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SCREEN STYLE: Costume designers, fashion designers and other fashion-industry insiders turned out to celebrate the art of costume design at the Fashion Institute of Design & Merchandising, where the 11th annual "Art of Television Costume Design" exhibition recently bowed at the FIDM Museum & Galleries. See story, page 8.

SURF REPORT

Footwear Brand Sanuk Slides Into Apparel

By Andrew Asch Retail Editor

After more than two decades of making flip-flops and footwear for the surf and beach crowd, the **Sanuk** brand is trying apparel.

Sanuk, a division of **Deckers Brands**, based in Goleta, Calif., introduced its first apparel line last month at the **Agenda** trade show in Long Beach, Calif. Sanuk, a footwear brand that mixes comfort and an irreverent sense of humor, made news after Deckers paid \$120 million to acquire Sanuk in 2011.

The brand's first flip-flop on the market was a sandal covered with a material that looked like **Astroturf**. The flip-flop was dubbed "Furreal" after an incredulous buyer asked Sanuk founder Jeff Kelley if he was being "for real," or seri-

ous, about selling flip-flops that looked like Astroturf. Since then, Sanuk has been sold at **Nordstrom** and **Zappos**, sporting-goods retailers such as **REI**, and surf specialty shops. It also currently runs a brand store in Orlando, Fla., and stores run by third-party businesses in Downtown Disney in Anaheim, Calif., and in Waikiki, Hawaii. It also handles its e-commerce on its brand website (www.sanuk.com).

Sanuk's debut apparel line, made for Spring/Summer 2018, comprises mostly T-shirts, fleece and caps. The brand's logo, dubbed the "Happy U," something of a tiki with a happy face, will be prominently placed on the apparel line.

Magnus Wedhammar, vice president and general manager of Sanuk, said that the footwear line is making a foray into

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Beverly Hills Tells Shops to Stay Open Late

By Andrew Asch Retail Editor

The city of Beverly Hills has been encouraging boutiques to keep doors open after most stores call it quits for the night.

Earlier this month, the city started the B.O.L.D. program, or Beverly Hills Open Later Days. Instead of a closing time around 6 p.m. or 7 p.m., participating boutiques and restaurants stay open until 8 p.m. on Thursdays through Saturdays for the rest of August. Mayor Lili Bosse hoped the initiative would bring more shoppers to already-thriving pedestrian retail streets such as Rodeo Drive.

"We wanted to change the culture of Beverly Hills and bring both residents and visitors into our beautiful business district into the evening, not just for a restaurant meal but for shopping and strolling/people watching," she said.

The city helped with adding more features to Rodeo, such as tables, chairs and bistro lights, which encourage people to hang out around the stores.

It also arranged street performances from musicians such as Latin jazz great Poncho Sanchez, which took place on Aug. 5, and famous DJ Richard Blade played 1980s tunes on Aug. 24.

Some stores produced special events such as a meet-and-greet with Brad Goreski at **Louis Vuitton**, which took place on Aug. 5, and a meet-and-greet with blogger Mariana Hewitt at **Feragamo**. Some participating restaurants also are offering coupons for the events.

The B.O.L.D. program will wrap up at the end of August. It will be revived in November for the holidays, Bosse said. The later hours did attract bigger crowds, according to Bosse and boutique salespeople informally interviewed for this story.

Staying open late is a perpetual discussion between boutiques, mall managers, landlords and, often, cities. Many say that stores need to stay open late to catch the business of people who cannot shop during traditional business hours. Reza Shekarchian, co-owner of the **Avedon** boutique at 417 N. Canon Drive in Beverly Hills, did not participate in B.O.L.D. He said that he and his staff would take a wait-and-see approach to the program. In the past, later hours did not serve Avedon well. "The majority of people are waiting for their restaurant reservations," Shekarchian said. "They might come in and look at something, but the majority are just biding their time." ●

How Sourcing Managers Are Reexamining Vietnam After the Demise of a Free-Trade Agreement

By Deborah Belgum Senior Editor

Six or seven years ago, Steve DiBlasi of **Lanier Clothes** decided to shift a fair amount of his company's apparel production from China to Vietnam.

The reason was labor costs were slowly rising in China—which had been the world's apparel manufacturing epicenter for years—and they were much lower in Vietnam. He also wanted to be in front of the line of sourcing managers searching for good apparel factories once the free-trade agreement known as the Trans-Pacific Partnership was scheduled to be concluded during the Obama administration. "We wanted to be ahead of the game of TPP," said the vice president of global sourcing for Lanier, which makes men's tailored clothing.

But that free-trade agreement, which would have given

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TRADE SHOW REPORT

Signs of Spring in Las Vegas

The recent run of apparel and sourcing trade shows in Las Vegas offered a glimpse into an industry in transition. Many exhibitors at the nearly 20 trade shows running concurrently noted a lighter-than-usual buyer turnout. But many also reported meeting with retailers who arrived at the show prepared to place orders for Spring '18 rather than fill-in goods with immediate deliveries.

For some, show turnout was an indication that the annual calendar is jam-packed with large trade shows, such as **MAGIC**, as well as smaller regional shows, forcing retailers to pick and choose where to spend their time and open-to-buy dollars. Some noted that there are fewer independent retailers and department stores are shuttering locations and focusing their efforts on in-house brands. Still others pointed to the growing trend of hybrid trade shows that mix business-to-business events with direct-to-consumer activities.

Our coverage of the Las Vegas trade shows begins on page 3.

INSIDE

Where fashion gets down to businessSM



New exec at Macy's, jobs cut ... p. 2

Active Resources ... p. 9

E-Com Exec to Run Macy's Stores, 100 Jobs Cut

A desire to make Macy's department stores even more tech-friendly led to the hire of its new chief.

Hal Lawton, the former senior vice president of eBay North America, was named president of the Macy's division of Macy's Inc., it was announced on Aug. 21. Macy's Inc. also runs department stores Bloomingdale's, e-commerce emporiums Macys.com and Bloomingdales.com as well as off-pricer Macy's Backstage.

Lawton will officially start his job on Sept. 8. He will be responsible for merchandising, marketing, stores, operations, technology, and consumer insights and analytics for Macy's. He will report to Jeff Gennette,

Macy's Inc. chief executive officer.

"Hal Lawton has deep expertise at the intersection of retail and technology, a diverse set of business experiences that give him a unique perspective, and a track record of successfully driving a change agenda at scale. I'm thrilled that he has chosen to join Macy's," Gennette said.

"This is a key step as we look to further transform the business and work through the volatility of today's retail landscape. Macy's already has one of the strongest omni-channel businesses in the industry, and with Hal on the team we will accelerate the integration of digital both online and in our stores to deliver the world-class experience our cus-

tomers demand," Gennette said.

Macy's also announced that it will restructure its merchandising divisions. Three formerly separate operations—merchandising, planning and private brands—will be reshaped into one division. This division will take care of categories such as ready-to-wear, beauty, men's, kids' and home. Due to restructuring, 100 jobs will be cut.

Macy's also announced that company veteran Jeff Kantor will lead the merchandising division. Kantor will report to Lawton, Gennette said.

"Macy's best merchants will be in the right structure to operate at the speed of our customer and will be fueled by the power

of data," Gennette said. "Macy's has long been known for innovation and excellence in merchandising. The changes we are making today maintain our core merchandising skills while massively simplifying our structure and processes for greater speed and flexibility. We are also further strengthening our consumer insights and data-analytics capabilities so we can make better decisions faster, balancing the art and science of retail."

Macy's forecast one-time costs of \$20 million to \$25 million due to restructuring. The company predicts that will save \$30 million on an annual basis.

—Andrew Asch

Surf Report *Continued from page 1*

apparel because the brand's loyal customers have been lobbying the brand to make a clothing line. Also, the brand has been seeking a bigger canvas on which to place the Happy U logo, and a T-shirt has more space than a flip-flop strap. Apparel will help the brand in its efforts to expand internationally. Wedhammar said that 90 percent of the

brand's sales are in America.

Sanuk hopes to provide an alternative with its clothing. "I always say that you don't need another T-shirt," Wedhammar said. "We don't want to make more 'stuff.'"

The brand hopes to give an alternative through features such as fabrics. Sanuk's T-shirts and fleece will be made out of an ecologically sustainable fabric, which is composed of 60 percent recycled polyester. Like its popular sidewalk surfer hybrid shoes,

some of the clothes have fraying edges.

Some of the clothes will offer similar fabrics to the footwear. Think colorful Mexican blankets.

Other looks will offer added functionality, such as a trucker hat with a hidden flap to hold credit cards.

Looks will include crew-neck T-shirts, pocket tees, sweatshirts, Aloha-style T-shirts and serape-like changing towels intended to cover surfers when changing out of wet suits

and boardshorts on the beach. Retail price points will range from \$20 for a cap to \$80 for a fleece top.

The Sanuk clothing gambit comes during a period of a rebound for Deckers. In its fourth fiscal quarter of 2016, Deckers, a public company, announced a restructuring plan. It consolidated brand operations and company headquarters and closed 25 of its retail stores, according to financial documents released June 30. ●

Vietnam *Continued from page 1*

duty-free access to apparel imported into the United States from Vietnam, fell apart after President Trump took office. Now, Vietnam is still the No. 2 producer of apparel im-

ported into the United States, but sourcing managers are not as eager to be in Vietnam as they were before.

DiBlasi was speaking on a panel held Aug. 14 during the **Sourcing at MAGIC** show at the **Las Vegas Convention Center**.

The panel, called "Vietnam Continues to Lure U.S. Firms," coincided with the sourcing show shining a spotlight on Vietnam, which had a pavilion at the show with 40 Vietnamese factories.

The moderator of the panel was Julie Hughes, president of the **U.S. Fashion Industry Association**, a Washington, D.C., organization that works to break down barriers to importing apparel and textiles into the United States.

Recently the organization commissioned a study on sourcing in Vietnam. It was conducted by Sheng Lu, an assistant professor of fashion and apparel studies at the **University of Delaware**.

The study, which surveyed 34 executives of large fashion companies with more than 1,000 employees, showed that this year only 36.7 percent of executives expected to expand their sourcing in Vietnam compared to 65.4 percent last year.

"Two factors are related to this," Lu said at the panel presentation. "One is TPP, and the other is rising labor costs in Vietnam."

Next year, the minimum wage in Vietnam, which is still relatively low, is scheduled to increase 6.5 percent. Currently the minimum wage ranges from \$114 to \$165 a month, depending on the region of the country. China's minimum wage is around \$350 to \$400 a month.

For these sourcing executives, China is still the No. 1 go-to place to make clothing. "It is not about the price, but it is about the capacity and it is about speed-to-market that is keeping China relevant to the fashion world," Lu said. "There is ease in doing business in China, and China is investing in technology."

The executives who participated in the survey said that 30 percent to 50 percent of their sourcing is done in China while another 11 percent to 30 percent is done in Vietnam.

"Of the 106 categories of apparel products, China was the top supplier in 88 categories and Vietnam was No. 1 in five categories," Lu said.

But Vietnam as a sourcing destination will continue to grow, just not as rapidly had TPP been enacted. "Vietnam is increasing its production and taking it away from China," DiBlasi said. "Why is that? Its low labor costs and huge government investment in textiles. They want to employ their people."

Also, it has been relatively easy to get goods in and out of the country through the various ports located in Hai Phong in the north, Saigon in the south and Da Nang in the central region. It is also easy to find factories through the various agents that work in the country. "That is how we got started in Vietnam," DiBlasi said.

Another member of the panel was Avedis Seferian, president and chief executive of **WRAP** (Worldwide Responsible Accredited Production), a nonprofit that inspects apparel factories around the world to certify they are treating their employees fairly, are socially responsible and have a safe working environment.

Seferian noted that Vietnam has been taking social compliance in their factories very seriously. "They recognize that today's market is far more transparent than before and you are far more at risk of bad news spreading, particularly with social media," Seferian said. "When you post a video online and it spreads all over the world, you cannot unring that bell once it is rung."

DiBlasi expects Lanier will continue sourcing in Vietnam over the next several years because Vietnam is committed to the apparel and textile industry. It also has a probusiness culture, is good on compliance, is working to protect its environment and is moving apparel factories to rural areas to reduce costs.

"But there are reasons to be careful, too," DiBlasi said. "Samsung, LG and Panasonic are opening huge factories there. So there will be competition for workers."

Raw materials are still imported from China, there is a lack of mills and dyeing houses, and Vietnam's minimum wage is rising every year over the next decade. In addition, there is no free-trade agreement with the United States, but there is one between Vietnam and Europe, which goes into effect next year. That means more European apparel manufacturers, which typically pay more than U.S. manufacturers, will be heading to Vietnam to make their clothes.

In the past, countries were good sourcing areas for as long as 40 years. "Now that is speeding up to five to seven years when you come in and when you get out," DiBlasi said. "I think Vietnam will be good for the next seven years." ●

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Project: Big Show Drives Biz Through Small ‘Neighborhoods’

During a time of great change for retail, **Project** continued to be a big show.

During its Aug. 14–16 run at the **Mandalay Bay Convention Center**, retail buyers could find everything from fashion underwear to superhero T-shirts, sequined tuxedo jackets, camping clothes and premium denim among the estimated 1,200 booths at the show.

Many Project shows have celebrity moments. The recent show was no different. Star film director Spike Lee made an appearance at Project’s **Defend Brooklyn** booth. Popular rapper Ghostface Killah performed at a party for Project. Like other trade shows, there were different reactions to show business. The vendors interviewed for this story were overwhelmingly positive.

Erik Ulin, president of men’s for UBM, Project’s owner, said that Project will continue to look for ways to build community in the sprawling show. Project aims to build “neighborhoods” of like-minded brands. One neighborhood, **Move**, was devoted to athleisure and performance-based clothing. It debuted in 2016 and served as a place for emerging brands to make product debuts. Los Angeles–headquartered **Sweat Tailor** debuted knit pants that feel like sweats but have the look of woven pants and can be worn in business settings, said David Kranz, a brand co-owner.

Peruvian label **Juan Arias** took a U.S. trade-show bow at **Move**. The neighborhood business was good for the **Laird** brand, the namesake line for legendary surfer Laird Hamilton,

said Tracy Cox, the line’s director of sales operations.

The brand signed on to exhibit at the show two weeks before it started, Cox said. “

“We didn’t have one appointment, but there’s been a consistent buzz here and all meetings have proved to be quality over quantity and we successfully created partnerships with new re-



PROJECT SCENES: From left, Nifty Genius booth with brand chief James Costa on right, the Parajumpers booth at The Tents



tailers we are very excited about.”

Denim was an important category at Project. Exhibiting were premium brands **AG**, **Paige** and **7 For All Mankind**. At the show, **Robin’s Jean** introduced an affordable-price-point line, **Robin’s Red Label**.

The Tents, a separate section for designer and contemporary men’s looks, brought in another season with around 61 brands offering everything from premium denim to suiting and outer-

wear intended to take on the elements. **Parajumpers**, an Italian brand that showed its angle on the puffer jacket, exhibited at The Tents.

Diego Dominguez, the East Coast sales director for jeans brand **S.M.N.**, said that the show helped with the brand’s expansion. “We opened up good international accounts,” he said.

Outside The Tents, Dino Di Girolamo exhibited German line **Brax**. At past shows, he displayed the brand’s bottoms goods. For Spring ’18, he displayed Brax’s woven shirts. Business was good at Project, Di Girolamo said. But salespeople had to be prepared. “You have to make sure that you make appointments,” he said. “We would have liked to see more walk-ins.”

Don Zuidema of the **LASC** boutique in West Hollywood, Calif., said that Project and the other Las Vegas shows he attended seemed to have a more low-key energy.

“There were fewer vendors and fewer retailers,” Zuidema said. “We had no problems getting into any booths. In years past, many vendors would say that you got to come back.”

A challenging market for bricks-and-mortar stores continues to influence buys, Zuidema said.

“We stuck with the tried-and-true lines that have performed the best for us and provided the margins,” Zuidema said. “It is about margins, what kind of partnership these reps and vendors want to develop with us.”—*Andrew Asch*

Spring Orders at Project Womens

Buyers placing orders for Spring merchandise turned out at a steady pace at the **Gentle Fawn** booth at the **Project Womens** show, held Aug. 14–16 at the **Mandalay Bay Convention Center**.

“We’re always really busy. This is our best show,” said Sesí Teal, owner of the **One Of Eight Showroom** in Los Angeles, which represents Gentle Fawn as well as **Sam & Lavi**, which was showing nearby.

Teal said she saw stores from across much of the country, including several new accounts at the show.

“People are writing January through June [orders],” she said. “We cut to order so you have to order now or you won’t have it. [Gentle Fawn is] always a good brand. It sells well for people at good prices.”

At the **Spiritual Gangster** booth, Tasia Skochil, national sales manager, and Caroline Strother, sales representative, were “slammed” on the second day of the show.

“It’s been consistently busy, which is really nice,” Skochil said, adding that much of the traffic was appointment-driven and buyers turned out from across the country as well as Canada.

It was similarly busy at the **Show Me Your Mumu** booth, where representatives for the Los Angeles–based line were juggling a mix of appointments and walk-in traffic.



Gentle Fawn

Ashley Morgen, the Southeast rep for the company, was seeing a lot of Florida buyers at the show while other regional reps were seeing more West Coast stores.

“It’s primarily appointment-driven, but we got some good foot traffic from new accounts,” Morgen said on the last day of the show. “Yesterday was slammed.”

Gregg Fiene, owner of contemporary label **Lavender Brown**, saw increased business but lighter-than-usual traffic.

“We got really nice orders,” he said. “We did almost as much on the first day as all of the last show with less customers. Business is strong. My customers are buying more depth of the line. We don’t have the customer buying one or two styles.”

Fiene said much of the traffic in his booth was from existing customers, but he also landed some new business from retailers who were placing Spring orders.

But he said he also spoke with buyers who said they had to choose among

a crowded trade-show calendar that includes big trade shows such as Project as well as regional markets around the country.

“It’s hard for me to be out of the office,” he said. “There are too many big shows and too many regionals.”

—*Alison A. Nieder*

Coeur x Project Debuts

This season introduced a new section at **Project Womens**, **Coeur x Project**, a partnership between Project owner **UBM Fashion** and **Coeur**, the 6-year-old trade show focused on lifestyle lines, accessories and gifts.

Some of the exhibitors in the new section at the **Mandalay Bay Convention Center** had exhibited in the past at Project Womens. That was the case for Megan Hull, owner of **Mame + Co.**, a Phoenix-based company that manufactures small-batch soy candles.



Bitchstix

Hull praised the look and the offerings at Coeur x Project.

“The customers are better,” she said. “And the layout is getting people into the booth.”

Hull said the second day of the Aug. 14–16 run of the show was the busiest, landing her orders from a

“good spectrum” of retailers from the Midwest, Texas and a few East Coast stores.

“I write progressively more [orders] each show,” she said.

Mame + Co.’s booth was next to the booth for **Bitchstix**, an Indiana-based social-enterprise company that supports survivors of domestic abuse and assault. The company manufactures FDA-approved lip and body balms packaged with eye-catching graphics.

The Bitchstix booth was generating a steady stream of interest from buyers attracted by the packaging and the company message. Owner Emily W. Kennerk described the turnout at Coeur as “fabulous.”

The booth for **Happy Habitat by Karrie Dean** was also drawing buyers in. Designer Karrie Dean makes artful throw blankets from recycled cotton and acrylic. The easy-care blankets are manufactured in the U.S.

“I feel like I’m seeing quality over quantity,” Dean said. “I’m seeing the right people I want to meet.”—*A.A.N.*

Calendar

Aug. 28

Coast
Seagate Hotel & Spa
Delray Beach, Fla.
Through Aug. 29

Aug. 29

CALA
Fort Mason Center
San Francisco
Through Aug. 30

Sept. 7

Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Sept. 9

Imprinted Sportswear Show
Orange County Convention Center
Orlando, Fla.
Through Sept. 9

IFJAG
Embassy Suites
Miami
Through Sept. 10

Sept. 10

Riviera by Mode City
Centre Expo Congres
Mandelieu, France
Through Sept. 11

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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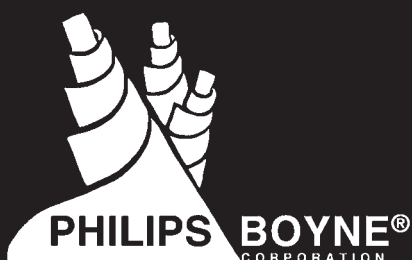
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TRADE SHOW REPORT

WWD MAGIC: A Trade Show With a Party Ambience

Attending **WWD-MAGIC**, held Aug. 14–16 at the **Las Vegas Convention Center**, is much like going to a disco nightclub. The cacophonous vibes of various soundtracks emanate from booths displaying the latest in juniors and young-contemporary fashions.

To go along with the party scene, some booths serve free snacks to entice buyers to peruse the latest collections hanging on the racks.

Inside the **THML Clothing** stand, the snack options included popcorn, lemonade and sweet ice tea. But that still didn't help with traffic, which was down about 10 percent to 20 percent the first day of the show, said Daniel Paik, the company's marketing director.

"Retailers have been spending about the same as last year," Paik said.

He noted that about 30 percent of the orders were dedicated to Fall merchandise and the rest was reserved for Spring collections.

THML Clothing is a big seller at **Nordstrom** and **Nordstrom.com**, where the label's young-contemporary looks encompass cotton baby-doll dresses, raglan-sleeve peasant blouses with embroidery and off-the-shoulder styles that sell from \$54 to \$98.

Business was brisk at the **Sweet Rain** booth, whose other label is contemporary brand **Alice Blue**. The company's owner, Sandy Jang, said she was seeing new customers, which might have been prompted by the catalogs the company sent out recently and showing some of their latest fashions on social-media sites.

"We've seen customers from as far away as Japan, China and Latin America," Jang said. "A lot of majors came through. They didn't



Michael Kye of Miley + Molly

write orders, but they will be back later."

She said that most retailers were looking for immediate goods and things that could be worn soon, such as sweaters.

That's why many of the show's vendors had their collections organized by delivery dates. Different colored dots and labels were placed on rolling

racks to show when merchandise was available for shipping. The dates ranged from Aug. 31 all the way into next year.

Michael Kye, president of **Miley + Molly** and its sister label, **Kaii**, said retailers used to buy their merchandise at least six to 12 months ahead of time, but that has been reduced to three to four months on the outside.

"A lot of people are buying 50 units and then making reorders instead of going straight to it," he noted.

But the show was good, Kye said. He saw several big retailers such as **Ross Dress for Less**, **TJ Maxx** and **City Trends** who were interested in Miley + Molly, the juniors label that wholesales for \$8 to \$15, and Kaii, the young-contemporary label that wholesales for \$15 to \$50.

On the other side of the convention center's North Hall, Guy Kinberg was showing his **Articles of Society** jeans label for the first time at **WWD MAGIC**. He also had a booth at **Project**, where he normally sets up, but he decided to explore new territory for his premium blue jeans, which are a big seller at Nordstrom, where they retail for \$64 to \$68.

"So far it has been good," he said. "There are a number of accounts who make it here that don't make it to Project." —Deborah Belgium

Pool Provides a Showcase for Up-and-Comers and Indies

UBM's **Pooltrade-show** has always been a venue for independent and up-and-coming apparel and accessories brands. The Aug. 14–16 show at the **Mandalay Bay Convention Center** returned to its prime location next to Project near the shuttle bus drop-off.

This season, **Pool Show** Director Jason Peskin said there were several new features, including merchandising displays to show how buyers can add Pool exhibitors' product to their stores. The show also produced daily "happenings" such as live music and custom-apparel demos. There was also a new section within Pool's cash-and-carry section, called **Outpost**, for brands on the verge of being large enough to show among the main exhibitors at Pool.

This was the first time at Pool for the Las Vegas-based, minimalist-inspired offwear brand **OB Story**.

"We lowered our expectations so we wouldn't be sad," said Amanda Valdez, managing director of the brand. "But I was surprised. It was good for a first time. Everyone was rushing, but we gave people line sheets."

Whittier, Calif.-based retro vintage line **Voodoo Vixen** was among the returning exhibitors at Pool.

Jennifer Bednar, general manager for the line, said the company moved to Pool about a year ago after exhibiting in the young contem-



Amanda Valdez, left, and Marisol Valdez of OB Story

porary section of UBM's **WWD MAGIC** show at the **Las Vegas Convention Center**.

Bedner said she was primarily meeting with retailers from the Western U.S. at Pool.

Kyle Durrie, owner of **Power & Light Press** in Silver City, N.M., called Pool "a sleeper show."

"Our totals each day

have been strong. And orders have been good," she said.

Power & Light Press makes greeting cards with irreverent messages. The company recently expanded the line to include gift items such as tote bags.

"A lot of clothing stores are starting to branch out and carry smaller gift items," said Durrie, who founded the company in Portland, Ore., in 2009 before moving to New Mexico.

Thomas Anselmi, a salesman working at the **Los Angeles Apparel** booth at Pool, said that traffic had been solid for the first day.

Los Angeles Apparel founder Dov Charney said that splitting the show floors between Mandalay Bay and the Las Vegas Convention Center was inefficient.

"The show has been fragmented. There should be an effort to consolidate the shows at a single location," Charney said.

Dov also gave a pep talk to the industry. "People get too caught up in the negative. People need to stop moaning and get into the ring." —Alison A. Nieder and Andrew Asch

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Bustling at Stitch

For the second season, **Stitch**, UBM Fashion's show for upscale women's apparel and accessories, was located next to **Project Womens** at the **Mandalay Bay Convention Center**. The location proved to be ideal for many of the exhibitors at Stitch, who were steadily busy throughout the Aug. 14–16 show.

Fashion Link owner Peter Jacobson and his team were busy working with a mix of returning accounts and new customers for eight European collections.

"They came from all over—from Haiti to Houston," Jacobson said. "I'm very happy. We are working with only European collections so we had Spring to show. If they don't write it now, they're not going to get it."

Jacobson's booths had an ideal location right at the entrance of Stitch, but he praised the overall layout of the show, which grouped higher-end collections like his together.

"It makes sense for the customer and it makes it easy for them to shop," he said.

Business was also brisk at the **Nally & Millie**, **Lola Jeans** and **Elliott Lauren** booths, according to Stuart Marcher, who represents the three lines in the **Julie and Stuart Marcher Showroom** in Los Angeles.

Marcher said he was pleased to pick up business at the show, including meeting with buyers from the Midwest, Florida, Georgia and Texas.

"The location worked out very nicely," Marcher said. "Showing the right product is also helpful—they like what they're seeing."

Rande Cohen, owner of the **Rande Cohen Showroom** in Los Angeles, had two lines exhibiting at Stitch: **Wooden Ships** and **An Old Soul Jewelry**.

At the **Wooden Ships** booth, buyers came from California, Nevada, Colorado, Washington, Florida, New



An Old Soul's Nicole Shahar

York and Arizona. And buyers were writing orders for the sweater and accessories collection.

Retailers were stopping by the **An Old Soul Jewelry** booth, drawn in by the displays showing layers of hand-crocheted jewelry made with semiprecious stones and freshwater pearls.

Designer and Chief Executive Officer Nicole Shahar was on hand to walk retailers through the collection, which is made in a small studio in Glendale, Calif.

Shahar said she showed at **Accessories the Show** in Las Vegas for four years before moving to Stitch, when both trade shows were acquired by UBM.

"I love the energy here," she said. "The buyers are happy."—Alison A. Nieder

Curve Las Vegas Showcasing Swim, Lingerie

The **Manhattan Beachwear** booth at **Curve Las Vegas**, held Aug. 14–16 within **Project Womens** at the **Mandalay Bay Convention Center**, was a flurry of activity with appointments and drop-by traffic for the company's swim, activewear and resortwear collections, including **Kenneth Cole**, **Polo Ralph Lauren**, **Trina Turk**, **La Blanca**, **Green Dragon**, **Maxine of Hollywood**, **Sperry Top-Sider** and **Nanette Lepore**.

"It's been very busy," said Howie Greller, vice president of design and merchandising for the company, which is based in Cypress, Calif. "We had a good appointment schedule. Everything else is walk-in. Our planned appointments were a little above last year. That's a good starting point."

Greller said that in addition to returning customers, the company also opened a few new stores at **Curve Las Vegas**, which is organized in partnership with Project owner **UBM**

Fashion and **Curve** owner **Eurovet**. The show focuses on upscale swimwear and lingerie collections.

The second day of the show was busy at the **Felina** booth, said Rob Gardner, vice president of sales for the Chatsworth, Calif.–based company.

Gardner said the company had just concluded an especially strong **Curve New York** show before coming to Las Vegas.

"Last week's Curve show in New York was maybe the best ever in years," he said. "We had steady buyers the whole time. This show has been more stop and start."

Gardner said that in addition to existing customers the company met with new accounts in Las Vegas. And, he added, he'd seen "more international than I've seen in a while."

Buyers looking for new looks in lingerie and swim stopped by the **Eveden** booth, where representatives were showing the latest offerings from the company's **Freya** and **Elomi** collec-

tions. Eveden is part of the **Wacoal Group**.

From Elomi, the company's curvy collection, there were sexy, strappy bras in bright red and neon pink. In Elomi's swim collection, there was a high-neck bikini top with a built-in bra, which allows the wearer to fold the top down for more-even tan lines, said Dana Bourque, a public-relations representative for Eveden.

The **Freya** collection ranged from pretty bralets in "Daisy" lace in the **Freya Fancies** collection to fashionable sports bras with lightweight underwires in **Freya Active**.—A.A.N.



Freya

Sourcing at MAGIC: Vietnam in Focus

At the vast **Sourcing at MAGIC** show, held at the **Las Vegas Convention Center**, it was around the world in more than 2,000 booths, not around the world in 80 days.

Companies from China, Pakistan, India, Bangladesh, Vietnam, Mexico, Peru, Guatemala, Colombia, Ethiopia, Kenya, Madagascar, Turkey and the United States were among the approximately 40 countries represented in the apparel side of the show in the North Hall and the footwear side of the show in the South Hall.

Every season, the Sourcing show shines a spotlight on a different country, which this August was Vietnam. The Vietnam Pavilion—with 40 booths—was trying to play up its vast array of factories, which have been growing rapidly over the past decade. Several big U.S. companies source there, with Vietnam now being the No. 2 supplier of apparel to the United States.

But it was China that dominated the show, representing some 70 percent of all the booths at the events, held Aug. 13–16.

The section for Chinese booths was so extensive that the apparel side was divided up by categories: Denim, Intimates, Bottoms, Dress It Up, Children and Outerwear.

This was the first time that **Tontex Fashion**, a 12-year-old company from Guangzhou, China, participated in the show. Even though 70 percent of its business is with U.S. companies, the Chinese venture wanted to develop more direct contacts with customers in the United States. Previous customers included **Charlotte Russe**, **Pepe Jeans** and **Vanilla Star**. "In the past, we have gotten our business from an agent," said Sylvia Tan, the company's sales manager. "We want to work directly with customers in the United States. That is our working target."

Tontex, with two factories and 200 workers,



Vietnam Pavilion at Sourcing at MAGIC

specializes in making denim jeans and doing various washes and treatments to pants. Basic styles wholesale for \$6 to \$7, and pieces that have better fabric and more embroidery and washes go for \$8 to \$12.

In the first few days, Tan and her colleague had seen about 10 companies from California, New York and Canada. Some left sample inquiries for the company, whose minimums are 500 pieces.

Shishir Kapoor of **MLK Exports** is a consistent exhibitor at the show. His company, in Lucknow, India, started out nearly 13 years ago with only two sewing machines and a handful of workers. Now it has 250 machines and 400 full-time workers as well as employing 3,000 workers who hand embroider women's clothing in their homes.

This is the only sourcing show that Kapoor and his brother Sharad attend. Last August, the two brothers landed an order for 35,000 pieces. "The last show was good, and this show is good, so far," Shishir Kapoor said. "We think we have a different product. Few people do these handwork pieces."

Most of **MLK Exports'** styles are white tops and dresses accented with white embroidery as well as other vividly colored embroidery. Wholesale prices range from \$6 to \$50.

This was the second time that Wilson

➔ Sourcing page 9

WWIN Draws Cross-Country Crowd

Visitors at the **Women'sWear In Nevada Show** at the **Rio All-Suite Hotel & Casino** were greeted by a long hallway lined with displays of women's fashions being represented at the biannual show.

It's an informal introduction to the many apparel lines that buyers could see at the huge show, which occupies two meeting rooms and six ballrooms that have Latin-influenced names such as **Brasilia**, **Amazon** and **Miranda**.

The show, which ran Aug. 14–17, usually opens a day before the other shows at the **Las Vegas Convention Center** and the **Mandalay Bay**. But this year, the event started the same day as most of the other **UBM Fashion** shows but closed a day later.

Attendance this August was on par with one year ago, said Suzanne Pruitt, a spokesperson for **Urban Expositions**, the trade-show company based in Georgia that acquired the event two years ago.

Many of the exhibitors have been participating in the show for decades. Robert Friedman, the West Coast representative for **Frank Lyman Design**, always takes a 60-foot-wide booth at the entrance of one ballroom so the Canadian label gets good exposure.

He said Monday was unusually busy even though it was opening day for more than a dozen other apparel and accessories show around the city. "Monday was a fabulous day. We didn't get out of here until 9 p.m. On Tuesday, it was active but not as busy,"

he said.

He said the trending item this year has been unusual tops. "Tops are driving the business. You can change your wardrobe with different tops," Friedman said, explaining the trend. "But you have to have different and original silhouettes. No one wants to buy the same silhouette in five different prints."

Many exhibitors at the show felt that retailers are starting to turn the corner and are opening up their budgets while being cautious. "We had some good-sized orders and there seems to be a positive vibe," said Kathy Franz, whose **The Kathy Franz Collection**, based in Greenbrae, Calif., represents several purse and accessories brands such as **Mary Frances** beaded purses, **Sydney**

Love reversible faux-leather purses and **Paisley Road** scarves.

Franz said last year was one of her best overall years and this year is starting out on a positive vibe. "We had some good-sized orders," Franz said, "and retail customers are loosening up."

Still, some vendors thought retailers were in a

guarded mood. "They are playing their cards close to the vest and not forecasting orders as much as they used to," said Terry Jeffreys, president and chief executive of **Helen's Heart**, a multi-line label out of Dallas. Many of the fashions are designed by Jeffreys' wife, Helen Zheng.

➔ WWIN page 9



Kathy Franz

Liberty Expands Quest Section

Change was on the mind of Sam Ben-Avraham, founder of **Liberty Fashion & Lifestyle Fairs**.

"It is an interesting moment for fashion," Ben-Avraham said while walking through the Aug. 14–16 run of Liberty at the **Sands Expo and Convention Center**. "There was a period of a lack of creativity. But a new creative generation has come in. We want to be part of that movement."

He had no announcements to make on the show floor, but he promised that change would be coming to his show.

Some things had stayed the same for Liberty. Attendance for retail buyers and the number of vendors exhibiting at the show, about 450, was even with the August 2016 show, for example.

But change was making its way onto the show floor. About 30 percent of the brands exhibiting at Liberty were new to the show.

Quest—Liberty's exclusive section for suiting, luxury sportswear and "sartorial dressing"—was relaunched at the recent run of the show as a devoted "curated community," said Lizette Chin, Quest's director.

The section doubled in size compared to its February show. Brands making a trade-show debut at Quest included **Jomo Harajuku**. The brand's president and designer, Jay Ko, crafts the suiting and sportswear brand in New York.



Sal Parasuco

But the label is manufactured in Los Angeles. Looks included a mesh suit lining and neoprene material on polo shirt collars.

Other brands making trade-show debuts included **Slash and Burn**, a Los Angeles-based line that offers knits, outerwear and tailored bottoms. High-end streetwear brand **Dunyah**, based in Los Angeles, also took a bow. **Lords of Harlech**, a Charlotte, N.C., brand that makes its own fabrics,

made a return to the show.

French brand **The Kooples** introduced a limited-edition holiday line that featured graphics of guitars and lettering from heavy-metal albums of the 1980s.

Basketball culture-inspired label **Brand-black** released a slate of collaboration footwear lines at Liberty.

Also making a debut at Liberty, **Karter Collection**, an Irvine, Calif., company known for making jeans. The nylon bomber jackets retailed under \$100. "We ran out of order forms," said Chris Ngo, cofounder of Leverage and Karter Collection. "[Retailers] were writing business then and there. They were booking the end of Q4."

Denim pioneer Sal Parasuco looked to the past for new styles. "We're going to our archives and bringing back all of our styles."

➔ **Liberty** page 9

Agenda: Show Floor Debuts With Look to Future

The Aug. 14–16 run of **Agenda** at the **Sands Expo and Convention Center** featured debuts and some new fashion styles. There also was a promise of change, said Aaron Levant, the show founder.

"Trade shows are a reflection of the health of the market. Direct-to-consumer is increasing tenfold, **Amazon** is becoming more powerful, there are more retail bankruptcies," he said.

Trade shows will continue to be a strong business, but he forecast that they will get



Booth at Agenda

smaller. Levant promised a revamp of the format of Agenda's Las Vegas show for its February 2018 run. The show might offer more educational content, he said.

"Education and inspiration are needed to turn around the business," he said. "[As a trade show] we got your attention. Can we help inspire you to make changes in the industry? That's what we want to do to make shows meaningful again."

For the most recent show, retailers in-

cluding **Nordstrom**, **Tilly's Inc.**, **Pacific Sunwear** and Las Vegas boutique **Feature** shopped the show looking for new styles.

Pioneering streetwear brand **Staple** celebrated its 20th anniversary by introducing a group of collaboration lines at the show, including a collection with prominent graphic illustrator Ron English, well known for his treatment of **The Rolling Stones'** lips and tongue logo.

Making a trade-show debut was **56 Nights**, a streetwear brand owned by DJ Esco, a DJ for prominent rapper Future. Athletic brand **Champion** introduced its **Champion Girl** brand, a line of athletic-inspired streetwear for women, which included looks such as sweatshirt dresses.

Wil Eddins, founder of the Las Vegas boutique **Institution 18b**, walked Agenda for his new gig as a director of business development for the upcoming venture **Wanderset**, which will debut next month. Wanderset will mix e-commerce with content such as video and editorial. Greg Selkoe, founder of streetwear e-tailer **Karmaloop**, is the founder of Wanderset. Eddins said that he will continue running Institution 18b.

"There's nothing super new," Eddins said of fashion trends on the Agenda show floor. "Brands are digging into their closets and finding looks that were relevant in the 1990s. There are more oversized looks. The California skate look always will remain supreme."—*Andrew Asch*

Capsule: New Styles, New Floor Layout

High-end streetwear, fashion, denim and environmentally sustainable fashions for men and women were among the categories on display at the Aug. 14–16 run of **Capsule** at the **Sands Expo and Convention Center** in Las Vegas.

Canada's **Naked & Famous** brand helped represent denim at the show. **Lucid FC** showed high-end streetwear. Action sports-friendly brands **Captain Fin** and **Volcom** were at the show. At Capsule, Volcom showed a collection of premium pieces taken from the brand's North American, European and Japanese lines, according to Todd Hymel, Volcom's chief executive officer. Also exhibiting, independent Los Angeles brand **Rojas**; **DRKN**, a high-end brand for people who play video and Internet games; and **Daniel Patrick**, a denim and fashion brand currently popular with reality-show stars and Internet tastemakers Kylie and Kendall Jenner and their friends. **ADBD** represented contemporary menswear. Also at the show were T-shirt brands **Disco Tuesdays**, inspired by a modern view of the 1970s disco scene, and **Surf Is Dead**, inspired by underground surf and street culture.

Los Angeles-headquartered **Groceries Apparel** previewed



Richer Poorer booth

new line will be more accessibly priced than other ecologically sustainable lines.

Since Capsule is wedged between two trade shows focused on men's styles—**Liberty Fashion & Lifestyle Fairs** and **Agenda**—Boelk worried that some women's retailers did not make the effort to trek through the sprawling halls of men's fashions to find Capsule. He estimated that retail traffic and business was even with the Capsule show in August 2016.

Chris Corrado, Capsule's show director, said that the show's buyer traffic and vendors exhibiting were even with the Capsule's Las Vegas show in February. (Capsule and Agenda are under the **Reed Expositions** portfolio of trade shows. The two shows also have a marketing alliance with Liberty called

its garments made with a nontoxic vegetable dye. Matthew Boelk, the label's cofounder and vice president, said that the vegetable dye will resist fading longer and allow the label to offer more colorways.

He contended that the

Modern Assembly.)

Rob Jungmann of the **Jungmaven** label displayed his brand's hemp T-shirts at Capsule. He estimated that he saw an uptick in Japanese buyers at the show. Other retailers at the show included **Azalea** from San Francisco, **Beaver** boutique of Tokyo, **Peace Valley** from Boise and **Artisan De Luxe** from Columbus, Ohio.

At the show, Capsule management worked with media and retail platform **High Snobity** to assemble **Under The Radar**, a display of emerging brands such as **1800-Paradise**, **Chateau**, **Good Cmpny** and eyewear label **Pawaka**. Corrado, Capsule's show director, also said that the show increased space for Capsule Market Square, the show's cash-and-carry section.

The direction of the show floor was changed, too. The show's main aisle cut a central path to the adjacent Agenda show. Corrado said that the central aisle developed a greater sense of community between the shows.

Paz Eliza Padilla and Lauren Berina of the **Viariche** stylist group shopped Capsule. Trends they saw included a revival of 1980s-style track suits and the popularity of the color pink for men. "Real men wear pink now," Padilla said. "It was in accessories and shoes. There were mauves, rose tones and magentas."—*A.A.*

Offprice: Even Discount Retailers Feeling the Pinch

Bargain hunters should feel right at home at the **Offprice** show in Las Vegas, held Aug. 12–15 at the **Sands Expo and Convention Center**.

This is the place where all that super-discounted merchandise comes from. Where else can you find a set of scrubs for \$5 or one-piece bathing suits in colorful print designs for \$7?

But just as big name-brand retailers have been shuttering stores, so too have stores that buy off-price garments. "We've been seeing less people. Business is pretty challenging because there are less retailers," said Richard Bosch, owner and president of **Alliance Wholesale Apparel**, which took up a lot of real estate at the front of the show.

Getting well-priced goods is also more challenging with manufacturers doing more cut-to-order purchases as fast-fashion takes over. "The problem is always getting the product, not selling it," Bosch said.

To solve that problem, the discount wholesaler started his own label, **Emily B.** Emily B. includes swimwear, which has been increasingly difficult to find on the discount market as

more swimwear manufacturers also now cut to order. "I used to buy 1,000 swimsuits at a time, and they are not there anymore," Bosch explained. His suits are print-driven and come in basic one-piece styles.

Not everyone was a discount vendor. Several apparel labels had established booths with colorful displays of their products. Elan Barshean, head of **Uzzi Amphibious Gear**, was surrounded by bursts of colors seen in his Caribbean-inspired men's swim shorts, Hawaiian-style shirts and tropical-print tops. A typical Hawaiian shirt wholesales for \$7.

"Here you can find the big buyers. **Ross** comes here. **Beall's** comes here. There are so many big companies from South America, Puerto Rico, the Dominican Republic and Mexico," he said.

He said the show was about the same as last year. "All the shows are getting hit because of the online market," he explained. "Now, instead of getting the whole pie, you are only getting part of it."

Dany Separzadeh was another clothing manufacturer who



was displaying his own label, called **Fantazia**, based in Los Angeles. His collection of womenswear ranges from velvet burnout ponchos and distressed jersey tunics to paisley-print tops and sublimation-print dresses with a Western-wear influence. "I come to this show mostly to find closeout buddies who buy from me," he said. But the show, he noted, was very slow this year.

The **Tarsus Group**, organizers of the Offprice show, said while some vendors said they felt traffic was down, attendance was up 6 percent over last year's August show.

—*Deborah Belguem*

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EVENTS

FIDM Celebrates Emmy-Nominated Costume Design

It was a who's who of costume designers and other fashion-industry insiders at an Aug. 19 party at the **Fashion Institute of Design & Merchandising**, where guests got a first look at the 11th annual "Art of Television Costume Design" exhibition, which recently opened at the **FIDM Museum & Galleries**. The exhibition features more than 100 costumes from television shows, including several **Emmy**-nominated designs from shows such as "The Crown" (Michele Clapton), "Feud: Bette and Joan" (Lou Eyrich), "The Handmaid's Tale" (Ane Crabtree), "Westworld" (Trish Summerville), "Big



"The Handmaid's Tale" costumes

"The Crown" costumes

ALEX J. BERLINER / ABIMAGES, ALISON A. NIEDER



"Big Little Lies" costumes

Little Lies" (Alix Friedberg), "Grace and Frankie" (Allyson B. Fanger), "Dancing With the Stars" (Steven Norman Lee and Daniela Gschwendtner), "Hairspray Live" (Mary Vogt) and "RuPaul's Drag Race" (Perry Meek and Zaldy Goco).

Among the guests were several of the Emmy nominees, including Summerville, Eyrich, Friedberg, Fanger, Lee and Meek.

There were several other costume designers in attendance, many of whom had their designs featured in the exhibition, including Ann Foley ("Marvel's Agents of S.H.I.E.L.D."), Salvador Perez ("The Mindy Project"), Hala Bahmet ("This Is Us"), Karyn Wagner "Underground"), Jacqueline Demetrio ("Younger"), Jerian San Juan ("The Get Down"), Audrey Fisher ("Girlboss") and Ayanna James ("Insecure").

The exhibition runs through Oct. 7 at the FIDM Museum & Galleries in downtown Los Angeles. The 69th annual Emmy Awards will be broadcast on Sept. 17.

—Alison A. Nieder



"Hairspray Live" costumes



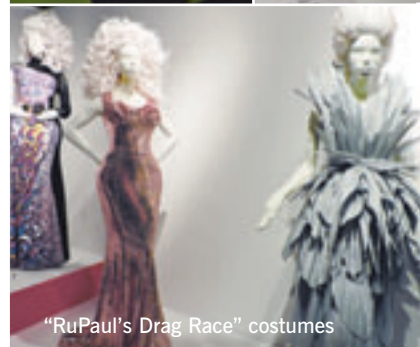
Alix Friedberg, "Big Little Lies" costume designer



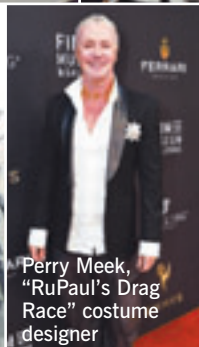
Allyson B. Fanger, "Grace and Frankie" costume designer



Barbara Bundy, FIDM Museum director



"RuPaul's Drag Race" costumes



Perry Meek, "RuPaul's Drag Race" costume designer



"Dancing With the Stars" design team Howard Sussman, Polina Roytman and Steven Norman Lee



Tonian Hohberg, FIDM president, and Hayma Washington, chairman and chief executive officer of the Television Academy



Lou Eyrich, "Feud: Bette and Joan" costume designer



Trish Summerville, "Westworld" costume designer



"Dancing With the Stars" costumes

WWIN Continued from page 6

The Helen's Heart collection ranges from linen wear and rayon and bamboo pieces to pocketed jerseys and footwear.

Liberty Continued from page 7

We're doing them for a new generation," he said of his Montreal-headquartered **Parasuco** brand.

The retail market has changed the trade show. "It's not as busy as it used to be," Parasuco said. "It's expected. There are not as many retailers as there used to be."

"But we opened a lot of critical accounts. There's another reason why I do shows—networking. How do I design if I don't have information?"

Sourcing Continued from page 1

Avalos, president of **The Common Link**, was attending the show. Based in Los Angeles, The Common Link connects the apparel market with a global supply chain and helps clothing manufacturers develop their products. Avalos represents factories in Mexico, Guatemala, the

One of its more popular items was a hand-beaded jacket that came in a full-length version or an abbreviated ¾-length style with matching beaded cowboy boots. "These jackets are making quite a splash," Jeffreys said.—*Deborah Belgium*

Karen Meena of the **Ron Robinson** boutiques in the Los Angeles area also said traffic seemed down. "But everyone was writing. Everyone was doing business. Maybe the people on the fringes were weeded out. It was easier to work as a buyer," she said.

She also predicted that men should prepare for a colorful 2018. "There were a lot of colors, fun prints and soft fabrics for the season. Our clients respond well when we have a season with color. We're confident about Spring/Summer 2018 being a strong season."

—*Andrew Asch*

United States and Brazil.

His goal has been to meet new customers. Last February, he made several contacts and one turned out to be a solid customer. He was hoping to do better at this second show. "It is all about showing up and having a presence," he said. "People want to know you are a solid guy." —*D.B.*

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ALISON A. NIEDER
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EDITORIAL MANAGER
JOHN IRWIN

CONTRIBUTORS
ALYSON BENDER
VOLKER CORELL
JOHN ECKMIER
JOHN MCCURRY
ESTEVAN RAMOS
TIM REGAS
N. JAYNE SEWARD
HOPE WINSBOROUGH
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EXECUTIVE OFFICE
California Market Center
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Jobs Available

GRAPHIC DESIGNER

Company near Carson, CA is looking for a skilled Graphic Designer. Under the direction of the Marketing Department, responsibilities will be: Photo Editing, Recoloring, Garment/Model Retouching. Catalog layout & print preparation for Brand & Distribution. Prepare & update graphics & content on responsive website & related ecommerce marketplaces. Create various & inspiring marketing collateral for tradeshow, Brand & Distributors. Complete visual branded material. Create vector line sketches for Pre-Production. Will assist in photo shoots to achieve desired style of photography & art direction. Create content & update social media platforms. Must be organized & 3 yrs' exp. Bachelor's degree in graphic design or related field. Must have professional exp. with latest versions of Illustrator, Photoshop & InDesign using a Mac platform. Exp. with CMS. Understanding of branding B2B/B2C environment. Prior exp. in the apparel industry a plus. Must include a link to your portfolio in your resume to be considered. Local candidates only. Send resume to: recruitingapparel@gmail.com

CONTROLLER

Huntington Beach denim manufacturer and apparel importer is seeking a dynamic financial controller. Apparel industry experience is required. Duties include general ledger maintenance, cash management, accounts receivable, accounts payable, payroll, management reporting and interfacing with the Company's CPAs. Knowledge of QuickBooks is required and knowledge of AIMS is preferred. Submit resume and salary requirements to: customerservice@ashleymasonla.com

•TECHNICAL DESIGNER

Skills required:
-Knowledge of CADS and TECH Packs
-Some Fabric knowledge
- Measure/evaluate/ prepare garments for fitting.
- Strong organizational skills and the ability to thrive in a deadline-driven environment.
Required exp: - 3-5 years of experience.
Contact Nick 3237808250 or 3106946741

PATTERN MAKER

Manhattan Beachwear is seeking a Full time Pattern Maker - Sports wear 1st thru prod. Patterns, samples, fitting, grading. Knowledge of Gerber Software a must. Please e-mail resume to: hrdept@mbwswim.com.

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

Jobs Available



DRESS PRODUCTION PATTERNAKER

Seeking an experienced Production Pattern Maker with a min. of 10 years in the moderate dress market. Expertise in draping and flat patterns is required. Must have knowledge of construction in all fabrications, size ranges and possess the ability to multi task in a fast paced environment. Gerber pattern knowledge is a plus. Become part of a team with a reputation for employee longevity.
Please send your resume:
Anika.rodriquez@connectedapparel.com

1ST. THROUGH PRODUCTION PATTERNAKERS

Fortune Swimwear LLC, is seeking a full-time 1st through production patternmakers for our Sportswear & Cover-ups divisions. Candidates must have a strong knowledge of garment construction in knits and woven and troubleshoot potential production issues before samples are made, for both aesthetic & cost purposes. Needs to be a team player that works well in a fast paced environment and be able to prioritize work. Minimum of 5 years' experience required. Knowledge of Gerber and Excel a must. Qualified applicants, please email your resume to: gchristianson@fortuneswimwear.com

•HEAD DESIGNER - GIRLS 7-16

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Email: trankin@selfesteemclothing.com

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FAX/EMAIL RESUME TO: 213-749-4401/
Rowena@rmlainc.com

FREELANCE DESIGNER NEEDED

To develop and merchandise a line of women's fashion tops for major discounters. Must be able to work to market calendar, research trend/color/fabrics, develop tech packs and communicate with overseas factory for sample development. Located in Torrance. Please respond to LCA90501@gmail.com

Jobs Available

PRODUCTION COORDINATOR - GARMENT DYE

Company is in Gardena, CA. This is a clerical position. Will work closely with Planning, Customer Service, Sales and factories to ensure timely delivery & quality control on mass production. Create/maintain PO and scheduling in ERP system. Advise factory on carton packing instructions. Manage WIP reports. Track shipments. Follow up on all required testing on fabric & garments. Local travel required. Must have 3/5 yrs exp. in textile/apparel production. Excel user - pivot tables, vlookup preferred. Data Mining experience or understanding. Private Label a exp. a plus.
Send resume to: maggie@nextlevelapparel.com

CAD ARTIST

A leading Textile Company located in LA is seeking Cad Artist with experience. Must be able to clean or put designs into repeats, color separations. Must have a great eye for color, create original pattern based on current trends.
Requirements:
• Must be extremely proficient in Photoshop and Illustrator. Exp. with Ned Graphics a plus!
• Must have great attention to detail and aesthetic eye
• Looking for a team player who can work with strict deadlines.
If you are the right person, please email: Shawn@romextex.com

TEXTILE CAD DESIGNER

Leading LA based Fabric converter seeking talented full time exp'd textile CAD designer:
•Must have knowledge of repeats, color separation and good color sense for Jr. and Missy markets •Must have at least 3-5 yrs. plus exp. in textile industry •Candidate must have a good communication skills and can work under pressure to meet production deadlines •Ned-graphics skills is a MUST and Photoshop a plus.
Email resume to: colleen@starfabrics.com

.....FORTUNE SWIMWEAR LLC..... SAMPLE MAKER

Los Angeles based Fortune Swimwear is looking to hire a full-time 1st thru Production sample makers. Must know how to sew both knits and wovens. Minimum 3 years' experience required. Pls. call: 310.733.2130

CUSTOMER SERVICE

Need customer service in an apparel company Has shipping experience using EDI Good pick-up & communication skills Can process shipping docs & invoices
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SENIOR DESIGNER

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ASSISTANT DESIGNER

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Made in America

Made in America Advertorial

Bonus Distribution

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September 8

Cover: Fashion
New Resources

Finance Advertorial

Bonus Distribution

Designers & Agents NY 9/16-18
AccessoriesTheShow/FAME/Moda Manhattan 9/17-19
Coterie NY 9/17-19



September 15

Cover: New York Fashion Week Coverage
Freight & Logistics
Surf Expo Coverage
Made in America

Textile Preview with Tech Focus and LA Textile Resource Guide*

Findings & Trimmings Special Section

Made in America Advertorial Findings & Trimmings Advertorial

Bonus Distribution

Interfiliere 9/27-28
LA Textile Show 10/2-4



September 22

Cover: Fiber & Fabric
Technology

Industry Focus: Retail Real Estate

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LA Textile Show 10/2-4
LA Majors Market 10/2-4
Coast Nashville 10/5-6
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