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HOLIDAY LIGHTS ON RODEO

Bright lights illuminate Rodeo Drive almost every night of the year. But the iconic shopping district turned the lighting even higher with its 30th Annual Beverly Hills Holiday Lighting Celebration on Nov. 20. More than 10,000 lights illuminated 58 palm trees for the holiday kickoff—and the lighting was posted on trees in neighboring streets including South Santa Monica and Wilshire boulevards. Mary Hart, the former “Entertainment Tonight” anchor, emceed the event, and Megan Hilty, an actress and singer, headlined with a performance. For those who did not brave the inclement weather Sunday night to see the lighting celebration, the lighting displays will be up until Jan. 3.



LINE 8 PHOTOGRAPHY; NOTEWORTHY COLLECTIVE

Phase One for Westfield Century City Remodel: Bloomingdale's

By Andrew Asch *Retail Editor*

Construction on the more than \$955 million remodel of **Westfield Century City** in Los Angeles' Century City neighborhood has been underway since 2013, but the luxe center recently observed a low-key debut that will be key to the center's new look, said William Hecht, Westfield's chief operating officer.

It's a revamp of Westfield Century City's **Bloomingdale's**. The department store introduced an extensive remodel of the 20-year-old store, said Kathy Suto, vice president and general manager for the store. “We have redone this building from basement to attic,” she said.

The 250,000-square-foot store is the address to 126 vendor shops or shops-in-shop for a wide array of brands including **Canali**, **Sandro**, **Maje**, **James Perse**, **John Varvatos**, **Theory**, **Ted Baker**, **The Kooples**, **Turnbull & Asser**,

➔ **Bloomingdale's** page 3

Carbon38 Pops Up on Robertson

Temporary store showcases diverse mix of brands including Carbon38's own Made-in-Los Angeles collections and designer collaborations.

By Alison A. Nieder *Executive Editor*

Luxury athleisure platform **Carbon38** opened its first West Coast pop-up shop on Nov. 15 on LA's Robertson Boulevard.

The pop-up shop, located across from Fraser Ross' **Kitross** store, will be open through Jan. 31 and showcase a selection from the brands carried by Carbon38 as well as the Los Angeles e-tailer's private-label collection and the launch of its two designer collaborations: one with artist Curtis Kulig, known for his “Love Me” campaign, and another with designer and **CFDA/Vogue Fashion Fund** winner Jonathan Simkhai.

Founded in 2013 by Katie Warner Johnson and Caroline Gogolak, Carbon38 launched as a platform to showcase workout wear but has expanded its offerings to address the full athleisure lifestyle.

➔ **Carbon38** page 9

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Where fashion gets down to businessSM



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Alice + Olivia, AG to Fashion Island

A 2,000-square-foot boutique for **Alice + Olivia** by **Stacey Bendet** opened its doors for business Nov. 18 at the **Fashion Island** retail center in Newport Beach, Calif.

The Alice + Olivia shop will offer exclusive vintage pieces and artwork as well as its contemporary looks. The Fashion Island store will be the brand's 35th U.S. boutique. The store will close briefly after the holiday and reopen in 2017. During the hiatus, the store will add permanent design features to the space, said a Fashion Island representative.

It was also announced that high-end denim brand **AG** will open a new shop in Fashion Island in early Spring 2017, said

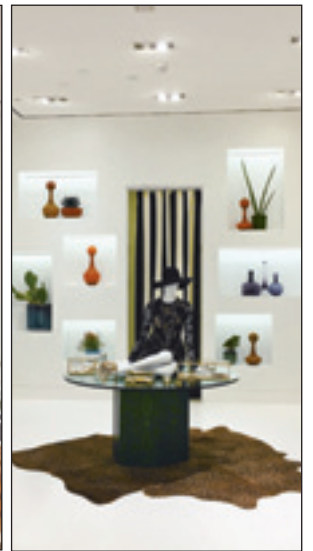
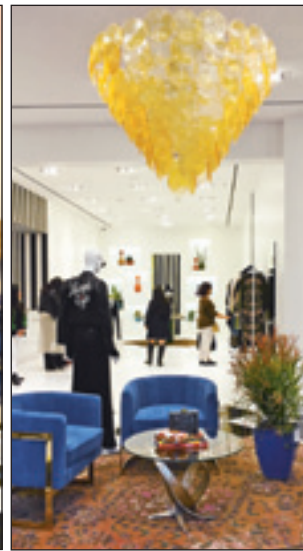


Sid Dey, AG's director of retail.

"We have a loyal and fashionable customer base in Orange County, and we are incredibly excited that Fashion Island will be home to our new flagship store within the area," Dey said. "The space will have the same look and feel as our Beverly Hills flagship store, with custom millwork and fixtures created and manufactured by our in-house store design team at

AG."

Fashion Island is owned by the **Irvine Company**. The retail center's anchors include **Neiman Marcus**, **Nordstrom**, **Bloomingdale's** and **Macy's**. It also is the address for specialty shops **Trina Turk**, **Vince**, **Joie** and **Halston Heritage**.—*Andrew Asch*



EVENTS

Super DJ Aoki's Garmento Heart

Steve Aoki makes a mint every time he deejays at a Las Vegas mega-club or at a giant concert, but the guy has demonstrated that he has a garmento's heart, and he's upping his ante for the fashion game.

On Nov. 16, he announced that his high-end streetwear line, **Dim Mak Collection**, would expand to North America after mostly being sold in Japan, where his design partners live and where the collection is produced.

He made the announcement at a party for the line's Spring pre-launch for the 2017 collection at **The Seventh Letter** boutique and gallery on Los Angeles' Fairfax Avenue. Like a typical Aoki production, there was a lot of music. He deejayed, and one of his favorite hard-core punk bands, **Gorilla Biscuits**, played a gig facing a giant, wall-sized art installation by Los Angeles artist Drew Merritt. Embedded in the installation were 75 Dim Mak Collection shirts. Post-party, the shirts were cut out of the installation and sold in a fund-raiser for the **Aoki Founda-**

tion, which raises funds for medical research on brain disease.

Before the party, The Seventh Letter event also provided a viewing of Dim Mak Collection's Fall/Winter '16 collection, and the long-haired Aoki guided reporters through the line.

"The materials are unique, not used in menswear," he said of the high-end streetwear styles.

For anyone versed in streetwear, the Dim Mak Collection offers looks popular in the style such as bomber jackets and hoodies, but it finds a lot of differences in the details by offering elongated hems and unique materials—think fabric used in judo uniforms and raised flocking that looks like scars, emblazoned on jackets and shirts.

Dim Mak Collection's unique looks have similarities to Aoki's musical aesthetic.

"I want to surprise people," he said. "You want to challenge your own norm and your status quo. This line has allowed me to do that with fashion."—A.A.



Steve Aoki



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Bloomingdale's *Continued from page 1*

Vince, Eileen Fisher and Ralph Lauren. Footwear vendor shops include those for **Gucci, Dior and Fendi.** There's a **Chloé** shop for the brand's handbags.

Most Bloomingdale's offer vendor shops, but the Westfield Century City shop carries the greatest representation of the separate brand environments. The John Varvatos shop offers unique light fixtures, which have been a signature of the Varvatos boutiques. James Perse offers separate shops on the men's and women's floors. However, both store environments share a minimalistic West Coast aesthetic. Separate **Burberry** vendor shops for men's, women's and accessories are scheduled to take a bow in January.

The first floor of the remodeled Bloomingdale's is home to handbags, jewelry and men's apparel sections as well as a 35,000-square-foot cosmetics department. "It's an enormous beauty business," Suto said. The second floor features women's shoes and women's ready-to-wear. The third floor offers homewares, intimate apparel, activewear and kids' clothes. In March, a **Forty Carrots** restaurant is scheduled to open on the second floor. The Westfield Century City store also features iconic Bloomingdale's looks such as the black-and-white checkerboard floor. Artist Ysabel LeMay designed mosaics on columns on the store's first floor.

The remodel will contribute handsomely to Bloomingdale's bottom line after its first full year of business, Suto said. "We're looking for an enormous boost," she said. "It will be a 30 percent pickup from where we are now."

The Bloomingdale's remodel is phase one for Century

City, which has planned to add 422,000 square feet to bring the square footage to 1.2 million. The shopping center serves the wealthy neighborhoods of Bel-Air and Beverly Hills and other enclaves on Los Angeles' Westside.

In April, the remodel of the retail center's **Macy's** flagship is scheduled to take a bow. The two-level building is scheduled to move from the Constellation Boulevard side of the mall to the Santa Monica Boulevard side. **Nordstrom** is scheduled to open a full-line department store at the center in October 2017. It will move from the **Westside Pavilion**

retail center's flooring. Hecht also promised bathrooms that would rival those of five-star restaurants.

The new Westfield Century City will feature new forms of entertainment. Westfield acquired **Scott Sanders Productions** in August. The theatrical company will produce Broadway-style entertainments at the mall. Scott Sanders, the **Tony** award-winning Broadway producer, was named Westfield's first creative head of global entertainment. Sanders said productions could include launches for movies and products.



ANDREW ASCH



COURTESY WESTFIELD

"It's very unusual for a property owner and developer to do what we are doing," Hecht said. "We demolished half of the shopping center. It was a very productive shopping center. It takes a certain amount of guts to do that. But this location is so important that it is worthy of such a

shopping center in West Los Angeles.

Westfield Century City's makeover also is scheduled to feature 230 shops and high-end fitness center **Equinox** as well as other gyms and places to work out. Food will also be a key component of the renovated mall, including an **Eataly**, star chef Mario Batali's food emporium and market.

"What we are trying to accomplish is to put everything in one place; it will make it convenient for people from Bel-Air, Beverly Hills and the Westside to work out, see a movie or shop at Bloomingdale's. It will be an all-in-one facility that does not have a roof," Hecht said.

The new Westfield Century City will also feature increased green space such as strolling gardens and aesthetic touches by fashion and interior designer Kelly Wearstler. Wearstler's hand-painted tiles have already been laid in the

better experience."

The mall also will offer space where visual artists can show paintings and other works. A preview of Westfield Century City's devotion to visual arts was unveiled last week. Donald Robertson, an **Estée Lauder** senior vice president/creative director whose extracurricular activities include painting under the name Drawbertson, created murals with some of his imagery such as lips and hearts. Drawbertson's Westfield Century City murals also feature other images such as surfers, giraffes, alligators and cars. The murals stretch from Santa Monica Boulevard by the Bloomingdale's in the mall.

"A big slice of the corporate pie is devoted to taking art to the community," Drawbertson said of Westfield's Century City remodel. "They put their money where their mouth is." ●

TECHNOLOGY

See It Buy It Plans to Cut M-Commerce Clutter

Joe Monastiero wants to clean up online shopping.

His company's app, **See It Buy It**, which was released earlier in November, uses sensitive algorithms, which the tech savvy call "Deep Learning," to cut out clutter from m-commerce searches, or shopping by smartphone. Monastiero said the app will guide shoppers exactly to the clothing item they are seeking, even if the consumer is not entirely clear on what they are looking for.

Monastiero, founder of Dublin, Calif.—

based tech company **nFlate Inc.**, believes the app will create bull's-eyes on every shopping target. "Unless you know exactly what you want, people settle when they shop. Our objective is to eliminate settling. It's about choices," he said.

One way to start working with the app is through a photograph. The See It Buy It consumer takes a photo of a garment he or she wants. When posted, the app's algorithms bring up items that are similar to the photo. Then it continues to narrow down the search



through other criteria such as price. There's a social angle to the app too. Shoppers can chat and share media on See It Buy It.

Shoppers also can search through web images and colors. Through the app's interface, consumers can pick a range of colors much wider than other search engines, Monastiero said. "No one has been able to shop by color through an entire catalog," he said.

See It Buy It has partnered with e-commerce platform **Shopify**, which serves more than 300,000 merchants. Through Shopify, retailers are able to load images of their

goods. Currently, See It Buy It is on the **Android** operating system for smartphones and tablets. It will be released on **Apple's** iOS system in December. Also in December, the app will rev up an e-commerce platform for those who shop through desktop computers. It is forecast to be a good season for m-commerce and e-commerce. The **National Retail Federation** trade group predicted that non-store sales, which include e-commerce and m-commerce, will increase between 7 percent and 10 percent to as much as \$117 billion during the holidays.—*Andrew Asch*

Catalog Retailer Distinctive Apparel Picks Up Two New Catalog/Online Brands

Distinctive Apparel Inc. (DAI) has acquired catalog and online retailers **Travel-Smith** and **Chasing Fireflies** from **Cornerstone Brands**, a division of **Home Shopping Network**.

Based in Randolph, Mass., DAI is an affiliate of Chevy Chase, Md.-based private equity firm **Blackstreet Capital Management LLC (BCM)** and owner of the **Chadwicks of Boston**, **Metrostyle** and **Territory Ahead** catalogs and online retail brands.

DAI Chief Executive Officer Aldus Chapin said the company was looking forward to

“reinvigorating” the two well-known brands.

“The veteran DAI management team, led by Aldus Chapin, has deep experience successfully purchasing great apparel brands and there is no better team to revive and grow TravelSmith and Chasing Fireflies,” said Murry Gunty, BCM managing partner. “These brands will enhance DAI’s portfolio by adding a premier travel brand and a leading children’s apparel and costume brand to already strong and well-known men’s and women’s apparel brands that they currently own.”

CFF & TALA Holiday to Host Party for Downtown LA Kids

For nearly 70 years members of Los Angeles’ textile and apparel community have joined forces to host a holiday party for children from local after-school programs.

This year’s event—the 69th annual—will be held on Dec. 14 at the **Cooper Design Space**. Hosted by the **California Fashion Foundation**, the philanthropic arm of the **California Fashion Association**, and the **Textile Association of Los Angeles (TALA)**, the party will feature gifts, food, dancing and a visit from Santa.

“This is a special event that we look forward to hosting all year. The joyful look on the kids’ faces when they see Santa in a winter wonderland setting is a truly heartwarming experience for everyone involved,” said Steve Hirsh, owner of the Cooper Design

Space.

Other event sponsors include the *California Apparel News*, the **Fashion Institute of Design & Merchandising** and the **Ben B. & Joyce E. Eisenberg Foundation**.

“All children deserve a happy holiday this time of year. When you see how happy the TALA/CFF party makes them, the fun they are having, the food we serve, a visit with Santa and the gifts they receive, it makes us all happier; it just doesn’t get much better than that! There is no better reason to be involved and every reason to get involved,” said TALA member and former president Ann Davis.

For more information or to donate to the event, email events@calfashion.org.

Calendar

Nov. 20

DG Expo Fabric & Trim Show
San Francisco Hilton
San Francisco
Through Nov. 21

Dec. 1

Chicago Apparel and Accessories Market
Merchandise Mart
Chicago
Through Dec. 4

Dec. 4

ITMA Showtime
Market Square
High Point, N.C.
Through Dec. 7

Dec. 8

TPC Networking Event
The Palm
Los Angeles

Dec. 14

69th Annual Christmas Event for Children, presented by the California Fashion Foundation
Cooper Design Space, Penthouse
Los Angeles

Jan. 8

Accessories The Show
Accessorie Circuit

Intermezzo Collections

Moda Fame
Children’s Club
Javits Center
New York
Through Jan. 10

Jan. 10

Outdoor Retailer
Salt Palace Convention Center
Salt Lake City
Through Jan. 12

OC Mix

Irvine, Calif.
Through Jan. 11

Jan. 13

Active Collective
Swim Collective
Hyatt Regency
Huntington Beach, Calif.
Through Jan. 14

Jan. 15

Retail’s Big Show
Javits Center
New York
Through Jan. 17

Jan. 16

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 Jan. 19

Brand Assembly

Cooper Design Space
Los Angeles
Through Jan. 18

Designers and Agents

The New Mart
Los Angeles
Through Jan. 18

ALT

Emerge

Select

Transit

California Market Center
Los Angeles
Through Jan. 18

LA Kids’ Market

California Market Center
Los Angeles
Through Jan. 19

There’s more
on ApparelNews.net.

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

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event’s name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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Style Fashion Week Palm Springs

Style Fashion Week is adding to its lineup of cities, which already includes Los Angeles and New York, with the addition of an event in Palm Springs, Calif., held in a tented venue at the **Palm Springs Convention Center**.

The Nov. 9–12 event featured a lineup of designers that included **Mario De La Torre**, **Julia Clancey**, **Any Old Iron** by **Andrew Clancey**, **Alexis Monsanto**, **Anthony Rubio Doggy Couture**, **Joshua Christensen**, **Shanna Gall**, **Bohimi Couture**, **Richard Hallmarq**, **Sabrina & Mannings**, **G Fraga**, **Eddie Eddie** by **Billy Tommy**, **David Tupaz**, **Bijan Andre**, **Moods of Norway** and **Ina Soltani**.



Alexis Monsanto



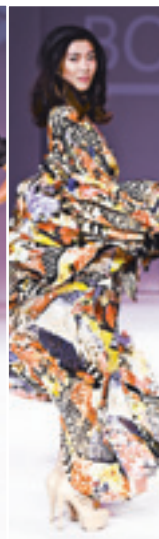
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Doggy Couture



Any Old Iron by
Andrew Clancey



Bijan Andre



Bohimi Couture



David Tupaz



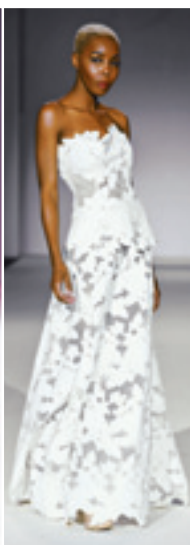
Eddie Eddie by
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Ina Soltani



Ivette Alaniz



Julia Clancey



Mario De La Torre



Moods of Norway



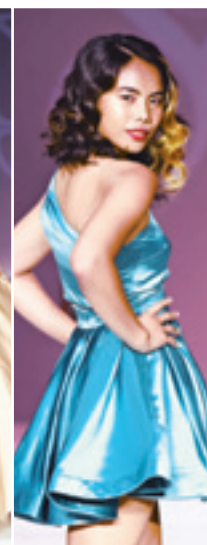
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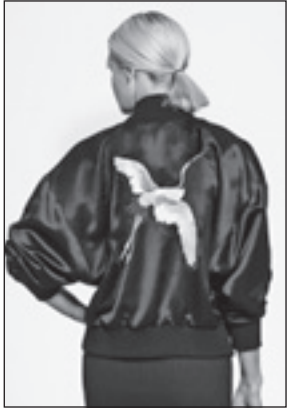
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FASHION CHANGES, OUR FABRICS CHANGE FASTER.



Carbon38 Continued from page 1

Warner Johnson said she and Gogolak were both “born in spandex.” The two **Harvard** graduates worked as professional ballet dancers and, in Warner Johnson’s case, as a trainer.

“This is the style of clothing I wanted to wear,” Warner Johnson said.

When the two launched Carbon38, “everyone had an activewear line but no distri-

bution,” she said. “We created a platform to distribute to smaller vendors and we started watching what was happening.”

As the business developed, the two saw the activewear category evolving. As women began wearing their workout gear for more than just a trip to the gym, they began looking for clothing that would allow for a “seamless lifestyle,” Warner Johnson said.

“We looked to the customer and responded to the shift in lifestyle,” she said.

Warner Johnson and



Caroline Gogolak



Katie Warner Johnson

Gogolak began looking for ways to “take DNA of activewear and push into ready-to-wear.” Last year, the two launched their own **Carbon38** collection, which blends traditional workout wear such as leggings, T-shirts and jog bras with ready-to-wear pieces such as dresses, cropped pants and outerwear.

“When we launched our own brand, we included a

blazer—“I’ve worn that blazer on a red-eye,” Warner Johnson said, adding that the style is still in the collection. “The response has been unbelievable.”

The Carbon38 collection is produced in Southern California “for the sake of scale and speed,” Warner Johnson said, describing LA’s production opportunities as “an untapped resource” that she’s happy to help support.

“One of the rewards of starting your own business is the opportunities you create,” she said. “This is what we should all be doing.”

Warner Johnson is equally bullish about Robertson Boulevard. When she moved to Los Angeles from New York six years ago, Robertson was her go-

to shopping destination.

“It’s so central and accessible and iconic,” she said.

For the launch of the Curtis Kulig collaboration, the artist will paint a custom “Love Me” wall in the pop-up shop, where the collection—which features Kulig’s paint-splatter designs—will debut. In early 2017 the collaboration with Simkhai will debut in the store as well.

Described as “Jonathan Simkhai but optimized for the gym,” the collaboration will blend Simkhai’s feminine, detailed aesthetic with a “nod to comfort” and take the wearer

from the gym to cocktail hour, Warner Johnson said.

The Robertson pop-up shop is the second for Carbon38, which hosted a pop-up shop in The Hamptons over the summer. When the Robertson space became available, Warner Johnson, Gogolak and their team had three weeks to meet the Nov. 15 opening date. Warner Johnson said the pop-ups are a chance to test the waters for bricks-and-mortar retail but added, “We’re born and bred online, and there’s significant advantages of being an online company.”

Still, she added, the store gives the brand a chance to reach new customers—and a chance to put down retail roots in her adopted hometown.

“There’s something about LA that feels limitless—especially as a woman,” she said. “I love everything about this city.” ●



Made in America Resources

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Products and Services: To address the need for innovative temperature-regulating knit fabrics in the activewear market, Asher is introducing Cool Sport, spun on Asher’s new Santoni knitting machines, which create micro gauge knits for pure smoothness and compression. In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, “Made in U.S.A.” knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its premium quality, knitted constructions with and without spandex, along with its creative print design and application. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer’s needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally.

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