

# CALIFORNIA ApparelNews

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ALYSON BENDER

**FASHION MEETS TECHNOLOGY:** Model Coco Rocha, pictured at left with Ola Danillina, founder of Los Angeles public-relations firm PMBC, recently offered her take on social media's impact on fashion at a summit hosted by e-commerce solutions provider Onestop.

## Social-Media Advice From Industry Experts and Model Coco Rocha: Let Consumers Lead

By Alyson Bender *Contributing Writer*

Before the World Wide Web, marketing was relatively simple. Companies chose their paths and consumers naturally followed because, frankly, they did not have another option. But today—with real-time feedback, increasing transparency in supply chains and sponsored content—consumers are more educated and are calling the shots about what they want to buy and when they want to buy it.

That was the message of online-marketing experts and top executives from various tech and fashion companies who converged at the **Onestop Emerge Summit** in Manhattan Beach, Calif., on May 31 to gain insights on personalizing user experience, using social media to drive measurable acquisition ROI and leveraging customer feedback to increase conversion, among other topics.

The common thread among most of the speakers: Listen to your customer and remain authentic in all aspects—from the tone you use in your social media to facilitating the omni-channel user experience.

E-commerce solutions provider **Onestop** opened discussions with its newest retail survey, highlighting the significance of transparency. “Consumers are two times more likely to buy from brands that are eco-friendly than those that are endorsed by a celebrity,” according to the survey.

Keynote speaker **Gerry O’Brion**, author of *What Big Brands Know*, used a case study involving **Blockbuster** video stores and **Netflix** direct delivery and streaming content. O’Brion emphasized that successful companies are good at spotting where the next step will be. He painted the picture of how easy it was for Netflix to disrupt the movie-rental industry.

➔ **Emerge Summit** page 4

## California’s Economy Charts Positive Growth Through 2018

By Deborah Belgum *Senior Editor*

Job gains and slow, steady growth are the path for the country and California for the next few years, according to economists at the **UCLA Anderson School of Management**.

In their quarterly **UCLA Anderson Forecast**, released on June 7, economists at the business school predicted employment rolls in the United States and California will rise until at least 2018, as wages and inflation inch upward. Real growth in the U.S. gross domestic product should reach 1.7 percent this year, 2.8 percent in 2017 and 2.1 percent in 2018.

Growth will be driven by an increase in consumer spending and housing, coupled with the end of the current inventory correction.

UCLA Anderson Forecast Director Edward Leamer noted

that the U.S. economy’s growth is charting a different path than in the past. From 1965 to 2005, the average annual growth rate of the nation’s GDP was 3 percent. Since 2009, the new corridor of annual growth has been 2 percent.

Employers in the United States will continue to hire workers at the rate of about 200,000 workers a month, leading to a steady national unemployment rate of about 5 percent.

At the same time, inflation is starting to inch up. “We are starting to see more evidence of inflation ahead and are forecasting interest rate increases to keep real rates of interest pretty constant,” Leamer said.

The UCLA Anderson Forecast predicts that the Federal Reserve will raise interest rates as early as July and bump it up one or two more times this year.

➔ **Anderson** page 3

### TRADE SHOW REPORT

## LA Market Draws Western Retailers Looking for Everything From Immediate to Resort

By Deborah Belgum, Alison A. Nieder and Sarah Wolfson

Business was surprisingly good during the June 6–9 run of **Los Angeles Fashion Market** despite a schedule that overlapped with several other regional markets as well as the California primary election.

Retailers from California and other Western states turned out to shop the permanent showrooms at the **California Market Center**, **The New Mart**, the **Cooper Design Space**, the **Gerry Building** and the **Lady Liberty** building as well as concurrent trade shows **Designers and Agents**, **Brand Assembly**, **Select**, **ALT** and **Emerge**.

The Los Angeles schedule overlapped with markets happening in Atlanta, New York and Dallas, but exhibitors reported seeing buyers from across the Western United States

➔ **LA Market** page 7

## Rents Keep Rising for Retail Space in Hot Los Angeles Neighborhoods

By Deborah Belgum *Senior Editor*

Stories abound about the death of bricks-and-mortar stores, but retailers in Los Angeles keep setting up outposts and rents keep going up.

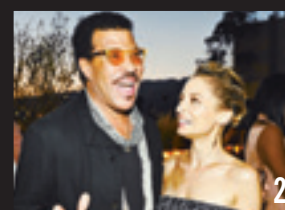
“There is a tremendous amount of runway for your cooler, younger, edgier and more-sophisticated brands,” said Andrew Turf, senior vice president, high street retail at **CBRE Group Inc.** “Brands that have played out in gigantic boxes selling cheap stuff are going by the wayside. The **Amazons** of the world do it just as well.”

One example of a cool retail project is **The Platform**, the chic new mixed-use development that recently sprouted up next to a light-rail train station in Culver City, Calif. The concept behind the project was to populate the retail portion with unusual stores that aren’t that common in Los Angeles.

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### INSIDE

Where fashion gets down to business<sup>SM</sup>



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# Kingpins Launching China City Tour, Changing Hong Kong Schedule

Boutique denim trade show **Kingpins** will kick off a new multi-city concept in September called **Kingpins China City Tour**.

The tour will begin in Guangzhou on Sept. 19, then travel to Hangzhou on Sept. 21 and then to Zhengzhou on Sept. 23. Show organizers estimate that the three cities are home to approximately 800 brands and jeans manufacturers.

"We selected these cities because they represent the different facets of the Chinese denim and garment industry," said Vivian Wang, Kingpins' managing director. Guangzhou is China's "Denim City," Hangzhou is a women's sportswear center, and Zhengzhou

is home to wholesalers and small brands that have limited denim sourcing options.

Mills and denim resources confirmed to join the tour include **Advance Denim**, **Bluconnection Pte Ltd.**, **Calik Denim**, **Deyao Textile**, **Foison Textile**, **Garmon Chemicals**, **Guangdong Jean Textile Co. Ltd.**, **Knitdigo**, **Lantian Textile**, **Nesen**, **Prosperity Textile**, **Seazon Textile**, **Shandong May-Star Textile and Garment Co., Ltd.**, **Soorty**, **Vita Textile Group Co. Ltd.** and **Winsing**.

Like Kingpins' other shows in New York, Amsterdam and Hong Kong, Kingpins' China City Tour will feature an invitation-only guest list and a curated selection of denim re-

sources. The tour will also offer educational and trend seminars and networking opportunities. Kingpins organizers hope to host multiple China City tours each year with stops at other manufacturing cities in China.

"The Asian denim market has been a big focus for Kingpins for several years," Wang said. "Our ultimate goal is to launch a Kingpins China show, but before we do that we need to really know and understand the denim market in China—from the inside out. The China City Tour is our way to meet our Chinese customers face-to-face, to understand what they need and how Kingpins can not only address those needs but help to

elevate and evolve the denim industry there."

Kingpins is also making changes to its show in Hong Kong. Previously, the company held the Hong Kong show twice annually. Going forward, the show will be held annually in the spring, following the Kingpins Amsterdam and Kingpins New York shows. The most recent Kingpins Hong Kong show was held May 24–25 at **Innocent** in Kowloon and featured 35 denim resources, including **Cone Denim**, **Prosperity Textile**, **Invista**, **Canatiba Denim Industry**, **Orta**, **Advance Denim**, **Deyao Textile**, **Calik Denim** and **Bluconnection Pte Ltd.**

The show will return to Innocent in May 2017.—*Alison A. Nieder*

## EVENTS

# Summer Ready With House of Harlow 1960 x Revolve

**House of Harlow** Creative Director and pop-culture icon Nicole Richie celebrated her collaborative project with **Revolve** clothing on June 2 at the **Revolve Social Club** on Melrose Boulevard in Los Angeles.

The party celebrated the launch of her new ready-to-wear collection, **House of Harlow 1960 x Revolve**. With a debut of approximately 20 styles, the yearlong collaboration will drop new styles each month exclusively sold on the Revolve e-commerce site. House of Harlow 1960 x Revolve joins the **Alliance Apparel** roster as its eighth consecutive label.

The summer 2016 collection features Richie's laid-back style, which mixes bohemian and



Josh Madden, singer-songwriter Lionel Richie, fashion designer Nicole Richie, singer Joel Madden, actress Cameron Diaz and guitarist Benji Madden

casual coolness with classic and chic sophistication. The collection's mix-and-match pieces and layering components include bodysuits,



Actress Cameron Diaz and fashion designer Nicole Richie



Singer-songwriter Lionel Richie and fashion designer Nicole Richie



Revolve Cofounder Michael Mente and Isabella Lindblom

bralettes, long skirts, slip dresses, maxi dresses, jumpsuits, rompers, off-the-shoulder ruffle tops and palazzo pants. The color story mixes pale pinks and white with darker hues such as navy, copper and a striking silver in the collection, which includes florals, Moroccan tile patterns, animal prints, pin-stripes and teardrop paisleys. There are sequined fabrications for dramatic flair as well as lightweight fabrics and knits that can transition from day to evening activities. Retail price points range from \$60 to \$400.

"Like Revolve, I was born and raised in Los Angeles," Richie said. "There is a natural understanding between our brands. I am so excited to have the opportunity to design for the Revolve girl. She is the same independent, free-spirited woman that I envision wearing House of Harlow 1960."



Singer-songwriter Jessie J and singer Joel Madden

J, Charlotte McKinney, Alana Hadid, Katherine Power, makeup artist Lauren Anderson and hair stylist Jen Atkin. Attendees enjoyed bites by **Jon & Vinny's** while listening to music by **Simi & Haze** on the rooftop of the three-story building overlooking the Hollywood Hills and the Los Angeles skyline.—*Sarah Wolfson*

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### Corrections and Clarifications

Due to miscommunication, the June 3 story about **UBM's** Swimlessons bootcamp series incorrectly identified the speakers at the Swimlessons event in New York. Speakers included the **Wetherly Group's** Sonia Langlotz; **FBA 360's** Liza Deyrmenjian; **Surfside Supply Co.'s** Chris Manley; fashion blogger Marcus

Troy; **Hand Baldachin & Amburgey LLP** attorney Douglas Hand; **MR Magazine's** William Buckley; **Rothmans'** Ken Giddon; **Olive and Bette's** Stacey Décor; and Alli Johnson, show director for **UBM's** **The Collective** and **Pooltradeshows**. The speakers listed in the story have spoken at earlier Swimlessons events.



Anderson

Continued from page 1

California will also see its workforce grow this year, said UCLA Anderson Senior Economist Jerry Nickelsburg.

“Employment in California has grown steadily and is now at record levels. The number of payroll jobs is now at 16.4 million and is 6 percent above its previous peak,” Nickelsburg wrote. “One might claim that this is not near enough since California’s population has grown by 9.5 percent since 2007 and the state is a bit away from that elusive full employment level. However, it is not the population per se but the age profile of that population that matters when considering full employment.”

Nickelsburg estimates total employment growth in California to be 2 percent for 2016, 1.6 percent for 2017 and 0.8 percent for 2018.

One of the hurdles to adding more workers is legislation raising the state minimum wage to \$15 an hour by 2022 from the current \$10 an hour, the extension of paid family leave and a change in the income level for over-time pay. “The rationale for these changes is laudable, but we should note that each time an intervention into a market occurs via regulation, a dislocation occurs. It might be small and it might be swamped by other effects of the intervention, but it surely occurs,” Nickelsburg wrote.

On the commercial real estate front, UCLA Anderson Forecast Senior Economist David Shulman notes that the seven-year bull market is coming to an end. “We are in no way forecasting a ‘crash’ but rather an extended period of sideways to down prices,” he wrote.

The cause of this is a less favorable financial environment along with increased supply and reduced demand. “Simply put, financial conditions will transition from being extraordinarily easy to just plain easy, making it unlikely for us to witness a repetition of the events of 2007–2009,” Shulman noted. ●

Calendar

June 12

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

June 15

**DG Expo Fabric & Trim Show**  
Crowne Plaza  
Dallas  
Through June 16

FIG

Fashion Industry Gallery  
Dallas  
Through June 17

June 21

**CALA**  
Fort Mason Center  
San Francisco  
Through June 22

Licensing Expo

Mandalay Bay Convention Center  
Las Vegas  
Through June 23

June 26

**Fashion Market Northern California**  
San Mateo County Event Center  
San Mateo, Calif.  
Through June 28

June 27

**CALA**  
Denver Mart  
Denver  
Through June 28

June 29

**Agenda**  
Long Beach Convention Center  
Long Beach, Calif.  
Through June 30

June 30

**TPC Summer Networking Event**  
Huntley Hotel  
Santa Monica, Calif.

July 4

**Hong Kong Fashion Week**  
Hong Kong Convention & Exhibition Centre  
Hong Kong  
Through July 7

July 9

**Interfilière**  
Eurexpo  
Lyon, France  
Through July 11

July 10

**Liberty Fairs**  
Pier 94  
New York  
Through July 12

Capsule

New York  
Pier 94  
Through July 12

July 12

**Texworld USA International Apparel Sourcing Show**  
Javits Center  
New York  
Through July 14

July 13

**SoCal Materials Show**  
LAX Marriott  
Los Angeles  
Through July 14

There's more  
on ApparelNews.net.

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

REAL ESTATE

Real Estate

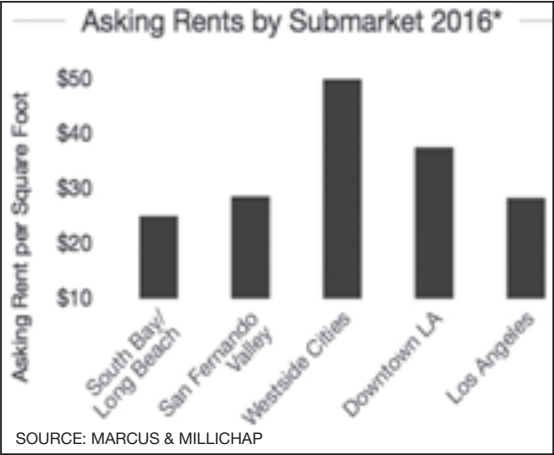
Continued from page 1

geles. Those stores include **Aesop**, an Australian purveyor of skincare and hair-care products that opened in February at The Platform as well as **Parabellum**, an LA-based bison-leather accessories brand, and **Magasins**, a men’s specialty store.

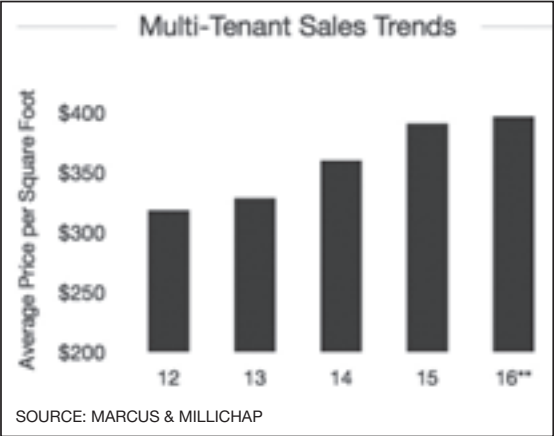
In this day of e-commerce, retailers have to give shoppers a reason to walk into their store or shopping center, Turf noted. That’s why so many outdated and dowdy shopping centers in the Los Angeles area are blowing themselves up and practically starting over as they take a page out of the “how to build an open-air mall manual.”

As cool retail spots are being developed, retail rents are edging upward in good shopping districts. According to a recent report by commercial real estate brokerage **Marcus & Millichap**, the average asking rents in Los Angeles County in 2016 will inch up 3.2 percent to \$28.67 per square foot a year as competition for space nudges prices upward.

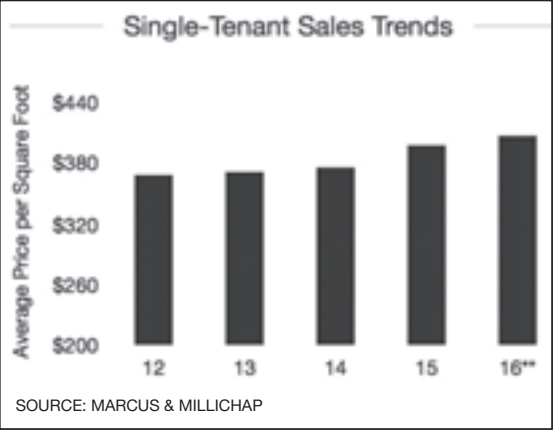
Several retail hot spots abound. Commercial real estate agents point to downtown Los Angeles as an up-and-coming neighborhood for stores. **COS**, or **Collection of Style**, the higher-end sister brand of **H&M**, is planning to take over the dilapidated 1927 **Olympic Theatre** on Eighth Street after it undergoes a major renovation. The COS store, scheduled to open in about a year, will be close



SOURCE: MARCUS & MILLICHAP

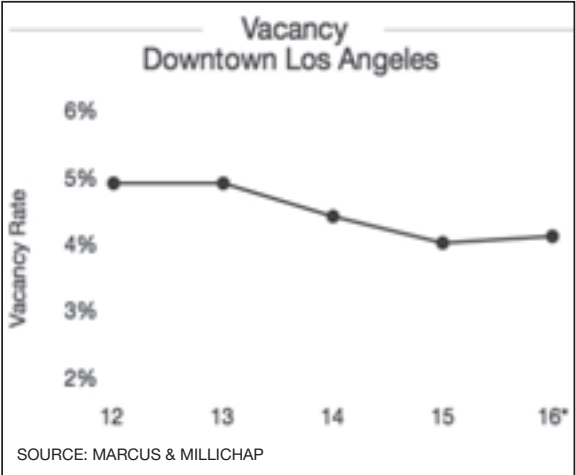


SOURCE: MARCUS & MILLICHAP



SOURCE: MARCUS & MILLICHAP

\*\*TRAILING 12-MONTH PERIOD THROUGH 1Q



SOURCE: MARCUS & MILLICHAP



SOURCE: MARCUS & MILLICHAP

\*FORECAST

to the new **Freehand Hotel**, rising inside the historic **Commercial Exchange** building at Eighth and Olive streets, which is being gutted and overhauled, and not far from **Urban Outfitters** and **Acne Studios**.

“There are about 90 projects that are in the works in downtown Los Angeles,” said Tony Solomon, vice president and regional manager at Marcus & Millichap, noting those projects range from apartment buildings to mixed-use facilities. “Rents have skyrocketed.”

Monthly asking rents around the **Staples Center** and **LA Live** neighborhood are as high as \$12 per square foot while

Monthly LA Retail Rents

Abbot Kinney	\$15.00 sf
Belmont Shore	\$6.00 sf
Beverly Hills - Rodeo Drive	\$60.00 sf
Brentwood	\$4.50 sf
Calabasas	\$6.00 sf
Century City	\$4.50 sf
Downtown LA/ South Park	\$3.00 sf
Encino	\$6.00 sf
Glendale	\$5.00 sf
Hermosa Beach	\$5.00 sf
Larchmont Village	\$7.65 sf
Los Feliz	\$6.25 sf
Malibu	\$12.50 sf
Manhattan Beach	\$7.25 sf
Melrose	\$12.00 sf
Pacific Palisades	\$5.20 sf
Palos Verdes	\$3.00 sf
Pasadena - Colorado	\$6.75 sf
Playa Vista	\$6.50 sf
Redondo Beach	\$4.50 sf
Silverlake	\$5.00 sf
Studio City	\$6.50 sf
Sunset	\$5.85 sf
Third Street Promenade	\$16.00 sf
West Hollywood	\$13.00 sf
Westwood	\$9.00 sf

SOURCE: CBRE GROUP

other downtown Los Angeles—area rents hover around \$3 to \$5 a square foot.

Other favorite retail areas include Venice’s Abbot Kinney Boulevard — with monthly rents at \$15 a square foot—as high-tech companies occupying the Westside influence trendy

stores. Melrose Avenue west of La Cienega Boulevard is moving forward with rents hitting \$12 a square foot, and the area around the new **Rams** football stadium in Inglewood is ready to pop.

While so many commercial retail projects seem to be coming online, that process will dwindle in upcoming years. “We are starting to see a bit of a slowdown in permitting,” Solomon said.

Already that pace is declining. Developers will complete 600,000 square feet of retail space this year in Los Angeles County, down from last year, when 1.8 million square feet was brought to market. The most active area last year was the San Fernando Valley, where 570,000 square feet of retail construction was seen.

“People are starting to think, ‘Okay, we’ve had a good run for a number of years,’” Solomon said. “There is going to be a natural pause.” ●

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## TECHNOLOGY

### NetSuite Introduces Software Designed for Apparel and Accessories Retailers

San Jose, Calif.-based enterprise resource planning (ERP) and omni-channel software provider **NetSuite Inc.** has a new solution designed specifically for apparel and accessories retailers.

**NetSuite Retail Apparel Edition** is built on NetSuite's cloud-based platform for ERP, planning, e-commerce and point-of-sale technologies and includes new features to help retailers streamline operations and provide a seamless, omni-channel customer experience.

"Apparel retailers require a platform that unifies their brand and their customers' experience. The multiple, back-office and front-end systems they struggle to keep in sync simply cannot keep up with their complex business models, selling channels and fast-paced trends," said NetSuite General Manager of Global Retail Branden Jenkins in a company statement. "At the same time, shoppers demand an engaging, omni-channel experience that moves with them as they constantly redefine the digital and in-store shopping journeys, rewarding retailers with their loyalty and repeat purchases along the way."

NetSuite Retail Apparel Edition's features include unified online and in-store shopping functionality, which gives inventory insight by item and by store. The software also allows retailers to send an email to customers when online purchases are available for in-store pickup.

On the e-commerce side, NetSuite allows retailers to create online look books as well as an **Instagram** hashtag gallery, where they can gather Instagram images and manage hashtags for product pages to build brand loyalty and drive sales.

With NetSuite's optimized inventory allocation, sales representatives can view real-time inventory availability across all locations and the supply chain. There is also an auto location assignment feature to optimize shipments and make the fulfillment process more efficient. There are also merchandise-management tools for entering sales, purchase, transfer and bulk orders.

NetSuite Retail Apparel Edition has business intelligence tools to help retailers gather insight into operations and key data such as top-selling items, units-per-transaction, shrink reports, sales-per-hour, sell-through figures and retail stock-ledger.

Los Angeles-based handbag brand **Hammit** is currently using NetSuite for financials, inventory management, manufacturing, fulfillment, reporting, demand planning and reverse logistics, according to the company. With NetSuite's order management and forecasting capabilities, Hammit can replenish inventory with as little as three weeks' lead time.

"NetSuite's end-to-end solution provides the real-time visibility, reporting and planning capabilities needed to redefine our business and our industry," said Hammit Chief Executive Officer Tony Drockton in a company statement. "With NetSuite's Retail Apparel Edition, we can accelerate innovation, expand our footprint and better serve our customers."

Founded in 1998, NetSuite provides cloud-based financials/ERP and omni-channel commerce software solutions for businesses of all sizes.

For more information, visit [www.netsuite.com/fashion](http://www.netsuite.com/fashion).—Alison A. Nieder

## EVENTS

### Emerge Summit *Continued from page 1*

try by listening to what its customers wanted. Customers did not like driving to a location only to find the movie they wanted to rent was out of stock. Plus, late-return fees were a burden no one wanted.

Blockbuster's business model worked for years and, at first, it was able to ignore consumer complaints. But eventually another company—Netflix—realized consumers wanted DVDs delivered to them via mail. When shipping DVDs back and forth became less convenient for customers than on-demand content, Netflix adapted by offering online streaming. Today, Netflix is keeping itself ahead of the curve (for the time being, O'Brion, noted) by giving consumers what they want: commercial-free watching, which created the "binge-watching" phenomenon.

"Eighty five percent of consumers say they will pay 5 percent to 25 percent more over the standard for a better experience," O'Brion said. "We are at an intersection of products and experiences, with the only constant in business is change."

Supermodel **Coco Rocha**, who has been a hands-on pioneer in the digital space both personally as her own brand and in conjunction with world-famous fashion houses, closed the summit by speaking about how technology is sparking changes in which the fashion industry functions as well as about her personal experiences with online engagement.

Rocha echoed O'Brion's points about the user experience, citing how fashion shows are no longer for a select group of elites. Now anyone, anywhere, is now to live-stream fashion shows online. While consumers love the inclusivity, fashion is behind in the way that houses are still showing collections six months out. This leads to two main issues, Rocha said. As consumers becoming

accustomed to everything being on-demand, they do not want to have to wait six months to purchase the collections, which causes restlessness. The second issue Rocha pointed out is that six months is more than enough time for fast-fashion companies to knock off coveted designs.

Rocha praised **Marc Jacobs** and other designers who are talking about beginning to show their collections at the start of the season, which will not allow for mass production but rather cut-to-order limited quantities of each season.

"I am excited to see how 3-D printing will change production," she said.

Rocha, who currently runs 15 different social-media channels, also had some advice for businesses looking to engage consumers through social media.

"Don't tell people what to do or buy because they will unfollow and disengage," she said. "Use your own voice, be authentic and show your experiences because that is what people want to connect and interact with."

Rocha told attendees when she posts a deliberate advertisement or advocates for something that is not a natural extension of her, she unwillingly loses a small part of her audience and inevitably a handful of people, if not more, will unfollow.

To close, Rocha used a recent example of a situation that organically boosted her number of followers and heightened excited engagements.

"A couple months ago I went to the **Oscars**," she said. "I already knew what I was going to wear but wanted to make my followers feel included while I was getting ready. I posted pictures of three dresses and asked my audience which dress they think I should wear. I saw a huge increase in followers, likes and comments instantly. My followers valued that I was reaching out to them for their opinion. It was a very positive experience all around. ●"



# National Jewish Health Honorees Nunnari and Savoy Help Raise Nearly \$500K

A sold-out crowd of 500 people packed Herscher Hall at the **Skirball Cultural Center** for the annual Black and White Ball, a fund-raising event for **National Jewish Health** that is hosted by the **Los Angeles Professional Services**. This year the honorees were Michael Savoy and Don Nunnari.

Savoy, a partner at accounting firm **Gumbiner Savett Inc.**, and Nunnari, executive vice president and West Coast regional manager of **Merchant Factors Corp.**, have known each other for years and have always had a competitive edge to their friendship, which was on display in their effort to raise money for the Denver-based hospital, which specializes in research and treatment of respiratory, cardiac, immune and related disorders.

Savoy, an accountant who is well versed in numbers, was constantly on the phone reminding Nunnari about how much money he had raised that day.

"He would say, 'Don, I have a lot of clients with foundations.' I had no idea what he meant," Nunnari said. "My clients don't have foundations. But I just kept plugging away, \$27 at a time. I just ground him down because I knew how competitive he is."

Nunnari likened the competitive fund-raising to the "Rumble in the Jungle."

The speeches and banter for the June 4 cocktail and dinner event were light and bright as many people poked fun at both Savoy and Nunnari and the honorees poked fun at themselves.

Savoy, who moved from the East Coast decades ago to



Donald and Maureen Nunnari and Darcy and Michael Savoy



old who works a full week, there was quite a bit of partying that Friday night. I don't believe I set the alarm," Savoy said.

He recalled waking up late on Saturday, grabbing his clothes lying on the floor, washing his face and quickly driving to the hotel. "Joel opened the door to his hotel room and looked at me, top to bottom," Savoy recalled. "He said, 'I have never had anyone come to a job interview looking like you do. You must have the

most unbelievable confidence in yourself.'"

Regardless of his attire, Savoy was hired.

Nunnari, who grew up in New Jersey, moved to California with a degree in finance from **St. Bonaventure University**, but he knew nothing about the factoring business. "Mark White, a headhunter in West LA, said, 'Don, you have a finance degree. Go to 747 S. Hill St. to see **United Factors**, which has an opening.' It was the biggest factor around. I had to pull out my finance book to look up factoring. There was one line on factors," Nunnari remembered.

Nunnari got the job at United Factors and went on to work for **Chemical Bank**, **Republic Factors** and **HSBC Business Credit** before arriving at Merchant Factors.


Both Nunnari and Savoy and their wives toured National Jewish Health to see the work the hospital does for those suffering from various respiratory ailments.

Founded in 1899 by Frances Wisebart Jacobs as an institution for the needy, the health institution did not send a bill to anyone until 1970 because fund-raising and charitable contributions covered its expenses. Today, National Jewish Health raises about \$31 million a year through dinners and other fund-raising events.—*Deborah Belgium*



work for accounting firm **Stonefield Josephson**, told the audience about his first meeting in 1976 with Joel Stonefield, whom he met through a mutual friend.

Savoy was supposed to meet Stonefield on a Saturday morning for a breakfast get-together. "Like any 25-year-



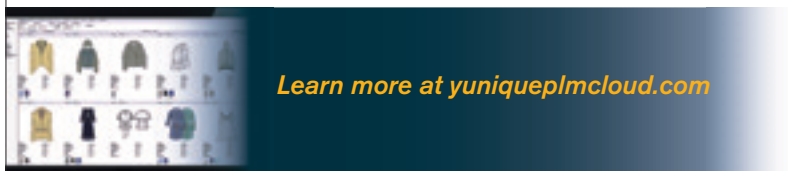
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TECHNOLOGY





Caite and Kyla Seo labels carried at Kristine Cleary Lifestyles at the California Market Center



Dmitry Sviridov of Strategy LA at the California Market Center



Emily Valdez of Yireh at Emerge



Meg Remien of Raven & Crow at ALT



Katie Tomasetta of Elektriz Love at ALT

## LA Market *Continued from page 1*

as well as Chicago and Florida.

### Turnout at CMC

The June fashion market is a traditionally slower market than most, but buyers were walking the halls at the California Market Center.

"We had a different kind of market with retailers from all over," said Kristine Cleary, whose third-floor **Kristine Cleary Lifestyles** showroom carries brands such as **Fenini**, **Habitat**, **Nomadic Traders**, **Caite** and **Kyla Seo**. "They are looking to fill in with immediates and accessories."

The catalog and lifestyle brand **Soft Surroundings**, based in St. Louis, visited Cleary's showroom as well as buyers from the **San Diego Zoo** gift shop, who placed orders for animal-print scarves and several resorts that were previewing cruise lines.

At the **Strategy L.A.** showroom on the fifth floor, Dmitry Sviridov was seeing a few buyers for the various U.S., Canadian and European lines he represents, but he wasn't overwhelmed. "It has been okay, but June is not generally a busy market," he noted. He spends a lot of time on the road representing his brands such as **Conrad C.**, **Volt Design**, **Capote Collection** and **Nu Construction**.

"People are buying closer to the season. The Holiday market doesn't really exist anymore because people don't dress up as much," he observed.

Joyce Snyder—whose CMC showroom represents lines such as **Stop Staring**, **Cherishh**, **Asian Eye Scarves**, **Maggie Rose** and **Teresa Marie for Heart of Haute**—said it hadn't been particularly busy but she was seeing specialty stores, catalog companies and better boutiques. "It's a good little show, but I can't say it's great," she said.

### Busy start at The New Mart

For the showrooms at The New Mart that opened on Sunday, market got off to a strong start.

At the **Rande Cohen Showroom**, owner Rande Cohen started market at 9:30 a.m. on Sunday.

"I thought I'd leave early, but I was here until 7," she said. "It was steady all day long. It was definitely worth it."

Cohen said she met with retailers from California, Nebraska, Texas, Washington and Oregon who were placing orders for immediates as well as Fall and Holiday.

For retailers looking for gift items for Holiday deliveries, Cohen was directing them to crystal-studded flip-flops by **Lori Jack**, pajamas and loungewear by **PJ Salvage**, knit accessories by **Wooden Ships**, and **Lisa Carrier's** candles and picture frames.

It was a "typical June" at the **Allen Allen** showroom, said owner Kari Carpino, who said buyers were primarily from Western states.

"I've heard mixed reviews about business from awful to great," she said. "And I'm hearing [it's an] election year a lot."

Carpino said the company just shipped its Fourth of July merchandise, which is a typically strong delivery for the company, which bodes well for Holiday orders.

"Fourth of July is always huge and then they come back for Christmas," she said.

At the **WBC Clothing** showroom, Desi Green said the turnout at market surpassed last June.

"I saw more people on Sunday [than last year]," she said. "They're making shorter trips, which has been tough because they can't get to see as many people as they want."

Tuesday was surprisingly quiet, she said, adding, "Maybe because of election day."

Buyers came from Illinois, Texas, Florida, Colorado and California ready to look at Holiday merchandise, Green said. But many were hesitant to place firm orders.

"They're holding on to paper longer and not leaving it," she said.

### Cooper Design Space

This market, **Bailey44** was showing out of its new showroom at the Cooper Design Space. The Vernon, Calif.-based contemporary brand had been carried by multi-brand showrooms in the past before but recently opened its first corporate showrooms on the East and West Coasts.

The market was a strong one, said Melissa Dench, senior vice president of sales.

"We're so busy," she said, adding that the company booked a lot of appointments but also saw several walk-ins,

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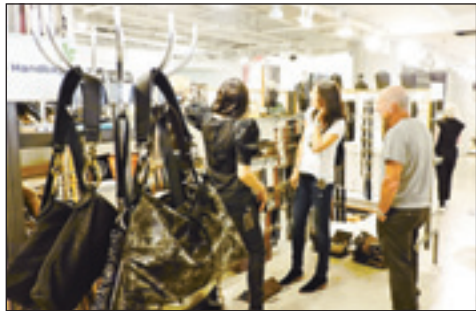
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Kim White Handbags at Designers and Agents



Brothers & Sisters Showroom at Designers and Agents



Vrishtee Bahl of Bunai at Emerge



Siblings Showroom at the Cooper Design Space

as well.

"We have a strong specialty-store following," Dench said.

Retailers from California, Washington, Texas and Arizona were buying end-of-Fall and Holiday merchandise. Strong sellers included sweaters, pants, and bodysuits, Dench said.

"Our sweaters are doing incredibly well," she said. "We do flat knit and fully fashioned. I've written a lot of pants and our bodysuits program continues to write in a big way. And they're always looking for a holiday top or dress."

Immediate deliveries were strong at the **Siblings Showroom**, said owner Israel Ramirez.

"Our lines are produced close to season. We have a lot of buy-now, wear-now merchandise," he said.

Ramirez said he was mostly seeing California stores but did meet with buyers from Chicago, Nevada and "all West-end states."

"SoCal, I sense, is tough, but out-of-state people are happy with their business. It's steady," he said.

At the **Seamless Showroom**, Hannah Greene said traffic seemed light, but the showroom was busy with appointments.

"We have 30-plus appointments," she said. "People are



Lisa Carrier candles at the Rande Cohen Showroom at The New Mart

definitely ready to buy Holiday. Most have seen Fall already, so they were good to move to Holiday."

Buyers came from across California as well as Texas and surprisingly "a lot of Florida—more than I'd seen in a while," she said.

### Cautious at Gerry

Showroom owners at the Gerry Building were noticing that retailers were unusually cautious during the June market. Stores were experiencing inconsistent sales that started at the beginning of the year. Particularly hard hit have been resort areas such as San Diego that rely on tourist traffic. A strong dollar is making it

more expensive for foreigners to travel to the United States this year.

Julie Walls, whose showroom carries lines such as **NYDJ (Not Your Daughter's Jeans)**, **Nic + Zoe** and **Bobeau**, said she was surprised by the number of appointments showing up this time, but buyer budgets were not up. "I think buyers are being careful. I think they are really anxious and don't have consistency in sales," she noted.

She saw many out-of-state buyers from Texas, Washington and Idaho but not that many from stores from Southern California. "People don't want to make the trek with the

traffic," she said. "And they can come here whenever they want."

### Brisk at D&A

It was a tightly edited mix of brands at Designers and Agents, but exhibitors reported strong business at the show.

"This show has been crazy. I did twice as much as the last show, in March," said Kim White, designer of Los Angeles-based **Kim White Handbags**. "I saw a lot of new customers and existing customers and big stores. I was shocked. I did my numbers yesterday, and I was like, 'Yes!'"

Christopher Seelig, owner of the New York-based **Brothers and Sisters Showroom**, was also pleased with the turnout.

"It was up from last year, a very interesting market," he said. "I saw regulars and I saw a lot of new stores. We wrote a lot of Immediates, but most are Holiday [orders]."

Buyers were looking for special items, Seelig said, and "no-season brands, easy care, easy wear" were doing well.

"They always look for value, but it's not about price," he said. "It's 'Is this right for my customer?' Whether that's a \$25 wholesale tee or a \$300 leather jacket, it doesn't matter."

It definitely helps when the lines are retailing.

The showroom carries **Illia**, **Go by Go Silk**, **Lola & Sophie**, **R&R Surplus**, **Jet by John Eshaya** and **Shelter Project**, a newly launched line of shirts that benefits women

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Scholars at YMA FSF National Awards dinner



Prabal Gurung and Jessica Bombar, scholar



Ken Wyse with scholars



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## Joe Farrell Fashion Merchandising Chairman FCI The Fashion School

*Describe your student body.*

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

*What unique experiences do you offer in your curriculum?*

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

*Which career counseling services do your students find most helpful?*

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FCI fashion school students in a Fashion Merchandising Class

counseling because students are actually immersed in their desired fashion career. Students attending FCI interact with fashion industry professionals who give them career advice during their internships.

*Tell us what notable events you have coming up?*

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

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**Products and Services:** Gerber Technology provides a complete suite of integrated technology solutions including pattern design and

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## Douglas C. Evans Executive Director YMA Fashion Scholarship Fund

*Describe your organization.*

Founded in 1937, the YMA Fashion Scholarship Fund is the only national nonprofit organization dedicated to promoting education in the fashion arts and business. Our mission is to advance the fashion industry by encouraging gifted and enterprising young people to pursue careers in design, merchandising, retailing, and business, ensuring the industry will continue to attract dedicated, capable, and creative individuals.

*What unique experiences do you offer?*

To support our scholarship winners, the Fashion Scholarship Fund facilitates internships with prestigious fashion companies and provides career mentoring by more than 100 prominent senior executives. We also provide summer programs nationwide, and an alumni organization enables our scholars to network and continue their lifelong learning.

*How are scholarships awarded?*

Each year we hold a competition adjudicated by leaders in the fashion industry. Winners receive scholarships ranging from \$5,000 to \$30,000 and a trip to New York City to receive their awards.

*Which career services do you provide your scholarship winners?*

Not only do we work with our winners to place them in internships, but we also connect them with our 200-plus member companies. Our 2016 top donors include Peerless Clothing, Marcraft, PVH, Geoffrey Beene, Motives Group, Macy's, GIII, Camuto Group, Men's Wearhouse, Sequential Brands Group, Levi's, Perry Ellis, ITOCHU Prominent, Eagle Phoenix, Flow Formal, Global Brands Group, and the Ralph Lauren Corporation.

*Tell us about notable events you have coming up.*

Every year we host a star-studded gala in New York City where we honor leaders from the fashion field. On Jan. 12, 2017, at the Grand Hyatt New York, we will present awards to our newest recipients. The event is the highlight of the season and continues to sell out.



FBI member Krammer & Stoudt at an All Aboard Fashion Week runway show at Union Station



FBI members and staff in the Emerging Designers Showcase at MAGIC

## Trish Concannon Executive Director Fashion Business Inc.

*Describe your membership.*

Fashion Business Inc., or FBI, is a nonprofit 501(c)(3) organization dedicated to providing education, consulting, resources, and entrepreneurial training to our members, from startups to established companies. We work with a range of people, from designers trying to launch a line to large manufacturers looking to retrain their employees.

*What unique experiences do you offer?*

Our vast network of industry experts provides our members with current topnotch, industry-specific education while offering opportunities and resources to further their success. We cover all topics critical to the fashion business, including product development, merchandising, costing, brand building, marketing, e-commerce, finance and business plans, legal issues, technical design, and patternmaking. Many of our programs are available through easily accessible online webinars.

*What types of financial aid resources or paid*

*work programs are available?*

FBI offers free certified technical training and résumé assistance to displaced industry workers, helping them regain meaningful employment. Low-cost membership and education for fashion companies are available as well.

*Which career counseling services do your members find most helpful?*

The one-on-one as well as group consulting sessions with our industry experts, the opportunities we provide through industry partners, the ongoing education and resources—all play a huge role in our members' success.

*Tell us about notable events you have coming up.*

FBI will present educational seminars next week at the DG Expo Fabric and Trim Show in Dallas, Aug. 3–4 at the DG Expo in New York, and Aug. 14–17 at Sourcing at MAGIC in Las Vegas. Aug. 22–24 we will be in Toronto at the Apparel Textile Sourcing Show. Sept. 7–10 FBI will take a group of brands to the Hong Kong Center Stage trade show. During L.A. Fashion Week, our fabulous annual fund-raiser/multi-brand runway show will take place Oct. 18 at historic Union Station.

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## LA Market *Continued from page 7*

and children in homeless shelters.

Business was brisk at the **Minnie Rose** booth.

“Since we’re from New York, they have to make appointments or they’ll miss us. We’re booked solid all three days,” said Mags Dombrowski, sales executive for the company.

Dombrowski said she saw retailers from California, Oregon and Washington as well as “a little Utah and some Florida, some Texas.”

Most were looking for Immediate deliveries and Holiday merchandise, she said. And the mood overall was good.

“People are upbeat this time,” she said.

In June D&A hosts its Green Room section for eco-friendly and sustainable brands. This season, Los Angeles contemporary brand **St. Roche** was among the lines showing in the Green Room.

“I was pleased to be asked to join this and be among like-minded designers and brands,” said St. Roche designer Sue Stamp. People are generally interested in the fabrics we use and the sustainable aspect [and they] are taking more notice of where things are made and how they are made.

Stamp uses fabrics such as organic cotton voile, hand-painted silk, Tencel and organic alpaca for her collection, which is produced in India, Peru and Los Angeles.

Traffic was busy particularly on the first two days of the show, Stamp said, adding that she got good feedback and landed orders from a couple of new stores.

### Select x Emerge

The **Select** show, organized by the CMC, got a new companion show this June market, boosting to nearly 30 the number of booths at the event housed in the CMC’s ground-floor Fashion Theater.

New to the mix was **Emerge**, which highlights emerging brands. One of those exhibiting at the new event was Emily Valdez, who recently launched her Hawaii-based **Yireh** label of print-driven dresses, jumpsuits, tops and skirts made of rayon and manufactured primarily in Indonesia.

After starting her brand two years ago, Valdez decided to make her first foray into the trade-show world by signing up for Emerge. Until now, she has been selling exclusively to stores in Hawaii but was hoping to branch out to California with her resort-like apparel, which wholesales for \$23 to \$41.

“We do a lot of bohemian-inspired clothing with a modern-day twist,” said Valdez, who is the owner and designer of the collection, which has a very beachy feel to it.

By the second day, Valdez had gotten orders from two specialty stores—one in Florida and the other in Arizona. They bought dresses, tunics and rompers. “It’s been pretty good,” Valdez said of the show. “I’ve gotten a lot of business cards.”

This was also the first trade show for Vrishtee Bahl, who launched her **Bunai** line of women’s accessories earlier this year out of Northern California. For 12 years, Bahl worked in the computer and technology industry in Silicon Valley but decided to tap into her Punjabi roots to develop colorful purses, necklaces, bracelets and scarves.

She takes Indian designs and translates them into a more contemporary look for the U.S. market. “I saw there was a lack of color in fashion that has been very basic, and I wanted to bring in something with detail and a story behind it,” Bahl said.

By the second day, she had seen 10 to 15 buyers who wanted to see more-detailed line sheets for her collection, which wholesales from \$50 to \$100.

One of the more seasoned exhibitors at the Select show was Daniela Jelovac, whose **Vyda Victoria** line has been at the event several times.

Her booth touts the fact that her collection of Modal/spandex and rayon/spandex dresses, tunics and tops that wholesale for \$40 to \$65 is made in Los Angeles.

“The show is pretty slow, but you never know who you are going to meet, so I keep coming back,” said Jelovac, who is based in Irvine, Calif. “I have a lot of return customers, and there is always somebody new.”

### Resort and more at Brand Assembly

With 38 exhibitors, **Brand Assembly** brought in a steady crowd to the top floor of the Cooper Design Space.

“It has been a great show,” said Hillary France, who co-founded the trade show with Alex Repola. “I was a little nervous because [the Los Angeles show] overlaps with the New York [Resort] market, but we have increased our buyer traffic from the last June show, which did not have an overlap.”

Opening day was strong, France said, with turnout from West Coast major retailers including **Nasty Gal**, **Serafina**, **Ron Herman** and **Fred Segal**.

This season was Resort-focused with the inclusion of more swimwear brands, including first-timers **Paloma Blue**, **Onia** and **Red Carter** as well as **Camilla**, which presented its first Resort collection at this show.

Elisa Bruley, owner of Pasadena, Calif., boutique **Elisa B**, was at the show to visit her existing accounts that don’t frequent Los Angeles on a regular basis. But she said she was also on the lookout for new brands.

“I took a few notes but didn’t write any orders,” she said. “It is an in-between market, so I only write if it’s something I really need or want. In addition to Holiday/Resort, I like Immediate such as tees and accessories that I need to fill in right away, and that’s been a challenge.”

Zoe Berman, account executive of Onia, works specifically with specialty stores and said the turnout at Brand Assembly was good. Onia carries swimwear, resortwear and ready-to-wear pieces but buyers were especially looking for swim, Berman said.

“We are well known for one-pieces and textured two-pieces as well as our new choker [bikini top],” she said.

Another new exhibitor was the **Debut** showroom from New York, which represents **Bower** and **Flagpole** swimwear.



Select x Emerge



Bailey44 at the Cooper Design Space

“It’s been a good show for us,” said sales representative Helene Lai. “Most [buyers] tend to write orders in New York or in Miami for the **SwimShow**, so we came here for the first time to get brand exposure.”

Flagpole’s suits are produced in New York from Italian fabrics. The line, which retails for \$300 to \$400, is sold in **Barneys New York**, **The Line** and **Net-a-Porter**.

Sisters Lindsey Schwartz and Kayla Schwartz were also new to Brand Assembly. The two design handbag and accessories line **Miscere**. The made-in-Los Angeles collection features interchangeable handbags and accessories such as clutches with adjustable straps and shoe accessories.

“Basically, we are a mix of haute couture and fast fashion that deliver high-quality bases but offer add-ons to constantly keep up with trends—stripes for the Hamptons or shearing for Aspen,” Kayla Schwartz said.

The designers launched two years ago but officially debuted last year. As first-time exhibitors, they felt it was important to immerse themselves into the market. “We had a few walk-ins, some appointments from people we emailed, and there are soft orders in the works,” Lindsey Schwartz said.

**SYDNY** showroom is a longtime exhibitor at Brand Assembly. The Costa Mesa, Calif.-based company serves as both a distribution agency and showroom for Australian brands, including **MLM Label**, **We Are Kindred**, **Ministry of Style** and **Auguste**.

Rather than Resort, buyers were still looking for Holiday, said Sales Director Emilie Lewis.

“We definitely pulled more Resort, but they seem more excited for Holiday,” Lewis said. “It has been a great show, but we always have steady shows with appointments, placing orders and leaving paper. We cannot hope to get traction with just walk-ins.”

### Activewear & Lifestyle Tradeshow

A handful of booths populated the ALT show on the CMC’s 13th floor.

Returning again was **Aimee M**, a Los Angeles yoga pant line launched by Jin Ryee a few years ago. The brand is known for its colorful print-driven bottoms made from polyester/spandex. Pants wholesale for \$34 while recently launched hoodies made of recycled fabric have a wholesale price of \$38.

Sales manager Maria Frausto said the show was okay but basically slow. However, she had two orders placed by **Forever 21** and **Tahoe University**. A third order was called in by a distribution company.

Another returning vendor was Katie Tomasetta, whose **Elektrix Love** line of rock ‘n’ roll-inspired leggings and

tops are made of fabric developed from recycled plastic bottles. Tomasetta attended the show last year when it was known as **Shape** and wanted to check out the newly named event. “It’s very slow and a lot smaller,” she observed, noting she counted 13 exhibitors but the ALT catalog listed 16.

New to the show was Meg Remien, who last year started her collection of pajamas and loungewear under the **Raven & Crow** label. Remien is new to the fashion industry. After breaking six bones in her back skiing two years ago at Mammoth Mountain in California, Remien had trouble finding comfortable clothing to wear while she was laid up for six months and then in a wheelchair for another two months. She started researching fabrics and came up with a local textile mill selling a bamboo and organic cotton blend she fell in love with. From there, she created her line. Everything is made in Los Angeles with wholesale prices ranging from \$25 to \$36.

She has been selling her collection of comfortable lounge-wear online and on other e-commerce sites but is looking to expand into stores. She found the show to be slow but was hoping to meet up with more buyers.

Joseph Esfandi of **LA Society** was having better luck for his Chinese-manufactured fashion activewear line, which wholesales from \$12.50 to \$17.50. This was his first ALT show, and he was pleasantly surprised in the interest that buyers had in his 2-year-old line. “We decided to give the show a try and it has been good,” he said, noting he met with some people for potential private-label business and a few discounters.

### Consistent at Lady Liberty

Traffic was light but business was consistent at the **Lady Liberty** building.

The **Globe Showroom** carries a host of stylish, mid- to high-end brands, including **White and Warren**, **Christophe Sauvati**, **One Grey Day**, **Sam and Lavi**, **Rebecca Vallance**, **TRYB212** and **Smythe**. The showroom experienced consistent foot traffic at this season’s LA Market with a mix of retailers placing orders and taking notes,” said Tracy Burton, co-owner of the bicoastal showroom. With a variety of appointments and walk-ins, Burton said, “Ninety percent of traffic comes from appointments, which is a key strategy for a great market. We are seeing more walk-ins, which is also great as buyers are still discovering the Lady Liberty building.”

Burton said retailers we split between those looking for earlier deliveries and those looking further out.

“We are seeing a division with what buyers are needing. For some, they are looking for a very pre-Spring-driven product and then the remainder, a more versatile product that their girl can buy and wear for the November/December deliveries,” she said.

**One Showroom** owner Kristen Aguilera had positive feedback from this season’s market as well. Aguilera said her brands sit well together so it allows buyers to shop for their customers in one setting.

“I am relaunching **Jachs Girlfriend**. I launched [the line] back in 2008, and then they went corporate. Now, we are working together again. It goes hand-in-hand with **Blank**. They are a good reflection of each other, and they sit at a sweet price point, averaging \$100 retail,” Aguilera said.

Aguilera said some higher-end boutiques are bringing in lower-priced brands. One of those is Brazilian swimwear line **Marley Club**, priced roughly at \$149 retail, constructed well and cut from quality fabrications. Similarly, **Shlimp and Ulrich** is retailed priced between \$140 instead of \$250 and has a good turnaround, Aguilera said.

Although June market is typically smaller, buyers are looking for Immediate but are also writing for Holiday, Aguilera said. Aguilera mainly met with existing accounts, such as **Planet Blue** and **Azalea**, but also had about five new retailers stop in, including a pilates store in Alabama and a few online accounts. “They are replenishing their stores, and buyers have more to spend. Retail is up, and they are doing great,” she said.

Elsa Dannerstedt, brand manager of **Getting Back to Square One**, the knitwear line under the umbrella of **Citizens of Humanity**, met mainly with appointments but had a few walk-ins. Reoccurring retailers and specialty stores—including **Revolve**, **Kalifornia Jean Bar** and **Jill Roberts**—visited the showroom, which also carries Citizens of Humanity’s luxury denim line, **Goldsign**, and **A Gold E**, an opening-price point premium jean marketed toward a younger customer.

“GBTSO has done really well with rib [knits]. But because we started as a Ponte-driven line focusing on leggings and it’s not a yearlong fabric, we started to focus on expanding our ribs into dresses and top assortments. It has been getting a good response,” Dannerstedt said. ●



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Looking for a 1st pattern maker with a minimum of 10 years of experience in the better or contemporary market. Knowledge of quality construction a must, experience in knits, tailored jackets and shirts is essential. Ideal candidate would be a professional who appreciates the fit and finish of a beautiful product and can see it through all the stages. Please e-mail resume to: [careers@bailey44.com](mailto:careers@bailey44.com)

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Responsible for overall execution and development of product, from concept through production. Manage development as it relates to the calendar, product, quality and margin. Must be able to create tech pack, guide and monitor fit process, manage cost process and communicate with factories. Must maintain knowledge of industry trends and current events to align product line with industry. 4+ years industry experience. Working knowledge of : Word, Excel, Adobe Illustrator. Salary BOE.  
Please forward resume to [mrowley@straightdown.com](mailto:mrowley@straightdown.com). NO PHONE CALLS



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Minimum 4 years experience in all bottoms. Must have pattern making knowledge. Conduct fittings, spec garments. Proficient in excel and word programs a must. Excellent communication skills-written & verbal. Import experience required. Efficient & able to hit deadlines in a fast paced environment.  
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Rapidly growing Contemporary Knitwear Company based in Santa Monica is looking for a full time E-commerce Visual Merchandiser/ Stylist. Ideal candidate should be an energetic all around team player, have xlt communication skills, & the ability to handle & prioritize a range of responsibilities.

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- Create product descriptions with style specs
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Seeking qualified individual to run Accounts Payable department at Design Collection Inc. a wholesaler of textiles and garments. Design Collection Inc. is a Medium sized corporation that operates in the high volume, fast paced fashion industry. Ideal candidate must have 5 years of Accounts Payable Supervisory responsibility along with excellent organizational skills. Must have solid understanding of Letters of Credit, setting up wires, T accounts, Book-keeping, GAAP, and bank statement reconciliation along with supervising subordinates.  
Email resumes to: [sohaila@designcollection.com](mailto:sohaila@designcollection.com), [alfonso@designcollection.com](mailto:alfonso@designcollection.com)



## Jobs Available

### SANCTUARY CLOTHING TECHNICAL DESIGNER - TOPS/DRESSES/BOTTOMS SUMMARY:

As Technical Designer, you will demonstrate your excellent garment construction expertise as you develop accurate development tech packs, communicate with designers, product developers and vendors, to ensure proper fit standards are achieved. You will also be responsible for ensuring your styles are tracking towards deadline.

RESPONSIBILITIES- Including, but not limited to:

- Attend & active participation in Development fittings with Design team and other cross functional team members
- Create accurate tech packs from Proto to SMS approval
- Communicate with overseas and domestic, vendors and factories

QUALIFICATIONS:

Ideal candidates should have 3+ year exp.

- Knowledge of pattern making, spec revision, garment construction, sewing, measuring and fitting

- Excellent written, problem-solving, decision-making, and time-management skills

- Computer savvy with Photoshop, Illustrator, Outlook, Word and Excel

Background in Women's Contemporary apparel Highly organized with attention to detail

Please submit your resume along with salary requirement for immediate consideration to: recruitment@sanctuaryclothing.com

### PRODUCTION PATTERNMAKER

Contemporary woman's brand is seeking exp'd and creative production pattern maker with min. 5 yrs. exp. Knowledge of draping and construction a must with ability to work closely with designers and technical departments. Good communication skills/follow up in fast paced environment. Must be proficient in Tukatech. Please email resume to: hrmanagerhiring@gmail.com

### ASSISTANT PATTERN MAKER POSITION AVAILABLE

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LA based company seeking talented full time experienced Garment Costing Specialist. Must have at least 5 yrs. plus experience with costing production flows. Candidate must have a good communication & organization skills. Must be able to understand a T & A calendar, cost sheets and patterns card. Email resume to: carlos@designcollection.com

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## Jobs Available

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