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Retailers Emily Park, left, and Esther Paik in their new bricks-and-mortar store, Le Box Blanc, located in downtown LA's South Park neighborhood. For more about the store, see page 10.

New BCBG Owners Outline Their Plans for Moving the Brands Forward

By Deborah Belgum *Senior Editor*

When Michael DeVirgilio and Cory Baker were figuring out whether they wanted to acquire the **BCBGMaxAzria** label and its sister brands, they quizzed retailers about whether they were still willing to carry the decades-old brands in their stores. They were happy to find that the labels weren't on life support yet.

Polling shoppers, they found that customers were still loyal to the sophisticated collections that until last year were consistently seen on the runways of **New York Fashion Week**. "What was wrong with them was what was under the hood, not what was in the eyes of the customer," said Baker, the chief operating officer at **Marquee Brands**, the New York-brand management group that acquired the intellectual-property rights out of bankruptcy court for BCBGMaxAzria, **BCB-**

➔ **BCBG** page 12

DENIM

Japan's Edwin Denim Brand to Unveil Adriano Goldschmied Line for U.S.

By Andrew Asch *Retail Editor*

In its 70th anniversary year, Japanese denim powerhouse **Edwin Co. Ltd.** opened a U.S. creative studio and is bringing in jeans legend Adriano Goldschmied to design a collection for the U.S. market.

The Tokyo-headquartered brand also recently named Vince Gonzales, a veteran fashion and brand-development executive, to lead the studio. It opened on June 15 in Los Angeles' Arts District, a burgeoning area where high-end retailers such as Rei Kawakubo's **Dover Street Market** are scheduled to open stores in the near future.

Edwin is one of Japan's top denim brands and is available at 3,000 points of sale in that country—including at

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DSTLD Plans Second Round of Crowdfunding, Pop-Ups and Other Events

By Alison A. Nieder *Executive Editor*

DSTLD, the direct-to-consumer contemporary brand for men and women, is preparing to open up its second round of crowdfunding.

"After the success of our first round, we are embracing this as the core strategy for financing growth for the business rather than bring in private equity or venture capital," said Corey Epstein, DSTLD co-chief executive officer and creative director. "We're really focused on building that customer/investor/ambassador list."

Epstein and co-CEO Mark Lynn founded DSTLD in 2014 in Los Angeles as a premium-denim and T-shirt resource. The brand has since expanded to include a full range of tops and bottoms as well as accessories and outerwear with a focus on sustainable fabrics, sweatshop-free sourcing and "ethical" pricing. Denim is priced below \$100. Leather jackets range from \$350 to \$400. Wool coats are priced between \$180 and \$250.

Epstein said DSTLD has seen its business grow by nearly 200

percent in the last year.

"To keep that up, you need to keep putting fuel on the fire," he said. "That's been our strategy with the brand. There's a large segment of people that will benefit from our apparel ethos and quality and pricing. We decided that the most efficient and the most democratizing way to do that is through this Regulation A Plus mechanism, which enables us to bring in our best advocates to share in future potential gains."

Epstein said the majority of DSTLD investors are customers—the company calls them "brand advocates"—but there are also some who learn about DSTLD through business-investment channels.

"As we grow as a brand and expand our customer base, we want to continue to provide the opportunity for customers to invest in the brand and own a piece of the company," he said.

DSTLD is able to raise money from small-scale investors through provisions in the JOBS (Jumpstart Our Business Startups) Act of 2012, which expanded funding opportunities for small U.S. businesses. There are some perks available for

➔ **DSTLD** page 5

CFA Breaks Down Intellectual-Property Landscape

By Alison A. Nieder *Executive Editor*

The **California Fashion Association** broke down an ever-widening field of intellectual-property issues for a group of apparel manufacturers and retailers at a recent strategy session featuring several legal and insurance experts.

The Aug. 9 event, held at the **Los Angeles Chamber of Commerce** in downtown Los Angeles, featured a panel that included Oliver Bajracharya, a partner with **Lewis Roca Rothgerber Christie LLP**; Robert Ezra, partner with **Freeman Freeman & Smiley**; and Kaleigh Kemmerly, vice president of **Hub International Insurance**. Ilse Metcheck, presi-

dent of the CFA, moderated the discussion, which covered the differences between copyright, trademark and patents as well as some recent developments that are poised to affect apparel manufacturers.

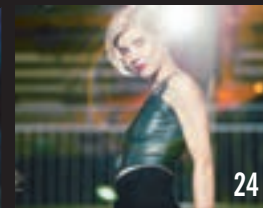
The **Varsity Brands Inc. v. Star Athletica LLC** case went all the way to the U.S. Supreme Court, which found in favor of Varsity. The case revolved around the chevron and striped patterns on cheerleader uniforms, which the court found to be a copyrightable design element.

"Could it stand almost as a work of art? It's a little bit of a

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Where fashion gets down to businessSM



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Agenda Festival to Return in 2018

Agenda Festival, the consumer day of the streetwear-focused **Agenda** trade show, made an inaugural run last month.

It was deemed a success by Agenda management, and the Agenda Festival will make a sophomore run on Jan. 6. Agenda producers forecast that the festival's attendance will grow by 50 percent. The first run of Agenda

Festival saw 15,000 attendees, according to an Agenda statement.

Consumer days are a rarity for trade-only shows. For a price of a \$45 ticket, Agenda Festival goers gained access to booths run by brands such as **Obey**, **Stance** and **Herschel Supply Co.**, where they could find exclusive items. They also dined at

food trucks, checked out art galleries and watched performances by rock bands and hip-hop groups. During the evening of July 15, hip-hop star **A\$AP Rocky** made a surprise appearance during the show of **Tyler, the Creator**. Agenda founder Aaron Levant said that consumer days open untapped opportunities.

"Brands spend so much energy speaking to the consumers through digital marketing, and we believe this is only creating white noise in the long term," Levant said. "We've cut out the noise by bringing brands and consumers together, giving the fans the meaningful engagement they are seeking."

—Andrew Asch

Callaway Hopes for Hole in One With TravisMathew Acquisition

Callaway Golf Co. recently announced that it had acquired Huntington Beach, Calif.-headquartered apparel brand **TravisMathew, LLC** for \$125.5 million in an all-cash transaction.

Chip Brewer, the chief executive officer of the Carlsbad, Calif.-headquartered Callaway, said that the 10-year-old TravisMathew brand would serve as a growth vehicle.

"With its golf heritage, culture of product excellence and double-digit growth in the golf and lifestyle apparel business, TravisMathew is a great fit with our business, brands, culture and our strategy to grow in

areas tangential to golf. This acquisition, once completed, is expected to be slightly accretive to earnings in 2018 and create significant value for our shareholders over the long term. We look forward to working with the TravisMathew management team to maximize this brand's growth potential," Brewer said in a statement.

Since 1982, Callaway has been making golf clubs, golf balls, equipment, apparel and accessories. In recent years, Callaway has been increasing its reach into apparel.

In January 2017, Callaway wrapped up its acquisition of **Ogio International Inc.**, a

golf-focused accessories and clothing company, also headquartered in Carlsbad. Callaway paid \$75.5 million in an all-cash transaction for the company.

In July 2016, Callaway announced the completion of a joint venture with Japan-headquartered **TSI Groove & Sports Co. Ltd.** TSI is Callaway's longtime apparel licensee. The new venture was called **Callaway Apparel KK**. It will design, manufacture and sell Callaway-branded apparel, footwear and headwear in Japan. Callaway Golf holds a 52 percent stake in the new venture.

TravisMathew will continue to be headquar-

tered in Huntington Beach. The brand makes tops such as polos, button-ups, T-shirts and outerwear as well as shorts, pants, baseball caps, socks, boxers and footwear. It also runs a boys' line and fashion belt-focused line **Cuater**.

TravisMathew also runs a line of boutiques located at high-end malls such as **Westfield Century City**, **Fashion Island**, **UTC San Diego** and **Scottsdale Fashion Square** in Scottsdale, Ariz. The brand also is sold at **Nordstrom**.

TravisMathew developed a prominent presence in the golf world when it started sponsoring pro golfers. TravisMathew also sponsors professional tennis players.—A.A.

Prana Chief Executive Leaving in Mid-August

After being with the company for nearly nine years, Scott Kerslake is leaving **Prana** as its chief executive to take another job.

Kerslake will be leaving on Aug. 18, said a press release issued by **Columbia Sportswear**, which acquired Prana three years ago for \$190 million.

Kerslake will become CEO of **Nixon**,

the California-based watch and accessories brand, effective Aug. 21.

"Scott has led Prana through a tremendous period of growth and created a solid brand platform and a strong team with tremendous potential," said Tim Boyle, Columbia Sportswear's chief executive. "All of us at Columbia have benefited from the oppor-

tunity to work alongside Scott for the past three years and have great confidence that he will also be successful in his next endeavor."

Kerslake joined Prana in Carlsbad, Calif., as its CEO in 2009 and helped the brand grow to a company with revenues of \$100 million in 2014, prompting the sale to Columbia Sportswear. Since then, Prana's sales have grown nearly 50 percent.

Prana was founded in 1992 as a yoga wear and mountain climbing-gear company by Beaver Theodosakis, who preceded Kerslake as CEO. The eco-friendly brand was ahead of the curve when it came to trying to develop sustainable clothing that used organic cotton and dyeing techniques that didn't pollute.

Before long, Prana was being carried in hundreds of **REI** doors as well as **Dick's Sporting Goods**, **Adventure 16** and countless yoga shops in addition to the company's own

Prana stores.

Kerslake has a long history with active-wear and yoga wear. In 1997, he founded **Athleta**, based in Petaluma, Calif. In 2008, the yoga and athletic-wear brand was acquired by **Gap Inc.** for \$150 million.

"Leading the Prana brand for the past eight years, becoming a part of Columbia Sportswear's family of brands and serving as a member of Columbia's leadership team have all been true highlights of my career," Kerslake said. "I have great confidence that Prana's brand promise will continue to resonate with the growing number of eco-conscious consumers around the world."

While Columbia Sportswear searches for a new chief executive, Prana will be led by Chief Financial Officer Mike Pogue and Vice President of Marketing Nancy Dynan.

—Deborah Belguem

ILWU Officially Votes to Extend Labor Contract by Three More Years

It's official. Some 67 percent of the members of the **International Longshore and Warehouse Union** have approved a three-year extension to their five-year contract with the **Pacific Maritime Association**, which means their contract won't expire until July 1, 2022.

A final vote was announced on Aug. 4 after a preliminary approval was tallied a week earlier.

The contract covers some 20,000 full-time and part-time ILWU employees who work at 29 ports from San Diego to Bellingham, Wash. It is the first contract extension of its kind in ILWU history.

"The rank-and-file membership has made their decision and expressed a clear choice," said ILWU International President Robert McEllrath. "During the past year, we saw a healthy debate and heard different points of view, with concerns raised by all sides. The democratic process allowed us to make a difficult decision and arrive at the best choice under the circumstances."

Under the extended contract, workers will see a 3.1-percent-per-year wage increase from 2019 to 2022, taking their base rate of pay from \$42.18 an hour to \$46.23 by 2022.

Longshore workers would be eligible to retire early during the three-year contract exten-

sion. Instead of a minimum retirement age of 62, they could retire at 59.5 without an early-retirement discount. Workers would be eligible to retire after 13 years of employment.

No change would be made to the ILWU's topnotch health plan, meaning workers don't pay monthly premiums, only make a \$1 co-pay for prescriptions and have limited deductibles. Employers would also make additional contributions to workers' pension plans.

Extending the labor contract was a topic that had been bandied about since the beginning of 2016 and came after West Coast ports were crippled with a labor slowdown and a chassis shortage during the 2015/2016 holiday season.

Gene Seroka, executive director of the **Port of Los Angeles**, was relieved to hear there will be labor tranquility on the docks. "The certainty that comes with this contract extension is great news for all of Southern California, where one in nine jobs in the five-county region is connected to the San Pedro Bay port complex," he said. "The International Longshore and Warehouse Union's vote to extend its contract by three years helps sustain the momentum building in our supply chain as we continue to focus on delivering innovation, value and efficiency for the U.S. importers and exporters."—D.B.

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These Updated Surf Styles Are All Among Friends

When friends get together, a lot of creativity can happen. An idea, a passion for design, a willingness to work hard to express their personal visions all combine to bring freshness and vitality to the marketplace, as this pair of brands vividly demonstrates.



Duvin Design

When the lifelong friends and surfer dudes behind Duvin Design got together after college to start a clothing line, their main goal was clear: "to put super-coolio vibes into the softest materials we could find...in search of the perfect combination of 'wow, this is really comfortable' and 'that's so sick.'" This fashion-forward surfer/beach lifestyle brand is targeted at style-conscious males 15 to 30, with a women's line that is developing.

Believing "there is a hole in the marketplace," Duvin's creators aim for attention-grabbing mixes that easily go from beach to bar. Bold prints, unique color palettes, and, they admit, some risky design are the order of the day here, and the look is fresh and unabashed. Duvin's wide-ranging offerings include graphic tees, tanks, short-sleeve button-downs, shorts, headgear, and an eclectic mix of accessories such as graphic pillows, tote bags, phone cases, mugs, and posters. The women's line features patterned crop tops and tights.

Duvin's uniquely patterned men's shorts are on a definite upward trend, they say, with "the combination of fit and style a winner for consumers." More options are on the way. For Spring 2018, design inspiration comes from retro brands and vintage clothing, which shows up in rainbow stripes and Hawaiian florals. Wholesale price points run \$13 to \$35 for the clothing. Duvin's wares can be found in 100-plus specialty stores throughout the nation as well as retailers in Costa Rica, Japan, Australia, Taiwan, Canada, Mexico, Spain, British Virgin Islands, and Puerto Rico. The website, complete with blog, is the place to find limited items launched "constantly."



Jetty

Five friends on a snowboard trip in Vermont is not exactly how you might imagine the startup of a surf/skate apparel company, especially when the five are from New Jersey and far from your more typical West Coast vibe. "Inspiration and enthusiasm, plus \$200 apiece and three tee designs" was the 2003 kick start to Jetty, a sweeping collection of clothing and accessories for men, women, and children that has pretty much conquered the East Coast market.

"We wanted to draw our own line," they say, "and it's a good thing, too, because coming from New Jersey, there was certainly no line to follow." Embracing "the challenges of bipolar seasons, the fickle ocean, and our regional nautical roots," Jetty has become something of a juggernaut, and certainly the most recognizable surf/skate apparel brand on the East Coast. Jetty's ideal customer is not your usual: He or she "works hard on a commercial fishing boat or in the restaurant industry during the busy seasons," then chases storm swells in the off-season.

Inspired by regional colors and design details—check out the Diver Skull graphic—and made to be ultimately functional, they speak to the lifestyle of blue-collar Northeasterners. The Jetty collection includes T-shirts, button-downs, boardshorts and bottoms, hoodies and sweaters, with wholesale price points from \$12 to \$40. For Summer 2018, boardshorts, with their on-point prints and meticulous detailing, are anticipated top sellers. The founders' personal faves are the elastic-waist volley and chino shorts: "They're just really sharp, executed well, and crazy comfortable for everyday wear."

See Duvin and Jetty at the upcoming Surf Expo, Sept. 7–9, 2017, at the Orange County Convention Center in Orlando, Florida.

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E X P O

TECHNOLOGY

Apparel Decorating Solution Precise Software Joins Open Systems Business Solutions Software

Precise Software, a Minnesota-based company that provides software solutions to the decorated apparel market, has merged with **Open Systems**, a provider of business software solutions such as enterprise resource planning (ERP) and customer-relationship management (CRM).

The deal will allow Precise to expand into markets. The company will operate as the Precise Software division and will continue to work with its existing clients as well as new ones.

Based in Chaska, Minn., Precise develops software for the decorated apparel industry. Precise's business management solution, **Impress**, is designed for makers of decorated apparel such as T-shirts and sweatshirts. The software includes art-department functions such as artwork tracking and status reports, garment colorway assignments, royalty contract tracking, and

decoration cost tables as well as production scheduling, inventory management, order tracking and barcode scanning, accounting, and third-party integration. Impress is configurable, allowing companies to tailor the solution to fit their needs and budget.

"We are very excited about Precise Software joining the Open Systems team," said Michael Bertini, chief executive officer of Open Systems, in a company statement. "Precise brings over 24 years of proven solutions and expertise in the apparel decorating industry."

Based in Shakopee, Minn., Open Systems provides business, accounting, CRM, ERP, and mobile software solutions for companies in several industries, including distribution, manufacturing and nonprofit.

For more information about Open Systems, visit www.osas.com. For more information about Precise Software, visit www.precisesoftware.net.—Alison A. Nieder

Bread Gets Money for E-commerce Payment Program

Bread is a New York-headquartered finance technology company that lets merchants give their customers the option to pay for items in several installments over time.

Bread recently announced that it raised \$126 million in equity and debt capital. It will use the new capital to build its slate of merchant partners and continue to build its engineering team and its experience at its website (www.getbread.com).

Silicon Valley, Calif.'s **Menlo Ventures** led the equity round. Also participating were **Bessemer Venture Partners** and **RRE Ventures**. Mark Siegel, Menlo's managing partner, will be joining Bread's board of directors.

Bread's description of the company's service is something akin to a retailer charge card. An online furniture store, for example, could use Bread's technology as a way to allow customers to pay for a piece of furniture in monthly installments. The company claims that different payment plans and different experiences can be tailored to a merchant's way of doing business.

"We are building online-focused, next-generation solutions," Josh Abramowitz said. He is the cofounder and chief executive officer of Bread. "Bread's technology offers a different type of solution. It is optimized for the Web and designed to bring purchase finance into the online era."—Andrew Asch

Calendar

Aug. 12

OffPrice

Sands Expo and Convention Center
Las Vegas
Through Aug. 15

Aug. 13

Sourcing at MAGIC Footwear Sourcing at MAGIC

Las Vegas Convention Center
Through Aug. 16

Aug. 14

Agenda

Sands Expo and Convention Center
Las Vegas
Through Aug. 16

Liberty Fairs

Sands Expo and Convention Center
Las Vegas
Through Aug. 16

FN Platform

WWD/MAGIC

WSA@MAGIC

Children's Club MAGIC

Las Vegas Convention Center
Las Vegas
Through Aug. 16

CurveNV

The Tents

The Collective

Pooltradeshow

Project

Project Women's

Stitch LV

Mandalay Bay Convention Center
Las Vegas
Through Aug. 16

WWIN

Rio All-Suite Hotel & Casino
Las Vegas
Through Aug. 16

PGA Expo

The Venetian
Las Vegas
Through Aug. 16

Coeur

Mandalay Bay Convention Center
Las Vegas
Through Aug. 16

Aug. 16

NW Materials Show

Oregon Convention Center
Portland Ore.
Through Aug. 17

Aug. 20

Fashion Market Northern California

San Mateo Event Center
San Mateo, Calif.
Through Aug. 22

There's more
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/calendar.

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

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DSTLD *Continued from page 1*

early investors, including discounts on DSTLD apparel. Investors have access to a personal dashboard that allows them to track DSTLD's business.

"It's really true transparency into the progress of the brand," Epstein said.

DSTLD is also looking to expand investors' level of engagement in the brand through digital surveying and rating tools, which would let investors weigh in on future product development.

As it is, DSTLD's 1,700 investors are able to communicate directly with the brand.

"We also have a VIP channel of communications," Epstein said. "Whenever investors email us, both myself and my co-CEO receive those emails directly and are involved in responding to and listening to the feedback."

In the current round of funding, DSTLD is looking to raise \$2 million, which will be used for continuing to build the DSTLD customer base. The minimum investment is \$1,000.

"We think there's a great opportunity to capture market share as apparel sales move online," Epstein said. "Acquiring a customer is very valuable and has forward-looking value. You want to invest in that while you can while customers are moving online. When you're a direct digital brand, once you've acquired that customer they're in your funnel. You can communicate with them. If they aren't buying, you can ask what kind of things they'd like to see from us. There's that direct line of feedback. So there's a lot of value in moving quickly to grow that customer base."

This fall, DSTLD will open a pop-up shop at **Platform** in Culver City, Calif., with plans to open additional pop-ups across the country, most likely beginning with a New York pop-up later this year.

The pop-up shops will allow current and potential customers to have a "full immersive experience" with the brand, see the quality and try on product all in an environment "that has that white-glove service to help guide you into the



right pair of jeans," Epstein said.

The company is also looking to host meet-and-greet events for potential investors as well, Epstein said.

Information about the brand can be found at www.dstld.com. Information about investing in DSTLD can be found at www.seedinvest.com/dstld/series.a.2. Details about the pop-up shop at Platform can be found at www.seedinvest.com/pop-up. ●



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Bachrach Men's Stores to Exit Bankruptcy Soon

Only four months after filing for Chapter 11 bankruptcy protection, **Bachrach** men's stores is expected to emerge from bankruptcy by the end of August with 15 stores intact.

The Los Angeles-based retail chain, established some 140 years ago, is shedding nine unprofitable stores and hoping to go forward with its more-profitable outposts.

"Everybody has been extremely cooperative and accommodating to keep this brand alive," said Brian Lipman, Bachrach's president and chief operating officer.

Bachrach parent company **B&B Bachrach LLC** filed for bankruptcy protection in U.S. Bankruptcy Court in Los Angeles on April 28 and is expected to emerge from bankruptcy on Aug. 31. The bankruptcy judge heard the reorganization plan on Aug. 8.

The company—which sells suits, dress shirts, tops, pants, shoes and accessories—said in court papers that the business was profitable until 2016, when its consumers started gravitating more toward online shopping. Even though Bachrach's e-commerce sales grew from \$1 million in 2015 to \$1.2 million in 2016, that was far from enough to make up for a number of less-profitable stores based primarily in shopping malls.

From 2010 to 2015, the company was in the black, with gross sales growing from \$11 million in 2010 to their peak of \$18.8 million in 2014. Along with that revenue boost came 17 new stores in 2012, according to court documents.

This store-expansion plan was part of a package deal with mall owner **Simon Properties Group**, court papers said, which required that Bachrach lease certain retail space at Simon's less-desirable Class C malls in order to get into better locations at some of Simon's topnotch malls. Initially, this

expansion plan worked well but eventually started to drag on revenues when the stores at Class C properties started underperforming.

In the bankruptcy, the company listed \$11.3 million in assets and \$12.4 million in liabilities. Bachrach's biggest creditor is **Israel Discount Bank of New York**, which is owed \$10.57 million.

Brian Davidoff, the bankruptcy attorney at **Greenberg Glusker Fields Claman & Machtinger** representing Bachrach, said Israel Discount Bank of New York is taking a \$2

million discount off its loan, and vendors will be receiving under 10 cents a dollar on money owed them.

Also, landlords were willing to restructure leases with Bachrach so it could keep its profitable locations. "With the landlords, remarkably, even though we couldn't reach accommodations with them before the bankruptcy, for the most part the landlords were

cooperative and we were able to work out arrangements for the leases going forward," Davidoff said.

Lipman said it was critical to get in and out of bankruptcy quickly in order to stay alive because legal fees and a lack of capital can be deadly. The company was able to get some cash infusion from clearance sales at the stores that closed in areas such as Atlanta; Chicago; Memphis, Tenn.; Long Island, N.Y.; and Springfield, Ill.

Stores that remain open include locations in Detroit; Houston; Dallas; Chicago; Washington, D.C.; Nashville, Tenn.; Kansas City, Mo.; and Indianapolis, Ind.

The Midwest has always been the strongest territory for the menswear clothing stores, Lipman said.

The downhill slope for revenues at Bachrach's stores

started last summer. By the end of 2016, Bachrach's locations were seeing an across-the-board 10 percent dip in sales. With sales tanking, Bachrach closed four stores in Illinois, New Jersey and New York. But that still left nine stores that weren't making the grade but were difficult to close outside of bankruptcy. Bankruptcies allow retailers to break store leases without paying a penalty.

Bachrach, besides keeping its profitable stores, wants to beef up its e-commerce site, which currently employs seven people. The e-commerce site is supplied by a Los Angeles warehouse. "Our online presence has become 12 percent of our business, and we are putting a tremendous effort into growing that part of the business," Lipman said. "But running away from bricks and mortar is the wrong route and putting it 100 percent into e-commerce also isn't the way to go. It is not all or nothing. I think there is still value in the better bricks-and-mortar stores."

This is not the first bankruptcy for Bachrach. In 2005, the retail chain was acquired by **Sun Capital Partners** when the company had 79 stores throughout the United States—mostly in the Midwest. But many stores were located in underperforming markets, putting a drag on revenue.

By 2006, Sun Capital partners had filed for bankruptcy, selling the business to **Bachrach Acquisition**, whose owners include Brian Lipman, the current president.

Bachrach, founded in 1877 in Decatur, Ill., joins a growing rank of troubled retailers seeing increasing competition from online shopping sites. In the first four months of this year, 14 chains announced they will seek court protection, according to an analysis by **S&P Global Market Intelligence**, almost surpassing all of 2016.

Those who have filed for bankruptcy this year include **The Wet Seal**, **Limited Stores**, **Eastern Outfitters**, **Gander Mountain** and **Gordmans** discount department store.

Bebe, based in the San Francisco area, closed all its 168 stores and liquidated its inventory. The label still is being manufactured through **Bluestar Alliance**, which entered into a joint-venture partnership with Bebe for \$35 million.

—Deborah Belgun





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RETAIL NOTES

More Stores Coming to DTLA

Malls and retail streets have seen the shuttering of many bricks-and-mortar stores over the past few years. However, downtown Los Angeles seems to be an area where physical stores are opening, not closing.

Around downtown's Fashion District, boutiques for **A.L.C.**, **Theory** and a flagship for **Vans** will open, according to commercial real

estate broker Brigham Yen. Also on the horizon, store openings in retail compounds such as **Row DTLA** near the city's Arts District and in the upcoming **At Mateo** retail, restaurant and creative-office development in the Arts District.

Entrepreneurs and brands are opening shops in other parts of downtown. Here are stories of three businesses.

Patrick DiLascia Launches Patrick Brand

A new bricks-and-mortar store is the center of Patrick DiLascia's new fashion venture.

The T-shirt maven opened a 2,300-square-foot store and headquarters for his new **Patrick** brand on July 31. It's located at 816 S. Main St. in downtown Los Angeles, about a block north of a hub of fashion showroom buildings including the **California Market Center**.

"The energy here is amazing," DiLascia said of his new address. "All the buyers are here, and the street traffic is incredible."

DiLascia's space also will double as a center of operations for the Patrick brand. Behind the 800-square-foot selling space of the store, the place will offer warehouse space as well as offices for design and e-commerce operations at the recently launched www.patrickbrand.com. The entire space formerly served as a warehouse. DiLascia moved in because the unfinished space gave a unique opportunity to remodel it in his style. He covered the floors in white marble tile and painted the walls white to give a clear backdrop to the Patrick brand's colorful fashions.

DiLascia moved operations from West Hollywood, Calif., where he ran the self-named **DiLascia** brand out of a store from 2010 to July 2016. He started the Patrick brand almost a year after the DiLascia label was featured on the **CNBC** business reality show "The Profit." Post-show, DiLascia said that he wanted to look for a new brand. The e-commerce of the DiLascia brand is currently handled by the showroom **ML Fashion Group**, owned by Marcus Lemonis, host of "The Profit," according to DiLascia.

The Patrick brand also was intended to be a higher-end line. It will retail for 30 percent more than the DiLascia brand. Wholesale prices will start at \$14 for boys' T-shirts and run up to \$85 for hoodies. About 60 percent of the brand is devoted to a children's clothing line called **Patrick Little Man**. Instead of making clothes bearing children's graphics, Patrick Little Man uses some humorous graphics used in shirts for adult men. DiLascia said that graphics for the children's shirts never go beyond the understanding of a child. "We never push the envelope," he said.

The Patrick brand is made in Los Angeles. It uses tri-blend fabrics, cotton and French terry. DiLascia describes the silhouette of the T-shirts as a "generous slim cut." The look is slim, but it's not tight.

Other silhouettes include a baseball shirt with a three-quarter sleeve and hems that end in a U shape. New looks coming up include a thermal pant with a French terry short on top and a long hoodie.

DiLascia started his brand in Los An-

geles after making a splash at **American Eagle** in New York City, where he worked in merchandising and styling. It had been a dream of his to live in Los Angeles and run a clothing brand. At first, Los Angeles did not welcome him with open arms. He worked at odd jobs and even had to swallow some pride by working as a store greeter at his former company, American Eagle.



NEW SPACE: Patrick DiLascia, left, and Michael Adame, Patrick's national sales manager, in new headquarters for the Patrick label



The newly launched Patrick brand

He never lost sight of his dream.

"The hardest part of [fashion] is selling," DiLascia said. "The word 'no' became a motivator for me."

His fortune changed in 2010 when he received an order from the now-defunct **Kitson** boutique. (That company's founder opened a boutique last year called **Kitross** in the same Los Angeles location as Kitson.) The DiLascia brand was later picked up by **Nordstrom** and **Bloomingdale's**.

—Andrew Asch

➔ Retail Notes page 10



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Odain Brand Opens 1st Shop

Odain Watson relaunched his **Odaingerous** brand in 2016, and on Aug. 17 he is scheduled to open a shop, also called **Odaingerous**, at 719 S. Main St. in downtown Los Angeles. It will be the emerging brand's first shop.

Watson said downtown is the right address for Odaingerous, a brand that tells people to take risks with style. "You can find authentic street lifestyle here," Watson said. "You can be a little radical here."

He also believes that there is a wave of edgy fashion brands moving into Los Angeles' downtown. The people seeking their styles will increasingly travel to downtown to check out the brands and discover emerging brands.

The focus of the Odaingerous brand is fitted motorcycle jackets that come in a wide range of styles. There are black leather jackets as well as gold-colored biker jackets bearing studs, red jackets and see-through plastic jackets made in a motorcycle silhouette. The jackets are made in Italy. Retail price points range from \$499 to \$899.

The brand's ready-to-wear and backpacks are made in Los Angeles. Offered are T-shirts, jogging pants and backpacks that are the accessories version of the brand's jackets. Like the jackets, the backpacks will bear spikes, studs and unique leather.

The store also will offer a bespoke service, where people can design their own jackets. It also will offer the brand's skin care and unisex fragrance.

The 350-square-foot Odaingerous store also was designed like one of the brand's jackets. It features a crocodile-embossed wallpaper, an installation of a zipper, a trim bearing spikes on some of the walls and Buddha statues.

Odaingerous brand items only will be available through the boutique and at the brand's website (www.odaingerous.com). It will be for people who want to make a statement. "I shy away from plain and basic," Watson said. "If I'm going to do a red jacket, I'm going to do a red jacket. [People wearing Odaingerous] feel like this is more than a jacket; this is an experience for me."

—Andrew Asch



Interior of the Odaingerous boutique

PHOTO COURTESY OF ODAINGEROUS

Le Box Blanc's Neighborhood Store in DTLA

For the past two years, **Le Box Blanc** has been delivering contemporary fashions to people all over America from its e-commerce shop (lbbofficialstore.com).

Last month it opened **LBB Official Store**—a 1,800-square-foot bricks-and-mortar shop in downtown Los Angeles, in the **Luma South** building, located at 1100 S. Hope St., Suite C1, where its focus will be the surrounding South Park neighborhood, a short walk from **Staples Center**, where the **Los Angeles Lakers**, **Los Angeles Clippers** and **Los Angeles Kings** play.

Le Box Blanc opened the physical store because co-owners Emily Park and Esther Paik thought that the mostly residential neighborhood is underserved for boutiques. **Maher** is the only other women's contemporary boutique in the area. But South Park has a solid population of 6,000 residents, according to the **South Park Business Improvement District**, and it is the site of more than 20 construction projects, accord-

ing to the BID.

It's a good bet to say growth is in South Park's future. Park said that the great majority of bricks-and-mortar customers are neighborhood women, mostly young mothers and professionals. Others coming into the store are students and people who work in the area. Just a little north of Staples Center is downtown Los Angeles' Financial District.

Brands sold at the LBB Official Store include **ALC**, **Frame Denim**, **Iro** and **Elizabeth and James**. "Our goal is to be something that goes with other items in people's closets. They are closet builders, not things that conflict with other things in your closet," Park said.

There are no plans to build other physical shops for Le Box Blanc, Park said. But the future continues to hold a lot of question marks. "We're curious on what happens when all of the construction here is finished. We have our eye on it," she said.—A.A.

Westfield Century City Announces New Stores

Westfield Century City recently announced another slate of retailers scheduled to join the sprawling mall, which is undergoing a \$1 billion remodel.

The revamped center is set to formally take a bow in fall 2017. However, store openings will take place throughout 2018.

New Westfield Century City retailers include **Abercrombie & Fitch**, **Chan Luu**, **J. Crew**, **Johnny Was**, **Joie**, **Kate Spade New York**, **Madewell**, **Rodd & Gunn**, **Seafolly**, **The Disney Store**, **Uno de 50**, **UNTUCKit**, **Urban Decay** and **Zadig & Voltaire**.

It also announced some new lease signings for apparel stores including **Ali & Jay**, **All Saints**, **Gerard Darel**, **Hugo Boss**, **John Varvatos**, **Journelle**, **Lululemon**, **Old Navy**, **Stitch & Trace** and **Vineyard Vines**.

The mall announced lease signings from

non-apparel tenants **Peloton** exercise bike studio, **Amazon Books**, **Breitling**, **Jo Malone London**, **Warby Parker** and **John Hardy** jewelers.

Located a short drive from Beverly Hills, Santa Monica and other points in West LA, Westfield Century City will balance emerging brands with popular department stores, said David Ruddick, Westfield's executive vice president of leasing. "As consumer tastes and trends change in the industry, Westfield is keeping pace with a focus on careful curation and on introducing new concepts and influencer brands not available anywhere else."

The renovation will bring in a new full-line **Nordstrom**. **Macy's** and **Bloomingdale's** unveiled extensive renovations of their stores in April and November 2016, respectively.—A.A.



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BCBG *Continued from page 1*

Generation and Hervé Leger. “The BCBG customer is loyal and has not stopped shopping BCBG.”

Marquee Brands, with DeVirgilio as its president, was the top bidder for the three labels, paying \$108 million for the Los Angeles contemporary group that for years struggled under a mountain of debt that at one time totaled some \$685 million—owed mostly to **Guggenheim Partners Investment Management** and its affiliates. **Global Brands Group** paid \$23 million to be the licensee for Marquee Brands and keep between 40 and 50 BCBG stores open and stock the in-store shops at several department stores.

BCBGMaxAzria, which was launched in 1989, started losing some of its mojo under increasingly vexing financial difficulties. Last year, founder Max Azria was pushed out of the company and replaced with interim chief executive officer Marty Staff while Azria’s wife, Lubov, was dismissed in March as the company’s chief creative officer. This was weeks after the company filed for Chapter 11 bankruptcy protection on Feb. 28.

Marquee Brands and Global Brands officially took over operations when BCBGMaxAzria exited bankruptcy on July 31.

Now the new owners are about to unveil their new collections for Spring 2018, which will be revealed to retailers and consumers during the upcoming New York Fashion Week in early September. “The new designs are nothing short of incredible,” said Baker, noting that previously the company had to cut financial corners, which hindered the design room.

The sweet spot for the BCBGMaxAzria client will be women in their mid-20s to mid-30s, DeVirgilio said. Retail price points will remain in the \$100 to \$400 range.

Global Brands Group, which is in charge of production and retail, will be using many of the same factories in Asia, Europe and elsewhere that were responsible for production under the previous owners, Baker said.

Marquee Brands will also be giving more attention to the Hervé Leger brand, a French label acquired by BCBGMaxAzria in 1999. The company sees an incredible opportunity for growth. “It is one of the most highly regarded, under-penetrated luxury brands in the world,” DeVirgilio said. “We’ve gotten so much inbound interest from the international marketplace.”

The new owners see Hervé Leger growing with more licenses for eyewear, footwear, luxury fragrances, handbags and lifestyle categories.



While BCBGMaxAzria will continue with dressier looks for special occasion, work and eveningwear, the BCBGeneration label will continue to tap into a younger consumer who enjoys a less complicated fit and wants fashion that is more colorful, vibrant and casual.

Marquee Brands is a relatively young brand-management company founded three years ago by **Neuberger Berman**, a decades-old private equity firm. Soon after its incorporation, Marquee Brands snapped up two well-known European labels—**Bruno Magli** and **Ben Sherman**. Last November, it acquired **Body Glove**, the surfwear brand that started in the 1950s in Redondo Beach, Calif.

Marquee didn’t set out to buy old brands but brands that are meaningful and relevant. “We are not in the business of acquiring dead brands,” Baker said.

Currently, Marquee has a Body Glove office in Redondo Beach, but with its newest acquisitions, it is looking for a bigger space in downtown Los Angeles, Culver City or Hollywood that can combine the Body Glove team with the staff of BCBGMaxAzria, BCBGeneration and

Hervé Leger as well as the Global Brands Group.

Turning around a brand can be a daunting task if the right marketing and licensing deals aren’t struck. Several old brands that used to shine in the California lineup of profitable labels went by the wayside before they were acquired. One was **OP** (Ocean Pacific), which is now sold at **Walmart** (a higher-end,

contemporary OP capsule recently bowed at **Urban Outfitters**); another is **Rock & Republic**, which is now sold exclusively at **Kohl’s**.

To bring a brand back to life, brand experts said, new owners need to take a number of calculated steps. Deborah MacInnis, a professor of marketing at the **University of Southern California’s** Marshall School of Business, said new owners need to determine whether their strategy is to target new customers, which is very costly, or win back defectors, which is expensive but less costly due to the brand’s equity with its original customer base.

“The brand needs to determine what its brand promise is to consumers and make sure that they deliver on this promise using every tool at their disposal,” she wrote in an email. “They need to communicate why consumers should choose BCBG products over other fashion brands on the market.”

She said some fashion brands are associated with a celebrity who is highly attractive to the target market. “Can that celebrity be leveraged (e.g., maybe a line of celebrity-endorsed products) to resonate with the target market and be emblematic of the brand promise?” MacInnis asked.

Adam Derry, who has a creative brand-development agency in Los Angeles and two clothing brands, said brands need to define who they are as a brand. “We live in an era where most brands are identifying themselves through their consumers. They are doing so much data research on the consumer, but they neglect to tell their own story,” he said.

For brands to remain relevant, they need to either follow their initial demographic, moving with that original 25-year-old customer, who is now 40 years old, or keep their designs relevant for the next wave of 25-year-old customers. “I would say it is easier to put a brand on the marketplace, but it has never been harder to distinguish yourself in the market,” he said.

Reinvigorating a new brand starts with hiring the right kind of players who represent your brand in all aspects and push you farther than you thought.

The Marquee Brands executives said their marketing strategy includes working with fashion influencers, getting the word out via social media and tapping into events. There will also be print media and traditional outdoor media campaigns as well as keep shoppers aware of new designs and styles.

“The company dialed back from some of those efforts before,” Baker said. “The designs need to be updated.” ●

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Selectiv: Post-Corporate Business Casual

After spending years working in corporate environments, specifically digital departments for entertainment companies, Daniel Sakai and Calvin Lim came to a conclusion: Men's office clothes had become a dull uniform, even in the era of business casual.

The two believe men's office looks fall into two basic templates: First, there was the khaki pants paired with the blue-collared shirt. Or there was the Silicon Valley basics style, which sometimes could veer into the wearer looking like they just left a gym.

With no previous fashion training and a considerable amount of brio, Sakai and Lim quit their corporate jobs to make a men's line called **Selectiv**. The downtown Los Angeles-headquartered line was inspired by architecture and high-end fabrics. After a year of learning on the job, Selectiv took a direct-to-sales bow at the online address www.beselectiv.com at the beginning of 2017.



Selectiv aspires to blend form and function. The clothes should travel well, feature unique details and fit in a multitude of environments. Sakai also hoped that the brand inspires the wearer to be the best he could be, which is the reason why the brand was called Selectiv.

what they believe will add more comfort, the bottoms have no belt loops. Instead, there's elastic waistbands and drawstrings. There are big back pockets and side pockets to hold a lot of gear. Also featured, ankle zips to show extra views of sneakers and socks.

"Be selective," Sakai said. "We want people to be discriminating in life. Don't accept everything that has been put in front of you by marketing and the media. Have an open mind and keep a discerning taste."

Almost everything, except for the brand's caps, is made in Los Angeles. Selectiv's darted stretch-twill, ankle-zip pants look like a mix of trousers, utility pants and sweats. For a classic trouser look, it has a tapered slim fit and a twill fabric and colorway that gives it a mid-20th-century look.

Then there's a performance side to it. A gusseted crotch adds durability and mobility. For

The brand's "A-Frame Chambray" woven shirt features the diamond-shaped waves seen in a lot of traditional Japanese clothes.

For T-shirts, the brand offers relaxed, slim T-shirts with longer hems. The "Colosseum T" features a split-side hem made in the shape of a Roman arch. The "Trapback Merino T" is made from wool sourced from New Zealand and Australia's Outback. The Selectiv cofounders contend that the fabric has natural properties that are quick drying, anti-microbial, anti-odor, moisture wicking and UV resistant.

The brand's retail price points range from \$58 to \$258. Lim said that he hopes the brand grows in prominence. He has no regrets on quitting his corporate job.

"It's a burden off the shoulders to pursue your dreams of growing a brand from nothing and learning a completely different industry," Lim said. "Life is about growth and challenges. We'll continue to learn from this every single day."—Andrew Asch



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Wvs Brgde: A Minimalistic Action-Sports Aesthetic

Pastels and neon colors might as well be white noise to Brian Boles.

For his newly minted action sports-friendly brand, **Wvs Brgde**, the core styles only come in white, black and gray.

Those were the colors that he and his friends grew up wearing while surfing and skateboarding in Southern California. He regards it as a classic look. "I'm not looking for a fad," said the heavily tattooed Boles from his company headquarters in Los Angeles' Boyle Heights neighborhood.

Wvs Brgde hopes to communicate a durability with its basics line, the Core Collection. The French terry fabric used for sweat-shirts, tees, sweatpants and sweat shorts is heavy. T-shirts have a long hem. Sweatshirts are boxier and shorter. They are intended to be used as a layering piece, and the hems are short, so they can show the T-shirt underneath. Sweatpants and shorts are meant to sag in an urban style.

A minimal color palette doesn't mean that the brand boxes itself into a uniform look. Wvs Brgde looks for offbeat

logo placement. On some shirts, the three forward slashes that make the foundation for the Wvs Brgde logo are placed on the lower left rib-cage area, where Boles happens to have the Wvs Brgde logo tattooed on his body.

Boles works on graphics for the brand's

T-shirt program along with artists such as Ben Corn, a tattoo artist famous for inking the Chosen1 tattoo on the back of NBA champion LeBron James. Other work is done with downtown Los Angeles artist Alina Scherbakova.

Graphics come in graffiti-like script bearing the brand name or humorous statements. There's also Day of the Dead and surfer characters on some of the line's T-shirts.

Boles and his partner in business and life, Megan Godfrey, started working on Wvs Brgde in 2006. But the economy soured and they changed business plans to serve other companies. They set up a printing shop called **Off the Wall Printing**, where they have worked with clients such as **7 Jeans**, **James Perse** and **Outerknown**. The line is

self-funded and made in Los Angeles.

After racking up a decade of business experience, they made an official debut for the brand at **Agenda** trade show in Long Beach, Calif., last month. They'll also be showing at **Agenda** in Las Vegas, which runs

Aug. 14-16. The brand also is making wet suits, caps, beanies, accessories and hopes to be sold in leading action-sports shops and contemporary boutiques. Wholesale price points range from \$19 to \$39. For more information, email sales@wvsbrgde.com.

—Andrew Asch



Megan Godfrey, left, and Brian Boles



BLOODY EYE



Some looks from Wvs Brgde's Fall/Winter '17 collection. The GoatBoarders T, above right, is from a Spring/Summer '18 collection.

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Klarety: A Clear Vision for Womenswear

Shortly after graduating from the **University of Southern California**, Tina Lo used her degree in economics and communications to immerse herself in the corporate world as a commercial insurance underwriter.

But during all those years dealing with numbers and statistics, the fashion world kept calling her.

After three years working at **Chubb Insurance**, Lo decided to follow her passion and enrolled at **Los Angeles Trade-Technical College** to take sewing, pattern making and design merchandising to sharpen her fashion skills.

She eventually landed a job at **St. John Knits**, the luxury label in Irvine, Calif., where she was an account manager/merchant working with high-end retailers such as **Saks Fifth Avenue** and **Neiman Marcus**, which housed St. John's in-store shops. Lo coordinated with the store buyers and the St. John designers to work out what merchandise the stores needed. "We did pricing, looking at fabrics and anything that would help the designers," Lo recalled.

Later, Lo transitioned into working on the St. John Knits website and remained with the clothing company for nearly five years until the recession hit in 2008 and St. John laid off a number of employees.

Soon, Lo found a job as an e-commerce senior manager at **Daniel Ho Creations**, the website operated by the Hawaiian singer, who sold ukuleles, T-shirts and anything to do with Hawaiian music.

That led her to a job with **J Brand** jeans as the Los Angeles company's e-commerce director, which was basically like managing a store online.

Between her job at St. John and J Brand, Lo was diag-

nosed with leukemia. She was successfully treated at the **City of Hope National Medical Center** in Duarte, Calif., where a bone-marrow transplant restored her health. It was that leukemia diagnosis that brought Lo's desire to start her

had a hard time finding something new to wear that was different, unique, fun and not so drab looking. That has been my whole mantra," Lo said. "That is the inspiration that was in the back of my mind."

Lo wanted to make her garments from luxury fabrics and create silhouettes that weren't too complicated. Everything she designs is made in Dallas, using mostly ponté fabric—a double-knit interlock fabric—that she buys from a New York company whose textiles are made in the United States. She also uses fabric shipped from Canada and Belgium.

Lo creates dresses and skirts that have simple but tailored lines. "I try to design investment pieces. It is luxury but not at luxury prices," she said, noting that everything wholesales from \$39 to \$135.

Skirts are either long for more casual or weekend wear or knee-length for workwear. Dresses are fitted and fall above or below the knee. Her main color schemes for Fall/Winter 2017 were cobalt blue, red, gray, black and maroon. Most of her styles come in solid colors, but there are touches of

plaid and floral prints.

"My styles are resonating with people on the East Coast," she said, in an area where professionals tend to dress up more than in the Midwest and the West.

For more information, call (213) 282-3987 or email info@klarety.com.—Deborah Belgum



own fashion line into clarity. Sometime after her eventual recovery, her womenswear line, **Klarety**, was born in 2015.

The idea behind Klarety is to provide career women with an easy way to dress professionally and transition from meetings to dinner. "When I was in the insurance business, I always had to dress professionally for work. And I always

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Reef Founder Aguerre Brings Wild Style to Waterman's

Reef brand founder Fernando Aguerre ushered in the irreverent sartorial style of the annual **Waterman's** when he arrived at the inaugural event in 1993 wearing a sarong and a 1920s-era vintage dinner jacket.

In 2016, Waterman's went "informal," which means wild style was no longer required at the annual cocktail party, surf-industry get-together and fund-raiser for the environmental fund of the **Surf Industry Manufacturers Association**.

But Aguerre has continued the good fight for a unique sartorial look.



Cyrill Gutsch



Bethany Hamilton



Herbie Fletcher

On Aug. 5, at the 28th Annual Waterman's in Laguna Beach, Calif., he was honored with a Special Recognition Award on behalf of his work as president of the **International Surfing Association**, which has been lobbying to make surfing an Olympic sport. To accept the award, he wore multi-colored—with a stress on neon green and purple—**Dolce & Gabbana** print pants and a white **Robert Graham** jacket. It's Aguerre's second honor with Waterman's. In 2013, he received the Waterman of the Year award.

Also making an encore was Bethany Hamilton. In 2004, she received a spe-

cial recognition award. In 2017, she received the Waterman of the Year award. She is the third woman to have won the award for champion surfers and those who distinguish themselves riding big waves. Hamilton made international news in 2003 when she was attacked by a shark and subsequently lost her left arm. Undaunted, she became a professional surfer. She wrote a book called "Soul Surfer" about the trauma of the accident and how she got back on the board. It became a feature-length movie in 2011. Hamilton also works as a motivational speaker.

A surf entrepreneur, waterman and paterfamilias of a surf dynasty, Herbie Fletcher was honored with a Lifetime Achievement Award.

Cyrill Gutsch was honored with the Environmentalist of the Year award. The German-born designer and creative entrepreneur is a founder of **Parley**, an organization that raises awareness for ecology of the oceans. He has lobbied fashion and luxury brands to recycle plastic debris into fabrics to use in their products. One of the first prominent companies to work with Parley was **Adidas**.

Waterman's raises funds for 19 environmental organizations, including the **Surfrider Foundation**, **Heal The Bay** and **5 Gyres Institute**, which also looks to solve problems with plastic pollution.—*Andrew Asch*

Hollywood in Focus at WWD MAGIC's Event Lineup in Las Vegas

WWD MAGIC, the trade show for women's apparel and accessories, has a big lineup of activities for its Aug. 14–16 event at the **Las Vegas Convention Center**.

For the three-day show, Hollywood is front and center with several celebrity appearances.

Costume designer Janie Bryant, from the TV show "Mad Men" and the movie "The Last Tycoon," is participating in an Aug. 14 panel called "Vintage: The New Black." It takes place at 11:30 a.m. inside the WWD Social House and is followed by a meet-and-greet to launch Bryant's capsule collection with **Unique Vintage** at 12:30 p.m. at Booth #76102.

Reality TV show star James Kenney of "Vanderpump Rules" is launching his line of **Kate Mesta** dog tags with an appearance from 2 p.m. to 5 p.m. on Aug. 15 at Booth #75046.

Actress and singer Laura Marano is performing at 3 p.m. on Aug. 15 to launch the Spring 2018 collection of **Laura Marano by Not Rated** footwear. She will be at Booth #72309.

WWD MAGIC is bringing back its showcase for emerging designers, including up-and-coming brands such as **2WN**, **Day & Night**, **Hers & Mine**, **Million Bullpup**, **Style Rack**, **Simona Maghen** and **Moh Love**.

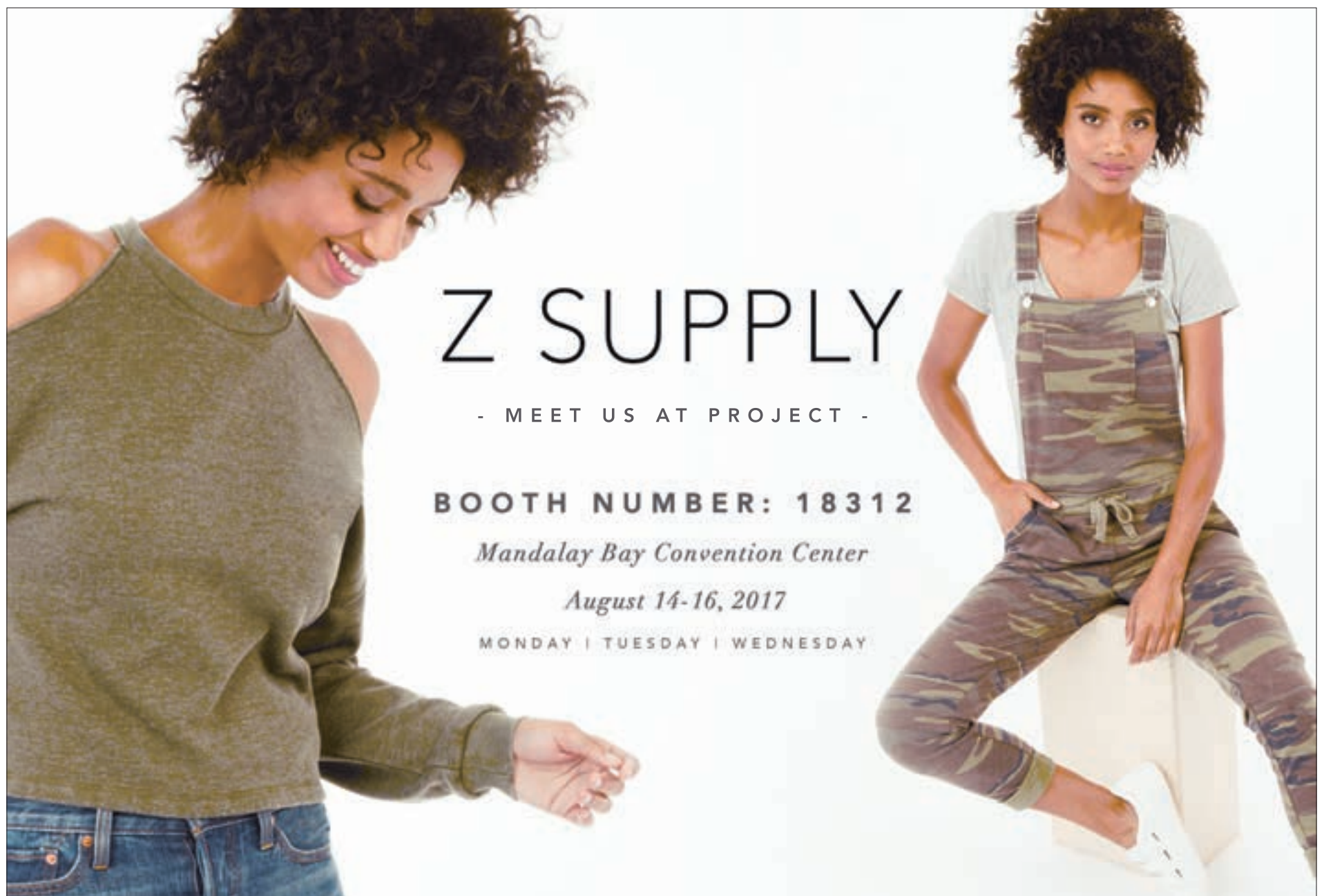
There is also a trend display highlighting some of the latest fashion cues for the season by **Fashion Snoops** and **UBM Fashion Group**, the parent company of WWD-MAGIC, **Project**, **Pooltradeshows**, **Sourcing at MAGIC** and **Stitch**. For more events at WWD-MAGIC and the other apparel and sourcing trade shows under the UBM umbrella, visit www.ubmfashion.com/shows/magic.

—*Deborah Belgium*



Fernando Aguerre and his wife, Florencia Gómez Gerbi

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CFA *Continued from page 1*

mental exercise,” Bajracharya said. “But that’s the concept the Supreme Court was trying to illustrate. The Supreme Court said a design like that could be registered.”

In this case, Star Athletica knew their garment was similar to the Varsity garment, Ezra said.

“They said a cheerleader outfit was only a cheerleader outfit because of the stripes. Those stripes were utilitarian,” he said. “If you took away those stripes, you would end up with a tennis dress.”

The case of **Unicolors Inc. v. Urban Outfitters Inc.** involved a print Urban Outfitters used that was found to be substantially similar to one created by Unicolors.

“The judge said nobody would believe these two complicated prints were created independently,” Ezra said.

The judge filed summary judgment and the case never went to trial.

“If you’re a defendant, you may never get to jury. You may never get to tell your story,” Ezra said.

Converse lost its bid to protect the use of the rubber toe cap on its athletic shoes even though the footwear giant had held a trademark for that feature for 50 years. Because the company had not fought to protect that feature, the International Trade Commission determined that the rubber toe cap had become so ubiquitous in the footwear market it had become commonplace.

“It’s called policing your mark,” Metchek said.

Ezra said that guideline doesn’t just apply to trademark, it’s also true for copyright and patents.

“If you don’t police it, you can lose it,” he said.

New cases, new issues

Adidas recently filed suit against **Forever 21** over a three-stripe rib-knit trim that Adidas claims infringes on its three-stripe trademark.

Another recent Supreme Court case that is likely to ripple through the apparel industry is the case of the musical act **The Slants**, who sued the U.S. Patent and Trademark Office over the use of the band’s name, which the Patent Office originally said was a violation of its disparagement clause. Instead, the high court found that the disparagement clause

violates First Amendment free-speech rights.

This decision paved the way for a more recent example, in which **KA Designs** began selling T-shirts emblazoned with rainbow-hued swastikas. The company said it wanted to restore the symbol’s original meaning of peace and love instead of its association with the Nazi party. After much publicity and negative public reaction, the company stopped selling the T-shirts.

“You may be able to get a registration, but the swastika is so stigmatized that nobody is going to associate it with your product. It may never achieve secondary meaning,” Ezra said.

The right of publicity is another issue with the potential to directly affect manufacturers and brands. Companies that use photos on their website or in other marketing materials showing celebrities wearing their clothing could be in violation of the right of publicity if they don’t have the proper clearance to use those photos.

This is a copyright issue because the photographer is the author of the original work of art (the photo), and the magazine that purchased the rights to use the photo may also have a claim against the company. And the celebrity pictured in the image can also sue the company arguing that the likeness was used to promote a product without permission.

In a similar vein, the Federal Trade Commission has been enforcing its guidelines for bloggers who do not disclose when their posts are paid endorsements.

“It has to say ‘paid for’ or ‘advertisement,’” Metchek said.

Manufacturers should also be careful to protect their brand in China—even before they begin selling in China.

“Even if you are not selling in China but you are making it in China, do yourself a favor and call a trademark at-

torney,” Ezra said. “If a product is made by an authorized manufacturer with specific specs and the U.S. buyer cancels the order, the [Chinese] manufacturer can sell that product—with the label in it.”

Protecting prints

“Prints are the biggest source of litigation in copyright,” Ezra said. “Most people don’t have their own print designers. They go to their mills. If you are going to buy a print, you need confirmation that the mill actually owns the copyright. Even if they have the copyright, you might ask to see the original authorship. You can get indemnity from them.”

Ezra recommended factors take a look at their clients who use prints in their lines.

“They should have insurance,” he said. “They should be doing their due diligence. Just the way you should audit their receivables, you audit whether they do prints.”

The danger, he said, is the factor could lose its collateral if the manufacturer is unable to sell the inventory and the factor could lose the receivables if the retailer cancels the order.

There is insurance available to protect apparel manufacturers and

brands from intellectual-property disputes. Kemmerly explained there are set procedures a company must follow, including creating a design file that shows the “A-to-Z process” of creating the print.

Kemmerly noted that her company only insures manufacturers and brands that design their own prints in-house.

“All intellectual-property insurers have been burned before,” she said. “There was no risk management. We don’t want insurance to be a treasure chest for trolls and attorneys.” ●



The U.S. Supreme Court recently decided that the chevrons and stripes of a cheerleader uniform, such as those in the images Varsity Brands filed with the U.S. Copyright Office (pictured above), are protected under U.S. copyright law.



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New Nonprofit Twice New Aims to Turn Event Waste Into Charitable Opportunity

By Alison A. Nieder *Executive Editor*

Crystal Ortiz and Christina Rosenberg spent years planning and producing large-scale, big-budget events such as corporate parties at the **Coachella Valley Music and Arts Festival** and **South by Southwest** and celebrity weddings. With their latest project—the nonprofit organization **Twice New**—the two are focused on the less-glamorous side of event planning: what to do with all that food and other items left over after the guests have gone home.

“You’re in this space where you’re creating this disposable environment and it really doesn’t matter what happens at the end as long as it’s successful,” Ortiz said. “At the end of an event, sometimes I’d have all this catering left over and I was scrambling trying to find a homeless shelter that was still open.”

Ortiz started thinking about the concept behind Twice New after a promotional event she had produced for a tampon brand at Coachella, which includes giveaways of three-packs of tampons. When the music festival ended there was a rush to pack up and shut down, but Ortiz still had boxes and boxes of tampons left over. When she asked what to do with them, she was told to throw them away.

“At that moment a lightbulb went off,” she said. “Not even talking about what’s going on in the rest of the world but just talking about women in LA County not having access to feminine products. We’re so easily okay with just throwing things like this away.”

Typically with large events, the venue will also charge a disposal fee, so organizers are not only throwing usable items away, they’re being charged to do it.

“We live in Los Angeles, where we have a homeless epidemic,” Ortiz said. “In this city every day, all day long, we’re throwing away all these resources. Instead of continuing to be part of the problem, we wanted to be part of the solution.”

Ortiz and Rosenberg started working on Twice New about eight months ago. The organization is a 501(c)(3) nonprofit, so

everything donated to Twice New is tax deductible, Rosenberg said.

“The savings can add up quite substantially for a company,” she said. “We want to make it as simple as possible for the people we work with. We don’t want to get into a situation where there’s any reason why someone wouldn’t use our service, so we try to make the pick-ups really simple.”

Twice New will take more than just food donations.

“It ranges quite dramatically,” Rosenberg said. “It will include food. It will include florals. A lot of the celebrity weddings that I work on could have anywhere north of a \$30,000 to \$50,000 floral budget—every single one of which is going to be thrown in the trash at the end of the night.”

Food will be donated to homeless services. Flowers will go to hospices and women’s shelters. Rosenberg and Ortiz will also take promotional clothing worn by event staff.

“At the end of the night, everybody on staff who’s worked an 18-hour day and then gets in the car and tries to figure out where can they dispose of these things so that it can be utilized again,” Rosenberg said, “that’s where we step in.”

The donation plan is flexible—since often event organizers won’t know how much they will have to donate until the event is over.

“We want to get involved in those conversations initially and say, ‘It’s fine if you have no idea,’” Ortiz said. “It’s also fine if at the end of the event everything was consumed and you call and cancel. But let’s plan on us being there so you have a solution at the end of the night and we can figure out how to deal with this.”

Ortiz and Rosenberg launched with a focus on events because that’s their background. Ortiz was most recently production director at **Refinery29**, where she worked with big brands such as **The Gap**, **Michael Kors**, **Old Navy**, **Perrier** and **Ford**. She also worked as a creative experiential agency in downtown

Los Angeles that produced big hotel and lifestyle events such as the **Revolve House** in the Hamptons. Prior to that she was the in-house event director for **Mack Sennett Studios** in Los Angeles, where she worked on entertainment projects such as the Robin Thicke “Blurred Lines” music video. Rosenberg got her start in theater, producing international touring productions before transitioning into private events, including celebrity weddings, state dinners and large-scale corporate events.

The two are already finding new opportunities for Twice New. They recently started working with the **London Hotel Group**.

“We’re going to redistribute all their mini bottles of shampoo and conditioner and lotion and all of their towels that are pretty much brand new but don’t look nice enough for a \$400-per-night hotel stay,” Ortiz said. “That was something that was not even on my radar until I had a conversation with them. To be able to take those products and bring them to the **LA Rescue Mission** for people coming there to get a hot shower, it’s such a no brainer.”

And they hope to start working with LA restaurants as well. The organization has already partnered with **Cruisers Restaurant Group** in Orange County, Calif., to pick up all unused food from the group’s street fair for donation to the **Orange County Rescue Mission**. “What’s really exciting about this is you almost don’t realize how large a scope of what we can donate there is,” Ortiz said. “We’re 100 percent open to working with anyone that has items they can donate.”

And Rosenberg and Ortiz are hoping to inspire others to follow their lead.

“I would love for this to be a catalyst of 40 other companies to pop out just like ours,” Ortiz said. “There would still be too much work for everyone.”

To kick off the official launch of Twice New, Ortiz and Rosenberg hosted their own event. On Aug. 10, the organization held a party at **Land Yacht Studios** in LA’s Venice neighborhood. The event featured musical performances by **Frankie C & The Klassics** and **Elan Artists** and featured food by chef Alex Thomopoulos.

For more information, visit www.twicenew.org. ●



Twice New’s Crystal Ortiz and Christina Rosenberg

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Billiam Jeans: Building High-End Denim One Jean at a Time

By John McCurry *Contributing Writer*

On a recent weekday afternoon, denim loyalists trickle into a small store in a nondescript strip shopping center in Greenville, S.C. They've come to be measured and fitted for custom-made jeans or they are anxiously waiting to pick up their finished product.

This is a regular occurrence at **Billiam Jeans**, brainchild of 29-year-old entrepreneur Bill Mitchell, who, as a senior at **Clemson University** back in 2009, discovered he had a penchant for making tailored clothing. The shop doubles as Billiam's factory, where Mitchell and his lone employee laboriously churn out top-quality jeans at the rate of about one pair per hour, although they have produced pairs in as little as 38 minutes.

At \$250 a pair, Billiam's jeans aren't for everyone. As Mitchell describes his clientele, they might be consumers who like locally made products and don't mind paying extra. Or they're well heeled with the means to buy the most expensive designer jeans but instead choose to pay for the experience of buying tailored jeans. There are some who can't afford to make a snap decision to buy Billiam jeans but save up for the experience. Some are minimalists who would rather spend more on one high-quality pair rather than having an array of lower-quality commodity jeans cluttering their closet.

"We like to show people how they are made," Mitchell said about the concept of having the factory share space with the retail operation. "Our mindset is that if a pair of jeans costs \$250, people are going to know why it costs \$250. We show them exactly how many machines it takes to make one pair of jeans (15) and how each machine is different. Some are brand new and do wonderful things, and some are from the 1940s and are historic."

In addition to his shop, Mitchell sells Billiam jeans online and to wholesalers serving boutique shops mostly in the Southeast. Billiam has also gone international with eight stores in the U.K. carrying the jeans and stores in South Korea and Japan selling them as well.

Mitchell sources his denim from Greensboro, N.C.-based

Cone Mills. The company is one of the few remaining mills making denim fabric in the U.S. and the only producer of selvedge denim. Selvedge fabric has self-finished edges and is made on vintage looms. Cone uses old **Draper** looms to make the fabric at its **White Oak** mill. Mitchell turned to Cone about five years ago after initially purchasing denim from **Liberty Denim**, which closed in 2012.

The relationship with Cone has evolved over time, and Mitchell works with the manufacturer to sample new materials. In fact, Mitchell's affinity for Cone's denim is so great



Bill Mitchell

that he purchased the company's entire library of vintage sample rolls, which took three tractor-trailer loads to bring to Greenville. These five-yard remnants allow Billiam customers to pick out different styles for their customized jeans.

Mitchell embraces the historic aspect of Cone and its noisy old looms, saying they help tell the "history of American manufacturing." He also notes that Billiam uses stretch denim made by Cone on modern looms with recycled materials.

Customization is a key to Billiam's thriving business. Customers can bring in a picture of a pair of jeans or an old pair of jeans and Mitchell can replicate it. Sometimes the preferred fit and style can be found off the shelf in the store, but tailoring is the usual route.

"Our goal is to find something that fits," Mitchell said. "If it fits immediately, that's awesome. If it doesn't fit, we can build one that fits."

Billiam customers are loyal. Mitchell describes the experience as taking a customer and creating a friend by giving them an experience they enjoy. Many come back to buy a second or third pair.

Preferring to keep production numbers private, Mitchell said Billiam produced "thousands" of pairs of jeans in 2016, but he notes that production usually ranges from 50 to 150 pairs a week. Production has consistently grown by about 30 percent each year, he said. Mitchell augments his staff with college interns during the summer and says he may also soon add two full-time employees. His current space has room to double in size, and he expects to expand soon.

Mitchell buys Cone denim in 1,000-yard or 2,000-yard rolls at a time, depending on demand. He offers 300 different kinds of material, with about 70 percent being some type of indigo. He also stocks denim in black, gray, white, brown and green.

The jeans journey started during Mitchell's Clemson days when he noticed how a friend's clothes fit so well. He asked him where he bought his clothes. His response was that he used a sewing machine in his basement to tailor all of his clothes.

"So I thought, 'That's interesting,' and I started doing the exact same thing," Mitchell recalled. I found that I was pretty good at altering clothes. It's much like putting together puzzles or **Legos**. I enjoy solving the problem. Then, after I tailored a ton of clothes, I decided I wanted to make some jeans from scratch."

Mitchell bought a pattern for a pair of jeans, made that first pair, wore it around for a while, and within a year's time had a waiting list of about 400 people wanting him to make them a pair. So began Billiam Jeans. ●

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Edwin Denim Continued from page 1

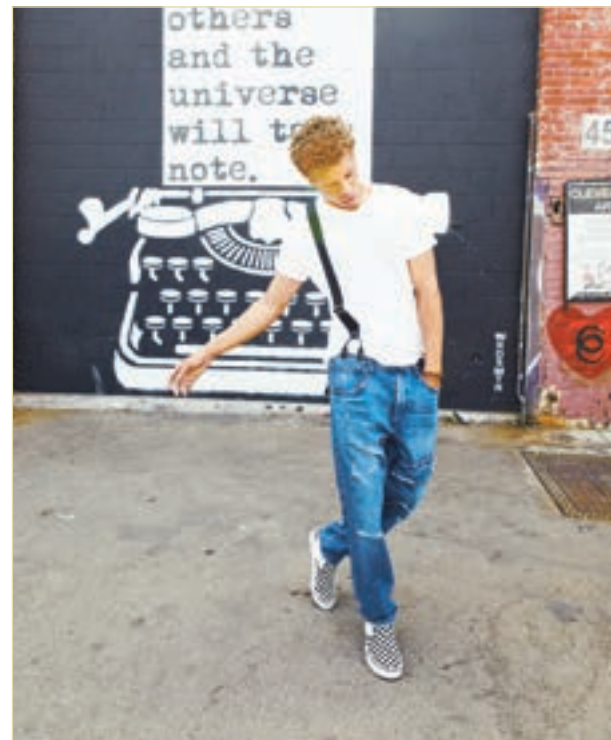
31 freestanding Edwin stores. The brand also is available at 900 doors in Europe, Gonzales said. However, in the United States, Edwin has been available only at a handful of boutiques catering to hard-core denim enthusiasts. The brand's Japanese executives plan to boost American and Canadian business, where interest in denim runs the highest. In a 2016 study, **Statistic Brain Research Institute**, which runs a Los Angeles office, found that 96 percent of American consumers owned a pair of jeans and 39 percent of the world's denim purchases are made by Americans, compared to the 20 percent made by European customers and 10 percent by

Japanese and Korean buyers.

Adriano Goldschmied, who also runs a studio in Los Angeles' Arts District, will design an Edwin collection, scheduled to be delivered for the Holiday '17 and Spring '18 seasons. This line will feature five-pocket jeans and fashion bottoms in denim and non-denim fabrics as well as T-shirts, chambray shirts, outerwear and shorts. The collection will be manufactured in Edwin's group of factories in Japan. Retail price points are forecast to be on par with made-in-America denim at a range of \$225 to \$390, Gonzales said. The foundation of the new collection will be Edwin's production capability, its five-pocket jeans and a unique denim culture.



Looks from Edwin's upcoming collection, designed by Adriano Goldschmied.



"Japanese denim culture is all about craftsmanship and attention to detail," Gonzales said.

Edwin has been historically known as a men's brand. However, the brand will focus on increasing its women's business. The upcoming U.S. collection will include 60 women's products.

While denim is a staple in American wardrobes, there is no longer a land rush for new brands as there was in the go-go days of premium denim more than a decade ago. However, there always is room for another denim brand, said Jeff Shafer, founder of denim brands **Agave** and **Bluer**.

"The market loves new brands in general; it just has to be great and it has to have a unique point of view," Shafer said. "Retailers may say that they don't need another one; that is the challenge of today's marketplace. But consumers love new brands." ●

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Fair-Trade Fashion Event Raises \$31,000 for Anti-Trafficking Organization

The Fair Trade Fashion Show, held July 29 at CTRL Collective in downtown Los Angeles, raised \$31,000 for **Free the Slaves**, an international nonprofit organization that helps anti-trafficking efforts in Haiti, Ghana, the Democratic Republic of Congo, Senegal, Nepal and India.

The event featured a runway show hosted by ethical boutique **Bead & Reel** as well as a panel discussion sponsored by **EcoSessions** and featuring Mike Farid, president of **Nature USA**; Hoda Katebi, founder of **JooJoo Azad**; and Jeff Denby, cofounder of **The Renewal Workshop** and **PACT Apparel**. Kestrel Jenkins, founder and producer of **Conscious Chatter**, moderated the panel.

Guests at the sold-out event enjoyed fair-trade cocktails and vegetarian and vegan treats. There were also vendor pop-up shops hosted by **Maggie's Organics**, **Malia Designs**, **Heshima Kenya**, **Kishé**, **Ten Thousand Villages**, **Elisha C.**, **Lucy & Jo**, **International Sanctuary**, **Hipsters for Sisters**, **Action Kivu**, **Fair Trade LA** and **rHope**.—*Alison A. Nieder*



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Contact: Richard Kwon
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Contact: Alan Ni
Tel: 86-21-52037670
Shcsrs.cn

Resource Directory

SUPPLY CHAIN, FASHION, FINANCE, TECHNOLOGY, DENIM, MADE IN AMERICA

SUPPLY CHAIN

Anvil Corporation

21401 Ellinwood Drive
Torrance, CA 90503.
(310) 792-6269
Cell: 310-722-9466
Anvilcorp@hotmail.com

Products and Services: Anvil Corporation offers high quality men's and women's tops. We specialize in yarn dyes and textured fabric garments, be it a dobbie, jacquard, chambray, oxford, or slub/neps novelties. Our flannel program, from lightweight flannels to heavyweight flannels, including jacquard flannels, is an ongoing program, as the creativity, and execution, makes our flannels look different every season. We are also doing stretch flannels, which have gained a traction in the market. Yarn dye plaids, stripes, and over-dyed shirts are our regular running programs. We provide various washes to make the garments look different. Our business model is factory direct. Trained staff, based at the factories in India, do the follow-ups directly with the customers all over the world, thus taking off some of the workload of the customers. Our office in California is in regular touch with customers for additional follow-ups and resolving issues.

A Plus Fabrics Inc.

3040 E. 12th St.
Los Angeles, CA 90023
(213) 746-1100
Fax: (213) 746-4400
www.aplusfabricsusa.com
info@aplusfabricsusa.com

Products and Services: A pioneer in fabrics. Locally experienced for the past 26 years in converting and imports. Knits, wovens, lace mesh and fishnet, basics, Siro Modal, loop terry, rayon, cotton, Spandex, velour, crochet, PFP, bamboo, and much more. Visit our showroom with more than 100 different styles ready to be shipped locally and off-shore. We carry millions of yards of stock in Los Angeles. Huge volume drop shipment order base. We can do special developments as well. No minimum on local inventory. All designers are welcomed. Visit our showroom and also see us at the upcoming Los Angeles International Textile Show.

ApparelWorks International, LLC

51 Sherwood Terrace, Suite G
Lake Bluff, IL 60044
Contact: Gregg Pavalon
gregg@apparelworkslc.com
www.apparelworkslc.com
(847) 778-9559

Products and Services: Apparel Works (AWI) is a U.S. company specializing in Central American-based private-label sourcing and manufacturing. Key items include: UL 2112 approved FR And 65/35 workwear pants, shirts, coveralls, and outerwear. Warp knit anti snag polos with wicking, T-shirts, fleece, jeans, and woven shirts. Also strong in chef apparel, yoga/ activewear and sublimated shirts. Production is 95 percent duty free and currently being sewn in Guatemala. Gregg Pavalon, president of AWI, has 25-plus years of experience manufacturing apparel in the region. Average lead times are six to eight weeks max. Prices are drastically lower than what it costs to produce domestically, and with Asian prices on increase, the region is experiencing a lot of growth. Delivery to U.S. averages three days by boat to ports in Miami, Los Angeles, or Houston. AWI offers its customers several manufacturing options, including full package, CMT, or their signature service, called CMT Plus.

Buhler Quality Yarns Corp.

1881 Athens Highway
Jefferson, GA 30549
(706) 367-9834
www.buhleryarns.com
sales@buhleryarns.com
Contact: David Sasso

Products and Services: Buhler Quality Yarns Corp.—We make MicroModal® work. The exceptional attributes and luxury of MicroModal are now more attainable. Supply chain optimizations and industry relationships allow manufacturers to benefit from our experience as the first successful MicroModal spinner in the US. Let us show you how affordable luxury can be. buhleryarns.com

California Label Products

13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 523-5858
Contact: Tasha
www.clp.global
nfo@californialabel.com

Products and Services: California Label Products has been servicing the apparel industry for 18 years. Our In-House Art Department can help develop your brand identity with an updated look or provide you with a quote on your existing items. Our product list not only consists of woven labels, printed labels, heat transfers, size tabs, RFID price tickets, & custom hangtags, but we also have a service bureau with quick turn time and great pricing. We are dedicated to setting the highest standard of excellence in our industry. Above all, we value quality, consistency and creating solutions that work for you. Check our website, for a full product list, call, or email us.

Jerian Plastics Inc.

(Global Head Office)
1000 De La Gauchetiere West Suite 2400
Montreal (Quebec)
Canada H3B 4W5
(514) 448-2234
Fax: (514) 448-5101
info@jerianhangers.com
www.jerianhangers.com

Products and Services: Jerian Plastics Inc. is a global hanger manufacturer and a premium store fixture distributor where you can source all your hanger store fixtures and garment packaging needs through our worldwide network facilities. At Jerian, we always have in mind to provide our clients with cost-effective plastic hangers and top-quality personalized custom-made wooden hangers specially designed to enhance the highest standards of the fashion industry and to fit the latest trends in the store interior-design market.

Progressive Label

2545 Yates Ave.
Commerce, CA 90040
(323) 415-9770
Fax: (323) 415-9771
Info@progressivelabel.com
www.progressivelabel.com

Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

Texollini

2575 El Presidio St.
Long Beach, CA 90810
(310) 537-3400
www.texollini.com

Products and Services: We at Texollini use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 25 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand.

The Button/Accessory Connection, Inc.

152 West Pico Blvd.
Los Angeles, CA 90015
(213) 747-8442
(877) 747-8442 (Outside California)
www.tbacinc.com

Products and Services: tb/ac inc has proudly supplied a wide variety of branded (and non-branded) trims and accessories to premium fashion brands for 30 years. Our growth in products, services, and resources has scaled with the success and necessary demands of our customers. Today, tb/ac is an established full package manufacturer operating cut-and-sew garment programs at our downtown Los Angeles facility. Designing, developing, and producing unmatched quality trims and garments, all in one house. Trim collections—buttons, hardwares, zippers, hang tags, labels, patches, laces, and much more. Garment Services—cut and sew, private label, development (pattern, sampling, grading, etc.), and design consultation.

Trim Networks Inc.

910 S. Los Angeles St., Suite 405
Los Angeles, CA 90015
(213) 688-8550
Fax: (213) 688-8551
info@trimnetworks.com
www.trimnetworks.com
ae@trimnetworks.com

Products and Services: TNI is not just a button company; it's an arbiter of taste and fashion. We give designers the freedom to create freely and not have to worry about the little parts and trims. Connecting our clients with reliable and trustworthy garment factories in the world has been the foundation of our system and our networks. By joining our network, you no longer need to search for garment manufacturers. We have done the research for you. We enjoy serving all brands in different parts of the world, such as the U.S., China, Italy, Japan, Israel, Sri Lanka, Pakistan, and India. Our facility can accommodate brass, zinc, and aluminum products. Our products are constantly tested by some of the most well-known laboratories in the world. We can provide you with all types of test results within a few days. We are in touch with over 2,000 garment and denim factories. We have opened offices in Dhaka and Lima and are looking to expand to Vietnam, Cambodia, and Indonesia.

West Coast Label Co. USA Inc.

3137 E. 11th Street
Los Angeles, CA 90023
(323) 269-2500
Fax : (323) 269-2400
sales@westcoastlabel.com
info@westcoastlabel.com
www.westcoastlabel.com
debbie@westcoastlabel.com

Products and Services: Since 2005 we have provided the garment industry with cutting edge designs, superior quality and best-in-class customer service. We offer woven labels, printed

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CALIFORNIA LABEL PRODUCTS
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Product List
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New York, NY 10018
212.240.1234

www.hanafinancial.com

Resource Directory

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labels, hangtags, heat transfers, patches, and much more. Originating in Los Angeles, we have recently expanded our sales offices to the East Coast and hold production both domestically and overseas. Our global presence makes it easier for your contractors and production locations. Our quality, creativity, and ability to deliver quickly have been key factors in our success and what continuously sets us apart from our competitors in the industry. We look forward to engaging you in a mutually beneficial relationship!

Accessories Markets are held five times each year at Dallas Market Center. Located in one of the country's fastest-growing regions, Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, Dallas Market Center is where style starts. For the latest news and upcoming market dates, visit Dallas Market Center's website.

FASHION California Market Center

110 E. Ninth St.
Los Angeles, CA 90079
(213) 630-3600
www.cmcdtla.com

Products and Services: California Market Center (CMC) is the hub of LA's fashion & creative communities. Located in the heart of Downtown LA's Fashion District on 9th & Main, the 1.8-million square foot complex is home to premier fashion industry showrooms, creative office spaces, and the city's busiest special event venues. CMC is host to a year-round calendar of Markets and Tradeshow, including: LA Fashion Market, Select x Emerge Women's & Lifestyle Tradeshow, Transit Footwear & Accessories Show, ALT Athleisure & Lifestyle Tradeshow, LA TEXTILE Show, LA Majors Market, LA Kids Market, Contemporary Curves, LA Men's Market, Capsule, Coeur, and many more.

Dallas Market Center

2100 Stemmons Freeway
Dallas, TX 75207
(214) 655-6100 or (214) 744-7444
www.dallasmarketcenter.com

Products and Services: Dallas Apparel &

Fashion Market Northern California

3701 Sacramento St., Suite 204
San Francisco, CA 94118
(415) 328-1221
fashionmarketnocal@gmail.com
www.fashionmarketnocal.com
Contact: Suzanne De Groot

Products and Services: The trend driven and easy-to-shop Fashion Market Northern California is the largest open-booth show on the West Coast, with over 2,000 lines. Our exhibitors showcase every category: European, contemporary, juniors; plus a wide range of classic to trend accessories. Every market offers complimentary continental breakfast, lunch coupons, coffee and cookies in the afternoon. The buzz is that this is the show to attend. We are offering free parking to all buyers Mondays and Tuesdays until 10 a.m. Our popular "Late Night at FMNC" will continue to allow buyers stay and enjoy complimentary wine or beer from 4 to 7 p.m. In August we will include a BBQ on Late Night to thank our buyers and exhibitors. New buyers to the show can enjoy a complimentary one-night stay at the Marriott during the show. Contact us for details.

SHE + SKY

(Corporate Offices)
1324 E 15th St. Suite 201
Los Angeles, CA 90021

(323) 262-8001
SHE + SKY (Showroom)
1100 S. San Pedro St. Suite B-2
Los Angeles, CA 90015
(213) 765-8000 Fax: (323) 262-8002
www.sheandsky.com

Products and Services: She + Sky is a women's wholesale apparel company located in the heart of the fashion district in downtown Los Angeles. Fashion is a visual representation of your personal individuality, and we design our clothes with that in mind. Our line ranges from classic staples to lively pieces, all while reflecting the latest trends. She + Sky values your satisfaction. Our team is dedicated to establishing a strong and long-lasting relationship with our customers and are happy to assist you with any inquiries you may have.

SoCal Blanks

17155 South Margay Ave.
Carson, CA 90746
(310) 965-9776
www.socalblanks.com

Products and Services: We at SoCal Blanks are committed to the highest standards in every aspect of our business. From manufacturing to customer service and shipping, every individual is dedicated to delivering our premium blanks with the highest level of quality and service. We offer you a wide variety of high-quality, off-the-shelf apparel as well as custom-dyed garments in both men's and women's styles. In a hurry? We carry deep inventories of the most popular styles and colors in 100% ringspun cotton, poly-cotton blend, and tri-blend fabrics. We produce our own yarn, create our own fabrics, and cut and sew in our own facilities. Quality is always consistent and turn times are usually a matter of hours, not days. Looking for something different? Our garment-dye options give you unlimited colors and choices. We can custom dye any of our premium garment-dye blanks to any color or colors you desire.

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Surf Expo

www.surfexpo.com.

Products and Services: Surf Expo is the largest and longest-running watersports and beach/resort/lifestyle trade show in the world. Produced annually in January and September, the show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show is consistently awarded by the trade-show industry; most recently both the January and September show were ranked 95 and 96 of the largest trade shows in the U.S. by TSNN. Surf Expo is a trade-only event. Surf Expo is owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States. More information about Surf Expo can be found at our website.

UBM Fashion

2901 28th Street, Suite 100
Santa Monica, CA 90405
(877) 554-4834
cs@ubmfashion.com
www.ubmfashion.com

Products and Services: Uniting the most influential fashion retail decision makers and the world's top fashion brands, UBM Fashion serves the \$1 trillion+ worldwide fashion industry through its comprehensive marketplaces in New York (NY Men's and Women's) and Las Vegas (MAGIC). UBM Fashion serves the industry by bringing together great brands and retailers in superbly merchandised shows while providing superior customer service and ultimately presenting end consumers with the best apparel, footwear, accessories, and fashion products.

Z Supply, LLC

18001 Cowan
Irvine, CA 92614
(949) 236-6988
www.zsupplyllc.com
beatrice@zsupplyllc.com
Contact: Beatrice Rosu

Products and Services: Established in 2011, Z Supply, LLC is a forward-thinking fashion house based in Irvine, Calif., which offers a multi-

faceted portfolio of highly targeted brands that include White Crow, Rag Poets, Black Swan, Others Follow, and Z Supply. Each brand under the Z Supply umbrella is skillfully designed and marketed to align with its own unique customer base. With a wide range of demographic and style categories, the Z Supply brands cater to a vast range of markets. The company's leadership is composed of industry veterans, who have founded and successfully developed numerous brands across a broad spectrum of categories. Z Supply maintains strong relations with its factories and textile processing facilities and additionally owns and operates its own dye houses, which allows for streamlined, price-point targeting, and optimal quality control from inception to finished goods.

FINANCE CIT Commercial Services

300 South Grand Ave.
Los Angeles, CA 90071
Contact: Darrin Beer, Western Regional Sales and Portfolio Manager
(800) 248-3240

<http://cit.com/commercial-services/>

Products and Services: CIT Commercial Services operates throughout the United States and internationally. The Los Angeles office serves clients in the Western United States and Asia. CIT is the nation's leading provider of factoring, credit protection, and accounts-receivable management services. Companies of all sizes turn to CIT for protection against bad-debt losses, to reduce days, sales outstanding, and to enhance cash flow and liquidity. CIT's breadth of services, experienced personnel, industry expertise, proprietary credit files on over 330,000 customers, and comprehensive online systems are all reasons that clients say give CIT a competitive advantage.

Finance One, Inc.

801 S. Grand Ave., Suite 1000
Los Angeles, CA 90017
Main: (213) 430-4888
Fax: (213) 283-3896
Contact: Tae K. Chung, SVP & Marketing Director

Direct: (213) 534-2908
Cell: (213) 999-0118
tae.chung@finone.com

Products and Services: Finance One, Inc. is a commercial finance company specializing in creating unique financial solutions for small- to mid-size businesses. We offer full-service factoring and receivable management services at the most competitive rates, all while maintaining premium quality. By offering a wide array of services, our experienced staff assures our clients' assets are secure. We are undaunted by any challenge, and with a 17-year track record of success, there's no doubt as to why our motto is "Win/Win Factoring."

Goodman Factors

3010 LBJ Freeway, Suite 140
Dallas, TX 75234
Contact: Alexandra Scoggin (323) 999-7466 or
Bret Schuch (972) 241-3297
Fax: (972) 243-6285
Toll-free (877) 4-GOODMAN
www.goodmanfactors.com

Products and Services: As the oldest privately held factoring company in the Southwest, Goodman Factors provides recourse and non-recourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$4 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to Goodman's relatively small size and centralized-management philosophy, its clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. Goodman Factors now operates as a division of Independent Bank (Memphis, Tenn.), which has routinely been recognized as one of the Southeast's highest-rated independent banks in terms of customer approval ratings and capital soundness.

Hana Financial, Inc.

1000 Wilshire Blvd., 20th Fl.
Los Angeles, CA 90017
(213) 977-7244
Fax: (213) 228-5555
www.hanafinancial.com
Contact: Kevin Yoon

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West Coast Label Co. USA Inc.

IDENTIFICATION FOR THE APPAREL INDUSTRY

3137 E. 11th St., Los Angeles, CA 90023

Tel : 323-269-2500

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www.westcoastlabel.com

Greg@westcoastlabel.com

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kevin.yoon@hanafinancial.com

Products and Services: Established in 1994, Hana Financial is a specialized nonbank financial institution that offers factoring, asset-based lending, SBA lending, home mortgage banking, investment banking, wealth management, and insurance services. Hana Financial evolved from a local startup serving a niche market of Southern California to a top 10 factor in the U.S. and a member of Factors Chain International, with offices in Los Angeles and New York.

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New Orleans, LA 70170
Toll free: (866) 722-4987
Fax: (866) 925-7206
info@republicbc.com
www.republicbc.com
Contact:

Fred Gaylord, SVP Business Development
fgaylord@republicbc.com
Direct: 213-248-3977
Robert Meyers, President
rmeyers@republicbc.com
Direct: 630-788-5100

Products and Services: Republic Business Credit is an independently owned commercial finance company, headquartered in New Orleans, with regional offices in Los Angeles, Chicago, and Houston. Offering factoring and ABL, with seasonal over-advances, we focus on tailoring finance solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness. www.republicbc.com

Soleil Chartered Bank

55 Wall Street, Suite 530
New York, N.Y. 10005
Contact: Darren W. Grose
Associate-Trade Finance
(646) 415 8261

darreng@soleilbank.com

www.soleilbank.com

Products and Services: At Soleil Chartered Bank, we understand that it's not one size fits all. Soleil provides trade finance services for different industries around the world. From textiles to raw commodities, Soleil's letters of credits and other financial instruments have helped importers and exporters achieve success in their businesses for over 13 years. We offer documentary letters of credit, standby letters of credit, bank guarantees and performance bonds. Soleil is a private bank offering competitive rates and personalized, effective straightforward service. Our textile portfolio includes clientele from China, Bangladesh, Korea, Thailand and the United States of America.

Sterling National Bank

Factoring & Trade Finance Division
500 Seventh Ave., 3rd Floor
New York, NY 10018
(212) 575-4415
Fax: (212) 575-3439
www.snb.com

john.lalota@snb.com

Contact: John La Lota, Division President

Products and Services: Sterling National Bank offers clients a full range of depository and cash-management services plus a broad portfolio of financing solutions—including working capital lines, accounts receivable and inventory financing, factoring, trade financing, payroll funding and processing, equipment leasing and financing, commercial and residential mortgages, and mortgage warehouse lines of credit. Sterling is well-known for its high-touch, hands-on approach to customer service and a special focus on serving the business community.

White Oak Commercial Finance

700 South Flower Street, Suite 2001
Los Angeles, CA 90017
Contact: Lou Sulpizio
(213) 891-1320
Fax: (213) 891-1324
www.whiteoakcf.com

Products and Services: White Oak Commercial Finance (WOCF) (Formerly Capital Business Credit/ Capital Factors) is a commercial finance company servicing the small-to middle-market enterprises by providing diversified credit products. The company's financial packages include: Factoring, Asset-Based Lending, Inventory financing, Term loans, and Trade Finance. WOCF is based in San Francisco, with offices in Los Angeles; New York; Charlotte; Fort Lauderdale, Hong Kong and Shanghai.

TECHNOLOGY AIMS360

110 E. 9th St., Suite A1169
Los Angeles, CA 90079
(310) 361-5710
www.aims360.com
info@aims360.com

Products and Services: AIMS360, the world's leading fashion ERP software, empowers you to deliver your fashion to the world. Committed to helping you increase profits and scale your business, AIMS360 gives you the control to manage your operation with ultimate visibility, and delivers hundreds of hours of time back to focus on what matters most. Whether you are a manufacturer, wholesaler of apparel, footwear, or accessories, our fully-integrated, constantly evolving, cloud-based software utilizes the world's latest technologies and platforms to ensure you and your business realizes its greatest potential. Some of the many features include: Customer Management with Advanced Accounts Receivables; Order Taking on the Go with iPad; Sales Rep Commission Management; EDI with major retailers such as Nordstrom,



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DENIM Twin Dragon

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info@twindragonmarketing.com

Products and Services: Twin Dragon is a multinational textile company specializing in premium denim, piece dye woven fabrics, denim washing, and fashion trends—an internationally recognized lead supplier of premium denim to a vast portfolio of the most sought-after American brands. In operation since 1980, Southern California's Twin Dragon Marketing Inc. (Denim) launched Q2 2017 leading-edge ecological improvements in their Northern Hemisphere Mexican mills and at their Asian facilities. We have introduced pre-reduced LIQUID INDIGO and ECO-FINISHING, which, when used together, have achieved an 85 percent reduction in environmentally hazardous chemical discharge. This could become the new gold standard in the denim textile industry.

MADE IN AMERICA Antex Knitting Mills

div. of Matchmaster Dyeing & Finishing Inc.
3750 S. Broadway Place
Los Angeles, CA 90007
(323) 232-2061
Fax: (323) 233-7751
annat@antexknitting.com
Contact: Bill or Anna Tenenblatt
Products and Services: Antex Knitting Mills, a privately owned vertical knitting, dyeing, and printing company in Los Angeles, announces capability of providing full-package garments

produced in California or Central America to meet your varied needs. Antex's product line includes Antex Premier Performance a line of high-performance, technical fabrics with moisture management, anti-microbial, stain resistant, or UV finishes; and Matchmaster Prints by Antex California, offering design and development of custom prints. Please contact HYPERLINKmailto:sales@antexknitting.com "mailto:sales@antexknitting.com"

Asher Fabric Concepts

950 S. Boyle Ave.
Los Angeles, CA 90023
(323) 268-1218
Fax: (323) 268-2737
www.asherconcepts.com
sales@asherconcepts.com

Products and Services: To address the need for innovative temperature-regulating knit fabrics in the activewear market, Asher is introducing Cool Sport, spun on Asher's new Santoni knitting machines, which create micro gauge knits for pure smoothness and compression. In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, "Made in U.S.A" knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its premium quality, knitted constructions with and without spandex, along with its creative print design and application. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally.

Jams World

www.jamsworld.com
Products and Services: Jams World. Made in Hawaii since 1964. Surf shop owner Dave Rochlen couldn't find the right shorts to surf in. His wife hemmed bright, baggy pajama pants

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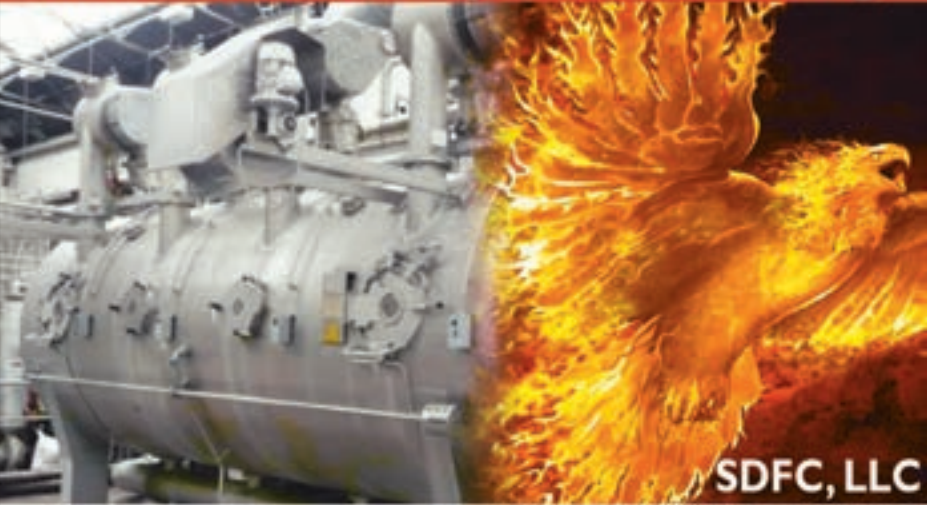
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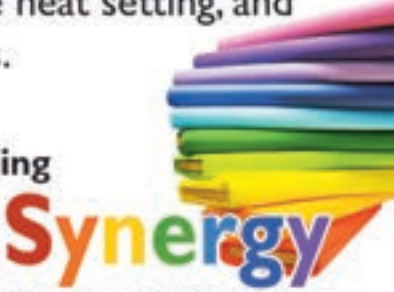
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