

CALIFORNIA ApparelNews

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CRUISE DEBUT

Revel Rey was among the Cruise '17 swimwear collections that bowed on the runway and at private parties during the recent Miami Swim Week. For more from the shows, see pages 6 and 8.

Pokémon Go Craze Luring Shoppers to Stores and Malls

By Deborah Belgum *Senior Editor*

The marquis sign outside the **Urban Outfitters** store in downtown Los Angeles carries a curious message. It says: "There's a Pikachu in my soup."

Inside roams Pikachu as well as perhaps a Charizard. They are just two of the some 150 pocket monsters that populate the new Pokémon Go game, which in a short time has swept through a crowd of technologically savvy people who have downloaded the app.

Many retailers and shopping malls are discovering that this is a good way to draw in millennial consumers, who often are more prone to shop online than venture out to a standard store.

Pokémon Go is like a digital scavenger hunt where players, using augmented reality, take their smartphones and search for different monsters in different locations. Many of the Pokémon characters have been placed in historical places,

➔ **Pokémon** page 4

Next Stop For Streetwear Brand: Hotel Rooms and Lobbies

At the W Hotel in Hollywood, guests can order apparel and accessories from LA brand ADBD, which are delivered like room service.

By Andrew Asch *Retail Editor*

For Adam Derry, the hot new retail neighborhoods are hotel lobbies and hotel rooms.

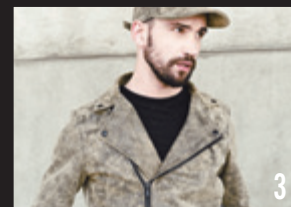
He recently opened a second location for his **ADBD**-brand boutiques in the lobby of the **W Hotel** in Hollywood. The shop, **ADBD Hollywood at the W Hotel**, is 200 square feet. But the large sign for the ADBD store can light up the entire lobby at night as guests travel for a night's adventure.

They can also order ADBD clothes and accessories to be delivered to their rooms like a room-service meal at all hours of the day and night. "Adam is integrating fashion

➔ **ADBD** page 2

INSIDE

Where fashion gets down to businessSM



3



5

F21 opens in Romania ... p. 2

Spot Check: Guerilla Atelier ... p. 2

New Resources ... p. 3

Activewear ... p. 5

Resource Guide ... p. 9

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Forever 21 Opening in Romania With Franchisee

Forever 21, the Los Angeles-based fast-fashion retailer, is hoping to open its first store in Bucharest, Romania, by this fall.

The new 17,200-square-foot store encompassing two floors will be located in **ParkLane**, a new commercial center opening soon in the capital city.

Previously, Forever 21 signed a licensing

deal with **Teren Management Europe** to be the exclusive franchisee of the Forever 21 brand in nine countries. Teren Management is responsible for the retailer's expansion in Central and Eastern Europe, especially in Bulgaria, Poland, Romania, Greece, the Czech Republic, Hungary and Slovakia as well as Switzerland and Portugal.

In Poland earlier this year, Teren Management signed a deal with **Cushman & Wakefield** to provide market advisory services and look for new store locations.

By the end of this year, Teren Management expects to open Forever 21 stores in the Czech Republic, Poland, Portugal, Romania and Slovakia.

According to the Forever 21 website, the fashion retailer, started by the Chang family in 1984, hopes to become an \$8 billion company by 2017.

The average Forever 21 store is 38,000 square feet and the largest is approximately 162,000 square feet. The company operates more than 730 stores in 43 countries.—*Deborah Belgum*

ABDD *Continued from page 1*

and in-room service," said Leon Young, general manager of **W Hollywood Hotel & Residences**. Derry has also worked with **W Hotels Worldwide** in the past on a project redesigning sheets using sustainable materials for the company's North American properties.

The lobby shop is typically open from

2 p.m. to 10 p.m. If hotel guests want ADBD purchases sent to another address, the clothes can be delivered by a driver. An ADBD Welcome Card is given to guests with room keys at registration. Guests will know about ADBD before they leave the W, Derry said.

Derry has run a boutique at 430 N. Fairfax Ave. in Los Angeles since 2013. The street often is considered the Rodeo Drive for streetwear. Many people who drop by the Fairfax shop are young and highly influenced by hip-hop music and culture.

Derry took a chance on opening a shop in a hotel lobby, which attracts a much wider group of people. "We want to be where the wider, global culture is. We want to be in that crossroads," he said.

Hotel branding consultant Bruce Himmelstein said that hotels typically host boutiques that will

attract a certain crowd, just like any mall. The hotel retail market features a wide range of boutiques from the boutiques of European fashion houses at Las Vegas Strip hotels to golf shops at golf resorts. It's a big market, but he also sees a trend of hotels scaling back on retail.

"A lot of hotels are eliminating retail. It's cheaper to carry a couple of toothbrushes at the concierge desk. They'd rather hold [retail] spaces for other things," he said. Himmelstein founded **BJH Group** of Boca Raton, Fla.

At the ADBD Hollywood boutique,

guests can find ADBD's gender-neutral hoodies and fleece pants, which are made from hemp and cotton jersey. Core price points range from \$100 to \$300. The line is manufactured in Los Angeles. The brand is branching out into leather jackets, and the clothes have been spotted on **NBA** stars such as Russell Westbrook, hip-hop star Post Malone and country musician Sam Hunt. Derry said that the look of the brand is minimal and—in his view—draws out the wearer's personality.

"It's so the wearer is not eclipsed by the clothes," he said. ●



CONCIERGE RETAIL: Adam Derry, second from right, in the lobby of his W Hotel store

SPOT CHECK

Guerilla Atelier: Ultra Luxe Store Grows in Arts District

Carl Louisville spent a career on retail on Los Angeles' affluent Westside, but in 2011 he decided that opportunities lay east. He opened the ultra-luxe boutique **Guerilla Atelier** in the Skid Row-adjacent Arts District in downtown Los Angeles.

People called him crazy. But he found a niche where he could sell indie art, new fragrance and beauty lines, homewares, and fashions from Los Angeles and Europe to people surveying the Arts District's galleries and its burgeoning restaurant scene.

He recently moved Guerilla Atelier and signed a 10-year lease for a sprawling 6,000-square-foot space at 912 E. Third St. in the bustling heart of the Arts District (at East Third and Hewitt streets). He believes that the space, which once housed a warehouse and shop for bedwear company **Matteo**, will give Guerilla Atelier the full space to realize the maximum of its potential.

The new space features a shop-in-shop for art book publisher **Taschen**. One of the titles in the 300-square-foot shop-in-shop is a book on the career of celebrity photographer Annie Leibovitz. Called *Sumo*, it comes with a special stand crafted by influential designer Marc Newsom. It retails for \$2,500.

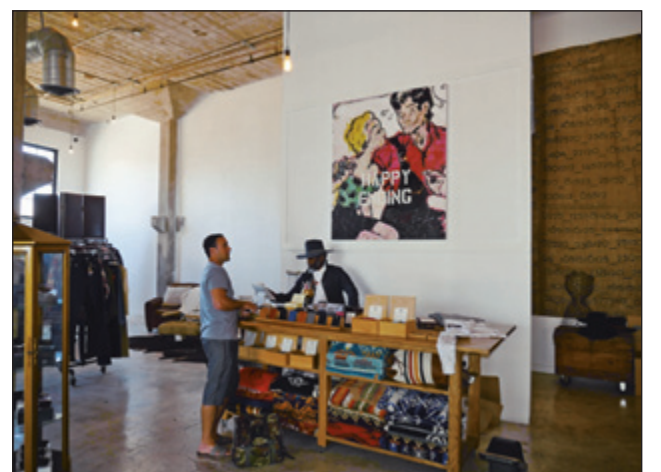
Since starting business, Guerilla Atelier has been devoted to introducing new brands such as the recently introduced San Francisco headwear brand **Nosotros**, which makes Western-style hats from Peruvian wool. A percentage of the line's sales goes to fund schools in Peru. The hats retail for \$235. Guerilla Atelier also offers more space to brands with whom it has maintained long relationships, with such as **RTH** (Real, Truth, Honest), which is created by maverick designer René Holguin in Los Angeles.

One of the top-selling items at Guerilla Atelier is RTH's "Artist" shirt. It retails for \$265. It slight-

ly resembles a preppie shirt, what with its button-down collar. But then the garment turns bohemian. The hem of the shirt is long and drops just above the knee.

Another top seller is the "Trapeze Top" by Chris Gelinas, who was a finalist for the **CFDA/Vogue Fashion Fund** in 2015. It retails for \$1,240. It features the designer's signature rose-gold buttons. The crepe de chine dress has been worn by Guerilla Atelier's clients as a whimsical flapper top slung over trousers or as a cocktail dress that falls just above the knee, Louisville said.

—*Andrew Asch*




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July 22**LAMKT**

Los Angeles Convention Center
Los Angeles
Through July 25

July 26**Colombiamoda**

Plaza Mayor Medellín
Medellín, 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****Pooltradeshaw****The Collective****MRket****Stitch****Accessories The Show****CurveNV**

Mandalay Bay Convention Center
Las Vegas
Through Aug. 17

WWDMAGIC**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**

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Los Angeles

Aug. 21**Fashion Market Northern
California**

San Mateo Event Center
San Mateo, Calif.
Through Aug. 23

Aug. 22**Apparel Textile Sourcing Canada**

The International Centre
Toronto
Through Aug. 24

Aug. 25**Courtney Allegra VIP Pre-
Opening Party**

7224 Melrose Ave.
Los Angeles

Aug. 30**CALA**

Fort Mason Center
San Francisco
Through Aug. 31

NW Materials Show

Oregon Convention Center
Portland, Ore.
Through Aug. 31

Sept. 2**Bread and Butter**

Arena Berlin
Berlin
Through Sept. 4

Sept. 4**Londonedge**

Business Design Centre
London
Through Sept. 6

Riviera by Mode City

Palm Beach Casino
Cannes, France
Through Sept. 6

Sept. 6**Milano Unica****Shirt Avenue**

Rho Fieramilano
Milan, Italy
Through Sept. 8

Sept. 7**NE Materials Show**

Doubletree by Hilton
Danvers, Mass.
Through Sept. 8

CentreStage

Hong Kong Convention and
Exhibition Centre
Hong Kong
Through Sept. 8

Sept. 8**Surf Expo**

Orange County Convention Center
Orlando, Fla.
Through Sept. 10

There's more
on ApparelNews.net.

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

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

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At Platform: Curve X Tom Dixon



Nevena Borissova's **Curve** stores have taken solo bows—in California on Los Angeles' Robertson Boulevard, in Malibu and San Francisco as well as in New York and Miami Beach, Fla.—but her latest venture finds her partnering with British design star Tom Dixon.

On July 20, a gala opening was held for their 7,000-square-foot emporium, called **The Shop, Curve X Tom Dixon**. Located at new retail center **Platform** in Culver City, Calif., (Dixon also designed the look of Platform), the store mixes high-end fashion and Dixon's ultra-modern lighting, furniture and design.

The Curve side of the store offers designer labels such as **Rodarte**, **Balmain**, **Mugler** and **Philosophy di Lorenzo Serafini**. The store also carries jeans and contemporary styles looks from **BLK DNM**, **Citizens of Humanity** and the **Re/Done** label.

In between Curve and the Tom Dixon side of the store is a section of vignettes of Curve's styles and Dixon's furniture and lighting.

Dixon crafted the look of the entire space. His side of the store is devoted to his unique view of furniture, lighting, accessories and interior design.—*Andrew Asch*

NEW RESOURCES

Old Fame Tries Something New



Steven Esterley grew up in the surfing mecca of San Clemente, Calif. He was raised in surfwear, painted surfboards and designed tattoo art. To many, it was an idyllic life. After starting a career in fashion design and leading a surfwear company called **Old Fame**, he was dying to try something different.

So he changed the focus of the line from surf to contemporary men's clothing and moved up to Los Angeles.

He's designed three seasons of Old Fame's contemporary style. So far, the line has been placed in boutiques such as **No Season**, a place where nightclubbers shop after typical boutique hours in downtown Los Angeles. In August, he will be showing Old Fame's Spring/Summer 2017 styles at the **Capsule** trade show in Las Vegas.

The aim of the line was to experiment and try new things with fashion, even if it

cost a bit more money to make. Retail price points range from \$60 for T-shirts to \$400 for leather jackets.

The Old Fame line focuses on unique details. One of the jackets for the Spring/Summer '17 collection features a zipper with rainbow-colored teeth. A leather jacket features a strip of braided leather that loops around the collar. Esterley designed a parka out of leather, lined it with shearling and added a matte black zipper. Old Fame's Autumn, '16 “Aloha” shirt features an allover print of currencies from around the world.

Esterley does not make surfwear anymore, but he did not cut off his ties to the surf world. He recently designed a surfboard with surfboard shaper Matt Parker of **Album**, a surfwear brand and boardmaker based in San Clemente. For more information on Old Fame, contact sales@blackcircleagency.com.

—A.A.

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NEWS

Pokémon *Continued from page 1*

art monuments and various locales throughout major cities.

Because the Urban Outfitters in downtown LA is located inside the historic **Rialto Theatre**, which opened in 1917, the store is a PokéStop, or a notable location. "It does attract people to come in," said store manager Cheyenne Thompson, who said he has noticed a slight increase in store traffic ever since the app was launched on July 6. People wander through the store and also sit in the store's back lounge seeking out Pokémon characters with their phones.

Thompson doesn't know if the traffic is translating into an upswing in sales, but he is still "jumping on the bandwagon with the trend."

The store manager, in his late 20s, is a connoisseur of Pokémon, having played it as a video game when it came out in 1996. He is familiar with all the monsters and how you collect them.

To attract more Pokémon Go players, the store staff is placing "lures" in front of the theater, which causes an influx of wild Pokémon characters to appear for a certain amount of time. Each lure costs around \$1 and lasts 30 minutes. "I have been putting them out when we open in the morning, at around 3 p.m. and then closer to closing time," said Faizal Alim, the men's manager at the Urban Outfitters store. "It makes people want to come into the store and walk around, and, if anything, they may buy stuff. It is a good thing for us."

Retail analysts and consultants have been talking up Pokémon Go as the next best new thing to get shoppers away from their computers and out into the real world of stores and malls.

Oliver Chen, retail analyst for **Cowen and Co.**, a New York investment bank, said in a report that he thinks retailers should embrace Pokémon Go because it is an opportunity to use the mobile app to increase customer engagement and loyalty and drive higher foot traffic. "Pokémon Go has led to the first mass adoption of an augmented-reality application and, in our view, illustrates how AR could potentially play a more significant role in retail over time," he wrote.

He noted that **Niantic Inc.**, the San Francisco software company that developed Pokémon Go with **Nintendo Inc.** and **The Pokémon Co.**, mentioned it might make it possible for retailers to pay money to become sponsored locations where players are motivated to stop by and pick up virtual rewards. The Pokémon Go app is free to download, which has helped its popularity among techies.

"We acknowledge that Pokémon Go's long-term influence on the broader retail industry largely depends on how long the phe-

nomenon endures and if other game makers can replicate similar AR technology," Chen said.

Meanwhile, retailers and other businesses are having fun with this new technology and trying to use it to boost sales. Recently, the **Rebecca Minkoff** store in New York posted on its **Facebook** page that there was a Rattata, a ratlike Pokémon, in its SoHo store. If customers post a picture of the Pokémon character, tag it @rebeccaminkoff and show it to a salesperson, they can receive a 15 percent discount on merchandise.



The Rebecca Minkoff outpost in New York posted on its Facebook page that there was a Rattata in its store.



A sign outside the Boba 7 café in downtown Los Angeles attracts Pokémon Go players inside.



The marquee at the Urban Outfitters store in downtown LA says, "There's a Pikachu in my soup."



Cheyenne Thompson, the manager at the downtown Urban Outfitters store, is jumping on the Pokémon Go trend to bring shoppers in.

Torrance, Calif.

"We have promoted those stops through social media, but beyond that we are waiting to see what direction this will go," she said. "The industry is in the air about it. They need to have metrics, and the metrics are not very robust. Everyone is waiting for the next move."

Lyn Chin, a wholesale buyer for New York retail consulting and strategy firm **Global Purchasing Companies**, said the Pokémon Go app is for a certain age group, mostly people in their teens to their 30s. "It has certainly shined a light on a new way of marketing, and I think it can evolve into something else," she said.

But she doesn't believe that retailers can rely on it forever and it could go the way of the quick-response codes that never took off as a revolutionary marketing tool. "Remember when QR codes were the hot trend?" she asked. "It's something fun and new for now, but everything has a lifecycle." ●

Football Pro Terrell Owens Launches Prototype 81

Former NFL player Terrell Owens launched a new luxury activewear collection during the recent run of the **MRket** trade show at the **Javits Center** in New York.



Terrell Owens

Prototype 81 debuted with a fashion installation featuring pieces from the collection, including athletic leggings, shorts, hoodies, shorts, T-shirts and tanks. Prototype 81 features performance fabrics, mesh paneling and color-blocking for a gym-to-street look. Sourced, produced and based in Los Angeles, the collection is named for the former wide receiver's NFL jersey number and onetime nickname.

"I have been called the prototypical wide receiver my entire career so it made sense to call my collection Prototype 81," Owens said.

Owens played 15 seasons in the NFL with the **Seattle Seahawks**, **San Francisco 49ers**, **Dallas Cowboys**, **Cincinnati Bengals**, **Buffalo Bills** and **Philadelphia Eagles**.

The collection will launch for Spring 2017. Retail prices will average about \$90 and a website and e-commerce site are in the works.—*Alison A. Nieder*



Prototype 81

Lucy Introduces Extended Size Range

Lucy, the Alameda, Calif.-based activewear brand, is launching a new extended-size range.

Available in sizes 1X through 3X, the range includes Lucy's popular "Studio Hatha Capri" leggings, the "Fitness Fix" tank top and the "Workout Tee."

"Active women come in many sizes, and we're excited to now say that Lucy does, too," said Laurie Etheridge, Lucy president, in a company statement.

To create the new extended sizes, Lucy designers focused extra attention on fit.

"We wanted to create a product specifically for this customer," said Stacey Keetell, Lucy product development manager. "We meticulously developed each style and fit it on a 2X model so

that we could be sure that every feature, whether for performance or style, was in the right place. By ensuring that the proportions and cut lines were strategically engineered, we were able to make a garment that not only flatters but moves and performs with her throughout her activity. Next, we tested every piece on real women and put their very real feedback to work. The result is leggings that flatter and don't roll down at the waist, pretty tunics that look great to and from the studio, and tanks with cute details and no droopy armholes or necklines."

The new sizes are available in select stores as well as online at Lucy.com. For more information, visit www.lucy.com/everybody.html.—*A.A.N.*



Lucy's "Studio Hatha Capri" leggings and "Fitness Fix" tank



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Cruise Debut

Miami Beach was center stage for the launch of Swimwear's Cruise 2017 season, which debuted on the runways and at private parties during **Miami Swim Week**. The annual event showcases the latest collections

from swim designers across the country and around the world. Additional coverage can be found at *Apparel-News.net*. Coverage of the swimwear trade shows will appear in next week's issue.

Gottex



TIM REGAS

Bianca Coletti at the Peroni Emerging Designer Series



TIM REGAS

Revel Rey

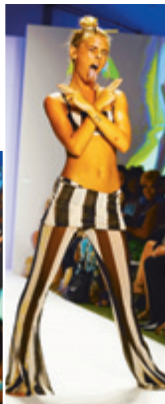


SERGI ALEXANDER/GETTY IMAGES FOR REVEL REY

Hot-As-Hell



TIM REGAS



Robb & Lulu



FRAZER HARRISON/GETTY IMAGES FOR ROBB & LULU



AIDA IMPALA

Mia Marcelle



➔ Cruise Debut page 8



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MARKET
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AUGUST 15-17, 2016
(SOURCING AT MAGIC OPENS AUGUST 14)
Las Vegas & Mandalay Bay Convention Centers

UBM

Cruise Debut *Continued from page 6*

Hammock



Luxe by Lisa Vogel



Nirvanic Swim



Gypsy Soul



Anouk Grewal



Ella Moss

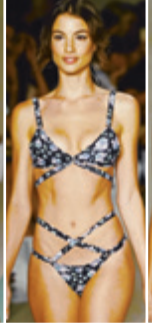


Tavik

For Love and Lemons



TIM REGAS



Indah



GETTY IMAGES FOR INDIAH



Luli Fama



SIMON SOONG



Vitamin A by Amahlia Stevens



BILLY COLEMAN



GETTY IMAGES FOR FRANKIE'S BIKINIS

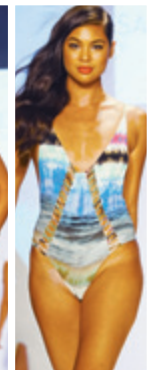
Frankie's Bikinis



San Lorenzo



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Fax: (323) 233-7751
annat@antexknitting.com
Contact: Bill or Anna Tenenblatt

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

Asher Fabric Concepts

2301 E. Seventh St., #F107
Los Angeles, CA 90023
(323) 268-1218
Fax: (323) 268-2737
www.asherconcepts.com
sales@asherconcepts.com

Products and Services: To address the need for innovative temperature-regulating knit fabrics in the activewear market, Asher is introducing Cool Sport, spun on Asher's new Santoni knitting machines, which create micro gauge knits for pure smoothness and compression. In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, "Made in U.S.A." knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its premium quality, knitted constructions with and without spandex, along with its creative print design and application. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally. Asher Fabric

Concepts' customers are leaders with strong brand recognition in the high-end, fashion-forward contemporary markets. Whether it is dress wear-knits, swimwear, active wear, sportswear, body wear, or intimate apparel, Asher Fabric Concepts always delivers.

Curvexpo

www.eurovetamericas.com

Products and Services: Curvexpo is the only platform in North America solely dedicated to designer intimate apparel, swimwear, and men's underwear. Curvexpo will be presenting the collections of over 350 brands at Mode Lingerie and Swim CURVENY New York July 31-Aug. 2, 2016, at the Javits Center North, and Mode Lingerie and Swim CURVENV, hosted by Project Womens , which will be held for the first time this season at the Mandalay Bay Convention Center in the same hall as Project Aug. 15-17, 2016, in Las Vegas. For more information, please visit our website.

LYCRA® XTRA LIFE™

lycra.com

Products and Services: LYCRA® XTRA LIFE™ —The Secret Ingredient To Comfort, Fit, Style, and Confidence. The added stretch, shape retention, and comfort of LYCRA® fiber transformed fashion in the 1960s and has set the standard for quality products ever since. From flattering swimwear for the beach to the freedom to move favored by competitive swimmers, chlorine-resistant LYCRA® XTRA LIFE™ fiber helps swimwear stand out at the poolside and on the beach. For more information about LYCRA® XTRA LIFE™ fiber for swimwear, please contact Pattie Ficorilli at Pattie.Ficorilli@invista.com or (203) 949.9903.

Pima Apparel/Pimatee

1651 S Balboa Ave.
Ontario, CA
(888) 988-7462 or (909) 930-2666
Fax: (909) 930-0666

www.pimaapparel.com

Products and Services: Wholesale knit T-shirt manufacturer since 2006, offering 100 styles in 14 fashion fabrics for juniors, ladies', men's, and kids'. T-shirts are constructed with the finest lightweight ring-spun/combed cotton. Fabrics are pre-washed for softness, minimum shrinkage, and better fit. Over 2 million garments in-stock, ready for immediate delivery. Most orders ship out same day. All sold as open stock with no minimum-order requirements. Customers select size, quantity, and color as needed. Adult sizes S-2X; kids' sizes XS-L. Major credit cards accepted. We offer custom/full package private label apparel to your spec. Custom garment services: import/knits manufacturing, product development, custom packaging and trims, relabeling, novelty silk-screen printing, embroidery, and

embellishments. Pima Apparel also has recently announced the launch of its new line, APOGEE. Apogee is a designer collection of young contemporary knit separates that is modestly priced with an urban influence. Each style was designed with the idea of creating a look for real women that is effortlessly cool and easy to wear. www.apogeebrand.com.

Swimwear

Courtney Allegra

www.courtneyallegra.com

Products and Services: Courtney Allegra Swim® is your contemporary collection for fun and sexy swim wear for women and men. Made in the USA with exceptional quality in greater Los Angeles, Courtney Allegra's designs are always on trend without compromising comfort. She carefully designs each piece, inspired by her favorite beautiful places of the world. Her designs are eccentric and flirty; they will make you fall in love with summer over and over again. With low minimums and competitive prices, Courtney Allegra Swim is a buyer's ideal swim brand. Please contact us today. Our team looks forward to fulfilling your order! Go to our website or call (805)-6-CA-SWIM now!

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Fax: 323-583-1600
info@kagantrim.com
www.kagantrim.com

Products and Services: Kagan Trim Center, in business for over 70 years, is proud to be your primary wholesale lace and trims supplier. We offer a complete selection of apparel trim, from the most current designs of the season to all the basics. We have over 75,000 trimming items in stock, including elastic, ribbons, laces, and embellishments of every description. We're able to drop-ship our products from China to anywhere in the world, saving you time and money. Additionally, our team is comprised of experienced professionals in every aspect of the trimming industry, able to provide you with the answers you need, quickly and accurately, thus allowing you to get your finished product to market without delay! Please visit our easy-to-navigate website to see our products. All inquiries welcome.

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CONTRIBUTORS
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VOLKER CORELL
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EXECUTIVE OFFICE

California Market Center

110 E. Ninth St., Suite A777

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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
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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. Email resume to: job@blueplanetint.com

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

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Forever 21 is hiring Technical Designers with specialty expertise in Woman's Activewear, Apparel & Shoes (Men's & Women's). Pls. email your res. & sal. requirements to: erica.chan@forever21.com

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2 positions. Min. of 10 years of experience in the contemporary market required. Knowledge of quality construction a must, experience in knits, tailored jackets and shirts is essential. Must be GERBER proficient. Great working environment. Located in Vernon, CA. Please e-mail resume to careers@bailey44.com

GARMENT FACTORY SOURCING

High-volume quick-turn fast-fashion for Juniors/Girls/Missy Markets. Full-pkg knits/wovens. LDP. Private/Brand labels. Big Box/ Major/Dept/Specialty retailers. Must have factory contacts in China, Vietnam, Cambodia, Indonesia, etc. Compliance & Quality Assurance standards. Travel a must. Email to: tlamantain@selfesteemclothing.com

1ST PRODUCTION PATTERNMAKER

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

CAD ARTIST

Neman Brothers & Assoc. Inc., LA textile company is seeking a CAD Artist: must have experience in developing and executing CAD designs for textiles. Must have textile computer program experience. Ned graphics knowledge a plus. E-mail resume to hrrresumes@neman.com

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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

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

SALES ADMIN ASST

High-energy, passionate work ethic for fast-paced environment. Strong written/verbal communication, consistent follow-up, detailed-oriented, multi-task & organizational skills. Coordinate needs from multiple areas to meet deadlines. Write/Revise Orders, Sample Requests. Microsoft Office. Apparel Industry exp critical. Email to: tlamantain@selfesteemclothing.com

PRODUCTION MANAGER

Experienced in Domestic knitting and dyeing with 3 years minimum experience. Omnis and Mod2 experienced a plus. Must have strong leadership, highly organized and detail oriented. Email resume to ramin@richlinetextiles.com

SAMPLE CUTTER/ORGANIZER

Looking for SAMPLE CUTTER / organizer to work directly with designer. Needs to have knowledge of fabric, at least 5 yrs experience. Please email: paperdoll1@gmail.com or call 323-231-3173

PAD PATTERN MAKER

We need a freelance pattern maker who is proficient on PAD for patterns and grading. Work from home or use our system in Downtown L.A. office. 213 748 4789 Hoshen@earthlink.net

DESIGN ASSISTANT

Immediate opportunity for creative, highly motivated, organized and detail oriented asst designer to work closely with our designers. MUST have strong CAD, Photoshop, Illustrator and computer skills; solid exp w/ spec sheets, working w/ sales, vendors, patternmakers, sewers and production. A high sense of urgency and initiative required. Email resume to albam@wrapper.com

CUSTOMER SERVICE

Candidate must be strong and energetic, Mod2 experienced a plus. Can handle multi task job with good communication skills, self motivated and organized. Email resume to ramin@richlinetextiles.com

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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

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Photo retouching skills a plus.
AIMS knowledge a plus.
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For consideration, please send your resume & a link to your portfolio. wendy@bedheadpjs.com

QUALITY MANAGER

Large mfg/distributor of blank t-shirts is looking for an experienced Quality Manager. Provides direction to Quality team both domestic and international. Will review, recommend & implement strategies and actions to improve key quality performance metrics. Will manage and integrate quality systems throughout the supply chain. Will manage customer and vendor compliance and certifications. 5+ yrs exp. and Bachelor's degree req., Master's preferred. Please send resume with salary history to: recruitingapparel@gmail.com.

FABRIC TECHNOLOGIST

Large mfg/distributor of blank t-shirts is looking for an experienced knit fabric professional with expertise knowledge and theoretical base with solid and practical application in the process of production of knitted product operation. 5+ yrs exp. in textile/apparel and Bachelor's Degree. Please send resume with salary history to: recruitingapparel@gmail.com.

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Jobs Available

PRODUCTION MANAGER

Large mfg/distributor of blank t-shirts is looking for an experienced Production Manager. Will lead in the process of new vendor identification, selection and certification start up. Coordinate with 3rd party manufacturing vendors both domestically & internationally. Monitor monthly production capacity is utilized and production status of all programs. Will travel both domestically and internationally. 5+ yrs exp. in Knit Apparel production, Bachelor's degree req., Master's degree preferred. Please send resume w/salary hist. to: recruitingapparel@gmail.com

PLANNING MANAGER

Large mfg/distributor of blank t-shirts is looking for an experienced Planning Manager. Provides direction to Planning team. Will analyze sales history and sales forecasts and convert into on-going purchases. Will monitor inventory of product and replenish accordingly. Create, issue and track PO for Full Package and CMT programs. 5+ yrs exp. and Bachelor's Degree. Please send resume with salary history to: recruitingapparel@gmail.com

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Guide
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Bonus Distribution
ALT 8/1-4
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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
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Designer Profile
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Lingerie Advertorial
Bonus Distribution

Swim Collective 8/8-9
Active Collective 8/11-12
OffPrice Show 8/13-16
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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
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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
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August 19

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