

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR **72** YEARS

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## NEW WEST

Made LA returned for its second year with a runway lineup that included Fall 2017 looks from Opening Ceremony. For more from the show, see page 7

## UCLA Anderson Forecast Sees a Stable Economy for Next Few Years

By Deborah Belgum *Senior Editor*

A recession or no recession? That is the question.

The economists behind the recent UCLA Anderson Forecast sifted through tons of unemployment data, work productivity statistics, interest rate information and job growth numbers to figure out the future.

The verdict is this: There won't be a recession happening soon.

"The indicators we look at are not sounding off alarms," said Edward Leamer, director of the UCLA Anderson Forecast. "Normally there is a recession when there are significant imbalances in the economy, which typically occur in housing and automobiles. Automobiles are looking a bit troubled, but the housing sector doesn't show any indication of trouble in the next three years."

However, economists at the UCLA Anderson School of

➔ **Forecast** page 3

## U.S. Textile Industry Outlines Changes Needed in NAFTA

By Deborah Belgum *Senior Editor*

With a Washington, D.C., hearing coming up on June 27 to discuss possible changes to the North American Free Trade Agreement, the U.S. textile industry has put together a wish list of items it would like to see implemented.

The **National Council of Textile Organizations**, a textile trade group based in Washington, D.C., said it would like to see NAFTA restructured so more U.S. cotton and textiles are used by Mexico and Canada when making apparel.

In comments filed with the U.S. trade representative's office, which could start NAFTA renegotiations as early as Aug. 16, the trade group said it would like to do away with certain NAFTA provisions that promote using textiles from countries that are not members of NAFTA.

➔ **NCTO** page 4

## INSIDE

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



Bid for BCBG ... p. 2

Moschino runway show ... p. 6

Education in Focus ... p. 8



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# Hirsh Honored by JVS

Steven Hirsh, owner of the **Cooper Design Space**, was honored by **JVS Los Angeles**, which presented Hirsh with the Founder's Award in recognition of his "visionary leadership."

JVS is a nonprofit, non-sectarian organization that helps people overcome barriers to employment.

Hirsh was among the honorees at a June 7



Alan Levey, Steven Hirsh, Patricia Will, Claudia Finkel and John Smith

event at the **Beverly Hilton Hotel** in Beverly Hills, where **Belmont Village Senior Living** and **AvalonBay Communities** were recognized for their support of JVS' HealthWorks and ApartmentWorks programs, which help to "lift people from poverty to employment" through JVS training programs. Both Belmont Senior Living and AvalonBay Communities hire graduates of JVS' training programs.

**NBC4** weatherman Fritz Coleman served as master of ceremonies at the June 7 event, where Belmont Village Senior Living president and cofounder Patricia G. Will also received the JVS Corporate Leadership Award.

“Where are all the pairs of hands going to come from to take care of this tsunami of elder adults?” Will asked the crowd. According to Will, an estimated 1 million new workers

will be needed to care for the elderly by 2025.

“That’s where JVS LA comes in, specifically their HealthWorks program,” she said. “At JVS LA their trainees are clients. They provide them with training, coaching, mentoring, grooming, interview skills, case

management and significant follow-up services. They set their clients, our future employees, up to succeed."

Hirsh received his award from JVS past President Jim Hausberg. Hirsh is JVS' honorary vice president and the founder of Strictly Business, a program that raised \$400,000 for JVS LA.

“I thank JVS for this recognition, and I challenge each of us here to see what con-

nectivity we can create that causes a positive impact on our community,” Hirsh said. “This is the most critical and challenging time we have lived in, and that makes our actions and our time so very important.”

Founded in 1931 as the **Jewish Vocational Service**, JVS Los Angeles got its start helping people find work during the Great Depression. The organization has more than 30 training and counseling centers in Southern California and has helped nearly 30,000 people “from all faiths and circumstances.”

—Alison A. Nieder

# BCBG Max Azria Receives Bid to Take It Out of Bankruptcy

Three months after filing for Chapter 11 bankruptcy protection, **BCBG Max Azria** has received a bid that would keep the Los Angeles-based brand alive and retain about 20 stores in its retail fleet.

The total buyout price put forth on June 9 by a consortium led by **Marquee Brands** totals \$165 million. Marquee would pay \$106 million for the Los Angeles label's intellectual property. Marquee, which owns British menswear brand **Ben Sherman**, surf line **Body Glove** and Italian fashion label **Bruno Magli**, hopes to grow BCBG and related brands into new product categories, distribution channels and geographies.

**Global Brands Group Holding**, another member of the consortium, would pay \$23 million for inventory and the right to keep as many as 22 retail outlets as well as operate the BCBG e-commerce site.

Global Brands has a large portfolio of labels that includes **Jones New York** and **Juicy Couture**. In April, Global Brands sold a majority stake in **The Frye Co.** brand, known for its Frye cowboy boots, to brand licensor **Authentic Brands** for \$100 million.

Liquidators **Hilco Global** and **Gordon Brothers** are also members of the bidding consortium. "This is the best possible outcome for customers, vendors, business partners and our employees, who are the lifeblood of the company. BCBG will remain a viable, creative and strong brand going forward across multiple platforms," said Marty Staff, acting interim chief executive officer for BCBG Max Azria.

Marquee and its group are considered the “stalking horse” bidders and still can be outbid by other interested companies. BCBG Max Azria has agreed to pay Marquee a \$3.18 million break-up fee as well as \$345,000 in expense reimbursements if the Marquee bid is topped by another entity.

BCBG Max Azria, noting it has been in negotiations with several potential buyers since May 19, has requested that the dead-

—*Deborah Belgum*

JVS works with city, state and government agencies, as well as other nonprofits, to help clients access the resources they need. The organization's Career Services helps people determine their skills and interests, assist in job searching and help match them with appropriate career options or help them transition to a new career. JVS also offers mentoring programs as well as training for entry-level positions in industries such as financial services, healthcare and green technology.

line to object to the Marquee consortium bid be moved to June 20. A hearing on the motion to sell to the Marquee consortium is scheduled for June 23 in bankruptcy court. A final approval to confirm the reorganization plan is expected to be made by the court no later than July 31.

BCBG Max Azria filed for bankruptcy protection on Feb. 28, with a debt load of more than \$485 million. It is owned by investment firm **Guggenheim Partners** and affiliates, who hold most of the company's equity. BCBG Max Azria was once a high-flying company that showed its fashions during **New York Fashion Week** and was worn by celebrities such as Drew Barrymore, Selena Gomez and Kim Kardashian. But carrying a heavy debt load was its undoing.

Since filing for bankruptcy protection, BCBG Max Azria has closed 120 unprofitable U.S. stores, which racked up \$10 million in losses during fiscal 2016. The company's 276 stores within stores continue to operate, and 71 BCBG locations remain open.

Last year, Max Azria, who founded the contemporary label in 1989, was pushed aside as chief executive of the company and replaced by Marty Staff. Since then, Azria has gone to another industry and was named chief executive of **ZappLight**, a venture he invested in that makes LED lightbulbs that zap bugs and kills them.

Earlier this year, Lubov Azria, who is married to Max Azria, was fired as BCBG's chief creative director. The Azrias then filed a labor contract lawsuit against their former employer, maintaining that Lubov was illegally dismissed and should have received a \$7 million golden-parachute payout.

Lubov Azria's contract included an annual \$2.15 million base salary, an \$80,000-a-year wardrobe allowance, \$3,000 a month for an automobile lease and an annual driver allowance of \$50,000. The lawsuit was dismissed by a U.S. bankruptcy judge.

—*Deborah Belgum*

# Sears to Cut 400 Jobs

**Sears Holding Corp.** announced this week that it would eliminate 400 jobs in its corporate headquarters in Hoffman Estates, Ill., located in the suburbs of Chicago.

Most of the job cuts will come from the company headquarters, according to a Sears press release.

The department-store chain, which started as a mail-order business in 1886, announced what it called a “strategic restructuring” program in February. The restructuring featured the closure of 108 **Kmart** and 42 Sears stores. Kmart is a division of Sears Holding.

Edward S. Lampert, Sears' chairman and chief executive officer, said the job cuts and

store closings would save the company close to \$1 billion in annualized cost savings.

“We remain focused on realigning our business model in an evolving and highly competitive retail environment. This requires us to optimize our store footprint and operate as a leaner and simpler organization,” Lampert said in a statement.

The company forecasts it will grow more profitable by driving sales through its programs such as the Shop Your Way platform and increased business from its brands such as **Kenmore**, **Craftsman at Sears** and **DieHard**. It also hopes to continue driving business from its **Sears Auto Centers**.—*Andrew Asch*

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# Made LA, Others Try New Fashion-Show Format

The **Made LA** festival mixed runway shows, music performances and fashion vendors selling everything from boots to T-shirts when the event held its sophomore run over the week-end of June 10. After the vendors broke down their stages, other companies were waiting in the wings to produce their own events, which would mix general public festivals with fashion events that were typically VIP-only in the past.

“This is not about creating a super-private event for 200 editors,” Veronica Welch Kerzner, president and cofounder of **Style Fashion Week**, said of the new format of fashion events for VIPs and the fashion public. “It’s about creating an event for the industry and consumers where major brand awareness—and sales—can be created.”

Style Fashion Week will produce an event that will include concerts, runway shows, art exhibitions and fashion vendors in October at the **Pacific Design Center** in West Hollywood, Calif. Tickets for the event will be sold for \$25 for general admission and \$1,500 for VIP access, which includes bottle service, a special viewing area for the ticket holder and the holder’s party as well as meet-and-greets with designers. An estimated 25,000 people are forecast to attend Style Fashion Week’s October series of events.

Like a traditional runway producer, Style Fashion Week does give free passes to fashion press and VIPs. But Welch Kerzner said that it is only a matter of time before the majority of runway-show producers will be creating events that mix public access and traditional VIPs.

In July, the **Agenda** trade show is scheduled to add the first consumer day to its previously

trade-only event in Long Beach, Calif. Tickets for the event, called the **Agenda Festival**, will cost \$45. Ticket buyers can gain access to more than 500 pop-up shops from streetwear, action-sports and lifestyle brands; performances by hip-hop artists Tyler, the Creator, Ludacris and Cam’ron; and panel discussions on fashion, music and business.

In November, **Reedpop**, a division of Agenda’s parent company, **Reed Exhibitions**, will host the second run of **Complex-Con** in Long Beach. Again, fans will buy tickets to shop pop-up shops produced by their favorite brands and watch performances from rappers and DJs. An estimated 25,000 people bought tickets to the inaugural ComplexCon in 2016.

While traditional fashion weeks always create a buzz, they have been consistently criticized for not being profitable. Runway shows can cost anywhere from \$5,000 up to the millions to produce, Welch Kerzner said. Before the Internet era, retail buyers placed orders for clothes during or shortly after fashion weeks. These days, few retailers order off the runway. But there remains an industry of runway-show producers and a public still eager to see them.

Adam Derry, a designer, retailer and veteran attendee of runway shows and trade shows, believes that a transition to consumer events is overdue. “Most retail and runway events are for consumers, not fashion press, insiders or buyers,” he said. “It’s why fashion week had lost its luster. It’s not as exclusive.” Derry is founder of Los Angeles–headquartered design and branding consultancy **ADBD**.—*Andrew Asch*



## E-Commerce Site Tries Multi-Channel Closeouts

Deanna Hodges made a career of building clothing companies. She recently launched an e-commerce site designed for closeouts, or the clothes that don’t make it to the shop floor.

Hodges, an entrepreneur from Huntington Beach, Calif., thought the typical closeout, traditionally the realm of the off-price retailer, involved too many compromises for manufacturers. She contended that jobbers traditionally paid too little for clothes. Manufacturers also rarely find out where their product goes.

Her new site is **Yonduur** ([www.yonduur.com](http://www.yonduur.com)). The name is a riff on the phrase ‘over yonder,’ most often heard in the rural South. It offers three separate ways to dispose of goods. There’s a charity channel, where Yonduur staff will help the manufacturer donate to a charity. There’s a B2B channel, in which Hodges says that retailers from across the globe will participate. The website will help the manufacturer send a closeout to a store in Central America, for example, and the manufacturer can later develop a relationship with that retailer.

There’s also a business-to-consumer channel. Yonduur sells goods starting at 75 percent off. The company requests 15 percent of sales and \$39.95 monthly membership fees from companies that sell on it. Yonduur ensures quality, Hodges says, because the site confirms those providing goods are active apparel manufacturers. Yonduur stores and ships clients’ close-out inventory from a warehouse in Cerritos, Calif., about 21 miles southeast of downtown Los Angeles.

While she got the idea to produce a multi-channel e-commerce closeout site a few years ago, she believes that 2017 was the right time to introduce the site. “The entire industry is changing now,” Hodges said. “It will turn into something completely different. All of these brands need a way to move their cuts. With this, you can cut out the jobber.”

Hodges privately funded Yonduur. In May, she opened it up to investors, which have included venture capitalists and crowd-sourced funding. Yonduur’s investment page is [www.startengine.com/startup/yonduur](http://www.startengine.com/startup/yonduur).—*A.A.*

## Boutiques Try Co-Retailing

Independent boutiques in popular retail neighborhoods are embracing a new revenue model, said Syama Meagher, chief executive officer of the consultancy **Scaling Retail**.

It’s co-retailing. The deal is a boutique with a great real estate location offers space in its store to a brand for a fee. Like consignment, the retailer will offer a cut of sales to the brand.

The balance of power lies with the retailer. “It’s a brilliant idea for someone to open a retail store and get someone else to cover costs,” Meagher said. “You get to be a curator of brands.”

The benefit for the manufacturer is that they are promised prominent shelf space at a store that is proven to be popular with boutique shoppers.

Co-retailing is not an opportunity for retailers to merely collect rents for their store’s real estate, Meagher said. Boutique owners have to make sure that brands fit with their store’s aesthetic. “Stores must protect reputation. Stores cannot be a hodgepodge of brands,” she said.—*A.A.*

## NEWS

### Forecast *Continued from page 1*

Business, whose economic forecast was released on June 13, are predicting that inflation will continue to rise modestly—leading the Federal Reserve to raise the benchmark interest rate from 1 percent to 1.25 percent at its June 14 meeting and then probably one more time before the end of the year.

UCLA economists see inflation, running at slightly above 2 percent this year, moving up to 2.7 percent by the end of 2019.

With all things being equal, the U.S. economy should be chugging along at a modest rate through 2019, which means the gross domestic product will be up a little more than 2 percent in 2017 despite President Trump’s announcement that he would grow the GDP by 3 percent with tax cuts, infrastructure projects and a revamp of the Affordable Care Act. This 3 percent growth rate is a wishful effort to keep pace with the years 1970 to 2007, when the country’s GDP grew at a constant rate of 3 percent a year.

But UCLA Anderson economists predict that the near-term GDP rate will fall below 2 percent in 2019. Congress needs “to figure out how to get us back into the 3 percent corridor or, better yet, make America great again by turning the clock back to 1960, when the growth rate was 4.8 percent,” Leamer said.

The economic recovery is now 32 quarters old and still shows signs of life. But this expansion has been very mild. Other expansion periods in the 1960s, 1970s and 1990s saw a 25 percent to 30 percent increase in GDP while this most recent expansion of nearly eight years has witnessed only a 15 percent growth in GDP.

The nagging slow-growth pace of the economic recovery is rooted in a loss in manufacturing jobs, a weaker auto sector, a decline in the growth rate of the working population

and in total hours worked as well as a productivity growth rate of only 0.5 percent since the end of the Great Recession in 2009.

“To make America great again, we have to solve three problems: how to increase the rate of growth of the working-age populations; how to increase the rate of growth of hours by making more new jobs full-time, not part-time; and how to increase the rate of growth of productivity,” Leamer wrote in the report.

Currently, the unemployment rate in the United States is at a low 4.3 percent, but the country’s younger workforce is not growing at a rapid rate, the report said. “Demography is a big contributor to our growth slowing down,” Leamer wrote.

When the baby boomers were entering the work force, the working-age population edged up 2 percent per year back in the 1960s and the offspring of the baby boomers boosted the workforce by 1.4 percent a year. New entries are now increasing the workforce at a weak 0.25 percent, which shaves off 1.75 percent in GDP growth.

One solution would be to allow young immigrants who are highly educated to work in the United States. But with Trump’s attempts to ban immigration from certain countries, that won’t likely be happening soon.

### California’s economy

California’s unemployment rate is always higher than the national average, sitting at 4.8 percent. But by the end of 2019, the UCLA Anderson Forecast predicts it should dip to 4.5 percent.

California employment is at record levels with 16.7 million payroll jobs. Industries that have gained jobs have been concentrated in construction, education, healthcare, social services, and leisure and hospitality. Industries that have lost jobs in California have been in manufacturing, retail, temp

services and government.

The forecast shows that total employment growth will be 1.4 percent for 2017, 1 percent for 2018 and 0.9 percent for 2019. But continued growth in these areas is threatened by higher interest rates and changes to Obamacare and a reduction in international tourism as Trump continues trying to keep out certain foreign visitors from entering the country.

Housing in California will remain expensive because there are not enough homes on the market to meet demand, particularly in urban areas and on the coast. Of the seven least affordable metropolitan areas in the country, six are in California, measured by the ratio of the median home price to the median household income.

Home prices have risen steadily since their drop in 2011 to \$369,200. The median price of a home in Los Angeles County hit \$581,500 recently, according to **Zillow Research**.

Apartment rents are also climbing into sky-high territory with the average rent for a one-bedroom apartment in Los Angeles reaching \$2,200 a month.

Despite a strong economic recovery, California still has a relatively limited housing supply because of strict regulations, such as the California Environmental Quality Act, which requires developers to show how apartment complexes and new housing developments will affect a neighborhood’s traffic and air quality. Also, community associations are taking a “Not in My Backyard” approach to new construction and protesting these projects.

With that in mind, homebuilding in California is expected to continue to average about 118,000 units a year through 2019.

On the national front, housing demand calls for at least 1.4 million to 1.5 million units to be built every year, but the country will probably see only about 1.27 million units constructed this year, 1.34 million next year and 1.37 million units in 2018. ●



# CALIFORNIA Apparel News 2017 WATERWEAR

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## NEWS

### NCTO *Continued from page 1*

“Eliminating loopholes that shift production to third-party countries like China and devoting more customs enforcement resources to stop illegal third-country transshipments are two changes that would make the agreement better,” said William V. McCrary Jr., NCTO chairman, who is also chairman and chief executive of **William Barnett & Son**, a synthetic fiber/yarn/polymer company based in Spartanburg, S.C.

The U.S. is the fourth-largest exporter of textile-related products in the world, with China being No. 1. Fiber, textile and apparel exports combined from the United States totaled \$26.3 billion in 2016. That is a little more than one-third of the total U.S. output of textiles and apparel, which added up to \$74.4 billion in 2016.

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 in man-made fiber, yarn and fabrics exported from the United States, a big chunk, \$4.4 billion, is sent to Mexico, and \$1.6 billion is shipped to Canada.

Countries that have free-trade pacts with the United States can receive duty-free entry of their apparel and textiles into the country if they adhere to a yarn-forward rule. That means everything from the yarn on has to come from within the free-trade-agreement region, with the United States being a big supplier of yarn and cotton.

But NAFTA allows for an exception to this rule under something called trade-preference levels. TPLs allow for a certain amount of yarn and fabric produced outside the free-trade-agreement region to be used in apparel production as long as the non-regional inputs are cut and sewn within the free-trade countries.

Overall, Mexico and Canada combined are permitted to ship nearly 236 million square meter equivalents (SME) of apparel, made-ups and fabric and 12.8 million kilograms of yarn containing third-party components.

NCTO and its members would like to see the TPLs completely eliminated under NAF-

TA so fabrics from places such as China, Vietnam and South Korea cannot be used.

The U.S. textile industry would also like NAFTA negotiators to decide whether to change or eliminate three rules that are said to hurt U.S. cotton and fabric sales.

The first is for component exemptions, which says that sewing thread, pocketing and narrow elastics do not have to come from the NAFTA region. Under the Dominican Republic–Central America Free Trade Agreement, these items must come from the region.

The second is the single-transformation rule. This means that certain apparel items—including some men’s dress shirts, cotton nightwear and certain underwear, bras and silk and linen apparel that is cut and sewn in the region—can receive duty-free status even if the key yarns and fabrics used in them come from outside the NAFTA region.

The justification for granting these items cut-and-sew status was based on a determination that key yarns or fabrics for these products were not “commercially available” in the NAFTA region at the time the agreement was negotiated. Despite the low NAFTA value-add, these apparel items are awarded the same duty-free status as products that fully comply with the yarn-forward rule of origin, which some feel is unfair.

The third provision to be discussed is the special-regime rule. This calls for a special provision that apparel made in the United States from fabric made in the United States but spun from yarn coming from outside the NAFTA region can receive duty-free status if exported to NAFTA members.

NCTO believes this is more liberal than the yarn-forward provision, but the downside is that all components (except sewing thread, pocketing and narrow elastics) must be woven or knit in the United States—not just the essential character fabric as under yarn forward.

NCTO would like to see this provision reviewed to see if it should be eliminated, adjusted or added to enhance the benefits for U.S. textile manufacturers. ●

## Calendar

### June 20

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

**Techtextil USA**  
McCormick Place  
Chicago  
Through June 22

**OC•Mix**  
Z Supply  
Irvine, Calif.  
Through June 21

### June 22

**Coast**  
The Seagate Hotel & Spa  
Delray Beach, Fla.  
Through June 23

### June 25

**Fashion Market Northern**

### California

San Mateo Event Center  
San Mateo, Calif.  
Through June 27

### June 26

**CALA**  
Denver Mart  
Denver  
Through June 27

### June 29

**TPC Summer Networking Event**  
Otium  
Los Angeles

**Empower Breakfast, benefiting Dress for Success**  
Taglyan Complex  
Los Angeles

### July 10

**Hong Kong Fashion Week**

Hong Kong Convention Center  
Hong Kong  
Through July 13

### July 11

**Swim Collective**  
Hyatt Regency  
Huntington Beach, Calif.  
Through July 12

### July 11

**Milano Unica**  
Shirt Avenue  
Milan, Italy  
Through July 13

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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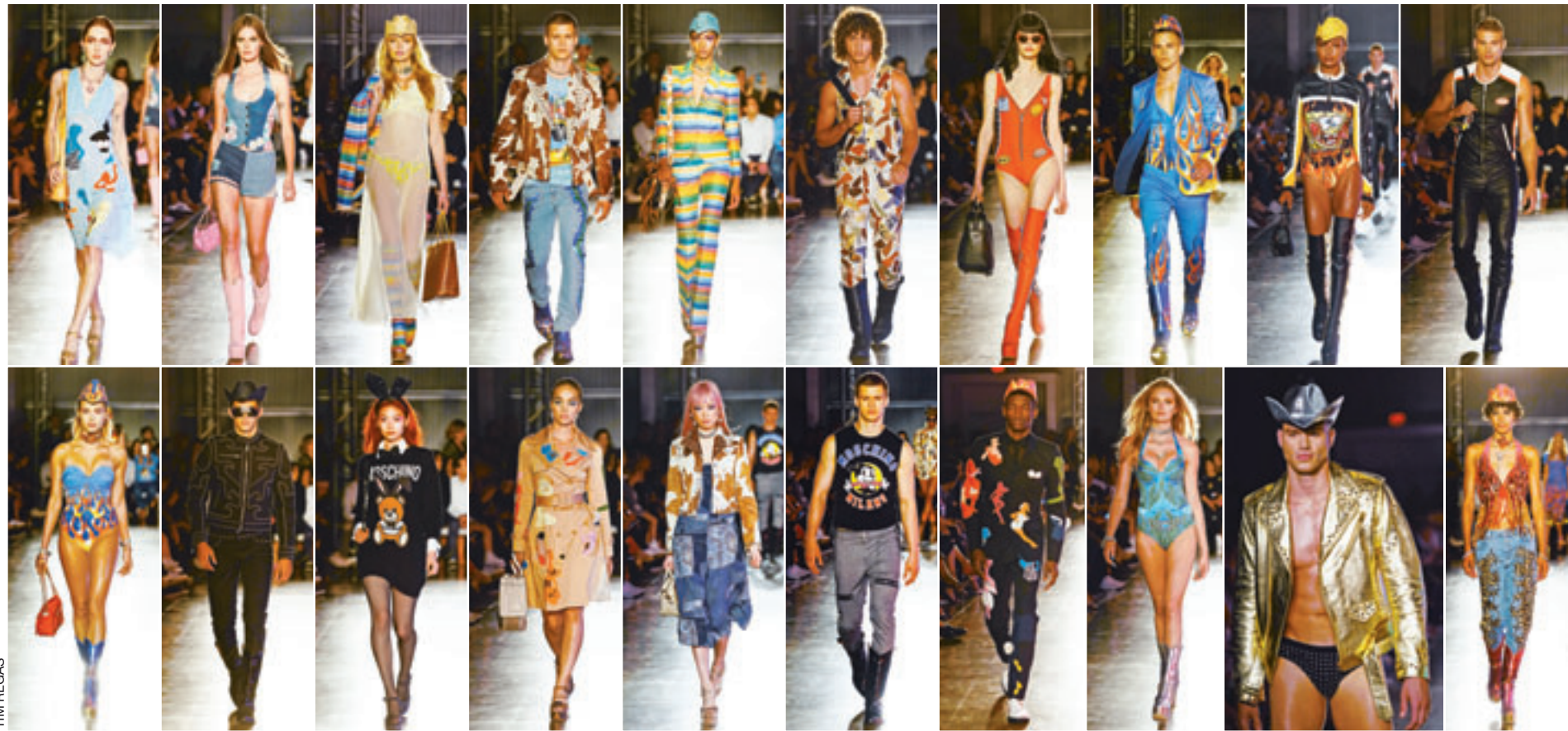
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# Moschino Returns to LA to Show Resort 2018



TIM REGAS

Italian label **Moschino** returned to LA to host its Resort 2018 runway show, presented June 8 at **Milk Studios** in Hollywood, but Creative Director Jeremy Scott had Las Vegas—and the idea of an Americana road trip—in mind.

The collection incorporated motifs from mid-century Las Vegas neon signage, Westernwear details, pin-up girls, hot rods and biker culture. This season, Scott collaborated with *Playboy*. In the designer's hands, that meant a

mashup of *Playboy* bunny ears with pop-culture cartoon gals Betty Boop and Olive Oyl. Another pop culture collaboration with *SpongeBob SquarePants* was part of a capsule collection in support of the **(RED)** AIDS organization. Scott's runway was filled with patchwork denim mixed with gold leather and cowhide. Denim was studded in patterns that mimicked the kinetic light shows of Rat Pack-era Vegas. The designer used pin-up images as a recurring appliqué detail

that recalled Henri Matisse paper and gouache cutouts.

"It's been fun and enthralling to play with so many different elements of America in what for me is a totally new way," Scott said in a statement. "I've tried to gussy up the earthy side a little and bring the glamorous side a little bit down to earth. That's reflective of me, I suppose. I grew up on a farm, but I can walk the red carpet in Cannes."

—Alison A. Nieder



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# Made LA Festival Takes the Runway with Opening Ceremony, Snoop Dogg

The runways featured brands such as **Opening Ceremony**, the soundtrack was mostly hip-hop, and the backdrop was a market of trade show–like booths selling everything from T-shirts to expensive footwear.

It was **Made LA**, a festival that mixed fashion, music and retail. It took place June 9–10 at the edge of the **LA Live** entertainment compound in downtown Los Angeles. Tickets were sold for fashion shows where Opening Ceremony showed some modern cowgirl looks. Fans also saw hip-hop stars Snoop Dogg and Wiz Khalifa perform and flex their fashion muscles. Other attractions were free to the public.

Made LA is a venture from fashion-show producers **IMG** and **William Morris Endeavor**. This is the second year for Made LA, which debuted last year. Other Made events are produced in New York City, Berlin and Sydney.

More than 30 booths were open for business at the stores section of the festival. Along with booths for car company **Toyota**, airline **Etihad** and cosmetics company **Maybelline New York**, independent fashion brands looked to make a splash at the event.

Sita Abellan, a model, DJ and friend of pop-star Rihanna, sold T-shirts and other looks under the **Sita Abellan** label. Using body-scanning technology, the San Francisco–headquar-

tered label **Cala** offered customized clothing and showed looks that Khalifa was going to wear on stage the night of June 10.

**Osklen**, a Brazilian clothing company, ran a booth to show its eco-friendly looks for men and women, along with set pieces such as wet suits with bling and a custom surfboard. Kei Stanisiere, vice president of Osklen’s wholesale, said the booth’s purpose was to sell clothes and to introduce a clothing company to the United States. “We are testing the waters,” Stanisiere said. “We hope to open a retail store here in the future.”

In an events tent, Opening Ceremony showed its Fall 2017 styles in a show called “A Modern Western.” Looks included a varsity jacket with studs, a kimono with a scorpion graphic, shirts with gingham cuffs, cardigans with a raw-hemmed chiffon and a double-layer mesh tee. The show started on a kinetic note. Stuntwoman Zoë Bell performed martial arts–inspired choreography. Hip-hop hero RZA composed some original sounds for the show.

On the afternoon of June 11, Snoop Dogg served as the DJ and master of ceremonies for a runway event for the collaboration fashion line designed by the **Joyrich** label and his son Cordell Broadus, who formerly played football for the **University of California–Los Angeles**. The line, called **Joyrich X Snoop Dogg**, featured long-sleeve tees with the Snoop Dogg logo, parkas with a fur-like material bearing the blue and gold colors of UCLA, as well

as sweat pants, hockey-style jerseys, hoodies and pajama-like bottoms and tops reminiscent of the pajamas that Snoop wore in the 1993 hit video “Gin & Juice.”

Many of the looks bore the numbers 1993, when the hip-hop star released **Doggystyle**, the celebrated album that made him a star. Models walked between set pieces of low-rider cars. At the end of the show, a joint was passed around by some of the models, fitting for a star who championed cannabis issues throughout his career.

Made LA ended with Khalifa’s set and displays of the styles the rapper put together with Cala and streetwear brand **424** and **Pleasures**.—*Andrew Asch*



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*What about your program is most attractive to your students?*

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*Which programs do you offer in the summer?*

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Summer session offers several courses in gown draping, costuming and software design basics. If a student cannot attend summer classes, the fall session begins in August.

*Describe your financial aid resources and any paid-work programs, and whether they are available in summer as well as the regular school year.*

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Gregory Annenberg Weingarten, wife Regina, and LATTC department chair Carole Anderson after the announcement of a \$500,000 gift to the campus from the Wallis Annenberg Foundation



Gold Thimble Fashion Show at LATTC

LA Trade-Tech offers a variety of financial aid, summer and fall, including Board of Governor's fee waivers, Cal Grants, Pell Grants, scholarships, as well as EOPS and GAIN/CalWORKS programs, which support students with books, supplies and on-campus jobs. With the launch this fall of the LA College Promise program, any LAUSD student who graduated this year is eligible to receive free tuition for one year.

*What important events do you have scheduled for the coming year?*

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# Fashion Robot Company Gets \$4.5 Million Investment

**SoftWear Automation Inc.** is an Atlanta-based company that forecasts a future where apparel is going to be sewn by machines or "sewbots," robots that sew.

Recently, the company announced a \$4.5 million investment from **CTW Venture Partners**, also headquartered in Atlanta. With the new funding, SoftWear Automation will increase the pace of building automated worklines, or groups of sewbots. The company also will add 20 employees.

In a previous interview with the *California Apparel News*, Palaniswamy "Raj" Rajan,

SoftWear Automation's chairman and chief executive officer, said that sewbots won't look like mechanical people assembling clothes. Rather they will look like a car factory, where machines assemble cars, and people will manage and administer the machines.

Sewbots and automated work lines will bring apparel manufacturing back to the United States, Rajan contends. Without the need for people to sew clothes in overseas facilities, apparel companies can open factories domestically.

Eventually jeans and T-shirts will be made

by sewbots, according to a SoftWear Automation statement made earlier this month. In 18 months, the company will mark the commercial launch of the automated work line. The announcement said that one operator running an automated work line could make a T-shirt in half the time that it would take the typical process of making a tee, including from quality inspection, heat transfer, collar, label attachment, seaming and hemming, which might demand the labor of 10 separate sewing factory people.

—Andrew Asch

## TRADE

# Budget Bump in the Works for USTR

The Trump administration wants to beef up the U.S. Trade Representative's budget by nearly 6 percent, add staff and launch bilateral negotiations with several major trading partners.

The budget increase comes in sharp contrast with other budget proposals for fiscal 2018 where the Environmental Protection Agency might get a 30 percent hair cut to its \$8-billion budget and the State Department and the U.S. Agency for International Development are also facing a 30 percent slash to their \$37.6 billion budget.

For the upcoming fiscal year, the trade office would get an increased \$57.6-million budget and eight staff members in addition to the 230 already working there. "Trade policy plays

a critical part in every aspect of the economy and the USTR must lead a highly aggressive trade agenda," the Trump administration wrote when proposing the bigger budget.

Some of the key items the Trump administration wants the trade office to address include defending U.S. national sovereignty over trade policy; strictly enforcing U.S. trade laws; using all possible sources of leverage to encourage other countries to open their markets to U.S. exports; protecting intellectual-property rights; and negotiating new and better trade deals with countries in key markets.

Shortly after taking office early this year, President Trump decided to bow out of the Trans-Pacific Partnership, an unimplemented free-trade agreement between the United

States and 11 other Pacific Rim countries, because he felt it was harmful to American workers and manufacturers.

The Trump administration also wants the trade office to step up talks with Indonesia to address what is called "the growing number of trade and investment irritants." The new president would like to work with India to push the government's plan to eliminate export subsidies in the textiles sector.

Other things on the to-do list include having Congress consider possible reforms or revisions to the Generalized System of Preferences program to take into account the growing competitiveness of many emerging-market GSP beneficiaries who receive reduced tariffs. —Deborah Belgium

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