

# CALIFORNIA ApparelNews

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## TRADE SHOW REPORT

## Crowded Schedule at LA Market

By Andrew Asch, Deborah Belgum, and Alison A. Nieder

There was a lot of ground for buyers to cover during the recent run of **Los Angeles Fashion Market**, which officially kicked off on Oct. 17 at the **California Market Center**, **The New Mart**, the **Cooper Design Space**, the **Gerry Building** and the **Lady Liberty Building**. Buyers also shopped the exhibitors at **Designers and Agents** at The New Mart, **Coeur** at the CMC, **Brand Assembly** at the Cooper, **ALT** at the CMC and the **LA Mens Market** at the CMC as well as new shows **Capsule**, **Axis** and **Contemporary Curves**, also held at the CMC.

Overall, exhibitors reported upbeat retailers placing orders for everything from Immediate deliveries through Summer. Coverage begins on page 8.

## LA Blue Jeans Manufacturers Moving to Mexico to Take Advantage of Free Trade

By Deborah Belgum *Senior Editor*

With high-priced blue jeans made in Los Angeles taking a beating in the market, manufacturers facing rising wages in California are amping up their production of premium jeans in Mexico.

Mexico has several advantages: It is only three hours away by plane, a few days away by truck, has a free-trade agreement with the United States and has apparel wages that are about two-thirds of what they are in Los Angeles.

Sources note that **Hudson**, **True Religion** and **7 For All Mankind** are now producing as much as 70 percent of their denim product in Mexico, bringing it back to the United States duty-free.

Los Angeles denim manufacturer **Jean Mart Inc.**, which used to do a hefty amount of production for True Religion, said that at the beginning of this year the blue-jeans label shifted its production to Mexico.

**Paige Premium Denim** and **Frame** are two other brands doing more production south of the border, sources said.

"A lot of the companies in Los Angeles are looking for lower-cost labor and moving out of LA," said Tom Gould, senior director, customs and international trade, at **Sandler, Travis & Rosenberg**.

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## LOS ANGELES FASHION WEEK

## CALIFORNIA COLLECTIONS

The Los Angeles Fashion Week runway shows continued with events hosted by Style Fashion Week, Fashion Week Los Angeles and Fashion Business Inc. For a look at the recent collections, see page 9.

Naven

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

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# Paula Schneider Named CEO of Three Los Angeles Premium Labels

Los Angeles apparel executive Paula Schneider left her job as chief executive of **American Apparel** on Oct. 6.

On Oct. 18, it was announced she would be the chief executive of **DG Premium Brands**, whose recently acquired Los Angeles labels include **7 For All Mankind**, **Ella Moss** and **Splendid**.

Barry Miguel, who has been president of 7 For All Mankind since 2011, will be leaving the company, the company announced. Susan Kellogg, who had been serving as president of DG Premium Brands, will continue on as a consultant until the end of the year.

Schneider has a long history of heading apparel and swimwear brands in the Los Angeles area. She had a brief, two-year run as chief executive of American Apparel, the T-shirt company that last year filed for Chapter 11 bankruptcy protection and emerged from bankruptcy this year under her watch.

Before that, she was the chief executive of **Big Strike Inc.**, a juniors and misses apparel company acquired by Los Angeles private-equity firm **The Gores Group**. And for nearly four years, she was president of **Speedo USA**.

Her other apparel gigs include heading

up **Laundry by Shelli Segal** and working as president of sales for **BCBGMaxAzria**.

"We are thrilled to welcome such a proven retail leader as Paula to oversee DG Premium Brands, where we see significant potential for global growth and product expansion," said Isaac Dabah, chief executive officer of **Delta Galil Industries**, the Israeli company that recently acquired the three labels for \$120 million and then laid off more than 100 people. "Paula brings an entrepreneurial mindset, demonstrated leadership skills and strong vision, which will be instrumental in executing our ambitious goals for these brands."

Schneider has been tasked with growing the labels, whose revenues declined over the years when they were owned by **VF Corp.** In recent filings with the Securities and Exchange Commission, VF Corp. said the three labels had a combined revenue of a little more than \$300 million, which had fallen consistently over the past few years.

"With Delta Galil's extensive manufacturing expertise, high-quality products and commitment to innovation backing me, I am excited for the tremendous opportunities ahead in growing each of these brands," Schneider said.—*Deborah Belgun*

# MAFI Award Winner Named at FBI's All Aboard Runway Show

The winner of the Moss Adams Fashion Innovator award (MAFI) was announced at the sixth annual **Fashion Business Inc.** All Aboard Runway Show at **Union Station** in downtown Los Angeles.

**Rails**, the global lifestyle brand launched by Jeff Abrams in 2008, received the top award, presented by accounting firm **Moss Adams**, a sponsor of the annual event.

Rails got its start with one hat style and has grown to a complete women's collection that includes denim, jersey and sweater knits, and new shirting fabrications. The company launched a children's division, **Little Rails**, last year and added a new men's shirting collection. The brand is carried by 1,000 retail doors around the world,

including **Intermix**, **Neiman Marcus**, **Saks Fifth Avenue**, **Selfridges**, **Liberty**, **Harrods**, **Harvey Nichols**, **Isetan Mitsukoshi**, **Rosebud**, **Beams** and **Magasin du Nord**.

In addition to the presentation of the MAFI award, the evening included a runway show featuring **Godz and Goddezze**, **Alexis Monsanto**, **Adam Mar**, **Angelino**, **Stellan & Wylde**, **Komo-VA** and **Punchline Apparel**.

Hosted by David Ono, coanchor for **ABC7 Eyewitness News**, the event benefits **FBI**. Now celebrating its 17th year, the non-profit organization helps emerging designers and provides retraining for industry professionals.—*Alison A. Nieder*



Rails founder Jeff Abrams (pictured center) with models wearing the latest Rails collection on the runway at FBI's All Aboard Runway Show, where Abrams received the Moss Adams Fashion Innovator Award.

JOHN ECKMIER

# Speedo USA Gets a New President

There has been a five-month vacancy for the top spot at **Speedo USA** after Jim Gerson left last May.

But John Graham, previously senior vice president of sales for Speedo USA, has been named to take over the job as president.

The announcement was made on Oct. 19 by Speedo USA's parent company, **PVH Corp.**

Prior to joining Speedo USA, Graham spent two years as senior vice president of sales for surf and snowboarding at **Quiksilver**, where he focused on e-commerce and North American sales while overseeing a 160-person team.

Before that, he worked with **Easton Bell Sports**, which was later sold to **Bauer Performance Sports**, as senior vice president of commerce. Graham began his career at **Nike**, where he spent 18 years, leaving the

company as commercial director for Nike Action Sports.

"John brings a depth of experience in the sports industry to Speedo USA, and we are thrilled to have him lead the business," said Ken Duane, chief executive of Heritage Brands and North America Wholesale of PVH. "He possesses the ideal blend of sales expertise, success in building strong teams and intuitive sports business sense."

Graham replaces Gerson, who left Speedo USA in May just months before the Summer Olympics in Brazil. He had been with Speedo USA since 2010.

Gerson helped move the swimwear brand's corporate headquarters from downtown Los Angeles to Cypress, Calif., where the company moved into a 68,000-square-foot building with a swimming pool for testing product.—*D.B.*

## Corrections and Clarifications

Since the story "Row DTLA Takes a Risk in Gritty Area" was published in the Oct. 14 issue, there has been an update for **Row DTLA's** directory of temporary stores. This group of stores will be called **Holiday Collective**. However, **Vrai & Oro** will not appear at the Holiday Collective, which is scheduled to open Nov. 1. Scheduled debuts for Row DTLA's permanent

stores were incorrectly reported. **A+R** is scheduled to open next month and **Bodega** is scheduled to open in spring 2017. Also, the Australian restaurant concept moving into Row DTLA is currently working under the moniker of **Paramount Coffee Project**, not **Paramount House**, which is a name with which it does business in Sydney.

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MADE IN CALIFORNIA

## Revice: Fast Premium Denim Direct to Consumer

By Alyson Bender *Contributing Writer*

Founded earlier this year, **Revice** is aiming to be the go-to brand for premium denim for women and men, utilizing a fast-fashion format of manufacturing to offer limited quantities of each vintage-inspired style.

"We try to work on the same idea as fast-fashion businesses, but instead of cheap labor and cheap production we do everything in-house here in LA with premium fabrics and high-quality manufacturing processes," said **Shai Sudry**, founder of Revice.

"Since we own our own manufacturing we don't have any limitations to quantities or skimp on quality. We sell our product directly to our consumer, and that gives us the ability to react faster to demands and trends."

All denim is sourced directly from **Cone Mills** in North Carolina and **Candiani**, an Italian denim mill. Revice produces 110 cuts of each jean style on average and does not typically restock. The company also offers tees that they buy as blanks.

"We put them through a vintage wash process in our own facilities to give them their unique appeal and appearance and design all the graphics for the tees in-house as well," Sudry said.

In order to offer competitive price points, the company sells direct to consumer exclusively through their e-commerce platform on their website. Since the business is solely online, Revice relies heavily on social media to acquire and engage customers. The choice platform is **Instagram** (@revice\_denim), where Revice boasts almost 13,000 followers.

"We saw the rise and importance of an Instagram presence for a brand when Revice launched in early 2016," Sudry said. "Through Instagram, we have been able to tell our story and showcase our product through strong visual narratives meant to

capture and engage current and new followers and customers."

Retail price points range from \$58 to \$88 for women's jeans; all jean jackets retail under \$100; and exclusive tees retail around \$32. Men's jeans retail between \$58 and \$65.

"We aim to be the go-to brand for pre-



mium denim. Future plans are to build up the denim aspect of the business with multiple fabrications, washes, colors, fits, etc., as well as continue growing our graphic tee line and eventually expand the collection to carry more pieces."

Before founding Revice, Shai Sudry had 20 years of experience in the fashion industry doing contract production, private label manufacturing and licensing major brand names.

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

## Calendar

### 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 Apparel & Accessories Market

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

Basketball City  
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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## DENIM REPORT

### Daniel Patrick X T Raww 2016: Making Jeans With Hip-Hop Star Tyga

By Andrew Asch *Retail Editor*

When designer Daniel Patrick expanded his eponymous streetwear label to include jeans, he wanted to steer clear of the traditional five-pocket style.

"Jeans are jeans ... but every jean has its own shape, and it's always a work in progress," he said.

Instead, he made jeans the Daniel Patrick way. The pants have drop crotches. Despite current trends calling for loose jeans, Daniel Patrick jeans carry a slim fit.

The jeans work with the Daniel Patrick style, which the designer calls high-end, minimal streetwear. Fans included Tyga, the hip-hop star and paramour of reality TV star Kylie Jenner.

Daniel Patrick and Tyga worked on capsule collection **Daniel Patrick X T Raww 2016**, which was released last month. It is sold at online emporium **Revolve** as well as at Daniel Patrick's bricks-and-mortar boutique on Los Angeles' Melrose Avenue and his label's website ([www.danielpatrick.us](http://www.danielpatrick.us)).

Buttons on the Tyga collaboration jeans bear a "T" in honor of the music star's name.



They bear a strap on the left side of the pant. "It's a nylon webbing strap; it's almost that you are wearing a military belt," Daniel Patrick said.

Keeping with an aesthetic that bridges the minimal with the alternative, the jeans come in a couple of colorways—but not denim's ubiquitous indigo blue. Rather they come in black and "natural," which Daniel Patrick describes as an off-white. The Tyga collection pants retail for

\$300. Denim in the main line ranges from \$225 to \$275. The Daniel Patrick label also makes denim jackets for men. Along with the jackets being oversize, not form-fitting, they also bear a round military-style collar.

In 2017, the Daniel Patrick label will expand the denim category to its women's division. The label is also on a retail roll. In April, it opened a boutique on 7967 Melrose Ave. by the intersection of Melrose and Fairfax avenues in Los Angeles. Next month, the label is scheduled to open a 1,700-square-foot store in Manhattan's SoHo neighborhood.

"When I went shopping, SoHo was my favorite place to shop," said Daniel Patrick, who grew up in Sydney, Australia. "Melrose was my first taste of fashion in Los Angeles." ●

## IMPORT/EXPORT

### Mexico *Continued from page 1*

The various Los Angeles wash houses that have been the go-to people for finishing high-end blue jeans are also seeing a shift to Mexico. Denim experts say the more simple washes are being done in Mexico and more sophisticated washes are being executed in Los Angeles.

"The shift to Mexico is quite noticeable," said Wesley Chung, president and chief executive of U.S. **Garment**, a wash house located next door to the 7 For All Mankind headquarters in Vernon, Calif., an industrial area near Los Angeles. "True Religion, Seven, Hudson, AG—all the big names are producing in Mexico," he said. "We are not doing the same volume as we did, but we are doing a lot more different processes that are more complicated. Gone are the days of doing a thousand pieces of the same washes. We are now doing a lot more specialized and labor-intensive washes."

Under the North American Free Trade Agreement, denim brands and other apparel manufacturers can produce their goods in Mexico and bring them back without paying duty on them if they are made from fabric produced in Canada, Mexico or the United States. The duty savings on cotton blue jeans is 16.6 percent, and for manmade-fiber jeans it is 28.6 percent.

But if blue jean makers use Italian or Japanese denim imported into Mexico, the duty savings disappear.

But Gould, who recently gave a webinar on "Lowering Duties on Apparel Imported from Mexico," said there are a number of measures that can be taken to reduce duty costs.

One way to avoid paying duties is under the Mexico "special regime rule," which says U.S.-made fabric cut in the United States may be shipped to Mexico to be sewn and brought back to the United States without paying duty. The labor cost is considerable because the average garment worker in Los Angeles is making about \$420 a week versus \$148 a week for a Mexican apparel worker.

Another duty-saving device is something called "U.S. goods assembled abroad." Formerly it was known as the 807 provision. Under this measure, fabric that comes from anywhere in the world can be sent to Mexico

to be cut and sewn and duty is charged only on the value added to the product. This includes labor and imported components.

Many clothing manufacturers don't realize that under NAFTA, garments can be sent to Mexico for screen printing, alterations and repairs and brought back duty-free.

Some manufacturers are reducing their tariffs by using something called the "First Sale Rule." Under this provision, when filing paperwork with U.S. Customs and Border Protection, manufacturers list the price paid by their vendor to the factory instead of listing the price paid to the distributor, importer or agent. The "First Sale Rule" allows importers to pay duty on the first or earlier sale price. "First sale is about saving duty," Gould said.

A more limited option is the special tariff preference level program that allows for a certain amount of goods to be cut and sewn in Mexico out of fabric that comes from anywhere in the world. While this program does not apply to denim makers, it can be used by twill and corduroy pant makers as well as other items such as T-shirts, loungewear and pajamas.

This program is subject to a quota and usually fills up by June. It also involves a lot of paperwork because Mexico's Department of Economy has to issue a special certificate, which is usually obtained by the Mexican factory manufacturing the goods.

A new law that went into effect earlier this year is changing the way e-commerce businesses operate. The U.S. government raised from \$200 to \$800 the amount of goods that are brought into the country free of duty by one person every day.

This rule applies to people such as vacationers coming through customs after a trip abroad or e-commerce sites shipping clothing or other items to U.S. buyers. "If you are shipping a \$100 manmade-fiber shirt, this saves you \$32 in duties," Gould said.

He is noticing a number of e-commerce sites setting up warehouses in Mexico to take advantage of this new rule.

For more information about NAFTA reductions, you can access the Tom Gould webinar at <http://www.strtrade.com/events-library.html>. ●



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## LA Market *Continued from page 1*

### Steady traffic at CMC

In an unusual twist, CMC showroom owners said they were not seeing many retailers ordering Immediate items during the recent **Los Angeles Fashion Market**, but they were concentrating on the Spring/Summer '17 collections being shown.

The lack of Immediate orders centered around two things: unusually warm weather leaving stores with lots of Fall inventory and the U.S. presidential election, which is casting a shadow of uncertainty over the country's economic future.

"I can't say this was the best market we've ever had, but it was not the worst," said Karen George, whose **Karen George & Co.** is on the CMC's third floor. "The buyers who were here were here to buy. They are being cautious because everyone is waiting to get past the elections."

She said retailers were searching for newness, which is sorely needed to spur buying because the ready-to-wear market in recent years has been faced with steep competition from the athleisure category.

Searching for newness were Lindsay Matthews and Devin Kinsel, who were shopping for their **Olive & June Boutiques** in New Mexico. One store is in Alamogordo and the other is in Clovis.

This was their first visit to the Los Angeles Fashion Mar-

Keyes said.

It was a similar story in the **Kathy Walker Sales** showroom, where owner Kathy Walker said she was having an "amazing market."

"It felt much more positive than before," she said, adding that "It's the West Coast, it's Spring, it's our time to shine."

Walker credited the good turnout to her collections, which include **One Teaspoon** as well as several new lines for her showroom: **Unveil, Believe or Leave, Malibu Road** and **Say the Sun**.

"It's about finding right product for the market," she said. "It's more lifestyle, and they are all very well priced."

Los Angeles-based contemporary collection **Lavender Brown** was showing in a space alongside **Project Social T, Olive & Oak, PPLA** and **Domo**.

"It's one of the busier markets in LA," said Lavender Brown owner Gregg Fiene, who said the mood at market was overall positive.

"Nobody is negative, he said.

Fiene said about 75 percent of the traffic at market came from existing accounts and 25 percent were potential new ones. Founded five years ago, Lavender Brown is designed and made in Los Angeles and sells in specialty boutiques.

"The specialty-stores buyer is coming back strong," he said. "The better customer still likes to shop and have customer service."

At the Cooper's **One Girl Agency**, Joey Orsi showed jackets from **Schott NYC** and Schott's **Perfecto Brand**. "I thought it was interesting that some of the bigger buyers had open-to-buy budgets for Fall and Holiday. It's different from last year. The buyers are holding a little reserve to react on what is hitting," Orsi said. A handful of buyers also wrote for the Spring 2017 season.

For the October market a few new showrooms opened, including the **One of Eight** showroom in suite 400A, **Elm::Poste** in Suite 200, **RS Rich and Skinny** in suite 307 and **Brand Assembly Square**, a project of the **Brand Assembly** trade show, in a shared workspace showroom on Mezzanine 3.

### Early start at Gerry

A certain festiveness was in the air on the top floor of the Gerry Building, where the showroom owners decided to celebrate the last fashion market of the year by putting out tables topped with fresh fruit, nuts and other goodies for buyers.

On the ground floor, the **Miriana Ojeda Showroom** opened up a large annex space to house labels that wanted to show just for the market or for her own showroom labels.

Generally, everyone was busy on Sunday, one day before the formal opening of the Los Angeles Fashion Market, when the ninth-floor showrooms served gelato in the afternoon.

The market proved to be busy for Karen Kearns, whose



International Brands in America & Perlmanrep's Justin Perron said the first two days of market at the CMC were strong.



Key lines, new brands and well-priced product helped drive business at the Kathy Walker Sales in The New Mart.



PPLA showed at The New Mart alongside Lavender Brown, Project Social T, Olive + Oak and Domo.



The Miriana Ojeda Showroom Annex at the Gerry Building

ket, having shopped before at the Dallas market and in Las Vegas at **MAGIC**. "We came to Los Angeles to look for new, emerging brands to get an edge," said Matthews, who was shopping for Holiday dresses and Spring items. "Our customer, who is a young contemporary, wants to buy a lot of new trends without paying too much money."

They had already visited the **San Pedro Wholesale Mart** on Crocker Street in downtown Los Angeles, where they placed orders, and were wandering through the CMC halls checking out showrooms.

Matthews said they were dealing with store revenues that were down slightly from last year, but they were hoping the election would turn things around.

At the **International Brands in America & Perlmanrep** showroom, sales representative Justin Perron said retailers in touristy areas were showing a little more caution because of the strong dollar making items more expensive for foreign tourists, but stores in other areas were writing solid orders and had no problem placing minimum orders and above. "The first two days of the show were really good," he said, noting there were retailers coming in almost every hour.

For Susan Pomponi, who was representing the **Focus** misses brand in a temporary showroom on the third floor, the market was "buzzing on Sunday and Monday," when lots of stores came through. Her customers were buying primarily Spring items for deliveries between January and March. "There has been so much warm weather that they still have Fall goods in their stores," she said.

### Upbeat at The New Mart

The mood was upbeat at The New Mart, where showroom owners reported a strong start to Los Angeles Fashion Market followed by steady traffic from retailers across the Western United States.

"Sunday was jammed," said Diane Vonderheide, owner of the **Vonderheide Showroom**.

Kathleen Keyes, a sales rep for the Vonderheide Showroom, said the energy was good and there was steady traffic from retailers from California, Texas, Arizona, Colorado, Oregon and Washington looking for Spring goods.

"We had a positive market—it was one of the better ones,"



Mikey Herlo, left, and Eddie Bromberg of Cotton Citizen at the Cooper Design Space



Israel Ramirez displaying dresses at the Cooper's Siblings showroom

### Surge of traffic at Cooper

The **Siblings Showroom** hired an extra salesperson for the Los Angeles Fashion Market. It was much busier than the June and August markets, said Israel Ramirez, cofounder of the Cooper Design Space showroom. "It was a huge surge of people," he said. "There was a lot of walk-in traffic. You hardly get that anymore. You typically get your regulars."

Ramirez credited the increase in traffic to greater consumer confidence. On Sept. 27, **The Conference Board**, a nonprofit research agency, reported an uptick in its Consumer Confidence Index from 101.8 to 104.1. More buyers dropped by the recent market because Siblings added a new line, **Signorelli**. The Los Angeles-headquartered line produces women's T-shirts and pullovers in French terry and fleece.

Eddie Bromberg, president of the **Cotton Citizen** label, showing in the **Community Service** showroom, also saw an increase in traffic at market. He estimated that his label's market sales would increase more than 15 percent compared to the October 2015 market. "It's not a question of being busy," he said. "It's that people were writing. It was good business."

Cotton Citizen showed basics and elevated basic styles in unique colors such as iridescent pink and an iridescent yellow. The label also exhibited styles in hemp and fabrics and textural slub fabrics. Consumers are demanding greater details and differences from companies making basic clothing. "A lot of people are not in the business anymore because they could not survive as a basics label," he said. "Cotton Citizen evolved because of our new fits, washes and destruction styles."

**Karen Kearns Showroom** carries both European and domestic lines such as **Butter + Cayenne** and **La Robe**. She said buyers still had budgets to buy Immediate items because they had been holding onto their dollars as a cautious mood swept over retailers, but now they were more upbeat. "We did orders for all kinds of deliveries, from Immediate to Spring. And the orders were much more solid and positive than in the past," Kearns said.

Kearns saw retailers from all over California, Oregon and Colorado and even had one retailer come in from Arkansas who was visiting the Los Angeles Fashion Market for the first time to try out something different.

Helen Wicker, a retailer whose **Adornments** stores are in Denver and Santa Fe, N.M., was popping into various showrooms at the Gerry Building and was impressed with what she saw. "There is newness to the clothes and people aren't copying the same tunic," she said. As an example she pointed to a **Lauren Vidal** sweater carried at the **Arlene Henry Sales** showroom that had an artistic flair with painted metallic swooshes and texture.

In the ground-floor annex, where more than 20 brands were exhibiting, the wave of buyers was steady. Pamela Welden, who was sitting at the **Ma + Cha** booth, said buyers were placing Resort orders for 12/15 delivery and for Spring for the collection, which wholesales from \$40 to \$100. "The line has been doing very well. Buyers are enjoying the colors and texture of the collection," she said.

Ma + Cha, formerly known as **Marika Charles**, is designed by siblings Marika and Charles Contompasis in their upstate New York studio.

### Key retailers at Lady Liberty

Lady Liberty drew in a mix of heavy to light foot traffic ranging from major retailers to specialty boutiques at this season's Los Angeles Fashion Market.

Jana Flumiani, director of sales and merchandising for the **Artisan Showroom**, featured its Artisan brand along with hosting **Tomo** handbags. For the first day of the show, retailers **Ron Herman, Satine** and **Wendy Foster** stopped by, said Flumiani, with second-day appointments from **Saks Fifth Avenue, Saks Fifth Avenue Mexico** and **Shopbop**.

➡ LA Market page 10



# California Collections

More than 100 designer lines graced the runways of **Los Angeles Fashion Week**, with six events spread out over a four-week span. This season, **Style Fashion Week** returned to the **Pacific Design Center** in West Hollywood, and **Fashion Business Inc.**'s All Aboard fashion fund-raiser returned to **Union Station** in downtown Los Angeles, while **Fashion Week LA** moved to the **The Bloc** in downtown Los Angeles.

The events will continue into early November, when **ReveLation** debuts at **Siren Studios** in Hollywood with runway shows, pop-up shops and industry panels.

Additional runway shows, including coverage of the **LA Fashion Week** shows held at the **Hollywood Athletic Club** and **Art Hearts Fashion Week** at the **Beverly Hilton** in Beverly Hills, can be found at *ApparelNews.net*.—*Alison A. Nieder*

## Fashion Week Los Angeles

Kevin Evans Collection



Urbane & Gallant



## Fashion Business Inc. All Aboard

Adam Mar



Alexis Monsanto



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## Style Fashion Week

Naven



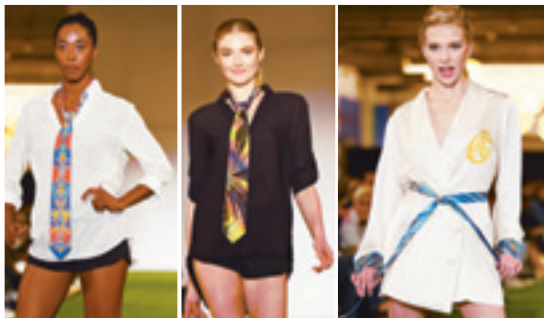
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JOHN ECKMIER

VOLKER CORELL



## LA Market *Continued from page 8*

Along with a good turnout, buyers were also placing orders. “For being so late in the season and the fact we are officially off sale as of last week, we are hitting home,” Flumiani said. “In October, it is [traditionally] a wind-down for us. We were showing in September in New York, and it was phenomenal,” she continued.

The **Globe Showroom** was showing an international bevy of brands, including **Nour Hammour**, **Smythe**, **Rebecca Valance** and **Deby Debo**.

It was an overall really busy market for Globe, which presented Spring 2017 and Pre-Fall 2017 collections. “It is do-or-die time; people really have to make decisions,” Burton said. “Retailers drawn to ‘Pre-Fall are established businesses who tend to know what to expect from that designer. Spring is usually for finishing off the season.’”

Retailers that came in included **American Rag Cie**, **Neiman Marcus**, **Forward** and **Madison** and a number of specialty boutiques from Oregon, Washington and Wyoming. People were writing orders, Burton said.

Kristen Aguilera, owner of the **One Showroom**, said retail is picking up again. Aguilera—who represents **BLANK NYC**, **JACHS Girlfriend**, **Georgia Mae The Label** and **Pop Active/Poprageous**—added a couple of new lines into the mix, including **Shop State of Grace** and **Piperwest**.

All of the labels retail between the \$100 to \$150 retail price point—“the sweet spot,” Aguilera said.

Although traffic seemed a little more quiet this season, Aguilera said all of the buyers who made appointments for

This was the first time Sharon Brown showed her new loungewear line, **Lotte.99**. The designer recently moved from Vancouver, Canada, to Los Angeles and produces her collection of pajama sets, nightdresses, camis and knickers in LA and Canada.

“I landed a few orders and made good contacts,” she said.

Another newcomer to the show was **Ne Quittez Pas**, a Japanese collection of bohemian dresses and separates designed in Japan and produced in Italy. The collection showed twice at D&A in New York, but this was the first time showing the line in Los Angeles, said Kumiko Tsuji.

The 15-year-old collection is well known in Japan and sells in the United States in retailers such as **Anthropologie** and **Calypso** but does not yet have a big presence among West Coast stores.

“This is a completely new market for use,” Tsuji said, adding that she met with several local boutiques at the show.

### Coeur’s Lifestyle Mix

Coeur, the high-end accessories and lifestyle show, returned to the CMC’s penthouse for the second season with a tightly curated mix of more than 50 collections that included fine jewelry, handbags, loungewear, swim, lingerie and fragrance.

This was the first time at Coeur for swim and resort collection **Vix by Paula Hermann**, where sales executive Vanessa Duclos said she made appointments with existing accounts and was hoping to meet potential new ones.

Increased buyer attendance over the two-day show made vendors’ lives easier, said Keith Costello, national sales manager for the **Publish** brand and the **Team Cozy** line. Many LAMM vendors were selling Summer 2017 season collections, a season that is considered not one of the major seasons on the fashion calendar. “It’s hard to get in front of all of these stores during the summer season. Typically, we have to sell all on the road,” he said. Publish was exhibiting its new printable T-shirts program during LAMM as well as looks such as kimonos, woven shirts and the Roll Cap without bills.

But vendors still had to hustle during the show, said Brian Heslop, a cofounder of the **Our Agency** showroom, which represented brands such as **Paterson**, **Clear Weather**, **Hayn** and **Cote et Ciel**. “You make your appointments for shows. I did a lot of due diligence and made appointments,” he said.

Reno Calabrese represented the **Astronomy** brand at the show. Retail buying was healthier than past shows, he said. “Retailers are willing to take a chance on something that is great,” he said. “But in terms of volume, they are putting their money where it’s safe, with brands that have worked well for them previously.”

Another new feature of LAMM was the “What’s Next” show section, devoted to high-end boutique brands such as **Carrots by Anwar Carrots**, **N/A Socks** and **Lyz Olko**. Other brands making their first appearance at LAMM included **Maui & Sons** and **Engineered for Motion**. Veteran vendors at the recent run of the show included **Stüssy**, **Obey** and **Zanerobe**. There were 105 brands at the show, Roland said.



Loungewear label Lotte.99 was among the new collections showing alongside returning exhibitors at D&A.



Key retailers turned out and placed orders during market at the Artisan showroom at the Lady Liberty Building.



Misa Jewelry was among the returning exhibitors at Coeur.



Love Binetti, the accessories collection designed by Diego Binetti, returned to Coeur with a collection of whimsical handbags, accessories and throw pillows.

the second day of market showed up, and she was anticipating additional stores to stop by later in the week. The additional shows at LA Market, including newcomer Capsule, may have impacted traffic, she said. Still, major retailers and online stores stopped by the One Showroom, including **Revolve**, **Stitchfix**, **Kali’s Aspen**, **BLANKA**, **Azalea**, **Mercer**, **Parts & Labor**, **Gracies**, **LuLu’s** and **Amazon.com**. Buyers were looking for Spring 2017 collections as well as Immediate and Resort.

“Our buyers knew they needed to see the collections before we close the season,” Aguilera said.

### Buzzing at D&A

Traffic was buzzing at Designers and Agents, where nearly 90 exhibitors showed a mix of designer and contemporary apparel, accessories and footwear.

Designer Calleen Cordero was showing her secondary footwear line, **Cor by Calleen Cordero**, alongside **Elaine Kim**’s minimalist designer apparel. The two collections also showed at D&A in New York.

“We’re both based in LA; we’re both made in LA,” said Elaine Kim representative Stephanie Kingsdale.

Kingsdale said she opened 10 new accounts, including “some well-known stores and lots of reorders.”

Cordero said she opened 18 new stores for her Cor collection, which has allowed her to open new accounts in areas where her **Calleen Cordero** collection is already carried exclusively.

“I’m reaching a whole new market,” she said.

Cordero and Kingsdale said they met primarily with California retailers at D&A as well as buyers from stores in Colorado; Seattle; Portland, Ore.; and Hawaii as well as one store from Tennessee.

“I saw way more East Coast in New York,” Cordero said. “I haven’t worked with any East Coast [in Los Angeles], it’s more Hawaii, Colorado.”

It was a similar story at **LA Made**, where sales representatives Karie Houston and Diane Davis said that while they primarily met with West Coast stores they did have a meeting with New York-based **Lord & Taylor** at D&A.

Davis noted that business was especially brisk at the last D&A show in June, adding “a lot of Hawaii accounts come out at this time—also Washington and Oregon.”

Designer Vanessa Warrack was also a new Coeur exhibitor, showing her **Bully Boy** lingerie collection and her **Minnow Bathers** swim label. The two collections are designed and made in-house in Warrack’s studio in Toronto.

“We employ craftsmanship, sewing everything to perfection using high-quality materials,” she said.

Warrack said she was at Coeur to build West Coast business for her lines, which primarily sell in stores in Canada. In the U.S., her collections currently sell in boutiques in New York, New Orleans and Portland, Ore.

This was the sixth show for **Variance Objects**, the Santa Cruz, Calif.-based fine-jewelry collection founded by Nicole Rimedio and Scott Zankman.

“We carve our own stones, hand fabricate our metals and make everything in our studio in Santa Cruz,” Rimedio said.

The two, who praised the atmosphere and the quality of the exhibitors at Coeur, said they met with a mix of existing accounts and potential new ones at the show.

Another returning exhibitor was New York-based **Love Binetti**, an accessories collection designed by Diego Binetti.

The collection, which includes handbags and a newly launched throw-pillow line, sells in more than 150 stores, including “quite a few” in California, said sales representative Akansha Lama.

The brightly colored, whimsical line is a good fit for beach stores and museum shops, Lama said.

“We opened a few good accounts,” she said.

### Expanded buyers list at LAMM

The LA Men’s Market trade show doubled its travel budget for retailers recently, said Kellen Roland, the biannual show’s founder.

The result was that there were more buyers from boutiques across America at LAMM’s Oct. 18–19 run, which was held on the 10th floor of the “B” wing of the California Market Center. New buyers to the show included **Commonwealth**, a boutique with two locations in the Washington, D.C., area; **Wish** from Atlanta; **Machus** from Portland, Ore.; and **Sneaker Politics**, with two locations in Louisiana, as well as Japanese retailers.

LAMM also continued its focus on California retailers. Those sending buyers to the show included **American Rag**, **Wittmore**, **Revolve** and **Pacific Sunwear**.

### Capsule debuts in LA

After nine years of producing trade shows in fashion capitals such as New York and Paris, as well as a show in Las Vegas, Capsule produced its first trade show in Los Angeles. The event ran Oct. 17–18 in the California Market Center. Women’s streetwear and activewear show **Axis** also ran a satellite show on Capsule’s floor.

For retailer Michael Paradise of **The Stronghold** boutique in Los Angeles’ Abbot Kinney enclave, Capsule’s Los Angeles engagement was proof that the city was becoming a more important fashion player. “Los Angeles is important in lifestyle fashion such as surf and activewear. Los Angeles has not been as important in ‘fashion,’” he said, noting Capsule’s focus on what the show calls progressive contemporary styles.

“Capsule is run by hip women from New York. They added LA to their shows. Why? Because they decided LA is valid to them,” Paradise said.

For Deirdre Maloney, cofounder of Capsule, doing a Los Angeles show had been a possibility for a while. “We’ve always had an eye on LA; we spend a lot of time here,” she said. “We’ve seen a lot of exciting retail come up on the West Coast and innovation from LA that fits well with the progressive, contemporary aesthetic that Capsule brings.”

Over the years, Capsule has received unsolicited requests to do shows in Los Angeles. However, the number of requests surged in the past year. The trade show producer’s retail-relations division asked retailers if they had interest in a West Coast show. Maloney said they got a resounding yes.

The feeling that Los Angeles has been building fashion momentum was shared by many of the 175 vendors who exhibited at Capsule in the “C” wing of the CMC’s penthouse events space.

“LA is having a moment,” said Ty McBride of **Intentionally Blank**, a footwear brand exhibiting at the show. “There are a lot of stores I didn’t have access to that I met at the show.” Retailers shopping the event included department stores such as Saks Fifth Avenue and emporiums such as American Rag Cie. But the show seemed to focus on high-end boutiques such as **Ron Robinson**, Ron Herman, **Mohawk General Store**, **Curve**, **Need Supply Co.**, **Zebra Club**, **Nasty Gal** and **Elisa B** from Pasadena, Calif.

The show included a number of collections making their trade show debuts or bowing on the West Coast for the first



## TRADE SHOW REPORT

time. Some of them were **Toru & Naoko**, a Santiago, Chile, lingerie brand; avant-garde streetwear brand **000Sportswear** by **Sarah Nicole François** from Orlando, Fla.; and **Alyson Eastman**, a New York luxury leather jacket brand. Downtown Los Angeles boutique **The Well** previewed its first collection of clothes at the show under its The Well label. It also produced a hairstyling salon at the show and a bar.

**Aoui Clothing**, a downtown Los Angeles dress brand, also made its trade show debut at Capsule. Its owner and senior designer, Tanya Ramlaoui, judged the first day of the show to be slow because of rain. The second day of the show was busy. She estimated that her buyers placed about half of their orders for Immediate deliveries and half for Spring 2017.

For Arif Aseem of **BanoeMee**, a Toronto-headquartered leather outerwear label, the most important thing about Capsule was exposure. “We would appreciate more business, but it is more marketing, connecting with people and going from there,” he said.

At the Axis show, activewear and swim vendors displayed Spring and Summer 2017 styles. Jeremy Somers of Los Angeles-headquartered and Australian-born label **We Are Handsome** said that one of his label’s big

trait, **Karen Walker** and **Le Specs**—said, “Although spring was a busier show for us, the quality of buyers is better this show, and we are writing a lot larger orders than in the spring.”

Footwear brand **Frye** tried out Brand Assembly for the first time this market to meet new accounts.

“Not only have we seen all our customers here at this show, but we met with numerous new accounts who are more than just shoe stores—many specialty boutiques who are merchandising their stores with various product categories that we will sit well with,” said Sales Executive Heather Shea.

### Activewear, lifestyle at ALT

The ALT show is another relatively new trade show launched by the California Market Center in March 2016. Previously it was called **Shape**. After a slow start earlier this year, the ALT show has picked up more exhibitors that cover a gamut of styles—from cashmere collections to yoga wear.

This was the first trade show for recently created label **For Better Not Worse**, a line of graphic T-shirts, hoodies and sweatshirts based in Pasadena, Calif. The company’s



Bryan Sanderson, sitting, at the Sydney Brown booth at Capsule

draws was activewear. “All of the key buyers came through. It’s the point of doing shows like this,” he said.

### Brand Assembly

Returning to the Cooper Building’s penthouse for its third year, Brand Assembly had an “amazing” show, according to Hillary France, cofounder and chief executive officer, citing an “exponential increase in business” this edition. With 120 participating brands, including 14 in the show’s Emerging Designer Showcase, the overall mood was upbeat.

Maggie Hansdorfer, who participates in Brand Assembly LA and New York and represents **Katherine Kidd**, remarked Brand Assembly is “the best” because “it has great relationships with all the right buyers. This show has a great atmosphere, and buyers love it. With [Brand Assembly’s] help, you have all the right buyers see your new product each season.” Hansdorfer wrote orders with Revolve, Nasty Gal and **Trend 20** this market.

“The quality of accounts coming through gets better ever season,” said Meagan Lande, West Coast account executive for **N:Philanthropy**, who worked with Shopbop, **KSL Resorts**, **Red Balloon** and **Planet Blue**.

**Brochu Walker**, which recently took its sales team corporate, has no permanent West Coast showroom at the moment and participated at Brand Assembly for the first time. “This has been a good show, with great quality of buyers,” said Keiko Pogany, who opened new accounts this show and met with Saks Fifth Avenue Mexico, **Mercer** in Seattle and Neiman Marcus.

Davey Napoli, vice president of US sales for **Camilla**, reported not being “crazy busy, but we did see steady traffic throughout the show.”

**Polly King Showroom** sales executive Amanda House—who represents **Designers Remix**, **Solace London**, **Shrimps**, **Self Por-**



Brian Heslop, sitting, represented the Paterson brand at LAMM.

founder, **Patrice Reed**, formerly the operations director and partner at **Groceries Apparel**, was searching for an inexpensive trade show for his first exhibit. ALT fit the bill with its \$1,000 price tag for a 10-by-10 booth.

Until now, For Better Not Worse has been selling online, but Reed felt the company needed to branch out to stores. “So far, we’ve made some great contacts and have signed three or four accounts,” he said.

This was also the first show for **Nagna**, a new line of yoga clothes made in Turkey of all-natural fabrics such as cotton, linen and silk. The company started with hand-loomed yoga towels two years ago and then expanded to clothing after so many people asked for it.

The company now does sequined T-shirts with meditation symbols, casual knit dresses, yoga tops with a built-in bra and yoga pants. The company’s owner, Dee Kalfa, said she saw an ad in *Yoga* magazine for the show and decided to try it out. “I didn’t have too many expectations. It was a bit slow the first day, and the second day people are showing a little more interest.”

Not far away, **Silly Yogi** was venturing into its first trade show with the ALT event. The 3-year-old line started by **Lakhays Collection** in Torrance, Calif., has a boho vibe. Jaime Aguilar, the label’s senior graphic designer, who was doubling as a salesperson, said the show had been helpful for making good contacts.

### Plus-size show debuts at CMC

The number of trade shows organized by the California Market Center during Los Angeles Fashion Market keeps growing.

The latest addition to the lineup this season was a new plus-size show called **Contemporary Curves**, which had just under 10 exhibitors who carved out a small niche in

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## LA Market *Continued from page 11*

the building's penthouse.

Tashiba Jones-Wilson and her sister, Zakiya Jones, started **ZMJ Denim** in 2008, but their participation in Curves was their first trade show.

Up until now, they have been selling their edgy and contemporary large-size blue jeans and jackets online. But they would like to expand. "This is why we need to do something like this, focusing on the buyers," said Tashiba Jones-Wilson, who is also the key costumer for the television show "Blackish."

The two sisters, both graduates of the **Fashion Institute of Design & Merchandising** in Los Angeles, are responsible for the line's looks, which are manufactured in Los Angeles.

So far, the show had been helpful. "We've had some good contacts, and we have to follow up," Tashiba said, noting they would be visiting a store in Sherman Oaks, Calif., the day after the show closed to talk about sales.

A few booths away, **B Collection by Bobeau** was showing its recently launched large-size collection, which is a division of parent company **Crew Knitwear**. Janice Burns, director of sales for the label, said the brand was launched in July and she thought it would get some exposure by attending the newly organized show. But she did find the show was slow. "We've seen some customers, but we would like to see a little more."

**Junerose** is another recently launched large-size label that has been in the United States for a little more than a year. Its parent company, **Bestseller** in Denmark, has more

than 30 brands worldwide.

But a plus-size brand with a contemporary style for trend-conscious young women was something the company lacked. "We are influenced by the trends and elevated fast-fashion and do six deliveries a year," said Rachna Mehra, the label's sales director.

With most of its business is done online, the company is looking for quality retailers. The company opened three new stores at the show. ●



Brand Assembly featured 120 brands, including 14 showing in the Emerging Designer Showcase, at the Cooper Design Space.



Patricc Reed, founder of For Better Not Worse at ALT

## Tavik: World After Boardshorts

Designers at the **Tavik** brand thought that there was no reason to make yet another boardshort in Orange County, Calif.—the center of the surf industry and a place where scores of companies make boardshorts.

Tavik's crew looked for an alternative, and they found that they could make a splash in a body of water tucked away from the ocean where boardshorts are *de rigueur*. Tavik made swim trunks for pools. The gamble paid off.

The pool-ready swim trunks became the foundation of the Irvine, Calif.-headquartered brand's Modern Beach Culture line in 2011. The line used technical fabrics and aspired to contemporary and design style.

It has been placed at high-end retailers such as **American Rag Cie**, **Bloomingdale's** and **Nordstrom**. The brand continued to make its Beach line as well as its action-sports clothes, which are typically made available at surf and skate-friendly shops.

Action sports was the style that started business in 2004, said Jillian Leeman, Tavik's director of women's division, which also makes clothes for the Modern Beach Culture line. "We can focus on multiple distribution points that don't compete with each other," she said.

For Spring 2017 season, Tavik plans on expanding its contemporary looks in its men's line and its women's line. For the women's styles, it took inspiration from its fashion bikinis and maillots which are manufactured in Los Angeles. The Rose dress, for example, takes a top from a one-piece swimsuit and brings more material to create a cocktail dress. Other dresses are inspired by the brand's coverups.

The Spring 2017 collection also includes the "Staycation Staples" capsule collection. It is a loungewear line featuring pieces such as crew neck sweaters, shorts, rompers and sweatpants. The Staycation capsule is made from ultra-soft **Modal** fabric and has a worn-in look.

For men, Spring 2017 includes outerwear,

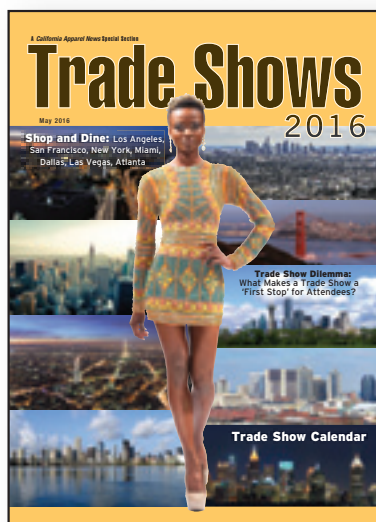


such as the "Nomad" bomber jacket and the "Izumi," a zip-up flannel shirt that can also double as a hoodie. Retail price points for outerwear ranges from \$175 to \$350.

The line's "Ruger" jacket is part of Tavik's interchangeable collections. The shell-style jacket can be zipped into other Tavik coats. The "Ruger" also features special pockets intended to hold cell phones and other electronics.

For men, Tavik will introduce the "Wexler" collection for Spring 2017. The capsule collection will offer three poolshorts at three different lengths—18 inches, 19 inches and 20 inches. The brand also will include something for its action-sports customers. The "Wexler" collection will offer a four-way performance boardshort, along with a hybrid walkshort, which can be worn in water and land, as well as cropped pants. All of the pieces will retail for \$60.—*Andrew Asch*

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**Products and Services:** INVISTA, one of the world's largest integrated producers of polymers and fibers, will present its latest innovations for denim at the upcoming Kingpins trade show in New York City November 2–3. With a focus on the Spring 2018 selling season, INVISTA will showcase a variety of COOLMAX® branded concepts, including COOLMAX® EcoMade technology. Leveraging recent consumer insights for the denim category, this innovation brings both sustainability and cool comfort to jeans. For more information about these technologies, please contact us.

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[annat@antexknitting.com](mailto:annat@antexknitting.com)  
Contact: Bill or Anna Tenenblatt  
**Products and Services:** Antex Knitting Mills, a privately owned vertical knitting, dyeing, and printing company in Los Angeles, announces capability of providing full-package garments produced in California or Central America to meet your varied needs. Antex's product line includes Antex Premier Performance a line of high-performance, technical fabrics with moisture management, anti-microbial, stain resistant, or UV finishes; and Matchmaster Prints by Antex California, offering design and development of custom prints. Please contact [sales@antexknitting.com](mailto:sales@antexknitting.com).

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Vernon, CA 90058  
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