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FASHION WEEK EL PASEO:

DESIGN IN THE DESERT

Fashion fans flocked to Palm Desert, Calif., for the 12th annual Fashion Week El Paseo. The runway lineup included West Coast designers as well as labels from across the U.S. and around the world. For more from the event, see page 6.

Rosetta Getty

TRADE SHOW REPORT

LAMM Brings In the New

By Andrew Asch *Retail Editor*

LA Men's Market has been producing trade shows since 2013, but the recent March 28–29 run of the show at the **California Market Center** looked to freshen up the show and bring in the new.

There was a new show director. Sannia Shahid has served as a partner in the independent trade show since its beginning. But she was officially named LAMM's show director shortly before the recent run. The show's longtime 6-foot-high sign with metal letters was moved from the show floor to the CMC lobby. At the entrance of the trade show at the CMC's 10th-floor events space was the metal sign's replacement. It was a translucent PVC-material strip curtain emblazoned with the LAMM logo.

The trade show debuted a new section—Gentlemen's Club, which is devoted to grooming products. Two barbers

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IMPORT/EXPORT

U.S. Textile and Apparel Industry Inching Forward After Steep Asian Competition

By Deborah Belgum *Senior Editor*

The U.S. textile and apparel industries have seen revenues slowly rise over the last seven years as free-trade agreements and rising Asian prices have given local textile and clothing makers a bit of a reprieve.

In 2016, production of U.S. man-made fiber and filament, textiles, and apparel shipments totaled nearly \$75 billion, an 11 percent increase from 2009, according to the **National Council of Textile Organizations**, which recently released its "2017 State of the Industry Address."

That slight annual increase in production is good news after the apparel and textile industries were walloped with major overseas competition in the 1990s and early 2000s.

"It has been a fairly stable and strong environment for about five or six years," said Auggie Tantillo, president and chief executive of NCTO, a Washington, D.C., trade group

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Where fashion gets down to businessSM



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BCBG Max Azria Lays Off More Employees Following Bankruptcy Filing

The **BCBG Max Azria Group**, which filed for bankruptcy protection on Feb. 28, has given notice that it will lay off another 116 people, effective May 11. All departments were impacted. This comes after the Los Angeles contemporary label laid off 123 people last November and another 71 people one year ago.

The layoffs are part of the bankruptcy restructuring going on at the well-known brand, which specializes in stylish dresses, eveningwear, trendy pants and sophisticated tops. Last year, the company's founder, Max Azria, was put on paid leave as interim chief executive. Marty Staff stepped in to try to

right the finances of the company. The company's chief creative director, Lubov Azria, who is married to Max Azria, was laid off a few weeks ago, being replaced by Bernd Knoeber.

Like many clothing concerns that operate their own retail chains, business has been challenging as more consumers in recent years have headed to online sites to do their shopping. When it declared bankruptcy last month, BCBG Max Azria noted it had between \$500 million to \$1 billion in debt and \$100 million to \$500 million in assets.

It is unclear what will happen to the company, founded in 1989. BCBG Max Azria

has said it would like to close most or all of its 400 stores operated worldwide. It would then concentrate on its e-commerce business, wholesale transactions, shops-in-shop and licensing deals. The large BCBG Max Azria showroom and the showroom for its other brand, **Hervé Leger**, are now closed at the **California Market Center**, where they took up most of the real estate on the upscale fifth floor of the main building.

There are a few other options for BCBG Max Azria. The company could be acquired by another entity or its brand name could be sold, effectively shuttering the clothing venture after more than 25 years in business.

A bankruptcy motion calls for a March 30 deadline for businesses to show they are interested in bidding for the company. The bid deadline is set for May 19 with an auction scheduled for May 24. A confirmation hearing to approve the winning bid, if necessary, is scheduled on or before July 10, but BCBG can give notice to change that date.

Guggenheim Partner Investment Management and its affiliates have outstanding loans of more than \$324.4 million to BCBG Max Azria. Guggenheim now owns 80 percent of the apparel company's common equity.

—Deborah Belgium

DENIM

Cohen & Sons Balances Vintage and New Moto Styles

Motorcycle fashions are perennially in style, from the classic looks of Steve McQueen and biker gangs such as the Hells Angels to the folks who race motorcycles.

Zach Cohen has been building a motorcycle-inspired collection called **Cohen & Sons** for the past few years, and this year he said he crossed a finish line.

In February, he introduced his first full collection at the **Project** trade show in Las Vegas. What was once a small line of T-shirts and jeans is currently a 106-piece collection of jackets, motorcycle jerseys, caps, belts, chinos and jeans constructed out of performance fabrics. Much of it is manufactured in the Los Angeles area, not far from the company's headquarters in Gardena, Calif.

"It's all inspired by vintage racing," said Cohen, the founder of Cohen & Sons. "It's a day at the races."

It's also an exercise in balance. The line's looks span from the 1950s to the 1970s, but the fabrics are 21st century.

The bottoms are made with **Sorbtek**, a yarn that gives fabrics a moisture-wicking capability. The mix of technical fabrics and vintage looks give the comfort of a stretch jean, Cohen said, but with the silhouette of rock 'n' roll skinny jeans or biker pants.

The line's looks range from the "Black Bird" jean, which features a heavy wax coating, to the "Moto Jersey" top, made out of a medium-weight terry fabric.

There's also the "Drifter Jacket," which

features a collar inspired by a 1950s paratrooper jacket; a silhouette inspired by a contemporary, tapered denim jacket; and camouflage designs printed onto the inside of the jacket.

T-shirt graphics are made by artists who work on vintage motorcycles.

The inspiration for the Cohen & Sons label also looks to the past. Cohen & Sons was a denim and shirting factory owned by Zach's grandfather in Manhattan's Tribeca neighborhood. The factory operated from 1947 to 1996.

Zach, on the other hand, grew up in California and ran a T-shirt business, selling to fraternities and sororities while he studied at



COURTESY OF COHEN & SONS



Sonoma State University. He later worked in advertising, but he harbored a dream of running a clothing line.

An opportunity arose out of a mishap. He received a \$5,000 insurance check from a motorcycle accident in 2014 and used part of it for seed money to revive the Cohen & Sons label.

In 2014, he raised \$12,000 through a



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Kickstarter campaign to finance the label's debut line. He placed the line in some boutiques such as **Tankfarm & Co.** In 2016, he partnered with denim fabric company **Twin Dragon Marketing Inc.** The terms of the deal were not disclosed, but the deal gave Cohen the means to build a full collection.

Cohen & Sons has also been active in making videos for the brand. Its video "Denim Craft," which shows the construction of a pair of Cohen & Sons jeans, was honored with a "Best Editing" award at the 2016 **La Jolla International Fashion Film Festival**.

The label's retail price points range from \$40 for a graphic T-shirt to \$190 for a high-end pair of jeans.

For Cohen, it's mission accomplished for bringing back his family's label. "We're taking it to new heights, to places my grandfather wouldn't think possible," Cohen said. "We're able to do things with so many fabrics because technology has come so far."

For more information, contact Mikee Pritchett at **The Park Showroom** at (213) 250-6200.—Andrew Asch

Calendar

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

Student Fashion Show, presented by FCI
Arts District
Los Angeles

April 7

FIDM Debut Runway Show
Barker Hangar
Santa Monica, Calif.

“The Creative Response to Political Disruption”
Loyola Law School
Los Angeles

April 18

Première Vision Designs
Metropolitan Pavilion
New York
Through April 19

April 19

Kingpins
Westergasfabriek
Amsterdam
Through April 20

April 20

Graduation Show Preview
ArtCenter College of Design
Pasadena, Calif.

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

April 27

The Professional Club's Networking Event
Pez Cantina
Los Angeles

Scholarship Awards Luncheon, presented by the California Fashion Foundation and the Textile Association of Los Angeles
California Market Center
Los Angeles

April 30

IFJAG
Stewart Hotel
New York
Through May 3

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.

NEWS

Retailers, Brands Sign Up for MAGIC's First Stop in Japan

Trade-show giant **UBM Americas**—organizer of the **MAGIC, Project and Coterie** trade shows—is preparing for the launch of **MAGIC Japan**, a joint venture between the MAGIC trade show and **JFW-International Fashion Fair**, the biannual apparel trade show organized by publisher **Senken Shimbun**.

Set to bow April 26–28 at the **Tokyo Big Sight** exhibition center, MAGIC Japan will feature a mix of men's and women's apparel, accessories and footwear, including **Blood & Honey**, a men's, women's and children's collection based in Kiev and New York; **Res Ipsa**, a men's and women's travel-inspired footwear and accessories line from Atlanta; **Nobis**, a Canadian luxury outerwear brand; **GM Studio LA**, a Los Angeles contemporary collection from **Guess** cofounder Georges Marciano; and **De Abreu Italy**, a maker of luxury men's leather bags from Italy.

UBM Americas is anticipating more than 10,000 attendees at the MAGIC Japan

launch, including retailers **United Arrows**, **American Rag Japan**, **Bloomingdale's**, **Anthropologie**, **Tomorrowland Co.**, **Beams**, **Barneys Japan**, **Ships and Isetan**.

The trade show will include a curated area called THE EDIT, which will feature Japanese and U.S. brands, which UBM thinks are “ideally suited for the Japanese market.”

“The Tokyo fashion community is full of passionate, committed fashion designers and brands—MAGIC Japan is honored to create a platform to inspire and help them grow their business,” said Christopher Griffin, consulting president of MAGIC Japan, in a statement. “UBM Americas and UBM Japan are working day and night to deliver the most amazing experience by bringing together brands such as **Save The Duck**, **Pittards** and **Molly Bracken** with influential buyers from Bloomingdale's, Anthropologie and Barneys Japan, just to name a few.”

For more information, visit www.iff-magic.com.—*Alison A. Nieder*

U.S. Supreme Court Strengthens Fashion Copyright

By **Andrew Asch** *Retail Editor*

The fashion business might become more litigious, thanks to a recent Supreme Court decision, according to a discussion about the court's decision at law firm **Freeman Freeman & Smiley LLP** in Los Angeles' Century City district.

The Supreme Court made a decision March 22 on the case **Star Athletica L.L.C. v. Varsity Brands Inc.** At issue in the case was whether **Varsity Brands** could copyright an element of a cheerleading uniform such as a chevron or a stripe. The court voted 6–2 in favor of Varsity Brands, a Memphis, Tenn.–headquartered company that is the dominant manufacturer of cheerleading uniforms. It had sales of \$1.2 billion in 2014, according to a statement from company owners **Charlesbank Capital Partners**.

On the day of the decision, Varsity Brands Chairman and Founder Jeff Webb said that the court ruling was a vindication for designers. “We were honored to serve as advocates and fighters for the basic idea that designers everywhere can create excellent work and make investments in their future without fear of having it stolen or copied,” Webb said in a statement. The **Council of Fashion Designers of America** wrote an amicus brief supporting Varsity Brands' case.

Todd M. Lander, an intellectual-property litigator with Freeman Freeman & Smiley, said that the decision would set the tone for fashion copyright for years.

“I don't see in the ensuing few years any real movement in the courts to restrict protection in textile designs,” he said during a March 23 discussion of the case at Freeman Freeman & Smiley's office, which offers a panoramic view of West Los Angeles stretching to downtown. “If you are a manufacturer, you should assume that designs are protected irrespective of how generic or ubiquitous you believe designs are in the marketplace. If you lend money to manufacturers, this has become a cost of business. This will be part of the apparel industry for the foreseeable future.”

Lander said that litigation over textile copyright has dramatically increased in the past 15 years. Robert Ezra, head of Freeman Freeman & Smiley's Fashion Law department, said that the recent decision might result in an uptick of copyright litigation.

“Copyright protection has been expanded,” Ezra said. “The more rights a holder has, the more likelihood that there is a violation of those rights.”

During the case, lawyers for **Star Athletica**, a St. Louis–area company that also makes cheerleader uniforms, argued that

design details such as chevrons, zigzags and stripes could not be separated from cheerleading uniforms. These details have no separate identities and cannot be protected by copyright. If details are taken away, the cheerleading uniform would be nothing but a dress, Star Athletica's attorneys said. According to federal law, details from a garment must be recognizable by themselves, or must be able to stand alone from the garment, in order to be considered worthy of a copyright.

While Star Athletica said that stripes, chevrons and other details on cheerleader uniforms were generic and could not be protected by copyright, Varsity Brands' lawyers argued stripes, chevrons and other markings defined and created points of difference between cheerleading uniforms. Take the details away, a cheerleading uniform could be identified as a cheerleading uniform. Other manufacturers could make a garment with the same cheerleader's silhouette and have it be identified as a cheerleader's uniform. But companies such as Varsity Brands can copyright art details and protect them, Varsity Brands' lawyers contended.

Justice Clarence Thomas wrote the opinion of the court.

“Just as two-dimensional fine art correlates to the shape of the canvas on which it is painted, two-dimensional applied art correlates to the contours of the article on which it is applied. The only feature of respondents' cheerleading uniform eligible for a copyright is the two-dimensional applied art on the surface of the uniforms,” Thomas wrote. Justices Anthony Kennedy and Stephen Breyer dissented from the opinion.

Ilse Metchek, president of the Los Angeles–based **California Fashion Association**, said that the ruling strengthens current law and reinforces the value of a copyright.

“You cannot copyright the shape and pattern work of a garment,” she said, adding that the new ruling doesn't deviate from existing copyright law, which protects original artwork. “It reestablishes the principle that art is protectable.”

Companies looking to protect themselves from litigation might design their own prints, Freeman Freeman & Smiley's Ezra said. A company could also confirm that fabric suppliers own the prints they sell and possess registration for them. If a company is willing to secure those working with the print against legal responsibility, the company has confidence in using the product.

“There is a lot of clip art that is not copyrighted,” Ezra said. “If you need a tulip, go find a tulip in clip art. There are a lot of clip-art designs in the public domain.” ●

Aritzia, Bailey 44 & Other Boutiques Moving to Westfield Century City

The **Westfield Century City** retail center is continuing work on a \$1 billion remodel of its real estate in Los Angeles' Century City district this year, and recently the high-end retail center announced a slate of new boutiques.

Fashion boutique retailers scheduled to move into the mall include **Aritzia**, **Bailey 44**, **Bonobos**, **Current/Elliott**, **Equipment**, **Joie**, **Maje**, **Sandro**, **Oak + Fort**, **R.M. Williams**, **Suitsupply**, **Ted Baker**, **Travis Mathew** and **Zadig & Voltaire**.

The boutiques for Joie, Equipment and Current/Elliott will share one roof, said Jack Schwefel of the brand's parent company, **Dutch LLC**.

“We are more than excited to be a part of the revamped Westfield Century City community,” Schwefel said. “The dynamic new concept embodies a quintessentially Southern California lifestyle experience, right in our own backyard, and is the ideal setting for unveiling our first-ever tri-brand combination store—featuring each of our Joie, Equipment and Current/Elliott retail environments, side by side, under one roof.”

A statement from the retail center noted that April will



line **Nordstrom**. The center's **Macy's**, to be remodeled, is scheduled to move from the Constellation Boulevard side of the mall to the Santa Monica Boulevard side.—*Andrew Asch*

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Import/Export *Continued from page 1*

that represents about 85 percent of the textile companies in the United States. “But the market has been flat for 18 months due to sluggishness in the global and U.S. economies and the uncertainty in the retail sector.”

Yarns and fabrics accounted for \$30.3 billion, or nearly half the shipments sent out, while carpet, home furnishings fabrics and other non-apparel sewn products made up \$24 billion in revenues. Apparel came in at \$12.7 billion.

One of the U.S. textile industry’s saviors has been free-trade agreements that require that regional yarns and fabric be used in production. If you look at the \$13 billion man-made fiber, yarn and fabrics exported from the United States, a big chunk, \$4.4 billion, is sent to Mexico, \$1.6 billion is shipped to Canada, and another \$1.3 billion is earmarked for Honduras. The Dominican Republic receives \$759 million in shipments. All these countries are members of either the North American Free Trade Agreement or the Dominican Republic Central America Free Trade Agreement.

Tantillo said the U.S. textile industry exports about 40 percent of its production and more than half goes to Mexico, Canada and Central America.

Still, there are ways to increase U.S. textiles exports to free-trade partners. And President Donald Trump could have a big role in that.

NAFTA—the free-trade agreement between the United States, Canada and Mexico—went into effect in 1994 but still has trade-preference levels written into it. Trade-preference levels allow a certain amount of yarns and fabric produced outside the free-trade-agreement region to be used in apparel production as long as the non-regional goods are cut and sewn within the free-trade countries.

Currently, Mexico is allowed to bring in 45 million square-meter equivalents of yarn and fabric a year from places such as China, which it normally uses up halfway through the year. Canada has an annual allotment of 88 million square-meter equivalent units, although it most recently used only about 25 million of that. “That is a degradation of the yarn-forward requirement [for the free-trade pacts], and we think that is a problem,” Tantillo said.

When Trump discusses changes to NAFTA, the U.S. textile industry would like to see these trade-preference levels eliminated. Doing away with these loopholes would undoubtedly boost U.S. textile exports, textile producers said.

When NAFTA was being negotiated more than 25 years ago, Canada asked for a TPL because it did not have a strong textile industry.

Still, the U.S. textile industry believes NAFTA is a pillar upon which the U.S.

textile supply chain has been able to grow. Canada and Mexico are the biggest U.S. textile markets. Also, Mexico has a lot of apparel factories sewing clothing for retailers and manufacturers who need a quick turnaround on goods.

Domestic push

The U.S. textile industry would like to see several steps taken to encourage more domestic production. It also fully supports the Trump administration’s call to negotiate more bilateral free-trade agreements that would have yarn-forward regulations encouraging the use of American fibers, yarns and fabrics. However, the trade group is opposed to a free-trade agreement with Vietnam, now the No. 2 maker of clothing imported into the United States.

Vietnam, which is turning into a cheap

TOP 4 EXPORT MARKETS BY COUNTRY

2016 Data in \$ Billions

1. Mexico	\$6.3B
2. Canada	\$5.2B
3. China*	\$1.8B
4. Honduras.....	\$1.5B

*Data for China includes exports to Hong Kong and Macau.

TOP 5 STATES FOR TEXTILE JOBS IN 2015

1. Georgia	48,876
2. North Carolina	36,774
3. South Carolina	24,446
4. California	17,066
5. Tennessee	13,840

Figures exclude apparel manufacturing and cotton & wool farming jobs.

alternative to China, is a Communist-run country that has a non-market economy, NCTO maintains, and would heavily disrupt the U.S. textile industry if goods were allowed to enter the country duty-free.

The U.S. textile industry is hoping to add to the 565,000 people employed in the industry last year—with 131,300 working in apparel manufacturing and another 113,900 employed in yarns and fabrics.

The U.S. textile industry is recovering from some hard times experienced in the late 1990s through the early part of the 21st century, when business was dropping 10 percent each year. “There was a confluence of events starting in late 1999, when the Asian currency crisis occurred and practically every Asian currency collapsed by 30 to 40 percent, causing exports to surge to the United States. Then you had China joining the World Trade Organization in 2001,” Tantillo recalled.

But things are turning around. Investments in U.S. textile fiber, yarn, fabric and other non-apparel textile production grew to \$1.7 billion in 2015, a 75 percent rise from the \$960 million invested in 2009. “I would say the feeling is upbeat, and there is a positive outlook for the industry,” Tantillo said. “There is a level of frustration with the slow economy and sluggishness in the market, but we all know markets are cyclical.” ●

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Fashion Week El Paseo: Design in the Desert

Etro



Chris March



Christopher Palu



Rosetta Getty



Michael Costello



Char Glover



Stello by Michael Costello



Jesus & Antonio Estrada



CD Greene



The runway lineup at the March 18–25 run of **Fashion Week El Paseo** in Palm Desert, Calif., included West Coast designers Rosetta Getty, Michael Costello and Char Glover, along with designers from across the country, including CD Greene, Jesus and Antonio Estrada, Chris March and Christopher Palu. The designers also hosted meet-and-greet trunk shows later in the week.

Fashion Week El Paseo, now in its 12th year, featured a range of fashion happenings including runway shows, trunk shows and shopping parties.

Saks Fifth Avenue presented a runway show of men's and women's fashions with a finale featuring Italian designer brand **Etro**.

Milan-based menswear designer Christopher Bates, U.S. women's sportswear designer Adam Lippes and red-carpet designer Mikael D joined forces to show their fashions at an opening-night cocktail reception, followed by a trunk show.

Graduates of the **Fashion Institute of Design & Merchandising** presented their collections in a runway show benefiting the **Junior League of Palm Springs Desert Communities**. There was a fund-raiser and canine fashion show benefiting the **Humane Society of the Desert** as well as a runway show benefiting the **Girlfriend Factor**, a nonprofit organization that provides education grants to women. The show featured fashions from retailers in the El Paseo shopping district in Palm Desert, including **BB.one**, **Bikram Yoga**, **Candice Held**, **Democracy**,

Eileen Fisher, **El Paseo Jewelers**, **Grayse**, **Nina McLemore**, **Out of Your Closet**, **Souliers** and **Uno de 50**.

The eight-day event is organized by *Palm Springs Life* magazine and presented by **Franklin Loan Center**.

"Fashion Week El Paseo is a renowned fashion and lifestyle event featuring the industry's most promising stars from across the country and worldwide," said Susan Stein, fashion editor of *Palm Springs Life* and creative producer of Fashion Week El Paseo, in a statement. "More than 13,000 attendees return every year because of the direct access our event provides to leading designers from contemporary to couture. There is no other fashion event that brings runway designs so quickly and directly to the consumer."—*Alison A. Nieder*



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LAMM *Continued from page 1*

from **Imperial Barber Grade Products**, headquartered in Orange County, Calif., were giving attendees and exhibitors 1950s-inspired hairstyles at the show.

A good chunk of the show's vendors were emerging brands, which had just been in business under two years, Shahid said. The show featured 110 brands, up from 88 at LAMM's March 2016 show.

Buyers from **American Rag CIE**, **Zumiez Inc.**, **Shoe Palace**, and **Amazon.com** divisions **Zappos** and **East Dane** shopped LAMM, but most of the attendees were leading and high-end, independent boutiques such as **The Factory**

Duvin, **Hero Seven** and **TCG Footwear** at LAMM.

Vendors said that the show's aisles were not buzzing with traffic, but the show was good.

"Everyone was here for a legitimate reason," said Sid Phillips, a sales rep for Los Angeles-based brand **Camar**. For Anthony Lopez, cofounder and designer for brand **Viven**, with an office in Santa Ana, Calif., LAMM's networking opportunities were an important feature for the show. "For me, networking is important, with salespeople, marketers and buyers," he said.

The great majority of vendors exhibited men's fashions and products. Vendors such as **Publish** of Huntington Beach, Calif., also displayed its women's line. Christine Choi, the

LAMM. French brand **Bricktown** had its sophomore run at LAMM. Canadian underwear brand **MyPackage** also had a booth at the show.

LAMM shined a spotlight on new and emerging brands. **Oro Los Angeles**, headquartered in Huntington Beach, Calif., exhibited hoodies featuring details such as nylon flowers. **Brownstone**, a Los Angeles-based brand, showed its Italian mohair cardigans, parkas and trophy-style jackets bearing "The World Won't Listen," the title of an album by rock group **The Smiths**. **Esuri**, also of Los Angeles, exhibited pinstripe outerwear with a silk lining. **Trash Los Angeles** showed distressed T-shirts and hoodies, all made in Los Angeles. Label founder and designer Tal Mir said that 10



Brownstone cofounders Waverly Watkins, left, and his twin, Warner Watkins



LAMM's new section, Gentlemen's Club produced by Imperial Barber Grade Products



Designer Elliott Evan, making one-of-a-kind garments at Esuri brand booth

OKC from Oklahoma City; **St. Alfred** from Chicago; **Deep Pocket Jean Co.** from Hermosa Beach, Calif.; and **West of Camden** in Huntington Beach, Calif.

Reno Calabrese, West Coast sales manager for **The Park Showroom**, said LAMM would greatly strengthen the market for West Coast-based men's showrooms. "This event is driving activity to the men's market. Traditional men's markets have been soft in the past. But LAMM will force people to take the men's market seriously like they do in New York City." Calabrese was exhibiting brands such as **Astrnemé**,

brand's sales rep, said business was good at a trade show for guys. "I had a busier men's show than the LA Fashion Market a few weeks ago," Choi said. The LA Fashion Market focuses on women's styles.

LAMM veterans such as **Obey**, **The Hundreds**, **Stüssy** and **Herschel Supply Co.** exhibited at the recent show. Prominent brands such as **Levi's**, **Undeafated**, **Sundek**, **Alpha Industries** and **Carrots by Anwar Carrots** also exhibited. The trade show also provided a forum for overseas brands. Australian brand **21.LA** had its trade-show debut at

percent of his label's proceeds go toward foundations for the homeless. **Team Cozy**, another Los Angeles brand, is inspired by photography. It offers a top that features a camera-lens wipe in its hem.

Prominent styles seen on the show floor included jeans and chinos with a baggier fit, said Fez Duchamp, a producer for brand and content group **Filz Agency**. Other upcoming styles include fur-like, plush sweater fabric on sweaters and utilitarian style jackets with featuring a lot of pockets for mobile phones. ●



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What qualities do you look for when choosing your students?

Justine Parish
Faculty Director
Sewing Lab
Associate Professor
ArtCenter College of Design

ArtCenter's Product Design program has consistently been ranked #1 in the annual *Design-Intelligence* survey of the best undergraduate industrial design programs in the country. Students enrolled in the College's Product Design program are not afraid of the hard work required to complete a degree at ArtCenter. They're curious, extremely dedicated, and willing to fully realize the designer's process to explore, innovate, and create.

Staci Jennifer Riordan
Executive Director
The Fashion Law Project
Loyola Law School
Partner
Nixon Peabody

A legal background is not required for Loyola Law School's Fashion Law Project ("FLP"), which seeks a wide range of students. Loyola's JD program offers a wealth of fashion law classes for those looking to become fashion lawyers, as well as a Fashion Law Clinic offering hands-on legal experience with real-world clients. The Master of Science in Legal Studies (MLS) degree, which can be completed in two years or less, offers training in high-level business-formation, intellectual property, licensing, and issues relevant to the fashion industry.

What sets your program or curriculum apart?

ArtCenter College of Design

Rooted in ArtCenter's Product Design program, our new Wearables and Soft Goods track focuses on products worn on or by the body—footwear, clothing, headwear, equipment, bags, and accessories—with an emphasis on the human-centered design process, problem-solving, form language, materials exploration, and 3D fabrication. ArtCenter students have access to a number of digital and analog "maker spaces" available to them, from wood and metal shops to 3D printing and laser cutting to our newly developed Sewing Lab, with a full range of home and specialized industrial machines.

Joe Farrell
Fashion Merchandising Chair
FCI Fashion School

FCI Fashion School is unique because it is the only fashion school specializing in "short-term" fashion training. During the three-month Fashion Design program, students learn fashion drawing, pattern-making, and sewing. At the program's conclusion, students participate in a fashion show and present their "mini collection" to fashion-industry professionals, family, and friends. Other three-month programs include Fashion Merchandising, Handbag Design, and Fashion Styling.

Loyola Law School

Fashion Law Project students leave our program with extensive hands-on practice experience and a wealth of knowledge of both the legal and business aspects of the fashion industry. For example, our FLP Fashion Law Summer Intensive Program, held July 27–30, is the only program of its kind in the West. It provides students with an intense immersion into fashion-business



Loyola's Fashion Law Summer Intensive annually convenes lawyers, designers, fashion entrepreneurs, and executives for an intensive overview of fashion law fundamentals. The fourth installment will run July 27–30.



At the April 2016 symposium "Green Is the New Black: Sustainability in Fashion," alumna Chelsea Grayson (left), general counsel and executive vice president of American Apparel, was interviewed by Laura Indvik, editor-in-chief of *Fashionista*.



The upcoming April 7 symposium, "The Creative Response to Political Disruption," will explore options available to artists when their work is unexpectedly used for political purposes.

essentials. The program includes rare networking opportunities and continued mentorship after the program. Candidates may apply for scholarships.

Describe how you work to integrate students in real-world experiences.

FCI Fashion School

FCI's fashion internship program integrates students in real-world experiences. Students are assigned to a variety of fashion internships on the first day of their program. They will also work on their internships during L.A. Fashion/Market Week and the Las Vegas trade shows, including MAGIC, Project, and Stitch.

Loyola Law School

Loyola's Fashion Law Project, as well as its student-run Fashion Law Society, regularly brings top designers, practicing fashion attorneys, executives, and entrepreneurs to campus to mingle with students and alumni.

What are your upcoming key events?

ArtCenter College of Design

Design Runway: A Wearables and Soft Goods Showcase, on April 14; Experience ArtCenter at Night, April 14–19; and the Graduation Show Preview, on April 20.

FCI Fashion School

Our next key event is our student fashion show, which will be held April 6 in the Arts District in downtown L.A.

Loyola Law School

On April 7, Loyola's downtown campus hosts the symposium "The Creative Response to Political Disruption," which delves into the intersection of fashion, entertainment, and politics.

Scheduled speakers include celebrity stylist Karla Welch, legendary ACLU lawyer Peter Eliasberg, and high-profile consumer activist Shannon Coulter.

Which career counseling services do your students find most helpful?

ArtCenter College of Design

ArtCenter's career counseling services, including professional development workshops, a speaker series, and more, support students and alumni in achieving their personal goals and pursuing their professional aspirations. Other helpful career-focused initiatives include our Recruitment Open House and Graduation Show Preview. Held at the end of every term, graduating students are given the opportunity to network with design professionals from top companies and studios

looking to identify talent for current or potential job openings.

Loyola Law School

JD students may use the sub-concentration in Fashion Law to customize their curriculum, with individualized career counseling from Executive Director Staci Jennifer Riordan.



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Alvanon and BodiData Partner Up to Help Apparel Industry With Sizing

How many times have customers praised a designer for a pair of perfectly fitted blue jeans and then snapped them up without glancing at the price?

Fit is one of the most important elements in a garment, which is not lost on apparel industry consultant **Alvanon** and technology company **BodiData**, which has amassed a wealth of data on three-dimensional body measurements.

The two recently announced they have formed a strategic partnership agreement that will allow Alvanon to integrate BodiData's body-dimension data into its own demographics database, giving Alvanon's apparel-sector analysts immediate access to the world's largest database of body measurements, covering 1 million North American men, women and adolescents.

With this information, Alvanon said it will help brands and retailers define exact body specifications for specific consumer demographics and target markets, no matter what their size. Apparel brands will be able to update their product fit and sizing, including measurement tables, size charts, grade rules, block libraries and identify new growth opportunities for product and market development.

BodiData uses a multi-sensor body technology device to measure individuals when they are fully clothed. It collected data by using millimeter-wave kiosk scanner booths located in more than 55 U.S. malls.

Tuoc Long, BodiData's chief executive, said the company has the potential to deliver a large category of consumer data that no

other company can offer. "Alvanon is the only apparel consulting expert we will be working with in the retail apparel sector," Long said. "Its deep industry-domain knowledge enables it to extract and utilize the data we collect to provide strategic consumer and market insight."

Janice Wang, chief executive officer of New York-based Alvanon, said every brand should have a unique DNA fit that is understood and can be replicated through every product and across the supply chain. "Demographic data is just data unless it is analyzed in the right context," she said. "BodiData is generating big data on U.S. consumers and growing throughout the world. Our domain expertise will enable us to analyze and help apparel brands and retailers define their DNA fit for their target consumer population."

Because the U.S. population is one of the most ethnically and size diverse in the world, the partnership is expected to help the apparel industry understand a confused market by making better-fitting clothes. "Being able to use the database to create custom solutions for the apparel industry is hugely exciting," Wang said.

Alvanon works with clients in 89 countries. It helped **Marks & Spencer** develop a line of denim jeans that focused on fit rather than size. The "Body-Shape Denim" collection had three variations: "Eva" for the pear-shaped woman, "Marilyn" for the hourglass figure and "Lana" for the fuller-waist and slim-hip woman.

Alvanon has its European headquarters in London and an Asian office in Hong Kong. It also has research, development and manufacturing facilities in Dongguan, China.—*Deborah Belgum*

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