

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 72 YEARS

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A yogi strikes a post at the Alo Yoga booth at Active Collective in Huntington Beach, Calif. The trade show was held concurrently with its sister show, Swim Collective.

T-SHIRTS

Turkish Manufacturer GCK Heads to Orange County to Launch New Basics Line

By Andrew Asch Retail Editor

From an office park by **John Wayne Airport** in Orange County, Calif., a Turkish company hopes to make a splash in the American market.

GCK Textiles, headquartered in Istanbul, has developed a reputation over the past two decades for manufacturing private-label apparel for major European retailers such as **Zara** and **Primark** and Turkish brands such as **Mavi**. In July, the company opened a 7,000-square-foot warehouse and office in the Orange County city of Irvine. It hired two California-based designers. It plans to provide a fashion alternative with basics and knits with its American label **GCKnitwear/Good Comfortable Knitwear**, which it debuted earlier this month at the **Agenda** trade show in Long Beach, Calif.

The new label was introduced during a time of change

for the U.S. basics market and the Turkish textile business. Turkey's fabrics export business was valued at about \$5 billion in 2015, according to a report from Turkey's Ministry of Economy. The country's exports fell in some of its important markets in European and Middle Eastern countries in 2015 while it increased 20 percent in America.

Dan Moore, GCKnitwear's Irvine-based marketing and merchandising director, said it was crucial for the company to open a California office to do business in the U.S. "We would do a show at **MAGIC** in Las Vegas and we would get demand in North America, but we had no way to service them because we did not have an office here," he said. Even in a world increasingly connected by the Internet and fast travel options, time differences can make communication hard. "We wanted to be centrally lo-

➔ GCK page 2

TRADE SHOW REPORT

Swim Collective and Active Collective Kick Off the Year in Huntington Beach, Calif.

By Alison A. Nieder Executive Editor

Visitors to the Jan. 13-14 run of the **Swim Collective** and **Active Collective** trade shows at the **Hyatt Regency Resort and Spa** in Huntington Beach, Calif., got a break from the rains that had been soaking California since the beginning of the year. Buyers from across the region, as well as several from across the country and a handful of international buyers, turned out under sunny skies for the two shows. Last August, **Surf Expo** and **Outdoor Retailer** owner **Emerald Expositions** acquired both shows from founder Shannon Leggett, but there was little difference to the look of the shows, which were held on several floors at the hotel.

Several exhibitors said the two-day shows got off to a brisk start.

"We've been busy from the get-go," said Richard Gualtieri, vice president of Canada-based **MPG Sport**, the active-wear company that sells in core sporting-goods stores such as **REI** and **Title 9** and produces the **MPG By Julianne Hough Collection** with "Dancing With the Stars" dancer and judge Julianne Hough. "We had appointments and a lot of drop-bys. The three of us were working appointments, and then two more people would show up."

Gualtieri said MPG has expanded its focus from core activewear to also include something he calls "technical casual."

"They're pieces she's going to want to wear to work," he said.

Pieces in this category included a quilted sweatshirt, a black denim print and a relaxed pant in pin-striped navy.

➔ Swim Collective, Active Collective page 8

TRADE SHOW REPORT

Mixed Reaction to LA's Quiet Market

By Andrew Asch and Alison A. Nieder Senior Editor

The parking was easy, the lunch lines were short and the halls were fairly quiet at the recent run of **Los Angeles Fashion Market**, which kicked off for some showrooms on Sunday, Jan. 15, with the rest opening the following day on Martin Luther King Jr. Day.

Some blamed the holiday for the light traffic, and others said retailers still have inventory left over from Christmas and aren't ready for new merchandise. Still, high-profile retailers such as **American Rag**, **Ron Herman** and **Revolve** shopped the market, and some stores were ready to place orders for pre-Fall deliveries.

"Monday wasn't bad. We had a good amount of appointments," said David Perlman, the owner of the **Perlmanrep** showroom in the **California Market Center**.

➔ LA Market page 4

FINANCIAL FORECAST

Solid Economic Growth Expected in 2017 With New Trump Administration

By Deborah Belgum Senior Editor

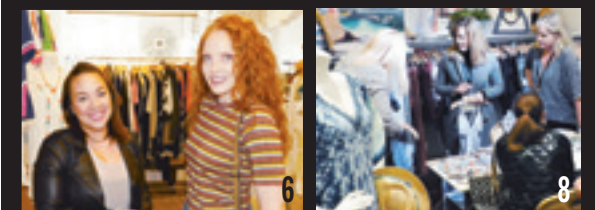
The economy is expected to head down a positive path this year, but department stores and specialty-store chains will be hitting strong headwinds as more people shop online.

As **Macy's**, **Forever 21**, **JCPenney**, **Sears** and **Kmart** reduce their store footprint and **The Limited** and **American Apparel** shutter hundreds of stores, more of the same may be on the way.

Bloomberg News recently reported that **Wet Seal** is considering another bankruptcy filing—its second since 2015. The retailer, based in Foothill Ranch, Calif., has already closed hundreds of stores located mostly in malls, but business has not improved since it was acquired by **Versa Capital Management** for \$7.5 million in cash.

➔ Economy page 3

INSIDE

Where fashion gets down to businessSM

NRF releases holiday stats ... p. 2

Layoffs and closures at American Apparel ... p. 2

Resource Guide ... p. 9

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Holiday Sales Increase 4 Percent, NRF Says

Holiday retail sales beat the forecasts from the **National Retail Federation**, a leading trade group headquartered in Washington, D.C.

Holiday spending increased 4 percent to \$658.3 billion, according to a NRF statement released on Jan. 13. The trade group forecasted that the season's sales would increase 3.6 percent to \$655.8 billion. The ultimate results for the season proved that the economy is stronger than many thought, said Matthew Shay, the NRF's president and chief executive officer.

"Retail mirrors the economy. And while there might have been some bumps in the road for individual companies, the retail in-

dustry overall had a solid holiday season and retailers will work to sustain this in the year ahead," he said.

NRF broke down sales results by retail category, which revealed a mixed bag for various players. Sales for clothing and accessories stores increased 2.5 percent, but department-store sales declined 7 percent.

Business also dipped by 1.7 percent for sporting-goods stores and electronics and appliances stores saw a 2.3 percent decline.

NRF's report did not break down sales for e-commerce sales, but it forecast that it would increase 16 percent. NRF's findings did not include sales for restaurants, gasoline

stations and automobiles.

The group's results were based on numbers from the U.S. Commerce Department, which also released a statement Jan. 13, announcing that December sales increased 0.6 percent.

NRF delivered other upbeat economic news to wrap up the season. On Jan. 6, it announced that there was a slight increase in seasonal employment, with 900 more jobs added this holiday retail season compared to last year.

On Jan. 9, it announced that ports saw an increase in retail container traffic. It increased 11.2 percent in November 2016 compared with cargo traffic in November 2015. While

traffic of most imported holiday goods had arrived before November, the November uptick was seen as proof that consumer demand was up.

There were other viewpoints on the season's business. But the season was filled with a lot of contradictory data, Ben Hackett said. He is the founder of **Hackett Associates**, which puts together the NRF's monthly report on retail container traffic.

"Economic data is fickle by nature. It surges and falls and often surprises us," he said. "There is both optimism and pessimism and pointers showing growth as well as decline."—*Andrew Asch*

T-SHIRTS

GCK *Continued from page 1*

cated in a place where we could give 24-hour customer service," he said.

The American basics business has been making headlines since **American Apparel**, which was headquartered in downtown Los Angeles, was recently sold to **Gildan Activewear**, based in Montreal, for \$88 million. American Apparel's Los Angeles compound will close and 2,400 workers are scheduled to be laid off.

Moore did not forecast how the shift for what was a big player in the U.S. basics market will affect his new company. "It's too soon to say how it will affect the market. But we're not here to fill a void; we're here to provide the quality that we've been known for," he said.

No business venture is risk free, but international companies have to deal with added



risk because executives from the overseas businesses are often unfamiliar with details of American business practices, said John Lankshear. He recently opened **BrandLab**, a Los Angeles-based consultancy and incubator for overseas labels wanting to develop

American businesses.

"If you get it wrong, the market is unforgiving," Lankshear said. "International businesses which make blunders due to unfamiliarity with the U.S. market can be extremely costly both financially and to their reputation," he said.

It can be hard to establish a business in America, said Tony Zhang, a Los Angeles resident and president of the Shanghai-based **Newel Apparel**.

"It's quite easy to get a company registered," he said. A stateside law firm can provide guidance with business licenses, for example. "But it's a challenge to get the company established, to develop proper infrastructure and recruit the best people," he said. Zhang also serves as director for Chinese business affairs for **Fashion Business Inc.**, a Los Angeles business education nonprofit.

GCKnitwear plans on serving as a whole-

saler and eventually opening retail storefronts, Moore said. Its debut line offers 13 silhouettes for men and 23 for women, said Tina Rani, a designer and brand manager at the Irvine office.

"We have more of a European vibe," Rani said. "It doesn't look like everyone else's T-shirt."

Some demographics that the brand is planning to sell are fashion-savvy surf and skate people, urban customers and the casual customer looking for styles to exercise in and lounge at their homes. The second designer working in the Irvine office is Jiji Sunisa Akarapanitsakul.

The brand's women's looks include a cropped hoodie top—a fashion piece that looks like a hooded sweater from chest up but leaves the wearer's midriff bare. Another look is the cigarette T, a top with cuffed sleeves and a "high/low" hem. Other styles include viscose tees, sheer jersey tops and T-shirt dresses.

Men's looks include T-shirts with classic silhouettes such as crew necks, V-necks and raglans. Fashion looks for the T-shirts include a crew neck with a raw-edge hem, shirts made out of a speckled fabric and a 1990s-inspired "urban T" made out of a heavy cotton fabric that will be offered in sizes up to big-and-tall 4X.

The company also makes jogger pants for men and women as well as leggings for women. Wholesale price points range from \$3 for V-neck to \$12 for zip hoodies, according to a brand statement. ●



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NEWS

Layoffs and Store Closures for American Apparel

The layoff of American Apparel workers began on Jan. 16 following the sale of the company's intellectual property to Canadian T-shirt giant **Gildan Activewear**.

A U.S. Bankruptcy Court judge approved the \$88 million sale to Gildan on Jan. 12. **Wescoast Textile** in Compton, Calif., will buy American Apparel's knitting and dyeing facility in Garden Grove, Calif. The American Apparel factory in downtown Los Angeles' produce market district will close as will its facility in South Gate, Calif.

Next up is the closure of American Apparel's 100 retail stores across the country. The stores are expected to close by the end of April.

At the time of Gildan's purchase American Apparel employed 3,500 workers, with about 300 employed at the knitting facility in Garden Grove.

American Apparel filed for Chapter 11

bankruptcy protection in November. This was the second bankruptcy filing for the company in a little more than one year. The company was founded in 1997 by Dov Charney, who took the company public in 2007 and was later ousted by the board of directors.

Gildan is a manufacturing powerhouse with operations in Honduras, Nicaragua, the Dominican Republic and Mexico. The vertically integrated Canadian company employs 48,000 people, more than half of whom—25,000—work in Honduras. The Canadian company also operates four yarn-spinning facilities in North Carolina and a fifth in Georgia. Gildan claims to be the largest consumer of U.S. cotton. American Apparel will join Gildan's portfolio of brands, which includes **Alstyle Apparel**, **Anvil**, **Gold Toe** and **Peds**. Many of the company's products are sold at **Target**, **Wal-mart**, **JC Penney** and **Kohl's**.

Economy *Continued from page 1*

Despite the gloomy retail-chain outlook, the economy as a whole is expected to be strong this year. The country's gross domestic product is predicted to climb by as much as 3 percent, a statistic that eluded President Obama during his eight years in office.

As the new president, Donald Trump has promised a basket filled with financial incentives that have some consumers buoyant about their economic future. Some of those incentives include \$500 billion in tax cuts arriving in the third quarter of 2017 that will pump up consumer spending.

"I see consumers extremely excited about what they believe is going to be a better economy," said Britt Beemer, a retail analyst and founder of **America's Research Group**, which polls 1,200 consumers a week to take the pulse of their retail-spending attitude. "Forty percent expect to see more overtime at work, compared to only 19 percent last year. That means twice as many people are expecting to get overtime pay."

Sung Won Sohn, the former chief economist for **Wells Fargo** and now an economist at **California State University, Channel Islands**, said the overall economic picture looks very rosy, "but bricks-and-mortar stores will continue to see double-digit decreases in sales."

Clothing stores are seeing more competition from other product categories when it comes to consumer spending. Sohn

points out that young consumers are more interested in acquiring gadgets, such as smartphones and tablets, than fashion merchandise. "I think consumers' tastes have changed," he said. "Also, consumers—especially young buyers—are used to getting a good price and value. They know how to shop on the Internet."

Online sales seem to know no limits. While holidays sales at physical stores were up 4 percent, online sales jumped 11 percent. This year, **Amazon.com** is predicted to become the largest clothing retailer in the United States, beating out Macy's, which is trimming 68 stores from its vast retail chain.

Amazon's clothing and accessories sales are expected to grow nearly 30 percent in 2017 to \$28 billion, according to analysts at **Cowen & Co.**, a New York financial services firm. Macy's apparel sales, by comparison, are expected to drop 4 percent to \$22 billion.

By 2021, Cowen expects Amazon to generate \$62 billion in annual apparel sales. **TJ Maxx** is expected to be the No. 2 clothing seller, with \$26 billion in sales, and Macy's is expected to claim the No. 3 spot, with \$23 billion in sales.

However, retail sales could take a big hit if Trump goes forward with his promise to slap a huge tariff on Chinese imports. Nearly 40 percent of the clothing imported into the United States comes from China while more than half the shoes and other footwear coming into the United States are manufactured in China.

"If the Trump administration acts on an additional 45 percent tariff on Chinese goods, that could have a devastating impact on retailers," Sohn said.

Job growth

The unemployment rate in the United States and California is at a nearly 10-year

low. With recent years showing steady job growth, 2017 should continue along the same route.

"The years that we had the biggest-percentage gains in job creation [in California] were 2014 and 2015," said Robert Kleinhenz, executive director of research at **Beacon Economics**.

In 2015, jobs in California grew 3 percent and in 2016 they were up 2.6 percent during the first 11 months compared to the same period a year earlier. The unemployment rate for the state was at 4.8 percent in November compared to a U.S. unemployment rate in November of 4.6 percent.

Trump is inheriting a strong labor market compared to Obama, who entered the White House just as the economy was tanking. Obama began his presidency in January 2009 with job losses of about 800,000 that month and unemployment rising toward 10 percent. A big fiscal stimulus early in his first term, along with aggressive policies from the Federal Reserve, helped stabilize the economy, and the job market began to grow in 2010.

In California, job growth from November 2015 to November 2016 has been strongest in educational and health services, up 3.2

percent; government jobs, with a 3 percent uptick; and construction, which had a strong 4.7 percent rise in its labor force.

Other sectors adding jobs over the year were trade, transportation and utilities; information; financial activities; professional and business services;

leisure and hospitality; and other services.

The two industry sectors in the state that showed declines were manufacturing, which shed 8,000 jobs, and mining and logging, which lost 11,200 jobs.

With more jobs being created and wages going up, it would seem only natural that more home buyers would be cruising for new homes. But a combination of factors is keeping housing construction from going gangbusters.

"Here's the dilemma," said America's Research Group's Beemer. "My research of consumers under the age of 30 shows that only 19 percent of them believe they can buy a home in the next 10 years. At the end of the Ronald Reagan presidency, 81 percent of consumers under the age of 30 thought they could buy a home."

He pointed out that consumers who don't believe they can buy a home go on to alter their purchasing habits. Instead of buying new furniture and kitchen appliances, they splurge more on personal gadgets, trips and dining out.

Kleinhenz from Beacon Economics observed it is harder for first-time buyers to obtain a home loan. Lenders are upping the minimum credit scores to qualify and mortgage rates are inching up. He said that the standard for getting a loan through Fannie Mae has risen, with the minimum-qualifying credit score being around 750. In the past, a good credit score had been anything above 700. An excellent credit score ranges from 800 to 850.

Finally, millennials are starting to move away from their parents' homes and into apartments. But more are delaying marriage and starting a family until later in life. "The millennial generation is slow to form households, which is driven by marriage," Kleinhenz said. "You have to have first-time buyers step into the market to push the whole housing market forward." ●

Apparel and Textile Employment		
California	Nov. 2016	Nov. 2015
Apparel manufacturing	48,600	49,400
Textile mills	7,800	8,100
Wholesaling	41,900	40,200
Los Angeles County		
Apparel manufacturing	38,900	40,500
Textile mills	5,600	6,100
Wholesaling	27,700	26,800

Source: California Employment Development Department

Calendar

Jan. 20

Imprinted Sportswear Show
Long Beach Convention and Entertainment Center
Long Beach, Calif.
Through Jan. 22

Jan. 22

Stylemax
Merchandise Mart
Chicago
Through Jan. 24

Jan. 23

Project MRket
The Tents
Project Sole
Vanguards Gallery
Javits Center
New York
Through Jan. 25

Texworld USA

Javits Center
New York
Through Jan. 25

International Apparel Sourcing Show

Javits Center
New York
Through Jan. 25

Jan. 24

Agenda
Javits Center
New York
Through Jan. 25

Capsule

Javits Center
New York
Through Jan. 25

Colombiatex

Centro de Convenciones Plaza Mayor
Medellín, Colombia
Through Jan. 26

Liberty Fairs

Pier 94
New York
Through Jan. 26

Jan. 25

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through Jan. 28

FIG

Fashion Industry Gallery
Dallas
Through Jan. 27

Jan. 26

Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Jan. 28

Active Collective

Metropolitan Pavilion
New York
Through Jan. 27

Jan. 29

Fashion Market Northern California
San Mateo County Event Center
San Mateo, Calif.
Through Jan. 31

Feb. 2

FGI-LA's Annual Members' Reception
Mariposa Restaurant, Neiman Marcus
Beverly Hills

Feb. 6

Texworld
Parc des Expositions
Paris
Through Feb. 9

Apparel Sourcing

Parc des Expositions
Paris
Through Feb. 9

Feb. 7

Première Vision
Parc des Expositions
Paris
Through Feb. 9

Feb. 11

Westcoast Trend Show
Embassy Suites LAX North
Los Angeles
Through Feb. 13

Feb. 15

NE Materials Show
Aleppo Shriners Auditorium
Wilmington, Mass.
Through Feb. 16

Feb. 16

Tranoi
The Tunnel
New York
Through Feb. 18

Feb. 17

California Marketplace
LA Mart
Los Angeles
Through Feb. 19

Kentia Collective

LA Convention Center
Los Angeles
Through Feb. 19

Feb. 19

OffPrice
Sands Expo and Convention Center
Las Vegas
Through Feb. 22

Feb. 20

Sourcing at MAGIC
Las Vegas Convention Center
Las Vegas
Through Feb. 23

Agenda

Sands Expo and Convention Center
Las Vegas
Through Feb. 22

Capsule

Sands Expo and Convention Center
Las Vegas
Through Feb. 22

Liberty Fairs

The Venetian
Las Vegas
Through Feb. 22

WWIN

Rio All-Suite Hotel & Casino
Las Vegas
Through Feb. 22

Feb. 21

Project Project Women's The Tents

FN Platform

WWD/MAGIC The Collective Stitch Pooltradeshow CURVELASVEGAS WSA@MAGIC Children's Club
Las Vegas Convention Center
Mandalay Bay
Las Vegas
Through Feb. 23

IFJAG

Embassy Suites
Las Vegas
Through Feb. 24

Feb. 24

Capsule
Skylight Clarkson Square
New York
Through Feb. 26

Feb. 25

Designers and Agents
Starrett-Lehigh
Cedar Lake
New York
Through Feb. 27

The Novus Forum

The London NYC
New York
Through Feb. 27

Designers at the JW Marriott

Essex House
JW Marriott Essex House
New York
Through Feb. 27

Feb. 26

Atelier Designers
Doubletree by Hilton, Times Square
New York
Through Feb. 28

Feb. 27

LA Textile Sourcing at LA Textile Tech by Design at LA Textile
California Market Center
Los Angeles
Through March 1

CURVENEWYORK

Javits Center
New York
Through March 1

Coterie

Stitch Fame Moda Edit Accessories The Show TMRW
Sole Commerce
New York
Through March 1

Feb. 28

Spinexpo
Shanghai World Expo Exhibition & Convention Center
Shanghai
Through March 2

Feb. 28

Spinexpo
Shanghai World Expo Exhibition & Convention Center
Shanghai
Through March 2

Feb. 28

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Shanghai
Through March 2

Feb. 28

Spinexpo
Shanghai World Expo Exhibition & Convention Center
Shanghai
Through March 2

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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LAS VEGAS RESOURCE GUIDE

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WWIN 2/20-23
Stitch 2/21-23
CurveNV 2/21-23
Project Women's 2/21-23
WWDMAGIC 2/21-23
POOL 2/21-23
Project 2/21-23
IFJAG 2/21-24

February 10

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Denim Report
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Denim Advertorial
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Designers & Agents NY 2/25-27

February 17

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LA Market *Continued from page 1*

Perlman said traffic was a little slower on Tuesday, but still retailers turned out, including a few large accounts and some out-of-state buyers.

"They're not ready to buy Fall," Perlman said. Most were placing orders for immediate through Summer deliveries. But, he added, several of his brands were overcutting production orders to have goods on hand. And the showroom uses the **Joor B2B** platform for all its brands. "So we can tell what's in inventory."

Christie Danielson and Selena Slogar, owners of **The Hanger Showroom** and the **Dakota Showroom** in the CMC, had a similar response to market turnout.

"For January, we had a good market," Danielson said. "January is always hit or miss. It always revolves around the weather. Portland, Oregon, still has snow. They're not really ready for January drops of Spring."

Slogar said they saw local buyers as well as out-of-state stores from as far away as New York, Florida and Tennessee. Danielson said buyers were placing orders for deliveries ranging from Immediate to 9/30.

This season, the CMC combined several of its temporary shows—**Select**, **ALT** and **Contemporary Curves**—into a shared space in the Fashion Theater in the lobby.

The setup worked well for Amanda Aman, co-founder of Tustin, Calif.-based activewear line **Glyder**, who said it was a one-stop shop for buyers.

The 5-year-old company produces its own fabric, primarily nylon/spandex performance fabrics, many in original prints. Glyder releases a new collection every two months.



Buyers review the lines at J V Associates in the CMC.



New reworked vintage line Disciples of Denim showed at Select at the CMC.



Marcia Moran jewelry at Select at the CMC

This was the second time Glyder had shown at ALT. In October, the show was located on the 13th floor of the building across from the **Axis at Capsule** show, which also focused on activewear lines. With fewer activewear lines showing this season, Aman said traffic was a little slower.

This was the first time at Select for **Disciples of Denim**, a new LA-designed and -produced collection of embellished vintage denim.

"We had a good reaction," said Nicole Jerahian, who designs the line with Paula Rinkovsky.

Jerian said the two saw several out-of-state retailers from as far away as Iowa and Miami.

"We did get a store in Laguna Beach [Calif.]," Rinkovsky added.

The collection includes vintage denim jeans and jackets as well as military pieces that have been reworked and embellished with embroidery and studs. Jerian and Rinkovsky can also do special sizes by request.

Mixed reports at The New Mart

For showroom managers at **The New Mart**, scheduling of the LA Fashion Market was completely off or it was just fine.

Buyer traffic was too light for Ashley Thweatt, showroom manager of **Joken Style**. "There's no fashion week, no parties; there's nothing to bring people in," she said of the mid-January calendar.

The recent market was the official Joken showroom debut for **Bugatti**-brand handbags as well as lines **Ondade Mar**, **JG Knitwear** and **Blue Coast & Town**. Showroom founder Eme Mizioch said that the showroom did get buyer traffic, but it was nothing extraordinary. The showroom was bidding its time until next month, when the sprawling trade shows start in Las Vegas. "This [show] is for Southern California people looking for fillers," Mizioch said.

Stacey and Joel Gossman of **The Gig Showroom** agreed that the market's timing was off. Many manufacturers are not prepared for shows so close to the New Year. Stacey Gossman said that her showroom's action starts for shows in February. "That is when all of the samples are ready," she said. Until then, the showroom was selling Immediate.

Lynn Girard forecast that her self-named showroom's sales would increase 15 percent compared to last January. The recent market was a success at the **Lynn Girard Show-**

room because it took place after the 2016 presidential election. "A lot of buyers were too careful in October," she said. With the election over, pent-up demand was released, she said.

Market timing was okay for Judy and Jerry Wexler of the **Mystree Showroom**. The January fashion market was scheduled a month before **MAGIC**, which gave buyers some breathing room. "When it's back-to-back, it's more difficult for buyers. They can't go to every market," Judy Wexler said. January gave some space to maneuver. She described the market's traffic as steady. Jerry Wexler estimated that only 15 percent of the January market's business was for Immediate deliveries.

The New Mart hosted a few new showroom openings during the recent market. Making debuts were the **ML Fashion Group**, **Janelle Moore Sales**, **Strut LA** and **Cirana/Lapis**.

The recent market was the last for **Showroom 903** after a 25-year-run. Jennifer Lazurus, the showroom owner, notified her clients that she would be closing the showroom on Dec. 20, but she left a note with her closing announcement on the front door of the showroom during the market.

"I made everyone a lot of money. I'm
➔ LA Market page 6

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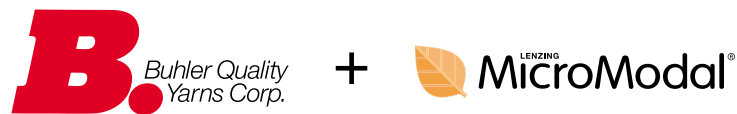
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Joken Style's Ashley Thweatt and Eme Mizioch, pictured right, holding Bugatti bags at The New Mart



Minnie Rose booth at D&A at The New Mart



D&A vendors Andiyah Patrick, Kelsey Hiscano and Jenna Heckman at The New Mart



John Eshaya exhibiting JET John Eshaya brand at D&A at The New Mart

LA Market *Continued from page 1*

proud of all of the friendships and all of my manufacturers were amazing," she said during an interview. She has joined Los Angeles-based **Alliance Apparel** as its vice president of sales. Alliance is a division of **Revolve**. "There was nothing bad going on. I was so lucky to have such a good run," she said of the business closure. "I was happy for a new chapter. On to the next challenge."

Newness at Cooper

The new year was a good time to move into a bigger space for the **Focus Showroom**. For the January market, it debuted a new, larger showroom on the third floor of the **Cooper Design Space** after spending four years on the building's second floor. The new space is 400 square feet larger than its former space, said Sylvana Lankshear, the showroom's founder. The new space is located immediately in front of the floor's bank of elevators.

"We definitely had an uptick in traffic," Lankshear said of the recent market. She credited the increase partly to being located in front of the entry to the third floor. It is a time of growth for Focus. The showroom hired two salespeople during the past quarter. For the new market, it also debuted **BrandLab**, an incubator and consultancy for overseas brands looking to do business in the United States.

The Cooper's **AG Adriano/Namaste** showroom also expanded its real estate. It added 1,200 square feet to its showroom space and unveiled the larger space during the market, said Mona Sangkala, the Cooper's leasing director.

Traffic during the January market was steady, said Israel Ramirez of the **Siblings Showroom**. There was enough traffic to keep Siblings' two temporary saleswomen occupied, but Ramirez estimated that traffic was even with the 2016 January market. He called the traffic solid even though conventional business wisdom says that every market should show year-over-year growth.

"The amount of stores to sell to is shrinking," Ramirez said. "But there's a new generation of boutiques."

Lien Vets of the **Noella Showroom** said that the light traffic would create post-market work for her. "The market has been okay," she said. "We definitely have to go on the road and send samples out. We have more work to do."

The Cooper was one of the buildings shopped by Kuo Yang, the founder of the **Brigade LA** boutique in downtown Los Angeles. Buyer traffic for the first LA Fashion Market was low, he said. "Buyers are not willing to spend the cost to stay in a hotel, and a lot of buying and selling is done online," he said. "But trade shows are necessary. They're always going to be there."

Sunday start at Gerry

Many of the showrooms at the **Gerry Building** opened on Sunday, which proved to be the busiest day for some.

"We were busy because I had appointments," said Julie Walls, owner of the **Julie Walls Showroom**, adding that Sunday was a good start to market.

"We did better on Monday because of the holiday traffic," she said, noting that most of the stores came from out of the area, including Oregon and Arizona.

Walls said the key to attracting buyers to market is to have new product releasing at market.

"Give them a reason to shop," she said.

Some of Stuart Marcher's regular buyers told him they were skipping LA Market this time.

"They told us they'd see us in Las Vegas," said Marcher, who co-owns the **Julie & Stuart Marcher** showroom.

"We had a few less stores this year than last year," he said. "It was challenging. There's still a fair amount of uncertainty, and people are sitting on their wallets," he said. "The stores that were here we did fine with. 2016 turned out okay—thank goodness. We're hoping for the best in 2017."

Arlene Henry, owner of **Arlene Henry Sales**, said buyers continue to wait before placing orders.

"If you have deliveries close to season, you'll do well," she said.

Small but busy at D&A

Designers and Agents has been producing trade shows at the January LA Fashion Market since 1997, and its first show of 2017 had a familiar rhythm.

"This market has always served as an opportunity for retailers to fill in on Immediate and closer-to-the-season deliveries and exhibitors to cap off the Spring selling season," said Barbara Kramer, cofounder of Designers and Agents.

"Additionally, brands that offer true Summer deliveries are able to bring new product to their audience. These Spring/

Karen Meena, vice president of buying and merchandising at the **Ron Robinson** boutiques, headquartered in Santa Monica, Calif., shopped D&A. She also said a smaller market had its advantages. "I found it easier to work. [Deliveries] are closer to the season. You can find what you need," she said.

During the show, she saw trends such as clothes bearing a light sand color as well as pinks, ocean blues and sky blues. Dresses and tops with a "cold shoulder," or silhouette bearing a wearer's shoulders, were popular. There were a lot of flowy tops as well as T-shirts made with a "burnout" cotton fabric.

Key retailers at Brand Assembly

Orly Dahan, owner of Los Angeles-based lingerie-inspired line **Gold Hawk**, said the January market was "not bad."

"I see the specialty stores here I want to see," he said.

This was the first time Michelle Anavim was showing **Drew** at Brand Assembly. The account executive recently joined the New York-based contemporary collection. Drew is made in New York using Italian, French and Japanese fabrics.

"Yesterday was pretty consistent," Anavim said on the second day of the show. "It was busier today. I saw a few really good stores. American Rag just came by."

This was Mary Morgan's second time at Brand Assembly. The director of wholesale for New York-based **Roberta Roller Rabbit** said last season was stronger.

"Yesterday there were a lot of people," she said. "But October was really good."

Created by Roberta Freymann, Roberta Roller Rabbit is a travel-inspired lifestyle line featuring women's apparel, childrenswear and home décor.

"Each season, we tell a story," Morgan said. "This season, it's back to India."

The current line features hand-block prints and dip-dyed styles.

This was the first time **Verdad** was showing at Brand Assembly, said Katharine Marinaro, whose company, **2899 Ltd.**, represents the collection designed by LA designer Louis Verdad.

"I opened five accounts," Marinaro said, adding that she saw buyers from Ron Herman in Los Angeles and **Sublime** in Telluride, Colo.

"Everyone knows Louis' fit," she said. "It's a couture cut at a contemporary price point."

One of the busiest booths at Brand Assembly was **n:Philanthropy**.

"We saw a lot of people from Texas, Miami, Chicago," said Meagan Lande, who handles West Coast sales for the New York collection. "Our line had been retailing for them."

Lande said about 80 percent of the traffic was from pre-booked appointments.

"We do so well here," she said. ●



Siblings Showroom



Focus Showroom

Summer collections obviously have added importance for the West Coast, where seasonality is less of a concern," Kramer said.

There were 25 booths exhibiting at recent D&A show—about even with last January, Kramer said.

The **Brothers & Sisters Showroom** introduced the **KMJ Kate McHale Jensen** line at D&A. The Santa Barbara, Calif.-based line featured off-shoulder tops made out of men's shirting. The debut's efforts were not wasted because many buyers got to see the line, said Chris Seelig, the showroom's founder. "It's a small show," Seelig said. "The buyers still come because they need to buy, and we're here."

Kelsey Hiscano represented the Brooklyn, N.Y.-based **Pip-Squeak Chapeau** line at D&A. She also thought traffic was good. "It seems that everyone is working. That's great because it is a small show and you never know what to expect at a small show," she said.

A small show had qualities that bigger shows don't have, said Mattie Illel of the **JP & Mattie** line. "It's less crowded, but sometimes you get to work more closely with a customer because it is small," she said. Her company, headquartered in Los Angeles' Arts District, exhibited one-of-a-kind vintage-inspired bags and batik dresses.



Noella Showroom



Monrow at Brand Assembly



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Swim Collective, Active Collective *Continued from page 1*

For men, new pieces included merino base layers, an antibacterial group made with polygiene silver and technical silk. There's a technical blazer with a zip-out hoodie that can double as a no-wrinkle travel blazer.

Gualtieri said another new category is "cooldown," which includes after-workout casual pieces in sweater knits and technical fleece.

"Our job is to anticipate what's next," he said.

We Are Handsome, the Australian swim brand that relocated to Los Angeles last year, was showing both swim and activewear at Active Collective.

Caitlin Richardson, sales assistant for the **Marked Showroom**, which represents the line, said the turnout included "big box"

top. New fabrications included velour and new looks included a marble wash.

At **Electric & Rose**, owners Eric Balfour and Erin Chiamulon said the company has been on a growth tack, having recently launched at **Barneys New York** and in **Anthropologie** stores.

"It's exciting to see people react to what Electric & Rose is as a lifestyle—this Venice idea," Balfour said.

Buyers were picking up the line's styles in cotton/spandex mesh.

"It's becoming our signature," Balfour said. "It has a laid-back Southern California vibe."

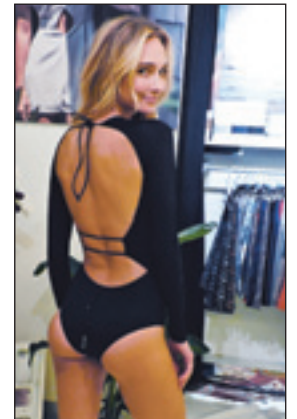
L'Etoile Sport has been showing with Active Collective since the beginning, said Lindzi Rebernik, director of operations for the New York company with a chic, preppy, golf-inspired look.



Spirit Activewear's new lace-up style



MPG Sport's technical blazer with zip-out hoodie



Tavik's "Moss" one-piece



Love Bottle is made in the U.S. from recycled glass.



Electric & Rose at Active Collective



Helen Jon at Swim Collective



We Are Handsome's activewear collection features the line's signature animal prints.

retailers.

"We've had active for two years," she said. This season, buyers were looking for high-waist leggings and jackets that can be mixed with ready-to-wear.

Nicole Atias, vice president of sales for **X by Gottex**, was showing the recently launched activewear line at Active Collective while the company's longstanding **Gottex** swim collection was part of the lineup at Swim Collective.

The first day was busy for Los Angeles **Spirit Activewear**, said sales representative Michele Sacks.

"We're doing a lot of business with resorts, hotels and cruise lines," she said. "It's all good. The beginning of the year has been great for reorders."

The company was showing new items including new bomber-jacket styles, a lace-up striped tunic and a reversible French terry

"Traffic has been good," she said. "We've met a few new people and our regulars."

This was the first time at Active Collective for **Miel**, the Montreal-based collection of seamless lingerie basics.

"Our collection is so versatile; we're seeing growth in athletic categories," said co-owner Valeria Velandia. "We're selling very well in the activewear industry, in hotels, spa resorts, gyms, barre studios."

This was also the first time at Active Collective for Portland, Ore.-based **Love Bottle**, a reusable glass water bottle made in America from recycled glass.

"When you drink out of glass, it tastes better," said Nicole Harrington, director of sales and operations.

Love Bottle sells in natural grocery stores such as **Whole Foods** as well as in some online retailers.

"We do really well in boutiques. It's a good

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gift item," she said. "We think like-minded people will be here [at Active Collective]."

Signs of summer at Swim Collective

At the Swim Collective show, reps were meeting with buyers from swim shops as well as resort and spa boutiques from across the country and to a few international stores.

"This is always a great show for us," said Kim Lunetta, director of sales for **Helen Jon**.

"Everybody is still a little cautious—especially about the weather. But we make our line domestically so we're able to chase production."

At the **Raj Swim** booth, Marie Takeshita, senior vice president of sales, and Brenda West, president of the company, were meeting with both existing retailers and potential new ones.

"We met with four new accounts this morning—and one was brand new," Takeshita said on opening day. "People are positive, but we're in a business that depends on the weather."

Kristin Vohs, vice president of sales with **Amerex Group**, was showing **Bleu by Rod Beattie** at Swim Collective.

"We come into the show with as many appointments as possible," she said. "But we had a lot of stop-bys, too."

In addition to local stores, Vohs said she was meeting with buyers from across the West and Northwest, include larger accounts such as **Zappos**.

"It's still early for swim, but we're off to a great start," she said. "The timing is good. We're showing Summer and early Cruise. Not everyone will be ready for early Cruise. They can come back to Resort if something is selling."

Customers were looking for newness including solid styles with updated details. Cover-ups were also doing well, Vohs said.

"Cover-ups continue to be strong—especially this time of year when she's going on vacation to a resort and she wants the whole ensemble," she said.

Designer Rod Beattie said customers were responding well to styles that were "covered up but sexy and modern."

"One-pieces have been very strong," he said. "Our customer, in general, wants construction. She wants an underwire. But it's modern construction. It's very subtle."

All the sales team at **Tavik** were busy with back-to-back appointments.

"It's been so busy since this morning," said Jillian Leeman, vice president of sales, at the end of the first day.

Buyers came from across the western U.S., including from California, Utah, Texas and Washington. Tavik recently launched at **Madewell for J. Crew** as well as at **Free People**.

"It's been one year and one season since we moved production from China to Orange County," Leeman said. "It really focused us on the product and the fit."

The booth for Miami-based swim collection **Luli Fama** was also busy with nonstop appointments. Designer Luli Fama said she was primarily seeing California buyers.

"Everybody wants to see something different, something that's a little more innovative and something that's not already out there," she said. ●

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 - Ability to measure garments and read specification sheets
 - Detail oriented w/strong organizational skills
- Pls. send res. to: Resumes@fivefourgroup.com

Jobs Available

INDUSTRIAL SUPERVISOR (FABRIC PRODUCTS)

Do you have Industrial Fabric experience, CALPIA is looking for you! We have available positions for: Industrial Supervisor, Fabric Products
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Please go to www.calpia.ca.gov and click CALPIA careers to find information on how to apply. The California Prison Industry (CALPIA) is a self-supporting, customer-focused state agency.

JR/KIDS COMPANY WE HAVE AN EXCITING OPPORTUNITY AVAILABLE FOR THE FOLLOWING POSITION.

SPEC WRITER
Fast paced Junior/Kids Company seeks Spec Writer with a min. of 2 to 3 year exp. Applicant must be proficient in PC Applications and garment construction knowledge is a must. This position will require measuring fit and PP garments and communicating all comments & corrections to overseas contractors. Ability to sketch is a plus.
Excellent employee benefit package.
Please fax resume to Attn: H.R. (323) 859-2499

HIRING ACCOUNTS RECEIVABLE

Looking for motivated & proactive individual with min 3 yrs acct receivable & collection experience. Work include collecting payment, generate again reports, data entry. Experienced working with Quickbook, Excel is a must. Looking for immediate hire. Send resume to arief@sarinotex.com

SAMPLE SEWER

10 yrs. exp. in multiple categories (tops, bottoms, jackets), knits & wovens. Must be able to communicate & read Tech Packs in English. High level of workmanship, attention to detail, sense of urgency.
If qualified, please call: 323-588-2226

PRODUCTION COORDINATOR

- 3-5 years experience in garment production
 - Key qualities preferred: organized, detail oriented, proficient in Microsoft, NGC and Vantage Point software
- Please email resumes to: Joanne Perez to: jperez@jayallc.com

SHOWROOM/IN-HOUSE SALESPERSON

L.A. based premium denim fabric co seeking an enthusiastic salesperson w/excellent communication skills, problem analyzing and solving; ability in developing and maintaining clients as well as marketing and office operations.
Email resume to shawnemail26@gmail.com.

•ASSISTANT

Trim Mfg. seeking candidate for F/T position with 1 year exp. related to sales, computer skills, detail oriented, good people skills, to follow up with customers in Apparel Industry. Email resume: linda@labeltexusa.com

Jobs Available

PRE-PRODUCTION COSTING ENGINEER

Need 3yrs exp. in pre-production costing for imports. Needs an understanding of Bill of Materials & AS400 experienced. Must be very organized & detailed.
Please email resume to: Mai@secretcharm.com

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Jobs Available

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Bonus Distribution

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February 10

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February 17

Cover: NY Fashion Week Coverage
Industry Focus: Finance
What's Checking
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