

# CALIFORNIA ApparelNews

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VOLKER CORELL

## LOS ANGELES FASHION WEEK ON WITH THE SHOWS

This season's lineup of runway shows continued with Art Hearts Fashion Week at the Beverly Hilton in Beverly Hills. For a look at the recent Los Angeles Fashion Week collections, see pages 10-13.

Hale Bob

## Fred Segal Sign at the Center of a Lawsuit

By Andrew Asch *Retail Editor*

In the fast-changing world of Los Angeles boutique retail, the red, white and blue logo of **Fred Segal** has been an icon for decades, but a recently filed lawsuit might decide whether the famous sign can stay or must go at the first Fred Segal store opened on Melrose Avenue.

Last month, **Sadow**, the New York-headquartered company that acquired the rights to the Fred Segal brand in 2012, went to U.S. District Court in Los Angeles and sued the new owner of the Fred Segal building at 8100 Melrose Ave. for trademark infringement and unfair competition.

The building is now owned by **CormackHill**, a Canadian real estate company that purchased the 29,000-square-foot compound last March for \$43 million, media reports said.

According to Sadow's legal complaint, CormackHill

➔ Fred Segal page 8

## Hanjin Bankruptcy Fiasco Still Hurting Apparel Importers

By Deborah Belgum *Senior Editor*

Sitting on the water somewhere between here and Asia are 17 containers of private-label menswear valued at around \$1.5 million that **Pacific Textiles & Sourcing** in Los Angeles is importing from Pakistan.

But when some of those containers will arrive is a question that no one can answer because they are stacked on **Hanjin Shipping** vessels anchored off Singapore awaiting instructions about what to do after the South Korean shipping company's bankruptcy filing on Aug. 31.

➔ Hanjin page 2

## INSIDE

Where fashion gets down to business<sup>SM</sup>



7



15

Activewear ... p. 4  
Trendstop trends ... p. 6  
Made in America ... p. 7  
Retail Real Estate ... p. 14  
New Resources ... p. 15, 16

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# Container Imports Inch Up for the Holiday Season

August was the busiest month this year for container imports brought in through the country's major ports, getting a jump on the holiday season.

Major U.S. ports saw active container terminals with 1.71 million 20-foot containers coming into the country, up 1.5 percent from August 2015, according to the monthly "Global Port Tracker" report, released by the **National Retail Federation and Hackett Associates**.

In September, volume dipped to 1.64 million containers but was still slightly ahead of

the same month last year with a 0.9 percent increase.

October is expected to be the second-busiest month of the year for container imports, which should total 1.65 million containers, up 6 percent from one year ago.

November and December won't be as busy because most stores have most of their merchandise for the all-important holiday season. November is forecast to see 1.54 million containers come through the nation's ports, up 3.9 percent from a year ago, and December will see 1.48 million containers, a

3.4 percent uptick over last year.

"November and December are the busiest time for holiday shopping, but this is the month for the behind-the-scenes supply-chain work that ensures shoppers will find what they want, where they want it, when they want it," said Jonathan Gold, vice president for supply chain and customs at the National Retail Federation.

Cargo volume for 2016 is expected to total 18.6 million containers, up 2.1 percent from last year.

At the same time container traffic was ris-

ing, retail inventories were decreasing slightly from some of their previous highs. In July, the inventory-to-sales ratio was at 1.49 in July, the latest number available from the U.S. Census Bureau. That was down from 1.5 in June and from its peak of 1.52 in March.

"The inventory-to-sales ratio, one of the best indicators of where the economy is going, is finally declining," said Ben Hackett, founder of Hackett Associates. "It's not down by much, but the key is that the sharp rise seen earlier this year appears to have come to an end."—*Deboran Belgum*

## Hanjin *Continued from page 1*

Alex Rasheed, Pacific Textiles & Sourcing's president, is hoping that two of the containers will arrive in the next few days and that another nine that were shipped from Pakistan to South Korea, taken out of their Hanjin containers and repacked into non-Hanjin containers will make it to the Los Angeles/Long Beach port complex by the end of October. But what happens to the other six containers sitting off the Singapore peninsula is anyone's guess.

"None of this is good news for us," he said. "We have our pick between bad and awful."

The bankruptcy of the world's seventh-largest cargo-container shipper has created a mess that is becoming costly for many importers like Rasheed. His goods were destined to be on the shelves of **JCPenney** and **Macy's** in time for the holiday season. If they don't arrive soon, the stores could cancel their orders.

In addition, transferring all that merchan-



Pier T used by Hanjin at the Port of Long Beach

dise from Hanjin containers to other boxes cost the company \$5,000 a container—money Pacific Textiles & Sourcing probably

won't be recouping from Hanjin.

"We have to pay that money. We have no other choice," said Atif Nazir, Pacific Textiles' merchandising and sales manager, who has been tracking the containers.

Of the 97 Hanjin Shipping vessels that were on the water when the bankruptcy was filed, 29 are still anchored in the open sea and another six ships have been arrested by port authorities and Panama Canal officials trying to recoup money owed them.

Cargo aboard those ships could take weeks to months to arrive at their final destination.

"It is like someone turned a switch off and nothing is coming in that was in a Hanjin container," said an industry person who asked not to be identified.

### Looking for a parking lot

Not only is merchandise stuck on the water, but the empty Hanjin cargo containers left behind have created havoc at the **Port of Los Angeles** and the **Port of Long Beach**.

Industry people estimate that at one time there were 10,000 empty cargo containers either owned or leased by Hanjin sitting around Southern California. That has been reduced to about 8,700.

Not only has it been a problem to store these 40-foot containers, but each container is sitting on a chassis that is idle and needs to be turned around to collect more cargo containers at the ports.

Port of Los Angeles Executive Director Gene Seroka estimated that the idle chassis equipment has reduced by 30 percent the efficiency level of trucks picking up cargo at the port. Cargo containers being transferred on to railcars have not been affected.

"It has definitely been a challenging situation on both coasts," said Port of Los Angeles spokesman Phillip Sanfield.

On the East Coast, a Hanjin ship that was to dock at Maher Terminals at the **Port of New York and New Jersey** will be landing at the Global Container Terminal in Bayonne, N.J. The concern was if the ship left the port filled with empty cargo containers it would sit too high and not be able to pass

under the Bayonne Bridge.

So cargo will be unloaded in Bayonne, loaded onto a barge and taken to Maher Terminals.

On the West Coast, the chassis problem is slowly being resolved. Noel Hacegaba, the chief commercial officer at the Port of Long Beach, said there are 73,000 chassis in the pool shared by the two Los Angeles ports. Having 8,700 chassis that are out of commission is serious.

"Three weeks ago, the percentage of our chassis out of service [due to mechanical problems] was 10 percent. Today that figure is closer to 7.5 percent. Our immediate first step was to fix as many of the out-of-service chassis as we could," Hacegaba said. "We also urged the chassis leasing companies to inject more chassis in the shared pool."

Port of Long Beach officials tried to get **Total Terminals International**—a cargo-container terminal majority owned by Hanjin, to accept the empty Hanjin cargo containers. They refused until Oct. 11, when the bankrupt company said it would get ready to take empty Hanjin-owned containers at the terminal located at Pier T in Long Beach as well as at Terminal 46 in Seattle.

This will make a slight dent in the problem. Hanjin has 1,140 empty company-owned cargo containers in the Los Angeles/Long Beach area and 131 in Seattle. Some transportation experts are concerned there could be a massive traffic jam at the Hanjin terminal as trucks line up to drop off the empty containers.

With 1,140 containers being collected, that still leaves 7,500 Hanjin-leased containers that need to find a storage space or be returned to the container-leasing companies.

For a while, the solution seemed to be placing the containers at a 100-acre yard in Ontario, Calif., east of Los Angeles. But Ontario city officials objected to that plan.

The Port of Los Angeles said it has set aside eight to 10 acres of land within the port complex to lease to terminals that needed to store Hanjin containers. One acre can hold about 500 containers when stacked six high, but that still leaves more than 2,000 containers that need to find a temporary resting spot.

After Hanjin said it would collect its own cargo containers, it issued a list of its leased cargo containers, matching cargo-container identification numbers with the companies that own the containers. The container owners should be providing a location to drop off the boxes.

Until then, trucking companies stuck with the containers are on the hook for paying the daily rental chassis fee of \$25 a day, one source said. "I know importers who have as many as 200 empties sitting in the Inland Empire," the source said. "Two hundred times 25 dollars [a day] is a lot of money."

Meanwhile, the Port of Long Beach noted that its cargo-container volume in September was down 16.6 percent from a year ago because of the Hanjin bankruptcy. Hanjin containers account for about 12.3 percent of the port's total containerized volume. ●

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## ACTIVEWEAR

## Surfer Jessie Snyder Branches Out With Fitness Line, Collab With Equinox

By Alyson Bender *Contributing Writer*

Jessie Snyder is using her experience as a professional surfer to leverage her newest venture, an eponymous line of basics.

Snyder is using custom fabrications and comfortable fits to offer tops, briefs and leggings that resonate with the Southern California lifestyle.

"I am ecstatic to start my own brand," Snyder said. "I am taking what I learned from my first brand and starting fresh."

This is not the first foray into activewear for the Southern California native, who grew up on the beaches of Los Angeles. Previously she co-founded the apparel line **Mint**, which was carried in 150 stores in the U.S., Japan and Canada, including 12 **Equinox** locations.

According to Snyder, Equinox jumped at the chance to collaborate with her new collection. The fitness-studio store will offer an exclusive "**Equinox x Jessie Snyder**" thermal top, which will be carried at all 81 national locations and will retail for \$68.

"Our female members are looking for easy styling, items she can wear on her way to the gym, as well as after when out with friends," said Karyn Riale, Equinox director of retail buying. "Jessie Snyder gives us this qual-

ity, along with great fabric and fit. Because of these attributes, partnering with Jessie was an easy decision."

With custom-designed fabrications, the Jessie Snyder collection is headquartered and manufactured in Los Angeles.

"Being that I am fourth generation from LA, it has always been extremely important to me to manufacture everything start to fin-



ish right here," Snyder said. "My factory is a few blocks from where my great grandmother worked in the 1920s."

Jessie Snyder has set up an e-commerce platform through her website ([www.jessiesnyder.com](http://www.jessiesnyder.com)) and offers tanks for \$58, the signature thermal top for \$68, briefs for \$45 and leggings retail at \$78. For more information, visit [www.jessiesnyder.com](http://www.jessiesnyder.com). ●

## Calendar

### Oct. 15

#### FWLA

The Bloc  
Los Angeles  
Through Oct. 19

### Oct. 17

#### LA Fashion Market

California Market Center  
Cooper Design Space  
The New Mart  
Gerry Building  
824 Building  
Lady Liberty Building  
Primrose Design Building  
Academy Awards Building  
Los Angeles  
Through Oct. 20

#### Designers and Agents

The New Mart  
Los Angeles  
Through Oct. 19

#### Brand Assembly

Cooper Design Space  
Los Angeles  
Through Oct. 19

#### ALT

#### Select

#### Transit

Contemporary Curves  
California Market Center  
Los Angeles  
Through Oct. 19

#### Capsule

Axis at Capsule  
California Market Center  
Los Angeles  
Through Oct. 19

### Coeur

California Market Center  
Los Angeles  
Through Oct. 19

#### LA Kids' Market

LA Gift & Home Market  
California Market Center  
Los Angeles  
Through Oct. 20

### Oct. 18

#### FBI's Fashion All-Aboard

Runway Show  
Union Station  
Los Angeles

#### LA Men's Market

California Market Center  
Los Angeles  
Through Oct. 19

### Oct. 22

#### Stylemax

Merchandise Mart  
Chicago  
Through Oct. 25

### Oct. 23

#### Fashion Market Northern

California  
San Mateo Event Center  
San Mateo, Calif.  
Through Oct. 25

### Oct. 23

#### Denver Apparel & Accessory

Market  
Denver Mart  
Denver  
Through Oct. 25

### Oct. 26

#### Dallas

Dallas Market Center  
Dallas  
Through Oct. 29

#### FIG

Fashion Industry Gallery  
Dallas  
Through Oct. 28

#### Kingpins

Westergasfabriek  
Amsterdam  
Through Oct. 27

### Oct. 27

#### Coast

Miami Airport Convention Center  
Miami  
Through Oct. 28

### Nov. 2

#### Kingpins

New York  
Through Nov. 3

#### SPESA

San Antonio Riverwalk  
San Antonio, Texas  
Through Nov. 3

There's more  
on [ApparelNews.net](http://ApparelNews.net)

For calendar details and contact  
information, visit [ApparelNews.net/calendar](http://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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# Women's Key Themes for Spring/Summer '17 by Trendstop

Saturated shades create statement styles. Global fashion forecasting agency Trendstop gives us the lowdown on the key trends and essential applications affecting the SS17 commercial market.

A contemporary rework is applied to classic looks as nautical styles incorporate fresh graphics, combat themes fuse functional with feminine, and tribal crafts are reworked for life in the urban jungle.

## Utilitarian Chic

Military looks are reimagined with an ultra-feminine aesthetic. Functional utility staples are transformed

with cinched waists and silky fabrics for an elegant, refined approach to traditionally rugged looks.



Acne Studios



Ruutu Iittala Bouroullec



AF Vandevorst

Looking for more trend insight? For Women's Commercial Directions, email [info@trendstop.com](mailto:info@trendstop.com) for details. For more information about Trendstop, visit [www.trendstop.com](http://www.trendstop.com).

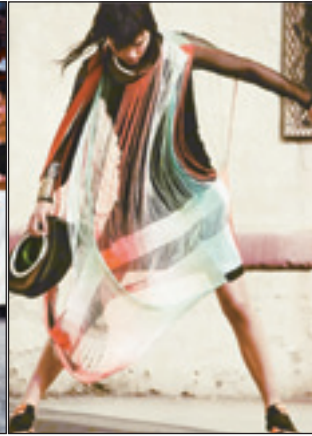
## New Tribe

Tribal handicrafts are reinvented for the urban wardrobe. Boxy shapes and cleanliness introduce

a sporty element, contrasting with multicolor weaving and tassel trims for a modern crafted vibe.



Sportmax



Jason Kibbler for Numero



New York Street Style

## New Nautical

A contemporary twist rejuvenates maritime themes. Bold blocking, changes of direction and unexpected

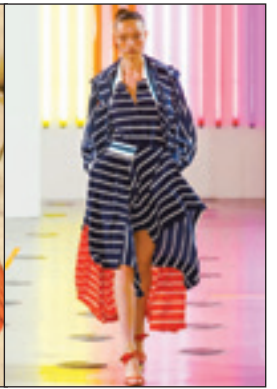
pops of color update nautical stripes while uneven hemlines and sporty trims add an urban element.



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Z SUPPLY

# Year of Ours: Athleisure as the New American Sportswear

By Sarah Wolfson *Contributing Writer*

Los Angeles-based **Year of Ours** wants to put its mark on women's sportswear with an in-house production facility and made-in-America craftsmanship.

YOS debuted with its Holiday 2016 collection, which launches at specialty boutiques across the U.S., online retailer **Stylerunner** and the Year of Ours online store ([www.yearofours.com](http://www.yearofours.com)) this month.

The line includes sweat sets, bodysuits and coach jackets, reminiscent of athletic uniforms with matching ribbed biker shorts and tanks and interchangeable cropped tees paired with drawstring sweat shorts. YOS takes inspiration from a time when athleticwear was made for comfort.

"We wanted to create an athleisure brand that paid homage to '90s sportswear while remaining true to current needs and lifestyles," said designer Alejandra Hernandez. "We felt there was a surplus of athletic brands emerging that were paying too much attention to technology and neglecting what women actually want to wear and need."

Founder Eleanor Haycock has experience in product development and fabric sourcing and is a sports enthusiast as well. Co-owner Lily Shen has been a factory owner in the manufacturing industry for more than 20 years. Hernandez is a celebrity stylist and vintage expert. Haycock's brother, Chris Haycock, handles branding and marketing.

The 20-item Holiday collection features active and lifestyle pieces, including Supplex track leggings with two-tone, side-striped paneling and simulated knee patches and football-inspired lace-up leggings. The leggings are wholesale priced at \$52. A mock turtleneck bodysuit wholesales for \$44, a racerback sports bra for \$34, a long-sleeve jumpsuit for \$57 and a pull-over for \$68.

The current collection takes inspiration from football, but the Spring 2017 collection will be hitting a home run with 35 styles with a baseball theme.

One of the standout fabrications is an athletic rib, which is used for tops and shorts.

"The athletic rib has been our unexpected superstar fabric," Eleanor Haycock said. "Once we worked out in it, we realized it was something really special. It's a true active fabric with wicking qualities and support but is also comfortable and looks amazing on everyone."

Other fabrics include a 100 percent cotton French terry and a

vintage style, tri-blend jersey, which is garment dyed to control shrinkage.

"With my background in fabric, I knew it was the backbone of the garment and it was a priority to find the best material," Haycock said. "We went through tons of fabrics and tested them before putting them in the line. They needed to be able to perform in activity, have strong washability and, of course, feel and look great."

With its own factory, YOS has full control of the brand, from the design stage through all phases of production.

"We get to see our products made and work with the people who make it," Haycock said. "A few of the many benefits of

manufacturing our brand in the U.S. includes growing the local economy, fair labor, quality control and quick lead times. YOS plans on growing awareness of American-made clothing and proving that it can be affordable with the highest quality."

For more information, visit [www.yearofours.com](http://www.yearofours.com) or email [tara@yearofours.com](mailto:tara@yearofours.com). ●



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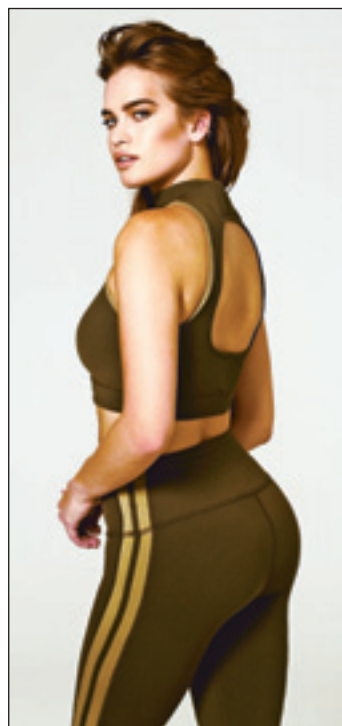
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## Fred Segal *Continued from page 1*

has illegally appropriated the famed Fred Segal trademark. “[It] had deceived consumers and traded on plaintiff’s goodwill by maintaining a Fred Segal sign on the building, even though the location no longer has any association with Fred Segal.”

In its legal papers, Sandow said it attempted to negotiate an agreement with CormackHill for the use of the trademark. But the complaint said the real estate company did not recognize Sandow’s rights and would not remove the Fred Segal signs on the building.

Keeping the sign up could match a king’s ransom. The value of the license of the Fred Segal marks exceeds \$200,000 to \$500,000 a month, court papers said.

Sandow’s lawyers from the law firm **Russ, August & Kabat** asked for a jury trial, punitive damages and an award for treble the damages their client has suffered, which will be determined at trial. According to court papers filed Sept. 28, a lawyer for CormackHill requested more than 30 days to respond to the complaint.

For much of its history, the Melrose Avenue site was the

address for some well-heeled boutique retailers who had shops within the Fred Segal building.

According to their leases, tenants had the right to use the Fred Segal name, but the original tenants who held those rights have since moved out of the building, the complaint maintained. So Sandow now has free rein to enforce its trademark rights, the lawsuit said.

The Melrose property remains a place of business for high-profile boutique retailers **Ron Robinson**, **Ron Herman** and for **Mauro’s Café**.

Removing the Fred Segal sign on the Melrose Avenue store might have dire consequences for the retailers still doing business there, according to legal experts.

“If a retailer wants to be in the space to bask in the glow of the Fred Segal name and what it means to local consumers, then losing the name will have significant negative ef-

fect on the building and the value of the leases within are worth less than what might otherwise be,” said Doug Lipstone, a trademark attorney.

Tenants might use the loss of the trademark name to get out of their leases and leave the building, he added.

However, if shoppers aren’t visiting the building because of the Fred Segal name, then the loss of the trademark may not hurt the retailers in the building, said Lipstone, who is a partner with the law firm **Weinberg Gonser LLP**.

For many years, Fred Segal also ran a retail compound similar to its Melrose property in Santa Monica, Calif. The 500 Broadway section of the property closed in 2014 after being purchased by **DK Broadway LLC** to make way for a seven-story mixed-use apartment building. This year, the Fred Segal Santa Monica building across the street at 420 Broadway, owned by **420 Broadway LLC**, shuttered its doors.

Since acquiring the rights to the Fred Segal name, Sandow has opened a handful of Fred Segal stores. Currently it runs a Fred Segal store at the Tom Bradley Terminal at **Los Angeles International Airport**, and it has two boutiques in Japan.

Much publicity was given to the seven stores it opened in August 2014, which covered 10,000 square feet at the **SLS Las Vegas** casino on the Las Vegas Strip. The **Fred Segal Collective**, as the stores were called, closed one year later.

Paul Blum, the businessman who came on board in 2014 as the new Fred Segal chief executive and who helped shepherd Sandow’s initial Fred Segal expansion, has since moved on. In February, he was named the chief executive of **L Brand Inc.’s Henri Bendel** division.

Two years ago, Sandow forecast that it would open up to 10 Fred Segal lifestyle centers, both domestically and overseas, in the next five to seven years. Their focus would be on fashion, dining, entertainment and cultural events as well as health and wellness programs in spaces of 50,000 square feet or less.

Sandow has reportedly been looking for real estate to open a new store in the Los Angeles area. Earlier this year, media reports said that Fred Segal was opening an outpost in the Playa del Rey area of Los Angeles, a short drive from LAX. Monica Del Borrello, a Sandow representative, said the company would be announcing new-store ventures in upcoming weeks.

Two years ago, Sandow partnered with equity investor **Evolution Media Partners** to expand the Fred Segal venture. Evolution is a joint venture between **TPG Growth**, **Participant Media** and **Evolution Media Capital**, an entertainment, media and sports merchant bank formed in partnership with **Creative Artists Agency**.

Talent agency CAA was supposed to be consulting in areas such as licensing, branding, digital strategy and content creation, among other things.

In August, Sandow launched a new Fred Segal apparel line called **Fred by Fred Segal**. The collection consists of T-shirts, jeans and cashmere. ●



# Your Crystal Ball *for* Fashion's Future

Anyone selling fashion needs to know what will be hot, not only in 2017 but beyond. The best place to look for answers is at **HKTDC Hong Kong Fashion Week for Fall/Winter**. You gain the advantage by seeing the latest styles from international suppliers at the earliest important event in the 2017 fashion industry calendar.

Not only will you see the collections of an expected 1,500 or more exhibitors, you will hear about future trends from leading fashion forecasters in person.

## Zero in on your Sources

There are zones covering different market segments. Apparel for women, men, and children is in abundance and so are accessories, such as handbags, shoes, scarves and costume jewellery. If your needs are more specific, check out the zones for knitwear, activewear & swimwear, evening wear, intimate wear - there is even a zone for thermal clothing. New zones this year are **Casual Wear**, responding to the increasing trend to informality in dress, and **Fashionable Sportswear**, for the latest styles for the gym, yoga, exercise classes and sports.



## When Business is a Pleasure

You can see top brands and in-demand designers show their collections in runway shows and fashion parades and you can mingle with industry players at social events, such as the Networking Reception.

There are seminars and forums with lively presentations on lifestyle trends, markets with potential, and other industry hot topics.



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# Row DTLA Takes a Risk in Gritty Area

By Andrew Asch *Retail Editor*

The area looks gritty, located in the industrial district of downtown Los Angeles, but in one year the 700 block of South Alameda Street will be the center of a unique, high-end restaurant and boutique retail district if things go according to the plans of developer **Runyon Group**.

Directed by young entrepreneurs David Fishbein and Joseph Miller, the Runyon Group is acting as consultants and brokers to a project called **Row DTLA**.

The 30-acre plot of land, which includes the headquarters for **Splendid** and **Ella Moss**, is currently a collection of more-than-90-year-old buildings and offices that once served as a center for the **Southern Pacific Railroad**, Fishbein said. Row DTLA is owned by **Atlas Capital Group LLC**, headquartered in New York City.

Eventually, Row DTLA will be a place where people can park their car in a sprawling 4,000-space parking lot and shop at retailers they have not seen before and eat foods they have not tasted.

"There has not been one area of critical mass in downtown Los Angeles where people can park and walk around for the entire day," Fishbein said. "Because we have 30 acres, we have the scale to be that place."

The developers hope the project will attract downtown Los Angeles denizens who sip coffee and shop in the city's once dilapidated Arts District, now the address of several pricy fashion boutiques and creative restaurants. The enclave is located less than one mile away.

Also, adventurous tourists who stay in downtown Los Angeles at places such as the **Ace Hotel** and the soon-to-open hipster hotel **No-mad** at Seventh and Olive streets are expected to drop by Row DTLA. The shopping district also expects to be a draw for shoppers and diners from across the region looking for a unique experience.

Fishbein believes there already is proof that affluent people will come to the warehouse area in search of a unique experience. Since June, Row DTLA has hosted **Smorgasburg**, a collection of unique food stands that attracts between 5,000 to 12,000 people every Sunday, he said.

Next month, the commercial complex will take its first leap into retail. On Nov. 1, Row DTLA will host Holiday Pop-Ups, which will be temporary stores for brands currently only selling online. They'll include **Bikyni**, a high-end women's swimwear line, and **Modern Citizen**, a collection of women's fashions, as well as **Vrai and Oro**, a jewelry brand headquartered in Los Angeles.

By early next fall, the first two permanent retailers will open at Row DTLA. One is **Bodega**, a Boston-headquartered retailer specializing in high-end sneakers and labels such as **Stüssy** and **Nike Sportswear**, which are popular with the streetwear set. Another shop will be **A+R**, a Los Angeles-headquartered store that offers home décor, furniture, lighting and other goods. Both retailers have been doing business



for 10 years.

Also coming up, **Go Get Em Tiger**, a high-end café, will open a permanent location at Row DTLA. Go Get Em Tiger already is located in Los Angeles' Larchmont Village and the

Los Feliz neighborhood and also at the **G&B Coffee** stand at the **Grand Central Market** in downtown Los Angeles.

Australian restaurant **Paramount House** also took a lease to open a space at Row DTLA, Fishbein said. It will be the first Paramount House in the United States.

Runyon Group recently opened **Platform**, a four-acre enclave of shops and restaurants located in a former auto dealership in the Hayden Tract area of Culver City, Calif.

The 50,000-square feet of retail offers space to high-end boutiques such as **Curve** and **Magasin** as well as unique restaurants such as **Loqui**. "We're about discovery and creating experiences," Fishbein said. "It's not necessarily for everybody, but we appeal to a wide range of people." ●



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# On With the Shows

There are more than 100 collections participating in this season's **Los Angeles Fashion Week**, which is spread across six events over the course of a four-week span. This season, **Art Hearts Fashion Week** moved to the **Beverly Hilton** in Beverly Hills with a lineup of local and international labels, including **Hale Bob**, **Siwy**, **Adolfo Sanchez**, **Koco Blaq** and **Mister Triple X**.

The Los Angeles Fashion Week calendar continues through the rest of the month with **Style Fashion Week** at

the **Pacific Design Center** in West Hollywood, **Fashion Week LA** at **The Bloc** in downtown Los Angeles and **FBI's All Aboard** fashion fund-raiser at **Union Station** in downtown Los Angeles. The events continue into early November, when new event **ReveLation** bows with runway shows, pop-up shops and industry panels at **Siren Studios** in Hollywood.

Additional runway shows, including coverage of the **LA Fashion Week** shows held at the **Hollywood Athletic Club**, can be found at [ApparelNews.net](http://ApparelNews.net).—*Alison A. Nieder*

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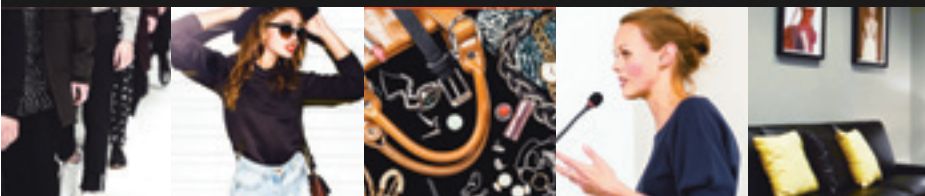
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## RETAIL REAL ESTATE

# Lido Marina Village Opens in Newport Beach

By Andrew Asch *Retail Editor*

**Lido Marina Village** observed its soft opening recently by serving free artisanal ice cream while children played with toy boats on one of the decks of the Newport Beach, Calif., retail center.

Later this month, the new retail site is holding a grand opening as it hopes to attract the affluent client who shops Orange County's dominant malls—**South Coast Plaza** and **Fashion Island**.

**DJM Capital Partners Inc.**, the shopping center's developer, believes that Lido Marina Village will attract customers in this ultra-competitive market because the compact, 116,000-square-foot retail district is unique with its waterfront property and marina views



signer boutique that has been doing business in the Pacific Palisades area of Los Angeles for more than 15 years. There's **Eberjey**, a swim and intimates brand, as well as **Jenni Kayne**, **Bailey 44**, **Planet Blue**, **Steven Alan**, **Alchemy Works Harbor House** and **Faherty**, a New York-based beach lifestyle line.

Alex Faherty, the brand's co-founder, said he opened the label's second location in Lido Marina because

the place reminded him of an East Coast beach town. "As far as opening stores in California, a lot of stores are in mall settings, and at this point, we are not interested in that," he said, noting he opened a store earlier this year in Malibu, Calif. "Also, you are right on the water at Lido Marina. ... Where else can you open a store in a beautiful row house on the water?"



Lido Marina Village overlooks the Newport Harbor



At the opening of Lido Marina Village guests enjoy the boats and ice cream.



Bailey 44



Alchemy Works Harbor House



Elyse Walker

around Newport Beach's coast.

When not shopping, people can lounge around the retail center's waterfront.

To further enhance the water element, DJM Capital next year plans to renovate Lido Marina's waterfront section, giving people the option to sail a boat and dock it at the retail center, said Linda Berman, DJM's chief marketing officer.

Eventually, the retail center might employ a boat concierge and sell picnic lunches for people headed out onto the water.

"It's the geography," Berman said. "We are on the water with a picturesque backdrop. It is seductive to customers and tenants alike. You can't create that. It's what attracted us to the project. It's a hybrid between a manufactured development like a mall and a street location."

Shopping also will be a big deal at Lido Marina. It's almost entirely leased with 19 retail tenants, which include the second location for **Elyse Walker**, a multi-line de-

Lido Marina also has five restaurants such as popular Japanese eatery **Nobu**, scheduled to open in January, and **Zinqué**, a hip eatery opening later this month that has locations in West Hollywood, Calif., and the Venice Beach area of Los Angeles.

Lido Marina is located on the corner of Newport Boulevard and Via Lido by Newport Beach's Balboa Peninsula, across the street from the 1930s **Lido Theater** movie house.

The area has been a retail neighborhood for decades. Previously, Lido Marina Village housed boutiques, restaurants and residences. DJM took control of the property in 2013 and renovated the district's old buildings for an undisclosed sum.

Stores moved into the new retail district in part to be closer to many of their customers. "What many retailers told us is that they have Orange County customers who are driving into Los Angeles to shop with them," Berman said. ●

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# Lacausa: Contemporary Basics Meets California Bohemian Style

By Alyson Bender *Contributing Writer*

In Spanish, “la causa” means “the cause,” and Rebecca Grenell’s underlying mission with her **Lacausa** clothing line is to make quality garments locally under ethical conditions. Having grown up in Los Angeles, Grenell’s designs redefine basics, blending romantic silhouettes with a contemporary bohemian twist, always influenced by the effortless California style.

Rebecca Grenell, owner and designer, launched Lacausa in spring 2013 after learning from her parents, who started their own clothing line, **Joshua Tree**, in the 1960s, and working for a handful of local designers and fashion companies. Since Lacausa’s conception, **XCVI** has become a partner in the line, and “we are based out of their factory in Downtown Los Angeles,” Grenell said.

Fabrics are sourced and sewn in the Los Angeles factory “at the highest standards.” The core collection is offered in viscose chiffon, vintage and gauze jersey, and soft slip fabrics, with new fabrications and textures introduced each season in comfortable silhouettes.

“Aside from always expanding the collection with new fabrics and bodies, we are starting a new basics program of easy, great



The Lacausa store opened at 4015 Sunset Blvd. in Los Angeles, Sunset Junction, last year.



everyday T-shirts that will be available in stock to our retailers as well as in shops and online year round,” Grenell said.

Lacausa has sold in more than 300 boutiques worldwide, including California retailers **Madison**, **American Rag Cie** and **Revolve Clothing**.

“These retailers are our core business, but simultaneously we are working to expand and share the collections more directly with consumers through our bricks-and-mortar and online shop,” Grenell said.

Lacausa opened its namesake bricks-and-mortar boutique in Los Angeles’ Silver Lake neighborhood last year.

“I have deep roots in Silver Lake,” Grenell said. “My mom grew up there in the 1940s and ’50s before moving out to Malibu with my dad. I lived there for many years in my 20s, and my brother and his wife, who have the line **Hero Crane**, have been there for 20 years. The shop on Sunset [Boulevard] has been in the family for a long time, so to re-create it as the Lacausa shop was a very natural move for all of us.”

While Lacausa does rely on social me-



dia—mainly **Instagram** because “it’s such a visual medium, which works well for our brand,” Grenell said—the designer credits organic growth for the success of the line. “We’ve been very lucky with growing naturally via word of mouth. Having a bricks-and-mortar shop in Silver Lake has been great for exposure as well. We love to meet people at events and trade shows who have found Lacausa from walking into the shop.”

While the current focus is to grow the online business, Grenell said she would love to open a second bricks-and-mortar location in Venice in the future.

Retail price points range from \$48 to \$176 for dresses, \$48 to \$110 for tops, and \$55 to \$150 for bottoms. The very popular jumpsuit, which is currently sold out, sells for \$165, and outerwear retails between \$120 and \$175. The brand also carries vintage tees, perfumes that are coconut oil-based and woven totes that are great for farmers markets.

For more information, visit [www.lacausa-clothing.com](http://www.lacausa-clothing.com). ●



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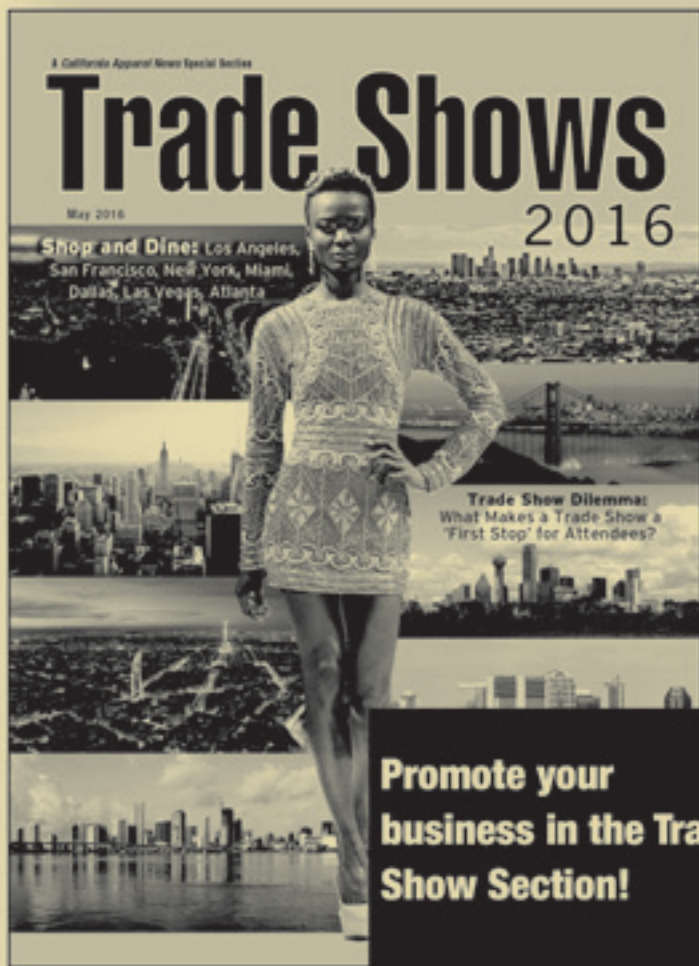
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## NEW RESOURCES

# Langly Supply: Indie Label Takes On Elements and Fashion

Evan Lane hated carrying camera bags on his professional photography gigs in locales such as Nicaragua and Canada's Vancouver Island.

The camera bags, he thought, typically looked clunky. They didn't have the ease of style that so many of his photographer friends seemed to carry.

In 2012, he started **Langly Supply**, a line of camera bags that took its cue from fashion. Lane said that he was surprised when the bags were picked up by amateur photographers and their friends, not the professionals for whom he made the bags.

On social media, he saw that the bags were being used for pleasure trips, not photography assignments. He sensed a business opportunity.

With that in mind, Langly and his business partner, Jerrod Cornish, on Oct. 6 introduced a clothing line that is manufactured in Los Angeles under the Langly label.

The independent label's style keeps the inspiration of a photo shoot in terrain battered by extreme elements. "We want to create substantial items," Lane said. "But a lot of it is centered on how photogenic the item is too."

Langly's "City Slicker" jacket is made from Japanese technical fabric to protect from the elements. In the jacket's lining are welt pockets to store extra gear. Yet it's made in an array of colors, such as olive,



which is more in tune with rough terrain.

The label's debut collection also features crew-neck T-shirts, knit caps, long-sleeve flannel shirts and lightweight jackets designed to take on inclement weather.

The "All-Weather Zip" jacket also is made from a Japanese technical fabric. But the technical jacket takes an aesthetic turn. It features four horizontal pockets on the front of the jacket. They are slightly turned at an angle to give the jacket an aesthetic panache. The "All-Weather Zip" jackets come in burnt orange, navy, black and olive.

Retail price points range from \$24 for a knit cap to \$650 for the label's leather bomber jackets.

For more information on Langly, email [brielle@langley.com](mailto:brielle@langley.com).—Andrew Asch

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# The North Face Opens a Concept Store in San Francisco



In an old brick building, **The North Face** has opened a new concept store, tapping a spot right near Jackson Square in San Francisco.

The North Face Urban Exploration Concept stop is focused exclusively on the label's premium streetwear range and stocking the outpost at 701 Sansome St. with some revived products and new products, including collaborations and curated pieces from the brand's Japanese and Hong Kong collections.

Some of those revived products are the Original Daypacks and the Soft Duffels reissued in honor of the company's 50 years of making handcrafted outdoor gear.

The Urban Exploration store in San Francisco is the first of its kind in the country. A similar space will be featured inside The North Face flagship store on Fifth Avenue in Manhattan later this month.

The North Face has a two-year lease on the location but may rotate other concepts in and out of the

store. The North Face spokesperson Jessica Hollister said the urban concept store will be around until at least spring 2017.

The North Face, headquartered in Alame-

da, Calif., was founded in 1966 with the idea of developing gear for outdoor athletes. It is now a division of **VF Outdoor Inc.**

—Deborah Belgum



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Candidate must have 2+ years of experience making production samples (Dresses and Tops for Junior Line as well as Plus) in a fast paced environment. Candidate has to be responsible and have knowledge of reading Spec Sheets. Knows how to read English and Spanish. Persona con 2 anos de experiencia o mas en hacer muestras de produccion (Vestidos y Blusas de Mujer de Line Junior y Plus Size.) en ambiente rapido y con urgencia. La persona interesada tiene que ser responsable y que sepa leer las instrucciones y medidas para la construccion de la pieza. Hablar ingles y espanol. Pago por hora y con asequianza pagada. Candidates MUST have excellent organizational & communication skills, works well under pressure/deadlines, & be a team player. Submit resumes to [resume@trixxi.net](mailto:resume@trixxi.net) or contact: HR @ 323-585-4200

### •TURNKEY SEWING FACILITY

Tired of paying the high costs of manufacturing in CA? Avail. 12,000 sq.ft. turnkey sewing space & DC in sewing comm. near Tucson, AZ. Electrical equipped. Bldg incl'd. office space, open work area, break room, secure entry, parking, bathrooms. Contact [lmiller@otisstreet.com](mailto:lmiller@otisstreet.com).

### PRE-PRODUCTION COORDINATOR

Fortune Swimwear LLC is seeking a qualified Import Pre-Production Coordinator to join our team. Individual must possess strong organizational, communication skills-both written and verbal. Must have knowledge on fabrics, colors and basic understanding of garment construction as well as technical knowledge of production preferred. MS Office proficiency is required. Blue Cherry knowledge a plus. Minimum 3-5 years' experience required. Qualified applicants, please fax resume to 310.733.2135

### ACCOUNT EXECUTIVE/CUSTOMER SERVICE

Expert Brand a leading manufacturer of Performance apparels is looking to add two account executives to its team to manage & service customer accounts & daily orders. Minimum of 2 years experience in customer service is required. Must be friendly, outgoing & service oriented with ability to solve problems in timely manner. Strong verbal, written Communication and computer literacy is required. Knowledge of AIMS360 is a plus. Must be internet savvy. Please send res. to [horacio@expertbrand.com](mailto:horacio@expertbrand.com)

### WAREHOUSE WORKERS

Bailey 44 is looking for warehouse workers to join our team. Must have prior experience in an warehouse environment. Will be responsible for daily functions in the warehouse that include, shipping, receiving and inventory control. Please send resumes to [info@bailey44.com](mailto:info@bailey44.com)

### SEAMSTRESS WANTED

Seamstress wanted for gowns. 7+ yrs exp boning draping structure. Please call: Ms Costello 213\*628\*3655

## Jobs Available

### TRIXXI CLOTHING COMPANY WE ARE SEEKING ENERGETIC & MOTIVATED CANDIDATES FOR:

**CHARGEBACK and A/R SPECIALIST**  
Candidate will be responsible for investigating chargebacks as well as increasing recovery efforts, resolution of disputed charges in a timely & independent manner with factories & customers. Entry of chargeback activity & management of aging, reconcile factored Accounts Receivable disputes & collections in a timely manner. Candidate will also generate reporting for operations to analyze chargeback activity & improvements in recovery. 3+ yrs of chargeback processing related exp. F/T with benefits included. Working knowledge of MS Office especially in Word & Excel. Full-Circle a plus.  
  
Candidates MUST have excellent organizational & communication skills, works well under pressure/deadlines, & be a team player. Submit resumes to [resume@trixxi.net](mailto:resume@trixxi.net)

### TECHNICAL DESIGNER

Velvet Heart is seeking highly motivated and organized individual to join our company, min. of 5 yrs exp. Candidate is responsible for examining and measuring 1st PP through Top of production, able to conduct fittings with design team, be able to identify and resolve fit, pattern and construction issues, strong communication is a plus with overseas vendors in a timely manner. Can work with private label customers. Strong organization, written, verbal communication and time management skills is a must. Ability to multi-task effectively, Proficient in Microsoft Office including Word and Excel. Denim exp. preferred but not required. E-mail resume to: [MPaguio@velvetheart.com](mailto:MPaguio@velvetheart.com)

### SALES REP

Seeking Highly motivated Sales Rep for Junior & Missy Dress/Sportswear/Denim Company. Team Player/Seller with at least 5 yrs' exp. of successful Proven track record w/established accounts - big box & specialty. Relationship with Ross / TJ / Burlington a Plus. Open to In-House or outside Sales. Salary and Commission commensurate on experience. Pls forward resume to: [daapparelinc@gmail.com](mailto:daapparelinc@gmail.com)

### TECHNICAL DESIGNER/APPAREL COST TECHNICIAN

Job Description: Duties range from costing garments, calculating yields, providing specs & creating BOMs. Knowledge of garment construction and the production process is critical. Must be computer savvy and detail-oriented. Experience with AIMS is essential. Exp.: 5 yrs min. Email resumes to: [barbra@komarovinc.com](mailto:barbra@komarovinc.com)

### GRAPHIC ARTIST-GIRLS 7-16

Strong visualization and creative direction for fashion tops and screened t-shirts. 80% screen, 20% prints. Knowledge of separations and embellishment techniques. Fresh ideas, self-initiative and team effort are critical. Create artwork with a keen understanding of our customers' needs. Must be highly organized, driven for results and able to communicate creative ideas clearly. Submit PORTFOLIO with resume to: [screengraphics2016@gmail.com](mailto:screengraphics2016@gmail.com)

## Jobs Wanted

### FREELANCE PATTERNMAKER

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Downtown. 213-626-5321 or email ino@anjac.  
net

For classified advertising information:  
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