

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR **71** YEARS

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2016 Retrospective

The U.S. economy continued its glacial rebound in 2016 as key apparel industry indicators showed signs of improvement. But a deeper dive into the numbers makes it clear that some sectors fared better than others.

Retail real estate looks to be the bright spot as developers and brands snatch up space in key areas as soon as it's available. There's no open space on Rodeo Drive in Beverly Hills, and Melrose Avenue east and west of La Cienega is a popular hot spot. Meanwhile, once-red-hot Robertson Boulevard seems to be showing signs of recovery.

Employment at California's apparel and textile businesses appears relatively flat, but factory jobs are only a part of industry employment overall and don't include categories such as design, showroom sales, technology and finance.

On the import/export front, Vietnam continues to draw apparel factory business from giant China, which remains our largest import partner. Similarly, imports from Mexico seem to be down as apparel makers look for other sourcing venues in the region and around the world.

One of the starkest examples of the uneven recovery can be found when comparing the flagging retail sales results at specialty retailers to the surging numbers reported by discounters.

Our look at the year in numbers begins on page 3.

Connecting the Dots Between the Creative Community and Made-in-LA Manufacturing at NJAL Event

By Alison A. Nieder *Executive Editor*

The future of the apparel industry lies in its connectivity. That's the word from a panel of industry insiders who spoke at a recent event hosted by **Not Just A Label**, the international platform for emerging designers, which recently put down roots in Los Angeles.

"We have 3,000 companies [in Los Angeles] that identify as manufacturers, [and] 58 percent say they have excess production capacity. That's a huge untapped opportunity," said Kristina "Z" Holly, the chief instigator for the Make It in LA initiative, a local-manufacturing program launched by LA Mayor Eric Garcetti's office.

Holly kicked off the Dec. 13 event, held on the roof of

➔ **NJAL** page 8

HAUTE HOLIDAY

Designers turned out recently for a fashionable fundraiser in Santa Monica, Calif., that was also a toy drive for Toys for Tots. For more from the show, see page 7.

Justine | Kristen

INSIDE

Where fashion gets down to businessSM



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Woodbury University Names New Head of Fashion Design Department

After several months of the position being vacant, **Woodbury University** has named Anna Leiker to be its chair of the fashion design department.

Leiker had been the interim chair since the departure of Kathryn Hagen, who was named in 2012 to lead the department.

For 17 years, Leiker was an adjunct faculty member at the school, located in Burbank, Calif., teaching courses on digital fashion design, swimwear and knitwear, advanced technical studio, and childrenswear design.

Her expertise includes fashion technology—particularly smart textiles, fashion sustainability and fashion photography. Earlier this year, she received Woodbury's "Excellence in Teaching Award."

"Anna is a fashion-industry professional with experience in both corporate and entrepreneurial fashion worlds—an ideal fit for the chair of fashion design," said Sue Vessella, interim dean of the School of Media, Culture & Design. "She epitomizes so much of what makes Woodbury distinctive—a dedicated instructor with an outstanding track record in enabling student success." Leiker said she would like to bring elements of sustainability and wearable tech into the fundamentals of the fashion and design de-



Anna Leiker

partment's curriculum. "The mission of the fashion design faculty is to link academic and workplace environments for the professional advancement of our students,"

she said. "Fashion is a fascinating and complex phenomenon, an expression of personal attitude, a contrast of mass production and artisan movements. Creative people working in fashion anticipate and generate changes, which is why a fashion degree appeals to students with inquiring minds." As a fashion-industry professional, the new department chair has worked as an independent designer, a partner/ex-

porter at **Liaison Trading International**, and a technical specialist at **The Warnaco Company's Olga** and **Speedo** divisions. Leiker earned a bachelor's of science degree in the design and technology/apparel industry from **Moscow State University of Design and Technology**. She earned her master's of science in textile and apparel design from **California State University, Northridge**, and she currently is working on a master's of fine arts in documentary photography with a focus on fashion.

Woodbury University, founded in 1884, offers a bachelor's of fine art in fashion design.—*Deborah Belgium*

Canadian Retailer Aritzia Opens in Los Angeles

Canadian retailer **Aritzia** is giving Los Angeles a preview of its contemporary looks.

The Vancouver, Canada-headquartered retailer recently opened a pop-up shop in the former space of **Fred Segal Luggage** on Melrose Avenue in Los Angeles. The shop's neighbors include pioneering retailers **Ron Herman** and **Ron Robinson**, which are located on the corner of Melrose and Crescent Heights Boulevard in Los Angeles.

The Canadian retailer will sell its women's contemporary clothing at its pop-up until early 2017, when it is scheduled to open its Los Angeles flagship at **Westfield Century City**, the retail center that is undergoing a \$955 million remodel. Century City recently unveiled a revamped **Bloomingdale's** and will unveil a new **Nordstrom** and a **Macy's** remodel in 2017.

Aritzia currently operates 19 U.S. stores including separate shops in **Westfield San Francisco Centre** and in **Westfield Valley Fair** in San Jose, Calif. Aritzia's entire fleet is comprised of 75 stores and an e-commerce



business (us.aritzia.com).

The past year has been busy for Aritzia. In October, it issued an initial public offering and is traded on the Toronto Stock Exchange. Canada's *The Globe & Mail* newspaper reported that the retailer's shares soared 13 percent above the IPO price of 16 Canadian dollars on the day that the offering was introduced. Shares from the IPO were not sold in America.

Aritzia is a multi-brand retailer. It sells denim lines such as **Citizens for Humanity** and also offers its house labels, including **Wilfred**.—*Andrew Asch*

UBM Hosts Connect Event for Christmas Cheer in LA

The **UBM Fashion Group**—parent company of **MAGIC**, **Project** and **FN Platform**—recently hosted a holiday event for retailers and brands to kick off the holidays.

Held on Dec. 8 at the **Palihouse** in West Hollywood, Calif., the party was part of UBM's Connect series, which UBM hosts around the country for retailers and brands.

"My team is constantly on the phone with retailers and meeting with retailers," said Celeste Boehm, UBM vice president of retail engagement. "The premise behind the events is to connect our retailers and our brands together in a space outside of a trade-show environment. That can be anything from a dinner with a whole group of retailers and exhibitors or just retailers on their own. A Connect event can be big like we did at the **Epic Hotel** in Miami during Swim Week [in July]. We did a cocktail party on the 18th floor overlooking Biscayne Boulevard. We did another one in Dallas at the **Hotel ZaZa**. We had about 34 retailers and exhibitors in a private room."

For the Los Angeles event, UBM added

a charitable component by partnering with **Spark of Love**, the organization spearheaded by **ABC7** and the **Los Angeles Fire Department** to collect toys for underserved children and teens across Los Angeles, Orange, Riverside, Ventura and San Bernardino counties.



Tommy Fazio, UBM fashion director, with Fashion Santa



Fashion Santa and Celeste Boehm, UBM vice president of retail engagement, with toys collected for Spark of Love

For UBM, this is an opportunity to give "back to the communities in which we serve and are a part of," Boehm said.

The holiday party drew brands and retailers from across all shows under the UBM umbrella as well as stores and brands that might not have attended or exhibited at a UBM show in the past.

"We invited them to get to know us. It's a hello and welcome to join us for a night of giving back," Boehm said.

In addition to collecting toys, the event featured cocktails and hors d'oeuvres as well as a visit from Fashion Santa.

UBM plans to host four major Connect events per year as well as smaller events around the country.—*Alison A. Nieder*

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APPAREL AND TEXTILE EMPLOYMENT

Employment Numbers Double With Inclusion of ‘Indirect’ Jobs

Employment in apparel and textile manufacturing in California fluctuated slightly throughout the year but essentially held steady at around 105,000 employed at apparel factories and knitting mills statewide, according to the California Employment Development Department.

The EDD breaks down apparel and textile employment as “cut-and-sew apparel factories,” which include companies that purchase the fabric, which is then cut and sewn; “apparel knitting mills,” which are vertical manufacturers that produce apparel from fabric that is knit in-house; “textile mills,” which include knitting mills that only make fabric; and “apparel manufacturing,” which includes companies that produce ready-to-wear apparel using materials owned by others (this category includes sewing contractors, jobbers

LOS ANGELES METRO AREA		
	APPAREL MANUFACTURING	CUT & SEW APPAREL MANUFACTURING
November 2015	40,500	38,100
December 2015	40,900	38,500
January 2016	40,200	38,000
February 2016	40,400	38,100
March 2016	41,100	38,900
April 2016	40,900	38,700
May 2016	40,400	38,100
June 2016	40,300	37,900
July 2016	40,700	38,200
August 2016	39,900	37,500
September 2016	39,600	37,200
October 2016	38,800	36,500
Source: California Employment Development Department		

and tailors).

Although apparel and textile production was once spread across California, these days employment is largely concentrated in the Los Angeles area.

Many industry observers say the EDD numbers only represent a portion of the actual apparel-industry employment in the state, however. According to the 2016 Los Angeles Area Fashion Industry Profile, released in February by CIT and the California Fashion Association, the EDD numbers do not include “indirect” industry jobs, such as freelance fashion designers and graphic designers specializing in apparel and showroom owners as well as businesses that focus exclusively on the apparel industry such as software developers, attorneys, accountants, equipment leasing, distribution, compliance and fashion education. “There is no segment on EDD for designers,” said CFA Executive Director Ilse Metchek.

According to the Fashion Industry Profile, 4,130 fashion designers currently work in LA County and another 520 work in Orange County. And there are nearly 20,000 people employed in related industries such as cosmetics, jewelry and footwear, according to the profile. Southern California is also a center for advertising and marketing, where many fashion photo shoots and

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	TEXTILE PRODUCTS MILLS	APPAREL MANUFACTURING	APPAREL KNITTING MILLS	CUT & SEW APPAREL MANUFACTURING
November 2015	8,700	49,400	1,400	45,700
December 2015	8,700	49,400	1,400	45,700
January 2016	8,600	48,800	1,400	45,300
February 2016	8,600	49,500	1,400	45,800
March 2016	8,700	50,400	1,400	46,700
April 2016	8,700	50,100	1,400	46,300
May 2016	8,800	50,300	1,400	46,200
June 2016	8,800	49,800	1,400	45,600
July 2016	8,600	50,000	1,400	45,800
August 2016	8,700	49,200	1,400	45,000
September 2016	8,700	49,300	1,400	45,200
October 2016	8,700	48,400	1,400	44,300
Source: California Employment Development Department				

commercially are shot, adding employment for photographers, stylists and support staff to the tally.

The CIT/CFA Industry Profile lists industry employment—including direct and indirect employment—at 212,923 jobs.

“[The EDD puts] all the wholesalers together,” Metchek added. “They don’t count the tech. They don’t count the showroom reps. Think about all of the salespeople in all of the showrooms. Are they not part of our industry? If you look at the entertainment-industry numbers, they include agents, they include lawyers, they include accounting firms. Why can’t we? That’s why we do our own analysis and our own report.”—Alison A. Nieder

REAL ESTATE

Real Estate: Post-Election Retail Activity Picks Up

Many retailers were sitting on the fence before the presidential elections to see which way the political gate was going to swing.

But now that Donald Trump has been elected to take office in January, retailers are out shopping for shops. “Things have been picking up since the election,” said Philip Klaparda, senior associate at Dembo Realty, a commercial real estate agency in Beverly Hills. “We have been extra busy since the second week of November.”

Melrose Avenue seems to be getting a new lease on life. The part of the street west of La Cienega Boulevard has gained greater interest, sparking monthly retail rents of around \$20 a square foot.

New to the avenue is Lululemon Athletica, which opened Nov. 22 after shuttering its Robertson Boulevard space. Also moving over from Robertson Boulevard to Melrose Avenue was Ted Baker London. Adding to the high-end mix of retailers has been French contemporary retailer Zadig & Voltaire, which opened on Melrose with its fifth Los Angeles-area store.

Next year, Dean & DeLuca and Hudson Jeans will be debuting flagship stores on the western edge of Melrose

Avenue, and Michael Stars will make its long-anticipated opening on the street.

Even Melrose Avenue just east of La Cienega Boulevard is starting to see increased activity. The Reformation just signed a lease for a flagship store at 8000 Melrose Ave. and Golden Age, a retro fashion boutique, is moving into 8012½ Melrose Ave.

Monthly retail rents are still reasonable at \$6 a square foot. “We see good things happening between Fairfax and La Cienega,” Klaparda said. “New storefronts are being built out.”

Melrose Avenue’s success has come at the expense of Robertson Boulevard. Many retailers on that street have picked up and moved blocks away to hopping Melrose.

Retail vacancy rates on Robertson are still around 15 percent this year. But there are signs of resurgence. The high-end coffee brand Blue Bottle is negotiating to take over the space once occupied by the defunct Newsroom Café, which closed in 2014. The entire building is being renovated, which should be a boon for the street.

While Fraser Ross closed his Kitson store early this year, he is back in the same space with Kitross. Other new stores on Robertson are Italian retailer IDD and New York-based

Jovani, which sells evening gowns and dresses.

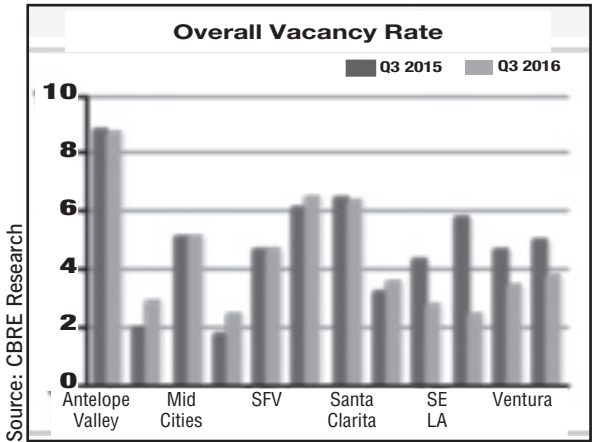
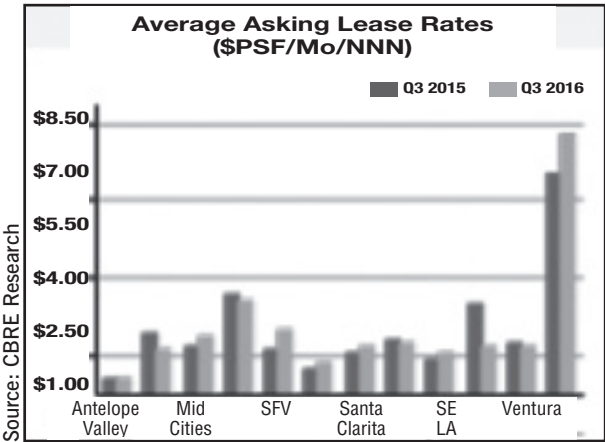
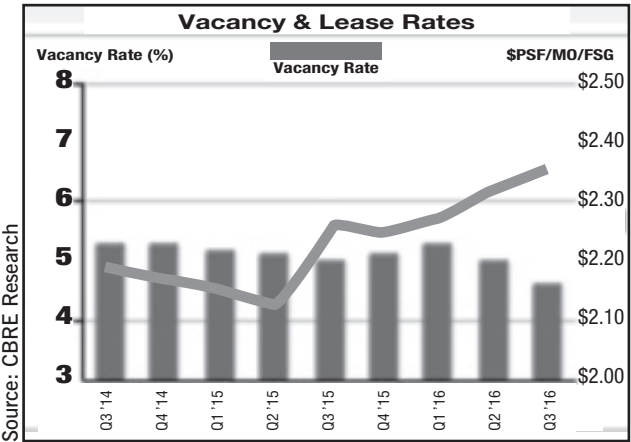
The street has become popular with pop-up stores. Active-wear retailer Carbon38 opened a pop-up in November as did pajama and loungewear retailer Sleepy Jones.

Rents hover around \$8 to \$10 a square foot, which haven’t been that low since 2005. In 2007, they were inching up to about \$17 a square foot. “Robertson is on sale. If you want to get in on Robertson, this is the time to do it,” Klaparda said.

There is no room to be found on tony Rodeo Drive in Beverly Hills. To get a spot, you have to buy a building. This year, the parent company of Louis Vuitton paid \$122 million—or \$19,405 a square foot—for the yellow House of Bijan building at 420 N. Rodeo. Late last year, Chanel paid \$152 million, or \$13,217 a square foot, for a larger building it was leasing on Rodeo Drive.

The Bijan store still has a few years left on its lease, but LVMH, the parent company of Louis Vuitton, is expected to open a retail outpost for one of its brands after the lease expires.

Monthly retail rents on Rodeo Drive are around \$60 a square foot.—Deborah Belgium



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RETAIL SALES

Off-Pricers Ross, TJX Sales Surge

For the past seven years, sales for off-price retail have been surging. These retailers typically offer goods at 20 percent to 60 percent off the retail price, and 2016 was another banner year for two of the biggest retailers in the market: **Ross Stores Inc.** and **The TJX Companies**.

Ross Stores, headquartered in Dublin, Calif., opened 93 stores in 2016. Jim Fassio, the retailer's president and chief development officer, said that the off-pricer was ready for more growth and eventually could reach a goal of 2,000 locations for its **Ross Dress for Less** division and 500 locations for its **dd's Discounts** division.

TJX Cos. reported a 5 percent increase in its same-store sales at the end of its third quarter for its fiscal 2017 year. The results were reported Nov. 15, when the off-price giant ran a fleet of 3,785 stores across the globe. TJX started the quarter with 3,675 stores. Ernie Herman, TJX Cos.' chief executive officer and president, forecast that growth is on track to make TJX a greater

than \$40 billion company.

The market for off-price has been steadily gaining marketshare as prominent department chains shutter locations and seek to expand their off-price divisions or get into the off-price game.

Analyst Rohit Chhatwal wrote that the department-store retreat has ceded more dollars and more customers to off-pricers. In a Dec. 11 story posted in *Seeking Alpha*, Chhatwal noted that TJX might experience some turbulence due to its assertive expansion in Europe. The stronger dollar, fallout over the U.K.'s 2016 "yes" vote to leave the European Union and lower growth in the region have dealt some setbacks to the company's margins. However, in the long run, the analyst believed that TJX Cos. would reap benefits from its Euro expansion.—*Andrew Asch*

DISCOUNTERS

Quarterly Comparable-Store Sales

Release Date:	11/16	8/16	5/16	Feb./March
Ross Stores	+7.0%	+4.0%	+2.0%	+4.0%
TJX Cos.	+5.0%	+4.0%	+7.0%	+6.0%
INFORMATION FROM COMPANY REPORTS				

2016 Rough Ride for Buckle, Rally for Zumiez

On Dec. 13, **The Buckle Inc.** announced a deal with **Affliction**, the Seal Beach, Calif.-based brand, to be the exclusive retailer for the brand's collection inspired by the "Fast and Furious" film franchise. The announcement might be a good way to end 2016. It's been a rough ride for the Kearney, Neb.-headquartered retailer.

The multi-brand retailer reported double-digit same-store-sales declines for all but a few months during the year. The last time it reported a comp increase was in June 2015, when the company posted a 0.6 percent uptick. Analyst Josh Arnold described the retailer's third quarter as "horrendous" and didn't forecast much relief in sight, according to a Dec. 5 note published in *Seeking Alpha*. However, company supporters counter that Buckle has a strong balance sheet and a high profit margin and will be able to weather tough times.

Zumiez Inc. rallied during its third quarter after posting declines in its same-store sales through 2016 until August. At the end of that month, it announced that it acquired Australian store chain **Fast Times Skateboarding** for \$6.9 million. The Aussie buy could have been a charm. The Washington state-headquartered retailer's comps have been up since then. Richard Brooks, Zumiez's chief executive officer, said that the uptick was the result of a good Back-to-School season. The retailer's third-quarter sales were announced on Dec. 1, and sales came in above the original guidance, according to Jeff Van Sinderen of **B. Riley & Co.** In a Dec. 2 note, Van Sinderen wrote that he slightly increased his estimates for the retailer because its year-over-year comparisons were going to be easy to beat and the company had increased inventory in the genres that had demonstrated high popularity with consumers.—*A.A.*

SPECIALTY STORES

Monthly Comparable-Store Sales

	2015 NOV.	2016 DEC.	2016 JAN.	2016 FEB.	2016 MARCH	2016 APRIL	2016 MAY	2016 JUNE	2016 JULY	2016 AUG.	2016 SEPT.	2016 OCT.	2016 NOV.
BUCKLE	-7.9%	-5.4%	-11.3%	-8.9%	-11.8%	-13.2%	-11.0%	-10.6%	-10.9%	-14.0%	-15.5%	-15.5%	-16.2%
ZUMIEZ	-13.8%	-8.9%	-4.6%	-8.6%	-7.8%	-6.0%	-7.6%	-0.6%	-2.9%	-1.1%	+6.3%	+10.2%	+5.7%

INFORMATION FROM COMPANY REPORTS

Calendar

Jan. 5

Agenda

Long Beach Convention Center
Long Beach, Calif.
Through Jan. 6

Jan. 8

Accessories The Show

Accessorie Circuit
Intermezzo Collections
Moda
Fame
Children's Club
Javits Center
New York
Through Jan. 10

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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IMPORT/EXPORT

U.S. Clothing Production in China Is Slipping

Fewer clothes were imported from China this year than last year as manufacturers headed to lower-wage countries such as Vietnam, India and Bangladesh to do more of their production.

Still, China accounted for 35 percent of the apparel imported into the United States for the 12-month period ending Oct. 31. In past years, China has accounted for as much as 40 percent of all clothing brought into the country.

The U.S. Commerce Dept. reported that apparel goods coming from China were down nearly 7 percent in the one-year period to \$28.35 billion.

As salaries are rising in Chinese factories, U.S. clothing companies are moving production to countries with lower wages. The most favored country for apparel making after China is now Vietnam, which has grown steadily over the years with more apparel factories coming online.

Apparel imports from Vietnam grew 3.7 percent in the one-year period ending Oct. 31, totaling \$10.75 billion. That accounted for 13 percent of all apparel imported into the United States.

Vietnam is expected to continue to be a popular apparel-manufacturing center despite the fact that its goods won’t be sub-

ject to duty-free consideration now that the Trans-Pacific Partnership, a free-trade agreement that included Vietnam and the United States, is dead.

Still, Vietnam is popular among several U.S. clothing companies such as **Columbia Sportswear**.

Bangladesh is also growing in importance when it comes to apparel manufacturing. Big retailers such as **H&M** and **Zara** have consistently headed to this extremely low-wage country to have goods produced in big factories.

For the one-year period ending in October, Bangladesh sent \$5.3 billion worth of clothing to the United States, making up about 6.5 percent of total apparel imports. That was about the same as the previous year.

India only exported \$3.65 billion in apparel to the United States, but when factoring in fabric and other textiles the total jumped to \$7.2 billion in goods.

Mexico, which for years was the second most popular source for apparel making for U.S. labels, has seen its share of production decline. For the 12 months ending Oct. 31, it sent \$3.3 billion in apparel, a 7 percent drop over the previous year, making up 4 percent of all U.S. apparel imports.—*Deborah Belgum*

U.S. Textile and Apparel Imports					U.S. Textile and Apparel Exports				
Jan. 2015 through Oct. 2016					Jan. 2015 through Oct. 2016				
(in millions of dollars)					(in millions of dollars)				
	2015	2015	2016	YTD		2015	2015	2016	YTD
		Jan.–Oct.	Jan.–Oct.	%Change			Jan.–Oct.	Jan.–Oct.	%Change
World					World				
Yarn	3,821	3,235	2,894	-10.54	Yarn	4,911	4,186	3,804	-9.13
Fabric	8,540	7,207	6,892	-4.37	Fabric	9,041	7,684	7,225	-5.97
Made-up	25,747	21,871	19,941	-8.82	Made-up	3,677	3,086	2,967	-3.84
Apparel	87,897	75,118	71,050	-5.42	Apparel	6,108	5,124	4,709	-8.09
Total	126,005	107,432	100,777	-6.19	Total	23,738	20,079	18,706	-6.84
Canada					Canada				
Yarn	360	289	294	1.58	Yarn	420	356	328	-7.89
Fabric	766	645	608	-5.86	Fabric	1,263	1,079	1,056	-2.11
Made-up	329	283	313	10.89	Made-up	1,579	1,326	1,324	-0.16
Apparel	611	515	480	-6.72	Apparel	1,985	1,662	1,605	-3.42
Total	2,067	1,732	1,695	-2.14	Total	5,247	4,422	4,312	-2.48
Mexico					Mexico				
Yarn	350	300	271	-9.47	Yarn	665	578	504	-12.73
Fabric	561	473	489	3.34	Fabric	4,018	3,424	3,223	-5.88
Made-up	1,139	950	992	4.35	Made-up	640	539	547	1.60
Apparel	3,734	3,181	2,969	-6.65	Apparel	1,187	1,023	756	-26.11
Total	5,784	4,903	4,721	-3.73	Total	6,510	5,564	5,031	-9.59
India					India				
Yarn	204	174	166	-4.32	Yarn	52	44	47	6.92
Fabric	467	394	400	1.51	Fabric	69	57	68	18.57
Made-up	3,460	2,928	2,914	-0.50	Made-up	18	14	15	6.51
Apparel	3,711	3,208	3,187	-0.66	Apparel	41	35	34	-2.78
Total	7,842	6,704	6,667	-0.56	Total	179	150	164	9.06
Pakistan					Pakistan				
Yarn	19	16	13	-18.39	Yarn	8	6	3	-55.42
Fabric	117	100	77	-22.77	Fabric	3	3	3	5.09
Made-up	1,511	1,269	1,164	-8.32	Made-up	3	3	2	-48.62
Apparel	1,459	1,259	1,088	-13.62	Apparel	12	10	16	60.69
Total	3,106	2,644	2,342	-11.45	Total	27	22	24	5.90
China					China				
Yarn	828	703	645	-8.27	Yarn	516	433	343	-20.75
Fabric	2,395	2,029	1,898	-6.45	Fabric	365	306	290	-5.44
Made-up	15,102	12,903	11,213	-13.10	Made-up	80	63	65	1.99
Apparel	32,296	27,746	25,336	-8.68	Apparel	73	58	56	-2.90
Total	50,620	43,382	39,092	-9.89	Total	1,033	860	754	-12.42
Korea, South					Korea, South				
Yarn	346	293	276	-5.69	Yarn	110	94	71	-24.30
Fabric	606	516	492	-4.53	Fabric	100	84	76	-9.57
Made-up	94	79	76	-4.31	Made-up	56	47	40	-15.41
Apparel	262	222	212	-4.59	Apparel	100	85	70	-17.13
Total	1,309	1,110	1,056	-4.83	Total	366	310	257	-17.01
Hong Kong					Hong Kong				
Yarn	2	1	0	-67.89	Yarn	28	26	21	-18.88
Fabric	15	11	15	30.27	Fabric	207	174	154	-11.44
Made-up	84	65	64	-1.85	Made-up	38	30	30	1.70
Apparel	176	149	167	11.70	Apparel	97	79	75	-5.99
Total	276	227	246	8.41	Total	370	309	280	-9.38
Taiwan					Taiwan				
Yarn	159	134	133	-0.99	Yarn	15	12	13	8.46
Fabric	441	378	334	-11.59	Fabric	46	39	38	-0.60
Made-up	213	181	152	-15.85	Made-up	17	15	13	-12.43
Apparel	337	291	225	-22.69	Apparel	27	23	21	-9.58
Total	1,150	984	844	-14.22	Total	105	88	85	-3.74
Japan					Japan				
Yarn	221	192	149	-22.40	Yarn	111	90	85	-5.26
Fabric	450	378	383	1.19	Fabric	152	128	121	-5.88
Made-up	32	27	28	5.00	Made-up	90	77	72	-5.93
Apparel	57	46	57	24.41	Apparel	220	191	175	-8.32
Total	759	643	617	-4.06	Total	574	486	453	-6.73
EU28					EU28				
Yarn	712	607	490	-19.22	Yarn	664	556	582	4.65
Fabric	1,588	1,328	1,284	-3.34	Fabric	876	747	707	-5.35
Made-up	1,046	857	840	-2.06	Made-up	361	306	298	-2.55
Apparel	2,515	2,073	1,979	-4.56	Apparel	713	586	590	0.70
Total	5,862	4,865	4,592	-5.62	Total	2,613	2,194	2,176	-0.81
ASEAN					ASEAN				
Yarn	275	239	211	-11.72	Yarn	189	160	134	-16.41
Fabric	409	343	318	-7.39	Fabric	258	218	227	3.91
Made-up	1,174	1,001	794	-20.64	Made-up	70	61	59	-2.51
Apparel	20,915	17,925	17,367	-3.12	Apparel	62	54	46	-14.56
Total	22,773	19,508	18,689	-4.20	Total	580	493	466	-5.51
CBI					CBI				
Yarn	0	0	0	13474.52	Yarn	6	5	5	-5.78
Fabric	0	0	0	4.47	Fabric	51	44	38	-12.55
Made-up	1	1	1	10.96	Made-up	63	51	45	-11.31
Apparel	899	754	730	-3.22	Apparel	40	32	35	8.75
Total	900	755	731	-3.19	Total	160	132	123	-6.61
LDDC exc. Haiti					LDDC exc. Haiti				
Yarn	10	9	9	7.46	Yarn	22	19	8	-60.20
Fabric	12	10	9	-11.92	Fabric	29	15	30	103.21
Made-up	365	324	298	-8.00	Made-up	26	21	15	-25.89
Apparel	8,336	7,184	6,877	-4.27	Apparel	96	83	61	-26.30
Total	8,723	7,526	7,193	-4.43	Total	173	137	114	-17.10

Source: U.S. Department of Commerce, Office of Textiles and Apparel. Numbers rounded to nearest million

Activewear Collections
Made for Performance
and Elegance

Walk down any street these days and what do you see? Activewear, everywhere. The “athleisure” look has taken the fashion world by storm, and, as these brands attest, this market is only growing stronger by the day.

Beyond Yoga

Jodi Guber Brufsky and Michelle Wahler want to put to rest the notion that body-hugging athleisure wear is just for the perfect body. Their Beyond Yoga line, which ranges from XXS to XXL, comprises “body-positive silhouettes made for all shapes and sizes.” Millennials and Gen X-ers are their target customers, women who are “fashion forward with wellbeing at the forefront of their lifestyle.” Beyond Yoga is prized for its quality fabrics and leggings, which feature unique technical qualities and style. The 2017 line focuses on classic silhouettes elevated with fresh detailing such as intricate strap constructions, mesh insets, striking prints, lush textures, bold cutouts, and gradient fabrics. Not to be missed: anything made from the Spacedye fabrication—“It’s so buttery soft and strong, you have to feel it to believe it.”



Koral

How significant is the activewear market today? Koral believes “the modern woman demands athleisure that carries her from a.m. to p.m.” But not just any gym clothes. Brazilian designer and creative director/cofounder Ilana Kugel brings a sophisticated and sexy edge to Koral’s collection of premium activewear. With roots in swimwear design, Kugel brings an expertise in elevating the female silhouette in looks that transition seamlessly from workout to a night out. Its fashion-forward customer wants well-constructed, contemporary pieces fashioned from high-quality fabrics sourced from around the world that offer comfort, support, and style. For 2017, “new and trending” are boxy, oversized silhouettes; textured jacquards; feminine ruffle detailing; clean and free-cut fabrics; and jeweled and nude tones. Koral’s bestseller “season after season” is its original “liquid-like” Lustrous Legging.



NUXactive

For Los Angeles-based NUXactive, the term “athleisure” doesn’t adequately describe its target customer, “who is constantly active, even in her leisure time.” It prefers to call the style “Sport Luxe” and say it



is “a lifestyle, not a trend.” In NUXactive, this “strong, smart, and capable” consumer finds fashion-forward style, high quality, and accessible price points coupled with a commitment to ethical sourcing. Team NUX believes 2017 will be a great year for activewear, strong on prints blocked with solids, mesh, and textured fabrications. Known for its investment-value, seamless styles, NUX offers for Spring 2017 a “fresh take on our top-performing Body Engineered designs, mixed with a splash of innovation and class.” Bestsellers continue to be NUXactive’s V-Ankle Pant and Crop.

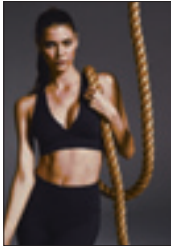
Onzie

Onzie’s philosophy is “keep your practice challenging and your wardrobe simple.” Created by a Bikram yogi and entirely made in its Los Angeles factory, Onzie blends yoga wear with modern innovation “and a touch of whimsy” for pieces that are both functional and flattering. Fabricated from durable and breathable free-flow fabric technology, the fast-drying, salt- and chlorine-resistant pieces not only work for hot yoga but also Pilates, swimming, surfing, biking, and running. The extensive collection is meant to be “inclusive”—styles that work for active women of all ages at accessible price points. For 2017, Onzie sees high rise as the major trend, as well as textures and paneling. Bestsellers are its engineered original prints, textured fabrics, and mesh-paneled high-rise bottoms. “This category is only going to grow,” Onzie says. “The opportunity is endless.”



Varley

Varley believes “good things come to those who sweat.” The Los Angeles- and London-based Varley produces technical activewear pieces for women of all ages who are serious about their workouts. Its exclusive patented, engineered, and pill-resistant fabrics offer muscle and humidity control, excellent coverage, and UV protection and are always designed “with performance in mind.” For 2017, Varley is introducing four new lines: Performance, the ultimate technical apparel for hardcore workouts; Flow, styles perfect for barre, yoga and Pilates workouts; Surf, designed for water sports; and Revive, the everyday “to and fro” pieces. Bestsellers include the Union tight, ideal for yoga and studio classes; the Brooks bra; and the technical Ts—“huge for us.” Also on deck: the 2017 launch of Varley’s cosmetics, men’s, and trainers collections.



See these brands and more at **Active Collective**, co-located with Swim Collective at the Hyatt Regency Huntington Beach Resort & Spa in California Jan. 13–14.

Kozm: Yoga Is for Real Men

By Andrew Asch Retail Editor

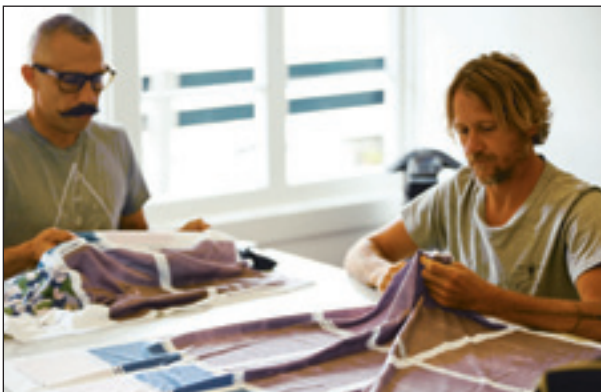
After years of attacking powerful waves and wiping out on concrete and in the snow, the founders of the **Kozm** brand turned their careers to yoga mats.

Troy Eckert and Derek Sabori spent lives in the business surfing, snowboarding and skateboarding. Along with being surfers, they served as executives at **Volcom**, the multi-million-dollar action-sports company in Costa Mesa, Calif., that makes clothes for the surf and skate set. After racking up a number of professional achievements, both left steady gigs for the risk of starting new ventures. Last month they started Kozm, a new company making yogawear for men.

Eckert was a Volcom marketing vice president until 2011. Sabori served as Volcom's vice president of global sustainability until last year. He continues to consult with the action-sports label on its mission to cut pollution and waste in its manufacturing. If it sounds crazy to leave well-paid executive jobs for the unknown, Sabori said the new venture was a logical next step.

"Instead of making little tweaks here and there, let's try to make a new standard and show how business can be done in a sustainable way from the beginning," he said.

It takes a long time to change the way a big company such as Volcom manufactures. Volcom is serious about its sustainability goals. The action-sports label and its parent company, **Kering**, regularly publish progress reports on their actions toward becoming cleaner companies. Yet Sabori felt that a new company could move more quickly toward achieving environmental goals compared to a large, established company.



Derek Sabori and Troy Eckert



Kozm's first step in making eco-friendly clothes starts with fabrics. The brand's fabrics are made entirely from recycled cotton, or "upcycled" cotton in industry lingo. It is supplied by Spanish company **Recover**, a division of **Hilaturas Ferre**. No new virgin cotton is used, which cuts out issues of polluting farmland. No water is used to dye the fabrics, which saves water and cuts

pollution from coloring fabrics.

Kozm takes Recover yarns and manufactures most of the line in Los Angeles, Sabori said. "It's one of the lowest environmental footprints I know of," he said. Kozm's hats and totes are made by **Unionwear**, a Newark, N.J.-head-

quartered union shop that also makes safety gear and spent the 2016 election making campaign hats for Bernie Sanders, Hillary Clinton and Jeb Bush.

There's another part of the brand's mission. It hopes to change minds about yoga. The exercise regimen has been considered by some to be an activity for women. It's one reason why there are many yoga brands for women and fewer companies that specifically make yoga clothes for men. To make the case for yoga to skateboarders, on the label's website, www.thekozm.com, there's a seven-minute film profiling Chet Thomas, a skateboarding star who talks about the physical- and mental-health reasons why he added yoga to his daredevil activity of skateboarding.

"It's harder and it's more beneficial than they think," Sabori said. "It's not only for women."

The brand is currently being sold solely as a direct-to-consumer line.

The company also plans to give 5 percent of its proceeds to the **Warrior Spirit Retreat**, a non-profit that brings yoga to veterans.

For its first season, Kozm released four crew-neck T-shirts, which range from a black pocket tee to a camouflage tee featuring

figures doing yoga poses, a white "Made Fair With Care" T-shirt and a gray T-shirt bearing the image of Skelly, the brand's icon of a skeleton doing a warrior yoga pose. The brand also offers a baseball cap, a beanie and a tote bag. Retail price points range from \$23 for a beanie to \$42 for T-shirts and the tote. For a special project, the brand partnered with surf and lifestyle veteran Jeff "Yoki" Yokoyama to make yoga towels made from upcycled spa towels and a mix of hemp fabric.

The clothes are lightweight and step away from using highly technical fabrics, Sabori said. "The inspiration always went back to yoga, how simple and elegant yoga is. There's not a lot you need," he said. ●



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Adolfo Sanchez

The New Hollywood at Fashion Speaks

For designer Adolfo Sanchez, it was time to show how streetwear could meet eveningwear.

He showed his collection, “The New Hollywood,” as well as some holiday pieces on Dec. 11 at **Concepts From Sketchbook to Runway**, presented by **Fashion Speaks** and **The Art Institute of California—Los Angeles**. The event took place at **Le Méridien Delfina Santa Monica** hotel in Santa Monica, Calif.

“There’s a huge hip-hop influence in fashion now,” Sanchez said of streetwear looks, which have become increasingly prominent. “The New Hollywood took inspiration from Marilyn Monroe and Ava Gardner. It mixed those clas-

sic looks with what is happening with streetwear.” Looks included a moto jacket with ruffled, brocade sleeves and cat suits bearing hoods. Bridal styles are important to the **Adolfo Sanchez** label. At the end of his 14-look show, there was a bridal dress with a beaded back and a tulle bottom.

The Fashion Speaks show was an encore engagement for The New Hollywood. Sanchez debuted at the **Art Hearts Fashion** show during **Los Angeles Fashion Week** in October. Fashion Speaks produced its Dec. 11 event as a drive for **Toys for Tots**, which collects toys for underprivileged children. Beth Bowen of the **Bravo TV** program “There Goes

the Motherhood” emceed the show with Fashion Speaks producer Joshua Washington. The event was the fourth annual show for Fashion Speaks. In 2017, Fashion Speaks will produce biannual fashion shows.

Also exhibiting runway shows for the event were **Maggie Barry**, **House of Chapple by Reco Chapple**, **Joshua Christensen** and **Naima X Hitoma**. Students from the Art Institute of California participated in the show. The Art Institute designers were Nazeli Zeynalyan, Susie Carillo, Dagmar Lazcano, Vida Skaite, Martha Montiel-Moreno, Augustus Victor and Justine|Kristen.—*Andrew Asch*



House of Chapple by Reco Chapple

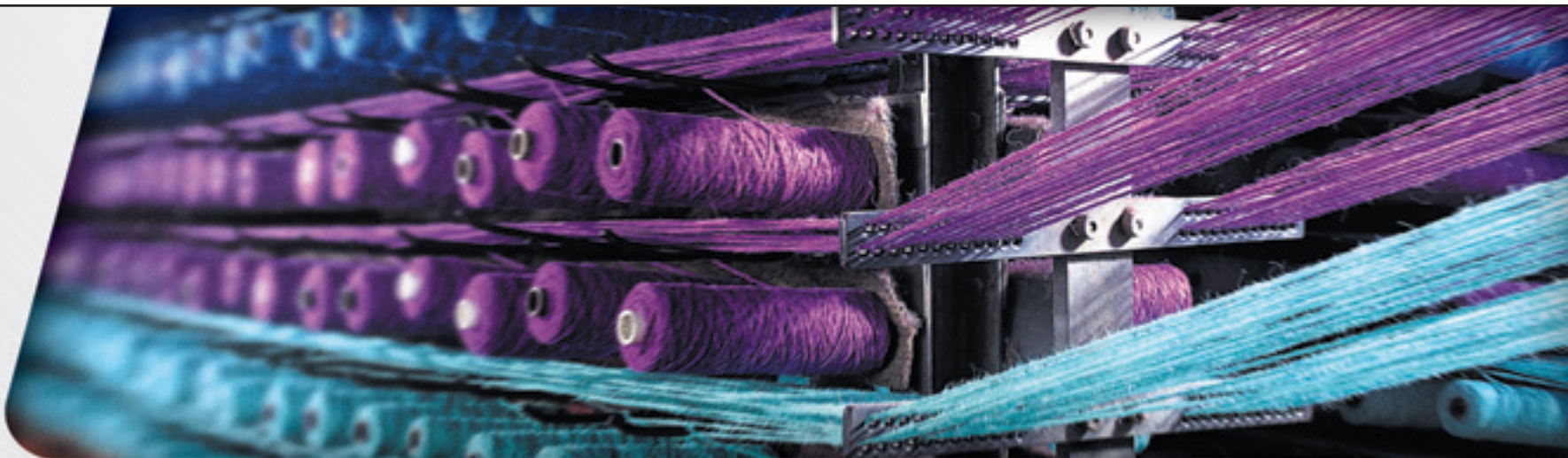
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NJAL *Continued from page 1*

the **NeueHouse** in Hollywood. It was organized by Not Just a Label founder Stefan Siegel, who relocated to open the U.S. branch of NJAL, which is headquartered at the NeueHouse. The event was live-streamed on the NJAL website (www.notjustalabel.com).

The NJAL platform currently features nearly 25,000 designers whose designs are distributed in 150 countries around the world, Siegel said. Since launching eight years ago as a resource for emerging labels, the organization has become equally known for its “physical activations,” which include helping to launch the Dubai Design District, hosting an emerging designer pop-up shop at the **Waldorf Astoria** hotel in New York and creating an event to connect international designers with family-owned factories in Italy.

The apparel industry business model has changed, Siegel said.

“The creative community is saying, ‘I can do it on my own. I can sit in LA and sell to Japan. I don’t have to wait for the buyer to tell me what to create,’” he said.

This represents an opportunity for designers to promote a “regional identity.”

“What’s missing in fashion today is real value,” Siegel said. “Money is being spent on experiences because fashion is no longer an experience. We have to make it more accessible.”

This was NJAL’s first official event since opening in LA, and several hundred people from across the creative community spectrum turned out.

Booth Moore, fashion senior editor for the *Hollywood Reporter* and former *Los Angeles Times* fashion critic, moderated the panel, which included Adrienne Lindgren, business development manager for Mayor Eric Garcetti’s office and an advisory board member of Garcetti’s Make It in LA initiative; Rose Apodaca, fashion writer, author and co-owner of **A+R** stores in Southern California; Iris Alonso, the former creative director at **American Apparel** who recently launched her own collection called **Everybody**; Andrea Lieberman, designer and founder of the **A.L.C.** label; and Jesse Kamm, designer and founder of the **Jesse Kamm** collection.

For many on the panel, a key word was sustainability—but not in the eco-friendly sense the word has been used in recent years.

“Sustainable in a different sense of the word. It’s not just about carbon emissions. It’s about supplying good-paying jobs in the community,” Lindgren said. “We have an incredible ecosystem [in Los Angeles]. And we have access to a consumer market that is massive. That gives us an edge to be a sustainable leader.”

Moore raised a question about the cost of domestic production, calling it the “elephant in the room.”

“There are layers on the costs that go into a garment, taxes on fabric, on import/export,” Lieberman said. “You pay 25 percent [duty] on wool that is imported as piece goods as opposed to a finished garment. There’s a lot more that needs to be discussed other than the cost of labor.”

Lindgren agreed, adding that there are hidden expenses of overseas production, such as the cost of having a staffer stationed overseas, the cost of traveling between production centers and the cost incurred when goods get stuck in customs.

“Labor is one of the most important costs, but many companies look at the total cost of ownership,” she said. “People need to be specific when identifying the challenges.”

Kamm, who said she has “produced every piece here in LA” since she founded her collection in 2005, said there are other hidden costs associated with manufacturing cheaply offshore.

“If something is cheap, you’re just not seeing the cost,” she said. “The cost is going into the environment. The higher cost

is still being paid in the long run.”

Lieberman and Apodaca both stressed the supportive nature of LA’s apparel community, in which designers and manufacturers will often share information about manufacturing resources.

Alonso described walking through a building in downtown Los Angeles that was “packed with manufacturers doing everything from dress shirts to uniforms.”

Resources like these can’t be found on **Yelp** or through a **Google** search, she said, and there’s no comprehensive direc-



Not Just a Label founder Stefan Siegel



Booth Moore (far right) moderated a panel that included (from left to right) Adrienne Lindgren, Jesse Kamm, Iris Alonso, Rose Apodaca and Andrea Lieberman.

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NJAL *Continued from previous page*

tory listing factories in Los Angeles.

"It's up to the designer to get out from behind the computer and walk into these buildings and get to know these people and see it with your own eyes. There shouldn't be such a disconnect between creativity and manufacturing."

Moore asked the group if they anticipate any changes in domestic-manufacturing opportunities with the incoming presidential administration.

"Manufacturing jobs were coming back [to the United States] far before Trump began talking about it," Lindgren said. "We have a robust manufacturing base in the United States; it is important not to undervalue that."

Another topic in the free-ranging discussion was Los Angeles' position among the world's fashion centers.

In his introduction, Siegel said, "We live in a time of decentralization of creative capitals," an idea that reverberated among the panelists.

To Apodaca, Los Angeles has always been a style-setter.

"Whether today or 20 years ago, more people around the world are dressing in sensibilities created in Los Angeles," she said.

In many ways, Los Angeles' creative community operates independently.

"We don't compare ourselves to other perceptions of us. We are who we are," Lieberman said. "I think that is a radical mindset, and that is prevalent in the Los Angeles community."

Southern California's "DIY" culture and its manufacturing resources could contribute to that independent spirit.

"Maybe because LA is so self-sufficient, it doesn't compare itself to others," Lindgren said. "We raise our own minimum wage; we don't wait for others to take care of us."

Still, the group acknowledged some challenges to manufacturing in Los Angeles, including the traffic across the region, which makes getting around town time-consuming; the residential boom in downtown Los Angeles that is forcing factories to move south and east; and the sheer size of Los Angeles, which means Lindgren and her colleagues at City Hall get "a lot of broad feedback."

Nonetheless, the manufacturers on the panel said they were happy and proud to produce in Los Angeles.

"I love making things in LA," Alonso said. "In LA you can wake up with a concept and within 24 hours or 48 hours you can knit, dye, cut, sew, embellish and put it on a website or deliver it to a customer." ●

Activewear Resources

Active Collective

www.activewearcollective.com

Products and Services: The Collective Shows presents The Active Collective Trade Show, Jan. 13-17, 2017, hosted at the Hyatt Regency in Huntington Beach, Calif. The Active Collective is recognized as the biggest athleisure trade show, offering buyers more than 1,000 lines across all active wear categories. Also visit us in New York at the Metropolitan Pavilion Jan. 26-27. For more information, visit our website.

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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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RESPONSIBILITIES- Including, but not limited to:

- Attend and active participation in fittings with Design team and other cross functional team members
- Collaborate with design to create accurate fit comments
- Create accurate tech packs from Production 1ST fit to PP approval
- Ensure fit consistency in manufacturing process
- Communicate with overseas and domestic vendors and factories

QUALIFICATIONS:
Ideal candidates should have 6+ year experience of actively conducting fit sessions and creation of detailed fit comments.

- Knowledge of pattern making, grading, spec revision, pattern correction skills, garment construction, sewing, measuring and fitting
 - Excellent written, problem-solving, decision-making, and time-management skills
 - Computer savvy with Photoshop, Illustrator, Outlook, Word and Excel
- Background in Women's Contemporary apparel, in specific washed bottoms categories and soft woven tops/dresses. Highly organized with attention to detail.
Please submit your resume along with salary requirement for immediate consideration to: recruitment@sanctuaryclothing.com

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Req: 3 yrs. exp in apparel mfg. with major stores, Factor exp, & basic Excel skills, intermediate level preferred. Responsibilities: Research & chargeback resolution & prepare daily reports. Fax: (323)981-9095
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