

CALIFORNIA ApparelNews

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ALL THAT GLITTERS: Swarovski hosted its "New Perspectives" trend presentation for Spring/Summer 2018 at the newly opened Tuck Hotel in downtown Los Angeles. For more from the presentation, see page 14.

Rising Employment, Interest Rates and Inflation Set the Economic Tone for the Next Few Years

By Deborah Belgum *Senior Editor*

A new Trump administration should be good for the U.S. economy over the next couple of years, but there might be some bumps in the road for California, according to a UCLA report released March 8.

With the threat of millions of immigrants being deported, California's workforce could be adversely affected, particularly in the agriculture industry, where some 50 percent of the laborers are believed to be in the country without proper documentation, economists wrote in the quarterly

➔ **UCLA Forecast** page 16

Gordon Brothers Wins Bid for The Wet Seal

By Deborah Belgum *Senior Editor*

The Wet Seal, the Southern California teen retail chain that filed for bankruptcy protection in early February, will be bought by the **Gordon Brothers Group**, which won a U.S. bankruptcy auction by bidding \$3 million for the company's brand name.

The acquisition also includes other brands within the Wet Seal portfolio including **Arden B**, **Blink**, **Chic Boutique** and several others.

Gordon Brothers beat out Canadian retailer **YM**, which was the stalking-horse bidder with a \$1.5 million proposal.

➔ **Wet Seal** page 4

Quiksilver Gets a New Name After Exiting Bankruptcy

By Deborah Belgum *Senior Editor*

With new owners running the show at **Quiksilver Inc.**, it only seemed appropriate for a name change to go along with a revamped business model for the surfwear and skatewear retailer.

With not much fanfare, the company announced on March 8 that it had changed its corporate name to **Boardriders Inc.**

The newly renamed company still encompasses the key brands of Quiksilver, **Roxy** and **DC Shoes**.

Quiksilver has gone through some rocky times over the past years, emerging from Chapter 11 bankruptcy protection a little more than a year ago. The publicly traded company became a privately held company whose \$800 million in debt was restructured by private-equity firm **Oaktree Capital Management**, now the company's majority shareholder.

Under new ownership, the Huntington Beach, Calif.-based company has been trying to get more creative in a challenging retail environment.

Hence the new name, which comes with some new initiatives. The company's first Boardriders store in the United States will be opening in Malibu this fall on Pacific Coast Highway.

In addition, Boardriders is entering into a new partnership with **Accor Hotels** to integrate the Quiksilver and Roxy brands into Accor's new hotel concept, called **Jo & Joe**,

geared toward the millennial traveler. Boardriders will open surf camps between future hotels and their sister youth hostels, where guests can learn to surf and enjoy the boardriders lifestyle. Accor Hotels hopes to have 50 new Jo & Joe hotels open by 2020.

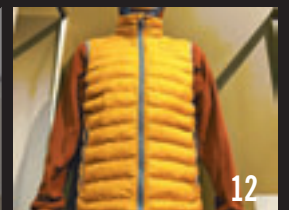
Since taking over last year, the company's new management team began an aggressive turnaround program by right-sizing the company's cost structure, reengineering its global development engine, streamlining its distribution and reducing excess inventory. Now the new name.

"The renaming of our company signifies the beginning of a new day at Boardriders. Our teams around the world have been building our resurgence brick by brick," said Pierre Agnes, chief executive officer of the renamed Boardriders. "As we pivot to growth, we think it is important to recognize the importance of all three of our iconic brands and the passion of the boardriding culture that those brands support."

Quiksilver started in 1976 after Bob McKnight and Jeff Hakman obtained licensing rights from the Australia-based company. The U.S. surfers launched the concept in a Newport Beach garage, with McKnight peddling boardshorts from his VW bus to the few surf shops along the coastline. From there, the company grew to a major retailer that in 2007 had revenues of \$2.43 billion. By 2015, the company's revenues had slumped to \$1.3 billion. ●

INSIDE

Where fashion gets down to businessSM



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www.apparelnews.net

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New Owners Lay Off More People at 7 For All Mankind, Splendid and Ella Moss

Eight months ago, Israeli-based **Delta Galil** acquired three Los Angeles premium brands from **VF Corp.** and then laid off 105 people.

Now that Delta Galil is moving forward with new plans to maximize the profits at **7 For All Mankind**, **Splendid** and **Ella Moss**, the new owner is laying off another 88 people, according to filings with the California Employment Development Dept.

In paperwork received by the state in mid-February, 66 people were being let go at 7 For All Mankind, headquartered in Vernon, Calif., and another 22 at the headquarters of Splendid and Ella Moss near downtown Los Angeles. The layoffs are to be effective April 10.

Calls and emails to Delta Galil, with U.S. offices in New Jersey, were not returned to explain the dismissals.

When Delta Galil bought the labels from VF Corp. for \$120 million in late June, the company's chief executive, Isaac Dabah, said he was hoping to close some of the brands' unprofitable stores while growing the labels. Also, the large 7 For All Mankind headquarters in Vernon was expected to be closed and merged with the Ella Moss and Splendid offices off of Alameda Street.

There has also been a lot of shuffling of top executives at what is now called **DG Premium Brands**, which encompasses the three Los Angeles labels. In October, Barry Miguel, who had been president of 7 For All

Mankind since 2011, left the company.

Also in October, Paula Schneider, who had been serving as the chief executive officer of **American Apparel**, was named chief executive of DG Premium Brands while Susan Kellogg, who had been the president of DG Premium Brands, continued on as a consultant until the end of 2016.

In recent years, the apparel industry has been hard hit with more shoppers moving online to make their purchases and spending less time at shopping malls and stores.

Consequently, VF Corp. had seen declining revenues for the three labels it sold to Delta Galil. In 2015, VF Corp. reported that the combined revenues for the three brands was a little more than \$300 million.

VF Corp. purchased 7 For All Mankind for \$775 million in 2007 when the premium-denim trend was popular among consumers.

VF Corp. was a one-third owner in **Mo Industries**, the parent company of Splendid and Ella Moss, before it acquired the other two-thirds in 2009 for \$161 million plus \$47 million in debt.

Delta Galil, established in 1975 and with revenues of more than \$1.1 billion a year, likes to find modern brands and figure out how to grow them. Two years ago, it purchased **P.J. Salvage**, a lingerie and lounge-wear label based in Irvine, Calif.

Its other brands include **Karen Neuberger**, **Schiesser**, **LittleMissMatched** and **Fix**.—*Deborah Belgum*

Apparel Sales Stall at 3 Percent, Athleisure Remains Influential, NPD Says

U.S. apparel industry sales increased 3 percent to \$218.7 billion in 2016, according to market researchers **The NPD Group** in a March 6 statement.

But the year-over-year increase was not entirely a "win." Since 2013, the apparel market has struggled to go beyond a 3 percent sales growth. Gains in some segments of the business—online and offprice markets, for example—were offset by declines in others, such as department stores. Marshal Cohen, NPD's chief industry analyst, seemed to say that the business is stuck.

"The apparel industry is being pushed and pulled in different directions by consumers who are demanding something different and looking to less-traditional buying channels to find it," Cohen said. "Amidst all the change there is one constant in apparel

sales performance—the apparel industry isn't delivering a product experience that will compel consumers to increase their spend."

Bright spots in the fashion industry continued to run in the athleisure segment. It has been popular for more than a few seasons. It was a \$45.9 billion market in 2016, which was an 11 percent increase over the previous year.

The NPD study also found that athletic styles highly influenced the women's lingerie market. There was an uptick in sports-influenced bralette styles. 2016 also was a good business year for some tried-and-true categories. Dresses remained a popular category. Sales increased 5 percent to \$15.6 billion. Jeans sales increased 3 percent to \$15.3 billion.

While remaining a profitable market, the athletic footwear business stumbled in the fourth quarter of 2016, according to an NPD Group survey released Jan. 30.

"For more than a decade, U.S. sales of athletic footwear have averaged about a 4 percent annual increase, but 2016 will go down as a slightly below-average year; however, given the sports retail landscape

in 2016, it is understandable why this happened," Matt Powell said. He is NPD's vice president and sports industry analyst. 2016 was the year when major footwear retailers **The Sports Authority** and **Sport Chalet** declared bankruptcy. After the first quarter of 2017, the strong athletic footwear market should regain its footing, Powell said.

—*Andrew Asch*

Sunrise Brands Partners With Eva Longoria for New Collection

Eva Longoria, the actress known for her years on the TV series "Desperate Housewives," is no stranger to fashion. Her role in the long-running nighttime soap opera portrayed her as a former model who was always elegantly dressed—even when she was living in the suburbs.

So it came as no surprise when Longoria announced she was starting her own clothing collection created for the young professional woman in mind and reflecting Longoria's busy lifestyle, which has her working as a director, producer and businesswoman.

Longoria first launched her collection last year, when it was available exclusively at **The Limited** chain of stores. But now that The Limited has shuttered its doors, filed for bankruptcy and sold off its brand name to private-equity company **Sycamore Partners** for \$26.75 million, the **Eva Longoria Collection** was relaunched for Spring 2017 with **Sunrise Brands**, a Los Angeles denim and lifestyle apparel company. The Eva Longoria Collection is available exclusively at www.evalongoria.com.

The line offers feminine details and effortless looks reflecting Longoria's personal style. The collection includes fit-and-flare dresses and peplum details as well as blouse silhouettes with dramatic necklines and sleeve details, pencil skirts, well-fitting denim, novelty fashion knits, jackets, statement tees and wear-to-work separates. The collection is available in sizes ranging from 0 to 18 (with some styles offering petite sizing) at retail price points that range from \$39 to \$159.

Key colors within the collection emphasize classic navy, corals and red, pale tones and nude, as well as feminine, understated prints. Many of the styles have an emphasis

on comfort with stretch in the fabric, which includes power knits, Ponte and four-way stretch denim. "I love working with great fabrics that are comfortable, soft to the touch and feel good against the body," Longoria said.

The next Eva Longoria Collection, for Fall 2017, is being shown at the Sunrise Brands showroom in New York City. The collection features lots of denim, military and menswear-inspired looks and fashion dresses. Longoria describes the Fall looks as

a blending of androgyny and femininity while incorporating new and exciting shapes and silhouettes.

Rachael Barnard, an executive at Sunrise Brands, said the company will be working with Longoria to expand her sense of style into other product categories.

Sunrise Brands was founded by Gerard Guez, who got his start in the apparel industry in the late 1970s with **Sasson Jeans**, started by his brother Paul Guez. "Eva is the best partner we could have asked for," Gerard Guez

said. "She is an intelligent entrepreneur and spokesperson whose talents span from design and style to acting and producing."

Sunrise Brands previously operated under the name **Tarrant Apparel Group**, which became a publicly traded company in 1996. Guez changed the company name to Sunrise Brands in 2009, returning it to a privately held company and establishing a number of licensing deals and partnerships. In 2003, Guez acquired the **Sevens7 Denim** license and that same year launched **American Rag Cie** as a private label sold exclusively at **Macy's**.

Three years ago, Sunrise Brands acquired the **Melissa McCarthy** license to make clothing for plus-size women.—*D.B.*



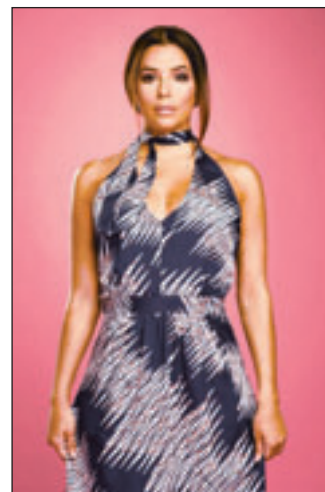
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Eva Longoria wearing a dress from her Eva Longoria Collection



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Wet Seal *Continued from page 1*

YM—which owns juniors retail chains that operate under the nameplates of **Stitches**, **Sirens** and **Suzy Shier**—submitted its bid by the Feb. 28 deadline stipulated by the U.S. Bankruptcy Court in Delaware. But Gordon Brothers came back with a higher price, which must be approved by a bankruptcy judge.

Gordon Brothers is known for liquidating store merchandise when retailers fall on hard times but also has a brand-investing division. In the past, the Boston-based company has acquired failing retailers such as the **Sharper Image** and **Polaroid**.

“Despite the increasing challenges facing teen retailers, we at Gordon Brothers strongly believe in the long-term viability of the category,” said Ramez Toubassy, president, brands, in a statement. “Our plan for Wet Seal is to rebuild and reposition the brand and develop a unique new business model to best position it for future success.”

When The Wet Seal filed for bankruptcy, **Hilco Streambank** was retained to market and sell The Wet Seal’s intellectual-property assets. Included in the sale are trademarks, domain names, customer databases and the e-commerce platform.

The Wet Seal’s online site is temporarily shut down with this message on its home page: “Thanks, Babe, It’s Been Real.”

The Wet Seal, headquartered in Irvine, Calif., has been slowly drowning in debt over the years. The teen retailer emerged from bankruptcy two years ago after being sold to an affiliate of **Versa Capital Management** for \$7.5 million and \$20 million debtor-in-possession financing.

At its height, the shopping mall-based retail chain, which sold young contemporary clothing, operated more than 500 stores in 48 states.

The company also operated 54 stores under the Arden B nameplate, but that chain was closed in 2014 with 31 of the locations being converted into plus-size fashions under The Wet Seal label. In fiscal 2013, Arden B had \$60.4 million in sales, which represented 11 percent of the company’s revenues.

After emerging from its last bankruptcy in 2015, The Wet Seal downsized its footprint to 170 outposts. Two weeks before announcing its bankruptcy this February, The Wet Seal notified the state’s Employment Development Department that it was laying off 148 employees, effective March 20. ●

Calendar

March 13

LA Fashion Market
California Market Center
Cooper Design Space
The New Mart
Gerry Building
824 Building
Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through March 16

Brand Assembly
Cooper Design Space
Los Angeles
Through Jan. 18

Designers and Agents
The New Mart
Los Angeles
Through March 15

ALT
Contemporary Curves
Emerge
Select
Transit
California Market Center
Los Angeles
Through March 15

LA Kids' Market
California Market Center
Los Angeles
Through March 16

Coeur

California Market Center
Los Angeles
Through March 15

Capsule

Axis at Capsule
California Market Center
Los Angeles
Through March 14

Source British

California Market Center
Los Angeles
Through March 14

March 14

Art Hearts Fashion
Beverly Hilton
Los Angeles
Through March 18

March 16

Marcum Retail Symposium
JW Marriott
Los Angeles

March 18

Fashion Week El Paseo
Harsch Investment Properties Tent
at the Gardens
Palm Desert, Calif.
Through March 25

March 20

Coast
Track One
Nashville
Through March 21

March 22

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through March 25

FIG

Fashion Industry Gallery
Dallas
Through March 24

March 23

Imprinted Sportswear Show
Atlantic City Convention Center
Atlantic City, N.J.
Through March 25

March 28

LA Men's Market
California Market Center
Los Angeles
Through March 29

CALA

Fort Mason Center
San Francisco
Through March 29

Globalshop

Mandalay Bay
Las Vegas
Through March 30

March 29

DG Expo Fabric & Trim Show
Doubletree Hotel
Miami
Through March 30

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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LOS ANGELES FASHION WEEK CALENDAR: FALL 2017

Los Angeles Fashion Week events begin on March 8 and run through March 19. The calendar will be updated as events are added. Please note, many fashion week events are invitation-only. Please check with event organizers for further information.

MARCH 8

Style Fashion Week opening reception at the Skybar at the Mondrian Hotel, West Hollywood, Calif.
8–11 p.m.
www.stylefashionweek.com

MARCH 9

Style Fashion Week cocktails and marketplace at the Pacific Design Center, West Hollywood, Calif.
5 p.m.
www.stylefashionweek.com

Style Fashion Week runway show featuring Malan Breton at the Pacific Design Center, West Hollywood, Calif.
7 p.m.
www.stylefashionweek.com

Runway show TBA at the Pacific Design Center, West Hollywood, Calif.
9 p.m.
www.stylefashionweek.com

MARCH 10

Style Fashion Week cocktails and marketplace at the Pacific Design Center, West Hollywood, Calif.
5 p.m.
www.stylefashionweek.com

Style Fashion Week runway show featuring Commattee, Shahida Parides, Moods of Norway at the Pacific Design Center, West Hollywood, Calif.
7 p.m.
www.stylefashionweek.com

Style Fashion Week runway show featuring David Tupaz, Richard Hallmarq, Mario De La Torre at the Pacific Design Center, West Hollywood, Calif.
9 p.m.
www.stylefashionweek.com

MARCH 11

Style Fashion Week cocktails and marketplace at the Pacific Design Center, West Hollywood, Calif.
5 p.m.
www.stylefashionweek.com

Style Fashion Week runway show featuring Disco Panda, Ydamys Simo at the Pacific Design Center, West Hollywood, Calif.
7 p.m.
www.stylefashionweek.com

Style Fashion Week runway show featuring Eddie Eddie By Billy Tommy, Bijan Andre, WANGLILING at the Pacific Design Center, West Hollywood, Calif.
9 p.m.
www.stylefashionweek.com

Art Hearts Fashion Week opening VIP party at Le Jardin, L.A.
10 p.m. doors open, guest list closes at 11 p.m.
www.artheartsfashion.com

MARCH 12

Fashion Week LA swim and activewear runway show at Mama Gallery, downtown L.A.
4 p.m.
fwla.com

Style Fashion Week cocktails and marketplace in collaboration with Cirque Du Soleil's "Zumanity" at the Pacific Design Center, West Hollywood, Calif.
5 p.m.
www.stylefashionweek.com

Nicole Miller pop-up charity event at Nicole Miller, West Hollywood, Calif.
6 p.m.
www.artheartsfashion.com

Style Fashion Week runway show featuring Thomas Wylde at the Pacific Design Center, West Hollywood, Calif.

7 p.m.
www.stylefashionweek.com
Style Fashion Week runway show featuring Honee, Adrian Alicea at the Pacific Design Center, West Hollywood, Calif.
9 p.m.
www.stylefashionweek.com

MARCH 13

Fashion Week LA press preview at Liason, Hollywood, Calif.
6–10 p.m.
fwla.com

Fashion Week LA men's runway at Mama Gallery, downtown L.A.
7 p.m.
fwla.com

MARCH 14

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
6 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show featuring Hale Bob, Dair By Odair Pereria, Danny Ngyen Couture at the Beverly Hilton, Beverly Hills
7 p.m.
www.artheartsfashion.com

Fashion Week LA prêt-à-porter runway show at Mama Gallery, downtown L.A.
7 p.m.
fwla.com

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
8 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show featuring Usama Ishtay, Kenneth Barlis, Sen Couture at the Beverly Hilton, Beverly Hills
9 p.m.
www.artheartsfashion.com

MARCH 15

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
6 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show featuring Lily Marotto, Jonathan Marc Stein, Charles and Ron at the Beverly Hilton, Beverly Hills
7 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
8 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show featuring Rich By Richie Rich, Fernando Alberta Atelier, Mister Triple X By Erik Rosete at the Beverly Hilton, Beverly Hills
9 p.m.
www.artheartsfashion.com

MARCH 16

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
4 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show presented by Curvy Couture featuring Kiyonna Clothing, Norahs Khan Designs, Philthy Ragz, Burning Guitars Gear at the Beverly Hilton, Beverly Hills
5 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
6 p.m.
www.artheartsfashion.com
LA Fashion Week live-streamed opening reception at the W Hollywood, L.A.
7 p.m.
lafw.net

Art Hearts Fashion Week runway show featuring Lil Jewels

Boutique, Arzamendi Style, 21 Reasons Why By Madeline Stuart, Willfredo Gerardo at the Beverly Hilton, Beverly Hills
7 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
8 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show featuring Albert Fontanilla, House of Byfield, Stello at the Beverly Hilton, Beverly Hills
9 p.m.
www.artheartsfashion.com

MARCH 17

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
4 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show presented by Best Talent Group featuring Monnalisa, Art Institute of Hollywood, Jessie Liu at the Beverly Hilton, Beverly Hills
5 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
6 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show featuring Lisa Nicole Collection, Adolfo Sanchez, Dahil Republic of Couture, Adolfo Sanchez at the Beverly Hilton, Beverly Hills
7 p.m.
www.artheartsfashion.com

LA Fashion Week runway show featuring Hardeman at the W Hollywood, L.A.
8 p.m.
lafw.net

Art Hearts Fashion Week cocktail reception and art gallery at the Beverly Hilton, Beverly Hills
8 p.m.
www.artheartsfashion.com

Art Hearts Fashion Week runway show featuring Resty Lagare, Rocky Gathercole, Elie Madi at the Beverly Hilton, Beverly Hills
9 p.m.
www.artheartsfashion.com

LA Fashion Week after party at the W Hollywood, L.A.
10:30 p.m.
lafw.net

MARCH 18

LA Fashion Week runway show featuring Grayscale at the W Hollywood, L.A.
6:30 p.m.
lafw.net

LA Fashion Week runway show featuring Sav Noir at the W Hollywood, L.A.
8:30 p.m.
lafw.net

LA Fashion Week runway show featuring Vicken Derderian at the W Hollywood, L.A.
9:30 p.m.
lafw.net

Art Hearts Fashion Week closing gala and fashion festival at Unici Casa, Culver City, Calif.
10 p.m.
www.artheartsfashion.com

LA Fashion Week after party at the W Hollywood, L.A.
10:30 p.m.
lafw.net

MARCH 19

LA Fashion Week runway show featuring Candice Cuoco, Vanessa Simmons at the W Hollywood, L.A.
8 p.m.
lafw.net

LA Fashion Week after party at the W Hollywood, L.A.
10:30 p.m.
lafw.net

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CREDIT MANAGER
RITA O'CONNOR

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www.apparelnews.net
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Jacobson's FashionLink Showroom Moves to New Mart

Peter Jacobson is putting the finishing touches on his new **FashionLink** showroom on the 10th floor of **The New Mart**.

The 3,000-square-foot corner space has white gallery walls and wraparound windows with a panoramic view of Los Angeles—including Southern California's snow-capped mountains. Jacobson and his team moved to the new showroom in January and immediately began renovating the space. New air conditioning was added, glass walls were installed in Jacobson's office and in the kitchen, and there are new display fixtures and new lighting. In the days leading up to the March 13–16 run of **Los Angeles Fashion Market**, Jacobson was waiting for new speakers to be installed and new racks to arrive from Italy.

"We stripped everything down and started again," Jacobson said. "More than anything, I wanted this to be a comfortable space for customers with good, accurate lighting and the fabulous service that we're known for."

To celebrate the new space, Jacobson and his team will host a cocktail party in the new showroom on March 13 from 5 to 7 p.m.



Peter Jacobson

not sell his collections to e-tailers or department stores, preferring to focus on better specialty stores across the country.

"I very much believe in brick and mortar. That's our focus," he said. We focus on an interesting niche, which is above normal contemporary and below designer. We end up in a lot of top designer stores because our product has that quality."

FashionLink's collections range in wholesale price from a \$30 T-shirt to a coat priced in "the high 4s," Jacobson said. But the general wholesale price range is \$75 to \$225.

"We're pushing the envelope way beyond much of the market," Jacobson said. "Our whole focus is finding unique product that isn't a duplicate of what the stores have. I believe the stories are bored. They need real excitement—whether that's the design, the fabric, a detail, the look or a trend. They want something special that sets their store apart and helps the customer come back and ask for more of that brand."

Jacobson and his team select key items from each collection to make sure each piece is a good fit for the American market.

"As distributors, we have to focus on what's correct for the

market," he said. "Sometimes less is more. Especially in America, buyers prefer to see the best. That's why we're here. We know and understand the American market."



FASHIONLINK TEAM: David Avanes, Quenna Lau, Eaden Aberas, Aggi Roselli, Peter Jacobson, Birgit Jacobson and Perseus Laurent

Jacobson moved to The New Mart after his lease expired on his second-floor showroom at the **California Market Center**. Jacobson spent 35 years at the CMC, eventually expanding his showroom—originally called **Creative Concepts**—into 2,200 square feet. When he first opened his showroom, Jacobson focused on contemporary fashions made by California designers. In 2008, he opened FashionLink to be a distribution company for European lines. Today, all he carries are European collections, including **Beate Heymann Street Couture**, **Aventures Des Toiles**, **Cristina Gavioli**, **Indies**, **European Culture**, **Avantgar Denim**, **Henry Christ Cashmere**, **Pepito's** and **Ana Alcazar**.

"FashionLink has become the face of the business," Jacobson said. "Many customers still know us as Creative Concepts. That was a sales organization. FashionLink is a distribution company."

Through FashionLink, Jacobson has found a niche in the market for higher-end fashions with a unique look. Jacobson does

not sell his collections to e-tailers or department stores, preferring to focus on better specialty stores across the country.

The U.K.-born Jacobson got his start selling clothing—first denim, then men's belts, shirts and ties and eventually suits—on London's West End. He went to work for European retailers such as **Marks & Spencer** in London and **Galleries Lafayette** in Paris. When he moved to Los Angeles, he worked as a buyer for **Federated Department Stores'** iconic **Bullocks Wilshire** store before switching to showroom management and then opening his own showroom at the CMC (then called the **CaliforniaMart**).

"I'm excited about moving to The New Mart," Jacobson said. "I've seen a lot of old friends and new friends we've never met before. And we've had some nice visits from our existing customers."

FashionLink is located in suite 1011 at The New Mart. For more information, call (213) 627-1235 or visit www.fashionlink.org.—Alison A. Nieder

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NEW SHOWROOMS

JOYCE SNYDER SALES
A337

Asian Eye Scarfs *Updated*

Belldini *Updated*

Cherishh *Updated*

Heart of Haute *Updated*

Plum and Thread *Updated*

Variations *Updated*

PERSNICKETY CLOTHING
COMPANY

A648
Persnickety Clothing Company
Children's

ACCO LTD
A1147/1155

Acco Ltd *Textiles*

QIQI APPAREL INC.
A1149

QIQi *Textiles*

KIKO LEATHER CO.
B511

Kiko Leather Co. *Young
contemporary*

BASIL & LOLA
B536

Everleigh *Contemporary*

SAMIL SOLUTIONS
B717

Samil Solutions *Textiles*

LUXEPHIL
B809

Luxephil *Juniors*

G-TEX APPAREL INC.
C1161

G-TEX Apparel Inc. *Textiles*

NEW LOCATIONS

JEWELRY & GIFTS

Relocated from A1089 to A338

Jewelry & Gifts *Fashion accessories*
JGI Jewelry *Fashion accessories*

PROVEN LUXURY

Relocated from A1092 to A1087

Extreme Leather *Fashion accessories*

KAIi

Relocated from B530 to A1165

Kaii *Contemporary*

MAC & LOU

Relocated from A1082 to B526

Milan Franeta *Contemporary*

Murcia Marin *Contemporary*

Nolabel Italia *Contemporary*

Rockertype *Contemporary*

Sheen *Contemporary*

ACCESSORIES

ROXSTAR

A342

Laura Alexander *Jewelry*

BY DEBBIE OF CALIFORNIA

A1002

Barry Owen

ROMY M

A1083

Beatrice Rocks *Jewelry*

Riki & Romi *Handbags*

UPDATED WOMEN'S
COLLECTIONS

SHARON KOSHET SALES

A303/304

Avani del Amour

LISA LENCHNER

A307

Benares

Color Works

MELODY FAST SALES

A313

Linit

Manta del Lago

J V ASSOCIATES

A314

Shana Apparel

SHEILA LOTT SALES

A325

Bashara Imports

Komil

KAREN GEORGE & COMPANY

A394

Einii

True

WOMEN'S CONTEMPORARY

DAKOTA SHOWROOM

A593

Colourful Rebel

Game Day Divas

THE PARK SHOWROOM

B477

22/7

Gudrun + Gudrun

Res Denim

Sugar

Synergy

SEASON AFTER SEASON

B498

Mitchell Evan

Urvin

L ON 5

B503

Emelia

Dimmatin

Jilliper

STRATEGY LA

B520

Kay Celine

Komarov

Side Stitch

Skovhuss Denmark

PERLMANREP

B535

Black Tape

C & C California

IKKS Paris

Toby Heart Ginger

KIDS' & MATERNITY

MINI MOD MODE

A601

Jeux de Bebe

THE GLITTER BOX

A602

Maeli Rose

BUTTERSCOTCH KIDZ

A605

Bamboo & Love

Brave Bonnets

Calibeth/Kids

Ettel Bettel

LOLA JO SALES

A607

Chalk Pearl

Copper Pearl

Holly & Beau

Real Shades

ELOISA & MIA

A611

Bee Funny Baby

Elegantbaby

Foamology

Little Blue House by Hatley

Noodle & Boo

KATIE KIDS/JAMARI

INTERNATIONAL LTD.

A645

Nununu

WEST COAST MATERNITY

A652/692

Isabella Oliver

REBECCA EBERSHOFF

A656

Mini A Ture

KIDILIZ GROUP

A675

Tartine et Chocolate

KIDS DU MONDE

A678

Jusbe Kids

RANDEE'S SHOWROOM LLC

A679

Miles Baby

River + Rosy Hair Accessories

BOW & ARROW SHOWROOM

A683

Lion of Leisure

Milky

SHAYNA MASINO SALES

A689

Mia New York

SMALLSHOP SHOWROOM

A692

Lelli Kelly

Tiny Trucker Co.

PAPERDOLL STYLE

A698

Ashira

Little Layla

The New Mart

127 E. Ninth St.

NEW SHOWROOMS

ACCESSORY HEADQUARTERS

Suite 503

Carlos Falchi

Catherine by Catherine Malandrino

CXL by Christian LaCroix

Go! SAC

Hayden by Hayden-Harnett

Joan Vass

CRAYOLA SISTERS
Suite 1003

B. Hadakisumo

Barbosa

Caraucci

Hanna

Hipstirr

Rising Tide

Saga

Vanite Couture

NEW LOCATIONS

EMBLEM SHOWROOM

Relocated from Suite 407 to

Suite 707

Ashley Michaelsen

Elle Zeitoune

Magdalena Duma

Micha Designs

Pelle d'Arte Leather

Pygmees

Silvana K Jewelry

Talina Hermann

The Shanti Butterfly

TOV

Zhivago

A LA MODE SHOWROOM

Relocated from Suite 407 to

Suite 707

Cleokai

Dirtee Hollywood

Frenzii

Hidden Heart

Hourglass Lily

IDI

Lily

Lumiere

Sentimental NY

Xinki

NICHE SHOWROOM

Relocated from Suite 400 to

Suite 901

Acrobat

Billy T

Fate

Leola

Lysse

Parker Smith

Skinny Tees

Tiff and Jen

Zacasha

BARBARA JAMES SHOWROOM
Relocated from Suite 1007 to

Suite 907

Adelyn Rae

Coin 1804

Foxiedox

Fraiche by J

Rebecca Elliot

THE GIG SHOWROOM

Relocated from Suite 907 to

Suite 1005

Blush Lingerie

Calvin Klein *Men's underwear*

Clo Intimo

Invisibelt

Miraclesuit *Shapewear*

Private Arts

TC

Tommy Hilfiger *Men's underwear*

and sleepwear

Tommy Hilfiger *Women's underwear*

and sleepwear

Tommy John

WG

NEW LINES

10ELEVEN

Suite 135

Kule

Soft Joie

Tabula Rasa

The Mighty Company

MICHAEL BUSH LA-APPAREL

Suite 406

Laura Hlavac

BY DESIGN

Suite 510

By Design

KARMA SHOWROOM

Suite 600

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Bobeau, Central Park West, Endless Rose,
French Connection, Gentle Fawn, Hammitt,
Metric Knits, TOMS

Dates are subject to change. | ©2017 AMC, Inc.



AmericasMart Atlanta



NEW LINES

JOKENSTYLE SHOWROOM

Suite 607
Celine Dion Collection

HASSON COSTA

Suite 700
Bishop and Young
Naadam

DIAL M

Suite 715
Greening the Blues

TREND REQUEST

Suite 803
Dual Nature
Good Luck Gem
In Spades
Know One Cares
Lime Blue
Mellow Day

SHOWROOM SHIFT

Suite 806
Stella Carakasi
Yoshi Yoshi by PJ

STRUT LA

Suite 807
Mishky

BERNADETTE MOPERA & CO.

Suite 813
Emily and Fin

S.A.M. SHOWROOM

Suite 906
The Ruse
Twenty

THE LANDA SHOWROOM

Suite 1001
Another Love
Wanderlux

BRANDY GARRISON

Suite 1002
Jade

MARY MINSER SALES

Suite 1005
Junge

FASHIONLINK/CREATIVE

CONCEPTS
Suite 1011
Henry Christ

RANDE COHEN SHOWROOM

Suite 1103
HOM Venice
Iola & Sophie

VONDERHEIDE SHOWROOM

Suite 1200
Knockout Panties
Ruti

LYNN GIRARD SHOWROOM

Suite 1203
COA

M GROUP

Suite 1207
Buffalo Jeans *Belts and cold weather*

Kate Spade *Belts and cold weather*
Fila Socks

Cooper Design Space

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NEW LOCATIONS

IT'S ALL ABOUT THE GIRLS
Relocated from Suite 412 to
Suite 513

NEW SHOWROOMS

THE LOCALE GROUP

Suite 209
Isla
La Maison Talulah
Stevie May

IRO

Suite 533
BAND OF GYPSIES
Suite 1029

Gerry Building

910 S. Los Angeles, St.

NEW SHOWROOMS

JINNO INTL. USA

Suite 402B

JULIYN TAYLOR SHOWROOM

Suite 503

Lilybod
Miel
Rese Active
Sukishufu

SHEIN

Suite 706

COCO MELODY
Suite 801-802

Academy Awards

843 S Los Angeles St.

NEW SHOWROOMS

SIMMONS PR

3H

ELR MEDIA GROUP
3N

NEWS

Shahid to Lead LAMM Trade Show

Longtime assistant show director Sannia Shahid was recently named show director for the **Los Angeles Men's Market**. She will run the upcoming LAMM, which is scheduled for March 28–29 in the **California Market Center** showroom building in downtown Los Angeles.

Shahid has worked at the show since it started in 2013 as a vehicle for 30 brands on the fourth floor of the CMC. She forecast that more than 100 vendors will exhibit at the show, which



Sannia Shahid

now runs at an events space on the "B" wing of the showroom building's 10th floor. The independent, biannual show focuses on Summer and Holiday seasons, compared to the great majority of shows, which show Spring and Fall seasons.

Shahid follows LAMM founder Kellen Roland, who formerly served as show director and is now director of U.S. sales for accessories company **Herschel Supply Co.** The Vancouver, B.C.–headquartered company acquired Roland's sales company **The NTWRK Agency** in January for an undisclosed amount.

Roland said that Shahid will foster growth at LAMM. "She's played a significant role in the show for many years and has the knowledge and experience to keep elevating the

show," Roland said. "She has a keen eye for style and aesthetic that keeps the show fresh and exciting."

For the upcoming LAMM, a new section called Gentlemen's Club will take a bow, Shahid said. It will focus on men's grooming, skin care, and oils and soaps. For its previous show in October, LAMM debuted a section called What's Next. The returning section is devoted to emerging brands with a

limited wholesale distribution and to those who focus on direct sales.

Buyers visiting past shows have included specialty stores with big fleets such as **Tilly's**, **Zumiez** and **Pacific Sunwear**. But LAMM focuses on independent, high-end men's boutiques such as **Need Supply Co.**, **Machus** and **Premier**. LAMM flies in more than 50 retailers to the show, Shahid said. She forecast growth for the show. "We'd love to expand each category," she said. "Maybe we can export it to different cities or different countries."

She also will continue to focus on service to vendors and show attendees. "I'm not selling you a booth," she said. "It's about building a lasting relationship. That's what matters."—*Andrew Asch*

MARCUM RETAIL SYMPOSIUM

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The **Marcum Retail Symposium** - presented with the California Fashion Association - will provide various industry perspectives to help retailers and manufacturers adapt to the changing technological landscape and a new generation of consumers.

This complimentary event is expected to draw **over 200 retailers, manufacturers and industry service providers**. The program will feature keynote speaker, **Robin Lewis**, author of "**The Robin Report**," a print and online resource for unbiased analysis of industry-wide issues, trends and consumer behavior. Robin has 40+ years of strategic operating and consulting experience in the retail and related consumer products industries. The keynote will be complemented by a panel of industry experts who will discuss the shifting behaviors of consumers and the trends that will influence the future.

Industry Expert Panelists

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- **Louis Mastrianni**, Managing Director of JP Morgan Chase
- **Andrew Rotondi**, Chief Operating Officer of Dynamic Worldwide

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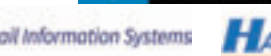
marcumevents.com/monthly-events/marcum-retail-symposium

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What's Going On With Westfield's Massive Topanga Project?

In September 2015, **Westfield** unveiled a \$350 million **The Village at Westfield Topanga** project adjacent to its luxe **Westfield Topanga** mall, 26 miles northwest of downtown Los Angeles. While wrapping up this project, the international mall giant was in the midst of planning an even bigger project in the Topanga area.

The Project, called **Promenade 2035**, plans to construct a "downtown"-style live/shop/en-

space will be a Promenade Park, sort of a village green. It is proposed to be the center of the project. Open space details also will feature separate pocket parks and courtyards.

The project is currently under an environmental review, and no date has been set for the completion of the review, said Yeghig Keshishian, a spokesperson for Los Angeles' Department of City Planning. Proposed construction of the project is scheduled for several phases before the entire project is scheduled to wrap up 17 years from now in 2034, according to documents from the Planning Department. Westfield forecasts that the project will create 12,500 jobs during its multiyear construction.

Another mall slated to go through a massive remodel is the **Laguna Hills Mall** in South Orange County. It not only will go through a name change, but it will also transform its look from being a conventional indoor mall built in the 1970s to a live/shop/entertainment center named **Five Lagunas**. It is intended to draw visitors from surrounding districts Laguna Beach, Laguna Hills, Laguna Woods, Laguna Niguel and Laguna Canyon.

Scheduled to open in 2018, according to media reports, the space will offer 988 residential units, a cinema complex with more than 2,000 seats, 155,000 square feet of retail space and an estimated 40,100 square feet for fitness studios, according to documents from the city of Laguna Hills.

Merlone Geier Management LLC is developing the Five Lagunas. The space will also feature a one-acre park.—*Andrew Asch*

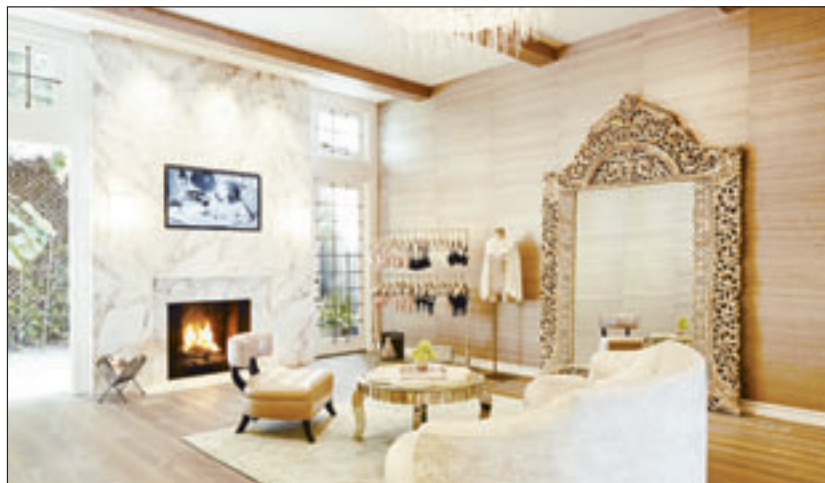


A Promenade 2035 rendering

tainment district in the 34 acres on the mostly empty The Promenade mall, located on the corner of Topanga Canyon Boulevard and Erwin Street.

Westfield has a lot of space to play with, and the company plans to put a lot of different features in the space. Proposed are 572 hotel rooms, 1,432 residential units, a 15,000-seat entertainment and sports center, and 244,000 square feet of retail and restaurants. Shops will feature neighborhood style retail such as groceries and pharmacies as well as boutiques.

The project also will feature seven acres of open space with 500 trees. The focus of the open



NAKED PRINCESS

Naked Princess Moving Out of Flagship

The **Naked Princess** lingerie, loungewear and beauty label will be moving out of its sprawling West Hollywood, Calif., flagship, according to a statement from the brand. The company will focus on e-commerce and wholesale and forecast that it would open a pop-up shop at the end of 2017. The brand will continue to run a boutique in the resort town of Whitefish, Mont., as well as its website (www.nakedprincess.com).

In 2014, Naked Princess moved into the flagship, located on 653 N. La Cienega Blvd. The place is across the street from the Melrose Place designer shopping street, which features boutiques for **Monique Lhuillier**, **The Row**, **Carolina Herrera** and **Marc Jacobs**. It also is a couple of blocks away from the burgeoning shopping enclave of Melrose and La Cienega, which is the address for an **Alice and Olivia** by **Stacey Bendet** shop as well as emporiums for **Rag & Bone** and **Lululemon Athletica**.

The multi-floor, 6,000-square-foot boutique was previously occupied by the **Catherine Malandrino Maison** shop, which sold the designer's collections and one-of-a-kind items.

Naked Princess offered bras, panties, camisoles, pajamas, bathrobes, beauty products and gifts at the genteel house, which was set back from busy La Cienega traffic by a large, shaded patio with picnic tables. The flagship also featured a VIP lounge and a garden and hosted some private events.

Naked Princess is running a sale before moving. The last day of the sale is scheduled for March 11.—*A.A.*

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Fall/Winter 2017

Activewear Insight by Trendstop

Global fashion forecasting agency Trendstop gave us the insider lowdown into the latest activewear trends impacting the industry for the Fall/Winter 2017–18 season. Fresh from Europe's premiere outdoor and activewear event, Ispo in Munich, these key themes will be essential in influencing

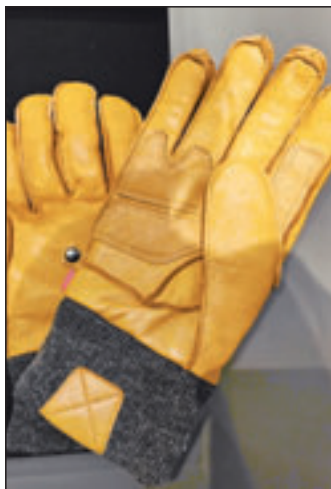
the performance apparel and accessories markets. Dusted surfaces and sandy earth tones reference desert expeditions and a back-to-nature ethos while creative padding and placement type illustrate the season's performance-focused advancements.



Columbia

Desert Sands

Earthy tones take inspiration from desert sunrises and arid landscapes. Natural tan suede and butter-soft leathers work especially well for outdoor footwear and accessories applications while warming up the winter palette.



Rab



Han Wag



Mountain Hardware



Houdini

Dusted White

Hot off the menswear catwalks, dusted off-white tones stand out among the traditional activewear brights. Tactile fabrications soften icy color infusions while single color looks with self or tonal trims have a rustic-meets-performance sensibility.



Jack Wolfskin



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Organic Elements

Outdoor adventures influence the use of natural fabrics and fibers. Untreated denims and cotton fuse utilitarian functionality with an organic approach that taps into the sustainable mindset. Forest tones, cork paneling and leather trims reinforce the “nature trek” vibe.



Fjällräven Kanken



Berg



Berg

Looking for more trend insight? For Activewear Directions, email info@trendstop.com for details. For more information about Trendstop, visit www.trendstop.com.

Creative Paddings

The padded jacket, a huge influence on the fashion market, continues to demonstrate performance wear’s strong crossover appeal. Surface pattern experimentation such as embossing, mix-and-match quilting and blocked panels update core styles.



8848



Black Yak



Emporio Armani

Hidden Message

Print and pattern speak a graphic language as brand messages become integrated into garments. Careful placement and subtle contrasts add a surprise element to outerwear while tonal embosses and embroidery put a sophisticated spin on performance detailing.




J. Lindberg



Colmar



Casal



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TRENDS

Swarovski Looks to Spring/Summer 2018 for 'New Perspectives' Trend Forecast

The macro-trend for the Spring/Summer 2018 season is "disruption." That was the word from Austrian crystal maker **Swarovski**, which presented its Spring/Summer 2018 forecast—titled "New Perspectives"—on March 8 at the **Tuck Hotel**, a newly opened boutique hotel in downtown LA's fashion district.

"Technology is affecting everyday lives. We need to find connectivity in one another and find it in our clothing," said Libby Hirst, head of sales for Swarovski. "Today, as we celebrate International Women's Day, we applaud all shapes and sizes. We are also seeing gender neutrality and we also have a disruption of age and norms. We are truly disrupting as never before."

For Spring/Summer 2018, Swarovski presented four trends:

- **Gang Star**, a '90s-inspired trend that includes athleisure and a bright color palette. Look for bold, chunky jewelry, messages in jewelry, dark florals, logos and faux logos. This trend includes "ungendered" clothing and head-to-toe adornment.

- **No Normal** features an "un-traditional" and "un-normal" color palette. Minimalism and maximalism are blended to create a look that is "off kilter" and "off balance." The look features new



No Normal



Spellbound



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Gang Star

silhouettes and details such as knotting and roping to show the underside of the garment as well as an emphasis on functional details.

- Hacked Nature includes organic shapes and unusual surfaces. This colorful trend accents the technological advancements in nature. Look for print-on-print details and bright, bold botanicals.

- Spellbound takes a new look at “mystic metallic.” Metalwork takes on a gothic, spike form.” Look for “melted metals” and “black on black on black” designs as well as



Hacked Nature

iridescent “oil-slick” finishes and a mix of high-gloss and brushed surfaces.

Swarovski also introduced several new products including the Shiny Lacquer Pro Effect crystals, featuring a clear crystal with a color back, which gives the crystal a cloudy look. This also includes several variations on turquoise shades. Other new items include a stingray skin-inspired technique called Crystal Galuchat and iridescent pearls in dark and light blues.

—Alison A. Nieder

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UCLA Forecast *Continued from page 1*

UCLA Anderson Forecast.

Jerry Nickelsburg, a senior economist with the forecast group and an adjunct professor of economics at the **UCLA Anderson School**, notes that no one is sure what Trump plans to do about the 10 million illegal immigrants in the country but he keeps threatening to do something.

"The changed rules of engagement by immigration have sent a chill through the immigrant community," Nickelsburg said. "We don't know what is going to happen, but we do know that it can cause people to withdraw from the labor force, at least temporarily."

In California there are four areas where immigrants primarily work. They are in gardening and minor home maintenance, construction, agriculture, and nondurable goods manufacturing, which includes the apparel industry.

If there were forced deportations, the agriculture industry would take a big hit with a significant reduction in the production of food, food processing and particularly in the preparation of meat products. The report said residential construction and garment manufacturing would also be adversely hit.

"This is a risk that will be watched closely and, were it to become more of a reality in the next three months, will lead to a downward revision of the economic forecast," Nickelsburg wrote.

Another dent to the state economy will be to the tourism industry. With a new travel ban imposed on certain foreigners and the rising value of the dollar, the number of tourists coming to the Golden State could decline as overseas travelers find it harder to get a visa and as travel to the United States gets more expensive.

"At the moment, the dollar is relatively stronger than many other currencies, which makes America a more expensive vacation and other countries a cheaper vacation," Nickelsburg said. "When it comes to visas, while California doesn't receive a lot of tourists from the Middle East, there are some Asian countries where tourists come from that have a significant Muslim population. The visa process is going to discourage some people because it will take more time and be more difficult to get a visa."

Furthermore, the United States now is being perceived

as less friendly toward foreigners and that will discourage some international tourists.

In 2015, the U.S. Department of Commerce said there were 17 million international travelers to California, including 7.8 million people from Mexico, 1.1 million from China, and 580,000 people from India and the Middle East. During that same year, international visitors spent \$15.2 billion, of which 64 percent was on leisure and hospitality and about 19 percent was on retail.

The strong dollar alone is expected to reduce the number of foreign tourists coming to California by 5 percent this year and 1.1 percent next year. That translates into a loss of \$7.5 billion in direct income in 2017 and a drop of \$9.2 billion in 2018.

Delayed tax cuts

One of Trump's major rallying cries has been for a sizable cut to personal income and business tax rates. At first, UCLA economists thought this financial gift would materialize later this year, but now they believe that it will happen in the first quarter of 2018.

"With \$500 billion in [personal and business] tax cuts arriving in the first quarter of 2018, we expect a short-term growth spike that will soon fade as the economy bumps against its full-employment ceiling," wrote UCLA senior economist David Shulman.

Initially, the tax cuts will prompt a 2.8 percent increase in consumer spending this year and another 3.6 percent jump in 2018.

That, in turn, will lead to a 2.4 percent growth this year in the country's gross domestic product, a 3 percent GDP jump in 2018 and a 2.2 percent gain in 2019.

But a large tax cut will lead to a big boost in the federal

deficit, which is expected to exceed \$1 trillion in 2019 compared to \$600 billion in 2016. This will probably lead to more inflation.

Jobs should continue to grow over the next three years, with 170,000 jobs being added every month this year and next and then trailing off to 110,000 jobs a month by 2019. The unemployment rate should bottom out at 4.1 percent in late 2018 and then gradually rise.

On the inflation front, the benchmark interest rate is expected to rise with a possible

0.25 percent increase coming at the mid-March meeting of the Federal Reserve Board, chaired by Janet Yellen. Yellen has indicated in past interviews that there could be two more interest rate increases this year after March.

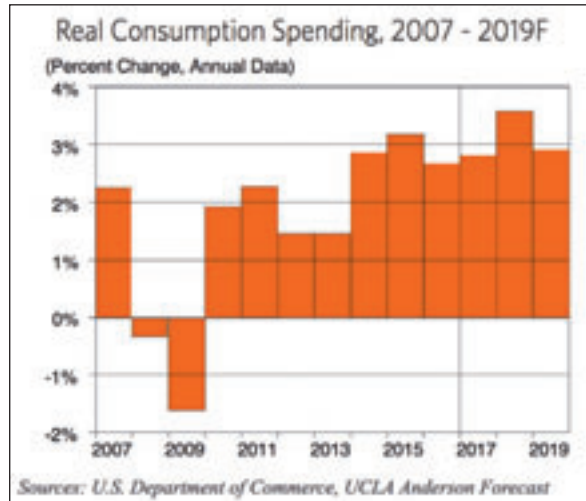
By the end of the year, UCLA Anderson economists forecast that the funds rate is expected to be near 2 percent and reach 3 percent by the end of 2018.

Higher interest rates means that the rate on a 30-year fixed-rate mortgage is forecast to exceed 6 percent by 2019, up from the current 4.25 percent and almost double the recent low of 3.5 percent.

Despite all the talk of border taxes and increased protectionism, the strong dollar and tax cuts will ignite an import boom. After increasing by only 1.1 percent in 2016, imports will inch up by 4.3 percent in 2017 and climb 7.3 percent in 2018.

But export growth will be minimal as the strong dollar and retaliation from the administration's protectionist views will limit export opportunities in the aircraft and agricultural sectors, UCLA economists said.

Also, a trade war with Mexico could harm the U.S. and California economies. In 2015, the United States exported \$236 billion in goods and services to Mexico while importing \$309 million. ●



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So Cal Retailers Anxious Over Travel Ban

Anxiety over a “Trump Slump” in tourism to the United States has become an issue, and California retailers have wondered if a travel ban initiated by the Trump Administration could affect them.

A leading voice for the American tourism business, Roger Dow of the **U.S. Travel Association**, made a statement against the president’s executive order, which limited travel from six majority-Muslim countries.

“It doesn’t appear that the administration fully seized the opportunity to differentiate between the potential security risks targeted by the order and the legitimate business and leisure visitors from abroad who support 15.1 million American jobs,” Dow, the association’s president and chief executive officer, said in a March 6 statement. The Attorney General from the state of Hawaii filed a suit on March 8 to stop the ban in part because it would hurt the island state’s

tourism. Attorneys General for the states of Washington, Oregon and New York also started motions to upend the ban, according to media reports.

The ban was ordered months before late summer, when crowds of visitors from Persian Gulf countries traditionally visit Los Angeles and Orange counties. They have been known to spend large sums of money at high-end stores. Some retailers have characterized August as “Saudi month” for Saudi visitors’ business.

While Saudi Arabia, United Arab Emirates and other Middle Eastern countries are not part of the travel ban, Ron Robinson, founder of the **Ron Robinson** boutiques in Santa Monica, Calif., and Los Angeles, feared that the ban might push visitors away.

“There is much reporting of so many people being detained, that it creates an uncomfortable environment. People

will ask themselves, ‘Do I really want to go through that?’” Robinson said. “I don’t know if it will affect them,” he said of Middle Eastern tourists. “I don’t believe if it is a positive inspiration as they ponder a visit to our country.”

When asked for comment on a possible travel ban, **South Coast Plaza’s** Debra Gunn Downing said that 2017 would still be a good year for the luxe retail center, even if there are travel changes. Fraser Ross, owner of the **Kitross** boutique located near high-end hotels in Beverly Hills, Calif., said the tourist business is crucial for boutique retailers in an era when e-commerce business continues to skyrocket.

“Any tourist that comes to LA, we welcome them with open arms. They pump the economy more than everyone realizes that they do,” Ross said. “A lot of people would not have jobs if were not for tourists. I consider tourism bigger than Christmas.”—*Andrew Asch*

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mm@hilldun.com
Brittany Parrish, Director of West Coast Business Development
brittany@hilldun.com
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