

CALIFORNIA Apparel News

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LOS ANGELES FASHION WEEK ON WITH THE SHOWS

Los Angeles label Thomas Wylde showed its latest collection on the runway at Style Fashion Week, which kicked off the Los Angeles Fashion Week Fall 2017 fashion shows. For more from the events, see page 6.

KEN ALCAZAR

TRADE SHOW REPORT

Sprawling LA Market Draws Wide Range of Buyers

By Andrew Asch, Deborah Belgum and Alison A. Nieder

For many buyers and exhibitors, the March 13-16 run of **Los Angeles Fashion Market** was the last stop in a long trade-show season that included shows three weeks ago in Las Vegas and New York. March market in LA is typically one of the two largest of the year, but this season many exhibitors said traffic seemed lighter than usual. Nonetheless, they reported seeing key buyers from across Southern California as well as stores from the Midwest and southeastern U.S. and a few from overseas.

The retailers who did shop the show had plenty to see. In addition to the permanent showrooms at the **California Market Center**, **The New Mart**, the **Cooper Design Space** and the **Gerry Building**, there were temporary exhibitors showing at **Designers and Agents**, **Brand Assembly**, **Coeur**, **Capsule** and **Axis** as well as at the CMC's **Select**, **Emerge**, **ALT** and **Contemporary Curves** shows. This season included a new show, **Source British**, which bowed at the CMC as well.

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REAL ESTATE

Co-Working Creative Space to Open This Summer in the California Market Center

By Deborah Belgum *Senior Editor*

Construction workers are just starting to put up the walls for a new co-working area by **IgnitedSpaces**, which will take up an entire floor in one of the **California Market Center** buildings.

Matt Davis, cofounder of IgnitedSpaces, said the communal office space should be ready for occupancy by this July or August and will be geared toward companies in the fashion industry.

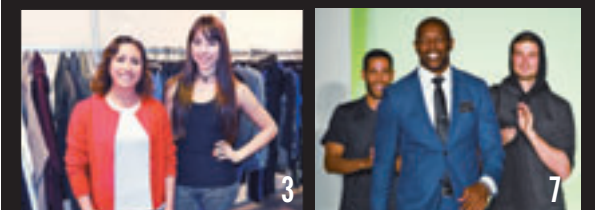
Last year, IgnitedSpaces signed a lease with **Jamison Services**, the CMC owner, for 42,000 square feet of space on the 12th floor of the "B" building. The co-working habitat basically takes up the entire floor of that building, which is one of three in the CMC complex.

"It is a hub for different apparel businesses to come together," Davis said. "We will have offices, working areas, places for events, a bar area, different types of meeting spaces and photo-shoot areas."

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INSIDE

Where fashion gets down to businessSM



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Lubov Azria Exits BCBG Max Azria as Company Restructures

With the **BCBG Max Azria Group** trying to restructure its business after filing for Chapter 11 bankruptcy protection weeks ago, the Los Angeles contemporary clothing company has replaced its chief creative director, Lubov Azria, whose husband founded the company.

Taking over as creative director is Bernd Kroeber, who has been with the company for a decade. Kroeber will be in charge of creating a new design direction for BCBG Max Azria and its other two labels: **Hervé Leger** and **BCBGeneration**, a clothing label for younger women once helmed by Joyce Azria, the daughter of Max Azria from his first marriage.

Kroeber's first collections will debut for the Spring 2018 season. He reports directly

to Marty Staff, the interim chief executive officer who replaced Max Azria, who was put on paid leave nearly one year ago.

"I am thrilled to welcome Bernd as our new creative director," Staff said in a statement. "He brings a creative aesthetic that meets the tastes of tomorrow with a complete respect and appreciation of BCBG's DNA."

Kroeber joined BCBG Max Azria in 2007 and most recently served as vice president of design for BCBGeneration, relaunching the brand with his designs in 2014. Before joining BCBG Max Azria, Kroeber was design director at **Elie Tahari** and **Strenesse**.

Two other executive appointments were made at the same time. Annette Schatz was promoted to president of global wholesale

and distributors. Previously Schatz was executive vice president of BCBGeneration and wholesale. In addition, Greg Adams was named as vice president of marketing.

BCBG Max Azria filed for bankruptcy protection on Feb. 28. The apparel venture, founded in 1989 by Max Azria, has been navigating through some tough financial waters in the past few years.

The company was trying to reduce the number of retail stores it operates in the United States and around the world but was unsuccessful in negotiating store closures with malls that held long-term leases.

With more people shopping online, several specialty-store chains have been hit hard by a lack of foot traffic. **The Wet Seal**,

The Limited and **American Apparel** have shuttered their stores or are in the process of closing doors after filing for bankruptcy and selling off their brand names.

BCBG Max Azria, whose name stands for the French phrase "Bon Chic, Bon Genre" (or "Good Style, Good Attitude"), is looking at several options to go forward. There could be a sale or merger of the company and its assets, including its brand name, or a stand-alone restructuring.

The most optimistic way to exit bankruptcy, BCBG Max Azria believes, is to focus on partner relationships, expand digital and e-commerce, keep selected retail locations, and establish more wholesale and licensing agreements.—*Deborah Belgum*

Apparel Manufacturer Sentenced to Federal Prison for Hiding Income in Israeli Banks

Masud Sarshar, known for taking an ordinary workwear brand and converting it into a colorful array of pants called **Dickies Girl**, has been sentenced to two years in federal prison for hiding more than \$21 million in income and \$2.5 million in interest in Israeli banks and avoiding U.S. taxes.

On March 13, Sarshar was sentenced in U.S. District Court in Los Angeles by Judge Philip Gutierrez, who recommended the garment manufacturer be incarcerated in **Lompoc Federal Correctional Institution**, a low-security prison for male inmates. Sarshar is to report to prison in June.

"Masud Sarshar used every trick to avoid paying his taxes. He moved his money from foreign bank to foreign bank, switched passports and had his statements smuggled to the

United States on a thumb drive secreted in the necklace of a bank manager," said Stuart Goldberg, acting deputy assistant general of the U.S. Justice Department's tax division.

Last summer, Sarshar, whose company was called **Apparel Limited**, was charged with one count of conspiracy to defraud the United States and one count of corruptly endeavoring to impair and impede the due administration of the Internal Revenue laws.

In an agreement signed July 30, Sarshar agreed to plead guilty and pay more than \$8.3 million to the Internal Revenue Service. He also agreed to be sentenced to 24 months in prison, according to a press release issued by the U.S. Justice Department. In addition, Sarshar said he would pay a penalty of more than \$18.2 million for failing to report his Is-

raeli bank accounts.

Sarshar's attorney, Edward Robbins Jr., said the investigation into the bank deposits started around April 2013.

According to the government, between 2006 and 2009 Sarshar diverted more than \$21 million in untaxed business income to accounts with **Bank Leumi**, Israel's largest bank, and a second, unnamed Israeli bank. Sarshar also earned more than \$2.5 million in interest from those accounts between 2007 and 2012.

Court documents allege that Sarshar omitted all of this income from his 2006 through 2011 individual and corporate tax returns.

Managers from the unnamed Israeli bank and Bank Leumi frequently visited Sarshar

in Los Angeles. At Sarshar's request, neither bank sent him his account statements by mail but instead delivered them in person. Bank Leumi concealed his account statements on a USB drive hidden in a necklace, the U.S. Attorney's office said. The second bank manager would meet Sarshar in his car.

At the banks' suggestion, Sarshar obtained Israeli and Iranian passports (he was born in Iran) to avoid being identified as a U.S. citizen when he entered the country.

With help from the banks, the U.S. Attorney's office said, Sarshar was able to bring back \$19 million of his assets without creating a paper trail or disclosing the existence of his offshore accounts.—*D.B.*

TECHNOLOGY

Sene Brings Tech-Enabled Suits to District La Brea

The secret to making the perfect suit involves a certain harmony; it balances how a suit fits the wearer, the materials used in the suit and its overall design/look, according to Ray Li.

Li is the chief executive officer of a suiting company called **Sene**. The New York-headquartered brand is scheduled to open a flagship in the **District La Brea** boutique compound in Los Angeles on March 22.

At the shop, located at 149 S. La Brea Ave., shoppers will enjoy a mix of traditional bespoke service and the savvy of technology-enabled fitting services. Sene stylists will strive to find the optimal fit for their clients by using tape measure and body-scanning technology. Sene suits feature slim fits, tapered pants and shorter jackets that Li called "anti-sartorialist." Otherwise, this suit is not meant to be overly dapper. It is just meant to be a good-looking suit.

But the 3-year-old brand also plans to extend its business plan with a Silicon Valley sheen. Its profits will not rely just on those who can travel to its Los Angeles flagship or its New York showroom for a fitting. Later this year, it is schedule to introduce kiosks in the San Francisco Bay Area where prospective customers can get a body scan, which will be used to make a Sene suit.

Customers also can do a fitting at their homes. After customers email the brand their measurements—such as a 32-inch waist, for example—Sene will send garments to try on to confirm their proportions. With the help of an instructional video, home customers will use the try-on garments to confirm their specific size.

After confirming sizes, Sene will make a fit profile of the consumer and a suit will be made in the brand's partner factories in America and China. About 10 to 14 days later, a suit will be delivered to the customer.

Even in an era of casual fashions, suits remain a good investment, Li said. They can transform the look of any man, he contended. Also, the market for the tech-enabled, custom suit has been growing. In

the past couple of years, Irvine, Calif.-headquartered **Combatant Gentlemen** has handled online fittings and sales for its bespoke suits and also built physical stores.

Li said that Sene seeks a different demographic than competitors in the tech-enabled bespoke market. Sene's crowd will be older, more-established men. Retail price points range from \$595 to \$795 for a suit and \$130 to \$145 for shirts. Sene also makes more-casual clothes, such as jogger pants, trousers and chinos. Its price points range from \$170 to \$195.—*Andrew Asch*



Ray Li



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LA Market *Continued from page 1*

California Market Center

Many showroom owners were bemoaning the fact there weren't as many buyers attending the latest Los Angeles Fashion Market as in previous years.

"This is supposed to be one of the busiest markets, and it has been a slow week," said Shivi Sindhu, a sales representative for **Papillon**, a womenswear line launched in Los Angeles more than 40 years ago. The company also has offices in Vancouver, Canada, where in recent years the label has shown at **Vancouver Fashion Week**.

Sindhu had seen about 22 buyers in almost three days at his third-floor showroom, with most of those on Monday. California stores were not buying as much as out-of-state retailers, he observed.

On the fifth floor, Joe Song, the owner of **Glam**, said he had seen 20 to 30 buyers during the first three days of market. In years past, he would see a minimum of 100 buyers for his young contemporary line, launched in 2000. It is all made in Los Angeles. Song said he believes all the showroom buildings in the Los Angeles Fashion District have been experi-

woman who wants to go from her office to dinner or drinks afterwards and look like she is dressed for the occasion. "I had a successful show the first time around and wanted to do the show again," she said.

At her first show, she gained two accounts—an online store and a specialty store—who have been consistent buyers. At this show, she had seen stores from the San Diego area, Los Angeles, Mexico City and Arizona.

In the penthouse, at the ALT show for athleisure and lifestyle clothing, there were only 12 companies registered to exhibit at the three-day event. Traffic was subdued because the show was tucked away behind the huge Transit shoe show.

Sweet Romeo—a New York company that makes sweaters, knit tops and activewear—was at the show for the fourth time with a double-wide booth. "For me, this show has been okay, but it seems smaller than previous shows," said Lucy Knaus, vice president of sales. She had seen only five buyers on the show's first day.

She has been exhibiting at the show because it is affordable. A 10-by-10-foot booth was only \$1,000, she said, while a similar booth at **Coterie** in New York would cost \$10,000. This is the only West Coast show in which Sweet Romeo par-

"I've been wearing the line for years," Cohen said. "You feel dressed and feminine."

This was the first market for the **FashionLink** showroom since Peter Jacobson relocated and renovated his 10th-floor showroom. Jacobson described the market as "consistently busy." Retailers from across the country, as well as a few international stores, including Japanese buyers, attended. "It's all about the product," Jacobson said. "We're retailing in stores and our customers are happy."

Although some stores reported weak business at the end of 2016, Jacobson said it appears "most of the stores were getting back on track and recommitting."

The first two days of market were the strongest, Jacobson said, but buyers continued to drop by for the rest of the week, including a few who planned to drop by on Friday.

"It looks like we're substantially up for the year—touch wood—if everything keeps going in the same direction," he said.

Buyers continued to drop by the **Niche** showroom's new location on the ninth floor through the last day of market.

"We had a good market; our numbers are up," said Suzie Hart, co-owner of the showroom.



Esther Talasazan and Audra Woods at the Romeo + Juliet showroom at the CMC



Klaret's Tina Lo at Select x emerge at the CMC



Lola & Sophie at the Rande Cohen Showroom at The New Mart



At Siblings Showroom at the Cooper Design Space, Israel Ramirez, left, and Cansu Cansever of The Handloom brand



Jared Jamin shared his line at The Annex at the Gerry Building



J.P. & Mattie at Designers and Agents



Gold Hawk at Brand Assembly



Boudov at Coeur

encing a shift in fashion-market business as buying patterns have changed. Before, buyers had to come to the showroom to see the most recent collections. Now they can get a line sheet sent to them online and view it. In addition, clothing stores are shrinking their footprint as more consumers shop online.

At the **Romeo + Juliet** showroom, the salespeople agreed that this fashion market had been slower than normal, but there were still some good orders placed. "We had our own personal meetings set up," said Esther Talasazan. They saw department stores and specialty-store buyers.

The Los Angeles label is geared toward the young contemporary woman with lots of dresses as well as leather and shearling jackets that were very popular for Fall. Everyone was saying that velvet was an extremely popular fabric for Fall/Winter.

At the **Select x emerge** show in the Fashion Theater on the ground floor of the California Market Center, some 52 companies were showing their clothing, accessories and shoes. Again, exhibitors said it was slow, but sometimes that meant quality buying.

This was the fourth time that Shab Sadeghi was showing her collection of knit dresses, T-shirts, leggings and lounge-wear launched last year under the label **Shabella**, with wholesale prices ranging from \$22 to \$65. She first attended the show last July with only five SKUs and a small table. Now she was in a much bigger booth. "This is a quiet show, but that means you have more time with buyers, and all my new accounts from this show have turned out to be solid, good relationships."

She thought the show's location was perfect because buyers parking in the building's underground structure have to pass by the theater on their way upstairs or to showrooms in other buildings.

This was the second time at the show for Tina Lo, who launched her **Klaret** label of womenswear two years ago. Her dresses, skirts and tops are geared toward the working

tipitates.

Last October, the CMC launched a new show for the plus-size market. Contemporary Curves debuted on the 13th-floor penthouse at the CMC. This season, the show got its own dedicated showroom space on the CMC's fifth floor.

Among the returning exhibitors was Anaheim Hills, Calif.-based **Kiyonna**. Vanessa Vasquez, wholesale manager, and Airica Hartsfield, wholesale associate, said they loved the new location. Vasquez said traffic was greater when the show was on the 13th floor, but it was located next to the CMC's shoe show, Transit. Vasquez said she asked that the show be located next to other apparel exhibitors.

"It is a big deal that this is strictly plus," she said. "Our mission is that women should be able to wear something amazing no matter the size. We met a lot of new stores and two people we met last time."

Other exhibitors at Contemporary Curves included **Karen Kane Woman**, **Libian** and **Heart of Haute**.

Alisa Martineau, with Heart of Haute, said she primarily met with local retailers at Contemporary Curves but saw out-of-state stores from Pennsylvania and Illinois.

Strong start at The New Mart

Traffic got off to a strong—and early—start at The New Mart, where some showrooms opted to open on Sunday, the day before the official first day of market.

Business was strong at the **Rande Cohen Showroom**, according to showroom owner Rande Cohen.

"Sunday was great. The three of us never sat down," she said. "I haven't had a Sunday like that in—maybe ever."

Cohen introduced a new line for her showroom at market, New York-based **Lola & Sophie**. Cohen described the collection as sophisticated and elegant, with a fit that works for a range of customers and a "sweet spot" wholesale price range of \$50 to upper \$80s.

Hart said prior to market, her team called and emailed retailers to encourage them to drop by. They even went "old school" and faxed reminders to stores, she said. The advance outreach seemed to be effective. Major retailers that dropped by the Niche showroom included **Bloomingdale's**, **Boston Proper** and **Dillard's** contemporary. Hart said she saw out-of-state buyers in addition to local boutiques.

"A lot of people from Chicago and the East Coast like to come this time of year," she said.

Buyers were looking for "novelty, novelty, novelty," Hart said, pointing to **Billy T** and its sister collection **Third Layer**. The showroom also represents more commodity collections such as **B Collection by Bobeau** and **Lysse**, which provide "good-looking value" for retailers.

Mixed reactions at Cooper

Opinions on the Fall '17 market were mixed at the Cooper Design Space.

The market was better than expected for Israel Ramirez of the Cooper's **Siblings Showroom**. "It was steady. It was as much as we could ask for in a March market," he said. Many retailers had wrapped up their Fall buying a few weeks earlier at shows such as **MAGIC** and its satellite events in Las Vegas and in New York, he said.

Sylvana Lankshear of the **Focus Showroom** said that she saw retailers from around the United States at the March show. "National accounts come looking for new resources—for a broader brand assortment that they wouldn't see in their home markets," she said. "We had a very busy Monday and Tuesday. We have seen a steady stream of retailers."

Joey Orsi of the **One Girl Showroom** said that traffic from independent boutiques has been declining show after show and many retailers are playing it safe. "They only do business with people they love working with and with those brands that

Byer California Closes Northern California Warehouse to Concentrate on Southern California Distribution Center

Byer California, the long-time junior-swear manufacturer headquartered in San Francisco, is laying off 99 employees as it consolidates its Northern California warehouse with its Los Angeles distribution center.

The more than 50-year-old clothing company said that fast-fashion retailers are demanding quicker deliveries, which makes it more important that Byer California gets its clothing, which is mostly manufactured in Asia, to stores sooner.

"At one time, vessels would travel from Asia and stop first in Oakland and then continue on to Southern California. So we could off-load our goods here," said Chief Executive Officer Philip Byer. "Over time, it got to the point that there weren't any vessels in the shipping lines we used that called in Oakland first. They started calling first in

Los Angeles and then coming to Oakland."

To save time, Byer California would route much of its merchandise arriving in Los Angeles trucks onto its Northern California warehouse for processing. That added an extra week.

Now much of that will be done at the company's Southern California warehouse, where 132 employees work at the facility, located in the Boyle Heights neighborhood of Los Angeles. The company will be adding 10 to 25 workers to its Los Angeles distribution center to handle more deliveries now that the Northern California distribution center is being closed.

Byer California still has a production facility in Los Angeles with a little more than 200 workers where sample sewing is done. The company has 317 employees in its San Francisco offices.—*Deborah Belgum*

Safavi Joins Caruso

Reza Safavi recently joined **Caruso**, the real estate development company that owns and manages prominent retail centers such as **The Grove** in Los Angeles, according to a Caruso statement.

Safavi will serve as the senior vice president of project management for Caruso projects such as **Rosewood Miramar Beach Montecito** resort and **Palisades Village** retail district. Palisades Village will renovate the shopping area for the affluent beach enclave of Pacific Palisades in Los Angeles. It is scheduled to open on Summer 2018. Safavi said that he spent 25 years working for **Taslimi Construction**, where he worked on projects such as the building of 240,000-square-foot **Creative Artists Agency** office, renovation of **Beverly Hilton Hotel** and the **Disney**

Animation Studios in Burbank, Calif.

"Caruso is having an unprecedented growth trajectory, which makes it such an exciting time to join the company," Safavi said. "This position offers a unique opportunity to project manage a variety of regional properties, in new lines of business, that will elevate the portfolio even further."

"I am pleased to welcome Mr. Safavi to our team at Caruso," said Corinne Verdery, Caruso's executive vice president, development. "His experience in construction and design has resulted in a unique ability to collaborate with all disciplines of a team, from pre-construction through the completion of the project, to ensure the successful implementation of design intent, constructability and quality control."—*Andrew Asch*

Calendar

March 18

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

March 19

"Fashion Unleashed: Barkfest at Tiffany's" to benefit the Animal Hope and Wellness Foundation
Hilton Universal City
Universal City, Calif.

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

April 1

Stylemax
Merchandise Mart
Chicago
Through April 4

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: Fall 2017

Los Angeles Fashion Week kicked off on March 9 with the **Style Fashion Week** runway shows at the **Pacific Design Center**, followed by shows organized by **Art Hearts Fashion Week**, **Fashion Week Los Angeles** and **LA Fashion Week**.

Dair by Odair Pereira



VOLKER CORELL

Danny Nguyen



Thomas Wylde



Hale Bob



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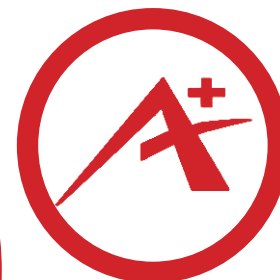
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First Fashion Setters Award and Show Takes a Bow

With colorful, celebratory touch-down dances, Terrell Owens made headlines during his NFL career.

But when he received the inaugural **Fashion Setters** award on March 8 at the **Beverly Wilshire Hotel** in Beverly Hills, Calif., it was a runway he made his way down. He also gave a preview of his upcoming performance lifestyle line **Prototype 81**. "It's sports luxury," Owens said of the four preview pieces from his new brand. They are marked by bold prints and athletic silhouettes such as shorts, leggings and hoodies. Next up, more lifestyle looks, he said.

During the evening, more than 10 fashion designers and brands later took the runway at the event, which was a fundraiser for **Spirituality for Kids International Inc.** and **The Kabbalah Children's Academy**, nonprofits associated with **The Kabbalah Centre**.

Taking the stage were established designers and brands from **Elie Tahari**, **Romeo + Juliet Couture** and Denise Focil of **AS by DF** and **ASTARS** to "Project Runway" alumni **Amanda Valentine**, **Daniel Esquivel** and **Melissa Fleis** to emerging designers and brands. On the heels of the **Academy Awards**, where "Moonlight" writer Tarell Alvin McCraney wore a **GROOM**-brand tuxedo to accept an Oscar, **GROOM** designer Octavius Terry-Sims displayed 12 looks, which included silhouettes such as overalls and jumpsuits. "We're trying to be the **Vera Wang** of men's tuxedos," Terry-Sims said.

VOLKER CORELL



Alba

Amanda Valentine

AS by DF

Colunga London

Daniel Esquivel



Melissa Fleis

GROOM

Romeo + Juliet

Terrell Owens

Tahari

Focil showed 12 looks from **AS by DF** and **ASTARS**. Looks included lightweight suede and leather jackets meant for summer. Another look was a marigold-colored suede dress. Also taking the stage was the brand **Colunga London** and Johanna Alba of **Alba Bespoke Clothing**. Taking the stage wearing Alba were NFL stars Robert Griffith, who played for the **Minnesota Vikings**; Bobby Wagner of the **Seattle**

Seattle Seahawks; William Hayes of the **Los Angeles Rams**; Dee Ford of the **Kansas City Chiefs**; and Orlando Scandrick of the **Dallas Cowboys**.

During the night, comedian Eddie Griffin joked about the Trump administration during a stand-up comedy section. Esquivel's styles also had a political dimension. Some dresses and jackets in his show bore the slogan "Resist."—*Andrew Asch*

Schoenfeld Exits PacSun

Gary Schoenfeld, the chief executive who steered mall retailer **Pacific Sunwear of California** through a massive restructuring post-Great Recession and a Chapter 11 bankruptcy in 2016, has left the company.

PacSun owner **Golden Gate Capital** named James Gulmi to run PacSun until a permanent replacement for Schoenfeld joins the company. Gulmi was most recently chief financial officer of **Genesco**, the owner of mall footwear retailer **Journeys**.

"We are grateful to Gary Schoenfeld for his significant contributions to PacSun over the past eight years, including steering PacSun through a successful restructuring in only five months. Now, as a stronger and more competitive company, PacSun is embarking on its next chapter of growth," a PacSun statement said. "Mr. Gulmi is extremely well-qualified, bringing extensive knowledge of the specialty retail space and deep financial acumen. We are very pleased that Jim also will be joining the PacSun board of directors on a permanent basis." The company declined further comment.

Schoenfeld's departure comes six months after PacSun emerged from bankruptcy. In a statement, **Golden Gate Capital** announced that it had converted more than 65 percent of its term-loan debt into the reorganized company's equity. It also provided a minimum of \$20 million in additional capital

to PacSun. **Wells Fargo** also provided a five-year \$100 million revolving line of credit.

In a statement, Schoenfeld said that the investment firm's life preserver was exactly what the retailer needed.

"PacSun is on the right path to success during this period of unprecedented change in the marketplace. Looking ahead, we plan to continue our brand transformation and deliver our customers the most relevant specialty apparel and sneakers along with the best brands and great style that define PacSun and our unique 34-year heritage. Our entire team is energized as we enter the important holiday season and look further ahead to 2017," Schoenfeld said.

Schoenfeld, a career apparel business and retail executive, joined PacSun in 2009. It was his job to return PacSun to its position as one of the top shops at the mall. In May 2011, the retailer posted its first positive same-store sales in four years. However, stronger steps were needed to guarantee the continued financial health of the company. December 2011, he announced that the store would cut its giant fleet of more than 800 stores by up to 200 stores. By September, the retailer was operating 583 stores.

During his time helming PacSun, the retailer also diversified the retailer's merchandise mix, from surfwear to new looks in streetwear and contemporary fashion.—*A.A.*

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LA Market *Continued from page 3*

have a stellar shipping rate, like 98 percent.”

Gillian Julius, owner of the self-named **Gillian Julius** brand, showed at **Dixon Collective**’s temporary showroom in the Cooper. She opened new accounts, but many of her regular retailers are not coming to trade shows. “I’m doing more trunk shows,” she said. “Stores are not coming to as many trade shows as before.”

Retailers such as **Convert**, **Ron Robinson**, the **Sundance Catalog**, **Foundry** and **Wild Fang** were spotted shopping Cooper during the market. Scott Kuhlman of the **Kuhlman** boutique in Seattle said he noticed trends were changing. “We’re moving away from workwear to items with more exotic prints. Knitwear is more important than ever,” Kuhlman said.

During the market, the **Band of Gypsies** brand opened a showroom at the Cooper. The **Locale** showroom also took a bow during the market. It represents Australian brands.

Gerry Building

Buyers were walking the halls of the Gerry Building, where many of the showrooms have European lines and earlier ordering deadlines.

For Los Angeles Fashion Market, a spacious ground-floor annex organized by the **Miriana Ojeda** showroom was exhibiting several clothing, jewelry and shoe lines in the temporary space.

One exhibitor was Jared Jamin, who was showing his self-named jewelry line, which is handmade in West Hollywood, Calif. This was his second time at **The Annex**, and he was having a good show because he does a lot of cash and carry for his high-end collection.

“The show has been great,” he said. “People will order clothes at the neighboring booths and then come over here to buy jewelry to match what they just bought.”

He saw three regular customers and opened four to six new accounts.

Miriana Ojeda, who has her showroom on the seventh floor of the Gerry Building, said she was having a decent market. “Good stores came and they bought, but they bought a little less than normal,” she observed. “It was not as busy as we anticipated.”

Stores, she said, seemed a little unsure of themselves. “They were asking us what is happening out there,” she said.

Consistent at D&A

There was a rush of traffic on opening day, said Mattiel Iiel, designer of **J.P. & Mattie**.

“Day one was good,” she said. “We had the first-day morning rush.”

The turnout included many of J.P. & Mattie’s regular accounts, who came to shop the collection of apparel and accessories made in Southeast Asia.

LAMade is a longtime D&A exhibitor. The LA-based company typically exhibits at Designers and Agents as well as at its showroom in the Cooper Design Space.

Company representative Diane Davis said retailers shopping the line at D&A and in the showroom included stores from Hawaii, Minnesota, Oregon and Canada.

“It’s been consistent here,” she said. “If people are coming to LA, they definitely shop this show.”

Another returning exhibitor was Luz Solarez, director of sales for New York-based **Love Binetti**.

“It’s a really good market,” she said. “With LA you know your clients are coming to see you.”

Solarez said in addition to stores from the West and East Coasts, she saw some of her Japanese buyers as well as retailers from Chile and Australia.

“I do all the shows—London, Las Vegas, New York, Paris and here. Then I want to collapse!” she joked. “Everyone here is so laid-back. It’s so relaxing.”

This was the second time at D&A in Los Angeles for

Eight + Sand, an Austin, Texas–designed, Oakland, Calif.–produced collection of classic heritage fashion. The collection features European and Japanese fabrics as well as knits made from U.S.-grown cotton. Founders Ronda Raymond and Noushie Mirabedi said they spent a year perfecting the fit of the line and designed the collection “to get better with age.”

“If something is really working for a customer, wouldn’t it be nice to come back and find something with the same fit?” Mirabedi said.

Eight + Sand doesn’t follow the typical fashion calendar and carries styles over from season to season, which allows stores to reorder popular styles and fill in gaps in inventory.

“That is something that really makes them loyal,” Raymond said.

At D&A, the two met with retailers from across the country including Florida and Montana, as well as “some people

pleased with the turnout this season. She acknowledged that foot traffic was slightly down from previous Fall markets, most likely due to a back-to-back trade-show schedule.

“But those quality buyers are still here,” she said.

Focused buying at Coeur

Coeur, the upscale accessories and lifestyle trade show, returned to the top floor of the California Market Center for its March 13–15 run.

“Monday we had a buzz,” said show producer Henri Myers.

That was the case for **Adeline** designer and founder Lindsay Olson.

“The first day tends to be a little busier,” she said.

Olson founded her jewelry line last year. The collection, which is made in Oakland, Calif., features geometric shapes with a rough aesthetic inspired by Oakland’s urban landscape. This was Olson’s second time showing her line at Coeur, but she had exhibited at the show in the past as a sales representative for another collection.

“There are good buyers who come to this show,” Olson said. “LA stores get excited about riskier pieces.”

There were several new exhibitors at Coeur looking to meet West Coast stores, including Alva Horton, owner of **Gingham Creative**, who was showing two collections—European accessories collection

Ono and Los Angeles–based jewelry collection **Boudov**.

Ono features handbags, totes, backpacks and small accessories made of cork, organic cotton and **Tencel**.

The cork fabric is made in Portugal using a process that affixes a fine layer of cork to a Tencel backing, which makes the resulting fabric flexible and durable, said Bernadette Bodenmueller, Ono founder and managing director. The collection features brass and gold-plated hardware as well as eco-certified zippers.

Jewelry designer Cindy Boudov uses conflict-free diamonds paired with 14-karat and 18-karat rose, white and yellow gold. The designer uses fine slices of diamonds to create one-of-a-kind pieces.

After showing at Coeur New York, photographer Manny Sanchez was showing his **Manuelle Scarves** collection for the first time at Coeur in Los Angeles. The **Modal** scarves are digitally printed with Sanchez’s original photography. Images include scenes from a recent trip to Cuba as well as shots of Central Park in New York. For Coeur, Sanchez brought some scarves featuring Los Angeles scenes of Malibu and the Hollywood Hills. The 5-year-old brand sells at the **Metropolitan Museum of Art** and the **Natural History Museum** in New York as well as locally at the **Natural History Museum of Los Angeles**.

“We did New York and did very well,” Sanchez said on the second day of the show. “Yesterday, I got a few stores in Los Angeles.”

Mohr joins Capsule

For Joanne Mohr, day one of her new job found her directing the different sections of Capsule Los Angeles Women’s trade show, which ran March 13–14 in the penthouse of the “C” wing of the California Market Center.

Mohr, a veteran trade-show director, was named women’s shows director for the New York–headquartered **Capsule** shortly before the Los Angeles show. She will run the Capsule’s biannual women’s shows in Los Angeles, Las Vegas, New York and Paris.

“It’s Capsule’s mission to bring new brands to retailers’ attention,” she said. “We’re going to build upon that and also bring in established brands.”

The second run of the Capsule Women’s show in Los Angeles (it debuted in October) offered a wide range of styles to the show’s attendees, which included Los Angeles–area shops such as **Mohawk General Store**, **Ron Herman**, **Principessa**, **Dash** and **Guild** as well as Santa Barbara, Calif., and Northern California stores such as **Wendy Foster**, **Azalea** and **Legion San Francisco**. Buyers from department stores such as **Saks Fifth Avenue** and **Nordstrom** also were spotted at the show, Mohr said. Japanese retailers **Beams** and **Ships** were reportedly at the show.

Vendors included made-in-Los Angeles brands such as **Corinne** as well as **Field Day**, which produces dresses out of dead-stock fabrics in Oakland, Calif. Also making a second run at Capsule was French headwear brand **Van Palma**,



Freddy Rojas, right, exhibited coach’s jackets in trench coat silhouettes at Capsule.



Martin Lowe of the SockMine company wore a Union Jack suit at Source British.

in LA we’ve we working on building a relationship with,” Mirabedi said.

D&A cofounder Ed Mandelbaum said traffic at market overall appeared lighter than usual but D&A’s attendance was up over last year.

The first two days we were 10 percent ahead in traffic and the last day we were above by 1 percent,” he said. “I like to see things going that way. I came away feeling good.”

Key buyers at Brand Assembly

Exhibitors at the March 13–15 run of the Brand Assembly show on the Cooper Design Space’s top floor noted the light traffic at market but said they were pleased with the quality of the stores shopping the show.

This was the first time at Brand Assembly for **The Avalon Group**, which runs the **Jeans Shop** boutique in New York’s SoHo district as well as its 3-year-old Jeans Shop wholesale division. Jon D. Kalupa, Avalon Group president, praised the look of the show—as well as the turnout.

“We’ve seen buyers from across the county—as well as some of the best stores in Los Angeles,” Kalupa said, adding that he picked up a new store in Nashville.

“All in all it was a terrific experience. We will definitely be back in October,” he said.

Jeans Shop sells in **Ron Robinson** in Los Angeles. Tiffany Kalupa, Avalon Group’s director of sales, said showing at Brand Assembly helped the company expand its presence on the West Coast.

“There were key retailers we want to be in here,” she said.

Among the returning exhibitors was Lynn Rosetti, owner of the **#8 New York** showroom, which represents jewelry and handbag lines, including her own **Oliveve Handbags** collection.

“We get quality orders here,” Rosetti said.

Another returning exhibitor was Katharine Marinaro, whose company, **2899 Ltd.**, represents **Verdad**, the collection designed by LA designer Louis Verdad.

Marinaro said opening day was strong.

“Monday was awesome. I’m happy; I got new stores,” she said. “We had a few appointments and a lot of drop-ins.”

Another returning exhibitor was Los Angeles designer Lotta Stensson, who was showing her **Lotta Stensson** collection of printed dresses and caftans.

Stensson said she primarily met with West Coast stores but saw a few buyers from around the country, including Hawaii, Canada and the Caribbean.

Brand Assembly cofounder Hilary France said she was



Contemporary Curves, the CMC’s new plus-size show, moved to a new space on the fifth floor.

City of Hope Honors Oneworld Star International's Luo and Sneider

Members of the apparel and textile community gathered on Feb. 25 at **Hyde Sunset Kitchen** in Hollywood to honor the founders of **Oneworld Star International Holdings Limited**.

Yongbin "Rainbow" Luo, OSI's chief executive officer, and Richard Sneider, the company's chief strategy officer, received the Spirit of Life Award from the **City of Hope's** Fashion and Retail Industry Group.

OSI is a global apparel company, which designs and manufactures apparel for misses, juniors and children's. The company formed when Luo and Sneider acquired

and integrated **Oneworld Apparel LLC** and **Unger Fabrik LLC** in 2010 and then **APS Global LLC** in 2014. The acquisitions combined APS' production capabilities in Latin America and Ungar's design and merchandising expertise with **Star Group**, an apparel manufacturer jointly based in Shanghai and Hong Kong, which produces apparel for retailers in the United States and Europe.

Shangying Global Co. Ltd. purchased OSI in October 2016.

Buchalter and **Moss Adams** served as legend sponsors for the City of Hope event.



Yongbin "Rainbow" Luo with Buchalter's Jeffrey H. Kapor



Richard Sneider with Moss Adams' Frank Kaufman

TRADE SHOW REPORT

LA Market

Continued from previous page

which makes a range of wool hats bearing embroideries of parrots and mystic eyes. The New York-headquartered **Alyson Eastman** label introduced two new styles for the brand's motorcycle and bomber jacket line. Downtown Los Angeles store and brand **The Well** ran a hairstyling station at Capsule. It also showed its **Majme Collection**.

Along with the main section of contemporary styles, Capsule shared space with **Axis**, a sister show devoted to women's swim and athletic wear. The show's Elements section was devoted to beauty, jewelry and skin products. Also taking a bow at the recent show was the Capsule Market Square cash-and-carry section. Rob Jungmann of the **Jungmaven** brand exhibited at Capsule Market Square, where he exhibited his brand's T-shirts and tops made out of hemp and organic

cotton. "You can come to the show, exhibit new styles and also sell some goods. Potentially it's the future," Jungmann said of the cash-and-carry model.

Source British takes a bow

Crafts, clothes, footwear and food from the United Kingdom presented a forum March 13-14 at the inaugural **Source British** trade show at the 13-A section of the CMC's Penthouse.

For the great majority of the brands, Source British gave an opportunity for a West Coast trade show debut.

While the show's focus was on British brands, many of the vendors had a global reach. The show's vendor **Karen Gold** is designed and manufactured in London, but it sources its fabrics in Nigeria. The **Ruskin London** label runs offices in Glasgow, Scotland, and San Diego. The **Wolfram**

Lohr accessories label is designed by a German living in England.

During the show, **Trend Council**, a style forecaster, gave presentations on upcoming trends. A Tea Room section offered British snack foods such as **Burt's Chips** and **Sipsmith Gin**.

Martin Lowe gave the show some English flair by wearing a sequined Union Jack suit during the show. He represented **SockMine**, a Nottingham, UK, company and one of a handful of hosiery manufacturers in Britain. He gave kudos to the show for organizing a wide array of British products, although he said he was hoping for more traffic.

Alli Abdelal, founder and chief executive officer of **Ruskin**, said Source British was a great opportunity for networking. "It was interesting to talk to other people breaking into the market," she said.

A program for the event noted that Source British would return for a sophomore run on Oct. 9-10. ●

CMC *Continued from page 1*

People can rent a desk or an office on a temporary basis to quickly grow or shrink their business ventures as needed. People can even book a conference room or presentation room for the day. There will be lounge areas and a kitchen to prepare food.

Davis envisions large apparel companies headquartered outside of Los Angeles being able to have a satellite office at the co-working space or startup companies launching their businesses without having to commit to long-term leases.

Creative office space is one concept that the CMC building owners have been trying to push in recent years. When the first of the CMC's three buildings was opened in 1963, it was the hub for apparel showrooms and market weeks. As the industry has shrunk and other Fashion District buildings have been turned into showrooms, the CMC started leasing space to other industries. Four years ago, **Audyssey Laboratories**—which develops new technology for improving sound and then licenses the technology to be used in



A rendering of the CMC co-working space

home theaters, automobiles, televisions and other devices—moved onto the seventh floor of the "C" building, initially signing a lease for about 26,000 square feet.

A large communal work spot seems ideal for a building that has space to offer. That is what attracted Matt Davis and his business partner, Lawrence Kao, who opened their first IgnitedSpaces in another Jamison Services-owned building at 7080 Hollywood Blvd. near La Brea Avenue.

When IgnitedSpaces opened in Hollywood in 2014, it occupied the penthouse floor of the 11-story structure. Later, the company expanded

to the fourth floor. They now are in the process of occupying the first floor, too.

After getting the Hollywood location up and running, IgnitedSpaces began searching for a second co-working spot. Jamie Lee, who runs the California Market Center and is the daughter of Jamison Services' owner, Dr. David Lee, suggested the California Market Center would be perfect for a co-working space.

When IgnitedSpaces opens this summer, Davis said it may carry a different name than IgnitedSpaces to fit in with the fashion-industry vibe. The CMC location is expected to have a more feminine look than the mid-century design seen at the Hollywood location. "We'll put a strong emphasis on the hospitality aspect and the services," Davis said. "It will feel more like a hotel than an office space."

IgnitedSpaces will be joining a growing number of co-working spaces in downtown Los Angeles, such as **The Park**, a block from the California Market Center; **WeWork**; **Blankspaces**; **Industrious**; and **Cross Campus**. ●

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