

CALIFORNIA Apparel News

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ANDREW ASCH

BEFORE SHOWTIME: A look at the show and accessories section of the Elyse Walker boutique in Lido Marina Village taken the day before the Aug. 26 grand opening.

Elyse Walker Opens Orange County Shop

By Andrew Asch Retail Editor

Los Angeles retailer Elyse Walker has a new address.

For 17 years, Walker has operated a boutique in Los Angeles' Pacific Palisades neighborhood, where she sells some of the most exclusive in designer clothes. On Aug. 26, Walker opened her second physical boutique—this one in Newport Beach, Calif.—where the retailer intends to try something new.

The new store will continue its role as a purveyor of designer styles from **Givenchy** to **Gucci**, but the store's focus will expand to include everything that is fashionable in Walker's world. The new **Elyse Walker** boutique will be a place that represents fine artists. It's also going to be a space to get hair styled.

"We're trying to deliver something experiential to clients that is not a department store," Walker said. "Not only

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TRADE SHOW REPORT

Vegas is a One-Stop Shop—Spread Out Across Multiple Categories and Venues

By Andrew Asch, Deborah Belgum and Alison A. Nieder

The recent Las Vegas apparel, accessories and sourcing trade shows offered a comprehensive overview of the apparel market for buyers who zipped between the many shows and venues. At the massive **Mandalay Bay Convention Center**, UBM held its **Project**, **Project Womens**, **Collective**, **Pooltradeshows** and newly acquired **MRket**, **Accessories The Show** and **Stitch** shows. **Curve at Project**, run as a partnership between **CurveExpo** parent **Eurovet** and UBM, also was held at the Mandalay Bay this season. At the **Las Vegas Convention Center**, UBM's **WWD MAGIC** and **Sourcing at MAGIC**, as well as footwear shows **FN Platform** and **WSA at MAGIC**, were held. Competing shows **Liberty**, **Agenda** and **Capsule** were held at **The Venetian** ballrooms, which are adjacent to the **Sands Expo**, where the **Offprice** show was held. And **Womenswear in Nevada**, known as **WWIN**, returned to the **Rio All-Suite Hotel and Casino**. **WWIN** also hosts a childrenswear show, called **Kidshow**, at **Paris Las Vegas**. And the **PGA Expo** also hosts its August show at the same time at **The Venetian**.

This season marked a lot of venue changes and adjustments to the show floors. Our coverage of the Las Vegas trade shows begins on page 3.

Cotton Citizen Opens on Melrose Place

By Andrew Asch Retail Editor

Just off of luxury shopping street Melrose Place in West Hollywood, Calif., high-end T-shirt brand **Cotton Citizen** is putting down its stake in the retail market.

The Los Angeles–headquartered brand is placing the final touches on a 600-square-foot space in a retail compound at 8463 Melrose Place, at the corner of Melrose Place and Alfred Street. It is scheduled to formally open at the end of August.

The Cotton Citizen shop faces Alfred Street, sandwiched

between the popular watering holes **Alfred Tea Room** and **Moon Juice**. Adam Vanunu, Cotton Citizen's founder and creative director, hopes that the store's patrons will be attracted by the bold colors on the boutique's garments.

The focus of the shop will be a wall-sized light box. It will display every sort of garment made by Cotton Citizen—tank tops, hoodies, T-shirts, for example—all bearing the same colorway. New colors will be exhibited every few weeks. The bright light box will be juxtaposed with tables placed by the

► Cotton Citizen page 2

Class-Action Lawsuit Filed Against Zara for Allegedly Overcharging U.S. Shoppers

By Deborah Belgum Senior Editor

Walk into a **Zara** store in the United States and you will find that the price tags on the clothes are marked in euros, the currency for the European Union, with a sticker placed over it with the price in U.S. dollars.

But a Los Angeles consumer who filed a \$5 million-plus class-action lawsuit against the Spanish retailer maintains that someone isn't doing the math correctly when figuring out what a euro is worth in dollars.

In a lawsuit filed in U.S. District Court against **Zara USA**, Devin Rose said that on May 17 he went to a Zara store in the Sherman Oaks neighborhood of Los Angeles and bought three shirts priced at 9.95 euros. There was no sticker with the dollar price, which is often calculated higher than the current exchange rate. When he went to the cash register to purchase the shirts, he was charged \$17.90, an approximately 58 percent markup from what should have been calculated as \$11.26.

Los Angeles attorney Mark Geragos, who filed the lawsuit

on Aug. 19 on behalf of Rose, believes that shoppers across the country have been overcharged billions of dollars and are paying way more for their clothes than European shoppers.

In his lawsuit, Rose said he went to an employee to inquire about the inaccurate calculation and was told that the store used a euro-to-dollar conversion device to figure out the price but the device had been lost.

Talking to a supervisor, Rose said in his court documents that he was told that there was no conversion device but that the price was based on the correct exchange rate.

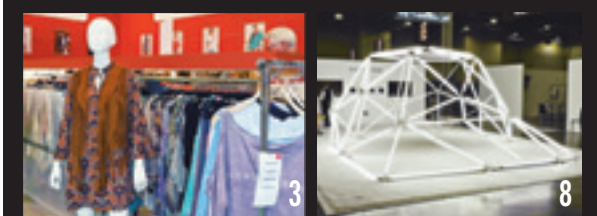
The following day, Rose said he called a Zara customer service line to ask the same questions he had posed to the store employee. The customer service employee told him that the conversion rate used was the one that prevailed at the time the clothing was manufactured, court papers said.

In a statement, Zara USA said it denies any allegations that the company engages in deceptive pricing practices in the United States. "While we have not yet been served the

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INSIDE

Where fashion gets down to businessSM



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www.apparelnews.net

Nordstrom Brings New Concept to LA Store

One year ago, Nordstrom launched a new in-store boutique called **Space**. The idea was to feature emerging and advanced designers and labels such as **Simone Rocha**, **Vetements**, **Comme des Garçons**, **Ellery** and **Undercover**.

The concept initially launched in four of Nordstrom's flagship stores. Now it is being expanded to four more locations, including **The Grove** in Los Angeles. It is already at the **San Francisco Centre** in San Francisco.

"These cities are known for their amazing fashion, and the people there have such a strong sense of individual style," said Olivia

Kim, vice president of creative projects at Nordstrom. "We want to make a statement with our stores in these markets and identify them as destinations for fashion, style, art and culture."

The shop is a standalone boutique within the store's designer department and carries cross-category collections of clothing, shoes, handbags, accessories, home goods and fragrances. It was designed with artistic elements and pops of color to distinguish it from the rest of the retail floor. There are pink mannequins, mixed materials and art objects to accent the area.

Kim worked with the Nordstrom design team to create an environment that feels open and airy to let shoppers float in and out of the boutique.

Other stores getting a new Space are at **The Mall at Green Hills** in Nashville, Tenn., and two Nordstroms in Toronto at **Eaton Centre** and **Yorkdale Shopping Centre**.

Space boutiques are already located in



downtown Seattle, downtown Chicago and at the **Pacific Centre** in Vancouver, Canada.—*Deborah Belgium*

Elyse Walker *Continued from page 1*

is the client looking for an Elyse Walker point of view, she is looking for a Los Angeles point of view."

Walker refurbished a bank building with the prominent architectural firm **Marmol**

Radziner. It's located off of the corner of Newport Boulevard and Via Lido in the upcoming **Lido Marina Village** boutique retail center. The retail center is scheduled to take a formal bow in late October, according to Linda Berman, chief marketing officer of **DJM Capital Partners Inc.**, the project's developers.

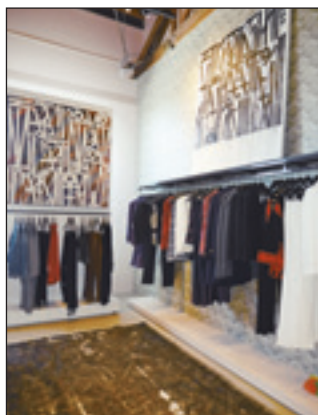
In a nod to the building's past, the bank vault will be transformed into the boutique's jewelry section. The Lido Marina boutique will offer a deeper selection of jewelry than the Pacific Palisades store. It also will feature a bigger footwear section. A focus of the store will be beach lifestyle. It also will devote a store section to 150 designer labels. Paintings by fine artists will line the walls. The shop will feature a few hair-styling stations that can be rented by stylists and colorists.


A key to the shop's design will be flexibility. Everything will be able to be changed around at a moment's notice. "We


tried to make all of the spaces flow," Walker said. "We wanted to make all spaces work without walls."

The Lido Marina Village enclave plans to bring a new shopping sensibility to an established section of Newport Beach. Located at the edge of the city's Balboa Peninsula, which claims landmarks such as the 1930s movie house the **Lido Theater** and the **Balboa Fun Zone**, the Lido Marina Village has announced a list of contemporary retailers that will open stores in the space such as **Planet Blue**, **Steven Alan**, **Velvet** and **Eberjey** and restaurants such as **Nobu**. **Jenni Kayne** and **Bailey44** stores have already opened.

Walker said that she felt comfortable in taking a risk in opening a store in Newport Beach. "There's an appetite for all things Los Angeles here," she said of the Newport shopper. "They make day trips to LA to shop. Newport in many ways is similar to the Palisades. It's a casual lifestyle, but people want to get dressed up and go to dinner." ●







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Zara *Continued from page 1*

complaint containing these baseless claims, we pride ourselves on our fundamental commitment to transparency and honest, ethical conduct with our valued customers. We remain focused on providing excellent customer service and high-quality fashion products at great value for our customers. We look forward to presenting our full defense in due course through the legal process," said a Zara USA spokesperson.

Rose is bringing this class-action lawsuit on behalf of all shoppers in the United

States and California who feel they were overcharged by the fast-fashion retailer, co-founded in 1975 by Amancio Ortega, who is one of the world's richest men, with an estimated net worth of \$76.5 billion, according to *Forbes* magazine. Zara has some 6,200 stores in 70 countries.

The lawsuit claims negligence, unfair business practices, unjust enrichment and fraud on behalf of Zara. Rose and his fellow plaintiffs are asking for damages, punitive damages, attorney fees and that Zara launch a corrective advertising campaign. ●

Cotton Citizen *Continued from page 1*

wall. They will only exhibit Cotton Citizen garments in the basic colors of black and white, Vanunu said.

"It's for us to experiment and be creative in a way we have not done before," he said of the shop. "It will help us launch new categories."

In the future, Vanunu hopes to introduce children's clothing and homewares to the shop. He'd also like to roll out shops in other cities, although no timeline has been dis-



cussed, Vanunu said.

Cotton Citizen opened for business in 2012 with a point of difference offering high-end basics for men and women dyed in unique colorways. The line was later picked up by leading boutiques such as **Ron Robinson**.

Since then Cotton Citizen has opened a sales headquarters in New York's SoHo neighborhood. Recently, the brand's top-selling items have been women's and men's shirts as well as French terry garments such as sweater dresses and sweatpants. ●

Los Angeles Manufacturers Pack WWD MAGIC in Las Vegas

Boho chic was still a much sought-after look at the recent WWD MAGIC show, held Aug. 15–17 at the Las Vegas Convention Center.

The aisles of the cavernous Central Hall were packed with retailers searching for new styles and seeking out embroidered tops and dresses, which are part of the bohemian trend that has pervaded the fashion charts the last few years.

The event took on its usual party vibe with loud music and creativity being front and center. Booth designs included picket fences adorned with fake flowers and furry pink flamingos and a pared-down replica of the Eiffel Tower adorned in bright lights.

Some booths were serving mimosas and cupcakes while others were baking chocolate chip cookies in portable ovens.

Spanish was a common language heard on the convention floor as many retail buyers from Latin America were in town for the show.

Buyer traffic came in waves, exhibitors said. “The first day was a little bit slow, but the second day, Tuesday, had a stronger pace,” said Scott Kim of Los Angeles–based **Mur Inc.**, whose labels are **Monoreno**, **Milla** and **Mür Mür**.

Retailers were being cautious with their dollars and still buying closer to the season. “They are being so picky now, and everyone is holding their money tight because of the elections,” said Daniel Park with **Carmella**, a Los Angeles label that looks to old Hollywood for its inspiration.

At the **L’Atiste** booth, which had a backdrop of Paris and a lighted Eiffel Tower, Tommy Choi said retailers seemed to be excited about fall. “We heard some of our customers had



a tough summer,” he said.

Choi’s booth was filled with buyers looking through racks of young-contemporary clothing, which included rompers, cute dresses and maxis. Anything with sequins and lace was doing well along with faux-suede styles.

Arthur Kim, vice president of **Lulumari** in Los Angeles, was seeing some softness in the show. He thought buyer traffic was down and budgets were off. “A big portion of the people who come to our show are from South America and Mexico, making up about 65 percent of our business,” he said.

With the strong U.S. dollar, South American buyers were seeing their budgets’ buying power whittled down from last year.

At the colorful **Loungefly** booth—filled with **Pokémon** backpacks, **Hello Kitty** totes and **Star Wars** products—Jason Hoffman said he thought traffic was down at the show. “It seems a little slow. It seems to come in waves,” said the director of operations for the company, headquartered in Chatsworth, Calif.

But retailers seemed to have ample budgets to buy the company’s licensed gear, which includes everything from purses and wallets to cosmetic carryalls and coin bags.

After a year and a half away, contemporary collections **Kersh** and **Press** returned to WWD MAGIC in a smaller booth right at the entrance to the show’s Young Contemporary section.

“We came back to see what was happening,” said Sandy Dombroski, sales and marketing director of Vancouver-based **International Fashions**, which produces the two collections.

Typically the two lines show in a 1,200-square-foot booth, but for the recent show, Dombroski took a 10-x-20 booth.

“I’m saying we’re 10-x-20 busy,” she said. On opening day, Dombroski said, her appointments started at 9 a.m. and kept going long after the official closing time of 6 p.m.

“We were here until 7:30 last night working with one store,” she said. “It’s mainly been appointments and people we know, although we have had four or five new accounts—including three new Southern California stores. And people are writing full orders; it’s not just four or five styles.”

—Deborah Belgun

Project: Business Good; Traffic Even, Vendors Say

For Eric Martin, the most recent run of **Project**, held at the **Mandalay Bay Convention Center**, was highly profitable.

“It was one of our best shows yet,” Martin said. He is the owner of **The Park Showroom**, headquartered in Los Angeles. The Park ran a 2,500-square-foot booth on the main aisle by Project’s entrance. It also ran separate booths for clients **Alternative Apparel** and **Jachs New York** as well as a 4,000-square-foot booth devoted to the **Superdry** brand.

The size of orders increased over last year, Martin said. The average order ranged between \$3,000 and \$5,000. “Project Vegas is a writing show instead of a preview show,” he said.

Manufacturing deadlines were looming, Martin said, and that was one reason why retailers were writing at the show. Another reason for the



show’s success was that retailers attending the show were the survivors of The Great Recession and are proven successes at retail.

The vendors interviewed for this story reported financial success, but some noted that buyer traffic hadn’t grown. Rather it seemed to be even with Project’s August 2015 show.

Robin’s Jean made the trade show a destination event, said Kim Dillard, head of public relations for the brand.

“Show traffic had a slower tempo,” she said. “But we were busy nonstop. We let all of our accounts know we were there.” Robin’s Jean showed its denims, leather jackets, new biker denim jackets, and looks embellished with crystals and occasionally spikes.

Project traffic increased for Mario Pasillas, West

Coast sales rep for the **7 Diamonds** label. With the **MRket** show moving adjacent to Project (MRket was formerly located at the **Sands Expo**), some old clients reconnected to 7 Diamonds. “The MRket guy typically wouldn’t make the trek from The Venetian to the Mandalay Bay. ... Traffic increased [for us],” he said.

The show also was the site for relationship maintenance, said Jake Campbell, West Coast sales director for **AG Adriano Goldschmied**. He reported that his group had wrapped up the season’s business before Project. “Ninety-five percent of what we do is service existing business,” he said. “It’s more of a ‘Hi, how are you? Can we solve any marketing initiatives for you?’”

For retailer Don Zuidema, Project is a place to see some of the denim brands carried by his store, **LASC**, in West Hollywood, Calif. “What the show provided us was finishing up buys that we started in Los Angeles and New York,” he said, adding that he is always on a quest to find the new labels and designers for the boutique. “Denim is still a tough business,” he said. “One of the challenges we have is to find companies that aren’t so tilted toward big business.”

Retailers seen at the event included **Nordstrom**, **Urban Outfitters**, **Amazon.com**, **Zappos**, **Von Maur**, **Neiman Marcus**, **Planet Blue**, **Sundance Catalog**, **Pitken County Dry Goods** and **Nice Kicks**.—Andrew Asch

Project Womens: Following the Flow of Traffic

Traffic reports at **Project Womens** were difficult to read. Some said opening day at the **Mandalay Bay Convention Center** was sluggish but added that they still worked with major retailers. The show appeared busiest on the second day, but some said the show opened with a bang.

“Day one was really great. By noon I had 40 appointments,” said Gregg Garrett, cofounder of Irvine, Calif.–based **Z Supply**, which produces the **Black Swan**, **White Crow**, **Others Follow** and **Rag Poets** labels. This season, the company launched a new men’s line under the Z Supply label.

Richard Ransier was equally enthusiastic about opening day. He was showing the **Nux** activewear line in Project’s Flex section, which features activewear, yoga and athleisure brands.

“It was a great day,” he said. “I doubled my business this time with one account. How am I going to top that next time?”

Ransier said in addition to landing orders from traditional activewear accounts he’s seeing more business from fashion retailers as well.

“The boutiques recognize that the customer walking into their stores are wearing leggings,” he said.

For Mattie Iel, co-owner of the Los Angeles contemporary label **JP & Mattie**, the first day included a couple of good orders and visits from existing accounts in Washington State and the Southeast.

Hong Kong–based **Blanc Noir** runs two booths at Project Womens, one for its lifestyle collection of outerwear and active apparel and another for its **BCNI by Blanc Noir** line.

“We’re more geared for key items,” said David Blitz, president of BCNI. “We do business with **Nordstrom** and **Bloomingdale’s**.”

Blitz was showing more active-inspired pieces such as BCNI’s bomber jacket made in a knit fabrication.

At the **Parksmith** booth, the Los Angeles–based denim brand was showing a capsule collection of one-of-a-kind pieces made from wash-tested denim. The capsule collection included two tops—a sleeveless tank and an off-the-shoulder style.

Denis Focil, designer of Torrance, Calif.–based **AS by DF** and **Astars**, said she opened new accounts and landed orders from larger retailers at Project Womens. “The impor-



tant people are here,” she said.

“Most of the business has been from the South,” she said. “Texas has been good for us.”

Focil said she also was also getting more requests for immediate orders than Spring.

“I usually write the new season,” she said.

—Alison A. Nieder

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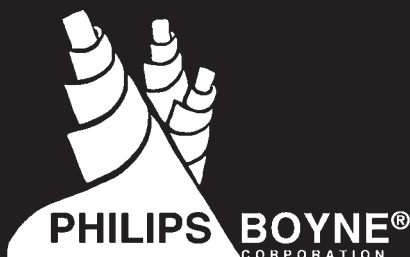


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NEWS

Guess Sees Nearly Flat Second-Quarter Revenues

Guess, the Los Angeles company known for its sexy clothes and even sexier ads, reported a slight decline in its second-quarter revenues for fiscal 2017 as tourist traffic to stores dipped in the United States.

Second-quarter revenues for the period ending July 30 were down 0.2 percent to \$545 million from \$546 million for the year-earlier period.

However, net income saw a big bump due to Guess selling a minority interest investment for approximately \$22.3 million. Second-quarter net earnings totaled \$32 million compared to \$18.5 million for the same period last year.

The company's retail stores, which span the globe, saw revenues in the Americas decline 3 percent in U.S. dollars while they were up 7 percent in Europe and down 6 per-

cent in Asia.

On the wholesale side of business, revenues in the Americas slid 8 percent in U.S. dollars while licensing revenues were off 13 percent.

Guess has been in the middle of a transition to turn sales around at the 35-year-old company, founded by the Marciano brothers. Last year, Victor Herrero came on board as the new chief executive, replacing Paul Marciano, to improve the fiscal health of the company.

Herrero noted that the first six months of the year were a transformative period. "This transition is behind us and the investments we have made so far are expected to start generating revenue growth for the company in the third quarter, accelerating into the fourth quarter," he said in an earnings call.—*Deborah Belgum*

Calendar

Aug. 30

CALA

Fort Mason Center
San Francisco
Through Aug. 31

NW Materials Show

Oregon Convention Center
Portland, Ore.
Through Aug. 31

Sept. 2

Bread and Butter

Arena Berlin
Berlin
Through Sept. 4

Sept. 4

Londonedge

Business Design Centre
London
Through Sept. 6

Riviera by Mode City

Palm Beach Casino
Cannes, France
Through Sept. 6

Sept. 6

Milano Unica

Shirt Avenue
Rho Fieramilano
Milan, Italy
Through Sept. 8

Sept. 7

NE Materials Show

Doubletree by Hilton
Danvers, Mass.
Through Sept. 8

CentreStage

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

Sept. 8

Surf Expo

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

Imprinted Sportswear Show

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

Sept. 12

Texworld

Apparel Sourcing
Parc des Expositions
Paris
Through Sept. 15

Sept. 13

Première Vision

Paris-Nord Villepinte
Paris
Through Sept. 15

OC Mix

18001 Cowan
Irvine, Calif.
Through Sept. 14

Sept. 16

Melange

The New Mart
Los Angeles
Through Sept. 17

Sept. 17

Designers and Agents

Starrett-Lehigh
Cedar Lake
New York
Through Sept. 19

Capsule

Pier 94
New York
Through Sept. 19

Axis at Capsule

Pier 94
New York
Through Sept. 19

Tranoi

The Tunnel
New York
Through Sept. 19

Designers at the JW Marriott

Essex House
JW Marriott Essex House
New York
Through Sept. 19

Sept. 18

Accessories The Show

Fame
Moda Manhattan
Javits Center
New York
Through Sept. 20

Coterie

Sole Commerce

TMRW
Javits Center
New York
Through Sept. 20

Stitch

Javits Center
New York
Through Sept. 20

Sept. 21

Factory Direct

The New Mart
Los Angeles
Through Sept. 23

Sept. 22

Metropolitan Fashion Week

Various venues
Hollywood
Through Oct. 1

Interfilière

The Tunnel
New York

Sept. 25

Market

LA Mart
Los Angeles
Through Sept. 27

Sept. 26

LA Textile Show

California Market Center
Los Angeles
Through Sept. 28

LA Majors Market

California Market Center
Los Angeles
Through Sept. 28

Retail's Digital Summit

Kay Bailey Hutchison Convention
Center
Dallas
Through Sept. 28

There's more
on ApparelNews.net.

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

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Scouting the Show Floor in Las Vegas

By Estavan Romos *Contributing Writer*

At the recent Las Vegas trade shows, it was clear that menswear continues to evolve for Spring 2017 with a more-relaxed, make-it-your-own aesthetic that continued through from sportswear to the more tailored collections. From Project and MRket to Liberty, Capsule and Agenda, here is an overview of the look for Spring 2017.

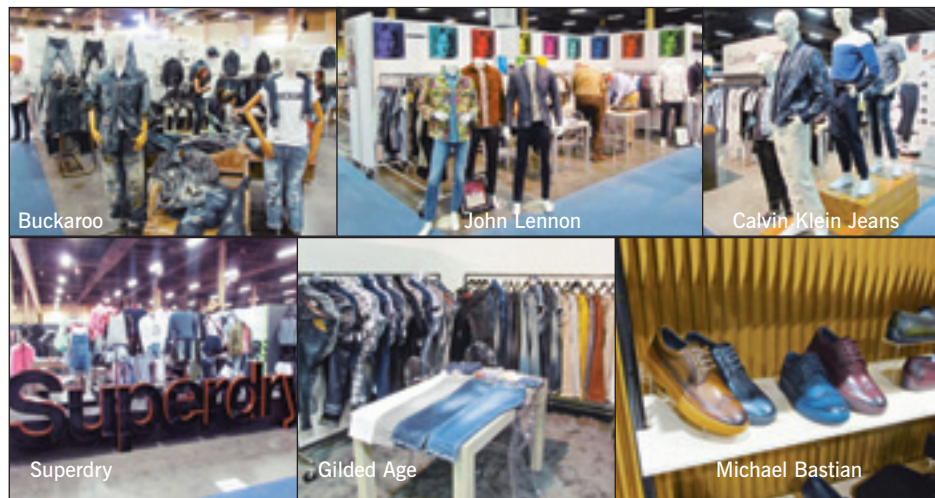
Active

The matching track suit was very important and fitted silhouettes continue for Spring. Also key was a mix of wovens with knits, sometimes in the same garment and other times pairing a woven top with a knit bottom or vice versa.



Friends of Denim

Denim has evolved into its own category with its own set of trends. From processed, very intricate wash treatments to dressing-up styles, the choices are endless. There were plenty of complementary “denim-friendly” fabrics to go back with denim.



Calm 'n' Balm

Surfside resorts, lush jungle vacations and Northern California's coast set the mood for this trend. Washed stripes and faded tropical florals were strong patterns.



The Gentlemen

Moving away from the dandies and over-accessorized suiters of past season, guys continue to dress up but adopt a relaxed fit and construction that takes comfort into account.



Men's Street

Walking the show, I saw different interpretations of the season's trends. Guys seemed comfortable and willing to take more risks in colors, fits and combinations.



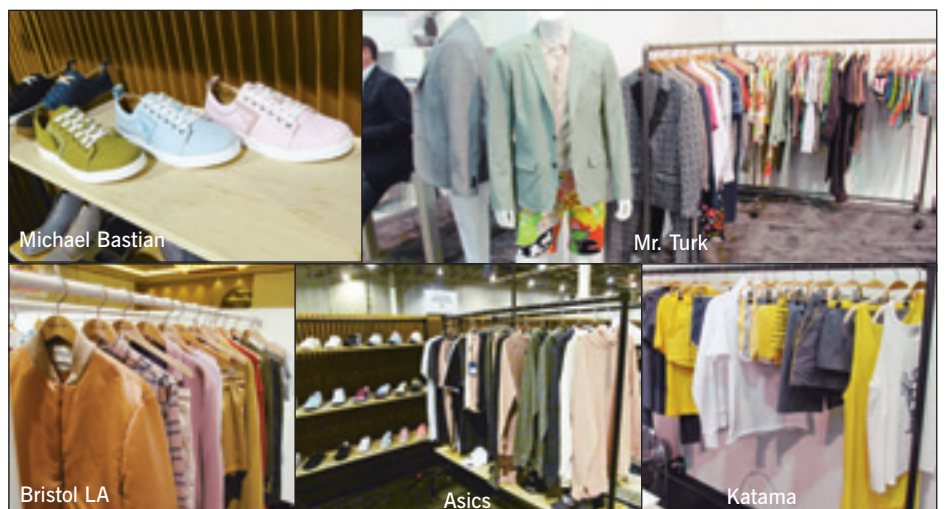
Natural High

Taking the American heritage trend to the next level, designers work with soft shades of army green and khaki, add in natural leathers and roping for an organic feel and top it off with a new take on camouflage.



After Brights

This season, designers return to washed-down brights and pastels and pair those shades with natural earth tones. Solids, non-patterned fabrics were key, and contrasting pastels were layered head to toe.



MRket, Stitch and Accessories the Show Bow in New Locations

The recent Aug. 15–17 run of **MRket**, **Stitch** and **Accessories the Show** was the first since the three shows were purchased by **MAGIC** and **Project** parent **UBM** and the first in its new Las Vegas location—the **Mandalay Bay Convention Center**—after almost 10 years at the **Sands Expo**.

This season, **MRket**, the upscale menswear trade show, was held on the first floor of the Mandalay Bay Convention Center between the **Project** and **Collective** trade shows. **Stitch** and **Accessories the Show** were located on the upper level across from **Pooltradeshows**.

For exhibitors and attendees at **Stitch** and **ATS**, the new location was a challenge.

“I thought the whole idea was to let customers shop under one roof,” said Peter Jacobson, owner of the **Creative Concepts** showroom in Los Angeles and **FashionLink**, a distributor of high-end women’s collections. “It’s like we’re in a different building.”

Still, Jacobson said, he met with a mix of existing customers and potential new ones.

“We’ve seen customers from literally all over, East to West, Louisiana to Jamaica to Mexico. And then we had our locals,” he said, adding that he’d picked up “a few new customers and a few I hadn’t seen in a hundred years.”

Buyers were on the hunt for new things, Jacobson said.

“They’re looking for something different; they need something to excite them,” he said.

It was a similar story for Los Angeles–based luxury handbag line **Hammitt**, which was showing at **Accessories the Show**.

“It’s a little off the beaten path,” said sales representative Ryan Kelly. “We definitely had to tell people to go to the second floor.”

Kelly said he saw retailers from “all over the country,” as well as about eight new customers.

Sarah Kirakossian, with the **Arlene Henry Showroom**, said the retailers who came to **Stitch** placed orders.

“We definitely opened some new accounts, but the energy was down,” she said.



E Margrit Laman, owner of **Limited Additions** in Tucson, Ariz., was among the retailers who stopped by the Arlene Henry booth.

“I could spend two days here easily,” she said. “I love the vendors, I love the clothes.”

Laman’s store carries a mix of European collections, Southwestern casual fashions, T-shirts and jeans, shoes, bags, and

one-of-a-kind pieces. The retailer typically shops **Los Angeles Fashion Market** five times a year and the Las Vegas shows twice a year. She also visits the Los Angeles gift show and high-end artisan fairs.

For Ashley Segal, vice president of sales for Los Angeles–based contemporary label **Komorov**, the second day at **Stitch** was the strongest.

“Yesterday we had a stellar day,” she said, adding that she was getting interest in both Immediate and Spring deliveries.

For Spanish knitwear brand **Pure**, a division of Barcelona-based **Aldo Martin**, there are typically only two deliveries, Spring and Fall. But Susan Bonomo, owner of the New York–based showroom **Susan Bonomo & Co.**, said the company has split its deliveries to cater to retailers’ needs.

“We’re a big country; we have different climates,” she said. **MRket, Stitch and ATS** page 8

Pooltradeshows: Show Floor Becomes Eclectic

More than a decade ago, **Pooltradeshows** started as a venue for new brands to gain a foothold in fashion, and during its most recent run at the **Mandalay Bay Convention Center** Aug. 15–17 in Las Vegas it remained as a place for brands making their first run as well as those with eclectic style ideas.

In February, **Pool** was held on the first level alongside **Project**, but this season **Pool** was on the upper level across from **Stitch and Accessories the Show**.

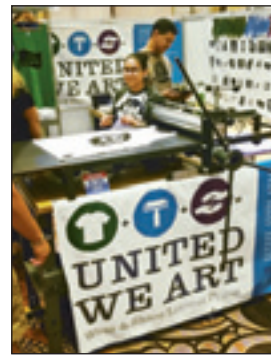
Making a return to **Pool** was **Opposuits**. The Amsterdam-founded brand manufactures men’s suits that retail for \$99.99. Its special prints feature the U.S. flag, marijuana leaves and, for those who want to blend in with the crowd, a solid navy blue.

Another vendor was the Tulsa, Okla.–founded **The Two Guys Bow Ties**, which makes bow ties and hats, among other products, out of wood.

Other brands at the show were relatively mainstream and established. **Social Decay**, a Brooklyn, N.Y., label, has been sold at prominent retailer **Nasty Gal**. **Jeffrey Campbell**, a veteran **Pool** vendor, which is carried by retailers such as **Bloomingdale’s**, displayed its styles again at the trade show.

The recent run of the show also developed strengths in T-shirt and sock categories. Sock labels such as **Sock It Up/Oooh Yeah Socks!** made an appearance at the show. Also exhibiting was T-shirt maven **Next Level Apparel**.

—Andrew Asch

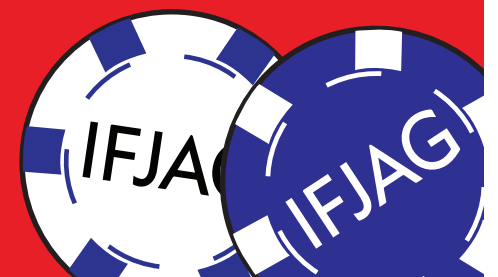


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WWIN Brings in Buyers From Across the Country

About 2,200 stores showed up for the Aug. 15–18 run of the **Women's Wear In Nevada** show in Las Vegas, down some 5 percent from one year ago.

"We were pretty close to last August but off a little," said Roland Timney, who cofounded the show in 1998 and is now one of the show's managers.

The jam-packed event, which displays women's clothing and accessories, filled six ballrooms and two large meeting rooms at the **Rio All-Suite Hotel and Casino**.

The four-day event is always a buzz of activity. On the first day, Monday, the show stayed open until 8 p.m., and the show's organizer, **Urban Expositions**, set up a wine bar.

It is an event that has a steady showing of the same vendors every season selling goods for the misses market. Every year, it is attended by specialty stores, catalogs and big chain stores.

Several catalog companies visited Eddie Penn, whose **Penn Central** is an East Coast rep carrying several lines of clothing. "Our lines don't have West Coast reps, which is why we

have been doing the show for seven years," Penn said.

Several catalogs such as **Soft Surroundings** and **Vermont Country Store** stopped by the booth as did small chain stores. The show was going well, Penn said, but he felt traffic was down.

Los Angeles-based **Tianello**, whose line consists of colorful tops made primarily in downtown Los Angeles, was also seeing a number of catalogs visit. The president of San Francisco-based **TravelSmith's** catalog stopped by as did representatives from **TravelSmith**. "They buy from us because we are local and we can do quick reorders," said Steve Barraza, the owner of Tianello.

Fidelma Wyse, the general manager of **Salaam**, a Vermont-based line made in New York, said she comes to the show to find new customers for her collection, which is very print-driven and made of European fabrics. "We've had a good day today," she noted in between showing the line to a store buyer. "It's an opportunity for us to show a wider range of the collection." —*Deborah Belgium*



Curve Relocates to Mandalay Bay

This season, **Curve at MAGIC** became **Curve at Project** as the upscale lingerie and swimwear trade show moved to a new space alongside **Project Womens** at the **Mandalay Bay Convention Center** after two seasons at the **Las Vegas Convention Center**. (Curve, which is part of the **Eurovet** portfolio of trade shows, formed a partnership with **MAGIC** owner **UBM** in 2015.)

Liz M. Siabato, senior product specialist, North American division, for Colombian lingerie and shapewear company **Leonisa**, said she was pleased with the new location.

"Some people came over from Project," she said, adding that she saw a mix of new customers and new prospects.

According to **Luli Fama's** Gregorio Hanimian, showing at Curve at Project was part of the Florida swim brand's long schedule of trade shows that began in July and would continue through September.

"This show has been good, he said on the second day of the show. "We've seen different accounts including some international accounts, a few new stores. Today we had one come over from Project."

Business was brisk in the **Heat** swimwear booth, although not as brisk as it typically is, said Lainie Arbesfeld, national sales manager for the Florida company, which produces Heat juniors swimwear separates and the **Bingo Surf** label. Heat is wholesale priced from \$17 to \$28 while Bingo Surf's prices are lower.

Arbesfeld said the company saw stronger traffic when the swim labels showed at **ISAM** at **WWD/MAGIC**.

"Last year, forget about it; we were so busy," she said. "We had quite a few people come to see us [here] and also some regulars."

Most of the retailers came from West Coast stores, al-



though there were a few East Coast buyers as well, Arbesfeld said.

"No matter what, we have to have a person in Las Vegas because people come looking for my brands," she said.

—*Alison A. Nieder*

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Offprice Sees Exhibitor Count Off

Booths at the **Offprice Show** in Las Vegas were selling merchandise at a bargain—designer sweaters for \$7 and up and leggings for \$2.50.

The four-day event, held twice a year at the **Sands Expo and Convention Center**, is always popular with retailers and discounters looking for bargain goods, but there was a glitch in this year's Aug. 13–16 run.

Tisha B' Av, a Jewish holiday that primarily commemorates the destruction of the First and Second temples in Jerusalem, began on Aug. 13.

The result was a number of retailers and vendors did not participate in the show this year, resulting in 100 fewer booths being sold. "We were in the 1,200 to 1,300 area of booths, just short 100 from last year," said Stephen Krogulski, chief executive of **Tarsus Group**



NA, which organizes the show. "We definitely missed some of the retailers who normally would have come to buy Offprice."

Exhibitors noted that Saturday, the first day of Offprice, was very slow, but traffic picked

up on Sunday and then declined on Monday, when the majority of the apparel trade shows began in Las Vegas.

Despite the decline in traffic, retailers were still writing orders and seeking out bargains. Rob Bosch, vice president of sales at **Alliance Wholesale Apparel**, said he had a 50,000-piece order during the show. "When buyers see what they want, they find the money to buy it," he said.

Bosch, whose company had a 1,500-square-foot booth at the front of the show, said the first two days for him were quite busy and then business quieted down.

He saw the bigger discount stores, such as **DD's** and **Gabriel Bros.**, as well as some other big discount chain stores at the show. "This is an important show for a lot of us guys," Bosch said, noting the company has been attending

Offprice from the early days, when it was held at the **Debbie Reynolds Hollywood Hotel and Casino** in the 1990s.

George Stunda of **L.A. Fashion Hub** noted that traffic was down from other shows. "But the buyers who were here wrote business," he said. "Overall, it has been a decent show."

One exhibitor who is not a discounter was **Ramatex International**, a New Jersey company known for its **Baja Joe** Mexican hoodies made of recycled material and wholesaling for \$8.25. Its other products include mukluk-style boots and Scandinavian-style gloves and its colorful **Cabin Fever** blankets made of acrylic and polyester. "We are a little out of place here, but we have a good customer base here," said John Drummond, the key account manager for the company. "It's always a good show for us."—*Deborah Belgum*

Mixed Traffic Reports at Liberty

This year's announcements that top retailers such as **Nordstrom Inc.** and **Macy's Inc.** would close stores gave the fashion industry little to cheer about, and Ben De Luca went to **Liberty Fashion & Lifestyle Fairs** feeling nervous for the show's Aug. 15–17 run at the **Sands Expo** in Las Vegas.

But by the time the trade show's first day was over, he was surprised at the pace of business. "At this show, people were writing orders," De Luca said. He is vice president of the New York–headquartered **Brooklyn Hat Co.** It was a big difference from the recent past.

"Trade shows this past year and a half have been horrible," he said. "Traffic was low and orders were smaller."

The August 2016 run at Liberty was different. He reported seeing increased traffic from buyers of independent boutiques. They were buying because their inventory was low, he said. His label's sales at Liberty doubled in a year-over-year comparison with last August.

Jason Bates, a veteran Liberty vendor, noted that the pace of attendee traffic was like a typical trade show.

"The first day was great, the second day was medium to low, the third day was crickets," Bates said.

He is chief executive officer of the **Derelecte Inc.** showroom. He introduced the **P.A.C.** clothing brand and watch brand **Harper & Brooks** at the show. He continued to represent his long-term brands such as **Farah**.

Retailers shopping the show included **Nordstrom**, **Bloomingdale's** and **Urban Outfitters** as well as leading boutiques such as **Mario's**, with boutiques in Seattle and Portland, Ore. Also seen were **Bill Hallman**, hailing from Atlanta, and **Chrome** from Lubbock, Texas. Japanese retailers such as **Beams** and **United Arrows** also were said to be in the crowd.

For Adam Ahdoot, partner in the **Flagship Agency**, the best thing about Liberty was the high caliber of retailer cruising the show. But the pace of business underscored that retail is tough for many.

"Overall, I feel the nature of retail is cautious. There is a lot more reliance on low-risk opportunities," he said. He represented brands **SLVDR**, **Local Supply**, **Surf Is Dead**, **Pax**,

Orchill Supply, **Mighty Healthy**, **M.R.K.T.** and **K-Way**.

Karen Meena, vice president of high-end lifestyle boutique **Ron Robinson**, thought show traffic seemed lighter than past Liberty shows. "Retail is challenging; the traffic reflected it," she said.

Some trends stood out. More brands displayed performance wear, Meena said. Plaids seemed to be not as dominant as in past years. Instead, stripes seemed to be in style. Short-sleeve shirts seemed to be gaining popularity. There seemed to be more linen-based clothing out there. Button-down silhouettes bearing knit fabric also seemed to be gaining prominence.

Stephanie Seeley, a Liberty partner, said that the show introduced two new sections. One was a pop-up shop built by retailers **With Me** and **Kinfolk**. Another was a homewares, furniture and men's grooming shop called **Living Room**, which was put together by Andrew Livingston of New York–based **Knickerbocker MFG Co.** It had been previously produced in Liberty's New York shows for two seasons.

There were 450 booths and over 500 brands



at the show. The number was estimated to be even with Liberty's February 2016 show. New brands launched at the show included Italian brands **David Naman** and **Patrick Taylor** making their Las Vegas debuts.

Other brands making a Liberty debut were Australian brand **The Denim Collab**, the **Brett Johnson Collection**, **Olivers Apparel** and **Ascot**. Brands returning to the show included **Diesel**, **John Varvatos**, **Cheap Monday**, **Zanerobe**, **Ksubi** and **Insight**.

—*Andrew Asch*

Agenda: 1990s Inspiration

Hip-hop star 2 Chainz was being followed by a coterie of camera people and fans when he settled at his booth at the **Agenda** trade show in Las Vegas, which ran Aug. 15–17 at the **Sands Expo**.

Karl Kani, who many acknowledge as one of the founding fathers of streetwear, did not mind being placed across the aisle from the MC's booth. There were more than enough retailers dropping by his **Karl Kani**–brand booth looking for clothes inspired by 1990s looks. His influential brand was a pillar of '90s styles.

"The '90s are back," Kani said. "[Retailers] were looking for product. Retailers are back, baby!" Kani, an Agenda Vegas veteran, claimed the recent show was one of his label's best performances.

Another Agenda veteran, G Delacruz of the **Crooks & Castles** label, called business "steady" at the show. For Kellen Roland of **The NTWRK** showroom, the show was busy, and he got to see all of the accounts he needed to see. However, the show was scheduled after the first spring deadline for his client **Herschel Supply Co.**, the promi-



nent luggage, accessories and backpack maker.

"We looked at the show differently; we used the show to let accounts know about the story of Herschel and what we stand for as a brand," he said. They took a 20-x-20 space and filled the space with 20 metal poles,

each carrying a unique Herschel silhouette. Other booth walls featured testimonies and pictures of Herschel fans traveling with the brand's gear. **NTWRK** also displayed skate brand **DQM New York** at the show.

Streetwear trends are highly influenced by looks popular in the early 1990s, said Wil

Eddins, owner of the Las Vegas streetwear boutique **Institution**. "A lot of what is popular now is athleisure; anything that has to do with performance wear and technical looks is important," he said.

Sneakers are of high importance in this genre, and many look for clothes that will complement high-end sneakers from brands **Nike**, **Adidas**, **Diadora** and **Vans**. Southern California styles remain important. "California is all skate and cholo-inspired," Eddins said.—*A.A.*

MRket, Stitch and ATS *Continued from page 6*

"Florida wants January deliveries, but Boston doesn't want to bring Spring goods in that early. Also, it helps stores to bring in small quantities and turn it quickly and then bring another group in."

Fred and Barbara Fine, owners of **B.F. Fine** apparel sales and marketing in Palm Desert, Calif., represent Pure on the West Coast, where the collection sells at California boutiques such as **Boca** in Pacific Palisades, **Magnolia** in Calabasas and **Susan Graf** in Palo Alto.

For many at **Stitch and Accessories The Show**, joining the UBM network of shows represented a culture shock. Under the previous owners, **BJI Fashion**, exhibitors and retailers enjoyed complimentary meals and shuttles between **Stitch** and **Womenwear in Nevada** at the **Rio All-Suite Hotel and Casino**, where many sales representatives also exhibited lines. One exhibitor said this season the show had lost "that panache that **Stitch** had."

For many of the exhibitors at **MRket**, the transition went more smoothly.

Justin Remeny, president of the Los Angeles–based leather outerwear brand **Remy**, has been a longtime exhibitor at **MRket**. This edition his booth was located along the main aisle between **Project** and the **Collective**.

"I was skeptical at first, being a small fish in a big pond," he said. "But we lucked out [with the location] and that helps."

For Remeny, the show was appointment-driven, but Monday was the strongest of the three days.

"I think people are hesitant to place significant amounts of inventory. But if they see something they like, they pull the trigger," he said. "With luxury goods you can't afford to be too cautious. If they're selling the same as everyone else, it won't stand out. And they know if they don't buy it now, they may not get it. It creates a visceral reaction with the customer."

This season, **MRket** organizers brought the activewear and athleisure section, **Move at MRket**, to Las Vegas for the first time.

Among the exhibitors was **TASC**, a men's and women's activewear line from Metaire, La.

TASC had showed for the first time at **MRket** in New York and decided to join the lineup in Las Vegas as well, said Cindy Andrews, who handles sales for the company.

The 6-year-old company has developed a proprietary fabric made from a blend of bamboo, organic cotton and Lycra. The fabric has built-in 50+ UV protection, moisture-management and antimicrobial properties. There's also a bamboo/merino wool fabric for base layers and French terry and fleece, as well.

"Ours is a 24/7 product," Andrews said. "We do tennis, fitness, anglers—because of the UV protection, any outdoor sport, hiking and golf."

Showing at **MRket** led to some good contacts, said Todd Andrews, **TASC** president and son of Cindy Andrews. "Everyone we saw was a high-quality account," he said.

—*Alison A. Nieder*

Sourcing at MAGIC Dominated by China

The vast Las Vegas Convention Center looked like the United Nations when the Sourcing at MAGIC show came to town Aug. 14-17.

There were manufacturers from Vietnam, India, China, the United States, Mexico, Peru, Colombia, Guatemala, Nepal, Egypt, Ethiopia, Kenya, Mauritius and beyond.

A sea of 2,000 booths filled the North Hall, which is where the apparel and textile companies were set up, and the South Hall had about 600 booths dedicated to shoe manufacturers.

Sustainability was the show's theme this year with featured participants such as Eileen Fisher,

manufacturers from that Southeast Asian country, which is the No. 2 clothing supplier to the United States.

Chris Walker of the Thai Son S.P. Sewing Factory in Ho Chi Minh City in Vietnam has been to the Sourcing show five times and believes it is one of the best in the world. "It is the one show that is constant," he said. "We had some Polish ladies come through that we know from the Internet. There was a guy from Mexico. My point is, it is international and the show has a reputation for being a place to come to meet as many manufacturers as you can from around the world."

Walker and his family's three sewing facilities with 700 workers make men's, women's and children's clothing from circular knitted fabrics for mostly mid-size labels. With garment production growing in that country, Thai Son has opened its third facility with 12 sewing lines outside of Ho Chi Minh City. It is capable of growing to 20 sewing lines.

The country with the largest representation at the show was China, which filled more than 80 percent of the booths. The show has been good for manufacturers such as Zhifei Lyu, who said the majority of his business at his woven shirt factory in Yiwu, China, comes from the Sourcing show. "Every show, 40 to 50 people visit my booth," said the representative from Yiwu Tailor

Apparel Co. Ltd.

Then as many as four new clients end up using his factory with 300 workers.

Scores of Latin American factories were at the show, trying to take advantage of the various free-trade agreements in place between the United States, Canada and other regions.

Mexico was particularly well represented because of its proximity to the United States and the North American Free Trade Agreement, which has been in place since 1994 among Canada, the United

States and Mexico.

Graham Anderton, co-owner of Aztex Trading in Torreón, Mexico, has been coming to the show for six years and sees it as a good place to connect with current customers and potential clients. "We see more of our Mexican customers here than we do in Mexico," he said. "It's a good place to be seen and see what other companies are doing in our community."

With an exchange rate that has the strong U.S. dollar buying more Mexican pesos, exports to the United States, Canada and other countries have been good, Anderton said. Exports now make up 80 percent of Aztex Trading's business.

From Peru came Creditex, a vertical operation that makes woven fabric and manufactures clothing in Lima. The company used to attend the Sourcing show on a regular basis but then gave it a four-year break while it worked on lowering its prices and minimum orders to compete with Asian manufacturers.

The company returned to the show last year to try to increase its U.S. clientele, which now accounts for 60 percent of Creditex's business. South America accounts for the other 40 percent. "We are here looking for customers from the United States and Europe," said Renzo Koch, Creditex's commercial manager.

Having a particularly successful show was MLK Exports from Lucknow, India. MLK Exports makes a lot of hand-embroidered tops and dresses. People were drawn to MLK Exports' corner booth because of the blaze of white clothing that practically glowed under the bright fluorescent lights.

By the third day of the show, brothers Sharad and Shishir Kapoor had orders for 35,000 pieces from their vast selection of cotton dresses, tops and nightgowns made for children and plus sizes. It has been supplying nightgowns for the Soft Surroundings catalog for years. "This nation has given us a lot of appreciation and love," said Shishir Kapoor.

—Deborah Belgium



Beyond the Label, Jeanologia and Levi Strauss & Co.

Exhibits of 3-D printing were front and center with seminars showing how you could print small panels that are stitched together to form a dress or make a spiky necklace.

There was even a burst of fashion when the Shenzhen Underwear Association set up a small catwalk where models displayed the latest intimate wear from China.

Vietnam beefed up its pavilion to include 12 man-

Debuts at Capsule

After more than a decade of exhibiting at Pooltradeshows, Freddie Rojas moved to Capsule and made his debut at the high-end show for independent and progressive designers. The show ran at The Venetian ballroom Aug. 15-17 in Las Vegas.

The veteran designer said that he did not miss a step by going to a new show. "They have all my key stores here—Dolls Kill, Nasty Gal," Rojas said. "And I picked up a few new accounts."

The show was marked by more debuts. Brands new to the show included Groceries Apparel, C.P. Company, The Hill-Side, Avanti Designs,



Black Rabbit, Haus of JR, Ih nom uh nit and Meesh Collection. Retailers seen shopping at the show included American Rag, Azalea, Barneys Japan, Beams, Bloomingdale's, Holt Renfrew, Mario's, Neiman Marcus, Nordstrom and Revolve.com, said Deirdre Maloney, a partner in the show.

Attendee traffic at the show felt comparable to the February 2016 run of

Capsule in Las Vegas, said Tommy Nowels, a cofounder of the Bristol Los Angeles label. The August 2016 Capsule marked the second appearance for Bristol at the show. On Aug. 4, the label produced its first runway show at the Gen Art Fresh Faces show in downtown Los Angeles.

Bristol displayed its Autumn 2016 styles at the show, which just began shipping to stores this week, Nowels said. For its Spring '17 looks, the brand hoped to intrigue buyers with lookbooks, mood boards and fabric swatches, he said. The fabric and mood boards gave buyers opportunities to gain more inspiration on his label's upcoming looks.

Brian Chan, president of the Wolf & Man label, also estimated that the show's attendee traffic was even with February traffic. "We wrote with our regulars," he said. "We met some Canadian retailers. Some big buyers were there, but it seems they were here to make an appearance."

Capsule also produced unique mini-shows during its most recent run. They included Above Tree Line, devoted to technical performance wear; Elements, which featured fragrances and design; Market Square, a cash-and-carry section; and New America, which was described as a show for "progressive American sportswear."

—Andrew Asch

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Z Supply, LLC

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.

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