

Swim and lingerie labels hit the runway at Los Angeles Swim Week as Miami Swim Week was closing. For more from the show, see page 8. By Andrew Asch Retail Editor

In a tough retail market, off-price stores are churning up some of the best performances in the business.

The Off-Price Market

INDUSTRY FOCUS: FINANCE

Even though more people have jobs, wages are rising and gas prices are low, retailers have struggled this year to keep sales churning. Several big chains including **Pacific Sunwear**, **Sports Authority**, **Sport Chalet** and **Aéro**-

Sales at shopping malls have dipped or are flat as fewer people drive to a commercial center, often preferring to pe-

And then there's the distraction of the presidential election, where drama and political debates keep consumers

The *California Apparel News* recently spoke with several finance-industry executives about what challenges apparel manufacturers are facing this year that they didn't have to confront last year and how the presidential election

What Are the Roadblocks

This Year for Apparel

By Deborah Belgum Senior Editor

ruse for items online.

wondering about the future.

is influencing consumer attitudes.

Is Switched On

Makers and Retailers?

postale have filed for bankruptcy protection.

"Off-price is second only to the online channel in terms of growth rate," said Marshal Cohen, the chief industry analyst for market-research company **The NPD Group Inc.**

Years ago, off-price retailers, who sell goods at a 20 percent to 60 percent discount, may have been ignored by well-off consumers. Now this same group of affluent shoppers is helping them steal market share from mainstream department stores and specialty stores.

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Where fashion gets down to businesssm



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Glam Clothing

Ailing Bebe Stores Relying on Joint Venture to Save Its Business

Bebe Stores Inc., the California retailer that has been bleeding money for the last four years, said its recently formed joint venture with Bluestar Alliance to find licensees for the brand is marching forward quickly.

Licensees have been found for sportswear, denim and socks in a deal with Gbs USA; children's apparel with Mamiye Brothers; intimate wear in an agreement with PPI Apparel Group; watches in a deal forged with Accutime Watch Corp.; luggage with American Traveler Inc.; travel accessories with Miworld Accessories; and jewelry with Haskel Jewels.

Other categories being negotiated for licensing include dresses, activewear, outerwear, handbags and cold-weather accessories. All products will be available in stores next year.

'Over the decades, we built one of the great global brands in the women's fashion world,"

said Manny Mashouf, Bebe's founder, chief executive and chairman of the board. "However, the value of our brand, its reach and potential is clearly not reflected in investors' current perception of the company and its valuation."

He added, "The strategic decision to aggressively pursue a licensing strategy allows us to capitalize on the value of our brand in all categories and channels on a global scale.'

In early June, Bebe signed a joint venture with Bluestar Alliance, which gave the retailer a \$35 million infusion of funds to continue its business.

Under the terms of the agreement, Bebe contributed its trademarks and related intellectual property in exchange for just over 50 percent of the joint venture. New York-based Bluestar has just under 50 percent of the joint venture and is leveraging its existing brandmanagement organization and infrastructure to develop a wholesale domestic and international lifestyle licensing business.

Bluestar-whose others brands include Kensie, Nanette Lepore, Catherine Malandrino, Michael Bastian, English Laundry and Limited Too-will manage the day-today operations of the joint venture and hopes to expand the brand internationally.

Currently, Bebe has 150 international points of sale, but the intent is to double that within two years through strategic retail licensing agreements. There will be a focus on expanding the brand to Central and South America, Europe, and the Asia/Pacific region.

The publicly traded retailer, with 146 stores and 38 outlet stores, has seen the red ink flow for several years. In 2015, the company reported a net loss of \$27.67 million on \$428 million in revenues. In 2014, net losses totaled \$73.68 million on \$425 million in revenues, and in

2013 net losses were \$77.42 million on \$463 million in revenues.

Following years of dismal sales, Mashouf took the reins of the struggling mall-based women's retailer in early February and ousted CEO Jim Wiggett. Mashouf then announced a 14.6 percent job cut in the company's design, merchandising and production division and hired Bebe alum Walter Parks to rejoin the company as its president.

Mashouf said the cuts and the executive changes would help improve Bebe's performance.

Bebe, headquartered in Brisbane, Calif., was founded in 1976 and has defined itself as a place for "chic, contemporary fashion." In 2008, it ran a fleet of more than 300 boutiques across the United States. That has been reduced by 50 percent in eight years.

-Deborah Belgum

Off-Price Continued from page 1

Two-thirds of American consumers shop off-price retail stores, both bricks-and-mortar and e-commerce, according to a July 20 study released by The NPD Group, based in Port Washington, N.Y.

Dollar stores, which also sell goods at a highly discounted price, find that more than half of their revenue comes from those making more than \$50,000 or more annually, the survey found.

The influence of off-price will only con-tinue to grow, said Jeff Van Sinderen, a Los Angeles-based retail analyst at B. Riley & Co. "We've been in a very promotional environment in apparel. It will continue," he said.

"Department stores and specialty retailers have responded by selling their merchandise at pretty good discounts. It's put a tremendous amount of pressure on department stores.'

The popularity of off-price retail has led to a much more competitive market, said Tony Peters, vice president of sales for Bermo Enterprises Inc., a 37-year-old off-price wholesaler headquartered in Schoolcraft, Mich.

"We're competing with big retailers. We're competing with other jobbers-and manufacturers," he said. "Many brands have been creating their own closeout lines to sell to big off-pricers. They're going around to the good old guys like me.'

He also estimated that in the last two decades the competition has driven down



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the price for off-price goods. Goods are at least \$2 to \$3 cheaper today compared to the 1990s. "It was a lot more freewheeling then," Pe-

ters said of the 1990s. "There was a lot more dealmaking. Then a good quality flannel shirt could be sold for \$6.90 on an off-price basis. Now it's \$3 because of competition. Who is compromising? There are less and less profits," he noted.

The popularity of off-price stores is reflected in the expansion plans of some of the largest discounters around. One of the most prominent off-price companies, Ross Stores Inc., announced ambitious growth plans for 2016.

Based in Dublin, Calif., near San Francisco, Ross plans to open 70 of its big-box Ross Dress for Less stores this year and 20 of its dd's Discounts stores, said Jim Fassio, the retailer's president and chief development officer.

"Over the longer term, we continue to see expansion opportunities across all of our markets and remain confident in our ability to grow to 2,000 Ross Dress for Less and 500 dd's Discounts locations over time," Fassio said in a July 18 statement.

The TJX Companies Inc., headquartered in Framingham, Mass., also has expansion in its future. The parent company of offpricers T.J Maxx and Marshalls increased its store count by 47 stores in the first quarter of 2016.

Meanwhile, leading department stores have been closing outposts and expanding



OFF-PRICE RISING: Off-price retailers are opening new stores in a tough market. Ross Dress for Less recently opened in downtown Los Angeles.

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Burlington is another off-price discounter expanding.

their own off-price ventures. In January, Macy's Inc. said it would close 40 full-price stores and is opening a 24,000-square-foot off-price Bloomingdale's Outlet in Orange, Calif., in November. Macy's is the parent company of Bloomingdale's.

In late 2015, the retailer shared plans about its new off-price division called Macy's Backstage. There are currently 16 Macy's Backstage locations, mostly in the Northeast. There are no locations in California yet

While Nordstrom is working to open a full-line department store in New York by 2019, its 2016 focus has been on its off-price division, called Nordstrom Rack. This year, 13 Nordstrom Racks are opening around North America.

Recently, Nordstrom announced it was opening a 33,000-square-foot Nordstrom Rack at discount retail center Preston Ridge in Frisco, Texas. "Off-price retail is a rapidly growing segment that is highly desired by our consumers," said Brian Finnegan, executive vice president of leasing for Brixmor Property Group, which operates hundreds of discount shopping centers, including Preston Ridge. "Our redevelopment of Preston Ridge-driven by the addition of best-in-class retailers such as Nordstrom Rack, Saks Off 5th and J. Crew Mercantile-allows us to further strengthen the center's appeal and to better serve the Frisco community."

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Atlanta Apparel **Trend Forecast 2017**

Fashion consumers everywhere have made their desire clear: quality at a good price. From handbags to shoes and every item of clothing in between, trendy to timeless and new twists on well-loved classics, these companies know how to deliver the goods.

ASTR the Label

The ASTR the Label girl is all girlfeminine and fashion-conscious. Established in 2012, ASTR "is a merging

of fashion. quality, and versatility." The Los Angelesbased brand of contemporary clothing for the modern young woman takes its cue from current trends. fusina the freshness



of streetwear with sophisticated international design for a unique look. The key phrase for ASTR is "attainable style for all occasions." That translates into a blend of beautiful prints and distinct design elements for effortless yet refined pieces that offer quality at an attainable price. For Resort 2017, ASTR the Label promises a collection of "simple, relaxed, easy-to-wear pieces" in a "cool, icy palette with clean ivory tones to reflect the fresh feel of the collection.'



Dolce Vita

When it comes to fashion and the latest trends. Dolce Vita's customer "prides herself on being one step ahead of the crowd"-and she takes that step in Dolce Vita's exceptional shoe collection. Unexpected trims, hand-stitched soles, and exotic materials set these shoes apart for a woman whose closet "is an eclectic mix of vintage finds and modern must-haves" and who is looking for "something unexpected, something special." South Africa inspired Dolce Vita's 2017 line, with tribal influences evident in strong prints, black/white detail contrast, and an array of colors. Top trends are sneakers—"an essential part of our girl's lifestyle"—in unusual and artistic fabric combinations; "all types of slides," especially flats with western and tribal influences; and updated booties, featuring perforations and white-wash treatments.

Endless Rose Endless Rose is known for its delicate novelty fabrics and laces, intricate details, and clever fabric and color combinations. When asked to describe the upcoming 2017 collection, the team behind



the L.A.-based brand responded with an exuberant burst of one-word descriptors. What's new for 2017' "Exaggerated everything. Denim. Embroidery. Choker styles. Shoulder details. Sleeve shapes. Spring beading. Layer pieces." And key trends? "The new bomber jacket. Tonal color block. The mermaid fit. Embroidery. Updated poplin shirts." Endless Rose's customer base looks for "something new and different," as well as "classic styles with a twist," "wow pieces," "trends," and "sophistication." What sets Endless Rose apart? "Versatility. Newness. Attention to detail and guality. In touch with the latest fashion trends." That about says it all.



Hammitt

The luxury customer can be a demanding one, as Hammitt well understands. Known for its high-quality handbags fashioned one at a time, the Los Angeles-based company consistently delivers chic yet timeless style for this luxe group, offering the perfect blend of fashion, functionality, and versatility. For 2017, Hammitt looks to infuse key trends with its signature timeless style, adding new leathers, new hardware shapes, brushed silver hardware, chain straps as well as fresh silhouettes such as a backpack. saddlebag, and miniature bucket bag. The company is also launching its first-ever strap collection, enabling its customers to buy straps separately to switch out and create new looks. A bonus: Hammitt backs its designs with a lifetime guarantee, fixing damaged or tarnished bags at no cost.

Vintage Havana

"Our vision is forever young, Vintage Havana likes to say. Its young customer is a "music-meetsfashion, bohemian, effortless streetstyle timeless beauty" who enjoys mixina "past inspiration with present

innovation." The Vintage Havana client looks for a confluence of trends, value, and affordable pricing. In a collection that encompasses just about every piece a girl could need in her wardrobe, the key quality customers rave about is the "super-soft" hand that gives them the latest trends without sacrificing comfort. For 2017, Vintage Havana's line will include "a lot of novelty items, embroidery, garment washes, and quality items.

The next Atlanta Apparel Markets take place Aug. 4-8 and Oct. 6-10.

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Agenda Offers a Streetwear and **Contemporary Alternative in Miami**

By Nicole Martinez Contributing Writer

MIAMI, FLA.-Streetwear trade show Agenda this year opened a Miami edition of its biannual show, held in Long Beach, Calif., and Las Vegas. While its flagship shows in Long Beach and Las Vegas continue to draw the largest attendance numbers, the July 18-19 run at the Mana Wynwood Convention Center featured more than 200 domestic and international street, surf, lifestyle and skate brands-including Billabong, Camper, Diesel and Volcomalong with scores of emerging brands. Agenda's first Miami show was held in January, coinciding with other Florida events such as Art Basel and Surf Expo. The July show was held

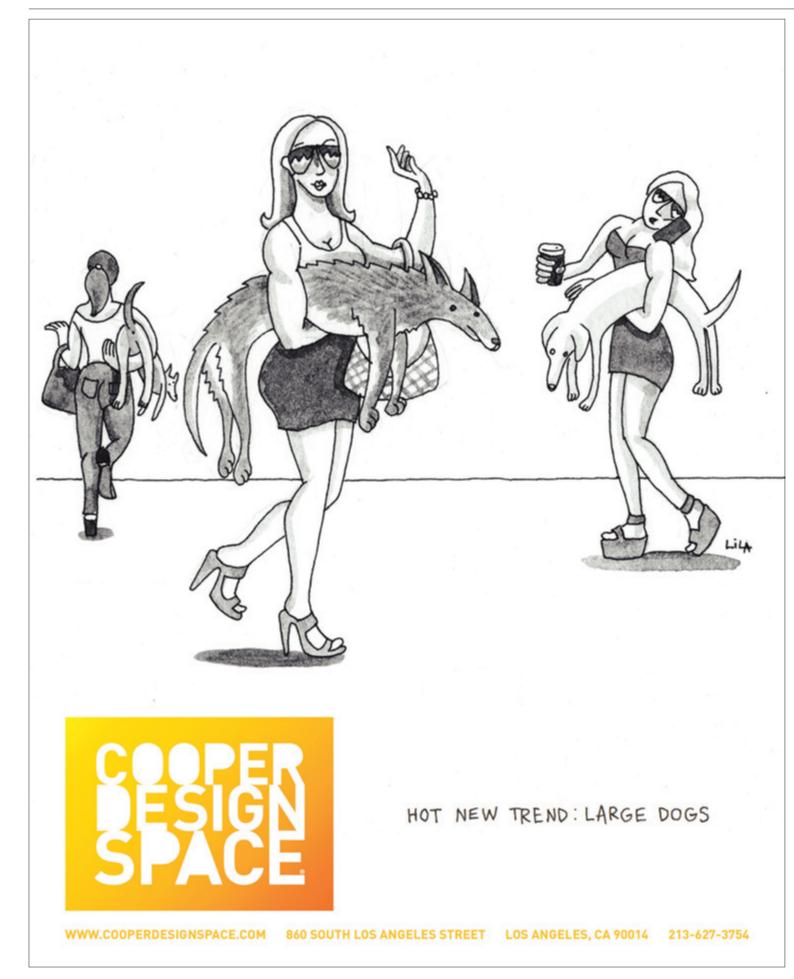
concurrently with Miami Swim Week and several other trade shows.

While the Swim Week shows were held in Miami Beach, Agenda opted for Miami's grittier arts neighborhood. At the show, street artists spray-painted canvases of brand reps sporting their favorite looks. A large photography installation dominated the show's entryway. JugoFresh and COYO Taco provided food and refreshments while a full-service bar was serving drinks throughout the duration of the show.

The floor was buzzing with major retailers, including PacSun and Urban Outfitters, along with e-com-



A buyer scopes out Champion's Spring offerings at the



Slate Swimwear at Agenda merce retailers such as DTLR, Chrome Industries and Epitome. According to Agenda WMNS Show Director Vanessa Chiu, the show was a good fit to run at the same time as Miami Swim Week because there's so much crossover

> at the show. "We have a lot of contemporary women's retailers that come in here because they're done with the other shows. But they're always in and out," Chiu said. "They know exactly who they're going to see. They already know how much they have to buy and in what category.'

> for most of the brands exhibiting

Agenda's efficiency is due largely to the fact that brands are encouraged to be proactive and reach out to the retailers they are interested in snagging. Manny Martinez, the brand manager for Champion, says he uses his time at Agenda to introduce new or overlooked product to his stable of buyers.

"It's really a time for us to solidify what's in place and make new contacts," Martinez said, adding that Agenda is also "great because it draws a lot of Atlanta and New Orleans retailers, so we make some great new contacts."

Ronnie Sarauge of Rukus Board Shop in Baton Rouge, La., attended the show in hopes of finding new brands and identifying trends.

"We come here to see the stuff that's coming out in the future," Saurage said. "After our appointments, we always do walkthroughs to see what catches our eye.'

This year, vintage looks are trending, with a large variety of brands offering vintage or vintage-inspired styles, like upand-coming retailer Versus ATL and megabrand Fila. "We're designing for two different customers, heritage and contemporary buyers. Our heritage customer is leaning towards '90s looks," said Luis Colon, director of lifestyle product at Fila USA.

Unisex style is also trending, and scores of retailers are offering gender-fluid pieces. Swedish brand Dr. Denim debuted its popular trench bomber in Spring 2017 colors while sunglasses brand Komono's metallic, circular shades were offered for Immediate buys.

Immediate Goods and Orders Placed at Coast Contemporary Show in Miami

By Nicole Martinez Contributing Writer

MIAMI BEACH, FLA.—This season, the **Coast** contemporary trade show shifted the timing of its show to coincide with **Miami Swim Week**. The trade show stuck to its typical two-day format during its July 18–19 run at the **New World Center for the Performing Arts** where 130 ready-to-wear, activewear and accessories brands exhibited their latest collections. The lineup featured a slew of domestic and international designers, including **We Are Kindred**, **Lime & Soda**, **Bedhead Pajamas** and **Acid NYC**.

While Coast focuses mainly on ready-towear and accessories brands, founder Karen Bennett said buyers appreciated the opportunity to attend her show during Miami Swim Week.

"There are a lot of buyers coming from South and Central America for swim, but they also want to see what's happening in contemporary men's and womenswear and buy product they don't typically get to buy," she said.

This year, preregistration numbers were up by nearly 30 percent, according to Bennett. Choosing to work with brands that offer medium to higher-end price points, the show was attended mostly by local boutique owners and international specialty stores.

Though some Coast shows have been previously held in larger warehouse spaces and hotels. Bennett opted for a Miami Beach location for easy access between swim shows. Held for the first time in the lower-floor galleries of the New World Symphony's iconic, Frank Gehry-designed building, the exhibition space was substantially condensed this year. Guests were treated to passed hors d'oeuvres and treats by Chef Thierry Isambert. The show's dense, rack-style format allowed buyers to move easily from booth to booth, though some brands were concerned this lack of structure provided for little opportunities to stand out.

Others, however, said they attend Coast precisely because the show offers a more intimate setting. Swim and ready-to-wear designer Bianca Coletti said she likes "doing a smaller show because we can guarantee our buyers will come and make appointments." Coletti was showing styles from her **Bianca Coletti** collection for immediate shipping and Resort 2017, reporting plenty of inquiries "but no paper yet."

Many brands at the show brought Immediates, which seemed to set Coast show apart from the trade shows at Miami Swim Week. Paris-based brand **Paul & Joe Sister** brought Immediates and previews of a Spring 2017 collaboration with **Looney Tunes**. Los Angeles–based **Stella & Jamie** also showcased Immediate styles from Fall and Holiday while debuting its 2017 Resort collection. April Mun, creative director of the brand, was pleased with the show's result.

"We booked a lot early on, mostly from local high-end boutiques," Mun said. Unlike trade shows where buyers scout product and follow up with orders later, Coast buyers tended to leave paper.

New at the Coast show this year was celebrity stylist brand **Rachel Zoe**, which showcased its Resort 2017 collection, decked with fringe details, metallic lamé fabrics and sheer panels for a boho-glam look. Another new addition, Miami-based **Style Mafia**, proposed frayed, flared jeans, balloon-sleeved tops and gingham prints.

Up next, Bennett is gearing up for the November Coast Show in Nashville, which will be held at the **Music City Center** for the first time this year.

"I've been doing a lot of research, talking to retailers from Nashville to New Orleans," she said. "Everyone is really excited." ●



A buyer scopes out Stella & Jamie's Fall line at Coast.



Bianca Coletti at the Coast show.

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LA Swim Week

Los Angeles Swim Week, a swim run way event launched last year, returned for its second time with a lineup that included Amour Swimwear, BeachFlirt22, The 8th Continent, Leonisa Lingerie and Beachwear, Duskii, Pauleth, Glam Clothing Lady Swim, Nessy Swim and Palo Rosa Beachwear on the runway on July 21 at the Skirball Cultural Center in West Los Angeles.

Leonisa

Duskii

The 8th Continent **BeachFlirt22**



Glam Clothing



Lady Swim by Yogii



Pauleth Swimwear



Palo Rosa Beachwear

Amour Swimwear





Existing Brand, International Labels and Emerging Designers at Hammock

By Nicole Martinez Contributing Writer

MIAMI BEACH, FLA .--- Now in its second year after a substantial rebranding, the Hammock trade show returned to the W Hotel with 80 exhibitors offering a variety of niche resort, swim and accessories brands, including Kai Lani, Citrine, Issa

de Mar and Revel Rey Swim. Retailers that stopped by the July 16-18 show included Net-a-Porter, Revolve Clothing and Saks Fifth Avenue, along with local and international boutiques. Hammock's managing partner, Rick Fatzinger, said hosting the event at the W Hotel allows Hammock to be at the center of the weekend's buzz.

"The traffic is here, the momentum is here," he said. "A lot of the [runway] shows are here, there's wonderful restaurants and entertainment; you really don't have to go anywhere else.

This year, Hammock introduced the Hammock Lounge in a new format, partnering with Bliss to offer oxygen blasts and massages to exhibitors and buyers. Additionally, Hammock Lounge invited L'Oréal stylists to conduct hair-styling consultations, offering trend outlooks for beauty and hair styl-

ing as an additional value for brands and retailers. Hammock once again opted for a format that included both open booths as well as private suites. In a lobby-level ballroom, emerging designers showcased their brands to a variety of specialty retailers. "We found most of the buyers here were boutique owners who have multiple stores," said Paula Daza of Lumé, which offered a colorful selection of swimwear,

ready-to-wear and accessories in busy prints and boho details.

> Likewise, the open-booth forum offered an opportunity for emerging and established international brands to break into the North American market. Anouk Gre-

wal, whose resortwear collection has an extensive following in southern Europe, attended Hammock in anticipation of a U.S. launch.

I've had quite a few order inquiries," Grewal said. "The people coming in are serious about doing business."

Other brands exhibiting in the open forum ballroom included Argentine brand Juana de Arco, French swimwear line Pain



Anouk Grewal Resort 2017

ments from entering.

"I didn't have any appointments, but

more personable," she said.

Nessy Swimwear

Creative Director Raffaella Raffo Porcari (right) with model at the Capittana Swim

a ton of new walk-throughs," said Tess Hamilton, the designer

of working in a private room.

Many buyers at the show come specifically to scope out

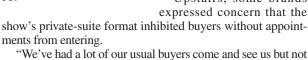
itanna Swim.

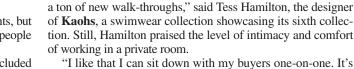
trendsetting brands. Rosario Candela of Mar de Sueños in Punta Mita, Mexico, works with brands such as Eres and Karla Coletto.

de Sucre and Peru-based Cap-

"I'm hunting for something new at a good price point,' Candela said. Though she's been attending Hammock and SwimShow for the last eight years, she now prefers to leave her schedule open for scouting. "I used to make appointments, but now I prefer to look and take my time," she said.

Upstairs, some brands expressed concern that the





Large Retailers, E-tailers and Boutique Buyers Turn Out for SwimShow

By Nicole Martinez Contributing Writer

MIAMI BEACH, FLA.-Though most of the Miami Beach Convention Center was closed off due to an extensive renovation that kicked off earlier this year, Miami SwimShow 2016 was in full swing. The North American retail industry's largest swimwear trade show experienced a 13 percent increase in attendance this year, which showcased a variety of swimwear, resortwear and

accessories brands at the July 16-19 event.

The show was held in a 250,000-square-foot exhibition space, where 350 exhibitors showcased roughly 2,500 brands from established names such as Jantzen and Gottex to international heavy hitters such as Onda de Mar, Malai and Seafolly. Retailers buzzing around the show included representatives from Everything but Water, Anthropologie, Barneys New York, Matches Fashion, Saks Fifth Avenue, Neiman Marcus, House of Fraser and Selfridges, along with a slew of specialty stores

and boutiques. A Balinese theme helped set the mood as guests were beckoned to an indoor tropical oasis. Wicker chairs, flowing white curtains and metallic lanterns adorned SwimShow's various lounges, offering attendees a respite from the bustling floor.

Entering into a vacation state-of-mind is precisely why attendance at SwimShow may be up, said Executive Director Judy Stein.

"I think people just recognize they need quality time off, and there's nothing more serene than being at the beach," she said. "That's why swimwear will always continue to do well." Swimwear is also getting a big boost from social-media in-

fluencers, said fashion publicist Cece Feinberg. "All of their fans see them in swimsuits, and they want to run out and buy them immediately," she said. "I think that's a



Playful suits by TM Rio de Janeiro at SwimShow

Traditional retail brands and industry household names are taking notice of swimwear's potential for profitability. Tapping into the market this year, Nicole Miller debuted Le Plage by Nicole Miller, a new swimwear collection at SwimShow. Using some of her own social-media stature, model-turnedfashion empresario Heidi Klum also launched a new swimwear line, which featured classic shapes in elegant colors and minimal patterns. Other fashion celebrities whose lines were

Renato Thomaz, sales and marketing manager for Água de Coco, at SwimShow

featured at SwimShow included Elizabeth Hurley Beach and ále by Alessandra hats and bags, designed by Victoria's Secret model Alessandra Ambrosio.

Also new at the show this year was the Collection exhibition hall, a curated selection of emerging and established designer brands chosen by SwimShow organizers and placed strategically in the center of the exhibition floor. Collection brands were higher-end, boutique brands that included Maaii. Agua Bendita, Liliana Montoya, Agua Clara, Amir Slama and Bond-eye Australia, among others.

While some exhibitors reported slow traffic, those offering the most on-trend looks enjoyed a packed booth throughout the day. This year, boho-inspired and retro styles dominated the floor. High-waisted styles, crochet fabrics, bold prints, and tassels, pompoms and ruffles adorned suits and accessories from TM Rio de Janeiro, JADETribe, Z+L. Chio and Nimie. SwimShow organizers also noted that double-duty swimwear-suits you can wear poolside and pair later with a pair of jeans for a night out-were a popular trend among buyers this year.

Most brands noted that the business of swimwear has changed over time, with buyers attending the trade shows to view the collection and take note of which styles they'll likely purchase. Renato Thomaz, the sales and marketing

manager of luxury Brazilian swim and resortwear brand Água de Coco, said he mostly took appointments at the show and used his time there to reconnect with current clients and get them excited for the new season's offerings. "We have so many different styles to choose from, so our buyers come to take a look and see what they like," he said. "Most orders are made after the show.'

After orders are formally placed, Água de Coco's Resort 2017 will deliver in October or November.

SwimShow has traditionally been very appointment-driven,

though some buyers do attend in search of something that's a departure from their usual offerings. A women's contemporary buyer from Southern department store Belk said she scheduled a few appointments at the show. But mostly she said she was in search of something new. "Anything new we've put on the floor this year has gone flying off the shelves," said the buyer, who requested that her name not be used.

Additionally, plus-size styles are becoming more and more popular as retailers seek to be more inclusive of different shapes and sizes. Plus-sized model-turned-swimwear designer Robyn Lawley showcased her Spring/Summer 2017 collection at both SwimShow and satellite event Hammock this year. "This show is really about making connections, and we've made some great contacts and had tons of positive feedback." Lawley said.

SwimShow is expected to return to the renovated Miami Beach Convention Center in 2017.

High-End Mix Showing in the Tents at Cabana

By Nicole Martinez Contributing Writer

big driver of the industry."

MIAMI BEACH, FLA.-The sweltering summer heat didn't stop buyers from storming into the Cabana trade show, held in two pristine white tents along Collins Avenue in Miami Beach. Now in its fourth year, the show expanded its brand offerings to include 180 contemporary and ultra-trendy brands, including 6 Shore Road by Pooja, Minimale Animale, Ban.do and Isolda. According to Cabana brand manager Hillary Joseph, attendance was up by nearly 30 percent because of the push.

"It's literally nonstop," Joseph said. "Coming in at any time of the day, you'll see a line at registration."

Part of the swimwear trade show and runway lineup of Miami Swim Week, Cabana offers a curated mix that caters to buyers and retailers seeking hightrending, cool-girl brands. Cabana is focused on creating a lifestyle experience for its guests.

'We want buyers to feel like they're walking through a store," Joseph said. "We handle placement within the show, so the show is organized according to brand aesthetic."

Both luxury and boutique retailers such as Matches Fashion, Bergdorf Goodman, iShine 365 and ShopBop attended the July 16-18 show.

Jennifer Murray of Vitamin A by Amahlia Stevens swimwear showcased Resort and Spring 2017 lines at Cabana as well as at the concurrent Miami SwimShow.

at Cabana

According to Murray, Vitamin A experienced high traffic at the show and had several order inquiries, mostly from walk-in buyers.

Australian brand Triangl, which until now has sold its line solely through its e-commerce channel, launched a new wholesale operation at Cabana, where the line was shown in a sixbooth space. "We've had tons of interest, but we're not writing anything until we can sit down and review all of our offers," said designer Erin Deering.

Glamsquad was on hand with a braid bar sponsored by Pantene, while a My Ceviche pop-up operated the show's café. Granola bars and snacks were provided by 18 Rabbits, and complimentary VitaCoco coconut water was circulated throughout the show.

In the main tent, Lolli Swim and Beach Riot showcased ultra-feminine cheeky suits in



Erin Deering, founder of Triangl Bikinis, at the Cabana show

Asceno founders at Cabana

pastel colors and delicate prints. Higher-end and established brands exhibiting both swimwear and resort collections set up shop at the neighboring tent. Industry heavy-hitter Mara Hoffman, who this year decided to forgo her sought-after Miami Swim Week runway event, showcased a variety of new styles in her signature, vibrant prints. This season, Hoffman is focused on creating sustainable pieces with responsibly sourced fabrics and fibers.

Designers Jonathan Simkhai and Thaddeus O'Neil-both 2016 winners of the CFDA Vogue Fashion Fund-also debuted new swim and resortwear collections. Simkhai's readyto-wear Resort 2017 line featured romantic flamenco-inspired skirts, some designed with Mexican lace trim and trendy pleats. Other high-end designers at Cabana included Stella McCartney and Lisa Marie Fernandez.

Though some exhibitors were concerned about the heat and humidity in the tents, traffic was constant. Stone Fox's booth was consistently busy while London-based lingerie brand Asceno took several orders to be confirmed and delivered in November.

"We're very happy with the outcome," said Asceno designer Poppy Wainwright.

Robyn Lawley and sales director Steve Philpott at SwimShow



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An Open Letter to the Fashion Community

With seismic shifts occurring in our industry, we felt it appropriate to state clearly our mission at UBM Fashion Group: to help your business thrive. We know there are a lot of changes happening in our industry retailer shifts, digital developments, and evolving seasonal trends. But we also know that fashion is as important to our lives and the economy as ever before. That's why we at UBM Fashion Group want to work with the industry to respond to these changes and create opportunities for everyone moving forward.

For those of you unfamiliar with UBM Fashion Group, our company, UBM plc, is recognized as one of the world's leading show producers and we have chosen to focus our entire strategy on events. We've taken our passion for events into fashion, uniting the industry's best talent and most dynamic shows to create UBM Fashion Group, encompassing MAGIC, ENK, and the BJI portfolio of shows.

The unification of these established events will translate into stronger shows for both buyers and brands. To begin, this August, we've consolidated MAGIC and BJI's Las Vegas shows from three venues to two so retailers can spend less time traveling and more time connecting with brands; and all attendees will now be able to access all MAGIC and BJI shows in Las Vegas with just one badge.

As the leading organizer of fashion tradeshows, it's our responsibility to help the industry grow and prosper. Our collective goal remains as crucial as ever: to bring together great brands and retailers in superbly merchandised shows, provide superior customer service, and ultimately present end consumers with the best apparel, footwear, accessories, and fashion products.

Please stay tuned as we continue to make improvements that will enhance your show experience and help move your business forward. In the meantime, we encourage you to join us in our mission—to help your business, and this industry that we love, thrive.

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Sustainability and Storytelling at 10th Anniversary of Texworld USA

By Natalie Zfat Contributing Writer

NEW YORK—**Texworld USA** celebrated its tenth anniversary during the fabric sourcing trade show's July 12–14 run at the **Javits Center**.

"We're excited to have had over 485 exhibitors and 15 countries attend this year," said Show Director Jennifer Bacon, citing Japan, Lebanon, Indonesia and Colombia as well as a new Korea pavilion presented by the **Korean Textile Trade Association**.

"We've been working really hard on diversity and feel we've made headway," she said. The show has added several new categories this year—including faux fur, jacquard and shirting resources—while still concentrating on denim and activewear and building its functional-apparel section. The Lenzing Innovations pavilion also returned to the show, featuring 25 exhibitors.

This was the 10th year **Design Knit** has exhibited at the show, according to Pat Tabassi, marketing and product-development manager for the Los Angeles-based knitting mill. "We come here because we want to reach out to our client base and keep that connection," Tabassi said. "Even if we get [only] one customer, it's worthwhile." Tabassi noted there were several new knit fabric trends, including plays on texture, heathered yarn, ribbing and double-faced fabrics for Fall.

Another growing trend at Texworld USA is eco-friendly fabrics, yarns and fibers, said Bacon, who added

that Texworld's seminars on sustainability are typically well attended each season. "We've had a lot of growth in sustainability options," she said, citing 35 vendors offering sustainable products at the trade show. "It's a really hot topic and something consumers are wanting. Manufacturers are asking us which mills are providing sustainable goods." Sustainability is a

Sustainability is a focus for **SG Knits**,





which runs a knitting mill in Gardena, Calif., and has a sister garment-manufacturing facility and garment dye house in the Dominican Republic. "We are putting a lot of emphasis on sustainability," said SG Knits partner Norberto Menendez, who also oversees production at the Dominican Republic facility. "We're a completely green operation. We're using yarns that are sustainable and a garment-dyeing process that uses very little water. We're conscious about the preservation of water and recycle everything. It's important for the entire industry to be concerned about sustainability."

Sustainability is also key for Texollini, a vertical textile knitting mill based in Long Beach, Calif. "We're one of the two vertical mills left on the West Coast," said Texollini Director of Merchandising Sherry Wood. "Sustainability is very important to us. People are looking for more organic and recycled fabrics. Activewear and swimwear brands are using recycled nylon and polyester, and we use Repreve [recycled-fiber yarns]." Show organizers Messe Frankfurt awarded Texollini with the "Best in Sustainability Practices" Cutting Edge Award this year. "It's all about the story," Wood said. Through social media and other avenues, consumers identify with the story of where they buy the fabrics and where they manufacture.

Matin Roshan, sales manager for Vernon, Calif.–based **Laguna Fabrics**, agreed that sustainability is paramount for a certain

subset of the 35-yearold mill's customers. "We have a niche of customers only buying ecofriendly, sustainable fabrics from us," he said. "I get one email per week asking, 'Is your dye toxic? Is it eco-friendly?' They want total transparency."

Texworld USA and its sister show, **Apparel Sourcing USA**, will return to New York Jan. 23–25 for the winter 2017 edition at the Javits Center.



MOBILE APP DESK



Digital Media, Emerging Brands Influence 33rd Edition of Première Vision New York



By Natalie Zfat Contributing Writer

NEW YORK—**Première Vision New York** celebrated the 33rd edition of the bian-

nual trade show during the July 19–20 run at **Pier 94** in Manhattan, where more than 352 exhibitors showcased the latest textile, trim and original artwork collections.

The French trade show renewed its partnership with the **Council of Fashion Designers of America**, a part of the trade show's effort to provide resources for up-and-coming designer brands.

"Our objective is to concentrate on emerging brands," said Pre-

mière Vision International Exhibitions Director Guglielmo Olearo. "From services to our new manufacturing and leather seminars to consultations with [our Deputy Fashion Director] Sabine Le Chatelier, we are trying to serve them."

Emerging designer Wataru Tominaga, who won the 2016 Grand Jury Prize at Première Vision in Paris earlier this year, was at the New York show with an exhibition of his work.

"We select our exhibitors because they match our criterion of creativity, sustainability and economic reality," Olearo said.

Italy-based **Frizza** works with labels ranging from **Ralph Lauren** to **Coach** to **Opening Ceremony**.

"We're here to expand our customer base," said Creative Director Gianmarco Schiatti, who has been attending Première Vision shows all over the world for the last 28 years.

"We're trying to enlarge our customer base and [get in front of] mid-size companies. When you make personalized visits, it widens your base in America."



Another brand looking to widen its U.S. client base is Winchester, England-based design collective **Peagreen**.

The 13-year old company, best known for its original artwork fea-

turing novelty characters and conversational patterns, has eight fulltime employees and has exhibited at Première Vision New York for the last eight years.

"We don't have a sales team," said George Sharp, part of a team of Peagreen designers who also work the company's booth at trade shows.

"It allows us to know what we're talking about because a lot of us have [created] the designs," he said. "We

were among the first to take up an online portfolio. Everything at our booth is online, so people who meet us at shows can look at our collection at home. [We're] making it easier for our customer."

Première Vision Deputy Fashion Director Sabine Le Chatelier noted that trends at the recent show are also heavily influenced by digital.

digital. "With your device, you can be in several places at the same time," Le Chatelier said.

"The trends are coming from sociological [influences] and the evolution of how you socialize. The same person can have moments of 'de-connection,' moments of calm and moments where [they] want to connect."

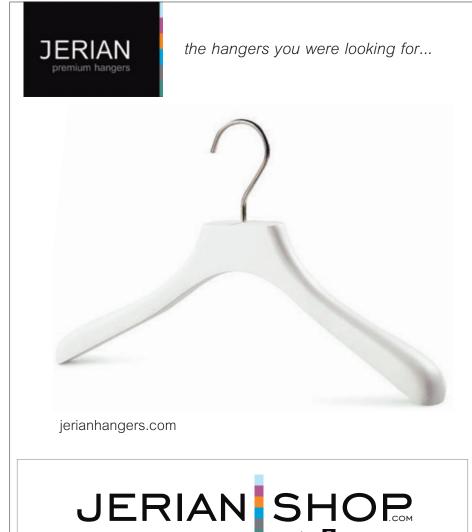
Le Chatelier said that this is reflected in fashion, as many of the garments echo "a bubble of comfort," with cozy, soft and sensual layers.

"We're not only trend forecasting—we always rely on reality," she said.

The next Première Vision will be in Paris Sept. 13–15. The next Première Vision New York will be held at Pier 94 Jan. 17–18, 2017. ●





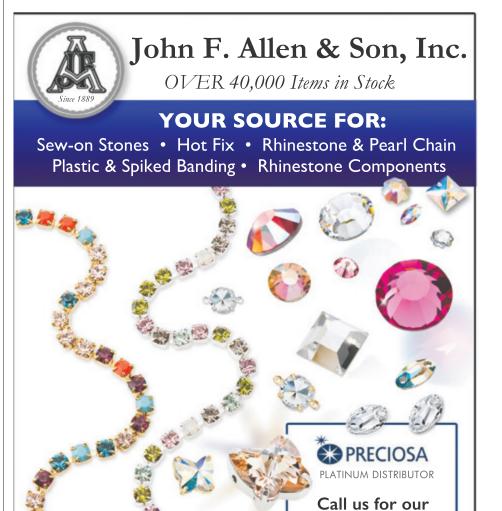


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Continued from page 1

Mark Bienstock, Managing Director, Express Trade Capital

The dynamics of selling to traditional retailers have greatly changed over the last few years. The trends for shopping have moved significantly toward e-tailing from the oldschool, mall-based experience.

Those manufacturers that have not embraced the e-tailers will be left with a huge vacuum of sales they will need to replace. **Amazon.com** has set the bar, and those manufacturers that have implemented the operational structure to handle the needs of the "e-tailers" will be the survivors.

The presidential election will have no effect on the apparel industry. Usually, when the U.S. economy catches a cold, the apparel industry gets pneumonia.

Sydnee Breuer, Executive Vice President, Rosenthal & Rosenthal

This year, there are so many distractions facing the consumer. These distractions are having at least some effect on consumers, which in turn is being felt by clothing makers and retailers.

Between terrorism attacks, Brexit, the overall economic climate and the upcoming presidential election, there are many reasons for a lack of consumer confidence, which



Mark Bienstock, Managing Director, Express Trade Capital

Sydnee Breuer, Executive Vice President, Rosenthal & Rosenthal

translates into a weak retail environment.

Add in the changing consumer preference for disposableincome spending for technology/electronics, online purchases and their homes and it creates a challenging year for both clothing makers and the retailers that serve the market.

Ron Friedman, Partner, Marcum Inc.

The apparel industry is in a slowdown, orders are lagging behind, and retailers are facing a decline in same-store sales.

The decline is more acute for those manufacturers selling the big-box retailers, more so than those selling to the higher-end retailers. The challenge to survive these trying times will be to control inventory levels and lower operating costs. We did not see this kind of decline in business last year.

Consumer buying habits are changing, and shopping needs to become more of an experience, not just a shopping trip. We are seeing malls all over the country going through a remodeling period to build out their environments to provide a 360-degree shopping experience for customers rooted in socializing and entertainment. As a result, the malls are moving rapidly toward more restaurants and fewer retail stores.

I don't believe the election is having a real impact on retail sales. We have been in a slow-growth period for many years, and the accelerating trend toward digital shopping vs. bricks-and-mortar shopping will continue to drive more of the public out of stores and to online destinations.

Rob Greenspan, President and Chief Executive, Greenspan Consult Inc.

The major obstacles clothing manufacturers are facing this year, compared to last year, is softness at the retail level.

This is supported by facts and current statistics that show mall and store traffic is down compared to the same period last year. Statistics show that consumers are spending less on apparel than previously. Another major obstacle is that more shopping is now done online, which further supports the trends of mall and store traffic dropping year over year. For many retailers, same-store sales are down in 2016 compared to the same period in 2015.

I see and hear from many of my clients that their bookings are behind those at this time last year. I also see and am told that the major department stores continue to return goods that don't sell, continue to ask for more markdown monies and that some even are asking for higher guaranteed gross-profit margins.

And, of course, the retail-credit market has not gotten better. So, while getting orders is hard enough, getting credit approvals needed to cover the orders is still difficult.

As far as the presidential election, I have not yet seen any direct impact on the markets so far. While the two parties have chosen their candidates, I don't see any fundamental changes in the retailers' buying or consumer spending based upon who might or might not win the election. And the financial markets, to date, don't seem to be affected by the upcoming election. But we shall see, over the next couple of months, if that might change.

Marc Heller, President, CIT Commercial Services

I believe that the effect of the 2015 warm winter has left both makers and retailers overly conservative in their outlook for the balance of 2016. In addition, there continues



Ron Friedman, Partner, Marcum Inc.



Rob Greenspan, President and Chief Executive, Greenspan Consult Inc.

to be the lack of hot products that drive consumers to shop whether online or in stores.

I am not sure the results of the presidential election will have any real impact on retail sales, no matter who wins.

Sunnie Kim, Chief Executive and President, Hana Financial

There are varied obstacles this year facing the companies in the apparel industry compared to last year. As we all know the apparel and related industries are going through a changing paradigm.

Compared to a year ago, the industry is facing the continued collapse of the juniors market as many consumers feel fashion trends are stagnant. Also, apparel retailers are facing increasingly tougher competition from online retailers for consumers' disposable dollars.

Domestically, the country has experienced unpredictable weather patterns that have interrupted shopping trends. Also, currency devaluations, although probably worse last year, continue to plague manufacturers.

Lastly, shopping trends have been transformed as consumers, specifically the millennials, have moved from the traditional bricks-and-mortar platforms to more Internetbased delivery platforms.

This shift in consumers makes a significant impact on the apparel industry. Baby boomers used to be the nation's largest generation. However, since 2015, the millennial population totaled 75.4 million, surpassing the 74.9 million baby boomers. As millennials are now the largest generation in the workforce and represent more than \$200 billion in buying power, the apparel and related industries must strategize their trends to target the millennial consumers.

It is apparent that this year's presidential campaign has been filled with moments of unpredictability, to say the least. Anecdotally, it seems that many consumers are awaiting the outcome of the general election to weigh its influence on the economy. In the final analysis, sales will be driven by how much confidence the general consumer has in the overall economy.

Louis Mastrianni, Managing Director and Head of Apparel Commercial Banking, JPMorgan Chase & Co.

The retail industry is experiencing pressure from sales gravitating from bricks and mortar to online. Companies are reviewing their retail footprint and looking to further engage in e-commerce and developing the right digital strategy.

This, together with changes in consumer buying behavior, is giving the industry plenty to think about.

Robert Meyers, Chief Commercial Officer, Republic Business Credit

This year, clothing makers and retailers face several obstacles centered around uncertainty.

With the future of the European Union in doubt in the aftermath of Brexit, exports and international investments are more difficult to plan.

Also, the strengthening U.S. dollar will lower demand for companies exporting apparel to Europe and South America. Apparel manufacturers will struggle to differentiate their

online brand in an increasingly crowded marketplace. Retailers that focus their positioning and presence will appeal more to the increasingly informed consumer.



Marc Heller, President, CIT Commercial Services Sunnie Kim, Chief Executive and President, Hana Financial

As for the presidential election, it has not affected retail sales yet and would only impact sales if consumer confidence decreased due to uncertainty. Our clients tell us that during increasing uncertainty, flexibility and responsiveness are paramount.

Kevin Sullivan, Executive Vice President, Wells Fargo Capital Finance

Apparel companies are facing shortened lead times as retailers place orders closer to delivery. The net impact is that it's become somewhat harder for companies to project cash needs based on the additional uncertainty that places on production.

While the economy isn't really bad as a whole, consumers have definitely taken a pause. A presidential election as polarizing as the current one can certainly have an impact, but there is also a general sense that the recent spate of bad news—both domestically and internationally—has caused consumers to become more cautious in their purchasing decisions.

Ken Wengrod, President, FTC Commercial Corp.

One of the many obstacles retailers are facing in 2016 is the on-demand mentality of consumers.

There are heightened expectations from customers to find merchandise they saw on the runway. As we all know, consumers have immediate access to information and pictures, and they expect to have their demands met right away.

This has placed an undue burden on the retailers as well as the manufacturers. All parties are exploring avenues to reduce the cycle time from concept to market. The retailers have conditioned consumers over the years to expect this quick turnaround.

Now, this mentality has shifted the focus from the true art of design, quality and the longevity of a designer to fast fashion.



Louis Mastrianni, Managing Director and Head of Apparel Commercial Banking, JPMorgan Chase & Co.



Robert Meyers, Chief Commercial Officer, Republic Business Credit

The misconception about fast fashion is that it only applies to **H&M** and **Zara**. But it has spread to the customers of **Neiman Marcus** and **Barneys New York** as well. This has created significant price compression for retailers and manufacturers, which in turn has impacted their bottom lines.

Furthermore, retailers have built up excessive inventory to meet this on-demand mentality, yet this has resulted in unwanted surpluses.

Retailers then push their overbuys and surpluses back to the manufacturers via returns or discounts. This inherent waste-making cycle is a trap that the manufacturers and retailers need to overcome. They need to have a good balance in their operation in order to survive the inevitable loss.

The presidential election continues to create an atmosphere of uneasiness and confusion. Also, cultural wars in the United States and the disarray by the recent Brexit vote by Britain to leave the European Union have temporarily been affixed in the minds of consumers.



Kevin Sullivan, Executive Vice President, Wells Fargo Capital Finance



Ken Wengrod, President, FTC Commercial Corp.

While this uncertainty affects consumer sentiment, sentiment doesn't translate into spending. The drivers of consumer behavioral spending are interest rates, tax rates and housing prices, to name a few. These drivers directly affect the consumer price index (CCI), with the CCI having increased in June. This means that consumers are not negatively affected by the current peaking presidential election and instead need a reason to switch their disposal spending to apparel.

Yet I believe where there is turmoil there is a creative opportunity. This is when we can use our wisdom from the past and industrialize the know-how of the future to create fashion that not only brings back the true quality of fashion and individual style but also equally incorporates sustainable fabrics and a moral work ethic for everyone who is part of making fashion.

Paul Zaffaroni, Managing Director, Roth Capital Partners



Paul Zaffaroni, Managing Director, Roth Capital Partners

Clothing makers and retailers are under more pressure in 2016 as consumers increase their online spending and allocate more of their budget to "experiences," including dining out, travel and fitness.

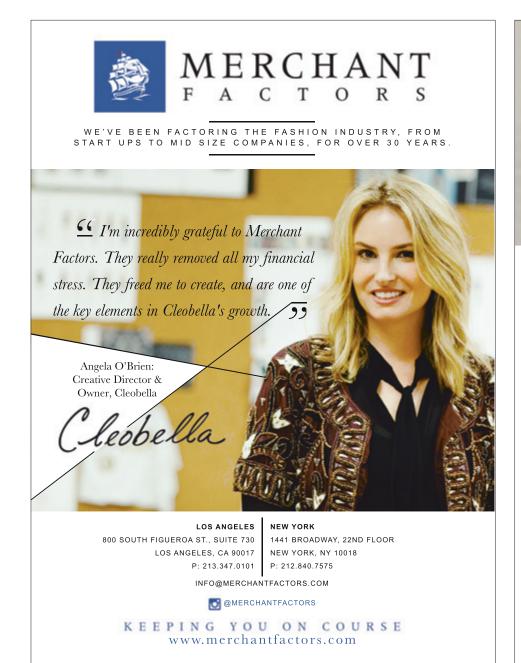
Amazon.com is now the second largest apparel retailer in the U.S., which has led to decreased foot traffic at leading department stores and specialty retailers.

Sports Authority, Aéropostale and PacSun have filed for bankruptcy while other retailers such as **Ma**-

cy's, Uniqlo and Gap have been closing stores. The U.S. continues to be "overstored," and we will continue to see retail closings with shopping-center owners repurposing their real estate for more restaurants and fitness centers.

Brands that are attracting the most attention from private-equity investors have reduced their dependence on department stores and increased their focus on establishing a "direct" relationship with the end consumer through their own website, retail stores, catalog and social media. The U.S. presidential election may have a short-term negative impact on retail sales given the uncertainty of the current political environment. The U.K.'s decision to leave the European Union caught financial markets and political experts off guard, but markets have since rebounded.

The bigger challenge and opportunity in 2016 for clothing makers and retailers is developing a sound strategy to account for increased online spending and increased consumer spending on "experiences." •



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www.aztecadyelaundry.com **Products and Services:** Since 1999, Azteca Dye and Laundry has been committed to providing quality dye and wash services to the garment industry. We have a history of working, developing, and creating some of the biggest names in the garment industry. We have two locations in the Los Angeles area with a total of 96,000 square feet of space. At Azteca, we work 24 hours a day, seven days a week in order to provide you with the fastest turnaround time in our industry.

CALA Shows Inc.

PO Box 182 Venice, CA 90294 Contact: Gerry Murtagh *Gerry@calashows.com www.calashows.com*

Products and Services: After eight successful years at the Westin St. Francis, CALA is proud to announce its much anticipated transition to the Fort Mason Center, located in the heart of San Francisco. The move was inevitable, due to the shows ever-growing popularity in the fashion industry. Set on the world-famous San Francisco Bay, The Fort Mason Center is bordered by views of the Golden Gate Bridge and Alcatraz, making this venue a desirable destination for buyers and exhibitors alike. The show now offers an open-booth floor plan. CALA's new presentation concept serves as a great platform for new and upcoming vendors to showcase their product in a strategically curated show featuring the best contemporary breautifully lit booths, bursting with natural light, but will provide buyers ease in locating the brands they come to see. CALA offers competitively priced booth packages while continuing to provide discounts on local hotel rooms. Taking place five times a year, CALA's transition into this amazing venue offers many new and exciting perks to those attending the show. Local restaurants will cater the event, embracing the local vibe of this incredible city. Breakfast and lunch will be served daily, and an open bar will be available at happy hour each afternoon. There will be a complimentary shuttle service from the hotels to the show both days, a special offer from UBER for transportation needs—and valet will also be available for all buyers at the entrance of the show. CALA has stood for quality and consistency for over eight years, and we plan to provide that for many more years to come. CALA looks forward to welcoming our loyal customers and new participants to our new venue at Fort Mason. See you in August! Show dates are Aug. 30–31.

California Market Center

110 E. Ninth St. Los Angeles, CA 90079 (213) 630-3600

www.cmcdtla.com

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

Cooper Design Space

860 S. Los Angeles St. Los Angeles, CA 90014 (213) 627-3754

info@cooperdesignspace.com www.cooperdesignspace.com

Products and Services: The Cooper Design Space, at the corner of Ninth and Los Angeles streets in the heart of LA's Fashion District, hosts a space that embraces cross-pollination among LA. lifestyle businesses in fashion, media arts, and publishing. The building is 11 stories tall and, having been built in 1927, represents the city's history of creative commerce. It's a space that encourages fluidity across functions by offering an event venue, offices, and showrooms in a single location.

Express Trade Capital, Inc.

1410 Broadway, 26th Floor New York, NY 10018 (212) 997-0155 Fax: (212) 858-5785 dina@expresstradecapital.com www.expresstradecapital.com

Products and Services: Where banks and other lenders don't venture, we do. We demonstrate our belief in clients by lending against purchase orders and providing other out-of-the-box solutions that support ongoing growth. You'll never get lost as one of our clients, since navigating and "hand holding" businesses through the process and growing pains of accelerated growth is one of our specialties.

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3010 LBJ Freeway, Suite 140 Dallas, TX 75234 Contact: Alexandra Scoggin (323) 999-7466 or Bret Schuch (972) 241-3297 Fax: (972) 243-6285 Toll-free (877) 4-GOODMAN www.goodmanfactors.com Products and Services: As the oldest priva

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Hana Financial, Inc.

1000 Wilshire Blvd., 20th Fl. Los Angeles, CA 90017 (213) 977-7244 Fax: (213) 228-5555 Contact: Kevin Yoon *kevin.yoon@hanafinancial.com* **Products and Services:**Established in 1994, Hana Financial is a specialized non-bank financial institution which offers factoring, asset-based lending, SBA lending, home mortgage banking, investment banking, wealth management, and insurance services. Hana Financial evolved from a local start-up serving a niche market of Southern California to a top 10 factor in the U.S. and a member of Factors Chain International, with offices in Los Angeles and New York.

Jerian Plastics Inc.

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JN Zippers & Supplies Corp.

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

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UBM Advanstar Fashion Group 2450 Colorado Ave., Suite 300 East Santa Monica, CA 90404

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Products and Services: MAGIC is the global pillar of fashion trade shows. Twice annually, 60,000+ industry insiders meet in Las Vegas to shop 11 can't-miss markets, each tailored to a unique look or trend. Our comprehensive marketplace covers the top men's, women's, juniors' and children's apparel, footwear, accessories, and resources. With 85 years of experience and attendance from over 120 countries. MAGIC moves fashion forward globally. From the fabric to the finished product, the hottest brands to the top designers, and the tastemakers to the power buyers, if it's fashion, you'll find it at MAGIC.

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Main Office: 99 Park Ave., 21st Fl., New York, NY 10016 Western Regional Office: 655 N. Central Ave., 17th Fl. Glendale, CA 91203 (818) 649-8662 Fax: (818) 649-7501 www.milbergfactors.com dreza@milfac.com Contact: David M. Reza, SVP Western Region Products and Services: Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A partner of our firm manages every client relationship. Our 80-year track record in the factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff.

The New Mart

127 E. Ninth St. Los Angeles, CA 90015 (213) 627-0671 Fax: (213) 627-1187 www.newmart.net

Products and Services: In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and has 95 showrooms featuring hundreds of contemporary women's and men's apparel and accessory resources.

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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.

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dinah@lavitexinc.com

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- Must have the technical exp. to create detailed sewing instructions for factories to follow
- Must have knowledge of grading
- Must be able to measure a garment accurately
- Must be proficient in Excel, Illustrator, Power Point and Photoshop.

 Must be able to develop and maintain Tech Packs and effectively communicate all changes to vendors

- Must be able to accurately measure all proto, pre-production, TOP samples to ensure accurate execution of all measurements, quality, construction and overall fit of garment.
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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

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