

CALIFORNIA

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GIFTED & TALENTED

At the recent Gold Thimble Fashion Show, Los Angeles Trade-Technical College fashion design students showcased everything from reworked denim to evening gowns. The school received a \$500,000 gift from Gregory and Regina Weingarten at the event, which was held at the LATTC campus in downtown Los Angeles. For more from the event, see page 6.

Fanny Gallegos

NICK CARPANZA

New Project for LA Arts District Pioneer Guerilla Atelier

By Andrew Asch *Retail Editor*

In 2012, Carl Louisville quit a job running the **Prada Epicenter** store on Rodeo Drive, where he got to socialize with Miuccia Prada and Hollywood A-listers. Post Prada, he opened a luxury store in a section of Los Angeles adjacent to homeless encampments in the city’s tough Skid Row section.

“You’re out of your mind. What are you doing down there?” Louisville remembers friends telling him. Fast-forward five years and the question never pops up anymore.

Louisville’s **Guerilla Atelier**, located at 912 E. Third St., was one of the first luxe stores in Los Angeles’ Arts District, which for the past 18 months or so has been one

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Why Manufacturers Are Turning to Central America for Quick-Turn Apparel

By Deborah Belgum *Senior Editor*

GUATEMALA CITY—The demise of a free-trade agreement between the United States and several Asian countries is breathing new life into the Guatemalan apparel industry.

With intense competition heating up around the world for cheap labor, Guatemala is not the least expensive place for hourly wages, but it is a member of the Dominican Republic–Central America Free Trade Agreement between the United States and six Central American countries. That means that clothing made from fabric and materials coming from the region gets duty-free entry into the United States, lopping off up to 32 percent in tariffs.

And with retailers looking for faster turn on their merchandise, it’s a lot more convenient to hop on a six-hour plane flight and be in Guatemala, where there is only one

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INSIDE

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



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# Emerald Expositions Adds SIA Snow Show to Its Stable of Trade Exhibitions

Weeks after raising \$264 million in a public offering, **Emerald Expositions** turned around and acquired for \$16.4 million the **SIA Snow Show**, organized by **SnowSports Industries America**.

Emerald Expositions—which produces trade shows including **Surf Expo**, **Outdoor Retailer**, **Swim Collective**, **Active Collective** and the **Imprinted Sportswear Show**—will combine the two outdoor-oriented shows into **Outdoor Retailer + Snow Show**, with the first edition being held Jan. 26–29 in Denver.

Since 2011, the SIA Snow Show has been held in Denver, and for years Outdoor Retailer has been held in Salt Lake City. The summer edition of Outdoor Retailer will make its last independent stand in Salt Lake City July 26–29.

Outdoor Retailer has been trying to extract itself from the Salt Lake City location ever since Utah Governor Gary Herbert started trying to undo former President Barack Obama's decision to create **Bears Ears National Monument**, which protected it from commercial exploitation.

The Bears Ears brouhaha prompted several high-profile outdoor apparel manufacturers such as **Patagonia** to withdraw from the twice-a-year show in Salt Lake City.

Emerald Expositions was entertaining proposals from other cities to host the show, even though it was signed up through 2018 to hold Outdoor Retailer in Salt Lake City.

This way, Outdoor Retailer initially can move into the SIA Snow Show slot in Denver and then work on subsequent locations. SIA will continue to produce the On-Snow Demo portion of the show at the **Copper Mountain Resort** ski area as well as Indus-

try + Intelligence Day.

On May 29, Nick Sargent, president of SnowSports Industries America in Park City, held a webinar to talk about the acquisition, which was announced on May 24. "This is a very positive move forward," he said in the online format. "This agreement with Emerald gives SIA the ability to accomplish its vision and pursue its efforts to help the winter-sports industry thrive."

The combined show will bring together outdoor and snow-sports industries under one roof. "This means it's a more effective platform for our members to do business and a great return on their trade-show investment," Sargent noted. "As a result of one less winter trade show in an increasingly congested trade-show landscape, stresses on suppliers and retailers are reduced."

Sargent emphasized that there should be enough room for the two shows in January at the **Colorado Convention Center**. He said the SIA Snow Show takes up 235,000 square feet of space, but there are 670,000 square feet of continuous space and the building encompasses 800,000 square feet.

More than 70 percent of SIA's voting members approved the Emerald Expositions purchase. SIA executives will sit on Outdoor Retailer's event advisory board to counsel on show dates, long-term planning, pricing structure, member discounts, show floor plan, community building and new concepts.

With the SIA Snow Show sold, the executives at SnowSports Industries America will be working on a three-year strategic plan to develop new programs and tools to help its members grow their businesses, including research, education, participation, consumer outreach and retail support. "SIA will be

seeking new revenue streams to replace the trade-show revenue stream," Sargent said.

SIA was established in 1954 and its members are makers of alpine, ski and outdoor equipment, apparel, accessories, retailers, resorts and buying groups.

Emerald Expositions, headquartered in San Juan Capistrano, Calif., is a large trade-

show and conference organizer that just keeps growing. Last year, Emerald acquired Swim Collective and Active Collective from Shannon Leggett, the founder of the shows started in 2010 and 2014, respectively.

Earlier this year, Emerald acquired the **International Drone Conference and Exposition** from **BZ Media**.—*Deborah Belgum*

## RETAIL SALES

### May Sales Tough

Retail sales reports for May were downbeat. **Cato Corp.**, a Charlotte, N.C.–headquartered retailer, had a particularly tough month when it posted a same-store-sales decline of 16 percent. The double-digit drop followed relatively a far-less decline in April, when Cato reported a 2 percent same-store decline. The result beat Wall Street estimates. Cato's May declines were blamed on merchandising, according to John Cato, the retailer's chairman, president and chief executive officer. "Our negative sales trends persisted throughout May as we continued to work through our merchandise-assortment missteps," he said.

**The Buckle Inc.** was another retailer that experienced a setback after a less-severe April. Its May same-store sales declined 9 percent, compared to its April results, when it beat estimates and delivered a decline of 3.5 percent.

**L Brands** posted a decline of 7 percent in May, blaming the flagging business on continuing costs from the recent exit from categories such as swim by the company's leading brand, **Victoria's Secret**.

Mall action-sports retailer **Zumiez Inc.** provided a bright spot to the month's doldrums. Same-store sales increased 3.3 percent. In a statement, Rick Brooks, Zumiez chief executive officer, listed a few reasons

for the good performance.

"Our teams are doing a good job striking a balance between achieving near-term targets in a challenging retail environment

#### May Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
<b>The Buckle</b>	<b>\$61.50</b>	<b>-8.8%</b>	<b>-9.0%</b>
<b>Cato Corp.</b>	<b>\$74.20</b>	<b>-15.0%</b>	<b>-16.0%</b>
<b>L Brands Inc.</b>	<b>\$774.30</b>	<b>-5.0%</b>	<b>-7.0%</b>
<b>Zumiez Inc.</b>	<b>\$53.20</b>	<b>+6.5%</b>	<b>+3.3%</b>

Source: Company reports

and executing strategies that are laying the foundation for long-term profitable growth. I am confident we are on the right course to grow both sales and earnings to generate value for our shareholders," he said.

Also on June 1, Zumiez reported results for its first quarter of the fiscal year. Same-store sales increased 1.8 percent. Total net sales increased 4.7 percent to \$181.2 million. The company introduced guidance for its second quarter, which is scheduled to end on July 29. It forecast a same-store-sales increase of 1 percent to 3 percent for that quarter. Zumiez also announced that it intends to open 19 new stores in fiscal 2017. Nine of these stores will be located outside of the United States.—*Andrew Asch*

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## Calendar

#### June 3

**Black & White Ball, benefiting National Jewish Health**  
The Langham Huntington  
Pasadena, Calif.

#### June 5

**LA Fashion Market**  
California Market Center  
Cooper Design Space  
The New Mart  
Gerry Building  
824 Building  
Lady Liberty Building  
Primrose Design Building  
Academy Awards Building  
Los Angeles  
Through June 8

**Designers and Agents**  
The New Mart  
Los Angeles  
Through June 7

**ALT  
Emerge  
Select**

#### Transit

California Market Center  
Los Angeles  
Through June 7

#### LA Kids' Market

California Market Center  
Los Angeles  
Through June 8

#### June 7

**Atlanta Apparel**  
AmeicasMart  
Atlanta  
Through June 10

#### June 11

**Trend Seattle**  
Hangar 30  
Seattle  
Through June 13

#### June 14

**Dallas Apparel & Accessories Market**  
Dallas Market Center

Dallas  
Through June 17

#### FIG

Fashion Industry Gallery  
Dallas  
Through June 16

#### June 20

**CALA**  
Fort Mason Center  
San Francisco  
Through June 21

#### Techtextil USA

McCormick Place  
Chicago  
Through June 22

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.

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# Bamboo Rose Extends Social Reach of PLM

Product Lifecycle Management software is something of a social media for the manufacturing set.

Since its introduction more than 30 years ago, PLM software has allowed designers, marketers and production staff to collectively access a central database, take notes, critique and basically get on the same page for a project.

**Bamboo Rose**, a Massachusetts-headquartered technology company, plans to extend the social reach of PLM. In the first quarter of 2017, the technology company introduced the Bamboo Rose House of Fashion. In this platform, which was produced in partnership with the **Council of International Fashion Designers**, virtual showrooms are created where independent designers can post images and information about their designs and reach more than 1,000 retailers across the globe, according to a Bamboo Rose statement.

Also in the beginning of this year, Bamboo Rose announced a cloud-based marketplace for PLM and sourcing called Live on Day One, which encourages retailers, manufacturers and suppliers to collaborate on a product. With retailers collaborating on this program, Sue Welch, Bamboo Rose’s chief executive officer, said that

valuable time is saved because retailers can give their reactions much earlier in the production of a product. Welch also contended that companies involved in this program have noted an 85 percent reduction in sampling costs.

“Brands build products and [develop them with] mood boards. They send information from the mood boards out to suppliers and retailers, [telling them,] ‘We want to share with you what trends we are seeing,’” Welch said.

Later this year, the company will introduce its Bamboo Rose House of Fabric, a platform where those involved with the development of a product can share details on items such as fabrics and trim. Companies working with Bamboo Rose include **Adidas**, **Urban Outfitters**, **Kohl’s** and **American Eagle**, according to a brand statement from the tech company.

Bamboo Rose is on the move. Welch forecast that the company will double its sales in 2017. In May it announced that two key executives would join the company. Jon Baron, a **Microsoft** veteran, will join Bamboo Rose as its president. Julie Chao, a **Li & Fung** alum, will join the company as its senior vice president in its Asia-Pacific office in Hong Kong. It also maintains offices in the United Kingdom and India.—*Andrew Asch*

# FBI Moves Out of CMC

After nine years at the **California Market Center, Fashion Business Inc.**, the educational nonprofit for start-up and growing fashion companies, is moving into a shared office space called **CTRL Collective**, located on the fourth floor of 833 S. Spring St., a short walk from FBI’s previous digs. FBI formally opened for business in its new space on June 1.

A classroom, boardroom, photo labs and a kitchen will be available to FBI members when the nonprofit wants to hold classes or meetings in a physical space, said Frances Harder, founder and president of FBI. “We don’t need a big space anymore,” Harder said. “Most of the people we are connecting with are in different parts of the country, even different parts of the world.”

To access space at CTRL Collective, FBI directors and instructors will have to reserve classroom area or the boardroom from CTRL Collective management. To use CTRL Collective space, one must take out a membership with the collective and reserve space. CTRL

Collective also runs a shared office space in the Playa del Rey neighborhood of Los Angeles.

FBI started in 1999, and for 18 years it was headquartered in downtown Los Angeles’ Fashion District. Its new base in the CTRL Collective will allow the educational nonprofit to keep a presence where much of Los Angeles’ fashion business is rooted. FBI’s new location at CTRL Collective is temporary, however. In the fall, the organization is scheduled to move to a new permanent space outside of the Fashion District.

FBI helps produce certified job-training programs. It also produces seminars on technology, law and entrepreneurship. Harder is the author of the business book *Fashion for Profit*. FBI also produces the annual **All Aboard—LA’s Fashion Platform**, typically during **Los Angeles Fashion Week**.

For more information about FBI, visit [www.fashionbizinc.org](http://www.fashionbizinc.org) or call the organization’s new phone number, (800) 533-8551.—A.A.

## NEW LINES

### California Market Center

110 E. Ninth St.

#### NEW SHOWROOMS

**MOLO KIDS**  
**A649**  
Molo Kids *Children’s*

**K K APPAREL**  
**A709**  
K K Apparel *Private label*

**CHINA FASHION SOURCING**  
**A819**  
China Fashion Sourcing  
*Sourcing*

**CLINGGIRL**  
**A869**  
Clinggirl *Juniors*

**AWESOME APPAREL**  
**A1188**  
Awesome Apparel *Juniors*

**310|LA SHOWROOM**  
**B503**  
Bow & Arrow 78 *Contemporary*  
Dimmatin *Contemporary*  
Drones Clothing *Contemporary*  
Elektrix Love *Contemporary*  
Jilliper *Contemporary*  
Venice Gold *Contemporary*

**SAMIL SOLUTION AMERICA, INC.**  
**B717**  
Samil Knits *Textiles*

**A + A² APPAREL**  
**B832**  
A + A Apparel *Juniors*

**B & Y INC.**  
**B880**

**WELLSKY TEXTILE**  
**B885**  
Wellsky Textile *Textiles*  
B & Y Inc. *Juniors*

**STEPS APPAREL**  
**B889**  
Steps Apparel *Juniors*

#### NEW LINES

#### ACCESSORIES

**ROXSTAR**  
**A342**  
Saachi *Accessories*  
Sylca *Accessories*

**DAKOTA SHOWROOM**  
**A593**  
Dana Blair Designs *Jewelry*

#### UPDATED WOMEN’S COLLECTIONS

**SHARON KOSHET SALES**  
**A303/304**  
Bella Amore *Updated*  
House of Wallace *Updated*

**LISA LENCHNER**  
**A307**  
Adore *Updated*  
Hippe Beach Bum *Updated*  
J K P *Updated*

**J V ASSOCIATES**  
**A314**  
Ezze Wear  
Kiki Sol *Updated*

**SHEILA LOTT SALES**  
**A325**  
Edelweiss Jewelry *Updated*

**ROXSTAR**  
**A342**  
Formation (Digital Denim)  
*Updated*

**DORIS JOHNSON**  
**A380**  
Sunrise 2 Sunset *Updated*

#### WOMEN’S CONTEMPORARY

**DAKOTA SHOWROOM**  
**A593**  
Amita Naithani *Contemporary*  
Dana Blair Designs *Jewelry*

**THE PARK SHOWROOM**  
**B477**  
SORI *Contemporary*  
Stoned Immaculate  
*Contemporary*

**310|LA SHOWROOM**  
**B503**  
Bow & Arrow 78 *Contemporary*  
Dimmatin *Contemporary*  
Drones Clothing *Contemporary*  
Elektrix Love *Contemporary*  
Jilliper *Contemporary*  
Venice Gold *Contemporary*

**MATTSON**  
**B507**  
Adonai *Contemporary*  
Dint *Contemporary*  
Folie a Deux *Contemporary*  
LASH *Contemporary*

**PERLMANREP**  
**B535**  
Sinuous *Contemporary*

**SKYLTON**  
**B540**  
Michelle Herbert *Contemporary*  
Sukeina *Contemporary*  
ViceDomini *Contemporary*  
Yana Besfamilinaya *Contemporary*

#### JUNIORS

**TUNNELL FASHIONS INC.**  
**A863**  
Aeon *Juniors*  
Butterflies & Zebras *Juniors*  
City of Angeles *Juniors*  
Lemon Cake *Juniors*

**MIDNIGHT LOVERS**  
**B882**  
Atticute *Juniors*  
Curvy Sheets *Juniors*

#### KIDS’ AND MATERNITY

**LOLA JO SALES**  
**A607**  
Sophie & Lucas *Children’s*

**ELOISA & MIA**  
**A611**  
Bella Rose Playwear *Children’s*  
Levi James *Children’s*  
Sweet N Swag *Children’s*

**WEST COAST MATERNITY**  
**A652/692**  
NOM *Maternity*

**CONCEPTION**  
**A660**  
Baby Grey *Children’s*  
Beau *Children’s*  
Cienta *Children’s*  
Everly Grey *Maternity*  
Haru *Children’s*  
Igor *Children’s*

**CHANTIQUE’S SHOWROOM**  
**A663**  
EMC *Children’s*

**KEIKI SHOWROOM**  
**A670**  
Wild & Fierce *Children’s*

**KIDS DU MONDE**  
**A678**  
Cotton Kids *Children’s*  
Mabel + Honey *Children’s*

**RANDEE’S SHOWROOM LLC**  
**A679**  
Pink Peony *Children’s*

**ALLISON SHOWROOM**  
**A682**  
Cocoon *Children’s*  
Natura Organics *Children’s*

**BOW & ARROW SHOWROOM**  
**A683**  
Kapital K *Children’s*  
Loulou Loppipop *Children’s*

**DON WELBORN AND ASSOCIATES**  
**A684**  
Chus *Children’s*  
Coupe *Children’s*  
Silver Jeans *Children’s*

**THE PARK SHOWROOM**  
**B477**  
Argyle Grant *Men’s Contemporary*  
Chupakabra *Men’s Contemporary*  
Cohen & Sons *Men’s Contemporary*  
Hero Seven *Men’s Contemporary*  
Kennington *Men’s Contemporary*  
Slate Denim *Men’s Contemporary*

#### MEN’S

**TCG Footwear** *Men’s Contemporary*

**T & A SHOWROOM MEN’S**  
**B486**  
Eight to Four *Men’s Contemporary*  
Jesus Is My Homeboy *Men’s Contemporary*  
Le Cruz *Men’s Contemporary*  
Mr. Bacon’s Beard Oil *Men’s Contemporary*  
Skits *Men’s Contemporary*  
Teenage Millionaire *Men’s Contemporary*

**SEASON AFTER SEASON**  
**B498**  
Alternative Apparel *Men’s Contemporary*  
Bread & Boxers *Men’s Contemporary*  
Brents *Men’s Contemporary*  
Focused Space *Men’s Contemporary*  
Happy Socks *Men’s Contemporary*  
Puma Sportswear *Men’s Contemporary*

**929 SHOWROOM**  
**C481**  
Cut N Paste Leathers *Men’s Contemporary*  
Mattarazi Uomo Suits *Men’s Contemporary*

**SHOWROOM RELOCATIONS**

**CONDOTTI EUROPEAN**  
**Relocated from A1004 to A382**  
Condotti European *Fashion accessories*

### The New Mart

127 E. Ninth St.

#### NEW SHOWROOMS

**TOPSON DOWNS**  
**Suite 407**  
Arrive  
Elwood  
Fourteenth Place  
Love Fire  
Tinseltown

**G-STAR RAW**  
**Suite 412**  
G-Star RAW

**Z SUPPLY**  
**Suite 1104**  
Black Swan  
Icons of Culture  
Others Follow  
Rag Poets  
White Crow  
Z Supply

**NEW LINES**

**LIVERPOOL JEANS**  
**Suite 402**  
Liverpool Jeans Men’s

**MICHAEL BUSH—LA APPAREL**  
**Suite 406**  
Curio

**CHANTAL ACCESSORIES**  
**Suite 509**  
The Bra Lab  
1822 Denim

**ENGEL’S SHOWROOM**  
**Suite 509**  
Showcase  
Top Choice  
Vieta

**A LA MODE SHOWROOM**  
**Suite 704**  
Cazzual

**A LA MODE SHOWROOM**  
**Suite 707**  
Hazel

**KATHY WALKER SALES**  
**Suite 711**  
Christy Castro-Kahn  
Los Angeles Trading Co.  
Tricia Fix

**VALERIE HAMBAS SHOWROOM**  
**Suite 800**  
Amaya  
Argentique  
Beyond Threads  
Button and Flower  
Free Minds  
Lady Dutch  
Lou Intimates  
Luxchilas  
Maison Lejaby  
Nvelop  
Oscillto  
Plush Cashmere  
Silva  
Talia  
Zowee

**CORINA COLLECTIONS**  
**Suite 807**  
A.Healdsburg

**NICHE SHOWROOM**  
**Suite 901**  
Bobeau Collection  
H.I.P Bands

**LA RUE SHOWROOM**  
**Suite 904**  
Qiu  
Wren & Willa

**S.A.M. SHOWROOM**  
**Suite 906**  
ROI

**SUE GOODMAN SHOWROOM**  
**Suite 909**  
On The Road

**BRANDY GARRISON SALES—YOGINI GARMENTO**  
**Suite 1002**  
Vuori

**REPRESENTING SHOWROOM**  
**Suite 1002**  
Cameron Rose  
Gina B  
VSA Handbags

**H.E.M SHOWROOM**  
**Suite 1003**  
David Galan  
Sienna Rose

**THE GIG SHOWROOM**  
**Suite 1005**  
Skarlett Blue

**BLANKSLATE SHOWROOM**  
**Suite 1108**  
A Postcard From Brighton  
Nu Denmark

**SHOWROOM RELOCATIONS**

**JOKENSTYLE**  
**Relocated from Suite 607 to Suite 602**  
Bloom  
Bugatti  
Celine Dion Collection  
Cover Me Swim  
Feline  
Jay Stephen  
Kalliopi Eleni  
Kristina Mak  
L’atelier fashion  
Mim and Ray  
Morena Morena  
Pavlina Jauss  
Red Letter  
Shihoshi  
Simone Herrera  
True Rocks  
Vocal Lesson LA

### Cooper Design Space

860 S. Los Angeles St.

#### NEW SHOWROOMS

**DESIGNER NETWORK NYLA Lobby C**  
Cotton Citizen  
Moussy  
The Hours  
The Perfext

**WEAR IT TO HEART**  
**Mezz5**  
Wear It to Heart

**INDIAN SUMMER AGENCY**  
**Suite 816**  
Journeymen  
Levi’s  
Skateboarding  
Society  
Sole Bicycles  
The Critical Slide  
Volley Footwear

#### NEW LINES

**BAND OF GYPSIES/BAND OF GYPSIES DENIM**  
**Suite 412**  
Band of Gypsies

Band of Gypsies Denim  
B.O.G. Collective  
Zoe and Rose

**JAYA APPAREL GROUP**  
**Suite 415**  
Cinq a Sept  
Likely

**NEEM LIVING**  
**Suite 419**  
Neem Living

**LILY KATE SHOWROOM/CLYDE SHOWROOM**  
**Suite 503**  
Maiami  
Maison du Soir  
Parker  
RETABLO

**SUITE SHOP**  
**Suite 512**  
Ace of Something  
ELLEJAY  
LA Confection  
Ray + Mae  
Storm Swim  
Winston White

**SIMON**  
**Suite 540**  
Night Cap  
OBOK  
Q by Dorit Sharon  
SPRWMM

**FRANKLIN STREET SHOWROOM**  
**Suite 614**  
Clare V.  
Demylee  
Janessa Leone  
Laer  
Love Stories  
Lover  
M. Martin  
Manufacture Pascal  
Marissa Webb  
Mollusk  
Odette  
Repetto  
ZanZan

**THE OUT CROWD**  
**Suite 614**  
Alice McCall

### The Lady Liberty Building

843 S. Los Angeles St.

#### NEW LINES

**MARY JOYA SHOWROOM**  
**Suite 401**  
ReLOVE Collection





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## Guerilla Atelier *Continued from page 1*

of the hottest up-and-coming retail neighborhoods in the metropolis. He's ready to revamp the place, which he defines as a "lifestyle gallery" and gave him success in downtown.

Currently, young, affluent people go to the Arts District to wander through the sprawling 100,000-square-foot **Hauser & Wirth** art gallery, which opened in 2016; drink Belgian ale at **Wurstküche**; and shop for high-end clothes and lifestyle items at Guerilla Atelier's neighbors **Shinola**, which opened in December, and **3.1 Phillip Lim**, which opened in early May. Arts District shops **Poketo**, which opened in 2012, and the **Apolis: Common Gallery**, which opened in 2011, also pioneered retail in the Arts District. But Guerilla Atelier was a game-changer. Brigham Yen, a real estate broker and editor/publisher of the blog "DTLA Rising," said that Louisville proved that luxe retail could thrive in an area once best known for urban blight.

"It was the first store in the Arts District to carry exclusive designer items that would usually only be found on the Westside. Demand was there, and [it] showed other retailers, like Shinola, that DTLA could support luxury retail," Yen said.

A steady stream of shoppers and the curious visit the 6,000-square-foot emporium to browse through Guerilla Atelier's selection of designer lines for men and women such as Los Angeles-based **Verdad** or view pop-art and giant coffee-table books from the publisher **Taschen**. Price points range from \$35 for a scented candle to a \$5,000 men's suit and \$20,000 for a painting. Recognizable for his salt-and-pepper hair and beard and clad in a long-hemmed artist's shirt by the **RTH** label, Louisville has sketched out the next step for Guerilla Atelier.

He will change the merchandising direction. It will go from an entirely multi-brand store to one where about 60 percent of the floor space is devoted to the shop's new private-label line, which will also be called **Guerilla Atelier**. It will be produced by Italian brand **Tagliatore**, which is headquartered in the Southern Italian region of Puglia.

Guerilla Atelier will be a collection of tailored clothes for men, and styles will range from shirting to tuxedo jackets. Retail price points will be \$300 for shirts to \$5,000 for suits. Looks will include navy, gray and black suits a man can wear to a business meeting. The label also will offer a tuxedo jacket featuring red and blue herringbone fabric. Also part of the debut collection, sports coats, a selection of trousers, outerwear and knitwear. The Guerilla Atelier label is scheduled to hit his shop floor in mid-June. Louisville anticipates wholesaling it eventually. He also forecasts that he will open Guerilla Atelier boutiques in other cities.

Louisville hopes the private-label line will

be like his store. "I'm always looking for the next thing. The private-label is a completion of the journey of creating my own environment," he said. "We're taking a number of unknowns. It is the final risk."

The risk is devoting store space to a brand that no one has heard about. Also, there is no guarantee that the line will be a success, said Rob Greenspan, an apparel business consultant for **Greenspan Consult Inc.** in Los Angeles' Encino district. If the line succeeds, it will provide a larger gross profit than branded lines, and the retail store will be the exclusive place to find the line.

From childhood, Louisville maintained an ambition of running a haberdashery,

a place that sells men's clothes and accessories. After a career in sales and management for blue-chip retailers such as **Barneys New York** and **Saks Fifth Avenue**, Louisville hoped to try something different. It would be a space inspired by the grand French ateliers of the 19th and early 20th centuries. There would be no designated space where shoppers would be directed to browse through dresses or shirts. Rather, Louisville hoped that visitors would be guided by a spirit of discovery.

The boutique draws mostly downtown Los Angeles residents but also people throughout Los Angeles County as well as international tourists. Louisville intends the space to be a luxe experience without the trappings of high-end stores on other exclusive retail streets.

Louisville helped create the look of the place, which includes exposed HVAC pipes on the ceiling, bulbs hanging from cords and Taschen coffee-table books artfully placed around the shop, which is designed to look like a lived-in space, not like a store. Guerilla Atelier typically keeps its selection to a few brands, such as **Verdad**, **RTH**, **Mister Freedom**, **Annelore** and **Borrelli Napoli**. The store has championed emerging designers such as **A Vested Interest** and **CFDA/Vogue Fashion Fund** finalist Chris Gelinis. Also seen in the store, **Passavant and Lee** accessories, downtown Los Angeles eyewear brand **Saint Rita Parlor** and niche fragrances from independent companies.

The store also devotes wall space to and has produced gallery shows for artists such as David Bromley from Australia; Knowledge Bennett, whose "Cojones" gallery show depicted famous people grabbing their crotches; Karen Bystedt, who exhibited a trove of rare Andy Warhol pictures; and artist Danny First, whose art and sculpture currently lines Guerilla Atelier's walls.

Atmospheric music and the signature brown scented candle aroma from **Hôtel Costes** from Paris waft through Guerilla Atelier's space.

"This is an expression of what I find beautiful," Louisville said of his project, which is mostly a one-man show. "I do everything here ... joyfully. This environment is the truth." ●



HERO STEVENSON

**PIONEER GOES PRIVATE:** Carl Louisville helped pioneer retail in downtown Los Angeles' Arts District. In mid-June, he is scheduled to introduce a private-label line, which will also be called Guerilla Atelier.



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## EVENTS

# L.A. Trade-Tech Lands \$500,000 Gift, Department Chair Anderson Honored at Gold Thimble Runway Show

A full house of family, friends, educators and fashion fans turned out for **Los Angeles Trade-Technical College's Gold Thimble Fashion Show**, held on the grounds of the school's downtown Los Angeles campus on May 26.

At the event, LATTC received a \$500,000 donation to the school's Design & Media Arts program from Gregory Annenberg Weingarten, the vice president and a director of the **Annenberg Foundation**, along with his wife, Regina. The funds will be used to help preserve and create an archival space for the LATTC Vintage Costume Collection, which includes vintage clothing and Hollywood costumes dating back to the 1920s. The Weingarten donation will also support a mural fund for the school's Sign Graphics Program and be used for LATTC's WebSlam outreach, a program that teaches HTML coding and Web design to students. The gift will also benefit the school's design and media arts programs.

On the runway, fashion design students showcased a range of apparel, including men's, women's and children's designs. This year's runway show theme was "Barbie," and models arrived on the runway via a Barbie doll box, created by faculty and students in LATTC's

construction technology program.

There was also a denim challenge in which students were given two pairs of donated jeans and four days to create a new, original design. Brian Chavez won top prize for his trapeze-style dress made in a collage of patchwork denim.



LATTC Design & Media Arts department chair Carole Anderson, at right, with Gregory and Regina Weingarten

Design & Media Arts department chair and Gold Thimble show director Carole Anderson was also honored for her work on behalf of the fashion program and the runway show, which she has been directing for 17 years.—*Alison A. Nieder*

NICK CARPANZA



Jasmin Cruz

Mayra Lopez

Lekecia Garland

Archer  
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Christina Smith



Cornelius Alonzo

Mia Morales

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## EVENTS



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## Guatemala *Continued from page 1*

hour's time difference in the summer between Los Angeles and Guatemala City.

Fast turn times was one of the reasons that David Ehrenberg—cofounder of the socks, underwear and T-shirt label **Pair of Thieves**—was checking out factories during the recent **Apparel Sourcing Show**, held May 23–25 in Guatemala City.

The Los Angeles label, sold at **Target** and **Macy's**, produces mostly in China, but Ehrenberg is eyeing Central America for faster turns to keep items fresh.

"It's a lot nicer to be closer to your manufacturing base and CAFTA is definitely good," Ehrenberg said.

Quicker production time was also a driving force for Jenna Hansen, the director of product at **Taylor Stitch**, a casual men's and women's clothing label based in San Francisco. About 50 percent of the company's production is done in the United States with the rest in countries such as Portugal, China and Mexico. "We don't do much production in Central America, so we are looking to increase production here because of the quick turn and the great quality here," Hansen said.

At **Liztex**, the largest Central American textile mill located outside Guatemala City, there has been an upsurge in inquiries about woven and knit fabric. "Business is growing dramatically," said Keith Hull, the new chief executive of the huge mill established in the 1950s by the Habie family.

"One of the reasons is because of the Trans-Pacific Partnership [free-trade agreement]. A lot of people thought they would be able to go to the Pacific Rim to produce. Now they can't with that being canceled, and they are coming back here because we're duty-free," said Hull, a former chief operating officer at **Avondale Mills**. "I think the brands and the retailers are scratching their heads and trying to figure out the **Zara**

model. The retailers who thought they had a bulletproof formula have found they don't. If they don't sell their merchandise quickly, then it is dramatically marked down or sold to **TJ Maxx**."

The importance of fast fashion is being revisited by **Sae-A Trading Co.**, a huge South Korean conglomerate that has four cut-and-sew factories in Guatemala City that make T-shirts and other items for retail chains such as **Target** and **Walmart**.

Last September, Sae-A, with about 4,000 workers in Guatemala and 60,000 worldwide, employed U.S. designer Cynthia Steffe as its creative director in New York to develop new fabrics with a soft feel and cleaner surfaces to give styles a

At the **Eltitex Group**, one of the largest manufacturers in Central America of narrow elastic fabrics, sustainability and efficiency with modern machinery are the goals of the company founded in 1990 by Dr. Antonio Hage, a physician who turned his attention to manufacturing after completing his medical studies.

Hage said the company currently recovers 40 percent of the water used in production with a waste-water treatment and recovery plant. By the end of the year, he wants to increase that to 80 percent.

The factory, which employs 250 workers and has row upon row of sophisticated American and European machinery, exports about 90 percent of its product for use in labels such

as **Nike**, **Puma**, **Adidas** and **Under Armour**.

Hage said he started his ecological push in 2003 and he continues to push with the goal of recuperating 100 percent of the water used in making narrow elastic fabrics. "You have to be innovative," he said. "That is why we are sustainable."

Coming up with a cutting-edge concept was the reason that **Iris Textiles** started a new division called The New Denim Project, which makes recycled yarns and fabrics out of denim scraps left on the factory floor.

For years, the Guatemalan company made woven fabric used for diapers and kitchen cloths and tabletop products. But the company, launched in 1956 by Peter Engelberg, wasn't expanding as fast as it could. When his granddaughter Arienne Engelberg returned from Israel five years ago to work at the family company, she helped develop the concept of making recycled denim yarn and fabric.

"When I came back, my family and I started brainstorming" **Guatemala** continued next page



**PRINTING TECHNOLOGY:** On the floor of the Apparel Sourcing Show



**ROUND AND ROUND:** An array of machinery is used to make narrow elastic fabrics at the Eltitex Group.



**RECYCLED PRODUCTS:** Fabrics and products from The New Denim Project

more sophisticated and updated appearance.

On her first visit to Central America, Steffe toured textile mills in Guatemala, El Salvador and Nicaragua. For her second visit, she was at the Apparel Sourcing Show with Debora Moon, Sae-A's senior vice president, to work on fabrics and styles that fit in with the fast-fashion production cycle. Moon said Sae-A was already working with unnamed customers to sell these goods.

### Making a difference

With so much competition in Central America, Guatemalan apparel and textile factories are working to differentiate themselves from their regional and global peers.

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## Max Azria Named CEO of Bug-Zapping Light Company

More than one year after being forced out of his Los Angeles clothing company, Max Azria has been named chief executive of **ZappLight** and its parent company, **Clean Concept**.

ZappLight is an LED lightbulb that is also a bug zapper that kills bugs. It can be used inside the house or outside on the patio.

ZappLight and Clean Concept's U.S. headquarters is Los Angeles, but the company has a fully staffed office in Shanghai as well as a factory in China.

ZappLight distributors include **Home Depot**, **Walmart**, **Walgreens** and **Telebrands**. The concept for the light is an open-sided bulb that provides neutral white light as well as a blue UV light for attracting bugs. An electrified grid zaps the bugs when they get inside the grids.

A bug-zapping lightbulb seems a big departure from Azria's decades as a clothing designer and manufacturer who launched his **BCBG Max Azria Group** in 1989. After decades of providing the world with contemporary fashion, Azria was pushed aside from his executive post last year as the company with more than \$600 million in debt tried to right itself. Marty Staff was named interim chief executive.

BCBG Max Azria Group filed for Chapter 11 bankruptcy protection on Feb. 28 in U.S. Bankruptcy Court in

New York. The company has shuttered 120 unprofitable stores in the United States, which racked up \$10 million in losses during fiscal year 2016. The company still continues to operate 276 stores within stores and 71 BCBG locations.

In March, Lubov Azria, who is married to Max, was fired as the company's chief creative officer. The Azrias sued BCBG, claiming that Lubov was illegally let go from her post, but they lost that dispute.

People who know Azria said they are not surprised to see him embarking on a new endeavor because he is not a person to sit still and is a consummate merchant who draws on his Tunisian and French roots.

"Though fashion and technology are inherently different, they increasingly intersect as both are centered on pushing the boundaries of great design and in inspiring and delighting consumers," Max Azria said in a statement. "I am thrilled to be part of this new and exciting venture to grow ZappLight into a global brand, adopted in homes everywhere to prevent virus-carrying insects."

Entrepreneurs Paul Van Kleef and Robert McFarlane founded Clean Concept and ZappLight in February of 2016. Van Kleef is the company's chief marketing officer, and McFarlane is the company's vice president of sales and marketing.—*Deborah Belgium*

## Guatemala *Continued from previous page*

ing about how to revamp the company, which was struggling," Arianne said. "My father was already using recycled cotton to make his woven fabrics, something that started in the 1990s when there was the cotton crisis and prices were high."

Brainstorming resulted in a line of eco denim fabric and products launched in 2013. The company's recycled fabric is used for everything from weekend bags to wearing apparel. Last year, a joint project between Iris Textiles was established with **Whole Foods Market** and **West Elm** to provide a 12-piece limited edition of tabletop and

kitchen items made of recycled denim fabric.

The Engelberg family also works with **Industry of All Nations** in Los Angeles, which makes ponchos, jackets, shorts and dresses from the recycled denim fabric.

With this new recycled-denim concept, Iris Textiles is hoping to double its revenues in three years. "When we started the project, the idea was to not blend in with the rest of the world or Asia," Arianne Engelberg said. "Clients are not just looking for cheap products but for a story and for something made in a responsible manner. We thought eventually this will be the norm and not the exception. So why not start now?" ●

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Research market regulations, competitors & pricing in US & globally. Assess viability of women's apparel, moderate classic - contemporary. Use BI sw to analyze licensee & retail data to identify demand factors. Forecast key styles, volume-drivers & high value product. Use retail math to conduct financial modeling for multi-channel revenue against KPIs. Optimize white label licensee agreements with department & specialty stores. Analyze seasonal sales. Report growth. HS grad plus 2 yrs exp. 40 hrs per wk M-F 9am-5pm. Salary \$46,675 Send resume to: Kelly Grace Corp 49 W 37th St. NY NY 10018 or kenp@dannyandnicole.com

### ^ GRAPHIC ARTIST

Join our Graphics Team. Strong visualization and creative input for fashion tops and screened t-shirts. Knowledge of separations and embellishment techniques. Fresh ideas, self-initiative and team effort are critical. Create innovative designs and artwork with a keen understanding of our customers' needs. Must be highly organized, driven for results and able to communicate creative ideas clearly. Submit PORTFOLIO with resume to: screengraphics2016@gmail.com

### ACCTS PAYABLE ANALYST

General Acctg principles, including contractor and import processing. Must have Apparel Mfrg Industry exp. Articulate communicator to Exec Mgt, Contractors, Suppliers, Employees, etc. Confidentiality, detail-oriented, urgency-minded, organized. High-demand work environment. SAGE, AS400, Microsoft Office Suite. Send res. to: trankin@selfesteemclothing.com

### ASSISTANT DESIGNER

JRs Fashion Tops. CAD expert using Photoshop & Illustrator. High volume dept. Fabric & Trim Send Outs. Email: trankin@selfesteemclothing.com

## Jobs Available

### SALES REPS/INDEPENDENT CONTRACTORS

Hanger Company seeking for dynamic and organized individuals with 3-5 yrs experience in sales of hangers, fixtures, packaging and/ or trimmings. The candidates must have strong knowledges in the fashion and the retailer industry. Please forward your resume to: hr@jerianhangers.com

### IMPORT FABRIC/TRIMS SOURCING

LA area Apparel Mfr for Girls/Women's Fashion Tops. Knits/Wovens. In-depth technical knowledge and QA standards. Strong identification and resourceful methodology. Established Import Suppliers. Send resume: apparelsourcing2014@gmail.com

### SALES REPS

Innovation button and trim factory is looking for energetic team members with apparel industry back ground. With partnership & high commission sales. Please send your resumes to: Information0769@yahoo.com

### DESIGNER-SWIMWEAR

Manhattan Beachwear, Inc. is currently looking for a highly motivated, creative Designer to join our team. Must have Women's Swimwear experience. Strong sense of fashion, trends, design and construction. Adobe Illustrator and Photoshop are a must. Send resume with salary history to: hrdept@mbwswim.com

### JUNIOR & MISSY DESIGNER

Jr & Missy designer with graphic experience, high proficiency in Photoshop & Illustrator. Must have exp. in screens, dyes, sublimation. Need fabric knowledge in knits. Able to execute art needs quickly. Email: evcr@evcr.com

### CAD ARTIST

"STANDARD FABRICS:  
LOOKING FOR A CAD ARTIST FOR PRINTED FABRICS"  
Email resume to: abraham@standardfabric.com

## Buy, Sell and Trade

### •WE BUY ALL FABRICS AND GARMENTS\*

WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishings fabrics. We also buy ladies', men's & children's garments. Contact: Michael STONE HARBOR (323) 277-2777

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Garment / Textile related  
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Email: edadayan@yahoo.com

## Jobs Wanted

### 35 YRS EXP'D

1st/Prod. Patterns/Grading/Marking and Specs. 12 yrs on Pad System. In house/pt/free-lance/temporary in-house as well. Fast/Reliable. ALL AREAS Ph (626-792-4022)

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## Jobs Available

**Karen Kane**  
PATTERN MAKER

Karen Kane is seeking a 1st thru production pattern maker for its established better sportswear division and emerging contemporary divisions. Strong communication skills, attention to detail, great organization skills, self-motivated, energetic. Computer literacy a must, knowledge of Gerber system is beneficial.

## Jobs Available

APPAREL BOTTOMS COMPANY SEEKING  
INDIVIDUALS TO FILL THE FOLLOWING  
POSITION. INCREDIBLE OPPORTUNITY FOR  
THE RIGHT INDIVIDUALS

IMPORT PRODUCTION  
COORD./MERCHANDISER Highly motivated person with 2-3 years exp. in the junior/special sizes denim bottoms market needed to assist in import production. • Must have well rounded knowledge of overseas garment production & construction • Know how to read TECHPACKS and understand technical garment terms. •

## Jobs Available

PRODUCTION ASST

Min 5 yrs experience for established, stable apparel manufacturer in business 19 years. We are looking for a responsible, detail oriented person. This multi-tasking position includes purchasing trim, fabric, issuing cutting tickets and work orders to sub-contractors for embellishment. Must be good with follow up. Computer skills such as Outlook, Excel and Word are required. Must speak and write English, Spanish speaking is considered a plus. Background check required. Please fax resume to



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