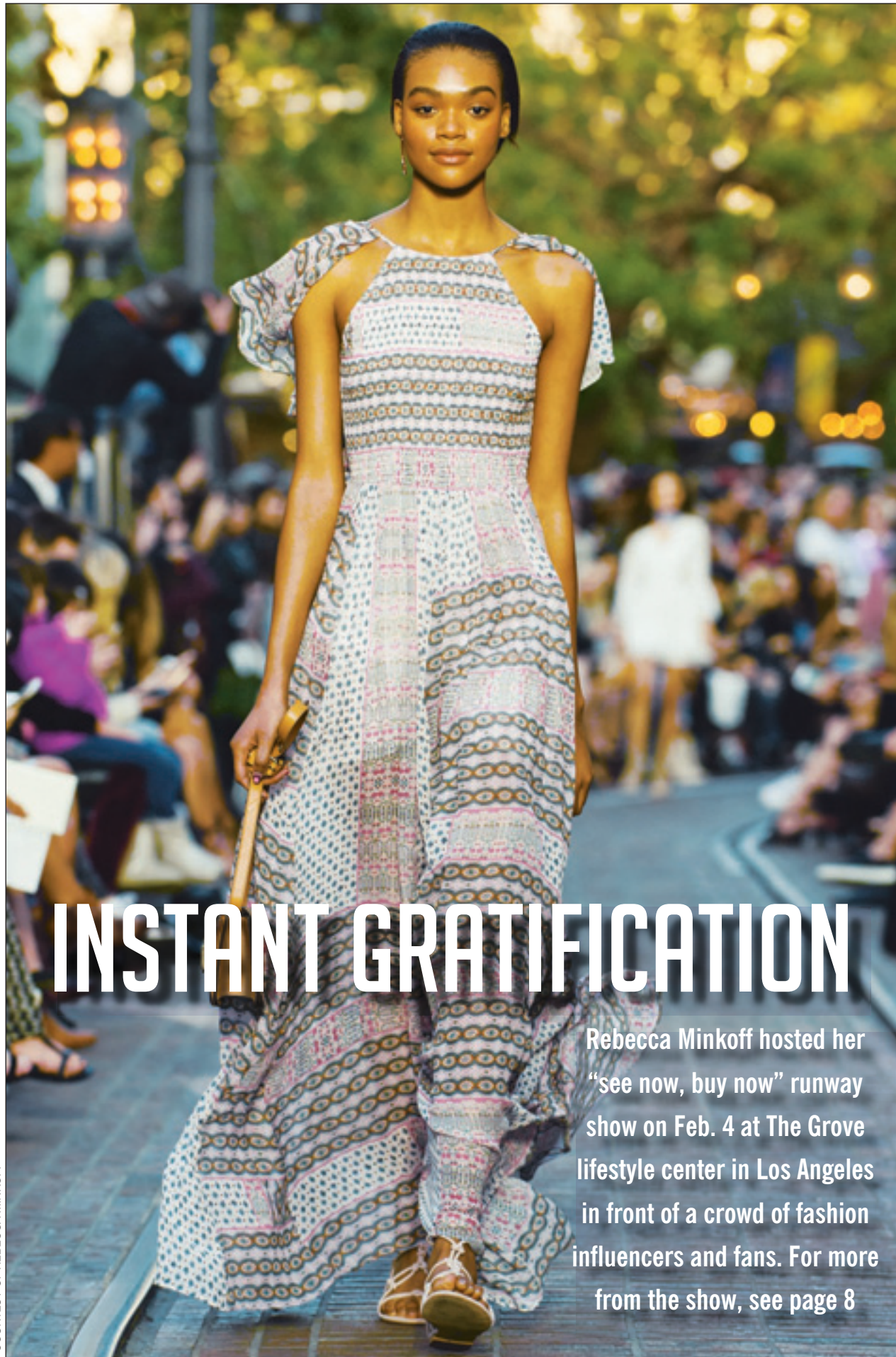


# CALIFORNIA ApparelNews

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## INSTANT GRATIFICATION

Rebecca Minkoff hosted her “see now, buy now” runway show on Feb. 4 at The Grove lifestyle center in Los Angeles in front of a crowd of fashion influencers and fans. For more from the show, see page 8

COURTESY OF REBECCA MINKOFF

## Allen Schwartz Revamps His Company

By Deborah Belgum *Senior Editor*

Allen Schwartz has always liked to be ahead of the curve when it comes to fashion. One of his favorite sayings is, “We are like the Marines. We land first, and we get out first. I don’t want to be caught holding the bag.”

For his latest metamorphosis, the founder of **ABS by Allen Schwartz** is renaming his company **Allen Schwartz** and concentrating his designs on “advanced contemporary” clothing selling for \$300 to \$600 to women between the ages of 30 and 45. He is changing the nameplate on his store on Montana Avenue in Santa Monica, Calif., and changing the sign on his New York showroom.

He will no longer be selling to department stores but instead concentrating on specialty stores, international retailers and e-commerce. “This is a whole new division. There is a market there with a huge hole that I call ‘advanced

➔ **Allen Schwartz** page 7

## BCBGMaxAzria Working on Reducing Its Debt

By Deborah Belgum *Senior Editor*

Los Angeles–based brand **BCBGMaxAzriaGroup**, which has been weathering some tough financial times lately, has outlined its strategy for closing nearly 400 stores in its retail chain of 570 outlets.

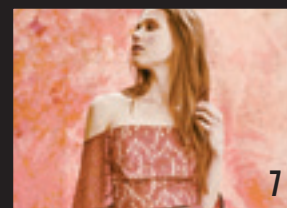
About 50 of the 170 stores in the United States will remain open and another 128 stores of the approximately 400 outside of the United States—with concentrations in Canada, Europe and Japan—will remain up and running, said Seth Lubove, a company spokesman.

Prior to deciding to close its unprofitable stores, BCBG-MaxAzria laid off 123 people effective Nov. 1. The BCBG-MaxAzria layoffs came months after new interim chief ex-

➔ **BCBG** page 2

## INSIDE

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



7



6

Atlanta Apparel report ... p. 4

FIDM celebrates film costumes ... p. 4

Tommy Hilfiger in LA ... p. 6

CALA report ... p. 8

Fashion Resources ... p. 9

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# Nasty Gal Shuttering Los Angeles Operations With Sale to BooHoo

Online clothing vendor **Nasty Gal** will be spending the next two to three months winding down its Los Angeles operations after British-based fashion online retailer **BooHoo** won a \$20 million bid to buy the company's intellectual-property assets, trademarks and customer lists.

BooHoo was the stalking-horse bidder, meaning it was the first company to bid to buy Nasty Gal, which filed for Chapter 11 bankruptcy protection in November. A bank-

ruptcy court auction for anyone who wanted to counter BooHoo's bid was set for Feb. 7. However, no one else wanted to buy the company, leaving BooHoo the winner.

The transaction is scheduled to close on Feb. 28. Brand sales will continue under the ownership of BooHoo.

"I am enormously proud of the tremendous brand value we have built over the years at Nasty Gal and deeply grateful for the enduring contributions made to the

brand by so many of our passionate employees and vendor partners," said Nasty Gal Chief Executive Officer Sheree Waterson in a statement. Waterson came on board in 2015 after working as an executive at **Lululemon**.

Nasty Gal was founded in 2006 by a 22-year-old Sophia Amoruso and quickly rocketed to prominence as an online clothing site that was popular with 3.5 million followers. Later the company opened two

stores in the Los Angeles area and moved to new headquarters encompassing 50,000 square feet in a historic Beaux-Arts style building in downtown Los Angeles. It also had a shipping and fulfillment center in Kentucky.

The company listed its most recent annual revenues as approaching \$80 million—a big decline from previous annual revenues listed between \$130 million and \$300 million.

—Deborah Belgum

## Retail Sales Forecast to Increase in 2017, NRF Says

Business will be good in 2017, according to a forecast released Feb. 8 by the **National Retail Federation**, a prominent Washington, D.C., trade group.

Retail-industry sales are predicted to grow between 3.7 percent and 4.2 percent this year over 2016. However, the retail business might be rankled by unpredictable consumer behavior, said Matthew Shay,

NRF's chief executive officer and president.

"With jobs and income growing and debt relatively low, the fundamentals are in place and the consumer is in the driver's seat," Shay said. "But this year is unlike any other—while consumers have strength they haven't had in the past, they will remain hesitant to spend until they have more certainty about policy changes on taxes, trade

and other issues being debated in Congress."

Jack Kleinhenz, the NRF's chief economist, also warned that federal policy shifts could shake up the forecast.

"Our forecast represents a baseline for the year, but potential fiscal policy changes could impact consumers and the economy. It seems unlikely that businesses will notably increase investment until tax reform and

trade policies are well-defined," he said.

Other forecasts have predicted growth for the wider economy in 2017. In December, the **UCLA Anderson School of Management** released an outlook that predicted economic growth to increase 3 percent for four consecutive quarters following \$500 billion in tax cuts. The tax cuts are expected to arrive in the third quarter of 2017.—Andrew Asch

## Gap Reports Gains

**Gap Inc.** reported gains after posting sales results for its fourth quarter for the 2016 fiscal year and in January.

For its fourth quarter, it posted a 2 percent gain in same-store sales, its first quarterly increase in same-store sales in more than a year. Gap Inc.'s net sales increased 1 percent to \$4.43 billion for its fourth quarter. For January, it reported a 1 percent gain, missing the Retail Metrics consensus of 2.1 percent

forecast by market-research group **Retail Metrics**.

But the gains were still considered very good news. Wall Street analyst Adrienne Yih of **Wolfe Research** reported that after-hours trading of Gap Inc. stock increased 3 percent after the announcement. She reiterated her "outperform" recommendation for Gap stock in a Feb. 7 research note.

With the report, Art Peck, Gap's chief ex-

ecutive officer, gave a bullish statement that the San Francisco-headquartered company was prepared to play offense.

"Against a challenging retail backdrop, we're pleased to report growth in our top-line and comp sales during the critical holiday quarter," Peck said. "We remain focused on actions that will strengthen our brands and recapture market share."


The quarter included good business from the crucial holiday season. Same-store sales were up 2 percent for the holiday months of November and December. Comp sales for its **Old Navy** Global division increased 12 percent during the holidays. Same-store sales for its Gap Global division experienced an uptick of 1 percent. The **Banana Republic** Global division reported a decline of 7 percent. On Jan. 24, Gap Inc. announced that Andi Owen, global brand president of Banana Republic, would leave the company

and a search for a replacement was underway.

Gap Inc.'s recent sales increases might be the result of steps taken last year to turn around the company's business. In May, it announced that it closed around 75 locations to make its store fleet more nimble.

Gap's success comes at a tough time for retail. On Feb. 2, retail analyst Marshal Cohen wrote much of the 2016 holiday season showed no sizzle. "Consumers appeared to have grown numb to the early and constant promotions," Cohen wrote in a blog titled "An Urgent Message for Retail."

"Promotions aren't dead, but they aren't in the commanding position they once were. Retailers are now tasked to find a way to break through the noise with powerful products and experiences that make the consumer want to act, and act now!" Cohen is chief industry analyst for **The NPD Group**, a market-research company.—A.A.



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### BCBG *Continued from page 1*

ecutive Marty Staff came on board in April to help turn the company around. The company's founder, Max Azria, who started the high-end clothing venture in 1989, was put on paid leave, but his wife, Lubov Azria, is still on board as chief creative director.

Staff is hunkered down, trying to figure out how to ditch store leases and boost e-commerce sales to get the long-running contemporary brand righted after years of losing money.

In a recent company statement, the executives at BCBGMaxAzria said they were focusing on a future that envisioned more digital, e-commerce, selected retail locations, in-store boutiques and licensing agreements.

For years, there have been rumors floating around that the clothing company would be filing for bankruptcy. It may not necessarily be out of the woods.

In 2013, Max Azria started negotiations with **Guggenheim Partners LLC**, which held about \$475 million of the company's \$685 million debt, to restructure that debt.

In 2015, Guggenheim Partners converted its debt into equity in the company and BCBG got an infusion of \$135 million from a group of investors that included Guggenheim Partners and its affiliates.

But that appears not to be enough. BCBG-MaxAzria has enlisted **AlixPartners** to help restructure its debt load. The company is hoping to ask suppliers to take less money than owed for outstanding bills. It is exploring all options. The last option is Chapter 11 bankruptcy protection.

In an email sent weeks ago to vendors, BCBGMaxAzria's interim chief executive explained that the company was working on a plan to ensure the company's success for years ahead. "During this time," he said in the email, "business will not be as usual, disruptions will occur and are unavoidable. We value your partnership and dedication to our brand, and we hope to stabilize just as soon as possible."

Meanwhile, Max Azria and his wife have put their 17-bedroom home in the Holmby Hills area of Los Angeles back up for sale, increasing the asking price from \$85 million to \$88 million. ●

### Corrections and Clarifications

In the Jan. 27 story titled "Sultanik Exits Capsule," the role of Deirdre Maloney, the **Capsule** trade show's

cofounder, was incorrectly stated. She has led the show since its founding in 2007.

A black and white profile photograph of a woman with long, straight hair, wearing a dark, structured hat. She is looking downwards and to the left. The image is the background for the text.

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# Young Contemporary and Temporary Exhibitors Section Bustling at Atlanta Apparel

By Hope Winsborough *Contributing Writer*

ATLANTA—Young contemporary and fashion accessories segments drew the biggest crowds during the Feb. 1–5 run of the **Atlanta Apparel** market.

The busiest aisles at Atlanta's **AmericasMart** were located on the show's newly expanded temporary floors. With 1,020 booths, this was the largest number of temporary vendors in Atlanta Apparel history. Mary Sullivan, senior vice president for the apparel market, said permanent showrooms also reported a record number of appointments "among stores with strong open-to-buys."

More than 26 percent of the temporary exhibitors were new vendors across all categories, including contemporary, young contemporary, footwear, resort, jewelry and fashion accessories. The young contemporary segment, in particular, was especially busy. The newly opened fifth floor included several brands that relocated to grow their footprints as well as new-to-Atlanta brands such as **Molly Bracken**, **Molly US Corp.** and **Symphony Fashion Inc.**



Atlanta Apparel's "Daily Strut" fashion shows, which are held throughout market in the AmericasMart atrium



Buyers in the Gracia booth

Molly Bracken, a fairly new-to-the-U.S. French label, was showing its Fall collection exclusively at market. Southeastern regional representative Rachel Winnie said her buyers—a 60/40 mix of existing and new stores from Georgia, Alabama and South Carolina, primarily—were ordering some of the fashion-forward line's more moderate pieces, such as bomber jackets, cropped sweaters, dresses and jumpsuits in a range of textures including crushed velvet, embroidery, faux fur and metallic tweeds. Everything, that is, except skirts. "People just cannot sell skirts," Winnie said.

Also busy were Los Angeles brands **BCBGeneration**, which was prominently positioned near the runway, and **Monoreno**, which had a booth in a high-traffic area at the atrium's edge.

Accounts from Kentucky to Florida flocked to young contemporary collections that emphasized a wide range of prints and solids, textures and embellishments. Flo-

ral, stripes and muted pastels in rayon and Modal blends and soft knits were strong. Many pieces featured embellishments such as lace and border prints. Lingerie-inspired pieces that function as foundation layers were popular for juniors, along with flowy, poet-sleeve and cold-shoulder tops. Colored and light denims remained strong, mostly in straight- and skinny-leg silhouettes.

At its core, February market is an order-writing show, and buyers and exhibitors alike made the most of the temporaries' last few hours on Saturday. At **Umgee's** jam-packed booth, last-minute buyers reviewed crowded racks of bestsellers with an air of frantic contemplation.

"We always add new accounts at these shows," said Hannah Yoon, sales manager for the Los Angeles collection, adding that Umgee's longtime buyers tend to prefer ordering at shows rather than online.

Retailer Kay Burnette of **Kay's Korner** in Bostic, N.C., focused on price point, placing orders with jewelry lines **Treska** and **Royal Standard**, both popular among her clientele. Missy Davis of the **Vertice Boutique** in Hahira, Ga., stuck with tried-



Buyers at BCBG MaxAzria



This season, the Atlanta Apparel market expanded the number of temporary exhibitors to more than 1,000, showing on two floors of the AmericasMart.

and-true apparel lines and looks but planned to check out footwear exhibitors in hopes of adding sandals to her store's mix. Novene Jackson, buyer for four **St. Vincent's Hospital** gift shops in Birmingham, Ala., said she relies on regular Atlanta markets and favors Immediate orders in order to maintain a strong mix of fashion accessories.

Tina Porter and her daughter Jessica Dennis, owners of the **Johnnie Dove** boutique in Lula, Ga., stocked up on bestsellers including **Erimish** bracelets and affordable, easy-to-wear spring separates. The multi-generational operation, founded by Porter's mother, has a strong online business and hosts events such as regional trunk shows. Over the years, the shop has sold everything from fine jewelry to **Cabbage Patch** kids, Porter said. But these days, unique and customized casual accessories are the store's bread and butter, so they keep their eyes open for the next best thing—and then buy deep. ●

# FIDM Costume Exhibition Includes Oscar-Nominated Designs

To celebrate the opening of the 25th annual "Art of Motion Picture Costume Design" exhibition at the FIDM Museum at the **Fashion Institute of Design & Merchandising**, the Los Angeles design college hosted a grand-opening party on Feb. 4 at its downtown Los Angeles campus.

Guests included costume designers Mary Zophres, Arianne Phillips, Sharen Davis, Deborah Cook, Sanja Milovic Hays and Jacqueline West, whose work was included in the exhibition.

Among the designs featured in the exhibition are Phillips' costumes for "Nocturnal Animals," Cook's costumes for "Kubo and the Two Strings," West's costumes for "Live by Night," Davis' costumes for "Fences" and Hays' costumes for "Star Trek Beyond." Zophres' work from two films is represented in the show: "Hail, Caesar!" and "La La Land," which is up for an **Academy Award** for costume design.

Other **Oscar**-nominated costumes in the exhibition include those for "Florence Foster Jenkins" (costumes by Consolata Boyle), "Allied" (costumes by Joanna Johnston) and "Fantastic Beasts and Where to Find Them" (costumes by Colleen Atwood).

FIDM's costume exhibition runs through April 22. Admission to the FIDM Museum is free and open to the public Tuesday through Saturday from 10 a.m. to 5 p.m.—*Alison A. Nieder*



A "Florence Foster Jenkins" costume by Consolata Boyle



Mary Zophres' costumes for "La La Land"



Joanna Johnston's costumes for "Allied"



Deborah Cook and her costumes for "Kubo and the Two Strings"



Arianne Phillips and Sharen Davis

## Calendar

### 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 Women's**  
**The Tents**  
**FN Platform**

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

**IFJAG**  
Embassy Suites  
Las Vegas  
Through Feb. 24

**TPC's MAGIC Networking Event**  
Skyfall Lounge, Delano Las Vegas  
Las Vegas

### Feb. 24

**Capsule**  
Skylight Clarkson Square  
New York  
Through Feb. 26

There's more  
on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

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

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# Tommy Hilfiger’s Carnival-esque Tommyland Show

A fog rolled into parts of Los Angeles’ Westside on Feb. 8, not the best night to produce an outdoor event, but the weather never got worse than gray and drizzly, so the big party was on.

Veteran designer Tommy Hilfiger showed his **Tommy Hilfiger Women’s Spring ’17** line and the **Tommy X Gigi** capsule at Tommyland, a carnival-esque installation that took over **Windward Plaza Park**, a compound of concrete, green space and stages on the boardwalk in Los Angeles’ Venice neighborhood.

For an audience of 3,000 people, which included celebrities such as Lady Gaga, fresh off of her Super Bowl performance, Hilfiger produced an in-season show with 55 looks juxtaposed off of a backdrop of circus rides, fire dancing performers and pop-up shops to purchase the styles shown on the boardwalk runway.

“It” girl and Hilfiger brand muse and design collaborator Gigi Hadid and her sister Bella led the runway show. Gigi wore a patchwork jacket with biker leather trouser. Bella wore a cropped polo top and a patchwork pencil skirt—both looks were from the Tommy X Gigi collection.

Other looks included lace-up leather shorts, bomber jackets and clothes with the colors of the American flag. There were stars-and-stripes T-shirts, cropped tanks, sweatshirts and shorts as well as patterned dresses that used red, white and blue colors.

Swim was an important feature of the show; there was a patchwork swimsuit, a macramé back swimsuit and a denim bathing suit.

After Tommy Hilfiger took a triumphant walk around the stage with the models, a group of skateboarders wearing Tommy Hilfiger took the runway, giving the show a Venice Beach panache; Venice is one of the cradles of skateboarding. Immediately after the show, **Grammy Award**–winning vocalist Fergie performed with a live band.

The extravaganza was the exclamation-point group of high-end shows that recently took place in Los Angeles including **Raquel Allegra**, who presented her Fall ’17 looks



TIM REGAS



Gigi Hadid and Tommy Hilfiger



at her Third Street store, and **Rebecca Minkoff** at **The Grove** retail center.

The flurry of high-end shows had many tongues wagging on whether Los Angeles will become a more prominent locale for fashion week shows. Veronica Welch Kerzner, founder of **Style Fashion Week** runway shows, said that Los Angeles is increasingly being embraced by fashion designers from outside the megalopolis.

“Designers are really starting to appreciate Los Angeles and its opportunities,” Kerzner said the day before she started a set of Style Fashion Week runway shows at **The Theater at Madison Square Gardens** in New York. “The future of fashion is in Los Angeles.”

Kelsi Smith, a former producer for **Los Angeles Fashion Week** shows, said that Los Angeles should not hold its breath. Fashion houses are increasingly seeking exotic venues to produce runway shows.

“Fashion weeks are not about fashion; they are about experiences and the spectacle,” she said. “These shows have nothing to do with Los Angeles. LA is just a backdrop.” Smith produced the critically well-received **LA Fashion Council** shows among other events. She currently works as a director for a creative agency focusing on social media and traditional advertising.—*Andrew Asch*

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## Allen Schwartz

*Continued from page 1*

contemporary,” he said from New York, where he was working in his showroom and getting ready to debut the line at **Coterie**, taking place Feb. 27–March 1 in New York. “You are getting the consumer drifting down from designer labels that are priced prohibitively high. She has the taste. She wants beautiful fabric and a clear definition, but she doesn’t want to see this merchandise all over the place.”

Everything under the new Allen Schwartz label will be made in Los Angeles by contractors who are sewing the upcoming Fall/Winter collection of separates populated with prints, silk organza, vintage lace, gabardine, silk blends, lots of twill, two or three different kinds of velvet and faux fur. Schwartz sees a resurgence of the statement shoulder with puffed sleeves for blouses and square shoulders for jackets.

The decades-long observer of fashion, who started ABS by Allen Schwartz in 1982, believes women are tired of dressing down in denim and ripped blue jeans. Instead they want a stylish dress or pant outfit that can be worn at work and/or transition to evening.

“In my opinion, this is the single biggest fashion change in the last 40 years. I came into this business when people didn’t wear denim. Then everyone was wearing denim. And then everybody wanted to be dressed nicely, and then nobody wanted to be dressed nicely. The whole dressing up is back,” he observed. He said his Allen Schwartz concept has been in the works for the past eight months.

Still, the ABS by Allen Schwartz name will be around. He has several licenses out for that label, such as dresses done under **ABS Collection**, that are done by other vendors who sell to department stores and specialty stores.

But Schwartz said he is tired of dealing with department stores. In the past, he has sold to retailers such as **Bloomingdale’s**, **Neiman Marcus** and **Saks Fifth Avenue**. “I felt my team is very talented, and we were getting suppressed every time we presented something creative. They [the department stores] didn’t want it because the price point wasn’t right or they would say it wasn’t for their customer,” he said. “I’m done with department stores. It is just not a profitable business.”

Schwartz is a creative character who is constantly tweaking his styles and business plans. He is also an ardent student of fashion trends and what is selling on retail floors.

He rises early and is in his office by 7 a.m., where all creative meetings take place before noon.

Three or four times a week, he takes off in the afternoon to shop the stores in a particular Los Angeles-area neighborhood. One day it might be Venice and Santa Monica. Another day it could be Beverly Hills. Another day he might stroll down Robertson Boulevard and Melrose Avenue. He always takes his camera to capture what is on the store racks. “You can’t get lazy in this game. I



don’t care how successful I am. I feel like there is something I could always do better,” he once explained.

Schwartz not only studies what is in the stores, but he also makes a few purchases. Inside his 60,000-square-foot headquarters near downtown Los Angeles—which houses

dresses, however, didn’t sell for thousands of dollars but hundreds. His mantra has always been affordable luxury.

Affordable luxury is exactly what he is trying to provide with his latest fashion interpretation. “I want to do what we do best,” Schwartz said. “I want to be happy again.” ●

designers, sample makers, customer service and shipping—there is a large, open space carved out for Schwartz’s own vintage collection of clothing he has been gathering for 35 years. He has 15,000 pairs of jeans, vintage leathers and dresses galore.

For a while, the company gained a reputation for reinterpreting red-carpet gowns seen at celebrity-studded events such as the **Academy Awards** and the **Emmy Awards**. His

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## Rebecca Minkoff Hosts ‘See Now, Buy Now’ Show at The Grove

A well-dressed crowd of fashion influencers and fans turned out to see the **Rebecca Minkoff** Spring 2017 runway show at **The Grove** lifestyle center in Los Angeles. Billed as an ode to the designer’s Southern California roots—the New York–based designer originally hails from San Diego—the collection has an easy, luxe, casual look filled with flowy printed dresses, layerable looks, and a dash of denim and leather.

Victoria Justice, Aimee Song, Jamie Chung, Chriselle Lim, Coco Rocha, Maddy Reed, Pyper America and Natalie Suarez were among the models on the runway while attendees in-

cluded Lauren Conrad, Keke Palmer, Chiara Ferragni, Taissa Farmiga, Angela Sarafyan, Camila Alves and Jessica Stam.

The event included a performance by LA-based singer songwriter MILCK.

The “see now, buy now” show was followed by a pop-up shop where guests got the chance to purchase exclusive bags created by artist Curtis Kulig for the runway show. Proceeds from the sale of the bag benefits the nonprofit organization **I AM THAT GIRL**. Minkoff fans who showed up early to the pop-up shop on Feb. 3 had a chance to purchase one of

10 special “Midnighter” bags, which each contained a ticket to the runway show and a special code Minkoff developed with **Janela**. The unique code unlocks exclusive offers and experiences with the brand.

This was Minkoff’s third “see now, buy now” runway show. The in-season concept has proven successful, according to the company, which reported a 128 percent increase in in-store sales since launching the format for Spring 2016.

The Rebecca Minkoff pop-up shop at The Grove will remain open through the end of February.—*Alison A. Nieder*

## TRADE SHOW REPORT

### Business as Usual Is Good at CALA

By Andrew Asch Retail Editor

The last time the contemporary trade show produced its San Francisco event, Nov. 8–9, it opened on the day of the hotly contested presidential election. News of Donald Trump’s win dominated the trade show, said Lauren Butler, a sales representative for the **Focus Showroom**.

“It wasn’t a normal show,” she said. “The whole conversation was about what was going on. It halted sales.”

Fast forward a few months to the recent **CALA** show in San Francisco Feb. 1–2. While politics continued to be a major topic, people got back to business. “It was back to the CALA we all know,” Butler said.

CALA’s booth space was sold out at its most recent run at the Festival Pavilion at the **Fort Mason Center for Arts & Culture** in San Francisco’s Marina District. On a clear day,

landmarks such as Alcatraz Island and the Golden Gate Bridge could be seen from Fort Mason. According to Robert Murtagh, one of the show organizers, 503 brands exhibited at 153 booths. There were about 769 buyers attending the show, with 490 shopping the show on the first day and 279 coming on the second day. Booth real estate and attendance levels were about even with the first CALA show of 2016, Murtagh said. CALA produces five shows in San Francisco and three shows in Denver annually.

Other vendors and retailers said they thought business would increase post-election and post-holiday. Amy Anderson, owner of the **Viva Diva** boutique in San Rafael, Calif., shopped CALA’s most recent show.

“We feel better than the previous year; people are getting ready to shop. They are tired of not shopping,” Anderson said. She noted that her 20-year-old boutique came off a profitable holiday season.

Dotan Shoham, cofounder of the brand **Gypsy05**, started the year with hiring three new salespeople and working with new showrooms. His brand exhibited at the show.

“People have been cautious about buying for the past year,” he said. “But people want to bring in new deliveries to their stores.” In a nod to the election, Gypsy05 designed a collection called “Making America Great Again.” It shows red, white and blue colors and will be delivered in July. There’s a sense of humor infused in the collection, Shoham said, but it also offers a senti-

Another vendor, Ben De Luca, said buyer traffic was steady at the show and that business was solid.

“It was a little cold the first day. It rained the second day,” he said. “We were worried that it was going to pour and no one would come, but that didn’t happen.” De Luca is vice president of corporate sales and brand manager and designer of the **Brooklyn Hat Co.**

At CALA, he exhibited the Brooklyn Hat Co.’s Fall 2017 collection. Styles included hand-painted hats constructed out of

Australian wool as well as big-brim fedoras, floppy hats and cloche hats with a leopard-print fabric.

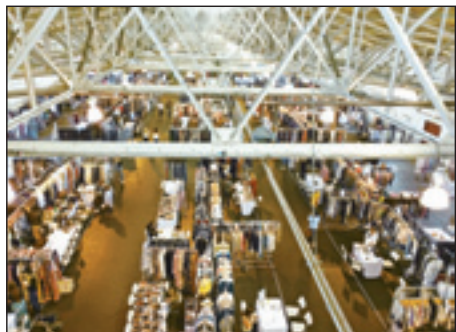
At the end of a cold winter, Tavia Annicharico, head buyer for the **Ambiance San Francisco** stores, was looking for more cold-weather items at CALA. “It’s been a real wintry spring, and we’re looking for cozy spring

items,” she said of buying merchandise for a city known for cool weather. “Sometimes my vendors think I am kidding when I say that I want sweaters in July, but you can always sell a sweater in San Francisco.”

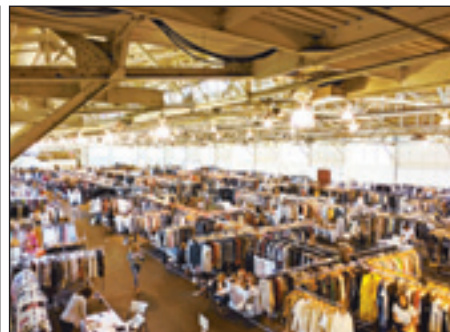
At CALA, Annicharico bought items from vendors such as **Z Supply**, **Free People**, **Michael Stars** and **Paige**. At the show, styles that seemed popular were “cold shoulder” tops and dresses, which leave shoulders bare. Another prominent style was denim with frayed hems as well as distressed styles featuring holes and some worn-down fabrics.

Anderson of Viva Diva also saw a lot of cold-shoulder looks at the show. Jeans with a lighter color wash also seemed more prominent at this show, which was something new for Northern California, where people often wear jeans with darker washes, she said.

At the show, she ordered denim from labels such as **Hudson**, **AG** and **Mother Denim**. ●



ROBERT MURTAGH



ment of bridging divisions.

Retailers seen at the show included **StitchFix**, a San Francisco–headquartered online subscription and personal-shopping retailer; **Nicolette**, a boutique in the Marin County town of Larkspur, Calif.; and **Specialtees**, a boutique based in Lafayette, Calif., as well as buyers from hotels, wineries and various locations for fitness studios such as **Pure Barre**.

CALA is a key marketplace to sell to Northern California retailers, said Sylvana Lankshear, founder of the Focus Showroom. “It’s a show that accommodates local retailers who are not traveling to the **LA Fashion Market** or New York. It’s a very important territory,” Lankshear said of Northern California. “There is a lot of tech industry and a lot of potential customers.”

At CALA, Focus debuted **Maven West**, a made-in-Los Angeles contemporary line; **Fifteen Twenty**, a contemporary line made by prominent Los Angeles designer Karen Kane; and Danish contemporary brand **Soaked In Luxury**.



# Fashion Resources

## CALA Shows Inc.

PO Box 182  
Venice, CA 90294  
Contact: Gerry Murtagh  
[Gerry@calashows.com](mailto:Gerry@calashows.com)  
[www.calashows.com](http://www.calashows.com)

**Products and Services:** CALA's new presentation concept serves as a great platform for new and upcoming vendors to showcase their product in a strategically curated show featuring the best contemporary brands in the industry. This will not only benefit the exhibitors by highlighting their product in beautifully lit booths, bursting with natural light, but will provide buyers ease in locating the brands they come to see. CALA offers competitively priced booth packages while continuing to provide discounts on local hotel rooms. Taking place five times a year, CALA's amazing new venue at the Fort Mason Center in San Francisco offers many new and exciting perks to those attending the show. Local restaurants will cater the event. Breakfast and lunch will be served daily, and an open bar will be available at happy hour each afternoon. There will be a complimentary shuttle service from the hotels to the show both days, a special offer from UBER for transportation needs.

## California Market Center

110 E. Ninth St.  
Los Angeles, CA 90079  
(213) 630-3600  
[www.cmcctl.com](http://www.cmcctl.com)

**Products and Services:** Five seasons a year, buyers from around the globe flock to the CMC (California Market Center) for Los Angeles Fashion Market, the West Coast's premier destination for thousands of apparel and lifestyle collections displayed in hundreds of the CMC's showrooms and temporary exhibitor showcases. Featured trade shows include ALT Activewear & Lifestyle Tradeshow, Select Contemporary Tradeshow, Transit LA Shoe Show, and the LA Kids Market. LA Fashion Market at the CMC now offers visiting retailers and brands more opportunities and resources than ever before to exhibit in and shop from.

## Fashion Market Northern California

3701 Sacramento St., Suite 204  
San Francisco, CA 94118  
(415) 328-1221

[fashionmarketnorcal@gmail.com](mailto:fashionmarketnorcal@gmail.com)  
[www.fashionmarketnorcal.com](http://www.fashionmarketnorcal.com)

Contact: Suzanne De Groot

**Products and Services:** The trend driven and easy-to-shop Fashion Market Northern California is the largest open-booth show on the West Coast, with over 2,000 apparel and accessories lines. Our exhibitors showcase every category: European to contemporary to updated to juniors lines, plus a wide range of classic to trend accessories. Every market offers complimentary continental breakfast, lunch coupons for buyers, and coffee and cookies in the afternoon—another plus! The buzz is that this is the show to attend! We are offering free parking to all buyers on Monday and Tuesday until 10 a.m. Buyers can turn in their receipts at the registration desk for reimbursement. Our popular "Late Night at FMNC" will continue—extended hours on Monday—to allow buyers to miss the evening traffic commute and enjoy complimentary wine or beer from 4 to 7 p.m. We have informational seminars that will continue throughout 2017. Look for details on our website and Facebook pages. We invite any new buyer to come check us out—with a complimentary one-night stay at the Marriott during the show. Contact us for details.

## UBM Fashion

2901 28th Street, Suite 100  
Santa Monica, CA 90405  
(877) 554-4834

[cs@ubmfashion.com](mailto:cs@ubmfashion.com)  
[www.ubmfashion.com](http://www.ubmfashion.com)

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# Yarns and Viscose Rayon Fibers Get Tangled in EU-U.S. Tariff Fight

By Deborah Belgium Senior Editor

A trade war over Europe limiting U.S. beef imports led the Obama administration last year to propose a set of retaliatory tariffs on mostly food-related goods coming from Europe. But two items that fell under the retaliatory tariff proposal were textiles: viscose rayon staple fibers as well as **Modal** fibers, not carded or combed or otherwise processed for spinning, and single yarns containing 85 percent or more by weight of artificial staple fibers coming from Europe.

The proposed 100 percent retaliatory tariffs have left U.S. textile makers worried that new measures could increase their raw-material costs and push up the price of fabrics made from rayon and Modal. Lyocell fiber, also known as **Tencel**, is not included under the proposed tariffs.

The U.S. Trade Representative's office, which was taking comments on the tariffs until Jan. 30, is now holding a hearing on the issue in Washington, D.C., Feb. 15–16 and then will take post-hearing rebuttal comments until Feb. 22.

The tariffs have plenty of people worried because 41 percent of the viscose rayon fiber imported into the United States

in 2015 came from Europe, translating into \$72 million of fiber. Currently, the tariff on viscose rayon staple fiber is 4.3 percent and for yarn it is 9 percent.

"Imposition of an additional 100 percent tariff would be highly disruptive to the supply chain and harm U.S. competitiveness of rayon fiber-containing products," said Auggie Tantillo, president and chief executive of the **National Council of Textile Organizations**, which wrote a letter to the U.S. Trade Representative opposing the tariffs.

"Production of rayon fiber is nonexistent in the United States because it is very environmentally difficult to produce. It is still made in Europe and in Asia—mainly China. We are totally dependent on off-shore sources for rayon fiber, and therefore we deem any penalty tariff on that product to have adverse ramifications for



U.S. manufacturers," Tantillo added.

In his letter to the government, the head of NCTO pointed out that at least 10 U.S. companies belonging to his textile group import viscose rayon staple fiber from the European Union. They said that additional tariffs would place an undue burden on their businesses and potentially lead to lost sales and hurt employment.

One company that would be affected by the tariff is **Lenzing Fibers Inc.** in Mobile, Ala. The company already produces Tencel fibers, the brand name for lyocell, at its Alabama factory. But it has plans to invest \$293 million in a new fiber plant capable of producing 90,000 tons of Tencel fiber a year.

For that new fiber plant, the company was planning to import viscose rayon staple fibers from its plant in Austria to blend with its lyocell staple fibers made in the United States to make nonwoven products such as baby wipes. "An increase in duties on viscose would have a material negative effect on the business case for this new announced investment," wrote John Patterson, the chief financial officer for Lenzing Fibers Inc.

China is a major producer of viscose rayon staple fiber. In 2015, about 50 percent of the viscose rayon staple fiber imported into the United States came from China. "Should penalty tariffs be levied on imports from the EU, the clear winner would be China," the NCTO pointed out in its letter to the U.S. Trade Representative.

➔ **Viscose Rayon** page 15



**DOMESTIC IMPACT:** U.S. knitting mills, fiber makers and yarn spinners—such as Texollini in Long Beach, Calif.; Lenzing Fibers Inc. in Mobile, Ala.; and Buhler Quality Yarns in Jefferson, Ga. (pictured above, clockwise from top right)—could see the price of inputs rise for man-made cellulosic fibers such as Modal and rayon if the proposed tariffs go into effect.

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Debuting at the upcoming February 27 - March 01 edition of LA TEXTILE, TECH-BY-DESIGN is a new show Pavilion that will spotlight technology resources for the apparel and textile industry. TECH-BY-DESIGN exhibitors will encompass the range of software and technological solutions available for the entire fashion and textile supply-chain, from concept & design to production to consumer.

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# Black and Brights

Bright shades of pink, green, purple and orange are given an added visual pop when paired with black for bold stripes, oversized florals and abstract patterns.



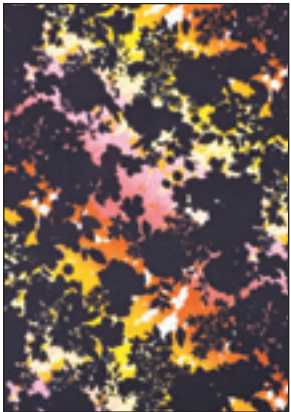
Triple Textile Inc. #L-623-U



Triple Textile Inc. #FH-16-S



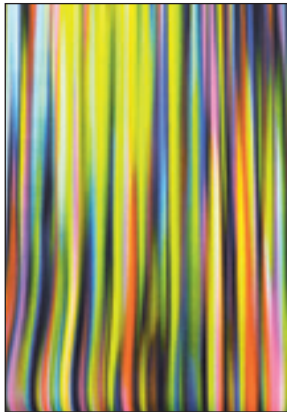
Alexander Henry Fabrics Inc. Print



Cinergy Textiles Inc. #DTY-AET1706-792



Texollini #8029SD5



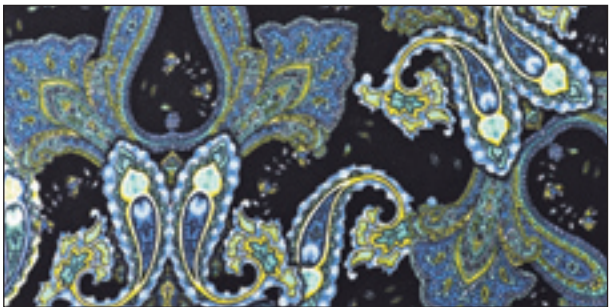
Taiana Blu #Maui-DTP-171-0007



Fabric Selection Inc. #CRP3324-SE90186



Taiana Blu #JAK10-55324



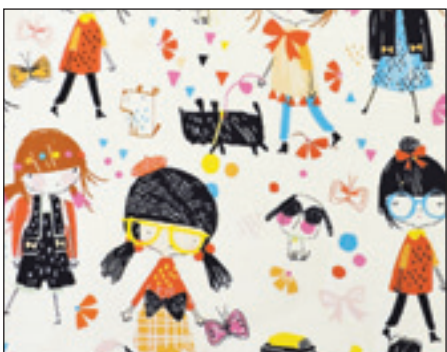
Cinergy Textiles Inc. #LVP-2039-1289



Triple Textile Inc. #L-622-K



Fabric Selection Inc. #KNT1387-S312121



Alexander Henry Fabrics Inc. Print



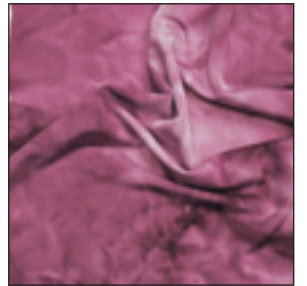
Solid Stone Fabrics Direct-to-Textile Acid Print

# Burgundy Blend

Rich shades of burgundy lend a regal air to everything from traditional florals to abstract lace to printed velvets and fabrics with a metallic sheen.



Solid Stone Fabrics #HT-FD-49773



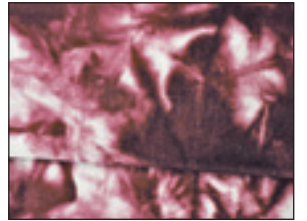
NK Textile "Tempest/SS"



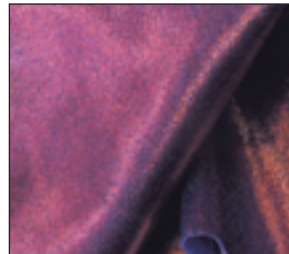
Malhia Kent #T94674 "Noleil"



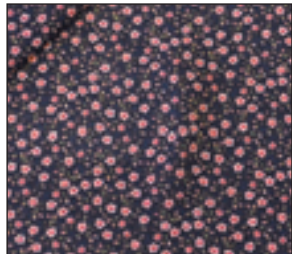
Malhia Kent #R94127 "Nolou"



NK Textile #WEGS953



NK Textile #NKS2507



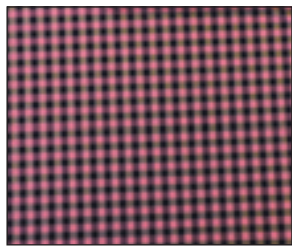
Fabric Selection Inc. #SE10228 Printed Wool Dobby



Fabric Selection Inc. #SE50161 Printed Rayon Crepon



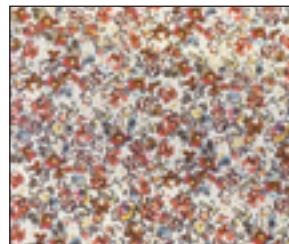
Bella Tela #33543



MG Creation/La Lame Inc. #14892/120



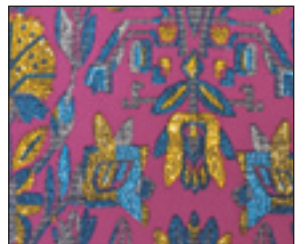
Cinergy Textiles Inc. #SK-16684 Hacci Print



Fabric Selection Inc. #POP3104-SE60510



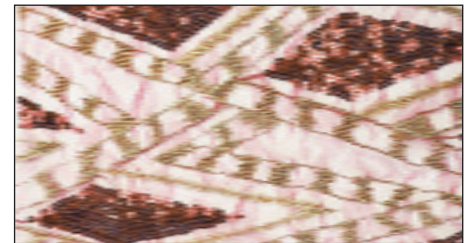
Eclat Textile Co. Ltd. #RT1605261 Pique Check



Triple Textile Inc. #N-219-A



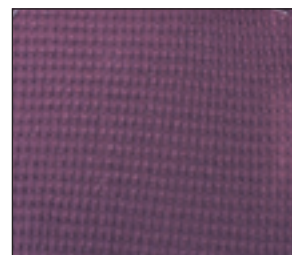
Fabric Selection Inc. #CRP3143-SE61068



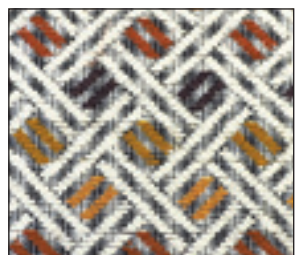
Solid Stone Fabrics #K-11407



Jay Ann Fabrics Inc. #313/2



Asher Fabric Concepts #VQ284 Waffle Sweater Natural



Malhia Kent #T97764 "Oxyda"



Confetti Fabrics #K1858 "Lici"



Tricots Liesse Inc. #54982



Texollini #04245N



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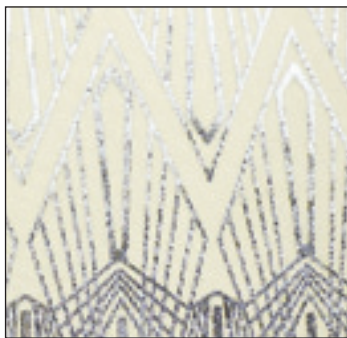


# Line Up

Stripes go graphic and modern with designs ranging from fine-line patterns that mimic the look of architectural drawings to an abstract take on bold regatta stripes.



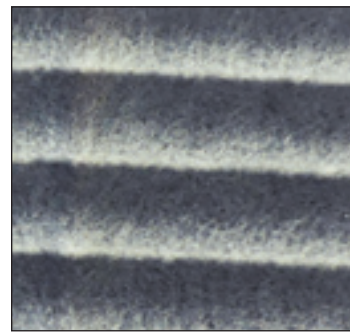
NK Textile #CSR017 "Microflex Reflective Foil"



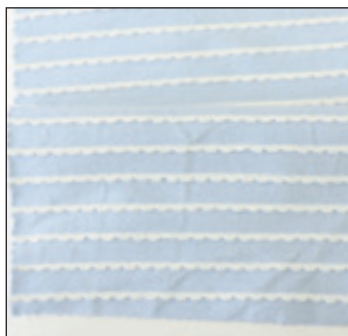
NK Textile #NK51960



A Plus Fabrics Inc. #RB425



Asher Fabric Concepts #CPFD18B Brushed Double Face 3N Terry Stripe



Texollini #78R4D2



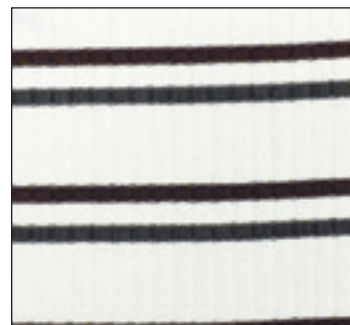
Triple Textile Inc. #N-217-G



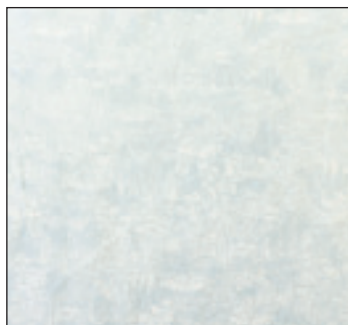
Fabric Selection Inc. #GYB-02824



Asher Fabric Concepts #VXR58-ST Viscose/Cotton/Spandex 5x3 Rib Stripe



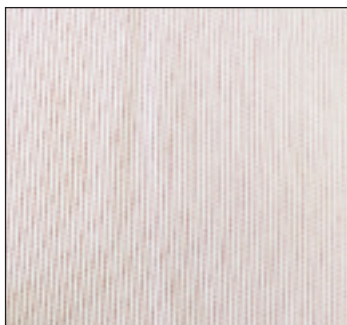
Asher Fabric Concepts #VXR50-ST Viscose/Spandex 5x3 Rib Stripe



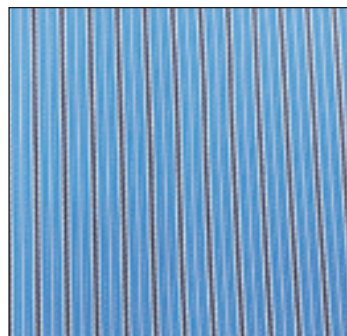
Robert Kaufman Fabrics #AFR-16613-336



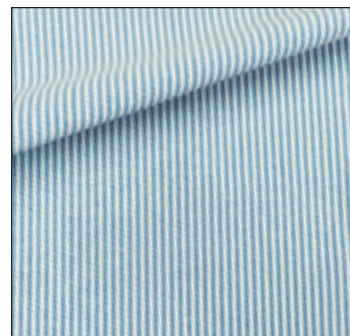
Robert Kaufman Fabrics #AFR-16611-4



Robert Kaufman Fabrics #SRK-16680-3



Taiana Blu #2018B "Kiriroa"



Taiana Blu #2018B "Olas"

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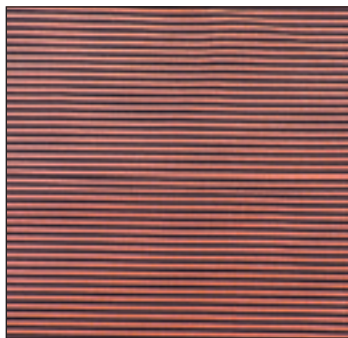
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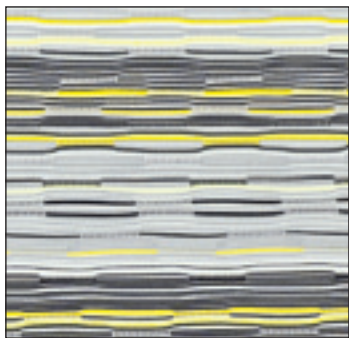
Contact: Martina Callegari will be pleased to show you our collection, m.callegari@swisstulle.ch or visit www.swisstulle.ch



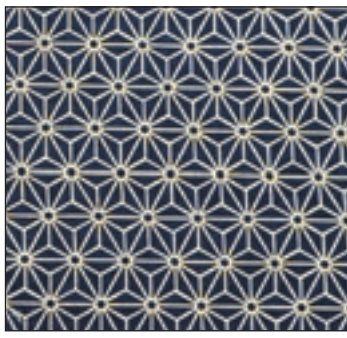
## TEXTILE TRENDS



MG Creation/La Lame Inc. #15824



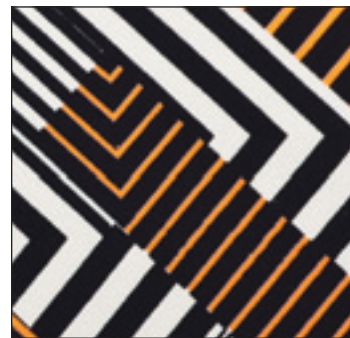
La Lame Inc. #SP-334P-1



Robert Kaufman Fabrics #SB-88222D2-4 "Sevenberry Kasuri"



Cinergy Textiles Inc. #POP-1872



Cinergy Textiles Inc. #LVP-1868A-1289



Confetti Fabrics #K1774 "Trento"



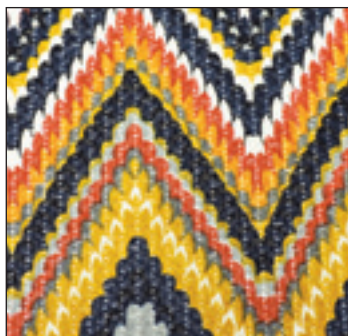
Eclat Textile Co. Ltd. #RT1604095 Interlock Embossed



A Plus Fabrics Inc. #RB3S



A Plus Fabrics Inc. #STR-F14



Triple Textile Inc. #SL-10-I



D&N Textiles Inc. #6280



Fabric Selection Inc. #CRP3324-SE60842



Fabric Selection Inc. #OW-K6701



Tricots Liesse Inc. #917037

➔ Line Up page 8



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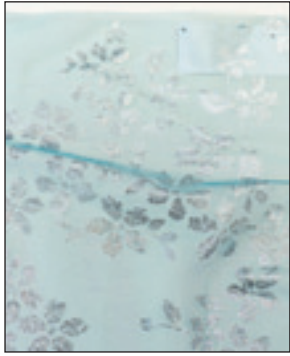


# Seeing Green

Textile designers are tapping into the moody side of green using shades of dark teal, wintergreen and sage for prints, lace, tweeds and novelty fabrics.



NK Textile #UHE160172



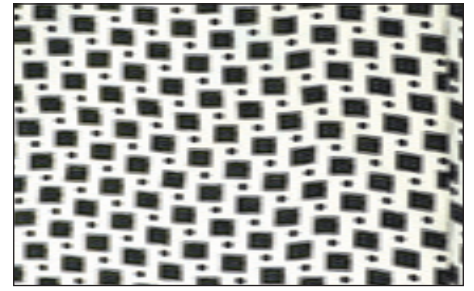
NK Textile #RB16892



Alexander Henry Fabrics Inc.  
"Canabis Sativa"



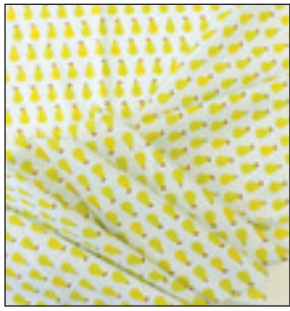
Triple Textile Inc. #N-208-M



Confetti Fabrics #K1296 "Justige"



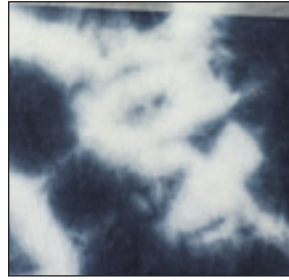
Tissage Des Chaumes  
#C231T0S



Robert Kaufman Fabrics  
#SRK-16886-63



Spirit Lace Enterprise  
#15074W/OB



Cinergy Textiles Inc. #KNT-1840 Tie-Dye Jersey



TGM International #95164V3  
"Fifi"



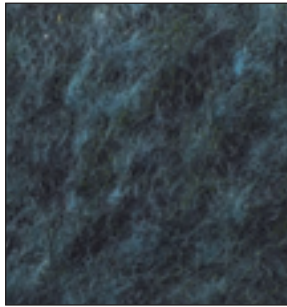
Tricots Liesse Inc. #54902



NK Textile #ZZ161988



NK Textile #EY15045



Tissage Des Chaumes  
#C002T63



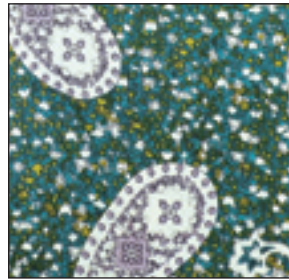
Confetti Fabrics #K1774  
"Trento"



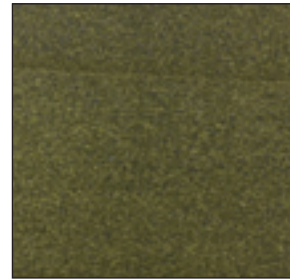
Malhia Kent #T97209  
"Oxydee"



Solstiss Inc. #903924.01P



Jay Ann Fabrics Inc. #105014



Texollini #3336YD2

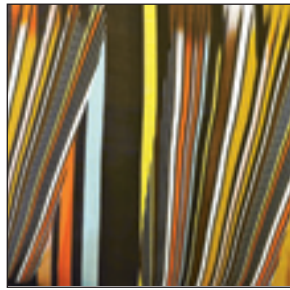


Asher Fabric Concepts  
#NPX175 Nylon/Polyester/  
Spandex Interlock

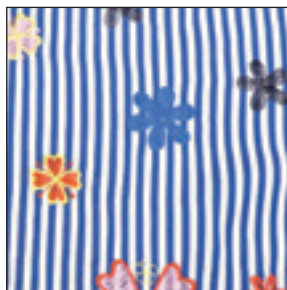
## Line Up *Continued from page 7*



Robert Kaufman Fabrics  
#SRK-16645



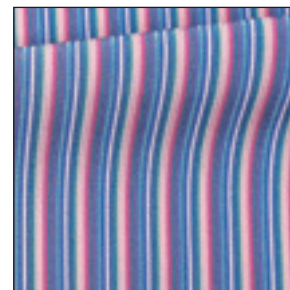
Confetti Fabrics #K1859  
"Pyrus"



NK Textile #LL126



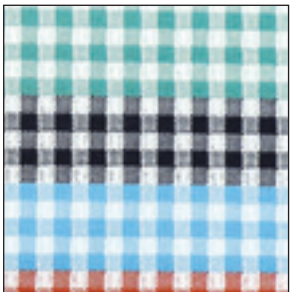
Taiana Blu #2018B "Domex"



Taiana Blu #2018B "Domex"



Jay Ann Fabrics Inc. #7706-1



Tricots Liesse Inc. #54930



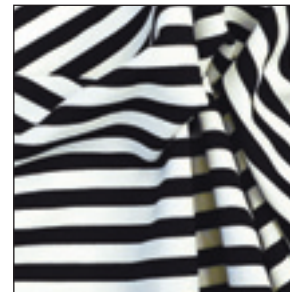
Tricots Liesse Inc. #54826



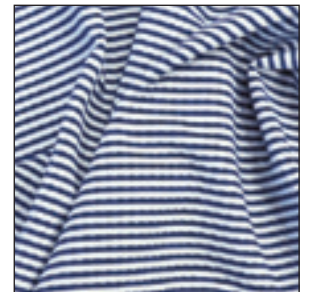
Tricots Liesse Inc. #917177



Solid Stone Fabrics #JKS-0337



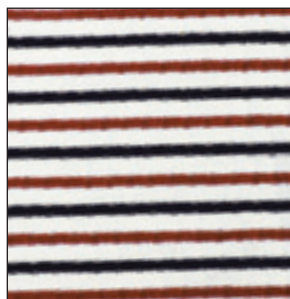
Texollini #3333SYD2



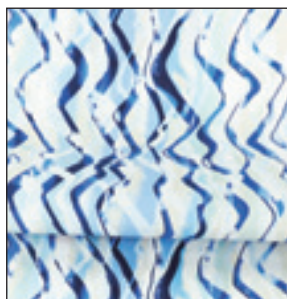
Texollini #3339SD2



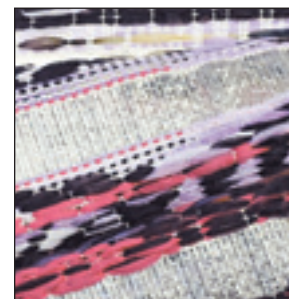
Asher Fabric Concepts #VP34  
Viscose Ponti Stripe



Asher Fabric Concepts  
#VXR330-ST Rayon/Spandex  
5x3 Rib



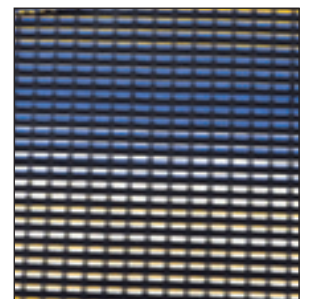
Taiana Blu #2018B "Clip10"



Malhia Kent #T96709  
"Ostillo"



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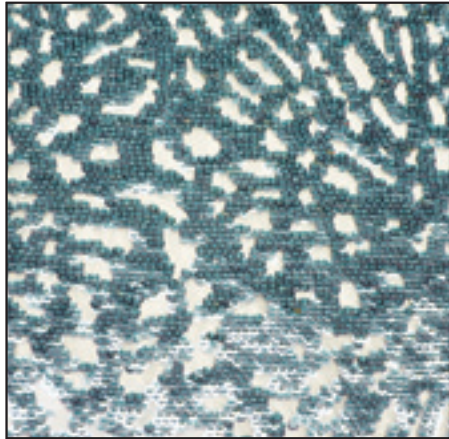
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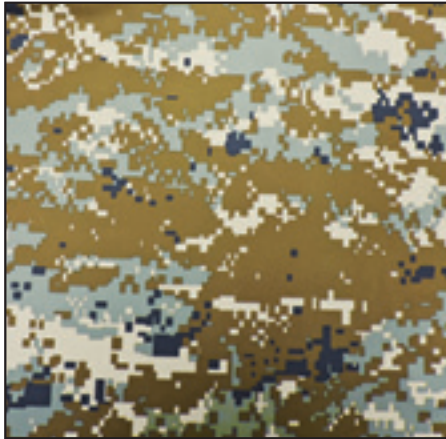


## Variations on Camouflage

Camouflage patterns are a perennial favorite for textile designers. New variations include adding a touch of shine, taking inspiration from the traditional color palette or rendering the camo pattern in piles of sequins.



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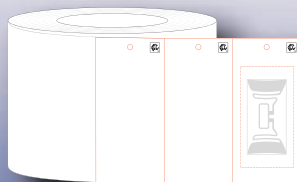
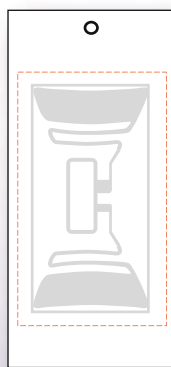
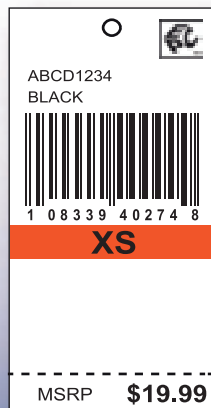
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# Coco Cooper: Taking a New Look at Size and Fit in Premium Denim

By Alison A. Nieder *Executive Editor*

Jillian Nelson's career as a model and fit model—in Hong Kong, at the Columbus, Ohio-headquartered **Limited Inc.**, and in New York—has made her a fit expert.

Last year, Nelson combined her years of experience with a love of premium denim to launch **Coco Cooper**, a designer denim collection for women size 6 and up.

"I've worked for many of the large U.S. retail companies and I realized that premium designer denim companies were not catering to a curvier customer," Nelson said.

Coco Cooper launched in June 2016 in sizes 6 to 14, and for Spring 2017 she has expanded the size range up to size 20.

The Australian-born, now New York-based Nelson decided to focus on size 6 and higher because, as she says, most "premium denim brands have 0 to 6 covered."

Nelson also wanted to establish her fit based on curvier sizes.

"Most premium denim jeans are patterned for and fit on a straight shape, smaller-size fit model—usually 2 or 4," she said. "Even though they grade up, it doesn't grade the same way. We didn't go below size 6 because if you start with a size 8 or 10 pattern it grades very differently than if you start with a straight shape type. Size 0 will not grade with curves—it's just not in the pattern."

The Coco Cooper collection includes skinny, boot-cut, flare and straight-leg silhouettes. There are cropped styles and a high-rise. For Summer, Nelson is adding a short, and for Fall she hopes to introduce some wear-to-work pant styles.

"Because I'm the bottoms expert, customers have been asking us is for great-fitting pants," she said. "We'll become ultimately a bottoms destination."

Coco Cooper is produced and finished in Los Angeles using four-way-stretch denim. Nelson has included flattering fit details to the styles, which she says will consistently fit across all silhouettes and seasons.

The jeans have a "booty-boosting" design and a "no-gap



waistband." The four-way stretch fabric brings the comfort of a yoga pant in a jean style.

"You buy a pair of jeans one season you can come back the next season and they'll fit," Nelson said. "If she buys the flare, she knows she's going to get the same fit if she buys the skinny. She can have confidence to buy across all styles."

The average retail price point is \$189. Currently, Coco Cooper is sold on the company's website ([www.cococooper.com](http://www.cococooper.com)), but Nelson is hoping to raise seed capital to take the collection to the Las Vegas trade shows in August to introduce the line to retailers.

"Customers are finding us and buying our jeans and then coming back and becoming a repeat customer. That was our goal in the beginning: to build a community of women that will trust us and stay with us and build that brand following through social media. Once she's tried Coco Cooper and she's bought the jeans, we're finding she's becoming a loyal customer. Our return rates are exceptionally low."

Nelson said Coco Cooper was created to serve a customer that had been ignored in the premium-denim market. To showcase the dedication to that audience, Nelson used size 10 and size 12 models in the current campaign. Future campaigns will use plus-size models as well.

"A great pair of jeans is such an important staple of any woman's wardrobe," she said. "Just because you're a size 16 doesn't mean you don't want a beautiful pair of jeans."

—Alison A. Nieder

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# C-Print's FabFad Wants to Bring Tech to Print Buying

By Alison A. Nieder *Executive Editor*

The discussion of technology and textiles tends to focus on new fiber developments or automation within a fabric mill. Los Angeles-based printer and full-package production house **C-Print** has introduced **FabFad**, a new way to bring tech into the textile-buying process.

C-Print owner Sean Sabari and FabFad Chief Technology Officer Ryan Berg created the FabFad software to serve as an online platform for designers and fabric buyers to sample and source printed textiles. Users can select from a library of designs, then choose a fabric from a wide range of in-stock textiles or request a specific fabric. The company uses digital sublimation print for polyester, nylon and man-made blends and direct-to-fabric printing for cotton, rayon and silk fabrics. The company offers full-package services as well, including cut and sew, laser cutting and screen-printing.

"We can do hats, wide format for home furnishings, anything with fabric," Sabari said. "We also supply fabrics."

FabFad sources its fabrics from the U.S., China, Vietnam, Brazil, Korea and Taiwan.

"You provide the masterpiece; we provide the canvas," Sabari said, describing FabFad as "the first affordable online printing solution."

## Textiles meets tech

FabFad combines Sabari's background in printed textiles. He founded C-Print in 2010. Berg, who signed on in 2014, developed the software behind FabFad.

"We worked on it for two years," said Sabari, who released a beta version of FabFad last year. The latest version of the soft-

ware—FabFad 2.0—will be released at the end of the first quarter.

The site currently has 1,000 users. On FabFad, users can browse prints and view patterns in full repeat.

The minimum-order requirements are low—5 yards—and there are no setup charges for any quantity or sample orders. Typically, the cost for sample yardage is higher than production, Sabari explained.

"We've changed that," he said. "We level the playing field. It's the same price for big orders and small."

The company currently can print 10,000 yards per week. Delivery times range from seven days for expedited delivery of orders of less than 1,000 yards. Orders of 5,000 yards or more will be delivered in 21 days.

"Five thousand, 10,000, 15,000—it doesn't matter, it's 21

days," Sabari said.

Since launching, FabFad has filled more than 3,000 orders and printed nearly 200,000 yards of fabric.

"We're bridging the gap between industry practices and what we can do with today's technology," Berg said.

## Print focused

Sabari and Berg plan to roll out additional functionality for FabFad, including allowing users to confine designs if the pattern goes into production. Once a user selects a pattern, the FabFad software will "lock" the design for a certain amount, Sabari said.

"No one else can sample it," he said.

After a period of time, users can choose if they want to



FabFad's Ryan Berg and Sean Sabari



In addition to printing solutions, C-Print offers full-package cut-and-sew services.



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order sample yardage or release the design back into the public library.

FabFad recently partnered with **Splash Design Studio** to add the New York print studio's archive of designs to the site's library.

Sabari said the company is looking to work with other design studios as well.

FabFad keeps track of each client's order and which printers fulfilled each order. Production orders will be printed on the same machines as the printed strike-off to guarantee a color match.

### Expanding to Vernon

C-Print and FabFad are currently in the process of moving its offices from a 15,000-square-foot space in downtown Los Angeles to a 30,000-square-foot space in Vernon, Calif. The new space will allow the company to expand its design and printing facilities as well as the cut-and-sew operations for its full-package production. There will be a 5,000-square-foot "clean room" for digital design and printing. The company has allotted 5,000 square feet for cutting and sewing in the Vernon facility. (The old space in downtown LA has just 1,000 square feet set aside for sewing.)

Sabari plans to begin offering in-house patternmaking as well as 3-D design and patternmaking in Vernon.

"Our goal is to change the way the industry works," Sabari said.

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



FabFad members have access to C-Print's large library of prints.



In the new location in Vernon, FabFad is building a 5,000-square-foot "clean room" for digital design and printing.

### Viscose Rayon *Continued from page 3*

Another company that would be impacted is **Buhler Quality Yarns Corp.**, a Swiss company with U.S. headquarters in Georgia. In its U.S. factory, it manufactures yarns from **Supima** extra-long staple cotton, **MicroModal Edelweiss** and **MicroTencel**.

"We are going to have to look at other fibers we can sustain if this goes forward," said David Sasso, vice president of international sales at Buhler. "The biggest fiber we buy is Supima, and our second-largest fiber consumption is in

Modal. We need to provide yarns at a garment price point that people are looking for."

If the proposed tariffs go into effect, the price of Tencel yarns would become more attractive because its fiber content wouldn't be subject to added tariffs.

At **Texollini**, a knitting mill that makes stretch fabrics at its Long Beach, Calif., factory, there would be added costs that could not be avoided. "There are no rayon fiber factories or rayon yarn factories used in the textile industry in this country," said Dmitry Konstantinovskiy, the chief information officer and purchasing manager at Texollini. "So we are ba-

sically forced to use imported products. All these tariffs just increase the cost of our inputs and make our products more expensive and less competitive with our competitors in Europe and Asia."

This trade dispute started in 1998 when the EU lost a case at the **World Trade Organization** for banning American beef. In 2009, the U.S. negotiated an agreement to allow a small degree of market access for specially produced beef that meets the EU's standards, but that agreement did not work as intended, said the office of the U.S. Trade Representative, which resulted in this retaliatory proposal. ●

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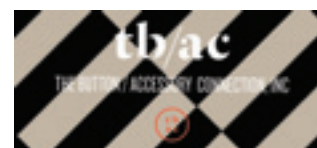
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**Products and Services:** Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knits for the designer and contemporary markets. They will be featuring new innovations including, but not limited to: cashmere, cotton, linen, silk, wool, rayon and Modal blends. ProModal , Tencel , MircoTencel , Supima blends including our luxe collection. Denim-inspired knits. Cut-and-sew sweater knits. Fashion-forward activewear/athleisure collection.



DG Expo Fabric & Trim Show

[www.dgexpo.net](http://www.dgexpo.net)  
**Products and Services:** DG Expo Fabric & Trim Show is a two-day show featuring U.S. and Canadian companies with low minimums and many with in-stock programs. DG Expo focuses on the needs of designers, manufacturers (producing apparel, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, and event/party planners. In addition to the two-day show, there is a three-day seminar program. Upcoming shows are in Miami (March 29–30), Dallas (April 26–27), and New York (July 19–20). Visit our website for details and to register.



Fabric Selection Inc.

800 E. 14th St.  
Los Angeles, CA 90021  
Ph: (213) 747-6297  
Fax: (213) 747-7006  
[www.fabricselection.com](http://www.fabricselection.com)  
[rosie@fabricselection.com](mailto:rosie@fabricselection.com)  
**Products and Services:** Fabric Selection Inc. is a premier wholesale retailer, supplying the best-quality fabrics and in-house designs to designers and manufacturers in the Los Angeles area and beyond. Whether you need the common fabrics that you rely on, such as wholesale polyester/spandex, rayon/spandex, novelty, solid, print, knit, woven or more unique fabrics to inspire your next great fashion creation, we can work with you to get a price that will fit with your bottom line. All of our print designs are copyrighted. Visit us at Sourcing at MAGIC, North Hall, Las Vegas Convention Center, Booth #60704.



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**Products and Services:** One-stop sourcing for all your textile needs. We represent 80 mills in Gyeonggi Province, Korea, which represents over 85 percent of Korea's total export of knit products and nearly 40 percent of the global premium knit market. Visit our showroom (by appointment only), five minutes away from CMC, and view our library of 5,000 fabrics organized by mill and category, including brushed, burn-outs, foil/pearl, functional, jacquard, lace, leather, melange, mesh, metallic/glitter, prints, ruffle/pleated, solids, spangle, stripes, swimwear, velvet fur, woven, yarn dyed, and tricot for leggings/yoga and many more.



JP Sportswear

1820 E. 41st St.  
Los Angeles, CA 90058  
(323) 235-5959  
Contact: Paco Ballester  
[www.jpssportswear.net](http://www.jpssportswear.net)  
[info@jpssportswear.net](mailto:info@jpssportswear.net)

**Products and Services:** JP Sportswear has been manufacturing high-quality active apparel and technical sewn products in Los Angeles since 1979. With more than 250 commercial sewing machines in our spacious and modern 41,000-square-foot facility, JP can quickly scale to meet our customers' production needs by utilizing our modular manufacturing platform. Automated cutting and digital pattern and marker systems allow us to make seamless transitions from style to style. State of the art digital sublimation printing and transfer equipment give our customers the ability create customized products to stand out in the marketplace. Our fulfillment services include warehousing, pick and pack, and drop shipping to maximize your speed to market. Contact us to find out more about how JP Sportswear can help your company minimize inventory risk and maximize sales with our high-quality manufacturing platform.

➡ Resources page 18

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Continued from page 17



### Kagan Trim Center

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Los Angeles, CA 90037  
(323) 583-1400  
Fax: 323-583-1600  
[info@kagantrim.com](mailto:info@kagantrim.com)  
[www.kagantrim.com](http://www.kagantrim.com)

**Products and Services:** Kagan Trim Center, in business for over 70 years, is proud to be your primary wholesale lace and trims supplier. We offer a complete selection of apparel trim, from the most current designs of the season to all the basics. We have over 75,000 trimming items in stock, including elastic, ribbons, laces, and embellishments of every description. We're able to drop-ship our products from China to anywhere in the world, saving you time and money. Additionally, our team is comprised of experienced professionals in every aspect of the trimming industry, able to provide you with the answers you need, quickly and accurately, thus allowing you to get your finished product to market without delay! Please visit our easy-to-navigate website to see our products. All inquiries welcome.



### Progressive Label

2545 Yates Ave.  
Commerce, CA 90040  
(323) 415-9770  
Fax: (323) 415-9771  
[Info@progressivelabel.com](mailto:Info@progressivelabel.com)  
[www.progressivelabel.com](http://www.progressivelabel.com)

**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

**Spirit Lace  
Enterprise**

### Spirit Lace Enterprise

110 E. Ninth St., Suite A761-A763  
Los Angeles, CA 90079  
(213) 689-1999  
Email: [info@spirittlace.com](mailto:info@spirittlace.com)

[www.spirittlace.com](http://www.spirittlace.com)

**Products and Services:** Our fabrics and textiles are carefully chosen from around the world, mainly European and Oriental regions. We carry different types of laces and embroideries such as Chantilly lace, Alencon lace, Venice lace, all over embroideries with or without beads, embroidered fabric with 3-dimensional appliques, handmade appliques, tulles, trims, etc. We work with bridal designers and haute couture fashion brands across the country. Most of our articles are in stock at the California Market Center. In-stock items require no delivery turn time. We help customers to arrange either p/u or delivery; others might vary from three weeks to nine weeks (not including shipping time). Our collection is updated according to forecasting trends every season. More than 20 years of experience. Visit us and view our latest collection at the LA Textile Show at the CMC at Booth #405/407.



### swisstulle

Contact: Martina Callegari, Sales Director  
+41 (0) 71 969 32 32  
Fax: +41 (0) 71 969 32 33  
[m.callegari@swisstulle.ch](mailto:m.callegari@swisstulle.ch)  
<http://swisstulle.ch>

**Products and Services:** Founded in 1912. We are one of the leading European warp knit and Bobbinet and Tulle manufacturers, producing in Switzerland and England. Our expertise is rigid and elastic warp knits for fashion categories such as bridal, haute couture, and lingerie as well as the embroidery markets, including technical applications that excel in performance and quality. We have the latest machinery with a staff that guarantees quality standards. We cover the whole range of widths with special focus on large widths, resulting in exclusive wide seamless fabrics. Integrated dyeing and finishing is an essential part of our quality and service strategy.



### Texollini

2575 El Presidio St.  
Long Beach, CA 90810  
(310) 537-3400  
[www.texollini.com](http://www.texollini.com)

**Products and Services:** We at Texollini use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 25 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand.

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