

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 71 YEARS

\$2.99 VOLUME 72, NUMBER 22 MAY 20-26, 2016



CITY-INSPIRED

San Francisco's Tenderloin district and the 1951 animated film "Alice in Wonderland" provided the inspiration for the SHOP657 Collection, a private-label collection created by Academy of Art design students. SHOP657 pieces, along with the graduation collections, appeared on the runway at the San Francisco design school's May 11 fashion show. For more from the event, see page 6.

RANDY BROOKE

Kent Smith Stepping Down as Head of Los Angeles Fashion District BID

By Deborah Belgum *Senior Editor*

During his first days in 1999 as head of the **Los Angeles Fashion District**, Kent Smith remembers getting a call one Monday morning from his operations coordinator informing him there had been "a BBQ" in the district over the weekend.

"I didn't realize that BBQ was code for someone being set on fire in their car," he recalled inside his offices on the eleventh floor of the **California Market Center**.

Seventeen years later, crime has dropped and more people walk the streets to shop and dine. The word "BBQ" now has a different meaning.

With a major improvement in the neighborhood since he took over, Smith is stepping down this summer as the executive director of the **Los Angeles Fashion District Business Improvement District**—formed in 1996 as the first business improvement district in Los Angeles. Now eight BIDs

➔ Kent Smith page 4

For Better, Not Worse: Apparel With a Purpose

By Sarah Wolfson *Contributing Writer*

With every **For Better, Not Worse (FBNW)** shirt sold, a bag of groceries goes to a child in need.

"My two main goals are to make an impact on kids' lives and [encourage] other companies to see how they can make a profitable business while giving back to the community," said FBNW founder Patrice Reed, who started the Los Angeles-based company after leaving his previous position as operations director and partner of **Groceries Apparel**.

FBNW is made in Los Angeles using locally sourced materials. Constructed from jersey knit, tri-blends and cotton, the collection consists of basic graphic tees, tanks, hoodies and sweatshirts that come in black, white, heather gray and sand colorways. Each piece has a positive mes-

➔ FBNW page 7

INSIDE

Where fashion gets down to businessSM



XCVI buys Agave ... p. 2

Chargeback advice from Stage Stores ... p. 2

Technology ... p. 3

California College of the Arts runway ... p. 8

www.apparelnews.net

Agave Denim and XCVI Ink Design, Manufacturing and Distribution Deal

Los Angeles-based **XCVI** has acquired **Agave**, the men's and women's denim lifestyle collection founded by Jeff Shafer in 2002.

Shafer will continue on as the brand's creative director, splitting his time between Washington state and Los Angeles. XCVI will manufacture and distribute the collection. Details about the acquisition were not disclosed.

"We are delighted to welcome Agave to XCVI's distinguished portfolio," said Alon

Zeltzer, XCVI's chief executive, in a statement. "With a 20-year history of authentic California design, we share a passion for brand building with an updated approach that will refine this timeless classic."

Founded in 2002, Agave produces premium-denim jeans and knit tops for both men and women. "In building the Agave brand, it has always been integral for me to manufacture the product in an ethical and sustainable way," Shafer said. "I am honored to share this vision with the entire

team at XCVI."

The collection will primarily be produced in Los Angeles, with more labor-intensive pieces produced overseas, said Daniela Zeltzer, XCVI's marketing and communications director, who runs the family-owned company with her brother, Alon Zeltzer.

"In the last few years, we've been looking for the right opportunity, and when the Agave brand surfaced there were so many similarities (corporate culture, similar demographic, lifestyle) that it seemed like such

a special opportunity," Daniela Zeltzer said.

Founded in 1996, XCVI creates casual contemporary pieces for women under its XCVI and **XCVI Move** brands as well as produces full-package design-through-production for brands such as **Ralph Lauren, Guess?, Inc., Rag and Bone, True Religion, NYDJ** and **New Balance**. XCVI produces in its own facilities in Los Angeles as well as at factory-direct partners, all of which are certified by **WRAP** or **Bureau Veritas**.—*Alison A. Nieder*

FINANCE

Feedback on Chargebacks: Stage Stores VP Offers Advice for Avoiding Chargebacks

By Alison A. Nieder Executive Editor

At a recent event in Los Angeles, **Stage Stores** executive Kenneth J. Lettre offered some words of advice for avoiding chargebacks. During the Q&A session, Lettre, Stage Stores' vice president of vendor compliance and relations, got to hear real-world examples of manufacturers' experiences shipping the Houston-based retail chain.

One company discovered it was getting chargebacks for putting the price ticket on the wrong part of the garment. The manufacturer thought the garment was a sweater but later discovered Stage Stores thought it was a vest.

Lettre's advice was to "always ask questions before you ship. When in doubt, send me a photo."

Lettre's presentation, titled "Path to Good and Consistent Supplier/Retailer Compli-

ance Communication," was part of an A/R and chargeback management seminar organized by Robert Prather, president of **Deduction Management Services**, and held in partnership with Los Angeles-based software solutions firm **AIMS360**.

The key to avoiding chargebacks is good communication between the retailer and the supplier, Lettre said.

"We're expecting you to comply; that's our goal at Stage Stores," he said. "We want you to comply, and if you have questions about requirements, we want you to ask."

The first step, Lettre said, is to read Stage Store's compliance guide, which the company has posted on its B2B site at www.gxs.com/stage. The company updates the guide twice each year and highlights the new changes to make it easy for suppliers to review.

Lettre said another mistake vendors make is assuming all retailers have the same shipping requirements. "Do not assume," he said. "The suppliers will say, 'Macy's does it like this. So we assumed Stage Stores did, too.'"

Stage Stores will send email alerts to vendors notifying them about a shipping violation. The retailer gives vendors the option to include as many people as they want on the email alert. The email includes a link with details about the violation, including comments and/or photos.

"The reason for the guide is easy," Lettre said. "We want consistent presentation on our sales floor as fast as we can. I would rather not charge back anyone anytime. Anytime I charge back it causes me more work."

Stage Stores also keeps a compliance data score card for each supplier with up to 2½ years of past approved violations, Lettre said.

"We would rather you have zero charges," he said. "If you're going to have one, it should be one and done."

There's also a window for disputing chargebacks.

"Compliance violations are not like fine wine. They do not get better with age," Lettre said. "Our compliance guide says you have two months to respond. That's why we send you emails. We want you to see it and correct it on the next shipment."

And if a company decides to dispute several chargebacks, Lettre said, "Do the com-

pliance department a favor" and consolidate everything into a single email.

On the rare occasion a vendor simply cannot comply with the guide, Lettre said to contact the company.

"We have to create a guide that's one size fits all," he said. "If there's an item you say you cannot do, give me a call."

Lettre also suggested vendors schedule a visit to Stage Stores' distribution center.

"You get to see the reasons why behind the compliance guide," he said. "We want to have product waiting to go out on the floor. What we don't want is a box that looks like it was run over by a truck."

The event was held on May 10 in Suite C855 at the **California Market Center**. In addition to Lettre, Prather discussed the essentials of chargeback management—in-

cluding proper posting, interdepartmental cooperation and best practices—for shipping, logistics and packing. Edwin B. Siegel, a senior partner with the law offices of **Siegel & Siegel**, and Stephen F. Moss, senior vice president and manager of **Network Commercial Services**, talked to the crowd about the litigation process in California and out of state, when to extend credit, and when to forward a delinquent account to collections. Scott Allen, director of training for AIMS360, discussed ways to use Web-based ERP (enterprise resource planning) technology to handle accounts receivables and avoid chargebacks. ●



Kenneth J. Lettre and Robert Prather



the hangers you were looking for...



jerianhangers.com

JERIAN SHOP.COM

by J Jerian Plastics Inc.

- more than 300 different in-stock styles
- custom hangers for as low as 100pcs
- best quality - competitive prices

ALL RIGHT RESERVED - JERIAN PLASTICS INC. 2016



Technical Advice for the Retailer—From Bricks-and-Mortar to Online-Only

By Alison A. Nieder *Executive Editor*

For a little perspective on retail technology, Sean Finnigan took the discussion back to the year 1400, the beginning of an international commercial-freight boom in Europe.

The introduction of faster clipper ships and railways in the 1800s meant speed-to-market—albeit 19th-century style. Finnigan ticked off more key technological developments—including the cash register, which automatically tallied the receipt, and the shopping mall, which created an “aggregate marketplace.” The advent of online commerce in the 1990s brought another shift for retail, followed by the introduction of the **iPad** in 2010 and the beginning of mobile commerce.

“In today’s environment, the customer can interact with you anytime, anywhere. It doesn’t matter where you are,” he said.

Finnigan, vice president of program services for **Teamwork Retail**, was speaking at “Take It to the Next Level: Empowering Retailers Through Technology,” an all-day event on May 10 at the **Old Ranch Country Club** in Seal Beach, Calif., hosted by **One Step Retail Solutions**.

The event drew a mix of bricks-and-mortar retailers, e-tailers and companies with a combination of both. Finnigan’s talk, titled “Technology’s Impact on Brick & Mortar: Survive the Wave,” focused on the need for both a physical and online presence in today’s market.

“Today’s customer sees no separation between the physical and the digital,” Finnigan said, adding that the physical store remains crucial to driving sales.

“Ninety-five percent of all retail sales are captured by retailers with a bricks-and-mortar presence,” he said. “The physical store helps retailers drive online sales. Customers use the physical store before or after the transaction—hopefully not to return items, but sometimes [they do]. You do not want to exclude any channel for your customer interaction. The value of the store for customers and retailers is far greater than the sales capacity within the store.”

Finnigan compared retailers to surfers, who are always looking forward to the next wave.

“Retail is no different,” he said. “Every wave is different. As you ride it you’re constantly adapting to the changes.”

Technological changes are giving retailers more opportunities to provide customer service, but the challenge is gathering this information and getting it into the hands of the sales associates.

“What’s your most valuable asset? Your customer,” Finnigan said.

Retailers can learn more about the customer through their purchase history and a company’s loyalty program.

“Historically, [this information] lived in different places. It’s been a challenge to bring it all together,” Finnigan said.

“Use technology to strengthen customer relations while making operating easier.”

Finnigan advised retailers to create a central customer database that integrates the customer profile for mobile, e-commerce and in-store.

“Put management of that in the hands of your customer,” he said, pointing to **Uber** as a good example of a company that gives the customer control over requesting a car, monitoring its arrival and knowing the cost in advance. Loyalty and rewards programs are another way to gather information while providing service.

Another key component is access to inventory information, the concept of the “endless aisle,” which allows customers to seamlessly shop in-store or online, to take advantage of programs such as “reserve online, pick up in store.”

“All this information needs to flow into the same order-



Friedman Group's Karen Barry

database.”

An email receipt encourages loyalty and engagement, Diaz said.

“It becomes a tool you can utilize to engage customers once they leave the store,” he said. “E-receipt [customers] spend 30 percent more than those who get paper receipts.”

Diaz’s company compiles the customer information and emails the receipt. FlexReceipts will create a customer profile that can gather multiple identifiers associated with the same customer. FlexReceipts plugs into any “point-of-sale” system, Diaz said, and it can integrate with the retailer’s loyalty program or act as a “light loyalty program” for stores that don’t have their own.

For her keynote address, titled “Behavior Standards and Best Practices Training for On-the-Ground Managers,” Karen Barry encouraged the group to set customer service and selling standards—but warned them not to confuse standards for “attitudes.”

“Don’t focus on attitudes like ‘have a positive attitude,’” she said. “It doesn’t work because an attitude is just an opinion. You can’t fix the attitude, but you can correct a salesperson’s behavior.”

Barry is a trainer with Lenexa, Kan.-based **Friedman Group**, which provides retail training and consulting.

“Friedman Group teaches the science of sales. You need to bring the art to it,” she said.

It’s also crucial for retailers to identify their most pressing problems. As an example, Barry said, a retailer might determine that the company’s most pressing problem is customers who shop in the store and then buy online. Barry suggested retailers find a way to remind customers that they are a local business and to be a more valuable resource to the customer by providing “personalized benefits.”

“Find your problem so you can find real solutions,” Barry said, adding that retailers should “start small.” “We’re looking for progress, not perfection,” she said. ●



Teamword Retail's Sean Finnigan



FlexReceipts' Tomas Diaz

management system so you can provide that information to the associate,” Finnigan said, encouraging attendees to find strong retail partners who can adapt to technological changes in the marketplace.

“Because no single solution meets all retailers’ needs, select partners that have strong integration capabilities,” he said.

There are also new technological developments on the horizon, Finnigan said, such as a way to track not only who enters the store but where they spend the most time in the store.

For Tomas Diaz, chief executive officer of Orlando, Fla.-based **FlexReceipts**, the sales opportunity doesn’t end with the purchase.

“We work with retailers of all different sizes,” he said. “We understand they all are looking for a better way to interact with customers post-purchase.”

Diaz’s company turns an emailed receipt into a marketing opportunity. The company is currently working with 700 retailers in the U.S. and Canada. An enriched email receipt—or “smart receipt”—can allow a retailer to personalize the next offering to that specific customer by including tailored

Calendar

May 20

Splendid/Ella Moss Warehouse Sale
Cooper Design Space, 11th floor
Los Angeles
Through May 21

May 24

Kingpins
InnoCentre
Hong Kong
Through May 25

Beyond the Label's TEDxLA Series
Skirball Cultural Center
Los Angeles

June 2

Atlanta Apparel AmericasMart

Atlanta
Through June 5

June 4

Black & White Ball, presented by National Jewish Health
Skirball Cultural Center
Los Angeles

ITMA Showtime
International Market Center
High Point, N.C.
Through June 8

June 6

LA Fashion Market
California Market Center
Cooper Design Space
The New Mart
Gerry Building

824 Building
Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through June 9

Brand Assembly
Cooper Design Space
Los Angeles
Through June 8

Designers and Agents
The New Mart
Los Angeles
Through June 8

ALT
California Market Center
Los Angeles
Through June 9

LA Kids' Market

California Market Center
Los Angeles
Through June 9

Select
California Market Center
Los Angeles
Through June 9

Transit
California Market Center
Los Angeles
Through June 9

June 7

NW Trend Show
Hangar 30
Seattle
Through June 9

June 8

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through June 11

June 9

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

June 12

Arizona Apparel, Accessories, Shoes & Gift Show
Mesa Convention Center
Mesa, Ariz.
Through June 13

There's more on ApparelNews.net.

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

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

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources**, **Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Apparel News**, **Southwest Images**, **Stylist** and **MAN (Men's Apparel News)**. Properties of TLM PUBLISHING INC., California Market Center, 110 E. Ninth St., Suite A777, Los Angeles, CA 90079, (213) 627-3737. © Copyright 2016 TLM Publishing Inc. All rights reserved. Published weekly except

semi-weekly first week of January, second week of July and first week of September. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.apparelnews.net. For customer service, call (866) 207-1448.

DESIGNER BLOWOUT SALE

UP TO 90 % OFF

GUCCI, PRADA, VALENTINO, YVES SAINT LAURENT, BOTTEGA
VENETA, RALPH LAUREN, DOLCE & GABBANA, AND MARNI

WOMEN'S DRESSES, SHIRTS, PANTS, SKIRTS, LEATHER
JACKETS, FURS, SHOES AND MORE!

Friday, May 27

9am – 4pm

THE COOPER BUILDING

2nd Floor, room 213

860 S. Los Angeles Street

Los Angeles, CA 90014

323-898-6605

CASH ONLY. NO REFUNDS OR EXCHANGES.

LOS ANGELES FASHION DISTRICT

Kent Smith *Continued from page 1*

blanket downtown Los Angeles, and another 26 span the Greater Los Angeles area.

Smith said he feels it's a good time to leave because there have been so many improvements to the area and a host of projects scheduled to come on line in the next few years.

He doesn't have a new job lined up yet but does want to spend more time with his wife of three years, Dr. Lori Shoemaker, who lives in Palo Alto, Calif., and is a research scientist at **Stanford University**. "I feel I have a third career in me," he said.

An ad hoc committee is starting the search for a new BID chief executive.

Before arriving in Los Angeles, Smith, a Canadian, worked for 14 years with **The Forks**, a development company in Winnipeg. With a master's degree in environmental design from the **University of Calgary**, Smith worked as the company's chief executive and president to develop 70 acres of land that once had been a railway yard at the confluence of the Red River and the Assiniboine River in the dilapidated downtown area of the Canadian city.



Kent Smith

The redevelopment project built a children's museum, stage and concert area, open plaza, marina, walkway along the river, 117-room boutique hotel, 1,000 residential units, and 200,000 square feet of retail. It is now Winnipeg's No. 1 tourist attraction.

Later, at a meeting of the **International Downtown Association** in Phoenix, Smith met Steven Gibson, now head of the **Figueria Corridor Business Improvement District** in Los Angeles, who urged the urban planner and developer to apply for the top position at the LA Fashion District BID.

Smith had been to Los Angeles as a tourist and considered downtown Los Angeles—filled with buildings from the 1920s and 1930s—a diamond in the rough. "I could see the bones of a phenomenal set of neighborhoods were here, but it just wasn't happening. With a little bit of love and work, I knew it could," he recalled. He got the job.

A fashion city

When Smith started, there were only 56 blocks and 300 business owners who were part of the BID. Now the BID encompasses 100 blocks and 1,000 business owners. The annual budget has gone from \$1.5 billion to \$4.6 billion.

It also covers collecting more than 6 tons of trash a day, painting out 24,000 graffiti tags a year and fielding 50,000 calls on an annual basis. There are 42 part-time people on the clean team and 24 safety officers who work 24 hours a day, seven days a week. In addition, there are seven staff members. "We are like a little city here," Smith said.

One of the first projects Smith worked

on was helping pass the city's Adaptive Re-use Ordinance, which allowed old buildings that had been establishments such as banks, office buildings, manufacturing centers or warehouses to be converted into residential units. The 1999 ordinance started in downtown Los Angeles and then spread to other local neighborhoods.

That led the way for projects such as **Santee Court**—a collection of nine contiguous historic industrial buildings that once had housed manufacturing companies. The structures, between Seventh and Eighth streets, were converted by businessman and developer Mark Weinstein into 550 residential units that opened in 2004 and paved the way for more residential conversions along Main and Los Angeles streets.

Another early residential conversion project was the **Orpheum Lofts** on Broadway. They sit over the 1926 **Orpheum Theatre**, owned by Steve Needleman and **Anjac Fashion Buildings**. Now lofts and apartments have sprung up all over the Fashion District as well as other historic neighborhoods in Los Angeles. Where once there were 10,000 residents in downtown Los Angeles, there are now 50,000.

"I knew what residential development could do," Smith said, noting that he and Carol Schatz, chief executive and president of the **Central City Association of Los Angeles**, believed that bringing residents to downtown would give the area an economic boost and lead to more nighttime entertainment. "Before, trying to find a restaurant that was open at night in downtown was hard," Smith said. "Now, downtown LA is a dining destination."

The Fashion District saw its first hotel opening two years ago with the conversion of the ornate 1927 **United Artists** building on Broadway into the upscale **Ace Hotel**. Now three more hotels are slated to debut. **The Tuck**, a small 14-room hotel in a one-time warehouse and brothel at 820 S. Spring St., is scheduled to open its doors at the end of the summer.

The former **Case Hotel**—a mid-1920s structure at 1106 S. Broadway that later became the **YWCA Job Training Corps** building—is being converted into a boutique hotel called the **Downtown LA Proper Hotel**.

And not far away at 1060 S. Broadway, the former **Los Angeles Railway Building** is being transformed into a branch of the **Hoxton** hotel chain.

Brand-new apartment projects are popping up all over the place. Apartment developer Geoff Palmer is erecting two enormous buildings encompassing more than 680 apartments sitting between the Ace Hotel and the California Market Center.

All of this wouldn't have been possible if it weren't for the original goal of the Fashion District BID, which was to make the area clean and safe.

Collecting garbage, putting out trash cans, having a safe team patrol on bicycle during the day and in cars at night have helped lower the crime



Smith at the ribbon-cutting ceremony at the Garment Lofts at 217 E. Eighth St.

COMING SOON IN CALIFORNIA APPAREL NEWS

May 27

Cover: Fashion
New Resources
Technology
Denim Report

Technology Advertorial Denim Advertorial

Bonus Distribution

ALT 6/6-9
Designers & Agents LA 6/6-8
L.A. Fashion Market 6/6-9
Dallas Market Week 6/8-11

June 3

Cover: Street Scene Fashion
Technology
Retail Report
New Lines & Showrooms

Activewear Special Section Finance Advertorial Fashion District Advertorial

Bonus Distribution

ALT 6/6-9
Designers & Agents LA 6/6-8
L.A. Fashion Market 6/6-9
DG Expo Dallas 6/15-16

June 10

Cover: LA Market Wrap
Surf Report
Real Estate Charts
Retail Notes
Technology

Tech Advertorial Education in Focus

Bonus Distribution

Licensing Expo 6/21-23
Fashion Designers Expo

June 17

Cover: Retail
Technology
Finance Notes
T-Shirt Report

Apparel Insiders Denim Fashion Faces T-Shirt Advertorial Findings & Trimmings Special Section

Bonus Distribution

Fashion Market Northern California 6/26-28

CALIFORNIA
ApparelNews

CALL NOW FOR SPECIAL RATES,
TERRY MARTINEZ (213) 627-3737 x213



Smith at the United Artists Theatre/Ace Hotel with some of the people who pushed the renovation project forward

rate by more than 50 percent in recent years and made people feel safer walking on the streets. “Ninety percent of our budget is spent on the public realm,” Smith said.

That has kept building owners and businesses happy. “He has been invaluable to us,” said Ethan Eller, who was on the Fashion District BID board from 2000 to 2006 and is property manager of **The New Mart**, a former manufacturing building built in 1926 now filled with nearly 100 high-end showrooms. “In the beginning it was all about safe and clean. The thing he expanded the most was if people don’t know about it, it hasn’t achieved anything.”

Eller said Smith got the word out to the public about all the opportunities available for shopping, dining and viewing historical buildings, plus posting valuable information on the BID’s website, which includes a detailed map of the area and instructions on how to get to the area.

Ilse Metchek, president of the **California Fashion Association** and former owner of clothing company **Ilse M**, described Smith as unflappable.

“He inherited a beehive of negative activity. It was the wholesalers versus the retailers [meaning the buildings who housed showrooms versus the buildings who housed retailers]. The two sides really had two different marketing strategies,” she said. “That, in essence, was the problem. There was always a fight about budgets and where they were going to spend their money and how they were going to spend their money. ... He had the most diverse constituents that I’ve ever seen, with different agendas, different cultural backgrounds and truly different budgetary requirements—and he did a fabulous job.”

Brad Luster, a BID board member and president of **Major Properties**, which has two buildings in the Fashion District, said Smith has had the task of working with divisive factions that encompass 1,000 building owners.

“As owners, we all have our own agendas and selfish designs for what the BID should do and how the money should be spent,” he said. “At the end of the day, he got everybody to cooperate. That’s hats off for working for 17 years for a few thousand different bosses.” ●

AAFA Names Joseph Abboud ‘Person of the Year’

Joseph Abboud has been creating men’s fashion for more than 30 years with timeless style seen in his namesake brand and in his creative vision for several leading menswear stores.

With that in mind, the **American Apparel & Footwear Association** has named Abboud the 2016 “Person of the Year.” The award is being presented to the designer at the AAFA’s 38th annual **American Images Awards** in New York on May 24.

“From his early beginnings to his recent return to the runway, Joseph has championed American style and artisanship, and we’re proud to have him represent our industry,” said Rick Helfenbein, AAFA’s president and chief executive.

Since he was 16, Abboud has been passionate about fashion. He started his career in menswear at **Louis of Boston** and, later, **Polo Ralph Lauren**. In 1987, he launched his own self-named label and soon was garnering awards. He is the only designer to win the “Menswear Designer of the Year” two years in a row (in 1989 and 1990) from the **Council of**

Fashion Designers of America.

Abboud joined **Tailored Brands Inc.** as its chief creative director in December 2012. The following year, Abboud was reunited with his namesake brand when Tailored Brands acquired **JA Holding Inc.**, the parent company of the Joseph Abboud brand.

The designer then relaunched his label and set out to design sophisticated, modern-American lifestyle collections selling at its own online shopping site and later at the Joseph Abboud flagship store in New York.

Abboud, as creative director of Tailored Brands, oversees creative for the company’s nameplates of **Men’s Wearhouse**, **Moore’s Clothing for Men**, **K&G** and **Jos. A. Bank**, totaling 1,700 stores nationwide.

Other 2016 American Image awards and honorees include **BBC International** as company of the year, **Shinola** as retailer of the year, Christian Siriano as designer of the year and Iris Apfel as fashion maverick.

—Deborah Belgum



Fashion to Life Springs

Hong Kong is the famous trendsetter, gathering international fashion brands and designs. Boasting around 1,200 international exhibitors in 2016, the fashion week is a one-stop shop for sourcing and merchandising. It offers buyers a fantastic spread of the latest trend in garments and accessories from high-end fashion to mass merchandise.

A vivacious market for business

Zones highlight of the fair include Fashion Gallery, International Fashion Designers’ Showcase, Emporium de Mode, World of Fashion Accessories, Salon of Scarves and Shawls, Fabrics and Yarn and Men In Style. This year, fashion week has two new zones, “Women’s Wear” & “Knitwear”. hktdc.com Small Orders zone comprises exhibitors with a minimum order quantity of five to one thousand.



Event excitement

The great atmosphere of this internationally renowned fashion week is created by the full array of fashion shows, house shows, designers’ collection shows and runway shows and runway parades daily.

During the fair period, there are also trend forecast seminars by Fashion Snoops and WGSN group and buyers’ forum. Networking events facilitates the cozy environment for buyers to expand their business with industry peers.

CENTRESTAGE - Asia’s Premier Fashion Event

The inaugural edition of CENTRESTAGE will be held from 7-10 September 2016 at the Hong Kong Convention and Exhibition Centre. It is a dedicated marketing platform for international and regional brands, ready-to-wear and designer labels, with a focus on Asia. Exhibitors will showcase their latest/new collections to regional fashion media, invited fashionistas and fashion buyers, especially those from multi-brand stores, select shops, department stores, and fashion e-tailers. An impressive array of fashion shows and events will be held during the fair. For details, please visit www.centrestage.com.hk



Hong Kong Fashion Week for Spring/Summer

Fair Date: 4-7 July 2016

Venue: Hong Kong Convention and Exhibition Centre

Reserve your **FREE** Admission Badge Now!

Website: www.hktdc.com/ex/hkfashionweekss/21

Mobile App: HKDTC Mobile

Mobile Info Site: hktdc.com/wap/fashionss/T119



Exclusive offers for Overseas Buyers*

*Terms & conditions apply

For query, please free feel to contact

HKDTC New York Office at (1 212) 8388 688 or new.york.office@hktdc.org

Academy of Art Taps Rodarte Designers for Graduation Runway Show

Rodarte designers Kate and Laura Mulleavy received honorary doctorate degrees from the **Academy of Art University** on May 11 at the San Francisco design school's graduation fashion show. Academy of Art University President Dr. Elisa Stephens presented the Mulleavys with their honorary degrees as well as a certificate of honor from the office of San Francisco Mayor Edwin M. Lee.

The runway show featured collections by Academy of Art students majoring in fashion design, knitwear design, menswear design, technical design, textile design and jewelry/metal arts as well as the **SHOP657 Collection**, a private-label collection created by fashion design, textile design, jewelry and metal arts and fashion merchandising students created by Cherish Bai, Jayme Goodman, Meeneshwer Madhu, Sylvia Rivera, Soji Solarin, Yuki Zhang, Yun Ling Tham Timmy and Neysa Makizuru. The SHOP657 Collection was made from repurposed and locally sourced materials. For inspiration, the students mixed the animated film "Alice in Wonderland" with a commute through San Francisco's Tenderloin district. Following the show, several pieces were selected to be produced for sale at **SHOP657**, the San Francisco retail store run by the Academy of Art school of fashion.

For her runway collection, fashion design student Wen Jiang was inspired by architecture and the work of Munich-based photographer Nick Frank to create her color-blocked collection of wood pieces.

Menswear design student Annie Yang looked to the work



Wen Jiang Xiuzhen Li Ben Ellis Sophie Cheng Karin Kate Wong Ke Zhang Brandon Kee

of Brazil-based artist Daniel Steegmann to create a collection of oversized, multilayered garments. Yang worked with textile design student Jasmine Juwei Xu, who layered cotton twill and cotton sateen with baby powder to create a textile with a fading texture.

Fashion design student Xiuzhen Li explored "the notion of decay," looking at the patterns of "growth and deterioration" to create a collection of layered pieces of lace and felt. Li's pieces also featured beading work done by fashion design students Alvin Ang and Amy Tzu Chen Hsu.

Fashion design student Vanessa Nash-Spangler was inspired by the Fibonacci sequence and hexagons to create her brightly colored collection of tulle, silk and organza embellished with oversized ruffles and flowers.

Fashion design student Busara Boussard combined the "colors, shapes and architectural details of the **EPM Museum** in

Seattle" with lacrosse uniforms and equipment for her color-blocked menswear collection. Boussard worked with jewelry/metal arts student Eirin Midtskogseter, who created shoulder and arm jewelry to complement Boussard's designs.

Menswear design student Ben Ellis was inspired by French artist Andre Derain to create a men's line made from denim and jersey, including repurposed fabric from thrift stores and donated T-shirts.

For her collection inspired by Antelope Canyon and the Hopi tribe, fashion design student Sophie Cheng laser cut and etched patterns on the garments, which featured hand-dyed ombré string details, draped details and ruffles.

Fashion design student Karin Kate Wong's collection combined comfort and sexuality with silky, soft fabrics in draped and backless silhouettes accented with silver lamé and tie closures.

Inspired by the translucent fabric sculptures of Korean-American artist Do Ho Suh, menswear design student Ke Zhang created a tailored collection of menswear inspired by pajamas and 1900s men's undergarments.

Fashion design student Febri Artha Jayanti worked with knitwear design student Rebecca Dovenryd Almberg for a collection of structured and tailored pieces inspired by American artist Valerie Hegarty as well as the habits worn by early-20th-century nuns.

For their collaboration, fashion design student Regina J. Yoon and textile design student Jadi Haynes created a collec-



Justin Moreno with textiles by Namrata Bhandari Celine Sohrabian with jewelry by Shuangning Sici Li Annie Yang with textiles by Jasmine Juwei Xu Busara Boussard with jewelry by Eirin Midtskogseter



SHOP657 collaborative collection



Febri Artha Jayanti with knitwear by Rebecca Dovenryd Almberg



Regina J. Yoon with textiles by Jadi Haynes

Jiaqi Lu

Vanessa Nash-Spangler

EVENTS

LA Fashion District Intersection Renamed for Stanley Hirsh

The May 13 dedication ceremony renaming the intersection of Ninth and Los Angeles streets for the late manufacturer, property owner and philanthropist Stanley Hirsh drew a crowd of city and apparel-industry notables—many of whom praised Hirsh for his role in rebuilding downtown Los Angeles.

Los Angeles City Councilman José Huizar, who represents the 14th district, which includes the **Los Angeles Fashion District**, described him as "someone who really truly loved the city of LA and would do anything to make it better. Downtown LA's revitalization is because of people like Stanley who took the risk."

Jan Perry, the general manager of the City of Los Angeles' Economic & Workforce Development Department (and former ninth district city councilperson), called him "a self-made man."

Wendy Greuel, currently a commissioner on the Los Angeles Homeless Services Authority Board and the former city controller, said she knew Hirsh from her days working with then-Mayor Tom Bradley.

"He was a pioneer in the downtown garment district, a philanthropist and a civic leader. To most of us, he was a friend," she said.

Kent Smith, the outgoing executive director of the Los Angeles Fashion District, credited Hirsh with helping create the first Business Improvement District in Los Angeles.

"Stanley went to the East Coast and took a look at the BIDs in Philadelphia and New York and said, 'Why can't we do that in LA?'" Smith said.

What started as an 18-block pilot program 20 years ago has grown into the 100-block Los Angeles Fashion Dis-

trict Business Improvement District, which is supported by more than 1,000 property owners, Smith said.

"Now there are 34 BIDs throughout the city and there are eight in downtown LA. These eight are the foundation of the downtown renaissance," he said.

Ilse Metchek, executive director of the **California Fashion Association**, said she first met Hirsh when he launched his manufacturing business, S. Howard Hirsh. Metchek described the dedication of Stanley Hirsh Square as "a wonderful honor."

"I think the whole city should be named for Stanley Hirsh," she said.

Hirsh, who passed away in 2003, originally was a Los Angeles apparel manufacturer who produced under the labels **Alex Coleman**, **Elizabeth Stewart**, **California Girls**, **Hirshies**, **A.C. Sport** and **Jennie & Lizzie**. He later shifted his focus to retail estate, building a portfolio that includes the **Cooper Design Space** (then known as the **Cooper Building**). He founded the **Downtown Property Owners Association** (DPOA), which provided the foundation for



Back row, left to right: Wendy Greuel, Pam and Steve Hirsh, Councilman Bob Blumenfeld, Councilman Jose Huizar, Jennifer Hirsh, Aaron Naftali, Kobe Naftali, Adam Hirsh. Front row, left to right: Edén Naftali, Liz Hirsh Naftali, Tayla Naftali

forming the Los Angeles Fashion District BID. He was also was also the publisher of the *Jewish Journal*, a former president of the **Jewish Federation of Los Angeles**, chairman of the **Los Angeles Community Redevelopment Agency** and a contributor to many philanthropic organizations.

The May 13 event was held in front of the Cooper Design Space, which is now run by Hirsh's son, Steve. Several Hirsh family members were in attendance, including his daughter, Jennifer Hirsh, who told the crowd she and her family are proud of her father's legacy in the fashion district, which is "so much of a big part of the fabric of my life."

"My dad would have been half pleased and half wondering why everyone isn't at work already," she quipped.

Steve Hirsh credited his sister Liz Hirsh Naftali for spearheading the effort to rename the intersection after their father.

"This has been a long time coming," he said. "[My father] loved this intersection. He put more shoe leather in this intersection than anyone. He'd be so excited to see the changes [in downtown Los Angeles]." —Alison A. Nieder

Academy of Art *Continued from previous page*

tion inspired by “the styles and ideologies of ancient and contemporary Korean shamanism,” made in cotton, laser-cut faux leather and broderie anglaise with beading done by fashion design student Jessica Victoria Wijaya.

The oversize silhouettes of '90s hip-hop combined with the 1970s-era Chinese anti-gravity pilot suits inspired menswear design student Brandon Kee for his collection, which featured yellow jacquard jumpsuits, washed violet pants and light-pink coats.

Fashion design student Jiaqi Lu used crepe silk and textured cotton to create a sculptural collection inspired by 3-D printing and origami.

A blending of the lines between masculine and femi-



Kate Mulleavy, Elisa Stephens, Laura Mulleavy and Celine Sohrabian

nine inspired the collaboration between menswear design student Justin Moreno and textile design student Namrata Bhandari, who took inspiration in the “swirling floral fabric typically seen on the skater girls in Kabul” for a collection of “street-luxe” fashion.

Fashion design student Celine Sohrabian, who landed the Rodarte summer internship, found inspiration in “distortion of shape, obscurity and a play on unconventional fabrics,” such as latex paired with metallic tweed, for her collection of asymmetrical and oversized pieces. Sohrabian worked with jewelry/metal arts student Shuangning Sici Li, who used silver, resin and cement to create jewelry to complement Sohrabian’s designs.

—Alison A. Nieder

FBNW *Continued from page 1*

sage, a phrase or affirmation embossed across the front.

After leaving Groceries, Reed was looking to launch a business with a philanthropic mission.

After speaking with an administrator in the **Pasadena Unified School District**, Reed learned that while there are programs to provide children with school lunches or classroom supplies, many kids lack sufficient food at home to eat over the weekends, holidays and summer, especially.

FBNW teamed up with the Pasadena Unified School District and a sub department called **Families in Transition (FIT)**, which provides outreach, services and assistance to families in need.

“Every public school in that district except one is a ‘title one,’ which classifies them as low income,” Reed said, adding that he’s expanding the program to include Los Angeles County schools as well.

Reed works with FIT to identify families in need, and food drops are arranged approximately two weeks before the drop date.

“I look at my sales records for the number of shirts sold since the previous drop. I then give that number to Families in Transition.”

FBNW held its first food drop on March 5, when Reed and a team of volunteers distributed 212 bags of groceries. Reed did all the shopping. Each bag included oatmeal, a can of vegetables, a pack of crackers, soup, ramen noodles and a granola bar.

“In our first food drive, we were lucky enough to get **Whole Foods** to [participate],” Reed said. “They loved the

idea so they donated an additional item to put in our bag as well as the bag itself. Next month we are going to host a pop-up in the Pasadena Whole Foods store, which happens to fit our demographic. That’s part of my goal. I want companies to see what we are doing so they contribute as well.”

Reed plans to start by distributing food four times annually with plans to increase the number of food drops as the company grows. Eventually, he hopes to be distributing thousands of bags of food weekly across multiple cities nationwide.

FBNW is planning to distribute more than 550 bags at the next food drop on June 4.

“We still have a couple more weeks to increase that number. [However,] I’m happy with where we are for the June drop thus far,” Reed said.

FBNW exhibited at its first trade show, the consumer marketplace **Unique LA**, held recently at the **California Market Center** in Los Angeles.

“I started looking at trade shows, and I was into their [direct-to-sell platform]. I figured we should attend and try to sell to reach our June goal [of more than 750 bags],” Reed said.

Reed also opened up sales to wholesale accounts, landing orders from **Sodo** and **Dungarees**. Wholesale price points range from \$17.50 to \$20.50.

The next step is to create a new website for FBNW, which Reed—the company’s only employee—expects

to be live in a few months.

“At the end of the day, it’s not solely about the product or the brand but how that distribution makes an impact,” Reed said. “So far, the response has been amazing.”

For more information, visit www.fbnw.us. ●



Patric Reed, center



For every FBNW shirt sold, the company donates a bag of groceries to a child in need.

J.N. Zippers & Supplies Corp.

Since 1990

USA Stock ~ No Minimums
Global Delivery

Competitive Pricing
China Factory Direct

Custom Samples ~ Made in USA

380 Swift Ave. #5, So. San Francisco, CA 94080

Office: (650) 871-8838

info@zprz.com / info@jnzipper.com

Stock Site: www.zprz.com / Concept Site: www.jnzipper.com

zprz

Euro-inspired
high-polished
Metal Zippers

~
Apparel & Bag
Hardware

~
Classic &
Designer
Coil, Plastic,
Rhinestone &
Metal Zippers

~
Stock Designer
Colors



S & J USA, Inc.

since 1986



The First Name In Zipper



S & J USA, INC.
est. 1986

YKK Authorized
Distributor

**C&C
METAL** Authorized
Distributor

843 E. 31st St.

Los Angeles, CA 90011

Tel: (323) 231-0811

Fax: (323) 231-3820

Email: snjusa@snjusa.com

Operating Hours

8:00 am – 5:00 pm (PST)

Monday – Friday

ALL TYPES ZIPPERS
JEAN RIVETS
TACK BUTTONS
SNAP BUTTONS
PLUS MORE
TRIMS AVAILABLE
NAILHEADS
ALL TYPES ZIPPERS

SHAPE UP

and capture the
attention of
retailers with

antex

premier
performance
fabrics made
in the USA



The goal at Antex Knitting Mills is to service the knit fabric needs of the apparel industry with high quality, competitively priced fabrics, backed by outstanding customer service and technical expertise.

Antex's product line includes:
Matchmaster prints
Antex Premier Performance
Dry Inside Performance Cotton
Pyrosafe by Antex flame retardant knits



3750 S. BROADWAY PLACE, LOS ANGELES, CA 90007

TEL (323) 232-2061

WWW.ANTEKKNITTING.COM

FOR MORE INFORMATION

PLEASE CONTACT SALES@ANTEKKNITTING.COM

CCA Collections on the Runway in San Francisco



Caroline Chun

Caitie Dodge

Elina Xie

Jiyun Moon



Kristi Pak

Moises Estrada

Tiantong Zhou

Wenxin Zheng



Melissa Yanga

Nicole Adames

Rieko Cho

Sophia Lemos

California College of the Arts hosted its 2016 annual fashion show on May 13 on the back lot of the design school's San Francisco campus.

The runway show featured the work of 12 senior designers, including Nicole Adames, who took inspiration in artist Paul Klee's hand puppets for her menswear collection made with wool and raw selva denim. Rieko Cho used wool, lace and organza for her feminine collection inspired by clouds, dreams and childlike drawings. Caitie Dodge's collection featured textured knits that are "twisted and mixed to reveal hidden patterns." Moises Estrada found inspiration in World War II female pilots for his collection, which featured military strapping, denim and ponte di roma knits. Sophia Lemos used knits, crepe and gauze for her collection, which was inspired by 1930s Constructivist art and architecture. Jiyun Moon combined origami with Korean street fashion and skateboard culture for a menswear collection made with recycled materials and splashes of color.

Inspired by Alphonse Mucha's painting "Rose," Elina Xie's bridal collection features nontraditional fabrics, laser cutting and embossing techniques mixed with hand beading

and embroidery.

The voluminous shapes of Melissa Yanga's collection are meant to recall a blooming lotus bud steeping in a teapot. Yanga paired naturally dyed silks and linens with fasteners made from shell and horn for a collection of classic silhouettes laser etched with botanical images and motifs based on the designer's own tattoos.

Caroline Chun was inspired by a man's misbuttoned shirt to create her collection, in which she deconstructed traditional silhouettes to create an "askew" collection of pieces that could be worn multiple ways.

Titled "Fin de Siècle," Wenxin Zheng's collection explored unconventional beauty standards using layers of diaphanous and matte fabrics in silhouettes that play with proportions.

Kristi Pak reworked the fisherman's sweater with a collection that layered chunky, textured sweater knits and paired them with heavyweight suiting fabrics in draped and tailored silhouettes.

Tiantong Zhou's collection of layered pieces in stark architectural silhouettes was softened by warm, textured wools and soft knits.—Alison A. Nieder

Retailers Relying More on Promotions This Year to Clinch a Sale

If it seems there is a sale every weekend at your local store, you are probably right.

Statistics show that during the first three months of this year, retailers were putting up more signs for special promotions than during the same period last year.

According to a study by **DynamicAction**, which studied data from more than \$5 billion in consumer transactions for its "Retail Index: Spring 2016," full-price sales were down 4 percent during the first quarter of this year compared to last year and orders using promotions jumped 63 percent.

March was an especially promotional month, with an 86 percent increase in orders using promotions compared to 2015.

While retail profits were up an average 5.2 percent compared to last year, most gains occurred in January with increasing volatility in February and March.

In addition, retailers found it harder to convert first-time buyers into second-time buyers with those conversions down 6 percent from last year.

"The antiquated strategy of retailers relying exclusively on their promotional calendars to

run their operations has fostered an ingrained need for discounts by consumers, who are increasingly being trained to wait for promotions or discounts prior to making a purchase," said John Squire, chief executive and cofounder of DynamicAction, based in Redwood City, Calif.

"The very best retailers are preparing right now to answer customers' needs and beat shareholders' expectations during the holiday season of 2016 by focusing on curbing the promotional addiction and utilizing their full data set to better manage inventory and operations," he added.—*Deborah Belgium*

Salute to Suppliers and Services Resources

Antex Knitting Mills

div. of Matchmaster Dyeing & Finishing Inc.
3750 S. Broadway Place
Los Angeles, CA 90007
(323) 232-2061
Fax: (323) 233-7751
annat@antexknitting.com
Contact: Bill or Anna Tenenblatt

Products and Services: Antex Knitting Mills, a privately owned vertical knitting, dyeing, and printing company in Los Angeles, announces capability of providing full-package garments produced in California or Central America to meet your varied needs. Antex's product line includes Antex Premier Performance a line of high-performance, technical fabrics with moisture management, anti-microbial, stain resistant, or UV finishes; and Matchmaster Prints by Antex California, offering design and development of custom prints. Please contact sales@antexknitting.com.

Jerian Plastics Inc.

(Global Head Office)
1000 De La Gauchetiere West Suite 2400
Montreal (Quebec)
Canada H3B 4W5
(514) 448-2234
Fax: (514) 448-5101
info@jerianhangers.com
www.jerianhangers.com

Products and Services: Jerian Plastics Inc. is a global hanger manufacturer and a premium store fixture distributor where you can source all your hanger store fixtures and garment packaging needs through our worldwide network facilities. At Jerian, we always have in mind to provide our clients with cost-effective plastic hangers and top-quality personalized custom-made wooden hangers specially designed to enhance the highest standards of the fashion industry and to fit the latest trends in the store interior-design market.

JN Zippers & Supplies Corp.

380 Swift Avenue—Unit #5 and 6
South San Francisco, CA 94080
Contact: Sales Dept. (650) 871-8838
info@zprz.com

Products and Services: Founded in America in 1990, J.N. Zippers & Supplies Corporation serves the industry with a California-based corporate office and warehouse with China factory customization for garment, bag and accessory manufacturers worldwide. Quick sampling from our warehouse stock of high-quality zippers, pulls, bag and apparel hardware that are ITS, SGS, Oeko-Tex, ISO9001:2000 safety tested and standards compliant. Our staff is ready to assist you with choosing the best zipper configuration suited to your product. We offer private branding on pulls, hardware, and labels. Our warehouse also stocks elastics, tapes, cords, labels, and workroom supplies for spot delivery. Turn to the experts at J.N. Zippers & Supplies Corp. and the in-stock division of ZPRZ Company to provide you with the best combination of quality, price, and service.

S & J USA, Inc.

843 E. 31st St.
Los Angeles, CA 90011
(323) 231-0811
Fax: (323) 231-3820
snjusa@snjusa.com

Products and Services: S & J USA, Inc. has been a major, authorized distributor of YKK zippers for over 25 years. We carry a vast array of zippers, and we have an in-house factory that allows us to complete orders quicker than our competitors. S & J USA, Inc. also specializes in snaps, tack buttons, eyelets, and elastics, among other trims. Our customers range from the U.S. to Asia, and we hope to expand even further in the future. We are known for great customer service and quality materials.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the Salute to Suppliers and Services Resources.

Apparel News Group



Seventy-one years of news,
fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

EXECUTIVE EDITOR
ALISON A. NIEDER

SENIOR EDITOR
DEBORAH BELGUM

RETAIL EDITOR
ANDREW ASCH

EDITORIAL MANAGER
JOHN IRWIN

CONTRIBUTORS
ALYSON BENDER

VOLKER CORELL
RHEA CORTADO

JOHN ECKMIER
TIM REGAS

FELIX SALZMAN
N. JAYNE SEWARD

SARAH WOLFSON

WEB PRODUCTION
MORGAN WESSLER

CREATIVE MARKETING
DIRECTOR

LOUISE DAMBERG

DIRECTOR OF SALES
AND MARKETING

TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE
AMY VALENCIA

ACCOUNT EXECUTIVE
LYNNE KASCH

BUSINESS DEVELOPMENT
DANIELLA PLATT

MOLLY RHODES

SALES ASSISTANT/RECEPTIONIST
ASHLEY KOHUT

ADMINISTRATIVE ASSISTANT
RACHEL MARTINEZ

SALES ASSISTANT
PENNY ROTHKE-SIMENSKY

CLASSIFIED ACCOUNT
EXECUTIVES

ZENNY R. KATIGBAK
JEFFERY YOUNGER

CLASSIFIED ACCOUNTING
MARILOU DELA CRUZ

SERVICE DIRECTORY
ACCOUNT EXECUTIVE

JUNE ESPINO

PRODUCTION MANAGER
KENDALL IN

EDITORIAL DESIGNERS
JOHN FREEMAN FISH

DOT WILTZER

PHOTO EDITOR
JOHN URQUIZA

CREDIT MANAGER
RITA O'CONNOR

PUBLISHED BY
TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:

California Apparel News

Waterwear

Decorated

EXECUTIVE OFFICE

California Market Center

110 E. Ninth St., Suite A777

Los Angeles, CA 90079-1777

(213) 627-3737

Fax (213) 623-5707

Classified Advertising Fax

(213) 623-1515

www.apparelnews.net

webmaster@apparelnews.net

PRINTED IN THE U.S.A.



To advertise Email:
june@apparelnews.net

DIRECTORY OF PROFESSIONAL SERVICES & BUSINESS RESOURCES

To advertise call June Espino
213-627-3737 x250

ACCOUNTING SERVICES

HOVIK M. KHALOIAN
CPA
ACCOUNTING • AUDITING
TAXATION SERVICES FOR THE APPAREL INDUSTRY

520 N. CENTRAL AVE., SUITE # 650
GLENDALE, CA 91203

TEL: 818.244.7200
HOVIK@HMKCPA.NET

FIT MODELS

FIT MODELS – ALL SIZES
Fit • Print • Runway • Showroom • Trade Shows
MAVRICK Models
323.931.5555
"Contact Ms. Penny to set up a Fitting or Casting."
Penny.Middlemiss@mavrickartists.com
Tiffany.Stubbs@mavrickartists.com

PATCH SUPPLY

Embroidered Patches
Woven & Printed Patches
Woven Labels
Reliable Delivery, Guaranteed Quality, Friendly Responsive Service, Competitive Pricing
PATCH SUPPLY, INC.
800-851-7096 949-443-0309
sales@patchsupply.com
www.patchsupply.com

COMPUTER SERVICES

@ B2B GEEKS
BUSINESS TO BUSINESS

SOLUTIONS

- Network Support
- Help Desk
- On-Site Technical Support
- Remote Support
- Disaster Recovery
- Wireless Access Points (WAP/WIFI)

DATA CABLING

- Office, Showroom, Warehouse, Structure Cabling

COMPUTER SERVICES

- Laptop/Desktop Support
- Data Recovery
- Pick-up/Delivery Service

Give us a call 24/7 at 800-459-2796
or E-mail us: Support@B2BGeeks.com
www.B2BGeeks.com

MODEL SERVICES

Rage MODELS
"Real Models for Real Clothes for Real People!"
FIT MODELS
MODELS OF ALL AGES & ALL SIZES
FIT, SHOWROOM, TRADE SHOWS, PRINT, COMMERCIAL, RUNWAY
818-225-0526
teamrage@ragemodels.com
www.ragemodels.com

SEWING MACHINE SERVICES

ACE SEWING MACHINE INC.

214 E. 8th St.
Los Angeles CA 90014
Tel (213) 622-8345
Fax (213) 622-0142
Acesewing.com

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hanger tape
- Cutting room supplies

CONTRACTOR

Cutting/Sewing
Under one roof • Orange County Contractor
Specialists—Sportswear • Tennis wear • Board Shorts
Lycra experts • Special Design Cutting

BELLAS FASHION
1581 E. St. Gertrude Pl.
Santa Ana, Ca 92705
bellasfashion@yahoo.com

(714) 709-3035
Fax: (714) 556-5585
bellasfashion.com

CALIFORNIA
ApparelNews

To advertise in the Directory of Professional Services & Business Resources
call June Espino 213-627-3737 x250 or email: june@apparelnews.net

CLASSIFIEDS

Visit www.apparelnews.net/classifieds
to place your ad in our self-serve system

www.apparelnews.net

P 213-627-3737 Ext. 278, 280
F 213-623-1515

Jobs Available

TEXTILE CAD DESIGNER

Leading LA based Fabric converter seeking talented full time experienced Textile CAD Designer: •Must have knowledge of repeats, color separation & good color sense for Jr. & Missy markets •Must have at least 5 yrs. plus experience in textile industry •Candidate must have a good communication skills & can work under pressure to meet production deadlines •Nedgraphics skills is a MUST & Photoshop a plus. •email res. to: colleen@starfabrics.com



TEXTILE SALES REPRESENTATIVE

Fully-vertical textile mill in Long Beach, CA seeks an Independent Sales Representative. Must be comfortable with sales targets; textile sales experience preferred; strong communication skills; work closely with sales team/staff & represent the company professionally, ethically & morally. Send res. to: texollini@yahoo.com

SAMPLE ROOM MANAGER

Multi-Division apparel firm has an immediate opening for a sample room mgr. with a min. of 5 yrs. exp. managing a large sample room of at least 15-20 sample sewers & sample cutters. Must have excellent garment construction skills. Must be bilingual (Spanish). Must be very organized, detail-oriented, & able to schedule & supervise staff to meet deadlines. Great problem-solving skills, a great attitude, professional work ethic & the ability to work as a team player are attributes that we expect.

Send resume with salary history to:
Mike Brooks
MGT Industries, Inc
13889 S. Figueroa Street
Los Angeles, CA 90061
mike@mgtind.com

WHOLESALE SALES ASSOCIATE

Seeking exp'd. Wholesale Sales Associate for Contemporary Plus-Size apparel company •Fluent in English •At least 3 years wholesale background •Good working knowledge of MS Office •Existing clientele. E-mail resume/ references: candice@cocinc.com

CUSTOMER SERVICE ASSISTANT

Excellent data entry skills required and attention to detail, knows AIMS 360 or equivalent software. Strong sense of deadlines, highly organized and able to work under pressure. Send resume and salary history to: appareledi@gmail.com

FABRIC BUYER

Fast paced company need 10 yrs. experience that has global resources. Knowledge of cost & understand the qualities of both knits & woven. Please send your resumes to: eran@secretcharm.com

••SALES ASSISTANT

Trim Mfg. seeking candidate for F/T position with 1 year exp. related to sales, computer skills, detail oriented, good people skills, to follow up with customers in Apparel Industry. Email resume: ariela@labeltexusa.com

Jobs Available

SANCTUARY CLOTHING - BURBANK SEEKING FOR PRODUCTION COORDINATOR

Compensation: Salary - Full Time
Principle Accountabilities:

- Issue & update Purchase Orders on timely manner.
 - Follow up with vendors on all order details, trim, fabric, sample submission, approval on daily base
 - Organize & keep track of Fit sample, Pre-production & TOP samples submission & approval
 - Monitor T&A calendars and manage WIP reports and alert Production Manager of top priority items requiring immediate attention.
 - Check/measure all TOP sample & random check/measure upon receive bulk
- Knowledge, Experience & Characteristics for Success:

1. Min. of 3 yrs of garment production exp., excellent written & spoken in English, fluent in Chinese preferred.
 2. Strong organization skills to manage many details.
 3. Knowledge of Microsoft Office a must
- Qualified candidate pls. submit resume & salary history to: recruitment@sanctuaryclothing.com



SPEC WRITER

Immediate opportunity for a detail oriented and well organized individual who will be responsible for writing spec sheets and sending sample approvals to buyer. Must be computer literate in Excel, illustrator/Photoshop and be able to work well under pressure.
Pls. send res. to: judy.steves@citytriangles.com

SAMPLE ROOM CUTTER

Looking for an exp'd Sample Cutter for DTLA fashion manufacturer of womens contemporary apparel. Must have exp. cutting wovens & some knits. This is a full-time position & this person will work closely w/our sample sewers & design team. Only exp'd candidates need to apply. Spanish speaking is a plus but not req'd. Please send resume or outline of experiences and salary desired to: Cory@azizla.com

SEEKING BESPOKE MEN'S TAILOR

Western Costume Company is seeking a bespoke men's tailor. We are looking for someone with experience specifically making men's coats and suits. Applicant must have at least 5 years' experience. The position is full time and offers benefits. Please email resumes to: Allison@Westerncostume.com

TECHNICAL DESIGNER

Need min. 5 yrs experience with constructions & specs. Must be able to communicate clearly with factories overseas. Detailed is a must. Please send your resumes to: eran@secretcharm.com

PRODUCTION SEWER

Need 4 yrs. experience sewing production quality garments in knit and woven fabrications. Applicant will need to sew a test sample. Please send resume to: cathy.k@secretcharm.com

Jobs Available

WEST COAST ACCOUNT EXECUTIVE

Position Overview:

n:PHILANTHROPY is seeking a W. Coast Acct. Executive to manage existing accts & build new business. Min. 3 yrs of wholesale sales exp.

In this role you will act as the Account Executive for the West Coast and be responsible for building new business and managing existing accounts. Must be willing to go on the road and open new doors across the west coast territory. Must have strong relationships with major department stores as well as e-commerce businesses. Must be outgoing, hardworking, dependable and self motivated. Expected to be on the road and must meet monthly sales goals.

Responsibilities:

- Open new doors on the West Coast
- Take appointments on the road
- Report Sales and give applicable feedback

Key Qualifications:

- 3-5 years relevant experience
- Exp. working w/large retailers & specialty stores

Pls. submit res. to: info@nphilanthropy.com

.....TRIXXI CLOTHING COMPANY.....

WE ARE SEEKING ENERGETIC & MOTIVATED CANDIDATES FOR:

DESIGN ASSISTANT

Assistant helps execute vision from concept to production. Must be able to put goods up to cut, be familiar with garment construction and have a good understanding of fabrication. Must have good knowledge of Outlook and Excel. Experience with Full Circle & Spanish speaker a plus. F/T position with benefits after 90 days. Candidates MUST have excellent organizational & communication skills, works well under pressure/deadlines, & be a team player. Submit resumes to: resume@trixxi.net

PRODUCTION COORDINATOR

Need 5 yrs exp. with production flows. Follow up on approvals from stores & communicate with the factories. Must be organized & understand T & A calendar. AS 400 exp'd needed. Please send your resumes to: eran@secretcharm.com

CUSTOMER SERVICE/QC/PROD. CLERK

Laguna Fabrics has immediate openings for:

- Customer Service
 - Quality Control
 - Production Clerk
- Minimum 3 yrs exp. in textile industry required for all positions.
Submit resume to: contact@lagunafab.com

ASSISTANT FABRIC BUYER

Must be organized & detail oriented, computer literate •Minimum 3 years relevant industry experience required •Effective oral & written communication skills •Proficiency in Chinese/ Mandarin a plus. Send resume to edwina@beedarlin.com

PATTERNMAKER

FIRST PRODUCTION
UPDATED MISSY SPORTSWEAR
DOMESTIC AND IMPORT
PRODUCTION
VERNON LOCATION
hr@kimandcami.com

Jobs Available

FULL TIME SAMPLE CUTTER

Must be familiar with textured and novelty fabrics and be able to work in a fast moving environment. Please call 213.746.4776.

PRODUCTION GRADER/MARKER

Grade Rules for Juniors/Girls 7-14/Missy/Plus-Size Women. Well-versed in Private Label Grade Rules for size ranges. Self-motivated, detail-oriented with ability to work in fast-paced environment. Duties include: grading first patterns, yields, production grading. 5+ yrs exp using PAD system. Send resume to: tlamantain@selfesteemclothing.com

THERE'S MORE
on ApparelNews.net

Jobs Available

INDEPENDENT SALES REP

Resort driven women's clothing Manufacturer seeks an independent Sale Representative in New York Tri-State to manage existing accts & build new business. Please email resume to: info@seabreezeofcalifornia.com

Buy, Sell and Trade

WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's. ALL FABRICS! fabricmerchants.com Steve 818-219-3002 or Fabric Merchants 323-267-0010

•WE BUY ALL FABRICS AND GARMENTS*

WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishings fabrics. We also buy ladie's, men's & children's garments. Contact Marvin or Michael STONE HARBOR (323) 277-2777

Real Estate

IN THE HEART OF DTLA

Office/ Retail/ Showroom
9th & Hill 310-699-1314
lucky9072002@yahoo.com
http://www.crelisting.net/Tt93uA_8Q
http://www.crelisting.net/O5O8_uk8A

"You're off to great places! Today is your day!
Your mountain is waiting, So get on your way."
Dr. Seuss

**Showrooms
Studios
Office
213-627-3754**

Position Wanted

35 YRS EXP'D

1st/Prod. Patterns/Grading/Marking and Specs.
12 yrs on Pad System. In house/pt/free-
lance/temporary in-house as well. Fast/Reliable.
ALL AREAS Ph (626-792-4022)

CLASSIFIEDS

Visit www.apparelnews.net/classifieds
to place your ad in our self-serve system

www.apparelnews.net

P 213-627-3737 Ext. 278, 280
F 213-623-1515

Jobs Available

Karen Kane

Jobs Available

APPAREL BOTTOMS COMPANY SEEKING
INDIVIDUALS TO FILL THE FOLLOWING

Jobs Available

PRODUCTION ASST

For classified advertising information: call Jeffery 213-627-3737 ext. 280,
email classifieds@apparelnews.net or visit www.apparelnews.net/classifieds
to place your ad in our self-serve system

CALIFORNIA
ApparelNews



California Apparel News

2016
WATERWEAR

**July 2016 Waterwear
has bonus distribution at:**

**Miami Swim • Hammock • Swim
Collective • Active Collective • Cabana
Miami and Newport Beach • ALT •
WWD MAGIC • LA Textile Show • LA
Market • Dallas Market • PV NY • Surf
Expo • Sourcing at MAGIC • OffPrice
Show • LA Majors Market • CurveNV •
LA Swim Week**

CALIFORNIA
ApparelNews

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

Catch the Next Wave

And ride it into the July issue of Waterwear

CMC

2016 MARKETS & TRADESHOWS

SHOWROOMS + EVENTS + CREATIVE SPACE. DOWNTOWN LA'S HUB OF THE FASHION INDUSTRY.

JUN 06-09 • AUG 01-04 • OCT 17-20* // LA FASHION MARKET

FEATURING OVER 1100 BRANDS IN SHOWROOMS FOR MEN, WOMEN & KIDS AT THE CMC.

PLUS:

SELECT

Better & Contemporary Tradeshow

emerge

Emerging Designer Showcase

TRANSIT

The Shoe Show at LA Fashion Market

ALT

Athleisure & Lifestyle Tradeshow

**Showrooms open Sunday for appts*

OCT 17-19 // LA FASHION MARKET ALSO FEATURES:

(capsule)

Axis

COEUR

LA MEN'S MARKET

SEP 26 - 28 //

la.textile

los angeles int'l textile show

+

sourcing

at los angeles int'l textile show

LOS ANGELES MAJORS MARKET

CMCDTLA.COM/CALENDAR

CALIFORNIA MARKET CENTER. 9TH & MAIN. DTLA.



@CMCDTLA

ATTEND@CMCDTLA.COM, 213.630.3618

EXHIBIT@CMCDTLA.COM, 213.630.3603

LEASING@CMCDTLA.COM, 213.630.3665