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SPRING FORECAST

Directives West put the spotlight on Spring/Summer 2018 trends at the retail consultancy's Oct. 2 runway show at the California Market Center. Trends included plenty of denim and feminine details such as ruffles, floral embroidery and off-the-shoulder silhouettes. For more from the show, see pages 10-11.

Luxe By Style Keepers dress and BB Dakota jacket

NORMAN ZELLER

Westfield Unveils \$1 Billion Remodel in Century City

By Andrew Asch *Retail Editor*

Westfield Corp. marked the finish of a \$1 billion remodel of its **Westfield Century City** retail center in Los Angeles with a gala event Oct. 3, featuring appearances by Los Angeles Mayor Eric Garcetti and 1970s hitmakers **The Village People**. The event took place at a new performance space called **The Atrium**, located by the center's full-line **Nordstrom**, which also opened for business on Oct. 3.

Westfield Century City also unveiled the remodeled retail center with a unique tenant mix that features medical centers as well as "smart parking," which promises to quickly guide driv-

ers to available parking spaces aided by sensors and green and red lights.

Also at the retail center are performance and fine-art attractions that aim to attract consumers to the 1.3 million-square-foot campus, which is a five-minute drive from designer shopping on Rodeo Drive in Beverly Hills.

The price tag for the remodel is a vote of confidence in the retail center at a time when the traditional mall business model is changing and mall traffic has been in decline. According to market-research firm **ShopperTrak**, mall traffic dipped during the busiest shopping days of 2016. It dipped 1 percent in a year-

➔ **Westfield** page 8

TRADE SHOW REPORT

Majors Market Busy Despite Big Changes in the Retail Industry

By Andrew Asch *Retail Editor*

Department stores and big-box retailers are going through a time of incredible change, but salespeople working at the **LA Majors Market**, which is devoted to department stores and mass retailers, reported a busy pace during the Oct. 2-4 market at the **California Market Center**.

Los Angeles-based **YMI** opened a temporary showroom at the CMC to show the brand's embroidered and distressed denim for the Spring 2018 season.

"We had all of our accounts show up," said YMI President David Vered, who said buyers from **Rue 21** and **Dillard's** were among the retailers visiting the showroom. "We had four full days of meetings."

However, there is no denying the market is rapidly changing, Vered said.

"Most retailers are trying to figure out how to face the

➔ **Majors Market** page 10

TRADE SHOW REPORT

LA Textile Show's Mix Includes Fiber, Fabric, Factories and More for Sourcing From Concept to Creation

By Alison A. Nieder *Executive Editor*

Traffic ebbed and flowed during the Oct. 2-4 run of the **Los Angeles International Textile Show** at the **California Market Center**, where exhibitors included just about every point along the apparel supply chain.

Tencel fiber maker **Lenzing** had a booth near several U.S. mills, including **Buhler Quality Yarns**, the yarn spinner in Jefferson, Ga., and Southern California-based knitting mills **Texollini**, **Design Knit**, **SAS Textiles** and **Unitex**.

The designer collections section—which includes several high-end resources, including French mills **Solstiss** and **Malhia Kent** and Canadian knit collection **Tricots Liesse**—was, once again, located near the show entrance on the 13th floor.

This season, show organizers moved the **Sourcing** section from a separate space in the C-wing of the building to a space

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Where fashion gets down to businessSM



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www.apparelnews.net

Citizens of Humanity Management Buys Back Company From Private-Equity Investors

Citizens of Humanity's executive management team and private investors pooled their money together to buy back the portion of the company owned by private-equity investor **Berkshire Partners** and cofounder Jerome Dahan.

Dahan, who helped launch the Southern California blue jeans and apparel company in 2003, will stay on as a consultant while he works on his new denim label, called **Jean Atelier**. The company will continue to be headed by Chief Executive Amy Williams, who was named to that position in 2015.

In addition, Karen Phelps was named creative director for the group of five brands that Citizens of Humanity creates from its headquarters in Huntington Beach, Calif., just south of downtown Los Angeles. Phelps previously was creative director for two of the company's brands, **Goldsign** and **Agolde**, initially started with the help of Italian-

American designer Adriano Goldschmid.

According to reports in the *Business of Fashion*, the idea to buy back the company came from Berkshire Partners, which had held the brand for 11 years after it made a sizable investment in the company that some estimated to be about \$250 million plus debt.

Last May, *Dow Jones* reported that Berkshire Partners, based in Boston, wanted to unload its portion of the denim company. Most private-equity companies prefer to keep their holdings for about four to five years, pump up the revenues and then sell them for a profit.

While Citizens is expected to see 10 percent revenue growth this year to about \$100 million, that roughly equals the company's revenues when Berkshire purchased its stake.

Citizens of Humanity's revenues took a beating during the big recession of 2008–2009, declining steadily to about \$75 million.

The vertically integrated company does all its production in the Los Angeles area. As the brand evolved, the company started to rely less on big department-store business and branched out to high-end specialty boutiques whose customers can afford blue jeans that cost between \$180 and \$238. But it still is a popular staple in stores such as **Nordstrom** and **Neiman Marcus** and is distributed in more than 35 countries, including specialty boutiques such as **10 Corso Como**, **Joseph's**, **Club Monaco**, **Steven Alan**, **Trilogy** and **Anthropologie** as well as online at **Moda Operandi**, **The Dreslyn**, **Shopbop**, **Revolve**, **Need Supply** and **MyTheresa.com**.

The company is hoping to expand all its brands, including **Getting Back to Square One**, **Agolde** and **Goldsign**. Two years ago, Citizens acquired Japanese denim label **Fabric Brand & Co**.

Citizens of Humanity was founded by Dahan and his business partner, Michael Glass-

er, after a long court battle from a previous business venture. Dahan and Glasser founded **7 For All Mankind** in 2000 with apparel maker Peter Koral. Within a few years, there was a falling out with Koral.

The three went to Los Angeles Superior Court after Dahan and Glasser accused Koral of taking 7 For All Mankind profits and using them to pay off his debts in his other apparel venture, **L'Koral Industries**.

A jury found in favor of Dahan and Glasser. Koral was ordered to pay his former partners \$55 million, which they used to start Citizens of Humanity.

Koral eventually sold half of 7 For All Mankind to **Bear Stearns Merchant Banking** for \$100 million. Several years later, **VF Corp.** purchased 7 For All Mankind for \$775 million. Last year, 7 For All Mankind was sold to the Israeli company **Delta Galil**.

—Deborah Belgum

ACTIVEWEAR

Yummy & Trendy Launches Made-in-America Collection With Eco-Friendly Fabric

Veronica Rosas launched her new collection, **Yummy & Trendy**, with a mission to create premium activewear with high-performance fabrics.

Before launching Yummy & Trendy, Rosas worked in the healthcare industry in a job that required extensive travel. The entrepreneur found herself living out of a suitcase and looking forward to the end of the day when she could change into "something comfortable,

and durable and trendy."

The collection is produced in California and features two four-way stretch fabrics. The Signature Collection is Rosas' luxe line made with a poly/spandex fabric with an "ultra-smooth, luxurious feel." Yummy & Trendy's eco-friendly leggings are made with a poly-blend fabric with 76 percent recycled PET fabric made from recycled soda bottles. The fabric is **Bluesign**-certified for environmental

performance and social responsibility in the supply chain.

The fabrics feature UPF 50+ protection and have moisture-wicking, compression support and pilling-resistant properties.

Wholesale prices for the collection range from \$25 to \$44.

Currently the line is sold online and in studios in California, Texas and Florida. Rosas will be showing the collection at the **ALT** show at the **California Market Center** during the upcoming **Los Angeles Fashion Market**.

For more information, visit www.yummy-andtrendy.com.—Alison A. Nieder



NEWS

Solid Holiday Season Forecast

U.S. sales for the holiday 2017 season will increase 3.6 percent to 4 percent over last year. Excluding autos, gas and restaurants, U.S. retailers stand to rack up \$678.75 billion in sales during the upcoming holiday season, according to a forecast from the **National Retail Federation**.

The predicted 2017 sales performance might equal the 2016 holiday sales increase of 4 percent or it might dip slightly below it, according to the forecast, which was released on Oct. 3.

Retailers are in a good position to have a good season because time will be on their side. They will have 32 days after Thanksgiving—the official start of the holiday season—and Christmas Eve. The schedule offers one more sales day than the 2016 retail season, according to an NRF statement.

But recent events might hobble sales performance. Hurricane Harvey damaged oil refineries in Houston recently, and the price of gas has increased, Jack Kleinhenz, NRF's chief economist, said during a conference call with journalists. Those who lost homes in Hurricane Harvey in Texas and Hurricane Irma in Florida may not have funds to buy gifts this holiday season.

Seasonal hiring is forecast to dip, Matt Shay, the NRF's chief executive officer, said. In 2016, retailers added 570,000 seasonal positions. For the upcoming season, they are forecast to add between 500,000 and 550,000 holiday jobs. Shay predicted most retailers would have a lot to cheer about with the upcoming holiday season.

"It's not as robust as we'd like to see it. But it is solid," Shay said of the U.S. market. "We think the overall economy is in a very good place. The current state of retail is positive."

In a statement, Kleinhenz said the American consumer is in a good place. "Consumers continue to do the heavy lifting in supporting our economy, and all the fundamentals are aligned for them to continue doing so during the holidays," he said. "The combination of job creation, improved wages, tame inflation and an increase in net worth all provide the capacity and the confidence to spend."

The NRF builds its forecasts on information such as consumer credit, disposable personal income and previous monthly retail sales. E-commerce and kiosk sales are included in the information for the NRF's monthly sales.—Andrew Asch

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Mona Moore to Help Pioneer Lincoln in Venice

For more than seven years, fashion retailers have been prospecting the occasional gritty environs of Lincoln Boulevard in Santa Monica, Calif., and the neighboring Venice area of Los Angeles. Lisa Bush, owner of the **Mona Moore** boutique, says that the thoroughfare is ready for fashion.

In the past, Lincoln has been best known for car-repair shops and neighborhood businesses, but in mid-October Bush is scheduled to open at 208 Lincoln Blvd., near the cross streets of Lincoln and Rose Avenue. The 2,000-square-foot space formerly housed a car-repair shop. It includes 2,000 square feet of parking. Mona Moore's new neighbors will include the eco/designer children's clothing boutique **Boy + Girl**. It also is a few blocks away from **Flow-erboy Project**, a home goods and clothing store as well as a florist.

"We're finally maturing on the Westside," Bush said. "I think we've come really far. We have three places to shop in Venice: Main Street, Abbot Kinney and now Lincoln."

Mona Moore opened on Abbot Kinney in 2009. Nationally known retailers started moving to the street, and rents started skyrocketing. A building on the 200 block of Main Street in Venice became available, and Mona Moore moved there with other Abbot Kinney expats such as the **Pamela Barrish** and **L Frank** boutiques.

"The dream is to own your own building. I got an SBA [Small Business Administra-

tion] loan and made the jump," she said. "Because I'm so high-end, when stores like mine move into a neighborhood, rents go up. It's better to own the building and let property values rise. My mortgage will be the same as my rent will be."

The Mona Moore shop and e-boutique (www.monamoore.com) employ 10 people including Bush. Bush is designing the look of the new store. It will keep an industrial feel of the former tenants. The roll-up garage doors will stay. But the store's interior will have a theatrical touch. "I don't like my space to look like a store. I'd like to have items move around like a living room," she said.

The Mona Moore space will include a kitchenette where customers will be served drinks including coffee, water and champagne. Also on the scene: mid-20th-century Italian furniture.

Mona Moore started business as a shoe store. In 2015 it started selling clothes along with footwear. "You got to do it all," Bush said on her reason to sell fashion.

Mona Moore now offers brands such as **Comme des Garçons**, **Haider Ackerman**, **Maison Margiela**, **The Row**, **Visvim** and **Rodarte**. Rodarte founders Kate and Laura Mulleavy are scheduled to host the opening party for the new space. Another feature of the new boutique is that Bush's daughter Kali Bush-Vineberg has joined the business.—*Andrew Asch*

TRADE SHOW REPORT

LA Textile *Continued from page 1*

on the main show floor. The new location was praised by exhibitors.

"I feel like there is an effort to make the show more organized," said Jennifer Cole, chief executive officer and director of **J Cole Studio**, a print studio located in Long Beach, Calif.

Several exhibitors noted that traffic seemed highest between the free seminars offered by the CMC. This season, the lineup included trend forecasts by **WGSN** and **Peclars Paris** as well as B2B seminars by the **California Fashion Association**, **Global Purchasing** and **Scaling Retail**.

At the Texollini booth, there was a steady flow of existing customers plus new up-and-coming brands, said Sherry Wood, the company's director of merchandising. Wood said she had seen activewear and swim brands as well as ready-to-wear companies looking for fabrics with performance aspects, such as moisture-management properties or UV protection.

"They want more functionality out of an everyday garment," she said. "Some people are asking for sustainability stories as well."

Daniel Kadisha, Texollini's chief executive officer, said activewear and athleisure continue

to be important markets for the mill. Additionally, he said interest in made-in-America fabrics and production remains strong."

"We've had some major companies come to us and are in the process of [sourcing production in the U.S.]," he said.

In the Buhler booth, Vice President of Sales David Sasso was sharing space with Mandi Strickland and Mike Moody of **Wildfire**

Knit Works, a recently launched knit development company affiliated with North Carolina-based circular knit machine maker **Vanguard Pai Lung**.

"What this industry needs is more education, more know-how," Sasso said. "Everyone needs to collaborate."

At French lace mill Solstiss, President François Damide and Los Angeles account executive Cecile Lim said they had seen designers and

buyers from South America, Canada and Romania in addition to attendees from Southern California.

Damide said he was seeing some small, couture designers, who were looking for high-end fabrics at low minimums. Solstiss' minimums are five yards.

Phil Fox, owner of **Fox Fabrics**, was at the show with several international collections, including **Ipekar**, a Turkish print mill; several Italian lines, including **SMI**, **Estrema**, **DBS**



CMC Hosts Series of Seminars During LA Fashion Market

Retailers not only get a chance to peruse the latest Spring/Summer collections at the upcoming **LA Fashion Market**, but they get the chance to listen to a number of seminars being held at the **California Market Center** on subjects ranging from upcoming trends to how to improve profits.

The seminars take place from Monday, Oct. 9 to Wednesday Oct. 11 and will be held in the 13th-floor penthouse.

Presentations include "Consumer Trends in 2018" by **Scaling Retail**, "Women's & Young Contemporary Trends for 2018" by **Fashion Snoops**, "Ideas to Improve Profit & Cash Flow" and the "Psychology of Pricing"

by **RMSA Retail Solutions**, "From Launch to Likes" by **Be Social**, and "Trade Secrets! What Are Other Retailers Doing to Be Successful?" by **The Retail Smart Guys**.

On Tuesday, a panel discussion called "The Importance of Influencers for the Modern-Day Retailer" will be held from 1 p.m. to 2 p.m. Panelists include designer Ben Baller, entrepreneur and blogger Kaitlynn Carter, podcaster and actress Becca Tobin, blogger Sophie Elkus and blogger Ashley Torres. The discussion will be moderated by Ali Grant, founder of **Be Social PR**.

—*Deborah Belmont*

Calendar

Oct. 9

Los Angeles Fashion Market

California Market Center
The New Mart
Cooper Design Space
Gerry Building
Lady Liberty Building
Academy Awards Building
Primrose Design Building
824 Building
Los Angeles
Through Oct. 11

Designers and Agents

The New Mart
Los Angeles
Through Oct. 11

Brand Assembly

Cooper Design Space
Los Angeles
Through Oct. 11

Capsule

Axis at Capsule
California Market Center
Los Angeles
Through Oct. 10

ALT

Select Emerge Transit

Contemporary Curves
California Market Center
Los Angeles
Through Oct. 11

LA Kids' Market

California Market Center
Los Angeles
Through Oct. 12

Oct. 10

LA Men's Market

California Market Center
Los Angeles
Through Oct. 11

Atlanta Apparel

AmericasMart
Atlanta
Through Oct. 14

Oct. 11

"Light and Shadow," presented by Swarovski
Bullet Gallery
Los Angeles

Style Fashion Week

Pacific Design Center
Los Angeles
Through Oct. 15

FashionNXT

2204 N. Randolph Ave.
Portland, Ore.
Through Oct. 14

Oct. 12

Lewis Scott pop-up shop

485 S. Fairfax Ave.
Los Angeles
Through Oct. 13

Oct. 14

Fashion Industries Guild dinner honoring Dr. Sabrina Kay and Anine Bing

Montage Beverly Hills
Beverly Hills, Calif.

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.

Tessuti, **Furpile** and **Efilan**; **Max Vogue** from China; and **TexAthena** from Spain.

On the second day of the show, Fox said he was still waiting to see some of his regular customers from Northern California, Texas and Colorado.

"I've seen fewer out-of-towners," he said.

It was busy at the booth for **Kalimo**, the Brazilian print mill with an office in downtown Los Angeles. Julia Culau, who runs the Los Angeles office, said foot traffic was "up and down," but, in general, the turnout was better this season than at the last show.

Sean Zarini, manager of Los Angeles-based importer **Fabric Selection**, was upbeat about the turnout at the show.

"Yesterday and the first day were busy all day," he said on the final day of the show. "Today is quiet, but we still have customers coming in."

This is the third time Fabric Selection has exhibited at LA Textile and the second in the same location. Fabric Selection stocks fabric locally and drop-ships to customers producing overseas. The company works with both large

and small customers.

"If they want to buy one roll, no problem," Zarini said, adding that the company provides the same level of service to all customers, regardless of size.

John Marshall, owner of **JM International**, had several international mills at the show, including Malhia Kent, **Bennett Silk** and the **Confetti** collection of prints.

"This year is a print year," said Yasemin Selçuk, who works at the mill in Bursa, Turkey. The U.S. market currently represents 10 percent of Confetti's business, Selçuk said. The mill's primary markets are France, the United Kingdom, The Netherlands and Germany.

Laurie Warner, a sales representative for JM International, said the good thing about the Confetti line is that the mill adds up to 60 new designs each month.

"I always have fresh designs," she said, adding that designers who want to see the whole collection should review it at a trade show.

"The collection is so vast, it's hard to take it all to one customer," she said. ●

OC.Mix Draws Regional Buyers with Easy Format



Kendra Coleman



Mie Manniche



Sandy Ramirez

In the trade-show world, small can be beautiful.

That's the theory behind the **OC.Mix Show**, a compact trade event organized four times a year by **Z Supply** at its company headquarters in Irvine, Calif.

At the latest show, held Sept. 26–27, eight booths carrying 20 contemporary clothing and accessories brands were set up in Z Supply's 1,500-square-foot corporate showroom, which looked out onto a picnic table–populated patio and lots of greenery.

The two-day event had a low-key vibe with lots of refreshments and food and a casual feel. Buyers were treated to a complimentary breakfast, lunch and a wine-and-cheese happy hour on both days.

The theory behind the event is that local boutique owners in Orange County and surrounding areas would rather hop in their car and head to Irvine than drive the more than 40-mile trek in freeway traffic to visit the various showrooms in Los Angeles.

That was true for Susan Stansbury, owner of the recently opened **Wildfire Mercantile**, an upscale clothing store in San Juan Capistrano that carries higher-end Western-style apparel and boho looks. "I come here because it is closer," she said. "It is smaller and

an easy in and out."

Normally she attends larger apparel trade shows that include **MAGIC** in Las Vegas, the **Dallas Apparel & Accessories Market** and **Denver WESA (Western & English Sales Association)**.

Other California stores at the show included the **Tanya B Boutique** from Yorba Linda, **The Fort & The Clubhouse** from Laguna Niguel, **The Denim Bar** from Los Alamitos, **Johnny Jeans** from Tustin, **Aniche Boutique** from San Dimas and **Blue Windows** from Long Beach.

Sandy Ramirez—sales rep for **Level 99**, a hip twill-and-denim-based brand started by textile manufacturer **Twin Dragon Marketing** in Gardena, Calif.—has been coming to the show almost since it was started last year. Her goal was to branch out and find new customers. "You can't see everyone on the road and at the shows," she said.

New accounts, she said, are always established at this show. She had seen several retailers the first day, although attendance slowed down the second day.

Mie Manniche, a sales rep for **Malvado** sandals out of Canada and the Colombian activewear company **Maaji**, didn't have to drive far to set up her booth. She lives in the adjacent city of Costa Mesa. "This show attracts people who are open to new vendors," she said. "I also have a good amount of current accounts who come to see me."

She had seen boutiques from San Diego as well as Orange County and the Riverside/San Bernardino area.

One attractive feature of her lines is reasonable wholesale prices. The super-light and stylish Malvado sandals, made of ethylene vinyl acetate, were wholesaling for \$10.50 to \$20 with a new leather luxe line going for \$20. And the Colombian activewear was selling at wholesale prices that ranged

from \$25 to \$45.

Kendra Coleman, senior account executive for **Z Supply**—whose labels include **Black Swan**, **Others Follow**, **White Crow** and **Rag Poets**—said the show was good for crossover business from other vendors whose lines might complement each other.

Coleman had seen 12 retailers the first day. "We are always getting new people and new accounts," she said.

Lanae Mackey, an account executive and showroom manager for **Chan Luu**, an accessories and apparel label created by Los Angeles designer Chan Luu, probably had the best booth in the house. She was set up in the Z Supply lobby with a tufted gray velvet couch to sit on and a coffee table available for her jewelry displays. A rolling rack on the side showed the Spring '18 Chan Luu clothing collection.

This was Mackey's fourth time at the show. She said each time is different. She had seen stores from Manhattan Beach to San Diego that were looking for good gift items for the holidays. "I have a pretty big business in the OC, so this makes it easy for them to come and see me," she said.

—Deborah Belgium

How to Navigate the Evolving Retail Landscape

It can be said that Syama Meagher's love affair with retail began at the age of 9, when she wrote a school essay about how things went on sale at Macy's.

Today, as CEO of the consulting firm **Scaling Retail**, Meagher happily sits at the epicenter of the retail world, where emerging brands, buyers, and retailers intersect. "Since I can remember, this is where I am supposed to be," she says. "It is not by coincidence."

Scaling Retail, with a client base spanning the globe, offers expertise in sales, marketing, and merchandising, specializing in a full menu of strategies, from branding and market entry to digital marketing and business modeling designed to navigate the evolving retail landscape. With a background that includes Macy's Business Development Program and positions at Macy's, Ann Taylor, Barneys New York, and Gucci, Meagher has a well-rounded résumé of retail experience from the perspective of startup, mass market, vertical, niche, and luxury. These days, clients include the United Nations, the Coral Gables Chamber of Commerce as well as brands and retailers. Frustrated by the lack of information in the market for brands and retailers, **Scaling Retail** launched a robust YouTube channel, blog, and e-books for companies eager to launch and scale quickly.

Contrary to the general gloom and doom enveloping most discussions about the state of retail today, Meagher paints a rosy, if cautionary, picture. The theme that emerges from a conversation with Meagher centers on what she terms the need for "360-degree customer-centric selling": the ability to connect with customers with an emotional, consistent message, and the importance of doing so in multilevel, even sometimes surprising, ways.

"Brands that invest in creating a connection with their consumers are the ones that will succeed," she says pointedly. "You have to get in front of your customers in every aspect of their life." This includes online and offline strategies.

She points to **Scaling Retail's** most recent white paper, published on its website as an example of the type of informed and informative analysis the company offers. Titled "The Age of the Emerging Designer," the study examines how, despite the grim retail picture, young and fresh emerging brands are largely flourishing, "thanks to technological innovation, expert support, and a disrupted American retail environment."

"This paper is meant to do two things," she explains. "Inspire people who are within the first five years of business, and also alert retailers and buyers that this is a market that is really viable and that they should be supporting."

According to **Scaling Retail's** white paper, which is supported by interviews with emerging designers and insights from fashion-industry entities such as Topshop, **MATCHESFASHION.com**, and **Pooltradeshows**, "there has never been a more favorable moment for

young brands in fashion." The report credits today's access to "a wealth of resources, tools, and guidance," available online as well as offline, that have reduced the barriers to entry.

Today's social media-savvy consumers, it goes on, are looking for "community, authenticity, customization, and aesthetic niches" as an antidote to the homogenized, overexposed products offered by mainstream retailers. They seek "a sense of magic, excitement, and discovery through well-curated selections of never-before-seen items in digital and bricks-and-mortar stores," the report continues. "They crave something special."



Syama Meagher

Emerging designers can be that source of freshness: The key for these young brands is to emotionally grab their audience with engaging content, which Meagher calls "storytelling": establishing a clear and authentic message about the brand, the lifestyle it promotes, and introducing them to the people behind the brand who live that lifestyle.

Retail buyers, for their part, can and should be on the lookout for those emerging brands that demonstrate the qualities most likely to capture today's consumer and help their shops stand out among the competition.

It's this type of retail and brand analysis that has set **Scaling Retail** apart from the myriad fashion and retail consultants currently floating through the industry. Meagher outlines the kind of work the company completed for the contemporary fashion line **Rhode Resort**, which turned to **Scaling Retail** after failed attempts with working with other consultants. By shifting the apparel company's focus from product to strategy, employing a more aggressive approach to building relationships with buyers, evaluating market opportunities, and re-evaluating their budget, **Scaling Retail** helped **Rhode Resort** to a threefold increase in sales.

"I haven't yet found another company that really is nailing on the head what we're doing," Meagher says. "And I'm really excited about that."

"I'm totally optimistic right now," she continues. "Where people are scared, I see opportunity."



Scaling Retail

hello@scalingretail.com
scalingretail.com

NEW LINES

California Market Center

110 E. Ninth St.

NEW SHOWROOMS

SPRINGTEX
A534
Springtex *Contemporary collection*

SUMMIT EVENT CATERING
A782
Summit Event Catering *Event catering*

SUPER APPAREL INC.
A824
Given Kale
Kale Generation *Juniors*

MAVERICK APPAREL
B824
Beverly Hills Polo Club
Miss London
Twenty/Twenty *Juniors*

SHOWROOM RELOCATIONS

PROVEN LUXURY
Relocated from A1087 to A391
Escada *Fashion accessories*
Gianfranco Ferré
Giorgio 2
Giorgio Armani
Trussardi
Valentino

SHOWROOM A LA MODE
Relocated from A667 to A681
Bari Lynn *Hair Accessories*
Bluebelle *Children's*
Imoga
Little Blue Olive
Oh Baby!
Oil & Water
Snapper Rock

OUTSET COLLECTIVE
Relocated from B457 to B435
Alpha Industries *Men's fashion*
G-Shock
Taikan Everything
V/Sual

TEN 79 L.A.
Relocated from A1079 to B530
Ten 79 L.A. *Fashion accessories*

EMPERIA
Relocated from A1075 to B567
Emperia *Handbags*

NEW LINES

ACCESSORIES

UTE WEGMANN/JIM ROWLEY
A318
Cofi *Fashion handbags, footwear*

THE PARK SHOWROOM
B477
Local Supply *Unisex eyewear*

ROBERT ARJU SALES
B523
Bevini Modena *Fashion handbags*

ROMY M
B527
Boutique Mexico *Fashion handbags, jewelry*
Magu Handbags & Jewelry *Fashion handbags, jewelry*
Melania Clara *Fashion jewelry*
One For You, One To Give *Fash-ion jewelry*
Soul Stonz *Fashion jewelry*

UPDATED WOMEN'S COLLECTIONS

LISA LENCHNER
A307
Lu La Soul *Updated tops/plus sizes*

MELODY FAST SALES
A313
Harubella *Updated plus sizes, tops*

JON KATZ & ASSOCIATES
A335
Coletta *Updated dresses, tops and sportswear*
Oh My Gauze *Updated dresses and tops*

DORIS JOHNSON
A380
Crocket et Cetera Inc. *Updated tops, dresses*

KAREN GEORGE & COMPANY
A394
Asian Eye Scarves *Updated scarves*
Robell *Updated plus-size bottoms, tops, denim*
Stiletto *Updated tops*

KRISTINE CLEARY LIFESTYLES
A398
JOH Apparel *Updated denim, tops, sportswear*

WOMEN'S CONTEMPORARY

PERLMANREP
B535
Gabrielle by Molly Bracken
Contemporary European collection
Lili Sidonio by Molly Bracken
Contemporary European collection

EDEN SOCIETY
B583
Rose and Grey *Contemporary tops, dresses*

JUNIORS

CLINGGIRL
A869
Yolo Jeans USA *Juniors jeans*

KIDS' & MATERNITY

MAYRAS COLLECTIONS
A649
Mini Rodini *Children's dresses*
Rock Your Baby *Children's, boys' and girls' collection*
Wolf And Rita *Children's dresses*

WEST COAST MATERNITY
A652
Belabumbum *Maternity*

KIDS DU MONDE
A678
Eliane & Me *Children's dresses*

SYLVIA GILL CHILDRENSWEAR
A680
Cat and Dogma *Children's organic-cotton clothing*
Sophie La Giraffe by Kissy Kissy
Children's accessories

DON WELBORN AND ASSOCIATES
A684
EK Kids *Children's, infants' and toddlers' Properly Tied Children's, infants' and toddlers'*

WENDY'S CLOSET
A691
Frankie and Sue *Children's, boys' and girls' clothing*
Oliver and Rain *Organic children's baby blankets*

THE PARK SHOWROOM
B477
Krochet Kids *Children's crochet hats*

MEN'S

UP AND AWAY
A694
Up and Away Adult *Men's outerwear*

THE PARK SHOWROOM
B477
Kardo *Men's contemporary* Known
Supply *Men's tops, bottoms, sportswear*

Local Supply *Unisex eyewear*
Spiritual Gangster *Yoga, swimwear*
The People Vs *Vintage-inspired streetwear*

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NEW SHOWROOMS

LA BLEND
Suite 402
LA Blend
Trixie

ASHLEY MASON
Suite 508
Ashley Mason
Gloss & Glitter
Prosperity

OPEN
Suite 600
Open

GABBIANO
Suite 605
Gabbiano

5 SEASONS SHOWROOM
Suite 1108
1.State
Cosabella
Fresh Laundry
Good Hyouman
Gypsy 05
Gypsy Flea Market
Rune
Tart Collections

NEW LINES

MICHAEL BUSH – LA APPAREL
Suite 406
Chroma Basix
French Kyss

THE M SHOWROOM
Suite 406
Maven Studio
Young Essence

EMBLEM SHOWROOM
Suite 407
Alphamoment
AMO
Baruni
Betty & Veronica
Elle Zeitoune
Hels BCN
Kayo
Mayrah
Naulover
Ssic and Paul
Terry Kim

CHANTAL ACCESSORIES
Suite 509
Hipanema
Simone Herrera

JOKEN STYLE
Suite 602
Amadeo
Calinana
Clamor Glamour
Corbani
Costello Swimwear
Dawn Sunflower
Iris Fashion
Kaliopi Eleni Collection
Kuumba Jewelry
Mint Lifestyle Clothing
Nudz Beachwear
Panos Emporio
Purplepeppa
Zomi Gems

HASSON COSTA
Suite 700
Naadam

KLA SHOWROOM
Suite 704
Alp N Rock

SALT & PEPPER SALES
Suite 802
Gerties
Siska
Spirithouse

TREND REQUEST
Suite 803
CODEXMODE
Superfoxx

➡ New Lines page 7



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New Lines

Continued from page 6

SHOWROOM SHIFT

Suite 806
Zina Kao Exclusives

CORINA COLLECTIONS

Suite 807
AV Max
BeJe Designs
Pliers & String
Vere

BENECCI
Suite 811
Elisabetta Franchi
Liujo
Liujo Blue Denim
Trussardi

BERNADETTE MOPERA & CO.

Suite 813
See U Soon

NICHE SHOWROOM

Suite 901
Mila
Scrapbook

LA RUE SALES

Suite 904
Divine Rights of Denim
Golden Daze
Suzette Collection

BRANDY GARRISON-YOGINI

GARMENTO

Suite 1002
Hyde

REPRESENTING SHOWROOM

Suite 1002
Maude Vivante
Stone Collins
Sunnyside LA

JACKIE B SHOWROOM

Suite 1004
1denim

MARY MINSER SALES

Suite 1005
A People United

FASHIONLINK/CREATIVE CONCEPTS

Suite 1011
Unbreakable Evolution

WBC SHOWROOM

Suite 1101
Adrift
Brokedown

RANDE COHEN SHOWROOM

Suite 1103
An Old Soul

SHOWROOM 1205

Suite 1205
Errant
Estelle
Jachs Girlfriend
Naudic Australia
Sisters
Stella
Vintage By Naudic

Cooper Design Space

860 S. Los Angeles St.

NEW SHOWROOMS

FRANKIE ROOM
Suite 612

The Gerry Building

910 S. Los Angeles St.

NEETU MALIK SHOWROOM

Suite 901
Cynthia Ashby
Gartenbank Shoes
Itemz
M Square
Noblu
Skif Sweaters

NINA PEREZ SHOWROOM

Suite 901
Coobies
Flax
Jag Jeans
Niche
Ozone Socks

ARLENE HENRY SALES

Suite 902
Art-Hearted
Colour 5 Power
Creare
Lauren Vidal
Max & Mrs. Finch
Mezon
Staples USA

TIVOLI PARIS COLLECTION

Suite 902
Deca
MC Planet

JULIE & STUART MARCHER LTD.

Suite 903
Clara Sun Woo
Coatology
Damask
Elliot Lauren
Nally & Millie
Translation

JAMIE PRINCE SALES

Suite 904
ALEMBIKA
Art Point
Cigno Nero
Crea Concept
Ingrid Munt
Inizio
Kedziorek
Lior
Testimony
Xenia Designs

BARBARA NOGG, INC.

Suite 905
AN Designs
Brodie Cashmere
Escape from Paris
Equestrian
MA+CH-MarikaCharles
Petit Pois
See Concept-Paris
Vitamin

KAREN KEARNS SALES

Suite 906
Amy Brill Sweaters
Butter + Cayenne
Conquista
Forest Lilly Dresses
In Cashmere

Jane & John
Lulu Love
Matti Mamane Dresses & Sportswear
Pam Lazzarotto
Phyllis Clark Jewelry
Vertex by Rina

CAROL HERZOG

Suite 907
Amb Designs
Delight.London
GERSHON BRAM
Planet

STEVE LEVINSON

Suite 907
Delight London
Dressori
Green Sewn
Lotus
Mao mam
Mona Lisa
Saragossa
Van Klee

JULIE WALLS

Suite 908
B Collection by Bobeau
Kinross Cashmere
NIC + Zoe
NYDJ
Saint James

Lady Liberty Building

843 S. Los Angeles St.

THE A/C COLLECTIVE

Suite 300
Atoir
Boho Me
Boyish Jeans
Lost in Lunar
S/W/F
WYLDR

Academy Awards Building

817 S. Los Angeles St.

NEW SHOWROOMS

LC COUTURE

Suite 2A
Women's manufacturing
BIZ BABEZ
Suite 2B
U DESIGN 4 U
Suite 2D
BROTHERHOOD
Suite 2F
GLOBAL REBEL INC.
Suite 3A
SUGARPUSS /MUHEEKAH COLLECTION
Suite 3C
Women's clothing

SEWING SEAMS

Suite 3E
Sewing

M THE MOVEMENT

Suite 3G
SIMMONS PR
Suite 3H
Womenswear

BROOKLYN GROOMING

Suite 3J
Menswear

ELR MEDIA GROUP

Suite 3P
Womenswear

FOLI + LO

Suite 4F
Party stuff

AMA FASHION PR

Suite 4G
Fashion PR

NEW LINES

SORN NONN/LAPHINY INC.

Suite 2E
Laphiny Inc. *Accessories*
Sorn Nonn *Clothing*



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Westfield *Continued from page 1*

over-year comparison of Thanksgiving and Black Friday 2016 versus the previous year.

For William Hecht, chief operating officer of Westfield's American operations, the massive renovation of Westfield Century City is a rethinking of the purpose of retail centers and what attracts people to retail centers.

"We're going to give people a reason to come to the center at least two to three times a week," he said.

The change means less fashion at Westfield Century City. Before the renovation, 80 percent of



Leading malls in Asia increasingly merge work, play and living. More people will seek such an arrangement, Underhill said.

Westfield believes that groceries and food will give people more reasons to visit a mall. **Gelson's** supermarket has been a longtime tenant at Westfield Century City. **Eataly**, an Italian culinary market and a food hall, is scheduled to open this fall. It will be the first Eataly on the West Coast. Restaurants include the Taiwanese cult favorite **Din Tai Fung**, which attracts crowds of people at high-end retail centers in Southern California such as **South Coast Plaza** and **The Americana at Brand**.

Other eateries include tree-to-table Mexican restaurant **Javier's**; **Shake Shack**; **Crack Shack**; **Chick-fil-A**; **Randy's Donuts**, an iconic donut shop from Inglewood, Calif.; and hipster Jewish restaurant **Wexler's Deli**.

The UCLA Health Clinic will offer urgent care and family medicine at Westfield Century City. Another tenant is **Forward**, a private clinic. There's also **Next Health**, a cryotherapy lab that offers IV drips and vitamins. Westfield Century City will be a place to work out as well. Luxe gym **Equinox** opened in 2016. Also on the site are a **Gloveworx** boxing studio and a **Caudalie Paris**

➔ **Westfield** page 9



the tenants at the retail center were fashion tenants. Post renovation, more than 50 percent of the tenants sell apparel.

Hecht and his colleagues forecast that the new tenant mix will compel people to visit the mall more and, subsequently, buy more fashion.

Westfield is riding a new wave of mall development, said Paco Underhill, an environmental psychologist, author of the book "Call of the Mall" and chief executive officer of market-research firm **Envirosearch**.

"The reason for a mall to exist is not just to rake in rent, it's to set the tone for the lifestyle of the apartments and offices around it," Underhill said.

Nordstrom Debuts New Store Design at Westfield Century City

When **Nordstrom Inc.** opened its newest full-line store on Oct. 3 at **Westfield Century City** in Los Angeles, the leading department store unveiled a new design that sought a style that features more natural light and a more spacious feel, said Anya Pavlovic, a Nordstrom spokesperson.

The new design features larger windows and skylights to allow more natural light to come into the store. Instead of carpeted floors, the new Nordstrom has tiled floors that will allow more flexibility to move around installations, fixtures and displays.

The new store will feature exclusives and focus on omni-channel retail. Westfield Century City's Nordstrom will be the first to offer a **Nordstrom x Nike** boutique, which will offer exclusive and limited-edition women's Nike merchandise. It also will feature the second

Space boutique, which features styles from emerging designers and high-end designers such as **Acne Studio** and **Simone Rocha**. Both boutiques were put together by Olivia Kim, Nordstrom's vice president of creative projects.

The store will display new features such as mannequins made in the forms of various body shapes, including plus sizes. The retailer requested some brand partners to expand sizing up to 18. The program was launched in the Century City store. By the holiday season it will be rolled out to **Nordstrom.com**. Eventually the extended-sizing program will be rolled out to other full-line Nordstroms, a store representative said.

For omni-channel, the store will offer a buy-online-pick-up-in-store feature as well as a curbside pick-up service, where shoppers can buy something online and make an appointment for the item to be delivered to their car while they wait outside the retail center. For an added \$15 fee, shoppers can request that items be delivered to their homes for a two-hour delivery or same-day delivery. The three-level store will cover 154,000 square feet and will employ a staff of 460.—A.A.



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Westfield *Continued from previous page*

spa, which offers skin creams based on extracts from grapes. Entertainment will also be a big deal at Westfield Century City. Westfield hired **Tony Award**-winning producer Scott Sanders to produce events on the campus. It also developed partnerships with the **Los Angeles County Museum of Art** and the **Annenberg Space for Photography** to install fine art and photography at the retail center. For industry insiders, the mall will offer studio services for film and television productions for wardrobe purchases.

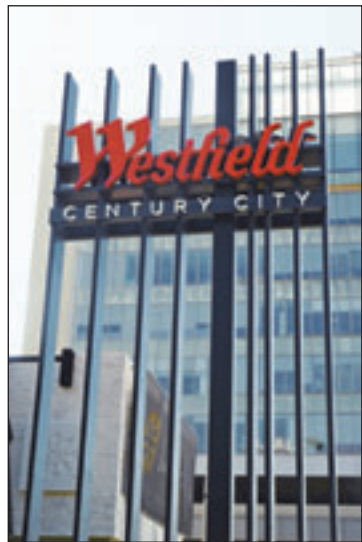
The redesigned center now has more places to lounge and hang out. Design guru Kelly Wearstler planned park-like spaces with teakwood furniture where shoppers can relax. The retail center's flooring features Moroccan tile. There are reflecting pools and a long table for communal seating at The Atrium, where performances and public events take place at the center. Digital media screens around the center will show live broadcasts of events.

Transit is a consideration at Westfield Century City. There is an **Uber** lounge, where the ride company's drivers can drop off and pick up people. A Purple Line light-rail station is scheduled to open in 2024.

The sprawling center features 200 shops, including new retailers and companies with just a few doors.

New brands include **Untuckit**, which makes men's woven shirts meant to be worn untucked.

There are also new stores for brands such as neo-preppie



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September Sales Good

September delivered good news to retailers, according to Kevin Perkins of market-research firm **Retail Metrics**.

Mall-based, action-sports retailer **Zumiez Inc.** reported a same-store-sales increase of 9.3 percent, which outpaced Retail Metric's consensus that Zumiez's same-store sales would only increase 2.9 percent in September.

L-Brands, the parent company for **Victoria's Secret** and **Bath and Body Works**, posted a same-store-sales decline of 2 percent. Perkins said it was in line with company's guidance. The company noted that the damage from Hurricanes Harvey and Irma knocked 1 percent off of L Brands' total sales.

In an Oct. 4 note, Perkins said the consumer is in a good space, but people don't shop like they did before the Great Recession.

"We see the consumer as being in the best shape they have been in since the Great Recession," he wrote. "At the same time, the pro-

lific spending baby boomer generation is retiring, spending less, and when spending, allocating increased resources to experiences and health care services and not to hard goods. Meanwhile, millennials who experienced the gut-wrenching pain of the financial crisis in their formative years have morphed into a more-prudent spending generation."

For value retailer **Cato Corp.**, September business continued a decline. It posted a 11 percent decline in same-store sales. In the previous month, it reported a 10 percent decline, said John Cato, chairman, president and chief executive officer of Cato.

"Negative sales trends continue to put severe pressure on merchandise margins and profitability as we continue to work through our merchandise missteps," Cato said in a prepared statement. "It is taking longer to work through these issues than expected and we expect full-year earnings to be significantly below last year."—*Andrew Asch*

September Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$77.90	-6.1%	-5.7%
Cato Corp.	\$76.20	-8.0%	-11.0%
L Brands Inc.	\$981.60	+1.0%	-2.0%
Zumiez Inc.	\$84.40	+12.6%	+9.3%

Source: company reports

RETAIL

Vineyard Vines, Canadian retailers **Aritzia** and **Oak + Fort**, golf lifestyle brand **TravisMatthew**, and Dutch custom-suit shop **Suitsupply**, which features a service where shoppers can make their own suits. Also on site is a 1,100-square-foot pop-up space for new retailers.

The boutiques will be anchored by three major department stores. **Macy's** and **Bloomingdale's** both unveiled extensive remodels in April and November 2016, respectively. **Nordstrom** unveiled a new design concept with increased natural lighting, concierge desks, an expanded beauty department and unique boutiques such as **Nordstrom x Nike**, a special **Nike** store for Nordstrom.

Hecht hopes that Westfield Century City will attract people from throughout the state. But its main draw will be residents of the well-to-do Westside districts of Cheviot Hills, Beverly Hills and Bel-Air. Other big draws will be people staying in luxe hotels such as the **Beverly Hilton**, which recently completed an \$80 million renovation, and the neighboring **Waldorf Astoria**, which opened in June and is adjacent to the Beverly Hilton.

Westfield is on the move with its high-end centers. It will unveil extensive renovations at its **Westfield UTC** center in La Jolla, Calif., this month and its **Westfield Valley Fair** center in Northern California in 2018 and 2019, according to a company website. ●



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TRENDS

Denim Dominates on the Runway at Directives West Trends Forecast

If you were betting that denim would make a big comeback for the upcoming Spring/Summer 2018 season, you were right on the money.

At the **Directives West** trend forecast, denim was seen everywhere at the runway show held on Oct. 2 at the Fashion Theater of the **California Market Center** during **LA Majors Market**.

Denim was seen in form-fitting dresses, boxy jumpers, mini-skirts, all kinds of short shorts and scruffy jackets. It came with ruffles, off-the-shoulder silhouettes and halter-top looks. Denim pants came with floral embroidery, cropped silhouettes, trimmed with ragged edges or replete with ripped fabric. The message was denim, denim and more denim.

Ruffles were another mainstay in the scores of looks Directives West presented in its forecast, which covered the contemporary, misses, juniors and girls' categories. Ruffles fluttered at the hems of cropped pants. They made their way down skirts and dresses and bounced along long-sleeved blouses.



Banjara top, June & Hudson short

Band of Gypsies top and bottom, Boundless North jacket

Kimono tops lent a breezy air to the scores of styles that emphasized that today's woman wants something casual and comfortable.

Metallic accents were seen in bright gold or silver shoes as well as silvery tops. Cropped tops ruled again and went well with a 10-inch-rise denim pant that has been popular for the last few seasons. Knot-front tops and wrap tops were also abundantly present in the trend forecast.

Dainty floral prints blossomed everywhere as did striped fabric on dresses, blouses, shirts and skirts.

Roberto Ramos, senior vice president of global strategy and communications for **The Doneger Group**, which

owns Directives West, said the company talked to scores of young fashionistas to see what was powering their purchases. Laid-back pieces and comfortable styles were key to their decisions. To set themselves apart, the statement jacket was an important element in their wardrobe.

Young consumers said they are still shopping at retail stores, but they would like these emporiums to guide them in terms of looks and concepts to get a better handle on what is in style.—*Deborah Belgum*

Majors *Continued from page 1*

changes," he said, referring to digital commerce becoming a more dominant force in consumers' lives. "There will continue to be a reduction in retailers' doors. It's no secret. The ones who find a way to stay relevant will survive. As producers, we have to find ways to stay ahead of the curve with what we do best—being a fashion company. Fashion will prevail."

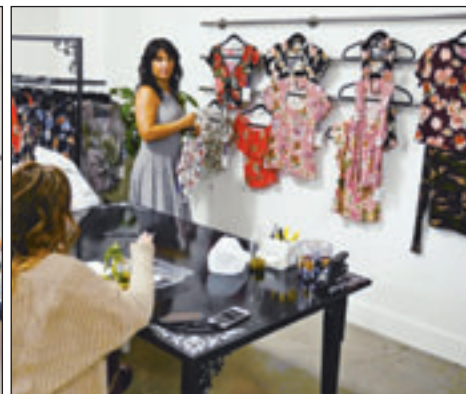
internet giant **Amazon.com**.

Nordstrom Inc. recently announced the debut of **Nordstrom Local**. In Los Angeles, the Nordstrom Local site is on the exclusive Melrose Place shopping street and will serve as a place where consumers can work with personal stylists, take manicure appointments and make returns for **Nordstrom.com** and pick up items from the e-commerce emporium and full-line stores.

In August, **Walmart** announced that it would partner with the Silicon Valley com-



SHOW: Lana Martinez models YMI styles during a meeting at the brand's showroom at the LA Majors Market.



MEETING: Alison Budow displays her showroom's goods at the LA Majors Market.

Jeff Van Sinderen, a retail analyst for financial-services company **B. Riley & Co.**, also forecast that the retailers served by the Majors Market must brace for more change.

"The department-store space is one of the oldest models in retail, and it is one of the most challenging," Van Sinderen said. "You've seen a number of store closures. There is still more consolidation that will happen. Department stores need to reinvent themselves."

Some bold initiatives to experiment with retail have been announced in the past few weeks. On Sept. 19, **Kohl's** announced that 82 of its select stores in Los Angeles and Chicago would provide return services for

pany **Google** for a new delivery service. Walmart shoppers can order goods by voice command with the Google Assistant voice-activated platform. Walmart goods also can be dropped off at homes through the delivery service Google Express.

Steve Maiman, co-owner of **Stony Apparel Corp.**, reported a busy few days of meetings at his CMC showroom. Like Vered, Maiman said that fashion would continue to be a centerpiece. "There appears to be a very optimistic outlook," he said. "I don't think it's the economy or [upcoming season of] Christmas. It's all about the product." ●



Collective Concepts top, Pistola jacket, Willow & Clay skirt

Language of Love jumpsuit, Le Lis sweater

Wallflower top, Highway Jeans shorts

Mighty Fine shirt, Ashley Mason jacket, Celebrity Pink jean

Gilli dress, Celebrity Pink denim jacket

Comune Denim jacket and jean



Ashley by 26 International jacket, STS Blue international shorts

A. Byer dress, Ashley by 26 international jacket

Yeleto bra top, Jolt dress, Blue Spice shorts

Emory Park set

Jonathan Martin top, Vertigo pant

Penelope Project shirt, Wallflower jean

Fields: Spring/Summer 2018 Juniors' Forecasts

For the Spring/Summer 2018 season, juniors will be wearing embroidered jeans, T-shirts with sequins and plaid blazers, forecast Barbara Fields of the **Barbara Fields Buying Office**.

She released her forecast during a series of presentations that took place Oct. 2–5 at her offices in the **California Market Center** in downtown Los Angeles.

Some of the unique looks of the Spring/Summer 2018 season will be details such as sequins and pearls. T-shirts displayed during the presentations included a white T-shirt bearing the word “Moi” spelled out with faux pearls. Gray and white faux pearls decorated the shoulders of one sweatshirt. White faux pearls made the shape of a starry night on a black T-shirt.

Spring/Summer 2018 T-shirts are forecast to bear girl-power slogans as well as humorous messages. Fields also forecast a wide variety of shapes in T-shirt silhouettes such as loose peasant blouse-style shapes, camisoles and tops featuring puff sleeves. Also look for a continuation of the shoulder-bearing “cold shoulder” top during the upcoming season.

Other T-shirt details for the upcoming season will feature embroideries, ruffles, side-tie trims, lattice ties, cutouts and key-hole details. Also look for grommets fastened by rings on some T-shirt sleeves.

Fields also forecast that juniors are going to enjoy a wide variety of denim looks for the upcoming Spring/Summer 2018 season. Look forward to the continued popularity of distressed jeans. Also predicted to be popular: jeans bearing embroideries, decorations with pearls and beading. There will also be mixed-media looks such as denim skirts and pants with fishnet and mesh panels. Denim jackets will feature prominently in juniors wardrobes during the season. Oversize denim jackets will be popular as will parka-



DENIM & PEARLS: Spring 2018 juniors fashions will feature pearl details and a myriad of denim styles.

sized denim jackets. Also look for denim jackets with patches and graphic details.

Athletic tops and sweatpants will be detailed with fabric bands bearing brand names, and slogans are forecast to be popular. During the presentations, Fields made some forecasts for Fall 2018 juniors styles. Biker jackets made out of faux-leather materials are predicted to be popular as will leather-look jackets detailed with faux fur and shearling.

Fields has been forecasting juniors trends since the mid-1980s. She bases her predictions on frequent shopping trips to fashion capitals such as London, New York, Tokyo and Los Angeles.—*Andrew Asch*

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Contact: Suzanne De Groot
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www.jerianhangers.com
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swisstulle

Contact: Martina Callegari, Sales Director
+41 (0) 71 969 32 32
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m.callegari@swisstulle.ch
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