July 12–14 for three days of sourcing, seminars, and networking at the Javits Convention Center, located at 655 West 34th St. www.apparelsourcingshow.com and www.texworldusa.com tttv

SpinExpo New York Through July 21 Intermoda Guadalajara, Mexico Through July 22

Market (LA Mart) Los Angeles Through July 25 July 22 LAMKT

July 20

LAWK I Los Angeles Through July 25 July 24 Cobb Trade Show

Through July 25

Dallas Men's Show Dallas Through July 26

**➤ Trade Shows** page 22



## 180 collections

Clothing. Accessories. Shoes Gift. Toys. Home





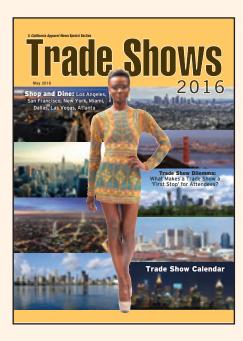
You need financing or credit approvals to operate – now. Not in a few weeks or months. Thanks to Milberg Factors you can get what you need quickly and easily. As a privately held business – and one of the largest factoring and commercial finance firms in the US – we don't spend time in meetings, but in working directly with our clients to tailor financial solutions that can help you produce and profit.



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## **Get into** the next



TRADE SHOW SPECIAL SECTION

**ApparelNews** 

CALL NOW FOR INFORMATION TERRY MARTINEZ (213) 627-3737 x213

### **Trade Shows** Continued from page 20

JA New York

New York Through July 26 **Pure London** 

Through July 26 Philadelphia Gift Show Oaks, Penn. Through July 27

July 26

Colombiamoda Medellín, Colombia

Through July 28

Global Shoes (GDS)

Through July 28



Twice a year, AEPC showcases the best of India's garment export capabilities through the prestigious India International Garment Fair, playing host to over 350 exhibitors displaying the exotic, the haute, the pret, the contemporary, and much, much more. With AEPC's expertise and all the advantages that India has it all the advantages that India has, it makes for a truly win-win situation Indian exporters grow stronger each year in their achievements, skills, and proficiency, while international buyers get superior solutions for their garment imports. www.aepcindia.com

### July 30

Innatex Frankfurt, Germany Through Aug. 1

Orlando Gift Show

Windy City Gift Show

Through Aug. 2

July 31

Accessorie Circuit New York Through Aug. 2

AccessoriesTheShow

New York Through Aug. 2 Chicago Collective

Children's Club

Through Aug. 2

CurveNY New York Through Aug. 2

Fame
New York
Through A

Intermezzo

New York Through Aug. 2

Moda New York

Through Aug. 2

Playtime New York

**ASDMARKETWeek** 

Las Vegas Through Aug. 3

**August TBA** 

India International Leather Fair

Montreal Fashion Week

Aug. 1

ALT Los Angeles Through Aug. 3

Emerge

Los Angeles Through Aug. 3

Select

Los Angeles Through Aug. 3

Transit

**LA Fashion Market** 

LA Gift & Home Market

LA Kids' Market

Los Angeles Through Aug. 4

Aug. 2

New York Shoe Expo

New York Through Aug. 4

### Aug. 3

DG Expo Fabric & Trim Show

New York Through Aug. 4 Outdoor Retailer Salt Lake City Through Aug. 6

Aug. 4

Atlanta Apparel and World of

Prom Atlanta Through Aug. 8

Aug. 6

Premium Order

Through Aug. 8 Wäsche Und Mehr

Westcoast Trend Show

Los Angeles Through Aug. 8

San Francisco Through Aug. 9 **Home & Giving Fair** 

Melbourne Through Aug. 10

Aug. 7

San Francisco Through Aug. 8

Moda

Birmingham, U.K. Through Aug. 9

Stylemax

Chicago Through Aug. 9



DG Exno Fahric & Trim Show is a twoday show featuring U.S. and Canadian companies with low minimums and many with in-stock programs. and many with in-stock programs DG Expo focuses on the needs of designers, manufacturers (producing apparel, accessories, home furnish apparel, accessories, nome turnishings, and other sewn products), plus private-label retailers, fabric stores, and event/party planners. In addition to the two-day show, there are textile classes. Our Dallas show is June 15 classes. Our Dailas show is June 15– 16. Our New York show is Aug. 3–4 as well as a Miami show (Oct. 6–7) and San Francisco (Nov. 20–21). Visit our website for details and to register. www.dgexpo.net

Toronto Gift Fair

Toronto Through Aug. 10

Aug. 8

Swim Collective
Huntington Beach, Calif.
Through Aug. 9
Printsource New York

New York Through Aug. 10

Aug. 10 Copenhagen International Fashion Fair

Copenhagen Through Aug. 12

FIG

Through Aug. 12



**Surf Expo** is the longest-running and largest watersports and beach/resort lifestyle trade show in the world. Produced in January and September routced in January and September each year, the shows draw buyers from specialty stores, major resorts, cruise lines, and beach rental companies from across the U.S. and more than 70 countries. Surf Expo features approximately 2,600 booths of apparal and hard goods and a full lineau of approximately 2,500 booths of appar-el and hard goods and a full lineup of special events, demos, fashion shows, and annual award ceremonies. The show is consistently awarded by the trade-show industry for growth in at-tendance; recently the 2015 shows were named among TSNN's Top 25 Seatest Ceruing Trade Shows for at were rained arining Isonix's Top 25 Fastest Growing Trade Shows for attendance. For more information, visit www.surfexpo.com. All shows are open to the trade only. The next Surf Expo is September 8–10, 2016, with Board Demo Day Sept. 7.

### OUTDOOR

Outdoor Retailer brings together manufacturers and buyers, advocates, and media as the leading growth vehicle for the outdoor industry. Stores from around the world come to shop the largest collection of innovative gear, apparel, footwear, and accesso-ries for the outdoor and lifestyle mar-kets. Outdoor Retailer also provides and promotes retailer education, advocacy, responsibility, and critical face-to-face business initiatives within he outdoor industry. Consistently named among Trade Show News Network's 25 fastest-growing trade shows by attendance, Outdoor Retailer connects approximately 50,000 attendees on a semi-annual basis for its Summer and Winter Market shows its Summer and Winter Market shows and thousands more through its year-round online resources and platforms. Outdoor Retailer Summer Market will be held in Salt Lake City, Utah, Aug. 3–6, 2016, with the Open Air Demo held at Pineview Reservoir on Aug. 2, 2016. 2016. www.outdoorretailer.com

### **Dallas Apparel & Accessories**

Dallas Through Aug. 13

Kidsworld

Through Aug. 13

Aug. 11

Active Collective Huntington Beach, Cal Through Aug. 12

Aug. 12

Memphis Gift and Jewelry Show Memphis Through Aug. 14

Aug. 13

**GTS Jewelry & Accessories Expo** 

ough Aug. 15 OffPrice

Seattle Gift Show

Through Aug. 16

WWIN

Las Vegas Through Aug. 16

Aug. 14

Alberta Gift Fair Alberta, Canada Through Aug. 17

Sourcing at MAGIC

Las Vegas Through Aug. 17

Aug. 15

Accessories The Show Las Vegas Through Aug. 17

Agenda Las Vegas Through Aug. 17

Capsule

Las Vegas Through Aug. 17

Children's Club MAGIC

Las Vegas Through Aug. 17 CurveNV@MAGIC

Las Vegas Through Aug. 17

FN Platform

Las Vegas Through Aug. 17

Las Vegas Through Aug. 17 KidShow

Las Vegas Through Aug. 17

**Liberty Fairs** 

Las Vegas Through Aug. 17

MRket

Las Vegas Through Aug. 17 Playground

**Pooltradeshow** 

Las Vegas Through Aug. 17

Project Las Vegas Through Aug. 17

Project Women's Las Vegas Through Aug. 17

Stitch

Las Vegas Through Aug. 17

The Collective

Las Vegas Through Aug. 17

The Tents Las Vegas Through Aug. 17 WSA@MAGIC

WWDMAGIC Las Vegas Through Aug. 17

Aug. 16 Las Vegas Through Aug. 17

Aug. 18

The NBM Show Baltimore Through Aug. 20

Aug. 19 New Orleans Gift and Jewelry

Show New Orleans Through Aug. 20

Northwest Shoe Travelers Market Shakonee Minn

Shakopee, Minn. Through Aug. 21



We at **Texollini** use state-of-the-art We at **Texollini** use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 25 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand. www.texollini.com

Aug. 20 Atlanta Shoe Market

Atlanta Through Aug. 22 NY Now New York Through Aug. 24

Aug. 21 Bodyfashion

Mijdrecht, Netherlands Through Aug. 23 Fashion Market Northern

**California** San Mateo, Calif. Through Aug. 23 Toronto Shoe Show

Toronto Through Aug. 23

Coeur New York Through Aug. 24

Aug. 22 Apparel Textile Sourcing Canada

Toronto Through Aug. 24

Aug. 23 Playtime Tokyo Through Aug. 25

Aug. 24 Intertextile Shanghai Through Aug. 26

Lakme Fashion Week

Through Aug. 28

Playtime New York offers a curated domestic and international selection of today's best children's brands in a or today's best children's brands in a creative and warm work environment. "Playtime New York has become a hub for the very best children's brands."—Babyology. "After 30 years in the baby business and attending many disappointing shows, I found Playtime to be fabulous! As a buyer Playtime to be fabulous! As a buyer I am always looking for new and creative lines. At Playtime I found them!"—Denny's/J&S. Bacabuche, Everbloom, Mini Rodini, Misha and Puff, Noch Mini, Paper Wings, Plantoys, Rose Pistol, Tia Cibani and Tuchiida allegady enginged their Tuchinda already confirmed their participation in next edition, which will take place July 31–Aug. 2 at the Metropolitan Pavilion, New York. Check out details and pre-register for free: www.playtimenewyork.com



**Hammock** takes place July 16–18 at the W South Beach. The show continues to focus on its founding mission: ues to focus on its founding mission: to provide boutique swim and resort-wear designer brands a sophisticated, event-based platform to launch their new collections in style. The three-day event will feature leading swim brands like Beach Bunny, Elena Makri, Indah, Kaohs, L'Agent by L'Agent Provocateur, Pain de Sucre, and Sol Kissed. For more details on the show schedule or to register, please visit-www.hammockshow.com.

Aug. 26 Denver Apparel & Accessories Market

Through Aug. 28

Rocky Mountain Gift Show Through Aug. 28

Aug. 27

Fort Lauderdale Gift Show Fort Lauderdale, Fla. Through Aug. 29

STYL/KABO

Brno, Czech Repu Through Aug. 29

Trendz Palm Beach, Fla. Through Aug. 29

Aug. 28

Couture Los Angeles Through Aug. 29

Michigan Shoe Market

**Boston Collective** 

Northstar Fashion Exhibitors

New England Apparel Club Marlboro, Mass. Marlboro, Mass. Through Aug. 31

Aug. 29

BTS Poznan, Poland Through Aug. 31

**Fast Fashion** 

Poznan, Poland Through Aug. 31

Next Season Poznan, Poland Through Aug. 31

Poznan Fashion Fair Poznan, Poland Through Aug. 31

Aug. 30

CALA San Francisco Through Aug. Through Aug. 31

NW Materials Show

Portland, Ore. Through Aug. 31 **Munich Fabric Start** 

**NW Trend Show** 

Through Sept. 1 SpinExpo

Shanghai Through Sept. 1

SAPICA León, Mexico Through Sept. 2

Aug. 31 All China Leather Exhibition

CPM Body & Beach—Moscow Mode Lingerie

Moscow Through Sept. 3 Dhaka International Yarn &

Fabric Show Dhaka, Bangladesh Through Sept. 3 Dye + Chem Bangladesh Dhaka, Bangladesh

Textech International Expo Dhaka, Banglade Through Sept. 3

September TBA Art Hearts Fashion (TBA)

Connections (TBA)

Fashion Week San Diego (TBA)

International Textiles Expo (TBA)

Mercedes-Benz Fashion Week Madrid (TBA) Madrid

Mercedes-Benz Fashion Week Sydney (TBA)

Mode (TBA)

Sept. 1

Japan Jewellery Fair Tokyo Through Sept. 3 Spinactive Shanghai Through Sept. 3

Sept. 2 Bread and Butter

Berlin Through Sept. 4 Premiere Classe

Paris Through Sept. 5 Sept. 3

London Through Sept. 6

Micam

Milan Through Sept. 6 Mipel

Through Sept. 6 Riviera by Mode City Cannes, France Through Sept. 6

Sept. 6

Milano Unica Through Sept. 8

Shirt Avenue Through Sept. 8



**Curvexpo** is the only show in North America solely dedicated to designer intimate apparel, swimwear, and men's underwear. Curvexpo will be men's underwear. Curvexpo will be presenting the collections of over 350 brands at Mode Lingerie and Swim CurveNY July 31–Aug. 2, 2016, at the Javits Center North, and CurveNV@ MAGIC Aug. 15–17, 2016, at the Las Vegas Convention Center. For more information, please viet our website. information, please visit our website. www.eurovetamericas.com

Sept. 7

Indiana Women's Apparel Club Plainfield, Ind. Through Sept. 8

NE Materials Show

Tokyo International Gift Show Tokyo Through Sept. 9

CentreStage Hong Kong Through Sept. 10

CIFF Shanghai Through Sept. 10

Bisutex

Intergift Through Sept. 11

Madridjoya Madrid Through Sept. 11

Sept. 8 Imprinted Sportswear Show Orlando, Fla. Through Sept. 10

Surf Expo Orlando, Fla. Through Sept. 10

National Bridal Market Chicago Through Sept. 11

Trends The Apparel Show Edmonton, Canad Through Sept. 12

Sept. 9 Western Imprint Canada Show Calgary, Canada Through Sept. 10

International Western/English Apparel & Equipment Market

Through Sept. 11 Momad Metropolis (TBC)

Through Sept. 11

**► Trade Shows** page 24

# dgexpo FABRIC & TRIM SHOW

**LOW MINIMUMS + STOCK PROGRAMS** for Apparel, Accessories & Home Furnishings June 15 & 16, 2016 / Dallas Crowne Plaza Dallas Market Center August 3 & 4, 2016 / New York Hotel Pennsylvania, 33rd & 7th Avenue October 6 & 7, 2016 / Miami Miami Airport Convention Center November 20 & 21, 2016 / San Francisco San Francisco Hilton Financial District

for details & to register go to: www.dgexpo.net info@dgexpo.net / 212.804.8243



## **SUN STATE** TRADE SHOWS



Gifts

**ARIZONA APPAREL SHOW NEXT SHOW:** June 12 & 13, 2016

**Mesa Convention Center** Mesa, AZ

**Future Show:** 

October 30—November 1, 2016 **Phoenix Convention Center** Phoenix, AZ

**SAN DIEGO APPAREL SHOW NEXT SHOW:** 

November 7 & 8, 2016 **Town & Country Resort Hotel** 

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San Diego, CA

www.sandiegoapparelshow.com chinds@sandiegoapparelshow.com



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### **TRADE SHOWS**

### **Trade Shows** Continued from page 23



Apparel Textile Sourcing Canada ("ATSC") is Canada's first and premier sourcing trade show for the apparel and textile trade. ATSC is produced by JP Communications Inc., which is the parent company to Top-Ten/Wholesale.com and Manufacturer.com. The trade show also features panels workshops and seminars panels, workshops, and seminars from the world's top experts in fashion, sourcing, logistics, marketing, and government. With the support of the Canadian Apparel Federation, ATSC is the one-stop shop to meet suppliers from China, Bangladesh, India, Taiwan, Mexico, the USA, Canada, Honduras, Peru, Colombia, and more. Aug. 22–24, 2016, at the International Centre in Toronto. www.appareltextilesourcing.com

**Momad Shoes** 

Madrid Through Sept. 11

Sept. 10

I.L.M. International Leather Goods Fair

Offenbach, Germany Through Sept. 12

Norton's Apparel, Jewelry & Gift Market

Gatlinburg, Tenn. Through Sept. 12

Sept. 11

Michigan Women's Wear Market

Livonia, Mich. Through Sept. 12

SMOTA

**Profile Show** 

Toronto Through Sept. 14

Sept. 12 Las Vegas International Lingerie

Show Las Vegas Through Sept. 14

The Sourcing Connection

Paris
Through Sept. 14
Apparel Sourcing Paris

Through Sept. 15 Texworld

Paris Through Sept. 15

Sept. 13

Première Vision

Asia's Fashion, Jewellery and

Accessories Fair Hong Kong Through Sept. 16

Las Vegas Souvenir & Resort Gift Show Las Vegas Through Sept. 16

MosShoes

Moscow Through Sept. 16

### PREMIÈREVISION

The next edition of Première Vision Paris, the global event for fashion professionals that includes six complementary trade shows, will be held Sept. 13–15 at Parc des Expositions de Paris-Nord Villepinte. Expositions de Paris-Nord Villepinte. Three days to discover the autumn winter 2017–18 collections, seasonal trends, and main directions of some 1,900 international selected fashion companies: from yarn and fiber producers (Première Vision Yarns) to veavers (Première Vision Fabrics) weavers (Première Vision Patrics), tanneries and fur providers (Première Vision Leather); from surface design studios (Première Vision Designs) to accessory makers (Première Vision Accessories) and Euro Mediterranean manufacturers (Première ranean manufacturiers (Premiere Vision Manufacturing). A leading hub for business and inspiration.

Other Première Vision shows will take place July 19–20 in New York and Oct. 19–21 in Istanbul. To launch the Autumn/Winter 2017–18 season, Tremière Vision is opening a new pre-collection show: Blossom Première Vision will take place July 6–7, 2017, at Palais Brongniart in Paris. www. premierevision.com or www.blossom-premierevision.com

### Sept. 14

rooms Tokyo Through Sept. 15

SGIA Expo

Las Vegas Through Sept. 16 IFJAG

Miami Through Sept. 18

Sept. 15

Dallas Total Home & Gift Market

Dallas Through Sept. 17

Dallas Through Sept. 18

Sept. 16

Mélange Los Angeles Through Sept. 17

Atelier Designers

**Billings Market Association** 

Billings, Montana Through Sept. 18 **Hawaii Market Merchandise** 

Through Sept. 18



Dallas Apparel & Accessories Markets are held five times each year at Dallas Market Center. Located in one of the country's fastest-growing regions, Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, Dallas Market Center is where style starts. For the latest news and upcoming market dates, visit Dallas Market Center's website. www. dallasmarketcenter com

### Sept. 17

Axis at Capsule New York Through Sept. 19

**Designers and Agents** 

New York Through Sept. 19

Designers at the JW Marriott

Essex House New York Through Sept. 19

GTS Florida Expo

Orlando, Fla. Through Sept. 19

**Tranoi**New York
Through Sept. 19

Sept. 18

Off-Price London Through Sept. 19

Accessories The Show (TBC)
New York
Through Sept. 20

Children's Club

Coterie/FWD/Sole/TMRW

Through Sept. 20 Fame (TBC)

New York Through Sept. 20

Luggage, Leather Goods, Handbags & Accessories Show Toronto Through Sept. 20

Stitch (TBC)

New York Through Sept. 20

London Fashion Week

London Through Sept. 22

Sept. 20

Heimtextil Russia Moscow Through Sept. 23

International Casual &

Accessories Market Chicago Through Sept. 23

Sept. 21 The Metropolitan New York Shoe, Footwear & Accessories

Market Edison, N.J. Through Sept. 22



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Atlanta Fall Gift & Home Furnishings Market

Atlanta Through Sept. 23

**Factory Direct Trade Show** 

Los Angeles Through Sept. 23

Luxe Pack

Monaco Through Sept. 23 **Vow: New World of Bridal** 

Atlanta Through Sept. 23

Sept. 22

Interfilière New York Indianapolis Children's Show

ndianapolis hrough Sept. 23

Cashmere World

**Fashion Access** Hong Kong Through Sept. 24



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Sept. 24

Mipap

GTS Kansas City Through Sept. 26

Milan Through Sept. 26

Super Milan Through Sept. 26

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White

Milan Through Sept. 26

Sept. 25

Syracuse Super Show Syracuse, N.Y. Through Sept. 26

The Deerfield Show

Market (LA Mart)

Los Angeles Through Sept. 27

Sept. 26 Los Angeles Majors Market

LA Textile & Sourcimg

Los Angeles Through Sept. 28

Sept. 27 Kansas City Apparel & Accessory

Market

Kansas City Through Sept. 28

Ready to Wear Paris Through Oct. 5

Sept. 28 Osaka International Gift Show

Osaka, Japan Through Sept. 29

Panama City Beach Gift Show Panama City, Fla. Through Sept. 30

Sept. 30

Tranoi

Paris Through Oct. 3

**October TBA** 

Capsule (TBA) Concept (TBA)

Los Angeles
Exponoivos (TBA)

KidShow (TBA)

London Textile Fair (TBA)

Mercedes-Benz Fashion Week Istanbul (TBA)

Modama (TBA)

Nor-Cal Apparel & Footwear Show (TBA)

Plug In (TBA)



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Portland Fashion Week (TBA)

Premium Incentive Show (TBA)

Style Fashion Week (TBA)

The Hub (TBA)

Trendz West (TBA) Palmetto, Fla.

Oct 1

GTS Jewelry & Accessories Expo

Greensboro, N.C Through Oct. 3

Oct. 5 FashioNXT

Portland, Ore. Through Oct. 8

Oct. 6

DG Expo Fabric & Trim Show

Through Oct 7

Imprinted Sportswear Show

Atlanta Apparel

Atlanta Through Oct. 10

Oct. 8

Couture

New York Through Oct. 10

Oct. 9

Travelers Show

Through Oct. 10

Oct. 11

**Chic** Shanghai Through Oct. 13

Intertextile

Shanghai Through Oct. 13

Milano Unica

Shanghai Through Oct. 13 Yarn Expo

Shanghai Through Oct. 13

Oct. 12

Interfilière

Shanghai Through Oct. 13

Oct. 14

Portland, Ore. Through Oct. 15

JITAC European Textile Fair

Tokyo Through Oct. 16

Portland Christmas Cash & Carry

**Show** Portland, Ore. Through Oct. 16

Oct. 16

Travelers Show

Pittsburgh Through Oct. 17

**New England Apparel Club** 

Oct. 17

**ALT** Los Angeles Through Oct. 19

Axis
Los Angeles
Through Oct. 19

**Brand Assembly** Los Angeles Through Oct. 19

Capsule Los Angeles Through Oct. 19

Coeur Los Angeles Through Oct. 19

**Designers and Agents** Los Angeles Through Oct. 19

Emerge

Los Angeles Through Oct. 19 **LA Men's** 

Los Angeles Through Oct. 19

Lazr Los Angeles Through Oct. 19

Select Los Angeles Through Oct 19

Transit

Los Angeles Through Oct. 19

LA Gift & Home Market Los Angeles Through Oct 20

LA Kids' Market

Los Angeles Through Oct. 20 Oct. 19

Texfusion

London Through Oct. 20



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**Première Vision Istanbul** Istanbul Through Oct. 21

Oct. 20

Manila F.A.M.E. International

Jewelry, Fashion & Accessories

Show Rosemont, III. Through Oct. 23

Oct. 21 ITMA Asia + CITME

Shanghai Through Oct. 25

Oct. 22

Stylemax Chicago Through Oct. 25

Oct. 23

**Travelers Show** 

Baltimore Through Oct. 24 **Denver Apparel & Accessory** 

Denver Through Oct. 25

Fashion Market Northern California San Mateo, Calif. Through Oct. 25



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Oct. 25

New England Apparel Club

rough Oct. 26 The Atlanta Fall Immediate

Delivery Show Atlanta Through Oct. 27

Oct. 26 Dallas Apparel & Accessories Market

Dallas Through Oct. 27

Kingpins

Through Oct. 27

FIG Dallas Through Oct. 28

**China Sourcing Fair** 

KidsWorld

Through Oct. 29

**► Trade Shows** page 26



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### **Trade Shows** Continued from page 25



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#### Oct. 27

Coast Miami Through Oct. 28

The NBM Show Charlotte, N.C. Through Oct. 29

### Oct. 29

**Trendz**Palm Beach, Fla
Through Oct. 31

Oct. 30

Arizona Apparel, Accessories, Shoes & Gift Show

Phoenix Through Nov. 1

JA New York

Through Nov 1

Northstar Fashion Exhibitors
St. Paul. Minn

### **November TBA**

Bodyfashion (TBA)

China Sourcing Fair (TBA)

Connections (TBA)

Hong Kong International Jewelry Manufacturers' Show (TBA)

JFW Japan Creation (TBA)

Kingpins (TBA) New York

Modaprima (TBA)

Premium Textile Japan (TBA)

Prêt à Porter Las Vegas (TBA)

Las Vegas The 17th China Yiwu International Exhibition on Knitting & Hosiery

Machinery (TBA) Zheijing, Yiwu, China

#### Nov. 1

Atlanta Fall Immediate Delivery

Atlanta Through Nov. 3

Nov. 2

Kingpins

New York Through Nov. 3 Smoky Mountain Gift Show

Gatlinburg, Tenn. Through Nov. 5

Nov. 3

Coast

Istanbul Leather Fair

Istanbul Through Nov. 5

Mid-South Jewelry and Accessories Fair Memphis Through Nov. 6

Nov. 4

Hawaii Market Merchandise Expo

Through Nov. 6

Los Angeles Christmas Cash & Carry Gift Show Los Angeles Through Nov. 6

Made in France Paris Through Nov. 7

ugh Nov. 7

Michigan Women's Wear Market Livonia, Mich. Through Nov. 7 NW Trend Show

Seattle Through Nov. 8

Nov. 7

San Diego Apparel Accessories, Show & Gift Show San Diego Through Nov. 8

Nov. 8

CALA San Francisco Through Nov. 9

Nov. 9

India Leather Days Offenbach, Germany Through Nov. 10

Nov. 11

**Destination Africa** Cairo, Egypt Through Nov. 12

NBM Show

Denver Through Nov. 12

International Jewelry and Merchandise Show

New Orleans Through Nov. 14

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Nov. 12

Norton's Apparel, Jewelry & Gift Market

Gatlinburg, Tenn Through Nov. 14

Nov. 13 Ocean City Resort Gift Expo

Ocean City, Md. Through Nov. 15

Nov. 14

CALA

Denver Through Nov. 15

Nov. 16 Denim Première Vision

Barcelona Through Nov. 17

Nov. 18

San Francisco Christmas Cash & Carry Show
San Francisco
Through Nov. 20

Nov. 20

DG Expo Fabric & Trim Show San Francisco Through Nov. 21

Nov. 23

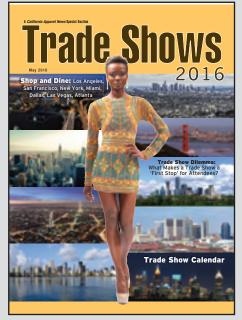
Tissu Premier
Through Nov. 24

Dye + Chem Indonesia
Jakarta, Indonesia
Through Nov. 25

International Yarn & Fabric Show

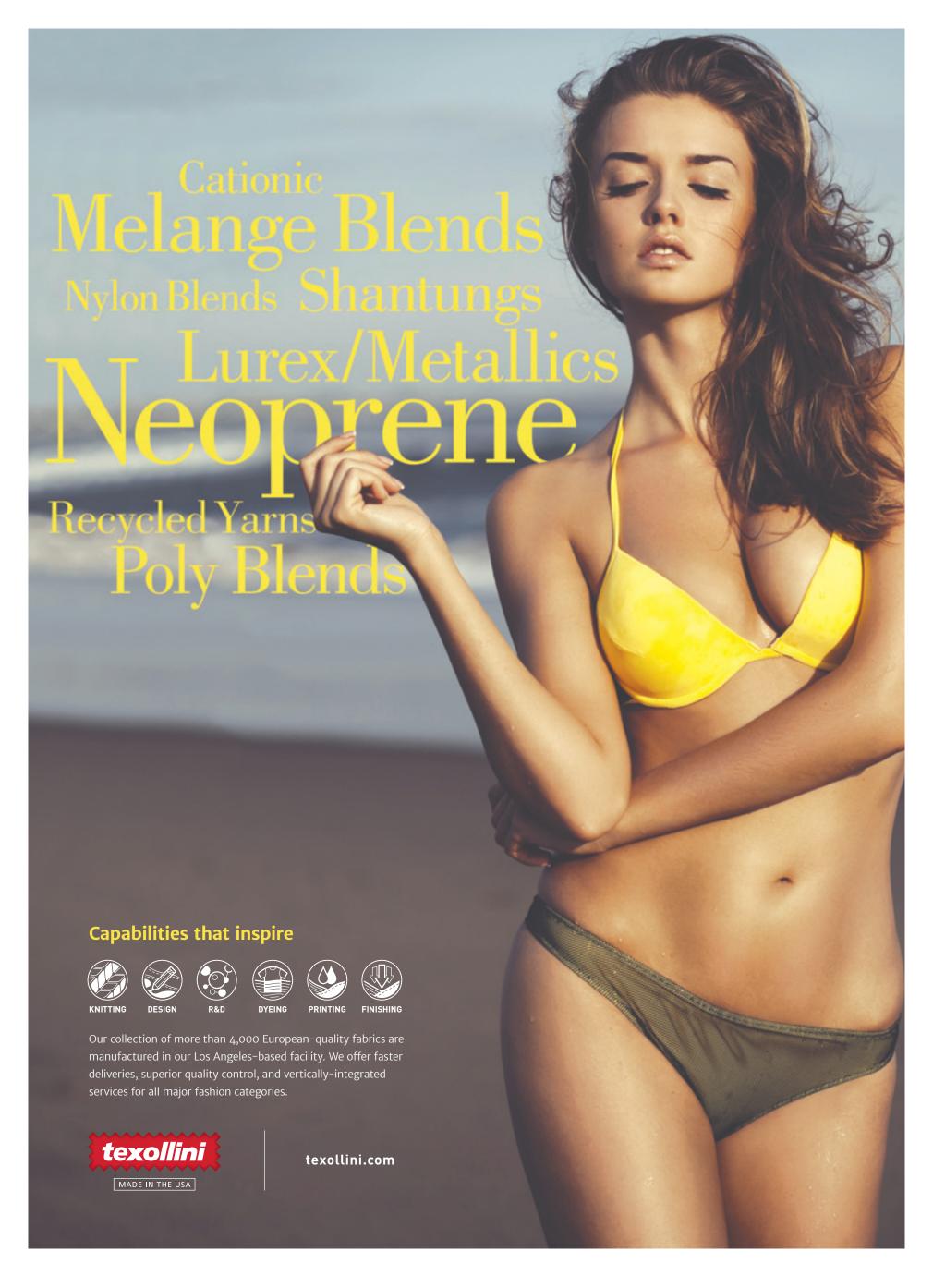
Textech International Expo

Jakarta, Indonesi Through Nov. 25



On the cover: Yas Couture on the runway at Art Hearts Fashion Week in Los Angeles. Photo by John Eckmier

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**13-15 Sept. 2016** premierevision.com

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