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Hanjin Shipping Bankruptcy Creating Chassis Problems at LA Ports

By Deborah Belgum *Senior Editor*

Cargo-container ships owned by bankrupt **Hanjin Shipping** have been arriving at the Long Beach/Los Angeles port complex this week after a U.S. bankruptcy judge cleared the way for vessels to dock without being seized by creditors.

Importers have been able to retrieve their cargo, but Hanjin Shipping is not accepting empty cargo containers or containers filled with export merchandise.

As a result, there is a glut of empty cargo containers around the two ports, creating a problem of where to store them. If they are leased cargo containers, the empty boxes can be returned to the leasing company. But if they are Hanjin-owned, they are stuck here.

"The Hanjin empties are an issue, and the port has been working with some of the terminals and third-party operators to create some space to store them," said Phillip Sanfield, a spokesman for the **Port of Los Angeles**.

In turn, the chassis, or wheeled frames attached to the containers, are becoming scarce because they are remaining
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TRADE SHOW REPORT

Attendance Up at Surf Expo

By Andrew Asch *Retail Editor*

The surfing life has always been about the endless summer. However, the most recent run of the **Surf Expo** trade show, held Sept. 8-10 in Orlando, Fla., was the place to unveil Summer '17 looks for action-sports and beach-lifestyle brands, such as **Lira**, headquartered in Anaheim, Calif.

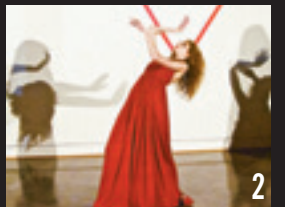
"We use [Surf Expo] as our Summer show," said Todd Kellogg, founder of Lira. Like many other action-sports brand owners and salespeople, he had spent the past few months selling Spring-season goods.

The chance to sell a new season has been a breath of fresh air for these businesspeople. They said that the new collections can put a boost in business. Joel Cooper, chief executive officer of **Lost International LLC** of Laguna Beach, Calif., estimated that his brand's sales had doubled compared to Surf
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Where fashion gets down to businessSM

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CAPSULE COLLAB

Designer Erin Fetherston teamed up with Los Angeles luxury denim brand Parker Smith to create a capsule collection for 2017, which debuted on the runway on Sept. 11 at Skylight Clarkson Sq. during New York Fashion Week. For more from the New York Fashion Week shows, see pages 5-7.

Retail Weakness Results in Layoffs at Major Los Angeles Contemporary Brands

High-end Los Angeles labels that have strong brand recognition are going through troubled times.

Two months after **Delta Galil** acquired **7 For All Mankind**, **Ella Moss** and **Splendid**, the Israeli company is laying off 65 people at the companies it acquired. This is after 73 people were laid off in February at 7 For All Mankind by its former owner, **VF Corp.**

In addition, **J Brand**, the premium-denim line founded in 2004 by Jeff Rudes, notified the state Employment Development Department in August that 27 people would be losing their jobs in mid-November. J Brand was sold to **Fast Retailing Co.**, the Japanese parent company of **Uniqlo**, at the end of 2012. For fiscal 2011, J Brand had \$124 million in net sales, the last year annual sales were made public.

Neither Delta Galil nor J Brand responded to requests for comment by press time.

Employees at 7 For All Mankind, Ella Moss and Splendid were notified on Sept. 7

and Sept. 8 that there would be cuts across all departments, inside sources said.

In addition, 7 For All Mankind's offices, located in a luxurious, chandelier-laden converted warehouse in Vernon, Calif., will eventually be merged with the offices of Ella Moss and Splendid, which moved three years ago to Alameda Square, near downtown Los Angeles.

The cuts at the three contemporary labels owned by Delta Galil went across several departments, including marketing, merchandising, retail, design and operations, sources said.

Among those who lost their jobs was the vice president of marketing as well as the director of men's merchandising, the director of retail, the men's senior buyer, the junior buyer for outlets and the president's executive assistant, a former employee said.

Those losing their jobs were told that the firings were due to restructuring under the

new owner.

Last June, Delta Galil announced it was buying the three high-end labels from VF Corp. for \$120 million. The deal, which was finalized on Aug. 28, was considered a bargain.

VF Corp., based in Greensboro, N.C., bought 7 For All Mankind nine years ago for \$775 million. VF already owned a one-third stake in **Mo Industries**, the parent company of Splendid and Ella Moss, in 2009, when the company acquired the other two-thirds for \$161 million plus \$47 million in debt.

Prior to selling the three contemporary brands, VF Corp. saw its annual revenues for the labels slip three years in a row from \$415.1 million in 2013 to \$344.1 million in 2015.

The acquisition of the three brands was expected to add \$300 million to Delta Galil's annual sales in 2017.

Delta Galil is a more than 40-year-old

manufacturer of apparel, intimates and activewear based in Tel Aviv. It owns several lingerie brands as well as **P.J. Salvage**, a sleepwear and loungewear brand in Irvine, Calif., acquired last year.

The Israeli company, which is traded on the Tel Aviv Stock Exchange, has been feeling some financial headwinds lately. In recently released financial statements, the clothing company said that its sales for the first six months of the year were \$506.2 million, down from \$508.3 million the previous year. Sales for the second quarter ending June 30 were off 2 percent to \$249.5 million compared to \$255.5 million last year.

Delta Galil Chief Executive Isaac Dabah said the company experienced a "challenging U.S. retail environment" during the second quarter of this year. The Israeli clothing company expects continued softness in the U.S. retail market for the rest of the year.

—Deborah Belgum

Combatant Gentlemen Pops at Bloomie's

Internet suit shop **Combatant Gentlemen** is exploring all types of bricks-and-mortar.

In July, the Irvine, Calif.-headquartered vertical retailer opened a flagship at the beachside **Santa Monica Place** retail center in Santa Monica, Calif. Vishaal Melwani, the brand's chief executive officer, creative director and cofounder, recently announced that Combatant Gentlemen would roll out four pop-up shops at select **Bloomingdale's** department stores. The pop-ups are scheduled to start business on Oct. 13 and remain open past January. They'll be located at **South Coast Plaza** in Costa Mesa, Calif.; **New York City's SoHo district**; **Tysons Corner Center** in the Washington, D.C., area; and in the Bloomingdale's Magnificent Mile neighborhood shop in Chicago.

"With a partner like Bloomingdale's, they give you tools that you need to expand without much overhead. We've been able to work within our means and create these amazing build-outs," Melwani said.

The pop-ups will broaden an emerging market for Bloomingdale's, said Sharon Wax, senior vice president of concessions, new business development and designer ready-to-wear for Bloomingdale's.

"This partnership appeals to our millennial customer who is looking for quality products with a modern sensibility at a fantastic price point," she said.

The recent college grad embarking on a financial or corporate career is one of the brand's main demographics, Melwani said. At the Santa Monica flagship, it has produced headshot events where these up-and-coming business titans could have professional-grade headshots taken for biographies on their company's websites. Combatant Gentlemen's retail price points range from \$160 to \$350 for suits. Shirts range from \$30 to \$45; slacks go for \$25 to \$40.

The pop-ups will take their bows with new apparel collections. Combatant Gentlemen will introduce "Summit Italy," a capsule of Italian suits produced under the direction of designer Alberto Caruso. The collection will feature six new suits and two blazers.

The store also will offer the Wedding Collection, which includes four different tuxedo styles and five different suits with colorways ranging from black to navy.

The pop-ups also will sell the brand's lifestyle goods, which include accessories, luggage and footwear. Shoes make up 20 percent of the brand's sales, Melwani said. Made-to-measure services also will be offered to clients. Retail price points for a made-to-measure suit start at \$450.

The pop-ups will have a high-tech feel. Clerks will be equipped with **iPad** tablets. Tablets also will attach to some of the store's minimalist shelving. The tablets will be used to help style the looks of the made-to-measure suits and offer a bridge to the brand's website (www.combatgent.com). "We want the tech to build a rich and cool experience," Melwani said.—Andrew Asch



THE LOOK: Combatant Gentlemen's "Summit Italy" collection includes a navy hopsack tailored-fit suit (pictured at top) and a dark navy pinstripe tailored-fit suit.



IN STORE: The Combatant Gentlemen pop-up shop at Bloomingdale's will have a high-tech look with iPad tablets to help customers order the made-to-measure suits. The in-store shops will sell Combatant Gentlemen's suits, accessories, luggage and footwear as well as tuxedos and suits from the company's Wedding Collection.

Italian-American Fashion Collaboration



Los Angeles designer Mike Vensel presented a "tableaux vivants" fashion installation at a recent event at the **Italian Cultural Institute** in Los Angeles' Westwood neighborhood. The Sept. 12 event also featured an art and music presentation by Italian artists Samantha Stella and Nero Kane.

VOLKER CORELL

Milano Unica Bows in New Location, Eyes Possible Date Change in 2017

By Alison A. Nieder Executive Editor

MILAN, ITALY—Exhibitors and attendees at the Sept. 6–8 run of Italian textile trade show **Milano Unica** were pleased with the show's new location at **Fiera Milano Rho**, the massive convention-center complex located on the outskirts of Milan.

The location marks a return, of sorts, for Milano Unica, which bowed at the centrally located **Fieramilanocity** convention center, then moved to Rho in 2006 for one season before returning to Fieramilanocity until last February, when the show outgrew the smaller convention-center space.

On opening day, as attendees made their way through the registration process, exhibitors were optimistic about the move to the new space.

"This is something we really needed a few seasons ago," said Marco Taiana, marketing manager of Como, Italy-based **Taiana**, between appointments on opening day. "I'm positive about it." Bergamo, Italy-based **Gruppo Albini** had two booths at the show, one showing the company's shirting collections **Albini 1876**, **David & John Anderson** and **Thomas Mason** and the other showing its denim-friendly **Albiate 1830** collection.



EUROPEAN CONNECTION: Japan, Russia and the Middle East are key markets for Albert Guegain SA, but the French textile mill was primarily meeting with Italian companies and other European brands at the recent Milano Unica trade show.

"It's been very busy," said Tejaswita Sawant, Albini marketing and communications representative, on the last day of the show. "The first day, when we opened in 20 minutes, the stand was full."

Milano Unica was founded in 2005 when several long-standing Italian trade shows joined forces to show in a central location. The show comprises several sections: **Moda In** and **Moda In Accessories** for men's and women's fabrics and trim; **Shirt Avenue** for shirting resources for men and women; and **IdeaBiella** for upscale menswear mills from the area around Biella, a city in Italy's Piedmont region.

The show also features two international pavilions, the Japan Observatory section and the Korea Observatory section. This season, Milano Unica partnered with **Fiera di Vicenza** to bring Origin Passion and Beliefs, a three-day event featuring international designers and Italian manufacturing.

In addition to Italian fabric and trim resources, Milano Unica also includes other upscale European mills, such as French couture fabrics maker **Goutarel**, where company representatives Pierre Scanzi and Nady Despinasse were meeting with international buyers. "We export everywhere—90 to 95 percent," Scanzi said.

It was busy at the **Albert Guegain SA** booth, where Eric Guegain was meeting with



NEW LOCATION: This season, Milano Unica moved to the Fiera Milano Rho convention center, where high-end mills from Europe, Japan and Korea showed their collections to European brands and designers.

drop-in visitors. "We never give appointments because everyone wants to come at the same time," he said on the second day of the show. "Yesterday was not too bad. It started a little late, but it's a new place. I think it's good for us and good for the customers." Guegain said he shows at Milano Unica to work primarily with Italian companies but also sees other European companies as well as "some Asia and the Middle East." "For us, Japan is one of our biggest markets—and the Middle East and Russia and Europe." But with lower oil prices depressing the economies in Russia and the Middle East, Guegain said he is concentrating more efforts on European customers. "Spain is a growing market for us," he said.

This was the first time **C. Pauli** showed at Milano Unica. The German company sources eco-friendly fabrics from Turkey and India. "It's a good location and well organized," said assistant manager and sales representative Olga Riedel. The company, which has clients all over the world, sells organic cotton and silk fabrics.

Adding made-in-Italy manufacturing to the mix

At the Origin Passion and Beliefs section of Milano Unica, Italian manufacturers and international designers showed side by side in a pavilion designed to encourage collaboration.

Los Angeles-based jewelry designer Antioanetta Ivanova was showing her **Antioanetta** fine jewelry at Origin. This was Ivanova's first time at Milano Unica but her second at Origin, which was previously held in Vicenza.

"It's a great chance for me to meet Italian manufacturers," Ivanova said. In Vicenza there are big Italian factories. I've met interesting people."

Ivanova comes from a family of jewelers. Her fine-jewelry collection is currently produced in Los Angeles and sold on her website. For the Milan show, Ivanova introduced a new, all-black collection called "Black Siberia," which features fashion-driven pieces in bold, geometric shapes.

Ivanova was one of 50 designers showing in Origin and the only one from California. All the designers, which included apparel and accessories makers, were selected by **Not Just a Label**, an online platform for independent designers. Not Just a Label currently features 23,000 designers from all around the world, said Robert Cavell-Clark, who was representing the organization at Milano Unica. On the Not Just a Label site, designers are given a digital showroom where buyers and press can view the collection and contact the designers, Cavell-Clark said.

➔ Milano page 4

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Ex-CBP Apparel and Textiles Chief Janet Labuda Hired at FormerFedsGroup

For years, Janet Labuda was known as the government's top dog when it came to enforcing apparel and textile import laws and finding counterfeit goods.

Now she is being hired as a consultant in international trade compliance at the **FormerFedsGroup**, which provides compliance, business development and trade facilitation to the private sector.

As a consultant, Labuda will oversee development of the **PerfectShield** trade compliance program. She will also be responsible for ensuring that the PerfectShield certification process represents industry-best practices in the areas of customs and trade compliance.

In addition, the former director, textile/apparel policy and programs division with the U.S. Customs and Border Protection agency will be involved in high-level consulting services to major FormerFedsGroup clients engaged in international trade.

Labuda spent more than 30 years working with CBP, where she led the development and implementation of national policy decisions regarding textile product imports into the United States. She also was responsible for enforcing laws that affected the \$100 billion textile import industry and participated in free-trade-agreement negotiations.

"She brings very high-level skills and experience in trade compliance that we need to expand our portfolio of offerings and enhance the quality of service we provide to our clients," said Bradford Geyer, general counsel, FormerFedsGroup.com. "With her extensive trade and customs experience, both in and out of government, she will be able to provide international and domestic clients with insights on best practice trade compliance, which will improve business results as well as mitigate risks."

—Deborah Belgium

Ships From China and Vietnam Add Route to Port of Oakland

Starting in November, three Asian shipping lines will be establishing routes from Asia to the **Port of Oakland**.

The new routes will add new shipping choices to connect Vietnam and China to California.

The service, known as the Calco-C, will consist of seven ships carrying between 8,000 and 9,000 20-foot containers on each vessel.

The cargo containers will be operated

by "**K**" Line of Tokyo, **Wan Hai Lines** of Taiwan and **Pacific International Lines** of Singapore. The new venture should add about 50 new arrivals every year to the Port of Oakland, which last year handled 2.28 million 20-foot cargo containers.

Other ports in the route include Cai Mep in Vietnam; Xiamen, Yantian and Nansha in China; and the **Port of Long Beach** in Southern California.—D.B.

TRADE SHOW REPORT

Milano *Continued from page 3*

"This is our fourth year with Origin," he said. "It's hard to get them to connect designer to manufacturer. We literally lock them in the same space for a few days so they collaborate. There are 50 designers from different countries and 40 manufacturers. They all want to start producing in Italy and find manufacturers that are appropriate for them."

Founded eight years ago in London, Not Just a Label will relocate to Los Angeles later this month, Cavell-Clark said.

September vs. July

Since launching in Milan 11 years ago, Milano Unica has expanded to include editions in Shanghai and New York as well as a precollection show, called **Prima MU**, which has been held for the last two years in July in Milan.

Many exhibitors were pleased with the turnout at the most recent run of Prima MU.

Italian mill **Seterie Argenti** was among the exhibitors at Prima MU.

"Between July and now we have a much larger offering," said owner Michel Vigano.

"We have enough product to show [in July] and have material to ship to the customer, which is the most important thing."

Taiana's Marco Taiana also showed at the July show and said some Taiana customers opted to attend in July instead of the September show.

"July was quite good for us—better than September," he said, adding that it drew focused buyers. "Some Italian, French and British customers are asking to see the collection earlier."

Show organizers are currently determining whether to permanently move the main Milano Unica show from September to July.

"For us, the main problem is the decision to stay in September and try to be more close



Ercole Botta Paola, president of Milano Unica and chief executive officer of Successori Reda S.p.A.

to [Milan] Fashion Week," said Ercole Botta Paola, president of Milano Unica and chief executive officer of the Biella-based mill **Successori Reda S.p.A.**

If the show moves to July, Paola added, it could run concurrently with other Italian trade shows, such as the leather sourcing show **Lineapelle** and yarn sourcing show **Pitti Filati**.

"Every decision we make, we [would] like to be together as much as possible as an Italian system," Paola said. "We are Italian, so 50 percent like September and 50 percent like July. But 100 percent only want one show in Milan."

Seterie Argenti's Vigano was among the exhibitors who would prefer to shift the show to July rather than remain in September, when the show falls a week before the big **Première Vision** and **Texworld** fabric shows in Paris.

"For me, it's would be a good idea to have one show in July to be completely separate from Première Vision," Vigano said. "There is a big trend to [show early to] follow the customer. We have to follow their needs."

If show organizers decide to move the Milan show to July, the New York show may shift its dates as well, Paola said.

"The American market is strategic for us," he said. "[But] we need to protect our decision in Milan. If we move to July, we must believe in July."

Regardless of whether the show moves to July or remains in September, Paolo said the focus will continue to be on high-end textiles and trim.

"It's not a show where we're looking for 1,000 exhibitors and 100,000 visitors," he said. "We look for companies that have excellence of product to complete the selection. At Première Vision and Texworld, you can find fabrics of all the world. Here we have the fabrics of excellence. This is not the show where we're looking for profit. We're looking to promote excellence." ●

Hanjin *Continued from page 1*

with the containers until they find a storage spot. "Now we are running out of chassis to pick up cargo at **TTI** [the Hanjin Shipping terminal at the **Port of Long Beach**]," said Mark Hirzel, a customs broker and district manager at **A.N. Deringer** and chair of the **Los Angeles Customs Brokers & Freight Forwarders Association**. "If you pick up a Hanjin container at the **APM Terminal** at the Port of Los Angeles, you have to come up with your own chassis. APM is making sure their chassis don't go out with Hanjin boxes."

Another wrinkle is that many importers using Hanjin Shipping did not want to pay for their ocean freight until it actually arrived in Los Angeles. But now Hanjin Shipping is holding the freight at the ports until the importers' checks clear. That is taking about seven days.

Since Hanjin Shipping filed for bankruptcy in South Korea on Aug. 31, three Hanjin Shipping vessels were anchored off the coast of Southern California until everyone figured out what to do with the ships. They started docking at the Los Angeles/Long Beach port complex on Sept. 10 after the ships and their crews were stuck in a watery parking lot for more than a week.

The first to arrive was the Hanjin *Greece*, which docked at the TTI terminal at the Port of Long Beach. It then sailed on to the Port of Oakland on Sept. 12.

The Hanjin *Boston* arrived at the **Yusen Terminals** at the Port of Los Angeles on Sept. 13 and set sail on Sept. 16 to the **Port of Oakland**.

The Hanjin *Montevideo* remained anchored inside the Port of Long Beach breakwater. Meanwhile the Hanjin *Gdynia* arrived from Asia and docked at the Port of Long Beach on Sept. 14. It was scheduled to depart to Tokyo on Sept. 18.

Hanjin Shipping has been in deep financial waters for some time, and many customs brokers earlier this year started urging their clients to use other shippers.

The South Korean carrier is the world's seventh-largest cargo-container line and is used frequently by big apparel makers such as **Hanesbrands**, **Under Armour**, and retailers **J.C. Penney** and **Fred Meyer**.

In a listing by **Datamyne**, a Miami company that compiles international trade data, Hanesbrands had 824 containers on Hanjin Shipping vessels expected to arrive in the United States between Aug. 1 and Sept. 3, and Fred Meyer had 1,412 containers.

The carrier's financial woes are a result of rock-bottom ocean shipping rates that have plagued the industry ever since major shipping lines started taking delivery of new and bigger cargo container vessels, which created a capacity glut.

At one point this year, the price to ship a 20-foot container from Asia to the West Coast had dropped to as low as \$700 but has more than doubled after Hanjin Shipping filed bankruptcy in South Korea and created a dearth of shipping capacity.

Hanjin Shipping filed for Chapter 15 bankruptcy protection in U.S. Bankruptcy Court on Sept. 2, allowing the Korean carrier to dock its ships at U.S. ports without its vessels being seized by creditors.

Also, some financial help came from Korean officials and companies. The bankrupt shipping line said it received \$35.7 million from the personal assets of Hanjin Shipping's chairman, Cho Yang-ho. And former Hanjin Shipping chair Choi Eun-young contributed \$8.9 million.

Also, **Korean Air Lines Co.**, which owns about a third of Hanjin Shipping, came up with \$54 million to help pay for port charges and handling fees.

"There is a bit of a respite right now," said Robert Krieger, president of **Krieger Worldwide**, a Los Angeles customs broker and freight forwarder that has several footwear, apparel and electronics customers. "The good news is that people are getting their cargo at the ports."

But the bad news is that cargo containers that were to be delivered to warehouses beyond the ports or taken by rail to the East Coast are stuck at the ports. "Most people will have them to pull their containers out of the port, take them to a warehouse and then pay to truck them to their destination," Krieger said. "It's been a major headache for us." ●

Calendar

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. 20

"How to Maximize Profits This Holiday Season" webinar by FBI online

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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California Collections on the Runway in New York

There was plenty of West Coast influence on the runways in New York as California designers joined the line-up at events around the city. This season marked the fashion week return of Los Angeles designer Louis Verdad, who presented his new **Verdad** collection in an intimate installation setting. Bicoastal designer Erin Fetherston teamed up with Los Angeles luxury denim brand **Parker Smith** to create a capsule collection, which bowed on the runway in New York. **Style Fashion Week** also hosted its multi-day slate of shows, which included a mix of U.S. and international designers, including several veterans of the **LA Fashion Week** runways.



JC CERILLA

Verdad



EMG PHOTOGRAPHY

Nikki Lund



THOMAS KLETECKA

Erin Fetherston



Malan Breton



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Mario De La Torre



V. Hanley



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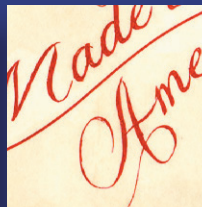
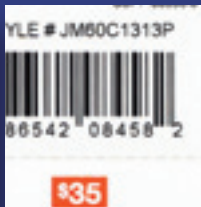
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West Coast Label Co. USA Inc.

IDENTIFICATION FOR THE APPAREL INDUSTRY

3137 E. 11th St., Los Angeles, CA 90023

Tel : 323-269-2500

Fax : 323-269-2400

www.westcoastlabel.com

Greg@westcoastlabel.com

Debbie@westcoastlabel.com

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Surf Expo *Continued from page 1*

Expo's September 2015 show. "It's the first Summer show of the season," Cooper said of Surf Expo.

Summer is not considered a major season on the fashion calendar, but it is considered important for the action-sports businesses and beach-lifestyle crowd, to which Surf Expo caters. The most recent run of the show was considered its largest, said Roy Turner, senior vice president of **Emerald Expositions**, the owner of the biannual trade show, which also produces a larger January show. At the most recent September show, there were 2,400 booths and 1,100 vendors at the sprawling show. Buyer attendance was up 7 percent over last year.

"Surf Expo is expanding from its regional surf roots. It's the largest watersports and coastal lifestyle show in the U.S.," Turner said. While attendance is particularly strong for the Southeast and Florida retailers, such as **Ron Jon Surf Shop**, Surf Expo's show has fos-

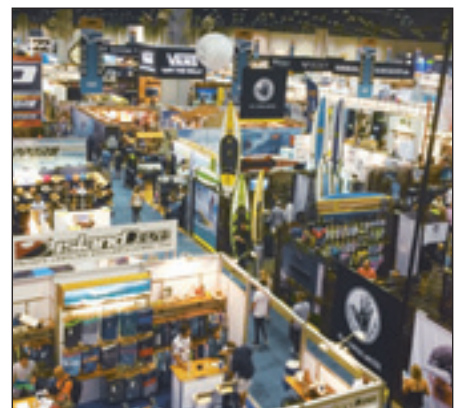
many lines as we used to."

Lira's Kellogg also said that vendors must fight for every dollar. "There is business out there, but you have to work harder to get it," he said.

Show debuts included Lira's Hyper Flex Series. Made with moisture-wicking materials, the capsule collection will be Lira's first venture into athleisure styles. The brand also expanded its offerings of boardshorts and men's bottoms as well as cut-and-sew dresses for women.

Tavik, the Irvine, Calif.-headquartered brand, introduced its Wexler Collection. The bottoms collection does not feature as much performance fabric as boardshorts. Rather, Wexler Collection focuses on "pool culture," not ocean sports. Prints on the Wexler Collection are inspired by mid-20th-century California architecture.

Surf Expo was a place where **The Mad Hueys**, a Carlsbad, Calif.-headquartered brand, introduced a major extension to its



ENDLESS SUMMER: Summer is officially over according to the calendar, but Surf Expo vendors devoted themselves to showing clothes for the Summer 2017 season. Some pictures of the scene at the Surf Expo show, which wrapped up Sept. 10. All images courtesy of Surf Expo.

tered a national and international following. Retailers from Asia and Europe shop the show. It has a strong following from surf shops and resort boutiques in the Caribbean and Latin America. Leading surf and action-sports boutiques from California, including **Sun Diego** and **Jack's Surf**, are regulars at the show. Bob Abdel, general buyer for Jack's, said that Surf Expo has been the only market to get a product highly associated with California.

"I go there for hard goods," he said. "We do our surfboards, fins, body-surfing boards at the show. It's the only place where you can buy that stuff now."

He also shopped for apparel lines. On the show floor, he saw a lot of performance boardshorts and hybrid walking shorts. "It was interesting how many brands were showing fishing clothes and styles. It was the most fishing brands I ever saw."

Jack's came off a profitable summer, Abdel said, but the beginning of the year was tough. "We're trying to be lean and clean right now. You can't take chances; you don't know what is going to happen tomorrow," he said. "You have to add new lines, but we don't add as

fishing sports-focused label. Taking a bow was its cut-and-sew button-up short-sleeve shirts, four-way-stretch boardshorts and jackets, said PJ Connell, the brand's general manager of the Americas.

Connell had spent a career working for traditional action-sports brands, but he took a gamble in outfitting fishing sports. He recalled seeing market research that found that at least half of licensed American anglers were under the age of 34. However, he couldn't see clothes reflecting the sensibilities and humor of youth.

"It's a natural evolution of action sports. It's the ocean lifestyle. How do you bring freshness and new people in your doors," he said of the wave of fishing brands.

An expansion beyond traditional action-sports activities and brands has been building the appeal of Surf Expo. The show has attracted apparel brands and hard-goods companies serving water sports such as stand-up paddling, wakeboarding, canoeing and kayaking, Turner said. "Unless you are swimming laps in a pool, we have you covered," he said. ●

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