

CALIFORNIA ApparelNews

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Independent Designers Fight for Market Space

By Andrew Asch *Retail Editor*

The Great Recession and its slow recovery generally were blamed for wiping out a generation of independent designers.

But not Freddie Rojas. He is one of the few who survived and is one of Los Angeles' longest active independent designers. Since 1997, he has been taking his inspirations and making them into one-of-a-kind designs as well as limited-edition collections. He's a one-man show. After crafting his designs, he is the one who sells his designs to mom-and-pop businesses and at flea markets.

"It's kind of hard," he concedes. "You have to be ahead of the game. You have to change a lot."

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Emerald Expositions Buys Swim Collective, Active Collective Trade Shows

By Alison A. Nieder *Executive Editor*

Swim Collective and its sister trade show, **Active Collective**, have a new owner. **Emerald Expositions LLC**, the San Juan Capistrano, Calif.-based owner of **Surf Expo** and **Outdoor Retailer**, has purchased the Santa Barbara, Calif.-based show for an undisclosed amount from Shannon Leggett, the founder of Swim Collective and Active Collective.

Leggett and his team will join Emerald Expositions.

"The Collective trade shows have grown strongly over the last few years under Shannon's leadership, and we are ex-

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FRESH-FACED RETURN

Gen Art brought its Fresh Faces in Fashion program back to Los Angeles for an Aug. 4 event in downtown Los Angeles that featured women's line 34N118W, pictured above, as well as men's labels Elliot Evan and Bristol, footwear collection Rafa, and jewelry line Legier. For more from the show, see page 24.

Longtime LA Garment Manufacturer Charged With Hiding Income at Israeli Banks to Avoid Paying Income Taxes for Several Years

By Deborah Belgum Senior Editor

Masud Sarshar, known for taking an ordinary workwear brand and converting it into a colorful array of pants called **Dickies Girl**, has been charged by the federal government with hiding more than \$21 million in income in Israeli banks and avoiding U.S. taxes on it.

Sarshar was charged with one count of conspiracy to defraud the United States and one count of corruptly endeavoring to impair and impede the due administration of the internal revenue laws.

In an agreement signed July 30, Sarshar agreed to plead guilty and pay more than \$8.3 million to the Internal Revenue Service. If the U.S. District Court in Los Angeles accepts his plea, Sarshar will be sentenced to 24 months in prison, according to a press release issued by the U.S. Justice Department.

In addition, the government said the clothing manufacturer agreed to pay a civil penalty of 50 percent of the high balance of his undeclared accounts to resolve his civil liability for not disclosing the existence of his Israeli bank accounts.

"As the filing of the criminal charges demonstrates, the days of bank secrecy are rapidly changing," said Chief Richard Weber for the IRS-Criminal Investigation. "IRS-CI works vigorously to stop offshore tax schemes such as this one and is proud that our forensic accounting skills helped uncover over \$21 million in untaxed gross business income in this investigation."

Sarshar's attorney, Edward Robbins Jr.,

said the investigation started around April 2013. "I suppose it came as a shock [to Sarshar]," he said. "It is not a pleasant sensation to find yourself the subject of a criminal investigation. It's a disaster."

Sarshar is scheduled to appear before a U.S. magistrate judge on Sept. 27. A sentencing hearing has not been set yet.

According to the government, between 2006 and 2009, Sarshar diverted more than \$21 million in untaxed business income to accounts with **Bank Leumi**, Israel's largest bank, and a second, unnamed Israeli bank. Sarshar also earned more than \$2.5 million in interest from those accounts between 2007 and 2012.

Court documents allege that Sarshar omitted all of this income from his 2006 through 2011 individual and corporate tax returns.

While this seems like a case of numbers, the allegations against Sarshar read like something out of a Russian spy novel. Court documents told a tale of Israeli bank managers frequently visiting the garment manufacturer in Los Angeles and meeting with him in his car to avoid detection at his office or home.

At his request, the banks did not send him bank statements by mail. Instead, they were often hand delivered on a flash drive secreted away in a female manager's necklace, court documents said.

During these visits, the bankers offered Sarshar "back-to-back" loans, which Bank Leumi made to Sarshar through its U.S. branch, and he collateralized with funds from his other Israeli bank account, the U.S.

government maintained.

Using these loans and other devices, Sarshar was able to bring back \$19 million in his off-shore accounts to U.S. accounts without creating a paper trail.

In addition, the Israeli banks suggested Sarshar, who was born in Iran, obtain Israeli and Iranian passports instead of using his U.S. passport when traveling from Israel to the United States to avoid being flagged as an American citizen.

Even with the two different passports, Sarshar was tagged as a U.S. citizen at which time the banks advised he transfer his remaining funds to yet another Israeli bank, which he did in late 2011.

This was not Bank Leumi's first run-in with the U.S. government over hiding funds for U.S. citizens. In 2010, the Israeli bank entered into a non-prosecution agreement with the Justice Department for helping 1,500 U.S. account holders hide assets in offshore accounts. Bank Leumi agreed to pay the U.S. government \$270 million and provide the names of the account holders.

Sarshar is a colorful Los Angeles businessman who came up with a colorful product. In 1984, he launched **Apparel Limited** and started out taking Dickies overalls, made by **Williamson-Dickie** in Texas, and dyeing them in 24 customized colors that quickly

became popular with young women. He then acquired the Dickies Girl license and adapted that bright color palette to simple but stylish pants that took off with the juniors set.

Dickies Girl grew rapidly and operated out of a 75,000-square-foot warehouse and office space at 3011 E. Pico Blvd., just east of downtown Los Angeles. The distinctive building attracted more than its share of attention. Several years ago, Sarshar hired 85 teams of graffiti artists, headed by Los Angeles graffiti artist Man One, who spent two days and used 25,000 spray cans to coat the outside warehouse walls with graffiti.

In 2012, Sarshar had a falling out with Williamson-Dickie and sued the company in federal court, claiming that the workwear company was cannibalizing the Dickies Girl brand.

Apparel Limited said in its lawsuit that it became aware in 2010 that Williamson-Dickie allegedly was manufacturing and selling merchandise that duplicated Apparel's custom-designed Dickies Girl line. But instead of selling juniors sizes, which come in odd numbers, the Texas company was making garments in even-numbered misses sizes, the lawsuit said.

In 2014, Sarshar gave up the Dickies Girl license, which was then awarded to Los Angeles clothing maker **Jerry Leigh of California**. ●

Jimtex and Denim North America Team Up to Launch Sustainable Denim Using Recycled Cotton

Denim North America and **Jimtex Yarns**, a division of **Martex Fiber Southern Corp.**, have teamed up to launch a new sustainable denim collection called **R3 Denim**.

"We are very proud of the new denim line jointly developed with DNA, which demonstrates our commitment to U.S. manufacturing and how innovation and partnership can develop sustainable performing products for the marketplace," said Steve Lister, chief executive officer of Martex Fiber.

The new collection, which is part of Martex Fiber's "No Fiber Left Behind—Zero Landfill" campaign, uses Martex Fiber's **ECO2cotton**, a sustainable fiber that is made using pre-consumer-cut cotton knit

waste using no chemicals or additives. The cotton is "re-fiberized" and spun into yarn at Jimtex's Lincolnton, Ga., facility.

Based in Spartanburg, S.C., Martex Fiber has been recycling textiles for over 40 years. Martex Fiber and Jimtex Yarns products are certified by **SCS Global Services** for recycled content.

Known for its sustainable product-development process, Martex Fiber has more products in development using ECO2cotton and other recycled fiber products.

More information can be found at www.martexfiber.com, www.eco2cotton.com, www.r3denim.com and www.jimtexyarns.com.—Alison A. Nieder

Swim Collective *Continued from page 1*

cited that they will now join Emerald's Specialty Sports and Apparel Group, which includes leading trade shows such as Surf Expo and Outdoor Retailer. The Collective shows are truly must-attend events and share many like qualities with our existing brands," said Darrell Denny, executive vice president of Emerald Expositions, in a statement. "Bringing Collective events into Emerald will allow us to quickly leverage the strengths of all our shows to enhance each individual show and create new and better opportunities for brands and retailers to succeed."

Founded in 2010, Swim Collective is a biannual trade show focused on the swimwear market. Held in Huntington Beach, Calif., the show features companies such as **L*Space**, **Manhattan Beachwear**, **SGS Sports**, **Mara Hoffman** and **Indah**. Leggett launched Active Collective in 2014 with a focus on the activewear and athleisure market. The show is also held biannually in Huntington Beach. Exhibitors include **Beyond Yoga**, **ALO Yoga**, **Breath by Body Glove**, **Colosseum**, **Gaiam**, **Koral**, **MPG**, **Lucy** and **Prana**.


"It is gratifying to see how critical the

Collective shows have become to the swimwear and activewear markets," Leggett said in a company statement. "I am confident that Collective's exhibiting brands and attending retailers will benefit from Emerald's presence in overlapping and adjacent markets and also from Emerald's scale, resources, infrastructure and industry relationships."

This year Surf Expo celebrated its 40th anniversary. The show, held biannually in Orlando, Fla., was acquired by Emerald Expositions in 2013. In addition to Surf Expo and Outdoor Retailer, Emerald operates more than 80 trade shows, including **GlobalShop** and the **Imprinted Sportswear Show (ISS)**.

Next January, Active Collective will hold its first East Coast edition Jan. 26–27 at the **Metropolitan Pavilion** in New York's Chelsea neighborhood. Plans include adding a separate section devoted to men's activewear and athleisure brands.

Other plans in the works include adding a new show for upscale, contemporary swim and resort brands called **Beach Collective**. The show is set to bow alongside Swim Collective in July 2017 in Huntington Beach. A third edition of the Swim Collective show is being added in November 2017 as well. ●



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RETAIL

July Sales Slow

Searching for **Pokémon Go** creatures may have lured some potential shoppers into stores last month, but it probably didn't translate into sales, said Wall Street analysts such as Ken Perkins, president of **Retail Metrics Inc.**

"July proved to be difficult for retailers as hot weather, record **Amazon Prime Day** sales, the distraction of the beach and the Pokémon Go craze weighed on sales," he said.

Many specialty retailers reported declining sales during July. Perhaps most prominently, retail giant **Gap Inc.** posted a same-store decline of 4 percent. This after Gap reported a rare comp increase of 2 percent in June. Perkins noted that it was the only positive comp in the last 16 months for Gap.

Gap's discount chain **Old Navy** posted flat same-store sales in July compared with

its sibling **Banana Republic Global** division, which posted a 14 percent decline in July. The company's namesake **Gap Global** division reported a decline a 4 percent during the month, said Sabrina Simmons, Gap Inc.'s chief financial officer.

"While performance varied during the quarter, we made progress on our streamlining initiatives and continued to see signs of improvement in our larger brands," she said in a statement.

L Brands Inc., the parent company of **Victoria's Secret**, showed a rare bright spot in the month. The company's same-store sales increased 2 percent in July. Kearney, Neb.-headquartered **The Buckle Inc.** posted a same-sales decline of 10.9 percent. **Zumiez Inc.** reported a decline of 2.9 percent.—*Andrew Asch*

Robert Talbott Opening Stores

Suiting and lifestyle brand **Robert Talbott** recently announced that it would open two new boutiques, one in Manhattan and the other at **The Shops in Buckhead** in Atlanta. The Monterey, Calif.-based brand also runs stores in Dallas and California resort towns of Carmel and Pebble Beach. The permanent bricks-and-mortar shops are only one aspect of the retail ventures the company forecasts opening, said Bob Corliss, Talbott's chief executive officer.

Talbott forecasts that it will open more than five pop-shops in 2017. The company also continues to run an e-commerce shop (www.roberttalbott.com). "It's an accretive

benefit to have a presence in every channel," Corliss said. "We live in a 360-degree world with analog and digital."

The Manhattan shop will be located at Madison Avenue and East 53rd St. The 1,833-square-foot store features two street-level display windows. The Atlanta-store is forecast to take up 939 square feet. Both stores will sport a minimalist look with decorative aspects reminiscent of the Monterey Bay area.

Corliss said that neckwear and shirting are two the most popular categories at Robert Talbott. Sports jackets and suits are also popular.—*A.A.*

Calendar

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. 12

Splendid/Ella Moss Warehouse Sale

Cooper Design Space
Los Angeles
Through Aug. 13

Aug. 13

Offprice

Sands Expo
Las Vegas
Through Aug. 16

Aug. 14

Sourcing at MAGIC

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

Aug. 15

Project

Project Women's

The Tents

Pooltradeshow

The Collective

MRket

Stitch

Accessories The Show

CurveNV

Mandalay Bay Convention Center
Las Vegas

Through Aug. 17

WWD/MAGIC

FN Platform

WSA@MAGIC

Children's Club

Las Vegas Convention Center
Las Vegas

Through Aug. 17

WWIN

Rio All-Suite Hotel & Casino
Las Vegas

Through Aug. 18

Liberty

Sands Expo
Las Vegas
Through Aug. 17

Agenda

Sands Expo
Las Vegas
Through Aug. 17

Capsule

Sands Expo
Las Vegas
Through Aug. 17

KidShow

Bally's
Las Vegas
Through Aug. 17

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

Aug. 21

Fashion Market Northern California

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

Aug. 22

Apparel Textile Sourcing Canada

The International Centre
Toronto
Through Aug. 24

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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Shaina Mangoli

William Ly

Sofia Zamyatin

Tiina Asujamaa

Zara Avramov

Kentaro Kameyama

Jiayu Lu

Chelsea Van Arsdol

Alyssa Kay

FCI's Fashion Culture Fall '16 Show

A sexy tribute to music star Prince's often-risque vision followed a fashion collection inspired by religious modesty.

Those were just two of the different takes on Fall looks that took the stage on July 28 at "Fashion Culture," a student fashion show produced by **FCI The Fashion School** at the **Gerry Building** in downtown Los Angeles' Fashion District.

The show started with Sofia Zamyatin's eight-look collection, which included a lavender fur coat and a velvet bodysuit with leggings. Jiayu Lu presented a collection called "A Light Rain," which included a draped-hem vest and a white pleated dress. Tiina Asujamaa offered looks with a contemporary

edge. Her 12-piece collection featured styles such as an olive romper and a black halter trapeze dress. Chelsea Van Arsdol's looks included a kimono/bandeau matched with a knit pencil skirt and a tie-dye maxi dress.

For Zara Avramov, looks included a black-and-white wrap dress and a red dress with a train.

Shaina Mangoli's collection was called "Bat Melech." Inspired by religious modesty, looks included a trapeze float dress with embroidery on the sleeves and a jumpsuit with a cape.

William Ly's eight-piece collection was dominated by metallic colors. One piece was a gunmetal satin peplum ele-

ment gown. Another was an organza metallic gown.

The student show ended with bows from a couple of alumni. Alyssa Kay gave a tribute to Prince with looks such as a crushed velvet jumpsuit with lace insets and a velvet cape in Prince's favorite color—purple.

Avant-garde classical music played in the background of Kentaro Kameyama's nine-look show. Looks included a "block power net gown" and a black Japanese top matched with white and black-painted ceremonial pants. Joe Farrell, FCI's fashion merchandising chair, said that Kameyama will show more of his styles at **Los Angeles Fashion Week**.

—Andrew Asch

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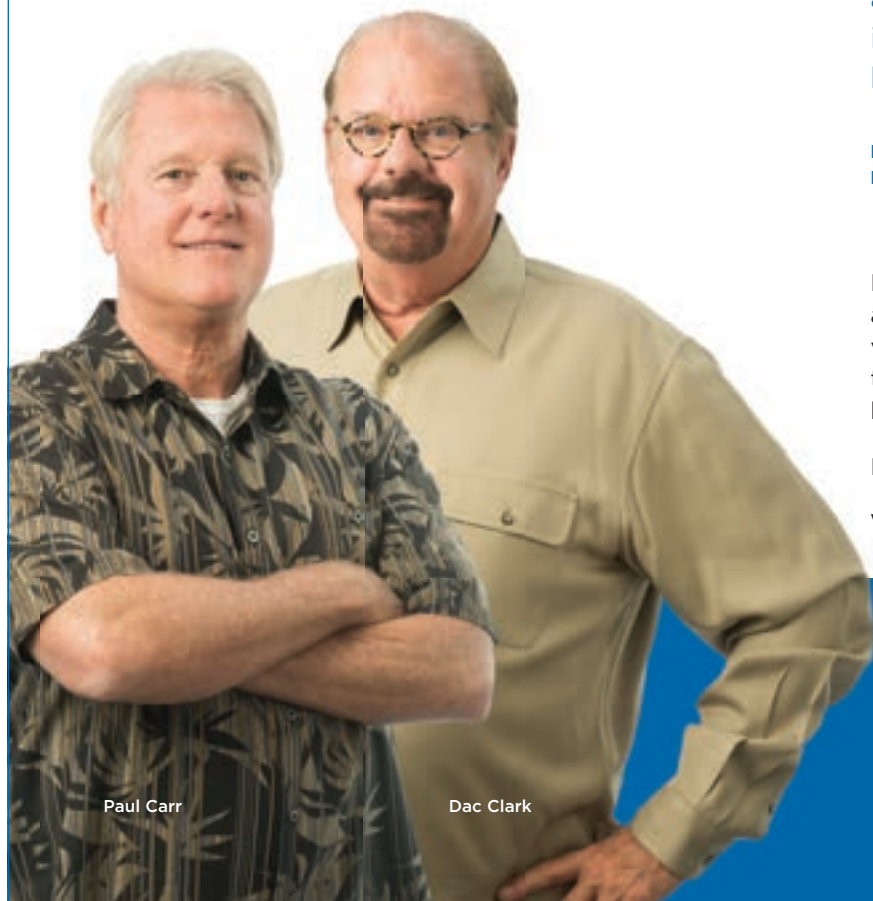
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by monica wise

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On and Off the Court with P.E. Nation

By Sarah Wolfson Contributing Writer

Australian-born activewear brand **P.E. Nation** was conceived as a performance line that can translate into any lifestyle. The ath-leisure line launched in March in Australia and recently made its U.S. debut with its third collection, titled “All Sports.”

Aussie designers Pip Edwards and Claire Tregoning took inspiration from their fashion background and applied it to their multifaceted, active lives as mothers, fitness gurus and creatives.

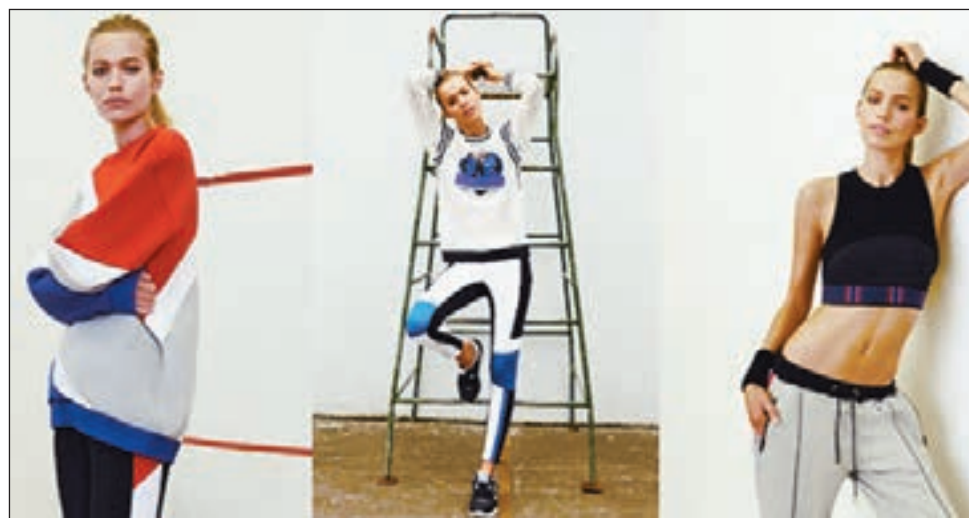
The two met while working for fashion house **Sass and Bide** but began their careers independently. Edwards, a wardrobe stylist and design director of **General Pants Co.**, started out at **Ksubi** in public relations, later becoming the senior creative and accessories

designer at Sass and Bide. Tregoning worked in the design department at **Topshop** and had launched her own denim brand, **Maise**, before joining Sass and Bide as senior director.

“Both Pip and I have worked in the industry for years, and it was really only a matter of time before we did our own thing. We have a really similar style and overall aesthetic, so P.E. Nation unfolded really organically,” Tregoning said.

The duo came together to create P.E. Nation. The P.E. in the label’s name stands for both Pip Edwards and physical education.

“Working for successful retail brands has allowed us to understand business as a whole, but the catalyst for creating our own brand was having a strong sense



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of identity and wanting to design something we genuinely wear every day,” Tregoning said.

P.E. Nation launched as an ath-leisure-meets-activewear brand but has already expanded its focus. “Activewear is just the beginning for us, and we want to give the P.E. woman a complete offering for both on- and off-duty,” Tregoning said.

The latest collection consists of 58 pieces in vibrant colors ranging from cobalt blue to bright red, canary yellow and pulp orange placed against white and black backdrops or part of geometric color-blocked patterns. There are leggings, tees, crop tops, bombers, jackets, knits, sweaters, shorts and swimwear.

The collection caters to “women of all activity levels as well as pre and post workout,” Edwards said. “The range has been designed with retro-inspired influences, and the new silhouettes are an athletic-inspired addition to your everyday wardrobe.”

Standout pieces include a performance jacket embossed with the brand’s initials in an all-over print, a black lightweight knit top with striped paneling along the sleeves and mid-back, a workman-style zipped jumpsuit, a lace-up hoodie sweatshirt, sweatpants featuring a zipper pocket detailing as well as a deep-V color-blocked swimsuit offering a retro eyelet zipper.

The performance pieces—such as the leggings, tops, knits and jackets—are suitable for working out but are equally stylish.

“We’re busy, active mums who juggle work and life and love to keep fit,” Edwards said. “We wanted to create a line that truly enabled our customers the freedom to wear both on- and off-duty.”

Retail priced from \$80 to \$220, P.E. Nation is carried in 50 international premium stores, including **Net-a-Porter**, **Stylerunner**, **David Jones**, **General Pants Co.**, **Carbon38**, **Lane Crawford**, **My Theresa** and **Selfridges**.

Going forward, Edwards and Tregoning are already working on new categories and special projects for the brand.

“We have accessories, knitwear, denim and swim all in the pipeline as well as collaborations,” Edwards said. ●

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Macy's to Close 100 Stores and Look at Its Real Estate Portfolio for Redevelopment

Among the 100 stores that **Macy's** said it will be closing is the Macy's Men's store near Union Square in San Francisco.

Department-store executives said they are in negotiations to sell the San Francisco men's store, located in a separate building from the large Macy's on Union Square, for redevelopment.

Details of the transaction will be made public when a deal is closed, Macy's officials said in a press release announcing that 100 Macy's department stores across the country will be shuttering early next year. The locations that will be eliminated among the company's 728 stores have not been announced. But Macy's has already said it will be closing its **Laurel Plaza** store in North Hollywood, Calif., late this fall and its West Valley City, Utah, emporium.

The decision to exit 100 department stores comes at a time when shopping malls are seeing more consumers shift many of their purchases to online sites rather than spend time at bricks-and-mortar outposts. With this shift, retail centers

are reconfiguring themselves to become less dependent on clothing stores and offering up different options for people seeking more of a Main Street experience with restaurants, cinemas, professional services and entertainment.

"Nearly all the stores to be closed are cash-flow positive today, but their volume and profitability in most cases have been declining steadily in recent years. We recognize that these locations do not yield an adequate return on investment and often do not represent a customer shopping experience that reflects our aspirations for the Macy's brand," said Jeff Gennette, Macy's president, who is designated to succeed Terry Lundgren as Macy's chief executive officer in early 2017.

"We decided to close a larger number of stores proactively so we can invest in a winning customer experience in our most productive and highest-potential locations as well as invest in growth sooner and more aggressively in digital and mobile," Gennette added.

Annual sales volume of the 100 stores that will close will

be approximately \$1 billion. The reduction to revenue is expected to be offset by expense savings beyond those associated with store closings and with sales shifting over to other stores.

Severance benefits will be offered to all eligible full-time and part-time employees who are laid off, Macy's said.

From 2010 to 2016, Macy's closed 90 stores and opened 13 new locations. Those new locations included six new **Macy's Backstage** off-price stores that debuted nearly one year ago.

In fiscal 2015, Macy's eliminated 41 stores from its portfolio.

Macy's, which is the parent company of **Bloomingdale's**, recently reported second-quarter earnings results for fiscal 2016, which showed earnings, revenue and same-store sales all dipping from last year.

For the 13-week period ending July 30, net income nose-dived to \$9 million on \$5.9 billion in net sales. For the same period last year, net income was \$217 million on \$6.1 billion

in net sales. In the second quarter, same-store sales on an owned basis declined 2.6 percent while on an owned plus licensed basis, they were down 2 percent. During the first half of the year, same-store sales shrunk 4.4 percent and were off by 3.8 percent on an owned plus licensed basis.

Macy's opened seven **Bluemercury** stores in the second quarter alone. This is a concept that Macy's is rapidly expanding after purchasing the high-end beauty-products chain last year for \$210 million.

This fall, Macy's is opening 10 Bluemercury locations; a Macy's store in Kapolei, Hawaii; one Macy's Backstage store in San Antonio, Texas; and one **Bloomingdale's Outlet** in Orange, Calif.

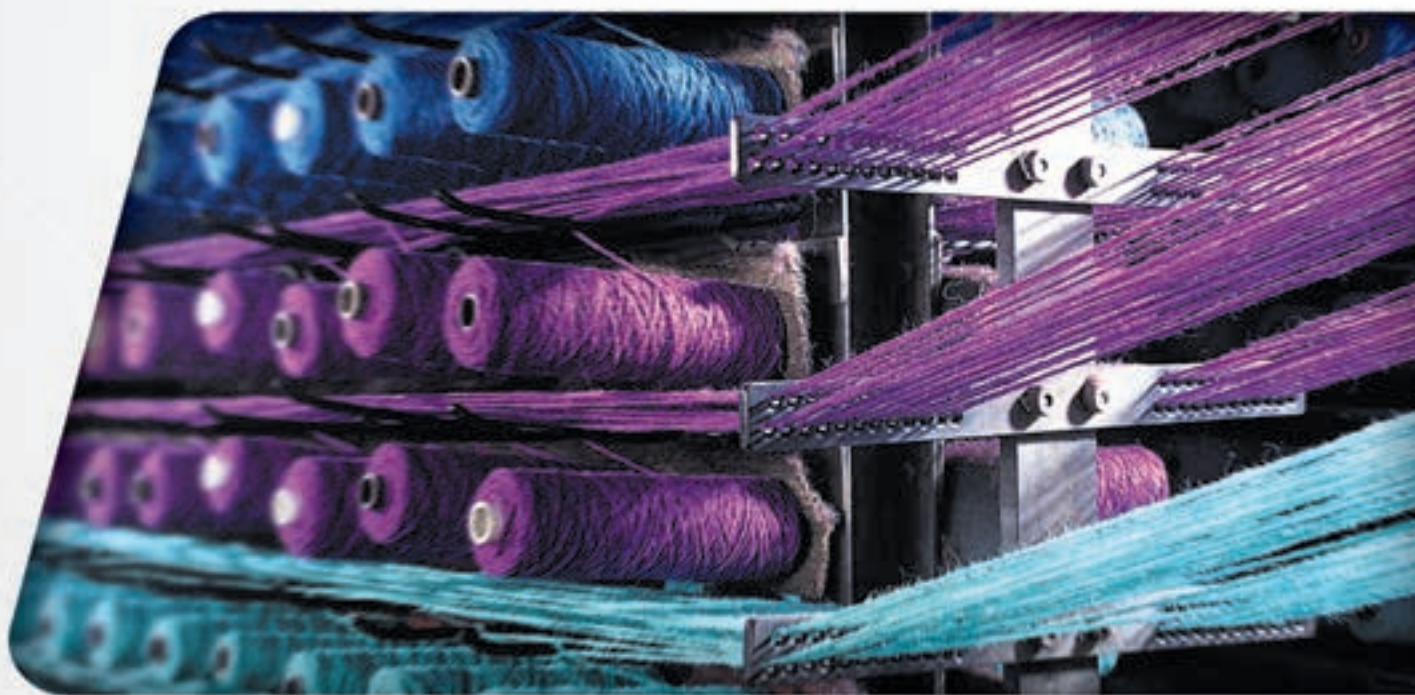
Lundgren, who has been Macy's CEO since 2003, said the company has put in place a number of revenue-producing initiatives that include additional investment in store staffing and visual presentation, the rollout of a better fine-jewelry department, more athletic and activewear merchandise, home-store improvements, and a more aggressive clearance strategy.

Macy's will continue to improve its physical store presence by adding new vendor shops, bringing new businesses onto the sales floors through additional licensing agreements, increasing the size and quality of staffing through programs such as "My Stylist" personal shopping experiences, adding new technology, and creating new in-store events and experiences.

On the technology side, Macy's is investing in upgrading its sites and mobile apps, creating faster page loading and simpler procedures for placing and fulfilling orders.

On top of eliminating stores, Macy's plans to optimize its real estate portfolio, capitalizing on situations where the development or redevelopment of a structure exceeds the value of its existing use, executives said.

That is what is happening in North Hollywood, where Macy's sold Laurel Plaza two years ago to **Merlone Geier Partners** and **GPI Co.**, which is hoping to invest \$200 million to reconfigure the shopping center. The huge Macy's store is expected to be turned into a commercial building. —Deborah Belgium



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Jeanologia Touts ‘One Glass, One Garment’ at Sourcing at MAGIC

At the Aug. 14–17 run of **Sourcing at MAGIC**, Spanish laser-finishing company **Jeanologia** discusses sustainable solutions for denim makers, including the “one glass, one garment” process.

According to the company, with the combination of its laser-finishing, ozone and eFlow nanobubbles technologies, denim producers can finish a pair of jeans with one glass of water. Typically it takes 70 liters (or 18 gallons) to finish a pair of jeans using traditional laundry methods, Jeanologia said. The combination of laser, ozone and e-Flow nanobubbles can create authentic vintage finishes, including dark, aged and “dirty” looks as well as a soft hand.

“Thanks to the technology, we have managed to reduce the expenditure of water more than 90 percent,” said Jeanologia Chief Ex-



ecutive Officer Enrique Silla. “We can create a beautiful and authentic product in a sustainable way without harming the environment. What matters is not only the product itself but also how it is done. It is part of the DNA of the product.”

Jeanologia is exhibiting at Sourcing at MAGIC in the North Hall of the **Las Vegas Convention Center**. The company is participating in a round table titled “Innovators of Fashion; Stories from Creatives, Suppliers

and Producers” on Aug. 14 from 4 to 5 p.m. at the show. Rolando Sierra, Jeanologia area manager for Mexico and Central America, discusses 3-D apparel production, wearable technology and sustainable manufacturing.

Jeanologia exports its finishing machines and services to companies in 50 countries around the world including the USA, Mexico, Colombia, Brazil, Germany, Italy, Portugal, India, China, Russia, Japan, Morocco, Bangladesh, Turkey, Tunisia and Vietnam.

International brands including **Levi Strauss & Co.**, **Polo Jeans**, **Abercrombie & Fitch**, **Edwin Japan**, **Pepe Jeans**, **Diesel**, **Hilfiger Denim** and **Replay** as well as retailers **The Gap**, **Uniqlo** and **H&M** use Jeanologia technology.—*Alison A. Nieder*

Goldschmied Discusses Denim Innovation at Project

Denim designer Adriano Goldschmied is discussing the “past, present and future of denim” at an event titled “Adriano

Goldschmied Unthreaded” during the Aug. 15–17 run of the **Project** trade show at the **Mandalay Bay Convention Center** in Las Vegas.

The event, which is being held in partnership with **Mavi Jeans**, is one of a number of special events hosted by Project to promote its new PIVOT section.

PIVOT “will highlight technology companies focused on solving the pain points of the fashion industry,” said Erik Ulin, president of men’s fashion at **UBM**, the parent company of Project and **MAGIC**. “We aim to continue this initiative moving forward and to combine it with valuable insights from industry experts. For this show, we are hosting a number of panels with tech, denim and industry power players.”

To launch the new section, Project is hosting a breakfast event titled “PIVOT’s Breakfast with the Disruptors,” which will highlight the intersection between fashion and technology.

Trend forecaster **WGSN** and denim mill **ISKO** is hosting a panel discussion titled “How Tech Is Controlling Consumer Behavior,” moderated by WGSN Menswear Editor Jian DeLeon.

WGSN has also partnered with **DeSL**, a fashion PLM (product lifecycle management) and augmented reality service, to create six holographic experiences that mix real-world environments with virtual Spring/Summer ’17 menswear trends such as ’90s Sport, Neo-Vintage, Modern Utility, Relaxed Tailoring, Retro Resort and Rebel Remix.

MRket’s Move comes to Las Vegas

This season is the first since **UBM** acquired **BJI Fashion**, producers of the **MRket**, **Stitch** and **Accessories the Show** trade shows. **MRket** brings its active-wear capsule show **Move** to Las Vegas this season after hosting it for two seasons in New York. **MRket** also hosts several fashion presentations on the opening day of the show, including an installation by **Barbour** and a Best of Italy installation featuring styles from **MRket’s** Made in Italy exhibitors. Michael Macko, editor-at-large for **MR Magazine**, presents a selection of curated pieces in an opening-day presentation as well.—*A.A.N.*

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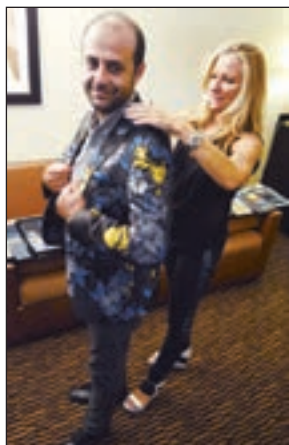


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Color, Fabric Treatments and Paying It Forward at the West Coast Trend Show



Cory Cozzetti, territory manager for Johnston & Murphy, showing his No. 1 seller, the "Conard Cap Toe" and matching belt



Julie Dreyfus, sales rep for Tallia Orange Clothing, helping Kia Shadi with Olympic & Downtown Men's Collection try on a Tallia evening jacket.



Kemal Dural, owner of United States of Art, a collection of artsy, leather and canvas vintage novelty wallets and accessories



Robert Vance, sales director for the Lanai Collection, showing his No. 1 seller, the Loro Piana linen "Drifter Jacket"



Ron Salas, Western states sales for Pete Huntington shirts



Traci Gendron of Storm Men's Shop in Fort Collins, Colo., with sales associate Rachel Welch

By Kelli Freeman Contributing Writer

Menswear buyers were inspired by color, new fabric treatments and a sense of a "higher purpose" at the Spring '17 West Coast Trend Show menswear market in Los Angeles. "I'm looking at a hybrid of elements of sophistication in prints and colors from subdued to pops of color," said Jill Nakashima, buyer at Patrick James in Fresno, Calif. "Innovations in stain-resistant tech fabrics that insert stretch, allow for comfort, breathability and less wrinkles are helping to stimulate sales and create a good vibe."

The show's appointment-only Saturday is growing in popularity with attendees coming from Alaska, New Mexico, Washington State and Colorado for the Aug. 6-8 market at the Embassy Suites Hotel LAX/North. First-timer Traci Gendron, with Storm Men's Shop in Fort Collins, Colo., was able to see her vendors and look for new lines. "This is a relaxed, easier and friendlier feel. I'm impressed with the complimentary lunch, snacks and dinner party," Gendron

said, adding that she particularly liked the button-down wovens from **Borgo 28** and **James Campbell**.

Gendron opened the Storm Men's Shop in 2015 to provide a safe and secure workplace for her son Tanner, who suffers from cystinosis, a rare and incurable metabolic disease. A former hairstylist-turned-retailer, Gendron is on a mission to raise awareness and money to find a cure for the disease, which slowly destroys the organs in the body, and she is donating 100 percent of the shop's profits to the **Cystinosis Research Foundation** (www.cystinosisresearch.org).

"I'm fumbling my way through [retail], but I'm doing okay, and that's why reps are helping me," Gendron said.

New exhibitor **United States of Art** was showing its collection of artsy, leather and canvas vintage novelty wallets and personal travel accessories. Designer and owner Kemal Dural also has retail outlets at the **Hollywood & Highland** complex in LA's Hollywood neighborhood as well as a shop in San Diego.

"I'm here for the first time to get a feel for the wholesale end of the business, get my feet in the water and make con-

nections," he said.

Some hot items included **Loro Piana's** "Drifter Jacket" in linen—"Buyers love it because it's lightweight and transitional, taking a man from casual day into the night," said Robert Vance, sales director for **Lanai Collection**; **Maceo's** signature checker-patterned dress shoes and shirts; red washed-lamb antique blazers by **BNR Leather Co.**; the **Martin Dingman Monte Carlo** sport shirt collection; brilliant color patterns from **David Smith Australia**; and **Pete Huntington** and **SAXX** underwear.

For many buyers, the West Coast Trend Show is the first stop before heading to the massive Las Vegas trade shows a week later. Thomas Malvino at **Louis Thomas Fine Men's** store in Corte Madera, Calif., calls the West Coast Trend Show a "must-attend" show. "This show becomes a necessity to make Las Vegas a doable show. I can get 12 appointments knocked out in Los Angeles, making a huge dent for me to look at other areas such as skin care, which I normally wouldn't have time to do in Las Vegas." ●

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Can Sustainability Be Sexy?

With consumers not prepared to pay a premium for more-ethical goods and services, what does the industry have to do?

By Edward A. Gribbin *Contributing Writer*

The social and environmental issues within the fashion industry are well documented. The industry knows it needs to act responsibly and work sustainably for the sake of the millions of workers it employs, not to mention the future of the business itself. We tend to think that fashion is all about change, and yet we are one of the most change-resistant industries in the world.

Research shows that looks come first for ethical fashionistas, who tend to buy sustainable fashion. While consumers might have a clearer picture of the not-so-glamorous reality behind fashion production, especially after the collapse of the Rana Plaza garment factory in Bangladesh, not much has changed in regard to their shopping habits. This reaction doesn't really come as a surprise. Fashion and sustainable fashion must meet and mingle. They can no longer be two separate categories and movements. If ethical fashion wants to find a place, it's going to have to look pretty similar, if not better, than its fast-fashion alternative.

Two key themes emerging in the retail market today are the need for more continual and impactful customer engagement and the increasing impact of sustainability and social-responsibility issues on business decision-making.

To more intimately and continually attract and engage customers, retailers are focusing on getting faster at developing product. Speed-to-market seems to be the No. 1 topic across all segments of the apparel/fashion world. While traditional new-product development cycles stretch out to 18 months—many retailers have already launched development of their collections for Spring 2018—retailers are finding that customers are gravitating toward stores, sites or apps that are al-

ways launching new, fresh, “of-the-moment” products.

What we need to do is encourage consumers to seek out sustainable products in the same way they seek out trendy new items. This is a challenge. Consider smokers and how often anti-smoking campaigns fail; when threatened with frightening consequences, we go into denial, continuing with our bad habits. The best way to promote behavior change is to make an alternative behavior seem more appealing; it's got to be cool! Brands can no longer rely on having two big seasons a year and keeping their customers' attention. New and frequent capsule collections have been proven to attract and keep consumer attention. Whether it's the success of fast-fashion brands or the “see-now-buy-now” movement sweeping the luxury segment, traditional retail is threatened and slowly responding. Similarly, we need to respond to our sustainability challenges in ways that appeal to consumers.



Edward A. Gribbin

A global perspective

As labor prices continue to explode in China, the No. 1 exporter of apparel to the U.S., and more Chinese manufacturers are finding that selling to the rapidly growing number of middle-class Chinese can be more lucrative than exporting, retailers have been forced to search for other sources of cheap labor. This has created a ripple effect of additional issues, from significant negative environmental impacts in countries with fewer rules and infrastructure capabilities than China to slave or child labor and numerous other human-rights issues.

Most major brands and retailers have joined the Sustainable Apparel Coalition in recent years, and some of the largest formed the Alliance for Bangladesh Worker Safety. Both

organizations are having a positive impact, but progress is slow and fraught with challenges. As a result, more and more retailers are deciding to source products closer to home even though the costs are higher. Greater supply-chain transparency is not only critical to a brand's reputation and top of mind with more industry leadership, it is being demanded by more and more consumers.

This consumer demand may be an area where our industry can make headway with sustainability issues. Consumers are far more empowered today than ever before. The retailer once owned us, the consumer. If you wanted a piece of apparel, you had to go to a store when that store was open, look at the selection of merchandise that some merchant decided you would want to buy and, if you found something you liked, hopefully they had it in your size.

Technology has turned that around. Today, the consumer is the center of everything, and they hold control of the retailer in their hand or in their pocket. Many of our retail business models are broken today and some beyond repair. We take far too long to design and develop product, too long to source it and too long to ship it back in a boat from halfway around the world.

There are “disrupters” today who are finding different and better ways to serve the customer. They are developing product “virtually” in 3-D to cut time to market, they are sourcing locally, and they are personalizing product in ways that most retailers could not imagine. New technologies—ranging from waterless dyeing to 3-D printing and supply-chain mapping tools—have the potential to help fashion make smarter sustainable choices. But technology without people and a plan will get us nowhere fast. ●

*Edward A. Gribbin is president of the retail, apparel and fashion-industry consulting firm **Alvanon Inc.**, and a leading authority on apparel sizing and fit. He can be reached at ed.gribbin@alvanon.com or (212) 868-4318.*

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Sidewalk Catwalk

Guests at **Paris Couture Week** dress to impress, making for an inspirational street fashion scene. *California Apparel News* contributing photographer Tim Regas took time out from shooting the runway shows to capture the scene outside as well.

Indie Designers *Continued from page 1*

Rojas is not part of a vanishing breed. A new group of independent designers has started business since the recession. The business remains tough, but plenty of entrepreneurs and creative people try their luck at it. Their paths to success can be as different as their designs.

“In terms of ‘indie indie’ designers, I can’t name one who is still cranking it out. But there’s Freddie,” Alisa Loftin, an entrepreneur among the independent and emerging designers who started in the 1990s, said about Rojas. Her now-defunct Los Angeles store **Aero & Co.** focused on emerging designers. “The market dropped out of it after 2008. It left a barren landscape for designers, but it became a brave new field.” Loftin recently joined a new indie line called **Garment**.

Post-recession, designers had to embrace new ways of doing business, such as social media, to reach an audience, Loftin said. Rojas survived the recession through luck—several of his retail partners remained in business—and by streamlining his operations. He sold the manufacturing shop where he put together his designs. Freelance workers now help him with his business. He devotes 20 hours each week to consulting with other apparel businesses. Otherwise, he says that he lives and breathes his business, **Rojas Clothing**.

On most Sundays, you’ll find Rojas at the **Melrose Trading Post** flea market. The focal point of his 10-by-10 stand are displays with his most popular designs: baseball caps bearing license plate-like signs with slogans such as “Los Angeles” and “Trouble.”

A steady stream of Los Angeles’ grass-roots fashion fans walk into the booth to check out the wares. There is swimwear from the **Venice Rani** brand by another freelance de-

signer, Tina Rani. On the racks there are Rojas Clothing’s T-shirts with slogans such as “New Angeles.” Look a little deeper and you’ll find more-complex designs such as dresses that sport elements of overalls.

Rojas Clothing is a full collection of casual and avant-garde clothes. Keeping ahead of the trends is of crucial importance, but he keeps the line interesting for himself and shapes the line’s identity with his inspiration.

He figures that his brand’s longevity relies on something that no one else has: his perspective and creativity. “I do it by gut feeling and trending,” he said.



Freddie Rojas, pictured left, at his stand at Melrose Trading Post

Some might say that Rojas is living a fashion dream—brainstorming designs and crafting clothes on his own terms. But he doesn’t want to do it forever. He hopes that a larger company will partner with him.

“I’m waiting for the right merger,” he said. Until then, he will do what he always has done—make clothes with a unique appeal.

Any conversation about independent design might wrestle with the question “What is independent design?” For Kuo Yang, owner of **Brigade LA**, a downtown Los Angeles boutique scheduled to take a bow in the fall in a new location at the **LA Live** entertainment district, an indie is a designer who only

does business with independent boutiques.

For Eunice Cho, founder of Los Angeles-based fashion line **Aella**, an independent designer is a business that is not owned by a large parent corporation.

The business of independent design is a highly focused one for the Aella founder. Her fashion inspiration was found when she made a transition between working in art and fashion to attending business school. The change called for a new wardrobe. But a new look literally did not suit Cho.

Like many of her friends, Cho hated office clothes. “I was wearing clothes that were so drab and uncomfortable and conservative,” she said. She polled friends on what they would wear if they had everything they wanted in office pants. Some of the most common replies were that her friends wanted office pants that were as comfortable as yoga pants. They also wanted pants that they didn’t have to take to the dry cleaners every week. The Aella brand was born.



Eunice Cho. Picture courtesy Aella.

It formally launched in 2014, starting with sales of bottoms. Cho believes that the bottoms can be mixed in with any business wardrobe. They are made with soft fabrics such as an Italian jersey that had a high spandex content. Initially, it was only offered on the brand’s website (aella.co).

She relied on word of mouth and press to call attention to the brand. The inspiration for the brand started with her personal preferences. But if there was not a specific customer for the brand, she probably would not have started it.

“It’s really important to know who your customers are—you can’t survive without them,” she said.

Business has moved quickly for Cho. She started her

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Continued from previous page

brand with one employee—herself. Now three people work full-time and three part-time for Aella. The brand maintains permanent shops-in-shop at **Bloomingdale's** on 59th Street in Manhattan and another one in the Bloomingdale's in the **South Coast Plaza** retail center in Costa Mesa, Calif.

Does she think she'll work as an independent for the rest of her life? "We'll see where the brand goes," she said.

The bottom line for the independent designer is the boutique. Doing business with the independent is a double-edged sword for the shop owner. They want indie looks to create a point of difference from other stores. But they could get in trouble if the public doesn't embrace the new designs, said Brigade owner Yang.

"Ultimately, we become the liquidator because they are not moving goods," Yang said. Designers and retailers have to work in a milieu of give and take. "In the current climate, as long as emerging designers are willing to mitigate risks—consignment or a SKU swap where they'll take back goods that are not selling—the better it will be for retail. Everyone is looking for a win-win," he said.

A designer can start a brand anywhere in the world, but he or she might have an easier time putting a spotlight on the brand in a city such as Los Angeles. It's one reason why Daniel Patrick moved his self-named brand from Sydney to L.A. As tough as business can be, he said, Los Angeles is independent-friendly.

"It's a good place for independent designers. There's a lot of good production houses, space is cheap compared to New York, and people are interested in buying something different. There's a more open-minded group in Los Angeles," he said. "There's a lot of stylists and celebrity here. It's definitely helpful. There's a lot of action."

In April, he opened a Daniel Patrick boutique at 7967 Melrose Ave. in Los Angeles and eventually hopes to open a shop in New York. ●

Raffi: Art Meets Tee

Most buyers know Raffi Mauleon from his 15 years as vice president of sales and merchandising for Los Angeles collection **Citron**, but the designer's career has also included working with West Coast labels **Sue Wong**, **L. Bates** and **Product by Elaine Kim**.

During the Aug. 15–18 run of the **Women's Wear in Nevada (WWIN)** trade show, Mauleon will officially debut his own collection, **Raffi**.

The art-driven collection is launching with tops in two fabrications, 100 percent cotton slub and a rayon/spandex. Part of the collection features Mauleon's signature graphics, including Asian-inspired designs and calligraphy.



Raffi Mauleon

"I'm known for integrating artwork and putting it in a garment," Mauleon said. "It's a canvas interpreted on a garment."

The balance of the collection features innovative dye techniques Mauleon has developed with local dye houses. The abstract designs recall a Jackson Pollock splatter print or a traditional tie-dye pattern, but the actual techniques used are closely guarded trade secrets, Mauleon said.

"It's not painted. It's not printed," he said. "It's a special dye technique. Each garment is treated by hand, one by one."

Mauleon coordinates the color palette on the graphic prints and the abstract designs so they can hang together in the store. The launch collection includes a wide range of colors, designs and dye techniques, which Mauleon believes will appeal to customers across the U.S.



"I will always have something for you," he said.

Wholesale prices range from \$29 for the graphic prints to \$34 for the cotton-slub styles and up to \$39 for the rayon/spandex styles. The collection includes sizes up to 2X.

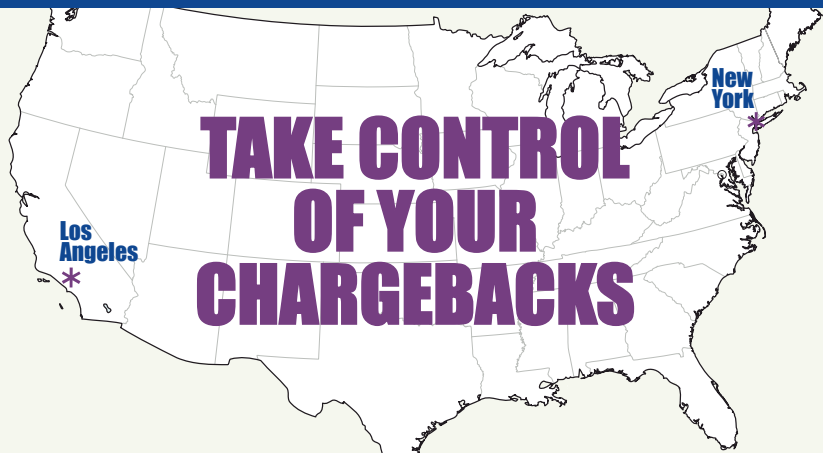
Fred Postal, who is representing Raffi in his **Fred Postal & Associates** showroom at the **California Market Center** in Los Angeles, said most buyers will get the first look at the collection at the WWIN show, where Mauleon will also be on hand to present the collection to retailers.

Mauleon said he likes working closely with buyers to develop product with their input.

"This came about because of the relationships I have with past customers," he said. "They would always ask for something that has a taste of me. I give customers the opportunity to help design the line. They give me their inspiration. That is how I interact with the customer."

For more information about Raffi, contact the Fred Postal & Associates showroom at (213) 629-2133.—*Alison A. Nieder*

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Avoiding a Writ of Attachment: A Buyer's Guide to Rejecting Nonconforming Goods

By Nicholas A. Rozansky and Michael A. Bernet Contributing Writers

The formidable Writ of Attachment is a popular tool among plaintiffs in California collection actions. A Writ of Attachment allows a plaintiff to turn its unsecured claim into a secured one by placing a judicial lien on the defendant's assets—even before the case goes to trial. In fact, plaintiffs frequently file applications for Writs of Attachment very early on in a case to ensure the defendant can pay an anticipated judgment by preventing it from conveying, encumbering or hiding its assets during the pendency of the action. If you're a business owner, having a Writ of Attachment levied against your property can be devastating. (This is in fact why so many plaintiffs seek them—once attached, defendants are often desperate to be released and much more willing to settle.)

So how do you avoid a Writ of Attachment? If you're a merchant, it's simple: know your rights under the UCC Article 2. The UCC Article 2 (the "Uniform Commercial Code") is the body of law that governs sales of goods. Buyers and sellers of apparel (and related items such as fabric and piece goods) should be especially aware of the UCC, as claims for breach of contract for late, defective or nonconforming goods fall squarely within the UCC's crosshairs. Why is knowing the UCC before a claim arises so important? Because it provides that if issues are handled a certain way, a defendant can stop a plaintiff's claim dead in its tracks. This is also important because, in order to obtain a Writ of Attachment, a plaintiff must show, among other things, that it is "more likely than not" to win on its claim.

To win a breach-of-contract claim in the apparel world, a plaintiff generally must submit documentary evidence establishing that the defendant (1) ordered goods, (2) received them, and (3) failed to pay for them. From the plaintiff's perspective, it's generally easy because this sort of documentary evidence is typically made and kept in the ordinary course of business and, therefore, is readily available. (Think purchase orders, signed delivery receipts and packing lists). To defend a breach-of-contract claim and a Writ of Attachment, a defendant must submit reliable documentary evidence establishing that even though it received the goods and didn't pay for them, it had very good reasons for not doing so—an inherently uphill battle.

By enacting the following procedures before a problem arises, a defendant can often avoid, or at the very least substantially lower, the amount of any claim or attachment:

- Develop a standard purchase-order form;
 - Include detailed specifications for each good in each purchase order;
 - Include a "Cancel If Not Shipped By" date on each purchase order; and
 - If you have a contract with a downstream customer for the goods, inform your supplier about the existence (but not the name) of the customer, and the customer's specifications and/or time requirements. (This will put the seller on notice of your need for timely and conforming goods and that you will suffer actual damages if they fail to deliver.)
- It would also be wise, but not necessary, to include the following additional terms:
- Buyer agrees to be bound by only the terms contained in the purchase order;
 - Buyer must sign each purchase order;
 - Buyer agrees to pay all reasonable expenses relating to returning late, defective or nonconforming goods, including all inspection, repair, warehousing and other costs; and
 - The prevailing party shall be entitled to recover reasonable attorneys' fees in connection

with any dispute relating to or arising from the purchase order.

If the goods arrive late, damaged, defective or nonconforming, the following additional procedures (based on the UCC's strictures), should be followed:

- Document the problem (i.e., take pictures);
- Promptly notify the seller of the problem and that, on that basis, you're "rejecting" those portions, or the entire allotment, of the goods;
- Quarantine the goods and either (a) offer to return them to the seller or (b) make them available to the seller to pick up; and

• Allow the seller a reasonable opportunity to "cure" the problem, if possible (at least 10 days).

It is very important that, if you want to reject the goods and not be liable for any damages, you not sell, reship, cut, sew, dispose of, or do anything with the goods that could be considered "inconsistent with the seller's ownership" of them. If you do, under the UCC, you will generally be considered to have "accepted" the goods and therefore be obligated to pay the contract price. If you do such "inconsistent" acts, however, all hope is not necessarily lost.

If you didn't realize there was a problem with the goods until it was too late or tried selling late or nonconforming goods to your downstream customers and they rejected them or levied chargebacks against you, promptly tell your supplier and show proof of your damages. Proof here cannot be in the form of merely your word to the supplier or a spreadsheet you've created detailing the problems or charges. Courts generally do not consider this "reliable" evidence upon which defendants can oppose a Writ of Attachment or the underlying claim itself. Instead, you should show your suppliers pictures of the defects, your communications with your customers, and/or your accounting statements and any other backup information you have establishing your damages. This is the sort of reliable documentary evidence that courts require and will help you overcome, or at least reduce, a Writ of Attachment or claim.

If you discovered a problem with the goods and still have them in your possession and you followed the procedures outlined above yet the supplier still failed to cure within a reasonable time, the UCC allows you to try and sell the goods without being deemed to have "accepted" them. But to the extent you are able to sell any goods, you must pay the supplier the "reasonable value" for them, which may be less than the contract price. If you sell them without paying for their reasonable value, you may be considered "unjustly enriched," which will provide the supplier with a legal basis to pursue you.

As with most types of cases, the No. 1 thing you can and absolutely should do to avoid lengthy litigation, or having a writ levied against you, is to document everything. If you were just served with a lawsuit, then it's time to start assembling your documentary evidence now—don't wait until you're served with the application for the Writ of Attachment. If not given adequate time to prepare an opposition, you risk having your assets attached for three years. ●

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Nick Rozansky



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Gen Art's Fresh Faces Comeback

Elliot Evan

After a three-year absence from LA's runways, **Gen Art's Fresh Faces in Fashion** program raised the standard for mostly men's styles Aug. 4 at **Willow Studios**, located in a gentrifying but still tough-looking section of the **Los Angeles Arts District**.

The night represented a runway comeback for downtown Los Angeles design house **Elliott Evan**. Label designer Elliott Giffis put together an installation at the **Concept** shows in 2012 and 2013. For Gen Art, he crafted a 19-look show called "Howard's Distress," which Giffis said called attention to the "raw edge of life."

One look was a sharkskin jacket. The hem reached past the waist; it featured a diagonal zipper and a neckline that could cover the face, protection for someone who is going to brave the elements.

Other looks were moto-cross-style pants with exposed zippers. There were oversized, white-washed denim jackets and cotton hoodies with a streetwear edge. Giffis also created an installation for "Howard's Distress" and its raw edges. Jackets were placed on mannequins with breathing apparatuses. Chest-cavity areas would expand and deflate. Footwear brand **Rafa** and jewelry collection **Legier** also assembled installations for the night.

Gen Art offered a place to take a runway bow for its other featured brands, such as **Bristol Los Angeles**. "This is the first runway show ever—either attend-



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34N118W



Rafa



Legier



ing or participating," said Luke Tadashi, Bristol's cofounder. The brand had exhibited at trade shows such as **Capsule**.

Bristol's 15-look Gen Art show was inspired by the brand's founders' youths, spent growing up in LA, playing basketball and **Nintendo**. Looks included flight jackets with light colors such as peach, a mauve overcoat, walking shorts and French-terry sweat suits.

Women's line **34N118W** showed looks from three different seasons. Some looks included striped overalls made out of structured jacquard fabric, a sheer plaid dress worn over striped pants and a mini-dress featuring a collage print.

Next for these brands, Gen Art will put them on a retail platform, said Keri Ingvarsson, partner/chief executive officer of Gen Art.

On Aug. 11, the brands debuted on e-commerce site **Spring** (www.shopspring.com). Starting Sept. 6, they go bricks-and-mortar. The **Gen Art Concept Store** at the **Bloomingdale's** location in Manhattan's SoHo neighborhood will open, and the store will offer looks from the Fresh Faces designers.—*Andrew Asch*

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American Rootswear: Tapping Into the Made-in-America Movement

By John McCurry Contributing Writer

Although Ben Waxman grew up in a family involved in New England's woolen fabric business, he never figured on making a living in textiles. But after a career in politics and working with labor unions, that is exactly what he is doing in his hometown of Portland, Maine.

Waxman and his fiancée and business partner, Whitney Reynolds, last October launched **American Rootswear**, an apparel firm specializing in American-made jackets, pullovers, vests, scarves, throws and blankets. Growth has been rapid ever since.

The inspiration for American Rootswear traces to a trip Waxman and Reynolds made during the summer of 2014 with his mom, Dory Waxman, a woolen-textile veteran, to a woolen mill to look at new wools for blankets.

"I had this moment and I looked at Whitney and said, 'We are going to make stuff,'" Waxman recalls.

As Waxman's plan developed, he called about 50 friends and former colleagues and asked if their companies or organizations would be willing to buy American-made outerwear with their respective logos. All but two responded positively, and those two were already under contract with other suppliers until 2017.

Waxman says his initial funding of more than \$200,000 came from "cashing out" everything he had, raising funds from investors and a loan. This allowed him to buy machinery and set up operations. Initially, the company worked out of about 1,000 square feet in his mother's manufacturing facility, **Old Port Wool and Textile Co.** As America Rootswear grew, he moved it into a 5,000-square-foot space.

"Our business model is very simple," Waxman says. "We sell to nonprofits, political organizations, organized labor, hospitality, government agencies and American companies

that believe in American-made products. We definitely have a desire to support American jobs. We pay a good wage, a bonus and benefits."

Waxman says American Rootswear expects to sell between 15,000 and 20,000 units during its first full year, which is above expectations. So far, the company's primary focus has been on business-to-business sales with promotional products, but eventually it will move into consumer sales. New products are in the works, including a new line of cotton T-shirts and sweatshirts.

As a former union executive with the AFL-CIO, perhaps it's not too surprising that Waxman created a unionized company. It's the foundation of his plan to create living-wage jobs.

"I opened the factory to be unionized," Waxman says. "A lot of people say I am nuts, but it's what I believe in."

American Rootswear employs a largely international workforce of immigrants who have moved to Portland. The first group of six women trained and hired was comprised of three from the Congo, two from Iraq and one from Colombia. In addition to Waxman and Reynolds, American Rootswear employs 18 stitchers and a designer. He expects that number to grow in 2017.

American Rootswear relied on local assistance organizations such as **Coastal Enterprises**, **Goodwill Industries** and **Portland Jobs Alliance** to help develop a worker training program that was overseen by Reynolds and Dory Waxman.

Waxman and Reynolds put great effort into assembling its U.S. supply chain. The primary supplier is **Polartec**, which provides the fleece fabric used in most of the company's products. Waxman says he admires Aaron Feuerstein, the former CEO of **Malden Mills**, the creator of Polartec, for the way he treated his employees. Feuerstein, now 90 and retired from textiles, drew national accolades after he



American Rootswear employs about 20 people in its Portland, Maine, factory.

continued to pay his 3,000 employees following a 1995 fire that halted operations.

"I knew the story of Aaron Feuerstein," Waxman says. "I want to be that guy, to be someone who treats their workers right."

The company's U.S. suppliers also include **Jagger Spun**, a Springvale, Maine, manufacturer of worsted yarn, and Vernon, Calif.-based **UCAN Zippers**.

Waxman believes his fledgling company faces two major challenges as it grows in the coming years. One is capacity. He says he has been cautious about how the company has been rolled out. Orders poured in in the days after American Rootswear was launched last fall. Demand was so brisk during the first few weeks that Waxman says he had to "pump the brakes" to make sure orders could be filled. That's when he knew that he had to recruit more employees.

Maintaining a strong U.S.-centric supply chain is the company's other primary challenge. As more product lines are added, more suppliers will be needed, and while U.S. suppliers can be found, it's not always the easiest task.

"Building a company like this requires a lot of patience and capital. Whitney and I do all the cutting and the inspection. Sometimes we are cutting until after 10 p.m. on a Friday night. We love our team and what we are doing. It's about as American as it gets. We have new Americans working in our shop, and we are providing them with a good living. We see a path for real middle-class jobs here." ●



Whitney Reynolds and Ben Waxman

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Sensoria: Fitness Tracking Meets Smart Garments

By Alyson Bender *Contributing Writer*

The founders of Sensoria Inc. believe that clothing can be the next wave of “ultra-personal computing” and have created a collection of apparel featuring embedded sensors that connect to an app that tracks data such as activity type, heart rate, gait and in-footwear pressure to the user.

Founded in 2010, the company produces proprietary sensor-enabled T-shirts, sport bras and smart socks.

“We felt that there was an opportunity for the sports apparel and fashion industry to reinvent itself through technology, so we set out to create smart garments that behave like a biometric-sensing computer that feel natural with elegant and cool looks,” said **Davide Vigano**, chief executive officer, who cofounded the company with Chief Technology Officer **Maurizio Macagno** and Innovation Adviser **Mario Esposito**.

The founders each have several decades of experience in software and technical innovation. Vigano is a former **Microsoft** executive with more than 25 years of experience in sales, marketing and product management.

Sensoria’s Smart Socks and Smart Garments connect to the **Sensoria App** via **Bluetooth Smart** and **Ant+** through textile-embedded sensors.

The socks have been designed to function as a textile circuit board. Sensors are sewn directly into the sock under the plantar area (bottom of the foot) to detect foot pressure. The conductive fibers relay data collected by the sensors to the anklet, monitoring foot landing, contact time on the ground and cadence, plus other familiar parameters. The Smart Socks tell you not only how far and how fast but how well you run, thereby helping to reduce the risk of injury.

Sensoria’s smart garments use **Emana Yarn**, created by Brussels-based **Solvay**. The smart yarn utilizes a far-infrared technology to improve skin elasticity, reduce muscle fatigue

with less oxygen consumption and aid in faster recovery times. The material also includes moisture wicking and antimicrobial components in addition to being machine washable.

There’s a Sensoria Fitness sports bra with heart rate-monitoring functions that consistently monitors the wearer’s heart

pending algorithm that will detect cardiac irregularities often preceding a catastrophic event, such as a sudden cardiac arrest. When it detects irregularities, it offers the user a real-time alert countdown to confirm that the user is still conscious, or it alerts selected emergency contacts via text message, urging

them to seek immediate help. This feature is specifically designed for people who lead active lifestyles in remote locations.

With the **Sensoria HRM**, users can continuously track actionable heart-rate metrics ensuring they stay within their desired training zone. The HMR also works with other popular apps—including **Runtastic**, **Strava**, **En-**



domondo, **PolarBeat** and **MapMyRun**—and can measure heart-rate variability (HRV) and heart-rate recovery (HRR).

Sensoria has tested the system with hospital simulators and is now using real-life user data to optimize and finalize testing of the algorithm.

The socks are manufactured in Wisconsin and the garments are manufactured overseas. Sensoria has products available for sale via its website (www.sensoriafitness.com) and **Amazon.com**. It also currently has three bricks-and mortar-stores in Italy, in Milan, Rome and Bergamo. ●



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Keeping It Local: JS Apparel Has Weathered Foreign Competition and Now Tackles California's Rising Minimum Wage

The entry way to **JS Apparel** is a modest lobby with beige ceramic tiles, a gray love seat and a deep purple rug to add a dash of color. Posters of models wearing T-shirts made by JS Apparel line the wall and the adjoining hallway.

Tiger and Caramel, the two resident office cats, can be seen wandering the halls, peeking out the front door or decamping to the large office occupied by Scott Wilson, the company's vice president of sales. Wilson is a cat person.

JS Apparel, one of the larger clothing manufacturers in the Los Angeles area with \$40 million in revenues, has been around since 1995, founded the year after the North American Free Trade Agreement went into effect between the United States, Canada and Mexico. The company has survived an exodus of clothing manufacturing headed south of the border and later to China and other Asian countries.

For years, JS Apparel was known primarily for its knit T-shirts, which currently wholesale for \$9 to \$15. It was the go-to factory for **American Apparel** when the T-shirt giant was swamped with orders.

As American Apparel is outsourcing more of its production to LA factories, JS Apparel now is manufacturing hundreds of thousands of T-shirts a month for the label, which emerged from bankruptcy earlier this year. That is on top of its average 350,000 units a month.

But the factory, located in Carson, Calif., south of Los Angeles, has decided it can't survive on T-shirts alone. In recent years, it has ramped up its offerings by doing other kinds of cut-and-sew knits, including men's underwear, women's dresses, leggings and activewear. The company is also branching out to woven garments and making uniforms for companies such as **Allegiant Air**. Woven wear now makes up 15 percent of production.

Introducing Miss Kerve

JS Apparel is also creating its own label, called **Miss Kerve**. It is a print-driven line of shirts, skirts, dresses and blouses for the woman who is considered "an in-between," someone who



Samples are made by several sewers at JS Apparel.

falls between a size 8 and 16. The line will be launched in November and sold to stylists acting as distributors, much like the way **Cabi** distributes its women's collections.

"We are not relying on any one category," said Wilson, the sales vice president. "We are diversifying, and our strengths are in creativity and innovation."

Staying alive

JS Apparel's two owners, John Jung and Scott Kim, were able to weather the flight of manufacturing overseas and later the economic recession in 2008. Now they are getting ready to tackle the next big economic challenge: California's rising minimum wage, scheduled to inch up to \$15 an hour by 2022.

The company has ordered a \$250,000 automatic cutting machine that will more than double the number of pieces cut in a day with one-fifth of the labor. "That is our weakest link," Wilson said. "One automatic cutting machine can cut 50,000 units a day with two people who are not trained cutters but know the computer system. Right now, we are cutting 20,000 units a day with eight to 10 people."

Wilson said the redundant cutters will be transferred to other departments where more than 100 employees work in the



Rolls upon rolls of fabric are stored at JS Apparel ready to be dyed.

55,000-square-foot facility. JS Apparel also uses sewing contractors in Garden Grove, Calif., and Anaheim, Calif. Jung is part owner of a dyehouse in Anaheim, Calif., that JS Apparel uses.

The company is a vertical operation. It buys yarn domestically and from overseas and has it knit in downtown Los Angeles or Vernon, Calif. The fabric comes back to the factory and is dyed. JS Apparel has waterless kinetic dyeing and two-sided fabric printing. It also has a graphic arts department for sublimation, silk screen designs and production.

JS Apparel warehouses rolls upon rolls of greige fabric ready to be dyed. "We have \$2 million in fabric on the floor at any one time," Wilson said, walking by shelves of fabric stacked to the top of the cinderblock warehouse.

Some of the company's clients include **Junk Food, Mollusk, Bloomingdale's, Nordstrom** and **Fred Segal**.

One of its newer clients is **Vestige**, a recently launched brand of men's T-shirts inspired by the sea and nature sold at **Bloomingdale's, Lord & Taylor, Fred Segal** and **Nordstrom**.

Mark DiMarzio, co-owner of Vestige, said the New York-based brand started using JS Apparel at the beginning of 2015 as the label was growing more rapidly than its previous contractors could handle.



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JS Apparel *Continued from previous page*

"We were kind of in a pinch with our manufacturers," he said, noting he found out about JS Apparel through David Dea, who organizes **Factory Direct**, a Los Angeles trade show that spotlights local factories and resources. "We needed to find someone we felt could handle all the paths that were happening as we grew. Basically, JS Apparel is a vertical operation where they can do everything from A to Z and keep it on schedule."

Shab Sadeghi started using JS Apparel last year when she launched **Shabella**, a fashion-



John Sung and Scott Wilson

forward line of knit basics based in Orange County, Calif. "My product is way more detailed than a basic T-shirt. I have contrast fabric sewn in," she said of her tops and tees, which sell for \$75 to \$85, and her knit dresses, which go for \$175. "They really understand fabric. When I go in with my idea and fabric, they will talk me through it. They will tell me we have to let the fabric settle before we cut it, and, with 10 percent spandex, we have to consider that when making a pattern."

She feels they are a part of her team. "I'm lucky to have found them," she noted. ●

Departed: Edgy and Elegant Menswear

By N. Jayne Seward *Contributing Writer*

Departed is bringing a sexy sophistication to menswear—with an edge. The LA-based collection, which launched for Fall/Winter 2015, was created for fashionable men with a unique sense of self-expression. "I really wanted to make a line for men that is exotic. It's cool, it's dressy and sexy. And it's a little bit away from all the trends that everyone is following right now," explained Creative Director Alexis Rosario. "It has its own personality. It's a brand for those who are different—for artsy people, for people with personality and character."

Departed's photo shoots feature models that are artsy, edgy and covered in tattoos. It's that individual sense of style that has already appealed to celebs such as Seal, Alan Cumming and Justin Furstenfeld, lead singer of **Blue October**. The directional brand has also been picked up by high-end stores such as **Politix** in Los Angeles.

Departed is an evolution of Rosario's past experience. The Lima, Peru-born creative director has a background in architecture and previously worked in advertising and graphic design. He got his start in fashion by creating graphics and embellishments for menswear brands such as **Monarchy** in the mid-2000s.

Made in Los Angeles, Departed is a creative exploration of Old and New World with clean modern lines. Inspired by vintage daguerreotype images, Rosario channeled the classical, formal look of people depicted in the black-and-white photographs. Elegant yet edgy, the collection has a bold attitude.

The debut capsule collection took on a sophisticated look with structured pieces including blazers, equestrian-style pants and military looks. Utilizing the vintage, stylized photo process as inspiration, the palette incorporated dark, rich colors and distressed details.

The S/S '17 collection builds on the look, featuring a lighter palette and fabrics such as canvas, twill, gabardine, wool and Pima cotton. Key silhouettes include blazers, button-down shirts and printed graphic T-shirts. Rosario has also added more detailed pieces including heavy leather moto jackets covered in studs and utility pants and shorts featuring '80s-inspired Velcro, hardware and matching zippers.

Wholesale prices range from \$13.50 for 100 percent Pima cotton graphic tees to \$425 for the studded moto jacket.

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Products and Services: 3A Products of America is a symbol of quality, serving you since 1975. Send your samples to us. We will help you save money. Custom orders to meet your needs: snaps, knitted elastic, zippers, webbing, buckles, and buttons with your logo. We offer threads, labels, accessories, interlining, display equipment, fabric and product sourcing, website design, printing, and promotional items. Fast services are our first priority.

Ahearn Denning Cutting Machine Inc.

761 East 15th St.
Los Angeles, CA 90021
(213) 626-6765
Fax: (213) 741-0733
Contact: Barbara Ahearn Denning barbara@ahearncutting.com
www.ahearncutting.com
Products and Services: Eastman Raptor 75X 7.5 cm Multi-Ply Cutting System, quick connect, modular design for productivity, crafted in the USA to automatically pull stacked material plies from spreading table to modular bristle-block conveyor bed for reciprocating knife cutting of patterns. Featuring precise system operations and driven by state-of-the-art motion-control communications, the Raptor is an industrial-strength solution for low-to-high ply cutting of flexible material goods with accuracy and repeatability. The Raptor has been engineered to meet the aggressive demands of clients in growing market segments, apparel, industrial fabrics, and more! Eastman's exclusive knife control software increases accuracy and integrity of the cut from top to bottom ply.

"Production Ready", Fully Loaded Eastman Raptor 75X Demo Showroom Model in L.A. on Sale Now! Immediate Delivery!

AIMS360

110 E. 9th St., Suite A1169
Los Angeles, CA 90079
(310) 740-9249
www.aims360.com
info@aims360.com
Products and Services: AIMS360 offers the most fully integrated business management software for manufacturers, wholesalers, and importers of apparel and other fashion related goods, effortlessly allowing them to expand business and create efficiencies with complete inventory management, enterprise business intelligence, reporting, and much more. The cloud-connected software reduces cost and utilizes the latest .NET and Microsoft SQL platforms. A Microsoft Partner and Gold Competency Holder with a development team that is always releasing upgrades to meet industry standards, users will find many industry advanced features including customer management with advanced accounts receivables as well as order taking on the go for desktop, web, and iPad. AIMS360 can also connect with any third-party solution to create one integrated omnichannel system. AIMS360 is the go-to solution to grow your business and increase your ROI. Get the industry's leading ERP software, AIMS360! For your FREE demo, contact us today and see why the industry trusts AIMS 360.

Azteca Dye and Laundry

2614 Geraldine St.
Los Angeles, CA 90011
(310) 884-9083
www.aztecadylaundry.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.

Buhler Quality Yarns Corp.

1881 Athens Highway
Jefferson, GA 30549
(706) 367-9834
www.buhler yarns.com
sales@buhler yarns.com
Contact: David Sasso
Products and Services: Buhler Quality Yarns Corp. —We make MicroModal® work. The exceptional attributes and luxury of MicroModal are now more attainable. Supply chain optimizations and industry relationships allow manufacturers to benefit from our experience as the first successful MicroModal spinner in the U.S. Let us show you how affordable luxury can be. www.buhler yarns.com

The Button / Accessory Connection, Inc.

152 West Pico Blvd.
Los Angeles, CA 90015
(213) 747-8442
(877) 747-8442 (Outside California)
www.tbacinc.com
Products and Services: TBAC, Inc. can provide you with metal — including nickle free base products, polyester and dyeable goods plus up-to-the-minute fashion trim collections in various materials — wood, coconut, and bamboo, just to name a few. All of our collection is available in multiple colors and finishes or with custom finishing. We have distribution centers in Los Angeles as well as Hong Kong to help you reach your global production needs more effectively. Your satisfaction is very important to us, and 25 years of experience in the novelty accessory designing and manufacturing field has enabled us to offer you innovative creations at competitive prices. TBAC is the clear choice for all your fashion trim, accessory, and button needs!

California Label Products

13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 523-5858

Contact: Tasha
Hwww.californialabel.com
info@californialabel.com
Products and Services: California Label Products has a great line of domestic trims that are proudly Made in America. These products consist of printed labels, care labels, size tabs, custom hangtags, heat transfers, and stickers. We also have a service bureau for care labels and price tickets with a 48-hour turn time as well as various printers and ribbons to do your own production. Best of all, we have an in house Art Department, where our graphic arts team can always help you with brand identity and label solutions! Check our website for a full product list or call or email us.

Dara Inc.

3216 S Broadway
Los Angeles, CA 90007
www.darainc.usa.com
(213) 749-9770
Products and Services: Established in August of 1984, Dara Inc. is a credible distributor of the highest-quality trims, threads, notions, beauty and nail art materials, as well as arts and crafts products; it is known to the apparel, arts and crafts, and beauty industries. We specialize in products for swimwear, activewear apparel and denim. It's a "one-stop-shopping experience," says Dara CEO John Hsu. Dara's e-commerce website allows customers to view their massive inventory and order online. Their new warehouse will become Dara's second distribution point, accommodating their amped-up inventory base. With over 30 years of the highest quality of service, Dara Inc. has positioned itself as one of the industry's top leaders throughout Southern California and has received significant national and international recognition for its excellence. Dara has a deep network of vendors in Asia as well as the U.S. who provide quick turnaround time. Our most valuable asset is the ease of doing business due to our huge array of products, making it a "one-stop shop" for all of our clientele's needs.

Jerian Plastics Inc.

(Global Head Office)
1000 De La Gauchetiere West Suite 2400
Montreal (Quebec)
Canada H3B 4W5
(514) 448-2234

Fax: (514) 448-5101
info@jerianhangers.com
www.jerianhangers.com
Products and Services: Jerian Plastics Inc. is a global hanger manufacturer and a premium store fixture distributor where you can source all your hanger store fixtures and garment packaging needs through our worldwide network facilities. At Jerian, we always have in mind to provide our clients with cost-effective plastic hangers and top-quality personalized custom-made wooden hangers specially designed to enhance the highest standards of the fashion industry and to fit the latest trends in the store interior-design market.

Progressive Label

2545 Yates Ave.
Commerce, CA 90040
(323) 415-9770
Fax: (323) 415-9771
Info@progressivelabel.com
www.progressivelabel.com
Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

SAS Textiles

3100 E. 44th St.
Vernon, CA 90058

(323) 277-5555
info@sastextiles.com
Products and Services: SAS Textiles is a knitting mill based in the heart of Los Angeles, serving the industry with "Made in the USA" fabrics for over 25 years. We knit qualities ranging from very fine 40 gauge styles to coarse sweater knits. We stock a variety of natural yarns, heathers, and dyed yarns for our extensive yarn-dye stripe lines. We have an expansive open line and offer custom fabric development services in a variety of qualities from novelty knits to basic PFD and solid dye knits. Micromodal, Tencel, Supima cotton, viscose rayon, triblends, eco yarns as well as Synthetic blends are available, just to name a few. We offer reliable and efficient customer service and delivery times combined with a large variety of products making SAS a major resource for garment manufacturers of any size. We have styles for multiple markets from fashion to performance fabrics. We welcome new customers and ask that you please contact us and arrange to visit our modern facility and showroom.

West Coast Label Co. USA Inc.

3137 E. 11th Street
Los Angeles, CA 90023
(323) 269-2500
Fax: (323) 269-2400
sales@westcoastlabel.com
info@westcoastlabel.com
www.westcoastlabel.com
debbie@westcoastlabel.com
Products and Services: Since 2005 we have provided the garment industry with cutting edge designs, superior quality and best-in-class customer service. We offer woven labels, printed labels, hangtags, heat transfers, patches, and much more. Originating in Los Angeles, we have recently expanded our sales offices to the East Coast and hold production both domestically and overseas. Our global presence makes it easier for your contractors and production locations. Our quality, creativity, and ability to deliver quickly have been key factors in our success and what continuously sets us apart from our competitors in the industry. We look forward to engaging you in a mutually beneficial relationship!



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Shanghai Office
Contact: Alan Ni
Tel: 86-21-52037670
Shcsrs.cn

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Capital Business Credit LLC

700 South Flower Street, Suite 2001
Los Angeles, CA 90017
Contact: Lou Sulpizio
(213) 891-1320
Fax: (213) 891-1324
www.capitalbusinesscredit.com
Products and Services: Established in 1988, Capital Business Credit LLC is a commercial finance company specializing in providing creative supply-chain financing solutions. The company's service offerings include full-service factoring, immediate cash for receivables, single debtor credit coverage, letters of credit, accounts receivable management services, inventory lending, and international financing. CBC Trade Finance, a division of CBC, provides trade finance solutions for U.S.-based importers working with Asia-based suppliers (exporters). Capital Business Credit is based in New York, with offices in Hong Kong; Shanghai; Los Angeles; Charlotte, N.C.; and Fort Lauderdale, Fla.

Chargeback Recovery & Logistics Inc.

Los Angeles Office:
1055 W. Seventh St.
33rd Floor, Suite 310
Los Angeles, CA 90017
(213) 318-2001
(877) 586-2990
New York Office:
347 Fifth Ave., Suite 1104
New York, NY 10016
(212) 947-0300
Contact: Jack Margareten, President and CEO,
Ext. 100; jackm@chargebackrecovery.com
Howard Lebowitz, VP Sales, Ext. 115; howardl@chargebackrecovery.com
(877) 586-2990
sales@chargebackrecovery.com
www.chargebackrecovery.com
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tingency-based organization dedicated to the recovery of chargebacks and deductions. We help companies both large and small collect chargebacks and decrease dilution rate thereby increasing profits, and because we work on a contingency basis, we only get paid if we succeed on your behalf. And for those companies that do not want to maintain their own chargeback staff we are introducing our new Outsourcing Per Diem Program - means you never need to hire staff. Whichever program you choose, our cross-functional team of highly trained chargeback specialists can enhance the efforts you are already making, maximizing your chargeback recoveries.

CIT Commercial Services

300 South Grand Ave.
Los Angeles, CA 90071
Contact: Darrin Beer, Western Regional Sales and Portfolio Manager
(800) 248-3240
<http://cit.com/commercial-services/>
Products and Services: CIT Commercial Services operates throughout the United States and internationally. The Los Angeles office serves clients in the Western United States and Asia. CIT is the nation's leading provider of factoring, credit protection, and accounts-receivable management services. Companies of all sizes turn to CIT for protection against bad-debt losses, to reduce days, sales outstanding, and to enhance cash flow and liquidity. CIT's breadth of services, experienced personnel, industry expertise, proprietary credit files on over 330,000 customers, and comprehensive online systems are all reasons that clients say give CIT a competitive advantage.

Comerica Bank Apparel & Textile Industries Group

601 S. Figueroa St.
Los Angeles, CA 90017
(213) 486.6243
Fax: (213) 486.6219
www.comerica.com/apparel
Contact: Nick Susnjar, Tim Nolan
nsusnjar@comerica.com
Products and Services: Comerica Bank has been providing financing and commercial banking services for nearly 150 years. Our apparel team has over 20 years of industry experience and delivers customized solutions for apparel

and textile companies by providing management of growth, cash, risk, and wealth. Other tailored products include trade finance, equipment and real estate financing, foreign exchange, and hedging. We can also work with your factor through established inter-creditor agreements. Comerica Bank NMLS ID: 480990. Member FDIC. Equal Opportunity Lender.

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535 8th Avenue, 6th Floor N.
New York, NY 10018
(888) 999-6088
www.crestmark.com
Contact: Robert Harbers, National Sales Director, (561) 509-3167
Products and Services: A business-to-business lender skilled in providing diverse financial solutions, Crestmark has a team of industry professionals with specialized experience providing financing to companies in the retail supply chain. Our customized working capital solutions and financial services can help finance expansion, purchase goods, or even make payroll. We offer financing from \$250,000 to \$7.5 million for small- to medium-sized manufacturers, wholesalers, and importers in the U.S. and Canada; and we have industry representation in California, New York, Florida, and nationwide.

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. We're experts in trade finance and global supply chain management, so we do more than just provide funds; we serve as knowledgeable

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Continued from page 31

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Finance One

801 S. Grand Ave., Suite 1000
Los Angeles, CA 90017
Main: (213) 430-4888
Fax: (213) 283-3896
Contact: Tae K. Chung, FVP & Marketing Director
Direct: (213) 534-2908
Cell: (213) 999-0118
tae.chung@finone.com
Products and Services: Finance One, Inc. is a commercial finance company specializing in creating unique financial solutions for small- to mid-size businesses. We offer full-service factoring and receivable management services at the most competitive rates, all while maintaining premium quality. By offering a wide array of services, our experienced staff assures our clients' assets are secure. We are undaunted by any challenge, and with a 17-year track record of success, there's no doubt as to why our motto is "Win/Win Factoring."

Goodman Factors

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 privately held factoring company in the Southwest, Goodman Factors provides recourse and non-recourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$4 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to its relatively small size and centralized-management philosophy, Goodman's clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements

and quick decisions. Goodman Factors now operates as a division of Independent Bank (Memphis, Tenn.), which has routinely been recognized as one of the Southeast's highest-rated independent banks in terms of customer approval ratings and capital soundness.

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.

Marcum LLP

2049 Century Park East, Ste. 300
Los Angeles, CA 90067
Contact: Ron Friedman, Partner/Co-Retail Practice Leader
(310) 432-7414 Fax: 310-432-7507
Ron.Friedman@marcumllp.com
www.MarcumLLP.com
Products and Services: Marcum's Retail & Consumer Products practice group serves both domestic and international companies of various sizes, from start-ups to multi-nationals with up to \$1 billion in annual revenue. Our industry professionals guide clients through the entire lifecycle of the business by providing personalized, innovative strategies to increase profitability and maximize their competitive advantage. Within these diverse markets, Marcum delivers an array of services beyond traditional audit, tax, and consulting work, including financial reporting, tax compliance, and business consulting services linked by common supply-chain principles.

Prime Business Credit

1055 W. Seventh Street, Suite 2200
Los Angeles, CA 90017

(213) 225-1000
Fax: (213) 225-1090
benc@pbcusa.com
www.pbcusa.com
Contact: Ben Cho
Products and Services: Prime Business Credit, Inc. (PBC) is a leading provider of factoring and trade solutions for small to mid-size businesses looking for a factor capable of handling annual sales volume of up to \$50 million. Established in 1999, PBC has two offices located in the financial and fashion district in downtown Los Angeles and one office in New York. Though specializing in servicing clients from the apparel and textile industry, PBC's clientele list includes firms from multitude of industries. For the past 17 years since inception, PBC has grown substantially each year with factoring volume exceeding \$700 million annually. PBC acquisition of Asiana Capital, a factoring/finance company, specializing in financing for the small business community, has expanded our ability to provide services to more clients looking to reach their full potential. Our #1 priority is to provide unmatched high-quality services to ensure our client's complete satisfaction with a vision towards a successful business relationship.

Sterling National Bank Factoring & Trade Finance Division

500 Seventh Ave., 3rd Floor
New York, NY 10018
(212) 575-4415
Fax: (212) 575-3439
www.snb.com
john.lalota@snb.com
Contact: John La Lota, Division President
Products and Services: Sterling National Bank offers clients a full range of depository and cash-management services plus a broad portfolio of financing solutions—including working capital lines, accounts receivable and inventory financing, factoring, trade financing, payroll funding and processing, equipment leasing and financing, commercial and residential mortgages, and mortgage warehouse lines of credit. Sterling is well-known for its high-touch, hands-on approach to customer service and a special focus on serving the business community.

Wells Fargo Capital Finance

333 South Grand Ave., 12th Floor
Los Angeles, CA 90071-1504
wellsfargocapitalfinance.com/apparel
Contacts:
Nick Seger (AZ, CO, NM, NV, Southern CA)
(310) 453-5788
nicholas.seger@wellsfargo.com
Frank Montecvecchi (ID, MT, OR, UT, WA, WY, Northern CA)
(415) 403-1102
frank.a.montecvecchi@wellsfargo.com
Products and Services: The Commercial Services Group at Wells Fargo Capital Finance provides working capital solutions to companies that serve the retail and consumer marketplace, in addition to companies that serve various other industries. We offer factoring and trade financing, including inventory financing and accounts receivable management services. We have dedicated expertise working with manufacturers, importers, exporters, wholesalers, and distributors in many consumer product industries, including apparel, textiles, and action sports. Wells Fargo Capital Finance has a large and diversified portfolio of more than 2,400 clients, over \$35 billion in loans outstanding and over \$63 billion in commitments to our clients. We are part of Wells Fargo & Co., a nationwide, diversified, financial services company with \$1.8 trillion in assets, 8,700 locations, 12,800 ATMs, online (http://wellsfargo.com), and offices in more than 36 countries.

FASHION:

Agenda

www.agendashow.com
Products and Services: The Agenda trade show is a forum for the most inspired in the streetwear and action-sports industries to unite. Lines speak for themselves, and buyers are not intimidated by the usual overwhelming trade show experience. From the garage-run lines on the verge of explosion to the well-established elite, Agenda caters to the needs of buyers and brands that exist on a higher level of design and aesthetic. With a strong emphasis in style, art, music, and culture, the Agenda experience is as much a lesson as it is a tool. Make sure to come

to Agenda's Las Vegas show Aug. 15–17, or for more info go to our website.

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.

Fashion Market Northern California

3701 Sacramento St., Suite 204
San Francisco, CA 94118
(415) 328-1221
fashionmarketnorcal@gmail.com
www.fashionmarketnorcal.com
Contact: Suzanne De Groot
Products and Services: Fashion Market of Northern California (FMNC) continually brings the finest vendors and retailers together under one roof five times per year. As the largest open-booth format on the West Coast, our venue is conveniently located 10 minutes south of SFO airport. FMNC is proud to present all the latest trends from over 1,200 brands. A convenient and comprehensive buying experience, FMNC is committed to also educating our retail partners and vendors in this ever-changing landscape. Join us Sunday, Oct. 23rd at 8:30 a.m. for our first seminar. We are hosting a talk by RMSA's consultant Paul Erickson. His talk is "Inventory Is Your Retail Heart....Is it Healthy?"

GEM Sewing

1713 N. Kenmore
Los Angeles, CA 90027
(323) 356 6128
Products and Services: GEM is a full-package

production service, from A to Z, in business for over 25 years. We offer cutting, small and large, as well as samples, patterns, duplicates, and cutting/sewing. All garments and apparel are manufactured in the USA. Our clientele consists of well-known activewear companies from New York to Los Angeles.

Parker Smith

www.parkersmith.com
Products and Services: Founded in 2014, Parker Smith is the brainchild of CEO, Mary Ellen Moschetti, who loved premium denim but struggled finding the right fit. She developed the line for contemporary minded women of all shapes looking for fashion, beautiful fabrics, and the perfect fit. With a focus on mid and high rises, Parker Smith jeans are designed with ease in the waist, strategically placed back pockets, and a contoured waistband to enhance all silhouettes. Parker Smith has a strong celebrity following, including Gigi Hadid, Miranda Kerr, Tyra Banks, and Kris Jenner. Visit them at Project Womens, Booth #21270.

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



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Products and Services: Created by a San Franciscan well adept in the art of layering and made in California. Secret Sweater's fashion-able yet functional products will wrap you up in warmth, comfort, and style on the go without taking up much room in your purse or carry-on. The "secret" layering cardigan, shawl and travel blanket, and the travel wrap are each made of compact cotton and modal interlock and fold up small in your purse or carry-on bag. Tuck one in your desk drawer to combat the dreaded office air-conditioner and ugly office sweater. Throw the shawl in your carry-on and have it double as an airplane blanket. Hide the cardigan under a jacket for a secret layer of warmth when out to dinner. Look for us online, in boutiques, and resort hotels. Visit us at Booth #75520 in the young contemporary section at WWD MAGIC at the LVCC.

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Fax: (323)262-8002
www.sheandsky.com
Products and Services: Located in the style capital of the world, SHE + SKY (formerly YA LOS ANGELES) works with a professional and eclectic team of designers who create a wide variety of styles that complement every woman. Our mission is to address the different needs, desires, and styles of every woman, while specializing in current and cutting-edge trends. Our extensive selection includes: tops, pants, skirts, dresses, outerwear and other specialty items. Here at SHE + SKY, we make sure to only select the best and most stylish pieces from each of our collections to sell to our wonderful customers! We look forward to serving you!"

Wood Underwear

PO Box 817
Hermosa Beach, CA 90254
(310) 339-4355
Fax: (310) 421-1430
www.woodunderwear.com
info@woodunderwear.com
Products and Services: Men don't have enough options...especially compared to women's options for shopping. Being outdoor people,

a link with beach, ocean and snow sports was natural. Thus, the name "Wood." It embodies our brand: fun, keep-it-real, aspiration to push further no matter your sport, level or age. It's also about fashion, or our slightly irreverent take on it. We want to get every man into a great pair of underwear that he can feel and look fabulous in....and feel great about the price as well. We aim to make great underwear that is approachable and accessible at the right price point and you can feel comfortable buying and wearing it. Our brand brings you in, our product brings you back.

Z Supply, LLC

Address: 18001 Cowan
Irvine, CA 92614
Phone: (949) 236-6988
Web: www.zsupplyllc.com
Email: beatrice@zsupplyllc.com
Contact: Beatrice Rosu
Products and Services: Established in 2011, Z Supply, LLC is a forward-thinking fashion house based in Irvine, Calif., which offers a multifaceted portfolio of highly targeted brands that include White Crow, Rag Poets, Black Swan, Others Follow, and Z Supply. Each brand under the Z Supply umbrella is skillfully designed and marketed to align with its own unique customer base. With a wide range of demographic and style categories, the Z Supply brands cater to a vast range of markets. The company's

leadership is composed of industry veterans, who have founded and successfully developed numerous brands across a broad spectrum of categories. Z Supply maintains strong relations with its factories and textile processing facilities and additionally owns and operates its own dye houses, which allows for streamlined, price-point targeting, and optimal quality control from inception to finished goods.

MADE IN AMERICA:

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761 East 15th St.
Los Angeles, CA 90021
(213) 626-6765
Fax: (213) 741-0733
www.ahearncutting.com
Products and Services: Cutting room experts in L.A. Established in 1957, Ahearn Denning Cutting Machine is fourth-generation owned and operated, a recognized leader in providing the highest-quality cutting-machine equipment, supplies, parts, and services for nearly 60 years. Our mission is to provide our customers with the most innovative and efficient cutting solutions to meet all of your production demands. That's why at Ahearn Denning we offer an extensive line of top-quality supplies—everything from scissors,

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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: Asher Fabric Concepts is honored to have worked with Ralph Lauren to provide the fabric for the USA 2016 Summer Olympic team uniforms! AFC is proud to have sourced American yarn from which it knitted, dyed and finished all fabrics for the Olympic team locally in Los Angeles. AFC is always made in the USA—perfection! AFC is vertically integrated, which enables us to present our clients approximately 5 to 10 new fabric developments biweekly. This quick turn time for innovative, new, inspirational developments allows our customers to create fresh collections every month. We stock many of the fabrics that we, and our clients, feel passionate about. This

allows designers to offer cutting-edge products with a quick turn time as well as the ability to fulfill immediate buys. AFC welcomes all local design houses to visit our design showroom to browse our newest knit and active wear collections.

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standards. Travel a must.
Email to: tlamantain@selfesteemclothing.com

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Downtown LA, min. 8-10 yrs exp. skilled in
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TECHNICAL DESIGNER

Min. 1 yr. import production. Pattern Making a
must. Knowledge in tech pack, spec garments
& private label. Able to write fit comments with
Photoshop, Word & Excel. Resume to
MISSYDESIGNHR@GMAIL.COM

Jobs Available



ASSOCIATE DESIGNER

We are seeking Associate Designer for our
Denim Division. Ideal person must have 2-3
recent yrs exp. Must be exp. in all aspects of
design that includes sourcing fabric, trim,
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IMPORT COORDINATOR

LA based Jrs Dress Company seeking experi-
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factories and manage production process. 2+
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able to multi task, team player, have excellent
time management and follow up skills. Exp.
with Outlook, Excel & AS400 required.
Email to: confidential1791@gmail.com

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Textile company looking for accountant with 3-
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DESIGN ROOM ASSISTANT NEEDED

Will be responsible for keeping records of
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PRODUCTION PATTERN MAKER

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a must, experience in knits, tailored jackets and
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