

# CALIFORNIA ApparelINews

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## LOS ANGELES FASHION WEEK CALIFORNIA POINT OF VIEW

The runway shows of Los Angeles typically feature a mix of local, regional, national and international designers. The local labels included collections from designers across Southern and Northern California. For more from the events, see pages 6-7.

Fernando Alberto Atelier

## Woodbury University's Historic Fashion Archive Gets an Organizational Makeover

By Deborah Belgum *Senior Editor*

As **Woodbury University's** fashion department celebrates its 85th year, it is taking a good, hard look at its archive of 4,000 garments and accessories, which range from frocks from the 1800s to more-contemporary pieces that include designers Yves Saint Laurent and Jean-Paul Gaultier.

"We started this last year with a full cataloging of the collection," said Sue Vessella, interim dean of the university's School of Media, Culture & Design. "It had gotten somewhat unwieldy. So we are photographing and cataloging everything, determining the provenance of the specific pieces, which include garments, accessories, purses, shoes, the whole nine yards."

Each piece will have a barcode attached so they can be more easily accessed, said Anna Leiker, the recently named head of Woodbury's Fashion Design Department. That way, when students request pieces to study, they can be easily lo-

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## Industry Panel: Riding Out Big Changes in Retail

By Andrew Asch *Retail Editor*

There are 26 square feet of retail for every man, woman and child in the United States, according to a statistic quoted by Robin Lewis, chief executive and editorial director of **The Robin Report**, a platform covering retail.

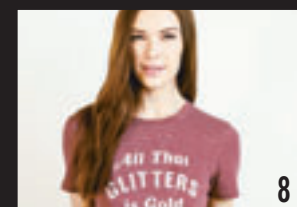
The great abundance of retail mixed with forces such as economic turbulence, a revolution in technology and a change in the way people shop has turned retail upside down in the past decade. Lewis was one of several speakers at the recent **Marcum Retail Symposium** discussing big changes facing retailers. Lewis and the panelists also talked about what retailers need to do to get in front of a new wave of technological and social change.

Lewis said change is crucial for survival. "We are in a retail tsunami. The \$64,000 question is, Are we moving

➔ **Marcum** page 3

## INSIDE

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



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# Buhler Yarns Sold to South Korean Company

U.S. yarn spinner **Buhler Quality Yarns** has been acquired by **Samil Spinning Co. Ltd.** in an all-cash deal for an undisclosed amount.

The South Korean spinning mill acquired the Jefferson, Ga., company from its parent company, Switzerland-based **Hermann Bühler AG**.

"We're very excited," said Marty Moran, chief executive officer of Buhler Quality Yarns.

Samil Spinning acquired the spinning mill's name and logo, Moran said, "There's talk of investing to modernize our facility."

Existing Buhler customers will experience no change following the acquisition, Moran said.

"It's business as usual for Buhler Qual-

ity Yarns," he said. "We will continue to be Buhler Quality Yarns and operate the portfolio of yarns we have."

Samil Spinning produces many of the same yarns—including MicroModal, MicroTencel and Modal—as Buhler, "which overlaps nicely with what we do," Moran said.

Well-known in Asia, Samil's reach now includes operations in the Western Hemisphere.

"Rather than building a new facility in the U.S., they have access to our customer base and footprint and can build on that, which will accelerate their foray into the Western Hemisphere," Moran said. Buhler Quality Yarns will provide Samil Spinning a Western Hemisphere manufacturing base via

Buhler's spinning facility in Jefferson.

The acquisition gives Samil Spinning a manufacturing foothold in the Western Hemisphere and increases the company's global footprint and client portfolio, according to a statement from Buhler, which further said Samil will provide "targeted investments" in the U.S. spinning mill to "build on Buhler's full product portfolio."

Founded by the late Werner Bieri, Buhler Quality Yarns has built a reputation as a spinner of fine yarns made from **Supima** cotton, **MicroModal Edelweiss**, **MicroTencel** and other blends. Bieri opened the U.S. facility in 1996 to capitalize on Hermann Bühler's growing U.S. business. Hermann Bühler AG closed its

yarn plant in Switzerland late last year.

Buhler Quality Yarns produces 9 million pounds of yarn annually for the fashion, functional apparel, home textiles and industrial fabrics markets in the United States, Central America, the Caribbean, Mexico and Canada.

Samil Spinning opened in 1983 and has grown to be a leading yarn spinner in South Korea, supplying yarn—including **Lenzing MicroModal**, MicroTencel, cotton, wool, silk and linen—for global apparel companies as well as industrial safety apparel, military uniforms and fireproof garments. The company has an annual capacity of approximately 50 million pounds.—*Alison A. Nieder*

## Bebe Hires Firm to Chart New Course

After speculation that **Bebe Stores Inc.** might shutter all its locations and concentrate on e-commerce, the California retailer announced it hired **B. Riley & Co.** to help "explore strategic alternatives."

The San Francisco Bay Area-based women's contemporary retailer also announced it is working with an unnamed real estate adviser to look for "options" with its lease holdings. Currently, Bebe operates a fleet of 137 stores compared to 300 stores in 2008.

According to a March 21 *Bloomberg* story citing unnamed sources, Bebe is planning to emerge as an e-commerce retailer. Bebe did not respond to a *California Apparel News* email requesting comment.

In recent years, Bebe has been weathering some tough financial times. It had net losses for fiscal 2014, 2015 and 2016, and same-store sales have been in negative territory for years.

The last time the retailer posted positive

comps was for the fourth quarter of fiscal 2015, when same-store sales inched up 1.1 percent.

Shortly after the uptick, Bebe founder Manny Mashouf rejoined the retailer in February 2016 as its chief executive officer. He soon announced a 14.6 percent job cut in the company's design, merchandising and production division. He said the drastic cuts were necessary to save the company. "We recognize that the overall macro environment has not been favorable to retailers in general, which is why we are taking steps that we believe are necessary to position the business for long-term success," he said in a statement.

This last holiday season, business was tough for Bebe. For the second quarter of fiscal 2017, ending Dec. 31, 2016, net sales were \$101.9 million with a net loss of \$5.23 million. For the same period one year earlier, net sales were \$122.4 million with a net loss of \$5.45 million.—*Andrew Asch*

## Disabled Worker Wins Discrimination Case Against Citizens of Humanity

In a court case that took more than three weeks to argue, a 61-year-old employee who felt he was wrongfully dismissed after a shoulder injury limited his ability to work won a major verdict against his employer, **Citizens of Humanity**.

Noe Abarca, who for six years worked as a minimum-wage quality-control inspector at the premium-blue-jeans label, was awarded \$650,000 in compensatory and punitive damages by a Los Angeles County Superior Court jury.

"The jury found malice, fraud and oppression, and this will send a message that you can't treat workers the way they did," said Dan Kramer, the lead attorney representing Abarca.

Abarca was hired by Citizens of Humanity in 2006 and about three years later he began feeling pain in his chest and shoulders, which affected his ability to lift items, according to court papers.

Eventually Abarca saw a doctor who is-

sued a restriction that the worker lift no more than 20 pounds. At that time, Citizens of Humanity told Abarca to only inspect merchandise and brought in another employee to do Abarca's loading and distribution duties, court papers said.

The day Abarca's lifting restrictions ended, he said, he was still feeling pain and was fired, according to the lawsuit.

In the case alleging retaliation, disability discrimination and failure to provide reasonable accommodation, the court ruled that Citizens of Humanity's human-resources director fraudulently stated on the worker's compensation form that the company first learned of Abarca's injury on the day of his termination.

"His body started wearing down and the doctor said you need to be accommodated, and they wouldn't do it," Kramer said.

Calls to Citizens of Humanity's lead attorney, Peter Ross, were not returned by press time.—*Deborah Belugum*

## ModCloth Acquired by WalMart's Jet.com

After a few days of heavy media speculation, it was announced March 17 that **ModCloth**, a San Francisco-headquartered e-commerce retailer with a focus on independent women's fashions, was acquired by **Jet.com**, a division of one of the world's biggest retailers, **Walmart**.

While terms of the deal were not disclosed, ModCloth founder Susan Gregg Koger said that joining Walmart would allow ModCloth to grow and sell goods on Jet.com and other websites.

"This will give us the necessary resources and support that we need as a business to grow. Growth allows us to reach more women, grow our community and amplify our message. Our mission to help our customers feel like the best version of themselves continues. And our commitment to inclusivity continues. Our amazing team continues. And we can open more stores—in your hometown! I hope you will continue to join us as well on this next phase of

our journey together," she blogged on her company's website ([www.modcloth.com](http://www.modcloth.com)).

Walmart acquired ModCloth's assets and operations, but Matthew Kaness, ModCloth's chief executive officer, and his team of executives will continue to helm the women's retailer. A ModCloth statement guaranteed that its executives and more than 300 employees will continue to operate as a "standalone" brand and also as a complementary brand to other e-commerce sites.

In her blog, Gregg Koger noted her company had gone through tough times, which included layoffs. "And most recently, over the past few months, we've watched our industry change dramatically," she said. However, she did not fully describe these recent changes in the industry in her blog.

The past couple of years have been eventful for ModCloth. In January 2015, Kaness joined the company as CEO after cofounder Eric Koger resigned from his job helming the company.

There were two rounds of layoffs in 2014. ModCloth also experimented with new avenues. It opened a physical store in Austin, Texas, in October. This month, the retailer introduced a fashion-line collaboration with **Wrangler** jeans. The seven-piece line, **ModCloth x Wrangler**, offers a 1970s-inspired style of jeans, jackets and T-shirts in a wide range of styles.

One of ModCloth's points of difference has been a focus on making clothes for a full size range, from XXS to 4X, Gregg Koger said.

Jet.com retails grocery items, jewelry and household items as well as toys and games. In August it was announced that Walmart acquired Jet.com for \$3.3 billion. On Dec. 30, it was reported that Jet.com acquired **Shoe Buy**, a Boston-headquartered e-commerce site.—*A.A.*

### Corrections and Clarifications



In a photo published in the March 17 issue of the *California Apparel News*, the caption incorrectly identified the two women in the picture as Esther Talasazan and Audra Woods of the **Romeo + Juliet** showroom. It should have identified them as Lucy Knaus and Olivia Bartie of **Sweet Romeo**.

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# Nordstrom Taps Infor's Cloud-Based POS System

**Nordstrom** is switching to a new cloud-based point-of-sale system run by technology-solutions provider **Infor**.

**Infor Rhythm for Commerce** will give the specialty retail chain tools to maintain accuracy across the company's many locations and to manage information more efficiently in a cross-channel environment.

"It's crucial that we have the right technology in place today and in the future to improve our customer experience," said Dan Little, chief information officer at Nordstrom, in an Infor statement. "We're excited to move forward with Infor's cloud-based platform as it aligns well with our current needs and is an adaptable platform that can continue to evolve to better serve customers."

Part of the **Infor CloudSuite Retail**, Rhythm for Commerce helps retailers provide omni-channel functionality by giving store associates fast and easy access to product and inventory information across a retailer's supply network. The solution connects a retailer's commerce platform with its back-office systems. And it can analyze

company data to provide stronger customer relationships. The system is also flexible and can evolve as the company grows.

"In order to provide a memorable customer relationship, organizations need to provide a unified experience regardless of channel: bricks-and-mortar, online, catalog and social. That unified experience builds personal differentiation in a brand and, ultimately, loyalty," said Corey Tollefson, Infor Retail general manager and senior vice president. "Nordstrom is an example of a leading-edge retailer willing to disrupt a decades-old business model. Our design principles are built upon the notion that the smartphone is the center of the retail universe and our omni-channel cloud solutions will enable that thinking. These cloud solutions are always on, always current, always enabled."

Based in New York, Infor creates cloud-based business software for specific industries, including fashion and retail. The company has 15,000 employees and more than 90,000 customers around the world. For more information, visit [www.infor.com](http://www.infor.com).

—Alison A. Nieder

## Calendar

### 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

### April 3

**LA Majors Market Surplus at Majors**  
California Market Center  
Los Angeles

Through April 5

**CALA**  
Denver Mart  
Denver  
Through April 4

### April 5

**Atlanta Apparel**  
AmericasMart  
Atlanta  
Through April 9

### April 6

**"PLM in Action" breakfast presentation by the California Fashion Association and Centric Software**  
Omni Hotel  
Los Angeles

### April 7

**FIDM Debut Runway Show**  
Barker Hangar  
Santa Monica, Calif.

### April 11

**OC.Mix**  
Irvine, Calif.  
Through April 12

### April 18

**Première Vision Designs**

Metropolitan Pavilion  
New York  
Through April 19

### April 19

**Kingpins**  
Westergasfabriek  
Amsterdam  
Through April 20

### April 23

**Fashion Market Northern California**  
San Mateo Event Center  
San Mateo, Calif.  
Through April 25

### April 26

**DG Expo Fabric & Trim Show**  
Crowne Plaza, Dallas Market Center  
Dallas  
Through April 27

There's more  
on [ApparelNews.net](http://ApparelNews.net).

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

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

## RETAIL

# Sears Remains 'Viable Business,' CFO Says

The worlds of **Sears Holdings Corp.** investors and shoppers were rocked this week when the parent company to **Sears** and **KMart** issued an annual report noting that there was "substantial doubt" on the Chicago-area company's future.

"Our historical operating results indicate substantial doubt exists related to the company's ability to continue as a going concern," a Sears statement said in a filing with the **Securities and Exchange Commission**.

The bombshell statement follows a tough 2016 holiday season and declining business during 2016. Business for Sears' domestic stores decreased by \$1.5 billion to \$13.5 billion in 2016 compared to 2015. Same-store sales declined by 9.3 percent due to declines in sales of appliances, apparel and consumer electronics, according to financial statements.

Sears stock tumbled around 12 percent by the close of market on March 22, accord-

ing to *Yahoo Finance*. Later that day, Sears Holdings Chief Financial Officer Jason Hollar sought to calm fears in a blog post. He noted that SEC documents require that public companies disclose all potential risks to investors.

The blog noted that Sears Holdings remains a "viable business that can meet its financial and other obligations for the foreseeable future," Hollar said. Earlier this year, Sears increased its liquidity by \$1 billion

through a secured loan facility. The company also announced an asset-based credit facility that provided an additional \$250 million.

In February, it unveiled a strategic transformation program that plans to simplify the company's organization structure, use data analytics to improve its merchandise mix and seek to cut its massive real estate portfolio. In 2016 it closed 206 Kmart stores and 37 Sears stores in America.

—Andrew Asch

## NEWS

### Marcum *Continued from page 1*

fast enough?" Lewis said about the shifting landscape. "It will wipe out retailers that did not fundamentally transform their business." He ended his thought with a paraphrase of a famous sentence from Charles Dickens' novel "A Tale of Two Cities." "We live in the most exciting times and the

Rotondi, chief operating officer of **Dynamic Worldwide**, which provides logistics services to apparel and consumer businesses. Producing the March 16 event was the **California Fashion Association** and **Marcum LLP**, an accounting and advisory firm. More than 200 people attended the event at the **JW Marriott** hotel in downtown Los Angeles.

At the center of this time of change is the consumer, equipped with a smartphone, who can order goods anytime and anywhere, often confounding retailers' expectations. "The consumer is the new P.O.S.," Lewis said, referring to point-of-sales systems, a term that once referred exclusively to cash registers. Now a point of sale can be a tablet or a smartphone or a computer screen. "But Marketing 101 has not changed; you still have to know your consumer down to her DNA," he said.

Young consumers do not shop like previous generations; many seek products and services infused with a direct connection between the brand and the shopper, Lewis said. "The industry is leaving \$250 billion on the table because of lack of personalization," he said. Personalization can range from training sales staff to act as ambassadors for a brand to using "predictive analyt-

ics," which delve into a science fiction-like field of anticipating what consumers need and want.

Looking into the future, retailers will need to change their physical stores into places where people will consider hanging out. Shoppers also will increasingly seek out independent, neighborhood stores that are equipped with the latest technology. "The future of technology is going to reverse centralization, consolidation and 'massification,'" Lewis said.

Rotondi, the logistics expert, agreed that creating the right environment was crucial. "If you don't have the right customer experience and technology, you are not going to be around," he said.

Downing noted great change had also come to retail advertising. Social-media postings with fashion stars such as Gigi Hadid connected with a greater audience than traditional retail advertisements. Retailers will have to become the best hosts. "From someone from overseas who is looking for someone who speaks his language in a store to a millennial looking for authenticity to an older person looking for personalization, we have to be aware of all constituencies," she said.

Mastrianni said the market is developing for "pure play" e-commerce retailers, or those e-tailers that do not run physical stores. While many are "pre-profit," he noted that some of these e-tailers "are figuring out smart ways to bring client acquisition costs down."

The panelists agreed that success awaited those who could ride out this era's big changes in retail. "We're just at the beginning of this," Lewis said. "It's chaotic. But if you keep working at it, you will understand it." ●



**RETAIL PANEL:** From left, Robin Lewis, Louis Mastrianni, Debra Gunn Downing and Andrew Rotondi

most challenging times," Lewis noted.

Bringing other points of view to the symposium was Debra Gunn Downing, executive director for marketing of the **South Coast Plaza**, a luxury retail center in Costa Mesa, Calif.; **JPMorgan Chase** executive Louis Mastrianni, who focuses on the bank's apparel industry practice; and Andrew

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## Woodbury *Continued from page 1*

cated instead of searching through racks and boxes that are stored in one big room.

The university, located in Burbank, Calif., is also looking for a new curator to lead the cataloging since the previous curator, Susanna Sandke, left last fall. In addition, the university is seeking an endowment to cover the approximately \$10,000 a year it takes to maintain the collection, housed in a large room at the fashion design department as well as in a cold room to deter pest infestation.

Even though there is no full-time curator, students have been helping with the cataloging. Right now, some are pulling out historic garments that will get a walk on the runway April 30 at the annual student fashion show at **The Reef**, formerly the **LA Mart**, south of downtown Los Angeles.

Another 10 to 12 his-

and skirts to make them billow out like balloons. There is an elaborately embroidered child's vest from the Balkans, circa 1880, and a men's top hat from 1889.

In 2009, the local chapter of the sisterhood organization **PEO**, or the **Philanthropic Educational Organization**, gave 500 pieces that covered garments from the late 1880s up to more recent looks.

And in 2011, Lynda Resnick, the billionaire cofounder of **POM Wonderful** pomegranate products, donated more than 40 pieces from her personal wardrobe, which spanned fashion items from 1985 to 1995. The clothing included items by designers Geoffrey Beene, Thierry Mugler and Yves Saint Laurent.

More recently, a woman in San Diego, Vicki Rafa, called Leiker out of the blue and said she and her husband were selling



A look inside the storage area for the Fashion Study Collection



A 1940s wool coat with Astrakhan fur trim on the front placket. The brand is Coulter.



A Christian Dior dress from the 1950s



The 1930s-era leopard fur coat donated by Vicki Rafa

toric pieces are being selected for a stationary exhibit at the university president's reception before the fashion show, whose theme is "Timeless."

### One dress here, another there

The university's Fashion Study Collection was started in 1978 when Rosalie Utterbach, the former head of the university's fashion department, received a donation from the **Fashion Institute of Technology** in New York.

Over the years, the collection has grown, primarily through donations. Notable fashion designers represented in the vast array of clothing include Oscar de la Renta, Christian Dior, James Galanos, Rudi Gernreich, Yves Saint Laurent, Issey Miyake and Bonnie Cashin as well as costume designers Edith Head and Adrian. There are also a few pieces by Woodbury grad William Travilla, famous for his designs made for Marilyn Monroe.

Other pieces may not have well-known designer names attached to them but they are historic, such as a woman's black mourning dress from the 1860s that is so tiny it looks like a child's. Or the hooped 1880s crinolines that were placed under dresses



Shoes from the 1880s, a frame for a bustle and a vintage hat

their house to travel around the world. She had several pieces she wanted to donate. "She had lots of things, but we were only able to take a few things because of space," Leiker said. "I mentioned we are celebrating our anniversary with the fashion department starting in 1931 and she said she would send two things from 1931."

One was a dress and the other was a leopard fur coat that has a current-day value of \$47,000. It is probably the most valuable piece in the collection.

Leiker said there are certain criteria for donated pieces. They have to have authenticity, designer status, value to students' learning and valued construction techniques.

Most fashion schools have some kind of museum collection used to teach the history of fashion and the art of garment construction and design. In downtown Los Angeles, the **Fashion Institute of Design & Merchandising** has more than 15,000 pieces in its museum collection, which is well catalogued, photographed and available to view on the Web.

Woodbury University is hoping its fashion design collection will also be available to view on the Web someday for everyone to enjoy. ●

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# Los Angeles Fashion Week: Fall 2017

Los Angeles Fashion Week was spread across 10 days and multiple venues this season with shows hosted by Style Fashion Week at the Pacific Design Center, Art Hearts Fashion Week at the Beverly Hilton hotel, Fashion Week Los Angeles in Hollywood, and LA Fashion Week in various venues in Hollywood and in downtown Los Angeles.

## LA FASHION WEEK

Laurel DeWitt installation



MEKAEL DAWSON

Grayscale



MANNY LLANURA

Vicken Derderian



MANNY LLANURA

Hardeman



MANNY LLANURA

Sav Noir



MANNY LLANURA

House of Cuoco x Vanessa Simmons



VOLKER CORELL

## STYLE FASHION WEEK

Malan Breton



COURTESY OF STYLE FASHION WEEK

David Tupaz



COURTESY OF STYLE FASHION WEEK

Mario De La Torre



COURTESY OF STYLE FASHION WEEK

Eddie Eddie by Billy Tommy



COURTESY OF STYLE FASHION WEEK

Commatteo



COURTESY OF STYLE FASHION WEEK

Moods of Norway



COURTESY OF STYLE FASHION WEEK

Bijan Andre



COURTESY OF STYLE FASHION WEEK

Adrian Alicea



COURTESY OF STYLE FASHION WEEK

Shahida Parides



ALBERT EVANGELISTA AND LIZA ROSALES

WANGLILING



COURTESY OF STYLE FASHION WEEK

Honee



COURTESY OF STYLE FASHION WEEK



# ART HEARTS FASHION

Nicole Miller installation



Jovani



Jessie Liu



Lisa Nicole Collection



Rocky Gathercole



Elie Madi



Fernando Alberto Atelier



Albert Andrada



Stello



Norahs Khan Designs



21 Reasons Why By Madeline Stuart



Arzamendi Style



Resty Legare



Rich by Richie Rich



Jonathan Marc Stein



Charles and Ron



Willfredo Gerardo



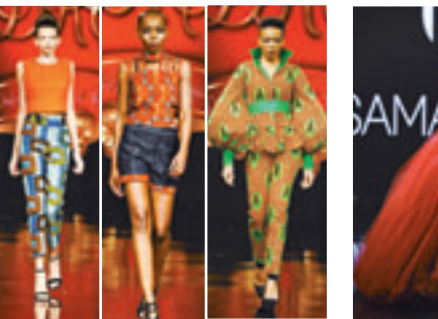
House of Byfield. Bags by Carat23



Burning Guitars



Dahil Republic of Couture



Mister Triple X by Erik Rosete



Kenneth Barlis



Sen Couture



Lily Marotto



Kiyonna Clothing



Philthy Ragz



Usama Ishtay





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## T-SHIRTS

# Future State in 2017

When the **Future State** brand started in late 2014, it offered an array of women's T-shirts and placed the new line in retailers such as **Urban Outfitters**.

With its Fall 2017 line, the Newport Beach, Calif.-headquartered line's designer and partner, Francesca Boyd-Barrett, and manufacturer Andrew Suttner sought to add more-sophisticated looks and silhouettes for the label.

"We're not using the basic 100 percent cotton," Suttner said. "We're using elevated fabrics. We're using a lot of tri-blends and textured fabrics; we're mixing a lot of fabrics. But our goal is always to have a really soft hand."

New looks include the "Current" sweatshirt dress and the "Get With" sweatshirt, both of which combine panels of heather gray and three-end French terry. They are overdyeed with an enzyme wash to promote a soft feel for the fabric.

Other looks, such as the "Special-Edition Contrast Henley," combine thermal fabric and jersey and feature details such as overlying seams and gathers, Suttner said.

Other styles include a tee with a scoop neckline, sweatpants with a front- and back-seam detail, as well as a sweatshirt with elbow patches and a high/low hem. There's a jersey sweater made in a moto jacket silhouette. It features exposed stitching and a high/low hem. Future State also introduced a poncho look for its Fall 2017 line.



PHOTOS COURTESY OF FUTURE STATE

Graphics continue to be an important part of the line. With the "Don't Know" tunic shirt, graphics include the word "Wild" on one shirt and pictures of an eye surrounded by psychedelic designs on another shirt. Still other shirts bear graphics such as "All That Glitters is Gold" and the phrase "Over the Moon" interspersed with graphics of phases of the moon.

Wholesale price points range from \$20 to \$48. For more information, contact the **Scarlett Showroom** at [casey@scarlettshowroom.com](mailto:casey@scarlettshowroom.com).—Andrew Asch





# Chupakabra Found—in a T-shirt Line

There's the Loch Ness Monster, Big-foot and, since the mid-1990s, chupacabra. Urban legends from the Bill Clinton era said that this creature, with spines on its back, was responsible for attacks on goats, small animals and even small children. There have been chupacabra sightings all

founder of **The Park Showroom** in downtown Los Angeles. He introduced the line **Chupakabra** last month at the **Project** trade show in Las Vegas. T-shirt blanks were custom made for the line in Honduras. But the line's graphics were made by artists with roots in Los Angeles graffiti crews.

It features an image of a Wall Street executive, but the financial chief clearly bears devilish horns on his head.

The debut Chupakabra collection also features fleece, coach's jackets, and boxer's jackets, which are similar to coach's jackets but with short sleeves. There also



COURTESY OF CHUPAKABRA

over Latin America and the southern border regions of the United States. But like UFOs and the Abominable Snowman, no clear photographs of chupacabra exist. Reporters for scandal tabloids attacked the story ... like hungry chupacabras.

It sounded like the perfect starting-off point for a T-shirt line for Eric Martin, the

Some of the line's T-shirts bear the word "Chupakabra" in gothic lettering favored by rap fans and bad boys all over California. Another look is a satire on the popular graphic "Hecho en Mexico." But instead of the Mexican eagle in the graphic, there's the head of a chupacabra.

Another graphic goes for political satire.

are joggers with Lycra details. Pull up the legs on the pants, and it will show Lycra around the ankles. It gives the illusion that the wearer is exercising. Wholesale price points range from \$16 to \$40. For more information, contact [eric@theparkshowroom.com](mailto:eric@theparkshowroom.com).

—Andrew Asch

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