

# CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 71 YEARS

\$2.99 VOLUME 72, NUMBER 31 JULY 15-21, 2016



DRIELY CARTER

**CALIFORNIA INSPIRATION:** The city of San Francisco and The Grateful Dead inspired the Spring/Summer 2017 collection of Matiere, the Costa Mesa, Calif.-based menswear label founded by Scot Shandalove. Guests at the July 13 show at NY Fashion Week: Mens were greeted by a quote from Grateful Dead frontman Jerry Garcia while the collection took its palette of "sun-faded hues, seafarer blues and soft neutrals" from San Francisco's iconic "Painted Ladies" Victorian houses. For more from NY Fashion Week Mens, see page 8.

## Niche Suit Maker Jimmy Au's Leaves Beverly Hills for Sherman Oaks

By Andrew Asch Retail Editor

There's only one store in the United States selling suits and gear for the shorter man; it's **Jimmy Au's for Men 5'8" and Under**, said Alan Au, company vice president.

Earlier this month, the veteran, niche men's retailer moved to a larger location, and it aims to forge a new style direction, Au said.

Jimmy Au's opened at 14755 Ventura Blvd. in Sherman Oaks in Los Angeles' San Fernando Valley on the July 4 weekend. It settled into the 4,700-square-foot space after a

decade of working out of a 3,200-square-foot space at 9408 Brighton Way in Beverly Hills, Calif. The suiting store moved after it was outbid for its lease by a group of beauty salons.

Sherman Oaks is located only eight miles away from Beverly Hills, but the Main Street milieu of Jimmy Au's new neighborhood is a world away from the glitz of Beverly Hills. Au said that the new location will mean a new clientele. It's going to be more local. He doesn't expect to see as many of the wealthy tourists that were part of his Beverly Hills busi-

➔ Jimmy Au's page 2

## Daytime Rates Rising to Pick Up Cargo Containers at the Ports

By Deborah Belgum Senior Editor

If you want to pick up your cargo containers during the day at the ports of Los Angeles and Long Beach, it will cost you a little more.

**PierPass**, which administers the extended-gates programs at the two ports, said it is raising the fee to collect cargo containers between 8 a.m. and 5 p.m. Mondays through Fridays.

Starting on Aug. 8, the cost to pick up a 20-foot container will go from \$69.17 to \$70.49, which is a 1.9 percent increase. For a 40-foot container, the cost will rise from \$138.34 to \$140.98.

PierPass President John Cushing said the increased fees are to cover rising labor costs and to sustain continued operations of the PierPass OffPeak gates.

There is no fee to pick up cargo containers between 6 p.m. and 3 a.m. Mondays through Thursdays or during the day on Saturday.

Revenues from the fees serve two purposes: They help to

compensate terminals for running five extra shifts each week, and the fees also encourage truckers and cargo interests to deliver and retrieve containers during off-peak hours, when traffic is lighter.

After cargo volumes mushroomed between 2000 and 2004, the West Coast Marine Terminal Operator Agreement in 2005 launched the PierPass program to cope with long lines of trucks waiting at 13 container terminals to collect cargo containers at the **Port of Los Angeles** and the **Port of Long Beach**. Trucks were also flooding the highways during peak hours and causing more problems.

Since its inception, PierPass has pushed slightly more than 50 percent of truck traffic at the ports to off-peak hours and taken more than 35 million truck trips out of daytime traffic.

Last year, the Port of Los Angeles handled 8.2 million 20-foot cargo containers, down from its peak of 8.5 million containers in 2006. The Port of Long Beach last year saw 7.2 million cargo containers go through its gates, down from a peak of 7.3 million containers in 2007. ●

## St. John Knits: Searching for the Magic Formula

By Deborah Belgum Senior Editor

**St. John**, the venerable Southern California luxury label that is a staple in many well-heeled shoppers' closets, has been on an odyssey in recent years.

It is trying to keep its core customers while expanding eveningwear and sportswear, hoping to venture to China and doing less-flashy ads with celebrities while expanding its digital media presence.

Founded in 1962 by Bob and Marie Gray, the brand for decades catered to a core older customer who liked her expensive rayon-and-wool knit suits to be stylish but comfortable and durable.

Then, starting in 2004, a succession of new chief executives arrived, overturning the apple cart to bring in a younger customer who probably wouldn't even look twice at a basic St. John suit.

A series of fancy ad campaigns ensued with movie stars and celebrity models such as Angelina Jolie, Gisele Bündchen

➔ St. John page 6

### TRADE SHOW REPORT

## FMNC Draws Retailers From Pacific Northwest—and Beyond

By Alison A. Nieder Executive Editor

**Fashion Market Northern California**, the apparel and accessories trade show in San Mateo, Calif., typically draws retailers from across Northern California as well as a few from neighboring states. But during the show's recent June 26-28 run at the **San Mateo Event Center**, exhibitors reported seeing buyers from as far away as Pennsylvania and Georgia.

"I opened up a couple of out-of-staters—like way out of state, not even Western," said Gabriela Shultz, senior account executive for **Rock Flower Paper**, a print-driven apparel and accessories collection based in San Anselmo, Calif.

Shultz said she primarily saw buyers from better stores in Northern California, but she also met with retailers from

➔ FMNC page 3

### INSIDE

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

Outlook mixed for Back-to-School ... p. 2

NY Mens Day bows ... p. 8

Tags &amp; Labels Resources ... p. 9

## U.S. Port Traffic to Be Uneven for Back-to-School and Holiday

The nation's ports are expected to see up-and-down import cargo volumes for the rest of the year as retailers gear up for Back-to-School and Holiday sales.

"Trade is holding on to a small margin of growth, but this growth comes in the face of some adverse statistics as well as positive ones," said Ben Hackett, whose **Hackett Associates** prepares the monthly "Global Port Tracker" report for the **National Retail Federation**.

In May, the latest month for which after-the-fact numbers are available, major U.S.

ports handled 1.63 million 20-foot cargo containers from overseas ports. That was a 1.1 percent increase from May 2015.

For June, it was estimated that ports would process 1.56 million containers, down 0.5 percent from last year. July was expected to be better with 1.64 million containers coming through the ports, up 1.4 percent from last year as retailers pushed to get Back-to-School items on the shelves.

August and September were forecast to see volume declines. August was predicted to see 1.65 million containers arriving at the

ports, down 2 percent from last year, and September was forecast to see 1.58 million containers coming through, down 2.6 percent from last year.

October and November will see a wave of containers coming in for the holiday season. For October, 1.62 million containers were anticipated to be arriving at U.S. ports, up 4.4 percent, and November was expected to have 1.52 million containers coming through the ports, up 2.8 percent over last year.

Cargo volumes during the first half of 2016 were predicted to be up 1.5 percent

over last year, reaching 8.99 million containers. Total volume for 2015 was 18.2 million cargo containers arriving at U.S. ports, up 5.4 percent over 2014.

"After a year of difficult comparisons in the wake of the West Coast ports slowdown [early last year during longshore worker contract negotiations], we're finally starting to see normal trends," said Jonathan Gold, the NRF's vice president for supply chain and customs policy. "Some numbers are still down from last year, but the pattern of building up toward the big seasons has returned."—*Deborah Belgum*

### Jimmy Au's *Continued from page 1*

ness. The retailer is expected to be a destination. Traditionally, 55 percent of the company's sales comes from outside of Southern California. Jimmy Au also supplies clothes to film and TV studios for short actors.

The move away from Beverly Hills might give the shop more choice in its merchandise mix. The Beverly Hills crowd was interested in styles that Au called "updated traditional." They looked preppie and perhaps a bit East Coast.

"Here, I'm going to be edgier," Au said. "I hope to have more for the 20- to 30-year-old guy." The store's new direction will be more sportswear.

Jimmy Au's move comes at a time when Southern California entrepreneurs are showing more interest in opening suiting shops.



**LOUNGE & SUIT:** Above left, the lounge of the new Jimmy Au's for Men 5'8" and Under. Right, Jimmy Au suits, blazer and shirting.



Irvine, Calif.-based online suiting company **Combatant Gentlemen** is scheduled to open a boutique at **Santa Monica Place** in Santa Monica, Calif., on July 20. Bespoke suiting studio **JB Clothiers** took a bow in downtown Los Angeles' Fashion District at 859 S. Spring St. in May, said Jerry Bakh-

chyan, the atelier's founder and designer.

"I saw opportunity in downtown Los Angeles. So many young professionals are moving in," Bakhchyan said. His bespoke suits start at \$2,000.

**Pocket Square Clothing** opened a lifestyle shop near downtown Los Angeles' Financial District also in May. It focuses on the design of ties, pocket squares and accessories for suits. But cofounder Rodolfo Ramirez is thinking of expanding into suiting.

"Within the first week, we had 50 people ask for bespoke suiting. It was something I did not expect at all," Ramirez said. With retail price points for bespoke suiting generally ranging from \$1,500 to \$10,000, Ramirez estimated that if those 50 shoppers ordered bespoke suits at the category's higher price range, his shop could have potentially made \$500,000. His clientele comes from downtown's financial district; they are also menswear enthusiasts and creatives looking for unique styles.

Jimmy Au started his bespoke suiting atelier for shorter men with a shop in Torrance, Calif., in 1971. His point of difference was scale and tailoring. Larger men's suits can be altered to fit shorter men, but the scale and fit of the suit will be out of proportion, and there is the danger for the shorter man to look like he is wearing a hand-me-down suit. Also, most retailers don't sell special sizes such as short and extra short, Alan Au said. Extra short is for guys 5'2" to 5'5". Short is 5'5" to 5'8", he said.

The Sherman Oaks store was designed by Jimmy Au to look much like the Bev-

erly Hills store. When a customer walks in the store, he'll find 40 styles of jeans made by German-headquartered brand **Atelier Gardeur**, which are tailored to Jimmy Au's specifications. The most popular style is a cashmere-blend jean, Alan Au said. Also in the merchandising mix, leather jackets and, for the summer season, Aloha shirts, chinos and shorts.

In the back of the front room is a wall for shirting and ties. The middle of the

space is devoted to a lounge. The rest of the store is devoted to ready-to-wear suits and an atelier for bespoke suits. As for being the only retailer devoted to small sizes for men, Alan Au said that the last of his competitors went out of business more than five years ago. There have been pop-up shops and online retailers devoted to short men since then but not a physical boutique. Jimmy Au, the founder, said his store lasted so long because of his perseverance. "It was my desire to make it work," he said. ●



**CALIFORNIA  
LABEL PRODUCTS**

13255 S. BROADWAY, LOS ANGELES, CA 90061

JAMES J	KARLIE	<b>Product List</b> WOVEN LABELS PRINTED LABELS HEAT TRANSFERS CARE LABELS CUSTOM HANGTAGS STICKERS BUTTONS AND RIVETS LEATHER NOVELTY ITEMS PRINTERS & RIBBONS
ROSE	PI	
AMELIA K. Clothing	JE # JM60C1313P	
3542 08458 2	\$35	

**Brand Identity | Label Solutions**

WWW.CALIFORNIALABEL.COM  
310.532.5800

## Los Angeles Gift Show Alters Dates Next Year and Moves

LAMKT, the Los Angeles gift and home market, is moving its more than 200 exhibitors from the South Hall of the **Los Angeles Convention Center** to **The Reef**, near downtown Los Angeles.

But LAMKT's more-bohemian world style, fair trade, jewelry cash-and-carry and vintage exhibitors will return to their original Kentia Hall location at the Los Angeles Convention Center.

The permanent showrooms at The Reef, formerly known as the **LA Mart** at 1933 S. Broadway, will have their Winter Market Feb. 15-20 while the LAMKT temporary exhibits at The Reef will be held at the same time as the Kentia Hall exhibits at the LA Convention Center, running Feb. 17-20. —*D.B.*

## Rosenthal & Rosenthal Launches New Division With New Hires

**Rosenthal & Rosenthal**, a finance company specializing in factoring and asset-based lending, announced it is starting a new division called **Rosenthal Trade Capital** to provide alternative inventory-financing solutions to cash-constrained companies.

Heading up the new division will be Paul Schuldiner, who on July 1 became senior vice president of Rosenthal Trade Capital. Previously, he was a partner and managing director of business development at **King Trade Capital**, where he was responsible for providing purchase-order financing and contract financing for small to middle-market companies. In his new role, he will be responsible for driving Rosenthal Trade Capital's business strategy.

Joining him at Rosenthal Trade Capital is Jennifer Draffkorn, who previously was at **Wells Fargo Capital Finance**. Draffkorn will be responsible for portfolio management and underwriting.

"We are thrilled to launch our newest division, Rosenthal Trade Capital,

so that we can continue to provide the kinds of services and financing products that fit our clients' individual and often complex needs," said Peter Rosenthal, president of the company, which was founded in 1938.

Rosenthal Trade Capital will serve importers, exporters, wholesalers, assemblers and light manufacturers that face challenges such as seasonality and rapid growth to undercapitalization and turnaround situations.

The division will be offering alternative inventory financing solutions that include purchase-order financing for international and domestic presold inventory purchases, production financing for light manufacturing and assembly businesses, and government-contract financing.

Rosenthal & Rosenthal's clients come from a wide spectrum of industries including manufacturing, apparel, food, beverages, technology, jewelry, accessories, real estate and art lending.

—Deborah Belgum

## Showroom Owner Terry Ventre, 62

Terese Virginia Ventre—known to her friends, familiar and colleagues as Terry—died on June 23 after a short battle with lung cancer. She was 62 years old.

Ventre founded the **Terry Ventre Showroom** in New York, which this year celebrated its 25th anniversary. Ventre's husband, Elliot Zolot, was her partner in the business, which represented apparel labels such as **Equestrian Designs, A'neue Ligne, Finley, Kinross Cashmere, Moyuru International and Babette**.

Originally from Massachusetts, Ventre got her start in fashion working for retailers such as **Louis of Boston** and **Ann Taylor** and operating her own retail stores, **GINNA** and **Ragtime**, on Massachusetts' Nantucket island.

For more than two decades, Ventre represented Equestrian Designs, said Rick Ledesma, who owns the Santa Barbara, Calif.-based con-



Terry Ventre

temporary apparel collection with his wife, Iona Marshal, who designs the collection.

"Terry Ventre was an icon in the industry, respected and held in high esteem by her peers from the Midwest to Canada and down the East Coast," Ledesma said. "There is a hole in fashion, and many are feeling tremendous sorrow."

In addition to her husband, Ventre is survived by her children, Harry and Ruby.

New York's Central Park was one of Ventre's favorite places to run, walk, and meet friends and loved ones. A park bench will be donated in her name. Anyone interested in contributing can make a donation in her name

to [www.centralparknyc.org/ventre](http://www.centralparknyc.org/ventre). Donations in Ventre's name can also be made to the **American Cancer Society**. Memorials will be held in the Fall in New York, Nantucket, Chicago and Miami.—Alison A. Nieder

## TRADE SHOW REPORT

### FMNC *Continued from page 1*

Minnesota and Atlanta.

"I opened up new accounts and I saw some of my steadies," she said, adding that this was the first time attending FMNC for the new out-of-state retailers she met with.

Although buyers continued to place cautious orders, Shultz said she found fewer buyers looking for fill-in merchandise this season.

"I didn't get as many Immediates as I usually do," she said. "Everybody placed [orders] for Fall."

This was the first time showing at FMNC for Connie Roberson, who has been producing the **Connie Roberson** collection in Marina del Rey, Calif., for 15 years.

Roberson described her collection as a better women's line with a focus on fine fabrics such as Italian and Irish linen, silks and other natural fibers. Retail prices range from \$188 to \$420 and Roberson said a lot of her business is done at market in New York, Atlanta and Dallas.

At FMNC, Roberson was meeting with retailers from Western states, including Oregon, Seattle and Arizona.

"I already shipped some stores and they already reordered," she said. "We're a good Immediates line. We cut to order."

Overall, Roberson said she liked the atmosphere of the show, which she said was less hectic than other trade shows.

"It was really easy to get around," she said. "I'm coming back, for sure."

Retailer Claire Campbell, owner of **Outback Trading Co.** in Felton, Calif., is an FMNC regular attendee.

"Five times a year," she said. "Believe it or not, for 19 years I've only gone to the San Mateo [show] and before that when it was in San Francisco."

Campbell was at FMNC looking for Winter goods.

"I try to go in and be cautious, but I always find a couple of Immediates I can talk myself into," she said.

She said she keeps an eye out for new lines, but "I have my tried-and-trues and I like to go back to them."

Ute Wegmann, owner of the **Ute Wegmann** showroom in the **California Market Center** in Los Angeles and current FMNC president, said the show is a good destination for a retail base that comes from all over California and the Pacific Northwest, but at the June show she also saw some retailers traveling from beyond the western region.

"I worked with someone from Pennsylvania," she said. "We saw some retailers checking us out for the very first time, including traditional gift retailers who hadn't been to our venue before."

Retailers are expanding their merchandise mix to include more than just one category, she said. "Shoe stores don't just carry shoes," Wegmann pointed out.

Wegmann represents several accessories brands, including **Sun 'N' Sand**, a Texas company that makes handbags, totes and hats; **Fraas Scarves**, a family-owned German company with offices in New York; **Victoria Leather**, a made-in-USA leather handbag brand from Pennsylvania; and **Lauer Gloves**, a 100-year-old company based in Wisconsin.

Retailers were "very optimistic" but still cautious, Weg-



**RETAIL MIX:** Fashion Market Northern California exhibitors said they saw retailers from across the Pacific Northwest as well as some traveling from the Midwest and East Coast.



**NEW TO THE SHOW:** Connie Roberson, left, and Ozka Cashmere House, right, were among the new exhibitors showing at the recent Fashion Market Northern California show in San Mateo, Calif.

mann said.

"People are spending, they're writing orders, [but] they're being very specific and very selective," she said. "They're chasing business. Vendors that have stock on the shelf will get that business. Fortunately, every line we carry is family owned so we always have goods to ship. The days of the stores having sweaters on the floor in June are over."

The next FMNC show is set for Aug. 21-23, but, at the larger show in October, Wegmann said, the show will add a business-to-business seminar for attendees.

On Sunday, Oct. 23, Paul Erickson, senior vice president for client services at **RMSA** retail solutions, will present a seminar titled "Inventory Is Your Retail Heart. Is It Healthy?"

The free seminar will be held at 8:30 a.m. (the show opens at 7 a.m.), and continental breakfast will be served.

"With the landscape changing for wholesalers and retailers with the onslaught of online, we need to be empowering our retailers to be the best they can be," Wegmann said. ●

## Silicon Valley—Based EFI Acquires Optitex

**Electronics For Imaging Inc.**, a printing technology firm based in Fremont, Calif., has acquired Israel-based design software firm **Optitex Ltd.** for approximately \$52.8 million.

Optitex produces 2-D and 3-D fashion design and prototyping software for textile designers, retailers, brands and manufacturers, including **Under Armour**, **Coach**, **Levi Strauss & Co.**, **Theory**, **Chico's**, **Perry Ellis** and **Patagonia**. With offices in the U.S., Italy, India, Hong Kong and Israel, Optitex has a staff of 100, who will be joining EFI. Optitex Chief Executive Officer Asaf Landau will serve as general manager of EFI Optitex.

"We are thrilled to add the Optitex team and its fast-growing base of industry-leading customers to the EFI family," said Gabriel Matsliach, senior vice president and general manager, EFI Productivity Software, in a statement. "Optitex technology, combined with **EFI Reggiani** digital printers, will expand our textile ecosystem and help our customers set new standards for time-to-market, on-demand manufacturing, cost efficiency and automation in the textile industry."

Optitex will be integrated into EFI's productivity software business unit. Optitex's

portfolio includes the 3-D Product Creation Suite, the 2-D Pattern Making Suite, the Cutting Room Optimization Suite and the Marker Making Suite.

"We are very excited to join the EFI family," Landau said. "EFI's global presence, holistic solution approach, strong professional services abilities, and growing portfolio of innovative textile industry-specific products will be of great benefit to the leading companies we serve worldwide in the fashion, automotive, aerospace and technical textiles industries. I am truly enthusiastic about what is to come for these industries in the years ahead."

The acquisition expands EFI's "textile ecosystem" with the addition of Optitex's position as a 3-D textile design software provider and access to Optitex customers.

EFI develops technology solutions for the manufacturing of signage, packaging, textiles, ceramic tiles and personalized documents. The company produces printers and inks as well as a production workflow suite designed to streamline the production process. Optitex's integrated 2-D/3-D digital textile platform is designed to support innovation while reducing cost and accelerating time to market.—*Alison A. Nieder*

## Active Collective Expands to NY, Swim Collective Shifts Dates in 2017

Activewear trade show **Active Collective** will expand to the East Coast in January.

The move to New York is one that Shannon Leggett, executive show director of Active Collective and its sister show, **Swim Collective**, has had on his agenda since launching the activewear and athleisure show last year.

Active Collective will bow its first East Coast edition Jan. 26–27 at the **Metropolitan Pavilion** in New York's Chelsea neighborhood. Organizers anticipate drawing more department-store buyers to the New York show, which will also feature a "Media Upfronts" platform where brands will have a chance to pitch their collections to fashion editors.

Leggett said Active Collective's New York edition will continue its focus on the athleisure movement and all categories of activewear—including a separate section devoted to men's activewear and athleisure brands.

"We expect the New York show to feature more designer and contemporary brands with a focus on bringing more East Coast and European retailers to the show," he said. "Currently, it's hard for retailers to fly from

[Europe] to California for a two-day show."

Active Collective's New York debut will come on the heels of the show's West Coast edition in Huntington Beach, Calif. For the Jan. 13–14 run, Active Collective will run concurrently with Swim Collective at the **Hyatt Regency Huntington Beach**.

Next month, the two shows will be held back to back at the Hyatt in Huntington Beach. Swim Collective will be held Aug. 8–9 and Active Collective will be held Aug. 11–12.

Leggett has even more changes planned for the two shows next year. Next summer, Swim Collective will shift its schedule from August to July, where it will be held at the Hyatt concurrently with a new trade show Leggett is organizing called **The Beach Collective**. The upscale contemporary designer show will be held at the new **Pasea Hotel**, located next to the Hyatt. Leggett, who hosted the first Swim Collective show in 2011, plans to add a third Swim Collective show in November as well.

For more information, visit <http://swimcollective.com> and <http://activewearcollective.com>.—*A.A.N.*

## Off-Price Show to Bow at CMC in September

The **California Market Center** is launching a new trade show focused on the off-price market.

**Off-Price at Majors** will launch Sept. 26–28 during **Los Angeles Majors Market** at the CMC.

The new show will be held in the CMC's newly renovated 8C Pavilion and will fea-

ture an open-booth format.

The new 8C Pavilion features an L-shaped space with views of downtown Los Angeles and a separate, enclosed space with glass walls. Together the spaces encompass 13,000 square feet.

For more information, visit [www.cmc.dtl](http://www.cmc.dtl). *offprice*.—*A.A.N.*

## New Vice President at ASICS America

Irvine, Calif.-based **ASICS America Corp.**, the U.S. headquarters of Japanese footwear and athletic apparel brand **ASICS**, has named sportswear industry veteran Andrew Richard vice president of regional sales for the U.S., Canada, Mexico and Brazil.

Richard has more than two decades of experience in sales for athletic apparel. Most recently, he was global head of merchandising for footwear at **Puma**. His career includes leading national sales and merchandising for

**Timberland** and **Reebok**.

"Andy brings a wealth of sales expertise to ASICS and we are thrilled to welcome him to the team in this imperative role," said Gene McCarthy, ASICS America Group chief executive officer and president, in a company statement. "As our industry continues to shift, we must continue to evolve. With Andy and his deep industry knowledge at the helm, we are positioning ourselves for great success within the marketplace."—*A.A.N.*

## Calendar

### July 16

**Swim Show**  
Miami Beach Convention Center  
Miami Beach, Fla.  
Through July 19

**Cabana**  
Collins Park  
Miami Beach, Fla.  
Through July 18

**Hammock**  
W South Beach  
South Beach, Fla.  
Through July 18

### July 17

**Project MRket**  
**Project Sole**  
**The Tents**  
Javits Center  
New York  
Through July 19

### July 18

**Coast**  
New World Center  
Miami Beach, Fla.  
Through July 19

**Agenda**  
Mana Wynwood  
Miami  
Through July 19

**Digital Experience Workshop**  
Terranea Resort  
Rancho Palos Verdes, Calif.  
Through July 20

**57th India International Garment Fair**  
Pragati Maidan  
New Delhi  
Through July 20

### July 19

**Première Vision**  
Pier 94  
New York  
Through July 20

**LA Swim Week**  
Skirball Cultural Center  
Los Angeles  
Through July 20

**SpinExpo**  
Greenpoint  
Brooklyn, N.Y.  
Through July 21

**"Why Do I Need a Business Plan" webinar by FBI**  
online

### July 20

**Market**  
LA Mart  
Los Angeles  
Through July 25

### July 22

**LAMKT**  
LA Convention Center  
Los Angeles  
Through July 25

### July 26

**Colombiamoda**  
Medellin, Colombia  
Through July 28  
**"Business Plan Workshop," presented by FBI**  
California Market Center, A792  
Los Angeles

### July 31

**Accessories The Show**  
**Fame**  
**Moda Manhattan**

The Javits Center  
New York  
Through Aug. 2

**CurveNY**  
Javits Center  
New York  
Through Aug. 2

**Intermezzo**  
Javits Center  
New York  
Through Aug. 2

### Aug. 1

**Los Angeles 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 Aug. 4

**Select**  
**ALT**  
**Transit**  
California Market Center  
Los Angeles  
Through Aug. 3

**LA Gift & Home Market**  
**LA Kids' Market**  
California Market Center  
Los Angeles  
Through Aug. 4

### Aug. 3

**DG Expo Fabric & Trim Show**  
Hotel Pennsylvania  
New York  
Through Aug. 4

**Outdoor Retailer**  
Salt Palace Convention Center  
Salt Lake City  
Through Aug. 6

### Aug. 4

**Atlanta Apparel**  
AmericasMart  
Atlanta  
Through Aug. 8

### Aug. 6

**"Intro to Pointcarré," presented by FBI**  
California Market Center, A792  
Los Angeles

**Westcoast Trend Show**  
Embassy Suites LAX North  
Los Angeles  
Through Aug. 8

### Aug. 7

**Stylemax**  
Merchandise Mart  
Chicago  
Through Aug. 9

### Aug. 8

**Swim Collective**  
Hyatt Regency  
Huntington Beach, Calif.  
Through Aug. 9

### Aug. 9

**Printsource**  
Metropolitan Pavilion  
New York  
Through Aug. 10

### Aug. 10

**Dallas Apparel & Accessories Market**  
Dallas Market Center  
Dallas  
Through Aug. 13

**FIG**  
Fashion Industry Gallery  
Dallas  
Through Aug. 12

### Aug. 11

**Active Collective**  
Hyatt Regency  
Huntington Beach, Calif.  
Through Aug. 12

### Aug. 13

**Offprice**  
Sands Expo  
Las Vegas  
Through Aug. 16

### Aug. 14

**Sourcing at MAGIC**  
**Footwear Sourcing at MAGIC**  
Las Vegas Convention Center  
Las Vegas  
Through Aug. 17

### Aug. 15

**Project**  
**Project Women's**  
**The Tents**  
**Pooltradeshow**  
**The Collective**  
**MRket**  
**Stitch**  
**Accessories The Show**  
**CurveNV**  
Mandalay Bay  
Las Vegas  
Through Aug. 17

### WWMAGIC

**FN Platform**  
**WSA@MAGIC**  
**Children's Club**  
Las Vegas Convention Center  
Las Vegas  
Through Aug. 17

**Liberty**  
Sands Expo  
Las Vegas  
Through Aug. 17

### WWIN

Rio All-Suite Hotel & Casino  
Las Vegas  
Through Aug. 18

**Agenda**  
Sands Expo  
Las Vegas  
Through Aug. 17

**KidShow**  
Bally's  
Las Vegas  
Through Aug. 17

### ISAM

Las Vegas Convention Center  
Las Vegas  
Through Aug. 17

**"How to Start and Grow a Fashion Brand That Sells," presented by FAB Counsel**  
Venue TBD  
Los Angeles

### Aug. 21

**Fashion Market Northern California**  
San Mateo Event Center  
San Mateo, Calif.  
Through Aug. 23

There's more  
on [ApparelNews.net](http://ApparelNews.net).

For calendar details and contact information, visit [ApparelNews.net/calendar](http://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](http://www.apparelnews.net). For customer service, call (866) 207-1448.

Celebrating the Life of  
**Terry Ventre**  
January 13, 1954 - June 23, 2016



Terry's passion for fashion and devotion to family and friends  
charted her course and graced many lives.  
love, your equestrian designs family

St. John *Continued from page 1*

and Kate Winslet gracing the pages of *Vogue* and other top fashion magazines.

The result was that revenues fluctuated and a revolving door of executives tried their hand at reinventing the label.

Now the company is under the helm of Bruce Fetter, who first arrived at St. John in 1997 and has had a number of different titles—from co-chief executive to president and chief operating officer. Fetter left a couple of times when new chief executives came on board. But 18 months ago he returned to take over the top spot.

In a departure from previous years, Fetter's arrival as the new chief executive, chief operating officer and president was not heralded in the usual press release sent out to business publications.

He kind of slipped in unannounced. "It would have been a little awkward to say, 'Ta-da. Here he is again.' It is an unusual story," Fetter said inside his wood-paneled office, which looks out on a verdant lawn in a well-manicured industrial park in Irvine, Calif., where the company is headquartered.

Fetter left St. John in 2011 to do a short stint as chief operating officer at **James Perse Enterprises**. Then he was interim chief operating officer at **Cabi—Carol Anderson by Invitation**—for nearly two years.

But upon the departure in late 2014 of Geoffroy van Raemdonck, who had come from **Louis Vuitton** and left after a little more than a year to work for **Ralph Lauren** in Europe, Fetter stepped in to take over where he left off.



Bruce Fetter



St. John's headquarters in Irvine, Calif.

Recently, St. John had a Beverly Hills store gathering where Mary Ta, who specializes in interior design and furniture at her two showrooms, **Minotti LA** and **Mass Beverly**, talked to invited guests about modern design and style.

"We get to meet women who are interested in successful and interesting individuals," Fetter said. "It is us trying to cast a wider net and reach a potential new customer. ... If we can capture a little information about her and her needs, we might be a match for some part of her wardrobe."

In addition to conversations, social media has become more important for the company with constant updating on **Facebook** as well as posts on **Pinterest** and **Instagram**. The company works with fashion bloggers too, such as Jacey Duprie

it is something we can do in a special way."

The push to expand eveningwear comes after St. John recently bought back its Chinese license and is hoping to expand into that country, which has the second largest economy in the world and nearly 1.4 billion people—more than four times the population of the United States.

Expansion into China will no doubt be helped by **Fosun International**, which took a minority stake in St. John Knits a few years ago. **Vestar Capital Partners**, a New York private-equity firm, continues to be the majority owner.

Fosun Chief Executive Liang Xinjin likes to buy reasonably valued companies and improve their worth by helping them do well in China. Since Fosun's investment, Fetter said the Chi-

She complained that many of the knit suits come with skirts but not with pants, which are more practical for the woman on the go.

"It used to be a very reliable source of clothing for me," she said. "It appears they are emphasizing eveningwear and sportswear, and there is not as much for the businesswoman like myself."

Eveningwear is one of the categories that St. John Knits is hoping to expand. Currently, it makes up about 24 percent of revenues, a slight increase from nearly a decade ago when it accounted for 20 percent. The core knit suit makes up 50 percent of sales.

"For years, women have come to St. John and we haven't given her as broad an assortment [in eveningwear and special occasion dresses] as we would like," Fetter said. "We feel strongly that



St. John has a vertical operation that does everything from dyeing its own yarn to knitting the fabric and sewing it into high-end garments.



St. John workers press blocks of knit fabric before they are sewn.



A St. John employee works on a red-knit jacket that takes 10 hours to knit, sew and finish.

Under his guidance, the company is rebuilding its core customer base and trying to bring new customers into the 23 stores that St. John maintains as well as entice shoppers to the luxury department stores that carry St. John, such as **Neiman Marcus**, **Nordstrom**, **Saks Fifth Avenue** and **Bloomingdale's**.

"We are very fortunate to have a dedicated and committed customer," Fetter said diplomatically. "We are not running away from her but looking for like-minded customers who have the same lifestyle, the same level of affluence and same interests and needs. It is someone who is aware of the brand but may have a pre-conceived idea."

The new CEO isn't shy about saying that the St. John customer is probably a 40-plus woman who can afford to spend about \$2,000 for a knit suit or \$900 to \$1,600 for a dress. "Everybody would love to have a younger customer, but realistically our customer has reached a place in her life where she is successful enough to afford beautiful things and a lifestyle that requires or desires to dress well and look well," he noted.

Gone are the slick magazine ads with well-paid celebrity models. Gone are the extensive runway shows in Orange County for loyal customers. Instead, Tiffany Anastakis, St. John Knits' senior vice president of marketing and communications, has been organizing conversations with professional women to introduce the St. John brand.

In New York, St. John put together an event last May where Jill Kaplan, publisher of *Crain's New York Business*, and Kara Medoff Barnett, executive director of the **American Ballet Theater**, were in the St. John boutique to discuss how they got to where they were in their careers.

of *Damsel in Dior*, who posted a photo of herself wearing a textural twill fringed knit jacket by St. John.

Last October, the company launched a new e-commerce site. Previously, St. John Knits relied on Nordstrom to operate its online shopping site. Before that, it was under the auspices of Neiman Marcus.

**New frontiers**

While maintaining its core customer, the decades-old company is trying to appeal to a fashion-forward client that has different needs. With that in mind, St. John Knits is relaunching its sport collection for Resort 2017. It has a casual feel without taking the athleisure route.

The **St. John Sport** collection has items such as joggers, sweaters, wide-legged pants, side-striped track pants, knit bomber jackets and stretch twill parkas that retail for \$195 to \$995.

"We listened to our customers carefully and what we heard loud and clear is that she has needs we had not been filling," Fetter said. "We had a successful sport collection at one time. We never stopped totally having a casual component. The world is getting more casual and we need to move with it."

Still, the company is not back in the old days when the core customer liked things more conservative. Los Angeles power attorney Gloria Allred used to wear St. John outfits for work more than 90 percent of the time. Now it is a little more than half the time, and she is looking at other big-name designers to fill some of her needs.

nese company has members on the St. John Knits board who bring considerable knowledge about the Chinese market. "It is a big opportunity for us as a brand," he noted.

Still, the United States makes up 90 percent of St. John Knits' revenues, which at one time were near \$400 million. The company declined to release recent revenue numbers but said same-store sales have been up in the single-digit range the past two years.

About 70 percent of the St. John collection is manufactured in several big buildings in the Irvine industrial park with another 100,000-square-foot factory in Tijuana. With between 1,000 to 2,000 workers at its knitting, sewing and dyeing factories, St. John is the largest flat-knitting factory in the United States with some 300 knitting machines.

**GSA Design**, an independent sewing contractor with about 300 employees in Glendale, Calif., also picks up extra work.

Attention to detail is the hallmark of St. John Knits, which often dyes its own yarn, knits its own fabric, and cuts and sews everything as well as makes its own metallic buttons and metal hardware in Tijuana.

Marie Gray, who at the company is always referred to as Mrs. Gray, is still on the board and invited to view every new collection designed under the guidance of Greg Myler, who has been the senior vice president of design for some 10 years.

"When each collection is finished," Fetter said, "I invite her over to give me feedback. She has an amazing knowledge and adds value. When she speaks, she is always on target." ●

# CMC

## 2016 MARKETS & TRADESHOWS

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

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 //

**l.a.textile** + **sourcing**  
los angeles int'l textile show

### LOS ANGELES MAJORS MARKET

[CMCDTLA.COM/CALENDAR](http://CMCDTLA.COM/CALENDAR)

CALIFORNIA MARKET CENTER. 9TH & MAIN. DTLA.



@CMCDTLA

[ATTEND@CMCDTLA.COM](mailto:ATTEND@CMCDTLA.COM), 213.630.3618

[EXHIBIT@CMCDTLA.COM](mailto:EXHIBIT@CMCDTLA.COM), 213.630.3603

[LEASING@CMCDTLA.COM](mailto:LEASING@CMCDTLA.COM), 213.630.3665

## New York Men's Collections

David Hart, David Naman, Max 'n Chester, PLAC and Private Policy were among the menswear designers showing at New York Men's Day, Presented by Cadillac, a daylong event held July 11 at Industria Superstudios in New York during New York Fashion Week: Mens.

Now in its third season, NY Fashion Week: Mens, held at Skylight Clarkson Sq in Manhattan, featured a mix of established and emerging menswear labels, including Costa Mesa, Calif.-based Matiere.

### David Hart

DAVID CARLO



### David Naman

LEANDRO JUSTEN



### Matiere

DRIELY CARTER



### Max 'n Chester

MENELIK PURYEAR



### PLAC

FIG COLLECTION



### Private Policy

SHXPIR



# Get Seen at the Next Vegas Scene

Be seen by the waves of buyers, fashion icons, and the 100,000 industry decision makers that attend these events making this scene buzz with activity and traffic.

#### July 29

Cover: LA Swim  
New Resources  
New Lines  
Miami Swim Wrap  
Coast Wrap  
Agenda Wrap

**Fashion Faces**  
**Las Vegas Resource Guide**  
**Industry Focus: Finance**

#### Bonus Distribution

ALT 8/1-4  
LA Fashion Market 8/1-4  
Dallas Market Week 8/10-13  
OffPrice Show 8/13-16  
Sourcing@MAGIC 8/14-17  
AccessoriesTheShow 8/15-17  
Agenda LV 8/15-17  
CurveNV 8/15-17  
Liberty Fairs LV 8/15-17  
POOL 8/15-17  
Project 8/15-17  
Project Women's 8/15-17  
Stitch LV 8/15-17  
WWDMAGIC 8/15-17  
WWIN 8/15-17

#### August 5

Cover: Street Scene  
LA Market Wrap  
Retailer Profile  
Designer Profile  
Swim Trends

**Retail Focus with Tech**  
**Fashion Advertorial**  
**Sourcing & Fabric Special**  
**Section with Tech**  
**Lingerie Advertorial**

#### Bonus Distribution

Swim Collective 8/8-9  
Active Collective 8/11-12  
OffPrice Show 8/13-16  
Sourcing@MAGIC 8/14-17  
CurveNV 8/15-17  
AccessoriesTheShow 8/15-17  
Agenda LV 8/15-17  
Liberty Fairs LV 8/15-17  
POOL 8/15-17  
Project 8/15-17  
Project Women's 8/15-17  
Stitch LV 8/15-17  
WWDMAGIC 8/15-17  
WWIN 8/15-17  
Canada Sourcing Show 8/21-24

#### August 12

Cover: Runway  
Technology  
Denim Report  
Street Scene  
What's Checking  
Made in America

**Apparel Insiders**  
**Supply Chain Special**  
**Section with Tech**  
**Fashion Advertorial**  
**Finance Advertorial**  
**Made in America**  
**Advertorial**  
**Denim Advertorial**

#### Bonus Distribution

Fashion Market Northern  
California 8/21-23  
Active Collective 8/11-12  
OffPrice Show 8/13-16  
Sourcing@MAGIC 8/14-17  
CurveNV 8/15-17  
AccessoriesTheShow 8/15-17  
Agenda LV 8/15-17  
Liberty Fairs LV 8/15-17  
POOL 8/15-17  
Project 8/15-17  
Project Women's 8/15-17  
Stitch LV 8/15-17  
WWDMAGIC 8/15-17  
WWIN 8/15-17  
Canada Sourcing Show 8/21-24

CALIFORNIA  
**ApparelNews**

Call now for special rates Terry Martinez (213) 627-3737 x213



# Coolibar Acquired by California Company

Minneapolis-based sun-protective apparel and accessories maker **Coolibar Inc.** has been acquired by **Olivarius Hospitality California**, a Santa Barbara, Calif.-based company owned by Olivier Leclercq.

"We are excited by the opportunity to continue growing our business with a new owner that is deeply passionate about our mission to inspire healthy outdoor living as well as transforming Coolibar into the global standard for sun-protective clothing," said Kendra Reichenau, Coolibar chief executive officer, in a company statement.

Founded in 2001, Coolibar designs, manufactures and markets premium sun-protective clothing and accessories for men, women

and children. The company's products, which provide UPF 50+ protection from ultraviolet rays, have the **Skin Cancer Foundation's** seal of recommendation.

"As a long-time Coolibar customer and active outdoor sportsman, I am deeply committed to the Coolibar mission to provide premium sun protection from the damaging effects of the sun. I look forward to lending expertise in the areas of global expansion and growth strategies from the Minneapolis-based headquarters," said Leclercq, Olivarius' chairman of the company, which operates the **Olivarius** hotels in France. He is the former chairman of French sporting-goods retail chain **Decathlon**.—*Alison A. Nieder*

## Tags & Labels Resources

### California Label Products

13255 S. Broadway  
Los Angeles, CA 90061  
(310) 523-5800  
Fax: (310) 523-5858  
Contact: Tasha  
www.californialabel.com  
info@californialabel.com

**Products and Services:** California Label Products has been servicing the apparel industry for 18 years. Our In-House Art Department can help develop your brand identity with an updated look or provide you with a quote on your existing items. Our product list not only consists of woven labels, printed labels, heat transfers, size tabs, and custom hang tags, but we also have a service bureau with quick turn time and great pricing. We are dedicated to setting the highest standard of excellence in our industry. Above all, we value quality, consistency and creating solutions that work for you. Check our website for a full product list or call or email us.

### Progressive Label

2545 Yates Ave.  
Commerce, CA 90040  
(323) 415-9770  
Fax: (323) 415-9771  
Info@progressivelabel.com  
www.progressivelabel.com

**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our

online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within Tags & Labels 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

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

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

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

### 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  
bellasfashioncs@yahoo.com

(714) 709-3035

Fax: (714) 556-5585

bellasfashion.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

### COMPUTER SERVICES



**B2B GEEKS**  
BUSINESS TO BUSINESS

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

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

### 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

### 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

To advertise in the  
**DIRECTORY OF PROFESSIONAL SERVICES & BUSINESS RESOURCES**

call June Espino

213-627-3737 x250 or

E-mail: june@apparelnews.net

# CLASSIFIEDS

Visit [www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds)  
to place your ad in our self-serve system

[www.apparelnews.net](http://www.apparelnews.net)

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

## Jobs Available

### danielrainn

#### ADMINISTRATIVE ASSISTANT NEEDED

L. A. Based contemporary line. We're looking for a fast learner who pays close attention to detail while completing high volumes of work. Must have one year experience in the wholesale industry as an Administrative Assistant and be proficient with Word and Excel, a plus if knowledge with AIMS and Illustrator. Email Res. with sal. history to: [rita@danielrainn.com](mailto:rita@danielrainn.com)

#### 1ST PATTERN MAKER

Looking for a 1st pattern maker with a min. of 10 years of experience in the contemporary market. Knowledge of quality construction a must, experience in knits, tailored jackets and shirts is essential. Must appreciate the fit and finish of a beautiful product and is able see it through all the stages. Great working environment. Located in Vernon, CA. Please e-mail resume to: [careers@bailey44.com](mailto:careers@bailey44.com)

#### IMPORT PRODUCTION COORDINATOR

Looking for a highly motivated person with 3-5 years exp in import production. Must have knowledge of overseas garment production & construction. Know how to read TECHPACKS and understand technical garment terms. Must be a self-starter, detail oriented individual and have strong written and verbal comm. skills. Must be good with follow up. Computer skills such as Outlook, Excel and Word are required. Please email resume to: [importproductionjobs@gmail.com](mailto:importproductionjobs@gmail.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@labelteusa.com](mailto:ariela@labelteusa.com)

#### RECEPTIONIST/CUST. SERVICE

Fast paced clothing Mnf seeks assistant. Duties include: data entry, answering phones, cust support, etc. Must have strong communication and multi-tasking skills, work well under pressure and detail orientated. Longer hrs may be req. EDI knowledge a plus. E-mail resume to: [monica@bordx.com](mailto:monica@bordx.com)

## Real Estate

"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

CHECK THE WEB  
[ApparelNews.net](http://ApparelNews.net)

## Jobs Available

#### WAREHOUSE MANAGER

Textile / Fabric Importer is seeking a WAREHOUSE MANAGER in Downtown Los Angeles. The ideal candidate must be able to read and write in the English language and fluency speaking Spanish is extremely helpful. Candidate must have computer knowledge and knowledge of MOD2 software is a plus. Candidate MUST HAVE FIVE years of experience in WAREHOUSE MANAGEMENT and past experience in shipping, fabric, clothing is a plus. Please send a cover letter along with salary history in order to be considered for this position. Please email resume to [hrrsumes@neman.com](mailto:hrrsumes@neman.com)



BOOMBOOM  
JEANS

#### ••TECHNICAL DESIGNER

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. Email resume to: [job@blueplanetint.com](mailto:job@blueplanetint.com)

#### INTERNATIONAL SALES REP

Garment vendor in China looking for International sales. Candidates will have established relationships w/national retailers or importers. Candidates must be native, have a proven track record in successfully pioneering new business. Min. 10 yrs exp. in Market. Send resume to: [mike@newwaytextile.com](mailto:mike@newwaytextile.com)

#### 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: [tlanantain@selfesteemclothing.com](mailto:tlanantain@selfesteemclothing.com)

#### FIRST PATTERN MAKER

PAD Pattern Making System trained. JRS fashion tops & t-shirts. Knits, wovens, cotton jersey, novelty knits, etc. Private Label & Branded accounts. High-volume. Working knowledge of Illustrator for sketching. Min 4 yrs exp. Email to: [tlanantain@selfesteemclothing.com](mailto:tlanantain@selfesteemclothing.com)

#### 1ST TO PRODUCTION PATTERNMAKER

Wilt seeks an experienced 1st-Production Patternmaker, able to do own production. Must know Tuka. Min. 14 years experience garment dye knowledge preferred. Email: [parcandpearl@parcandpearl.com](mailto:parcandpearl@parcandpearl.com)

For classified information,  
call Jeffery at  
213-627-3737 ext. 280 or visit  
[apparelnews.net/classifieds](http://apparelnews.net/classifieds)

## Jobs Available

### danielrainn

#### ROAD REP & ACCOUNT EXECUTIVE NEEDED

L.A. based contemporary line seeking an enthusiastic strong salesperson with a motivated proven track record & sales experience. Candidate must have relationships with current major store contacts. Computer skills & travel is must. Send resume & salary history to: [rita@danielrainn.com](mailto:rita@danielrainn.com)

#### TRIXXI CLOTHING COMPANY

We are seeking energetic & motivated candidates for: SPEC WRITER / TECH DESIGN Position is responsible for spec'ing and approving preproduction samples and TOP's and releasing patterns. Must be able to develop cost sheets and spec sheets from sample. F/T position with benefits after 90 days. Requirements: computer and sewing knowledge Candidates MUST have excellent organizational & communication skills, works well under pressure/deadlines, & be a team player. Submit resumes to [resume@trixxi.net](mailto:resume@trixxi.net)



#### SALES EXECUTIVE - JRS APPAREL

Highly motivated seller to join our Sales Team. Qualified candidates will have established relationships with national retailers—department, specialty, & big box—for brand & private label accounts. Candidates must have a proven track record in successfully pioneering new business. Min. 5 yrs exp. in JRS Market. Travel is a must. Excellent benefits. Send resume to: [tlanantain@selfesteemclothing.com](mailto:tlanantain@selfesteemclothing.com)

#### JUNIOR & CONTEMPORARY DESIGNER + ASSISTANT

A Walnut City Based Apparel Co., is seeking for Junior & Contemporary Senior Designer with 5+ years' experience and Designer Assistant with 2+ years' experience. Please send resume and portfolio to: [hrpzlp1@gmail.com](mailto:hrpzlp1@gmail.com)

## Jobs 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)

## Buy, Sell and Trade

#### WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's. ALL FABRICS! [fabricmerchants.com](http://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 ladies', men's & children's garments. Contact Marvin or Michael STONE HARBOR (323) 277-2777

# CLASSIFIEDS

Visit [www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds) to place your ad in our self-serve system

[www.apparelnews.net](http://www.apparelnews.net)

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

Jobs Available

Jobs Available

Jobs Available

APPAREL BOTTOMS COMPANY SEEKING

PRODUCTION ASST

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

CALIFORNIA  
**ApparelNews**

## COMING SOON IN CALIFORNIA APPAREL NEWS



CALIFORNIA  
**ApparelNews**

### July 22

Cover: Miami Swim Runway  
New Resources  
Spot Check  
Activewear  
**Activewear Advertorial**  
**Swim Advertorial**  
**Eco Advertorial**  
**Bonus Distribution**  
AccessoriesTheShow/FAME/Moda Manhattan 7/31-8/2  
Curve NY 7/31-8/2  
ALT 8/1-4  
LA Fashion Market 8/1-4  
DG Expo NY 8/3-4  
Outdoor Retailer 8/3-6  
Dallas Market Week 8/10-13

### July 29

Cover: LA Swim  
New Resources  
New Lines  
Miami Swim Wrap  
Coast Wrap  
Agenda Wrap  
**Fashion Faces**  
**Las Vegas Resource Guide**  
**Industry Focus: Finance**  
**Bonus Distribution**  
ALT 8/1-4  
LA Fashion Market 8/1-4  
Dallas Market Week 8/10-13  
OffPrice Show 8/13-16  
Sourcing@MAGIC 8/14-17  
AccessoriesTheShow 8/15-17  
Agenda LV 8/15-17  
CurveNV 8/15-17  
Liberty Fairs LV 8/15-17  
POOL 8/15-17  
Project 8/15-17

Project Women's 8/15-17  
Stitch LV 8/15-17  
WWD/MAGIC 8/15-17  
WWIN 8/15-17

### August 5

Cover: Street Scene  
LA Market Wrap  
Retailer Profile  
Designer Profile  
Swim Trends  
**Retail Focus with Tech**  
**Fashion Advertorial**  
**Sourcing & Fabric Special Section with Tech+\***  
**Lingerie Advertorial**  
**Bonus Distribution**  
Swim Collective 8/8-9  
Active Collective 8/11-12  
OffPrice Show 8/13-16  
Sourcing@MAGIC 8/14-17  
CurveNV 8/15-17  
AccessoriesTheShow 8/15-17

Agenda LV 8/15-17  
Liberty Fairs LV 8/15-17  
POOL 8/15-17  
Project 8/15-17  
Project Women's 8/15-17  
Stitch LV 8/15-17  
WWD/MAGIC 8/15-17  
WWIN 8/15-17  
Canada Sourcing Show 8/21-24

### August 12

Cover: Runway  
Technology  
Denim Report  
Street Scene  
What's Checking  
Made in America  
**Apparel Insiders**  
**Supply Chain Special Section with Tech\***  
**Fashion Advertorial**  
**Finance Advertorial**

### Made in America

**Advertorial**  
**Denim Advertorial**  
**Bonus Distribution**

Fashion Market Northern California 8/21-23  
Active Collective 8/11-12  
OffPrice Show 8/13-16  
Sourcing@MAGIC 8/14-17  
CurveNV 8/15-17  
AccessoriesTheShow 8/15-17  
Agenda LV 8/15-17  
Liberty Fairs LV 8/15-17  
POOL 8/15-17  
Project 8/15-17  
Project Women's 8/15-17  
Stitch LV 8/15-17  
WWD/MAGIC 8/15-17  
WWIN 8/15-17  
Canada Sourcing Show 8/21-24

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



SHOW <sup>OFF</sup>  
your  
BRAND



PROGRESSIVE  
LABELING

---

LABELS • HANG TAGS • LOOKBOOKS • HARDWARE • & MUCH MORE

---

---

[WWW.PROGRESSIVELABEL.COM](http://WWW.PROGRESSIVELABEL.COM)

{323} 415.9770

2545 YATES AVE • COMMERCE, CA 90040