

## GET WITTT



*Paul C. Witt of famed menswear retailer Wittmore shares his favorite haunts in Downtown Los Angeles.*

*Story by Rebecca Cringean  
Photo by Gabe Ayala*

**P**aul C. Witt has been evolving his menswear business for 23 years. A retail journey that started simply as online sales in New York brought Witt to own his first bricks-and-mortar in Los Angeles on trendy West 3rd Street. A man who has impressed the City of Angels with his fresh take on menswear, Witt says the area, namely Downtown Los Angeles, has, conversely, made a distinct impression right back

*See Witt Page 6*





ADAMS GATEWAY



RARE REVIVAL VINTAGE



# Head West to West Adams

*Just minutes from the beach, downtown, and Hollywood, West Adams is L.A.'s new hot spot.*

By Rebecca Cringean

Say what you want about L.A. traffic—intolerable, nightmarish, predictably sluggish, maddening—but there's an interesting byproduct of this sprawled-out city and its fed-up occupants. To avoid a commute and high property prices, we end up creating little pockets, residential and retail areas that have everything you could ever desire in one small, hip location.

Because, when it takes over an hour to drive a mere ten miles and prices for hip neighborhoods go through the roof, Angelenos would rather work and live in one, temporarily more affordable spot. Soon, enclaves are formed with unique personality and perspective. To this end, we've seen the rejuvenation of everything from Echo Park and Los Feliz to parts of Hollywood and Eagle Rock. Now, we turn our attention to the fast-growing and fun West Adams, a stretch from Culver City to Jefferson Park just south of the 10 Freeway.

Claire Lissone is a broker at the Real Estate Collective who began her career working in

Marina del Rey but moved her offices to West Adams because, as she says, "It reminded me of what Venice was like in the '90s. West Adams is your quintessential neighborhood. Then again, I'm biased because I think West Adams is the hottest neighborhood. We even won the Curbed Cup Neighborhood of the Year this year, beating out a lot of tough competition. We're definitely on the map."

AI got Lissone's take on the growing West Adams retail scene.

**What changes have occurred lately that are making West Adams a hot retail neighborhood?**

We're becoming a buzzword because people are taking a chance on the neighborhood—good, creative people who aren't necessarily trying to change everything but have new ideas and want to help grow what already exists here. Once those things started to flourish, it's only natural that the area started to attract more kindred spirits, restaurateurs, gallery owners, and boutiques.



CLAIRE LISSONE

**What are the highlights of the area, retail-wise?**

The Shops at Adams Gateway (a shopping mall created from colorful shipping containers) is a perfect example of the eclecticism. It's no secret that Delicious Pizza has become the hub for a lot of local activity. We have some great vintage stores like Rare Revival Vintage and Zoe's Vintique. Tokidoki has its headquarters here.

Lot XI are tastemakers putting together both mens- and womenswear. There's even talk of a small shopping complex in the coming year. This is definitely an area to watch.

**How are the rents/prices to buy for commercial real estate and how have they changed?**

Both rents and sales prices have been moving upward for the last couple of years. While other areas have become too expensive to sustain a business, it was very slow and steady growth on West Adams. Now that everyone has discovered West Adams is virtually 20 minutes from the beach, Hol-

lywood, and DTLA, this is where people want to be.

**What are the people like who are moving into the area?**

It's a diverse, eclectic, and hip mix of young and old. It's a very cool, all-inclusive vibe happening here. What I personally love about West Adams, most especially the clients who I've had the good fortune to become friends with, is that no matter what their background, age, or interests are, they are all very genuine people. The folks making a difference in West Adams have a sincere interest in building an all-inclusive community.

**What is the food scene like in the area?**

The best barbecue is right next door to my office, JnJ BBQ. I could eat there daily! Delicious Pizza opened last year, bringing hip-hop and pizza to the boulevard. We eat at Los Anayas weekly. There's Vee's for coffee and sandwiches and Honey Bee's for amazing breakfasts. Being on the inside track, I also know there are a few more amazing flavors opening just around the bend.

Get in to West Adams while the getting is good. And let L.A. sprawl continue!



LOT XI



ZOE'S VINTIQUE

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KUT

from the Kloth®



*Paige Mycoskie's Aviator Nation brand brings music and surf cool to the people.*

*By Rebecca Cringean*

"I love our new five-stripe hoodie in the vintage white color," she says. "It's such a

Like any good fashion pied piper, Mycoskie plays a nice tune to go along with her designs. "I feel passionate about supporting the music industry and the artists themselves," she says. "When I opened my first retail store in Venice, Calif., part of my inspiration for opening the store was to be able to create a stage where neighborhood artists and friends could come and play." With stages in the yards of all her

"I love working with the Global Citizen Festival purely because of what the festival stands for. It's a free concert to those who make moves to help end global poverty. The concept is beautiful, and I feel honored

With loyal customers, plans for more store openings, a passion for domestic manufacturing, and one hell of an inspiring aura, Mycoskie “feels like the luckiest girl in the world because I get to live my passion. Not only do I get to make rad clothes that I love wearing but I get to constantly develop products that I want to have. It’s really cool to be out on the street and see people wearing it. If I am wearing it too I usually get a smile from them and it’s like, for a moment, we are on the same wavelength.”





# LEVEL 99



## Sophisticated in Suede

Elevate your 1970's obsession with a new take on vintage favorites for Fall. Jackets, vests, dresses and pants in faux suede, premium denim, and intricate embroidery offer a new twist on a classic trend.



**Connie Midi Skirt**  
Earl Gray



**Max Jacket**  
Musk



**Alexa Moto**  
Black



**Tracy High Waist Ultra Skinny**  
Scarlet



**Amber Slouchy Skinny**  
Point Dume



**Claire Denim Snap Dress**  
Lake Shore





AS OF NOW

## Witt

Continued from Page 1

“Four years ago, I came out when Wittmore was only online. Back then, I didn’t think Downtown L.A. would grow so quickly. When we looked to do the second Wittmore space, we wanted to be part of a collective. We were deciding between the beach and downtown. And then we had to decide between the Arts District in downtown or over by the Ace Hotel. Spaces were so large, but we found a store in the Arts District where we could devote about 35 percent to gallery space. So I went with my gut. The area felt right, and in the year and three months that we’ve been open in the Arts District downtown, traffic has doubled and sales are up 30 percent.”

Witt’s two L.A. stores have differing atmospheres—only the carefully curated selections and attentive staff tie the two together. His Arts District location embraces the area’s project-based vibe of limited showcases, trunk shows, and artistic collaboration. “The consumer who comes to shop in the Arts District wants to know the product story and make a whole new discovery in the environment,” says Witt. “People stereotype and say it’s so young downtown, but I get all ages in my store from college kids in their 20s to well-established men in their 50s and 60s. Plus, a third of my customers are now women, so I have a men’s core element and then a unisex aspect.”

In a little over a year of running the Wittmore Arts District location, Witt himself has characteristically grown with the area. The spirit of neighborhood collaboration draws out the inhabitants, shoppers, and shopkeepers alike. To that end, since we trust Witt’s implicit taste in apparel, we decided to take his further advice on watering holes, other shopping destinations, and chill environs in his downtown retail home.

**For a quick afternoon coffee and a pastry**  
“Go to Blacktop Coffee. They have ice-cold nitro brew on tap. I also like to order their bran muffins or their avocado toast with an egg on top, always with an egg. They use Sightglass coffee beans from San Francisco.”

Blacktop Coffee  
826 E. 3rd St.  
(213) 599-8496  
[blacktop.la](http://blacktop.la)

**For a light lunch**  
“Go to Café Gratitude. They have a glorious wrap. It’s like a Caesar-salad wrap with tempura and greens. At first, the chef just recommended it to me and now it’s actually on the menu.”

### CAFÉ GRATITUDE



Café Gratitude  
300 S. Santa Fe Ave.  
(213) 929-5580  
[cafegratitude.com](http://cafegratitude.com)

**For a business dinner**  
“I go to Terroni’s Italian. It’s a bigger place in an old bank building. It’s understated and not as loud as some places. It’s good for food and conversation.”

Terroni Downtown  
802 S. Spring St.  
(213) 221-7234  
[terroni.com](http://terroni.com)

**For menswear outside of Wittmore**  
“I like Apolis in the Arts District. They have a great menswear selection and they understand how the people who make their clothing are treated. I also really like Tanner Goods for accessories.”

Apolis: Common Gallery  
806 E. 3rd St.  
(855) 894-1559  
[apolisglobal.com](http://apolisglobal.com)

Tanner Goods Flagship Store  
860 S. Broadway  
(213) 265-7480  
[tannergoods.com](http://tannergoods.com)



HAMMER AND SPEAR

**For home goods**  
“Try Hammer and Spear in the Arts District. Plus, they provide interior design services. Then there’s As of Now. They were previously in retail, switched to wholesale, and went back to retail again. They have eclectic furniture and design.”

Hammer and Spear  
255 S. Santa Fe Ave.  
(213) 928-0997  
[hammerandspear.com](http://hammerandspear.com)

As of Now  
900 E. 4th St.  
(213) 628-3700  
[asofnowstore.com](http://asofnowstore.com)

**For gifts**  
“Alchemy Works has hard-to-find items and great gifts. Then there’s Hennessey + Ingalls bookstore. They used to be based in Santa Monica and just moved to downtown. They even have a room dedicated solely to out-of-print books.”

Alchemy Works  
826 E. 3rd St.  
(323) 487-1497  
[alchemyworks.us](http://alchemyworks.us)

Hennessey + Ingalls  
300 S. Santa Fe Ave.  
(213) 437-2130

### TANNER GOODS



[hennesseyingalls.com](http://hennesseyingalls.com)

**For art**  
“For architecture and design, you can’t beat The Broad. And there was Milo Gallery, which presented upcoming, newly established art.”

The Broad  
221 S. Grand Ave.  
(213) 232-6200  
[thebroad.org](http://thebroad.org)

Milo Gallery  
Quietly, unfortunately, now defunct

**Nice places to spend some time**  
“I like Zinc Café. They have two outdoor areas, a spot with olive trees and then this great patio. And, if you have a sweet tooth, there’s Van Leeuwen Ice Cream. They have the best nondairy, vegan ice cream ever made.”

Zinc Café & Market and Bar  
580 Mateo St.  
(323) 825-5381  
[zinccafe.com](http://zinccafe.com)

Van Leeuwen Ice Cream  
300 S. Santa Fe Ave.  
(213) 625-0705  
[vanleeuwenicecream.com](http://vanleeuwenicecream.com)



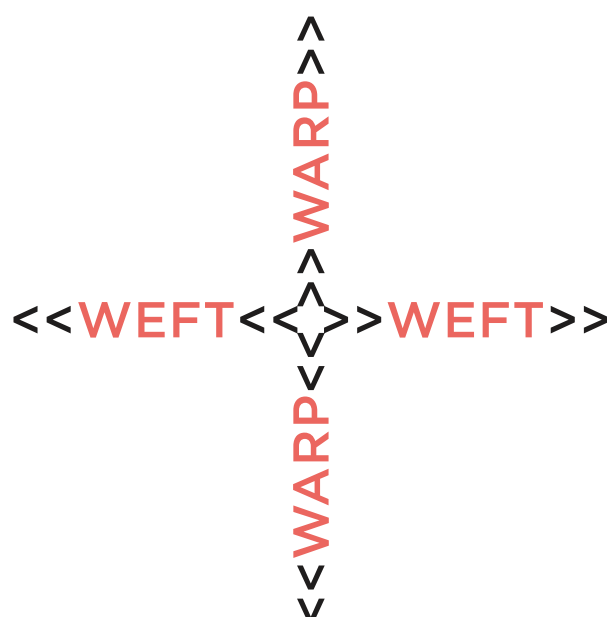
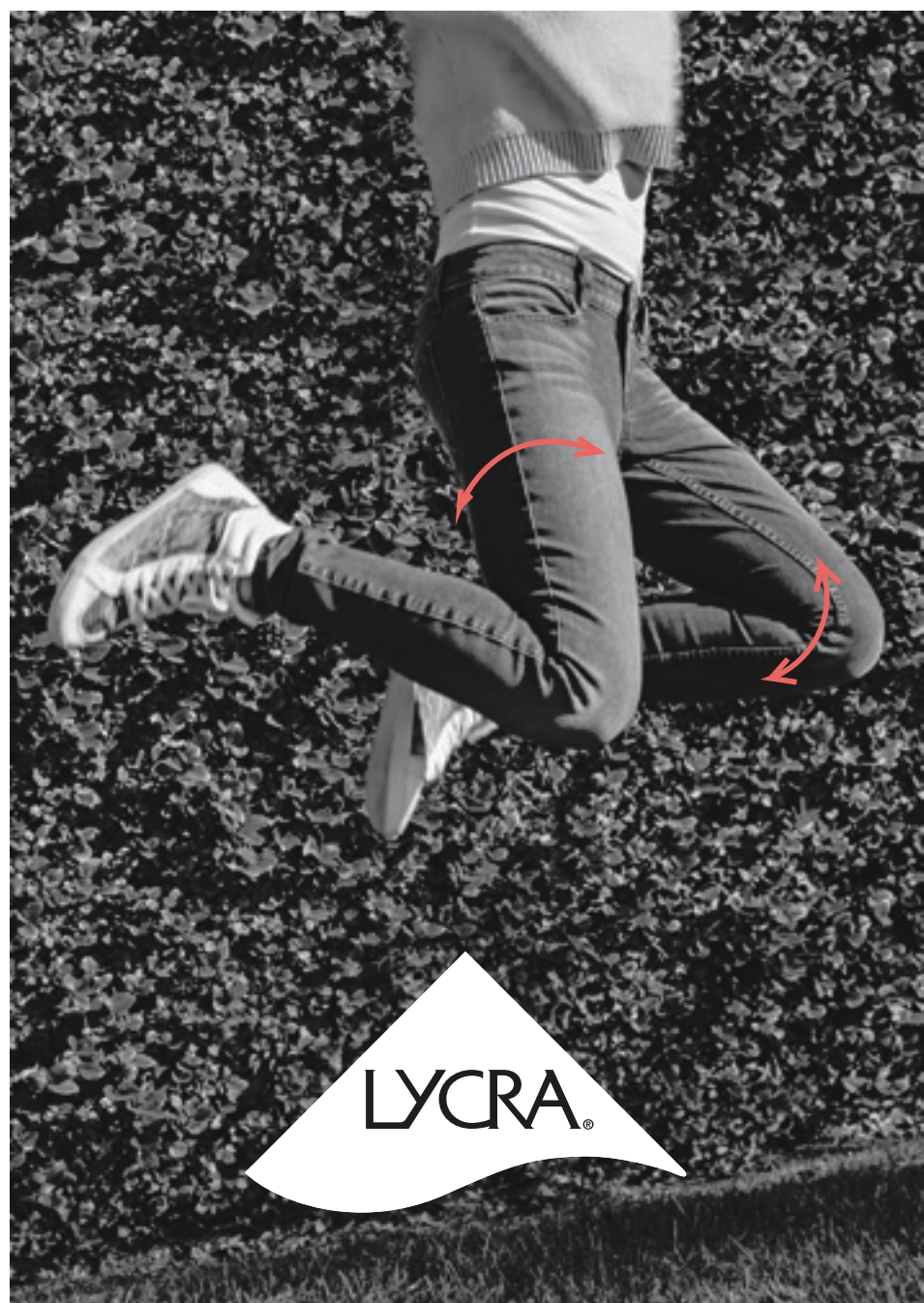
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