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Los Angeles Fashion Week

SPRING COLLECTIONS IN LA

A mix of local, national and international designers bowed Spring 2018 collections on the runways at Art Hearts Fashion Week. For more from the shows, see page 6.

Datari Austin London

TRADE SHOW REPORT

Buyers Navigate Sprawling LA Market

By Andrew Asch, Deborah Belgum and Alison A. Nieder

The recent **Los Angeles Fashion Market** was a sprawling affair with permanent showrooms and temporary exhibitors showing at trade shows showcasing everything from Immediate goods to Spring merchandise to a group of buyers that were predominantly local.

In addition to showrooms at the **California Market Center**, **The New Mart**, the **Cooper Design Space**, the **Gerry Building** and the **Lady Liberty** building, buyers had several temporary trade shows to shop, including **Designers and Agents**, **Brand Assembly**, **Capsule**, **LA Men's Market**, **Transit**, **Select**, **ALT** and **Contemporary Curves**.

For some, the market was steady while others reported lower-than-expected traffic. The market, which kicked off on Oct. 8 for some showrooms but officially started on Oct.

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The U.S. Free-Trade Agreement With Central America Is Next in Line for a Makeover

By Deborah Belgum Senior Editor

Experts are meeting for their fourth round of NAFTA trade talks in Washington, D.C., this week with the idea of wrapping up negotiations to revamp the North American Free Trade Agreement by the end of this year if President Trump doesn't derail the deal. But as soon as NAFTA has been repackaged, the spotlight is expected to be pointed at the U.S. trade agreement with Central America.

Central America, with its hundreds of clothing factories, is a big player in the apparel industry, exporting most of its production to the United States. There are factories that employ thousands of workers cutting and sewing T-shirts for **Target** and **Walmart** as well as producing T-shirts for several Los Angeles clothing companies such as **Jerry Leigh**.

The region is a top manufacturer of basic T-shirts, un-

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Epson's Latest Printer Aims for High-Speed Production Users

By Alison A. Nieder Executive Editor

Epson America, the Long Beach, Calif.-based U.S. division of Japanese print technology company **Seiko Epson Corp.**, has a new wide-format printer for dye-sublimation transfers that is designed to provide the speed and accuracy needed for medium- and high-volume printing.

"This is a very high-production printer with speeds of more than 1,000 square feet an hour," said Tim Check, Epson America's product manager for professional imaging.

According to the company, the 64-inch **Epson SureColor F9370** can deliver industrial-level production speeds up to 1,169 square feet per hour. The printer has several features to ensure hands-off accuracy at high print speeds. For example, the F9370 has a new integrated fabric wiping system that cleans the printhead to ensure that paper fibers don't get stuck to the printhead plate.

Check compares the wiping system to the old-fashioned hand dryers with a loop of fabric that feeds a fresh section of fabric for each use.

"Inside one of these fabric wipers is about 50 feet of fabric wiping fabric—enough to last a standard user about four to six months," he said. "Every time it wipes the head, it pulls up a new fresh piece of pristine fabric."

The wiping system cuts down on the need for user intervention, Check said.

"During a long print or overnight print, the printer can automatically wipe the printhead during the middle of print and then resume printing. It only takes a few seconds to do," he said.

There is a roll-to-roll media support system with automatic paper-tension controls to consistently feed the paper through the printer. The feeder supports a range of paper and roll sizes and is able to handle everything from fabric production to soft signage and home décor applications. The heavy-duty frame is factory aligned and doesn't require manual adjustment, Check said.

"Our take-up reel also has a capacity up to 100-pound rolls," he said. "The grip roller is designed to handle heavy-weight papers all the way down to as light as 40-gram paper. Being able to handle heavier rolling means you can put more paper on the roll to be more productive. If you're going to print overnight, you can load the printer up. Instead of having a 500-foot roll you may be able to go up to a 1,000-foot roll. That really can boost up your overall throughput for one



The Epson SureColor F9370 printer is designed for medium- and high-volume printing.

of these machines."

At high printing speeds, getting the tension wrong between the two rollers can result in a light band or a dark band running across the print. The F9370 has a large feed roller that helps control the speed that the paper runs through the printer.

"At the beginning of the roll, there's more weight on the roll. The printer needs a little more power to overcome the inertia of the paper," Check said. "When you're at the end of the roll, the roll is pretty light and it's easier to turn. This big grip roller gives us more precise control."

The printer also has sensors in the paper unwinder, the take-up system and the media-feed roller, which all work

together to ensure the proper power, torque and tension are applied at all times during printing.

"All that is done in real time," Check said. "The sensors are communicating as the printer is in motion."

The dual-printhead F9370 uses **UltraChrome DS Ink** technology, which delivers high-density blacks, high contrasts and good color saturation. The printer has a high-capacity ink tank that can hold up to three liters of ink per color. The printer has a micro-weaving function to determine how many printhead passes are needed to blend the colors when putting the ink on **Epson DS Transfer Papers**. Like Epson's other printers, the F9370 uses **Wasatch SoftRIP TX** software.

"This is a total turnkey solution," Check said. "All that's needed is a heat press and the fabrics."

The printer is managed from the Epson Control Dashboard, which can run cleanings remotely, check ink levels, update firmware and download new media profiles.

Check said he anticipates many of the customers that purchase the F9370 are also using earlier F-Series printers and will continue to use the older models after they add the F9370. These customers need assurance that print color and quality will be consistent from printer to printer.

"That's a big factor, especially when you're producing apparel where you have a small-size dress on one printer and a medium-size dress on the other. They're coming off two different printers but they have to look the same if they're going to go on the same rack," Check said.

The SureColor F9370 is replacing the **SureColor F9200** and joins a portfolio of SureColor F-Series printers, which includes the **SureColor F6200** and **SureColor F7200**. The F9370 is designed to meet the needs of high-volume producers looking for speed, accuracy and quality with little need for much user intervention.

"All those applications that you can do with dye sublimation, you can still continue to do—you can just do them more efficiently," he said. ●

LINGERIE

Kent Woman: Don't Compete With the Female Form

When she was going to fashion school in London, Stacy Anderson thought most lingerie had a hollow sex appeal. She wanted something different: underwear that felt special, that looked good but did not embrace a body shape that she thought was unattainable for most women.

Fast-forward to November 2016, when Anderson started **Kent Woman** in Los Angeles. The lingerie line offers 11 styles for a style ideal that she wanted to embrace when she was a fashion student in London.

"There is something special about the pieces that you put closest to your skin. You should feel amazing in them. It is a style choice," she said. "For us, under-apparel is more about strength and self love rather than sex. Just as over-apparel is an expression of who you are and what you want to represent to the world, your under-apparel can be just as expressive."

Kent Woman's camisoles can be worn as a top, Anderson said. But it is an underwear line, and it has a point-of-view. Bras are designed without underwire. "Everything is meant to complement rather than compete with a woman's form," she said. "Rather than push up and squeeze, we let women's



natural bodies be embraced by natural designs." Looks include high-waisted briefs and soft bras as well as thongs and tap shorts. Body suits will be introduced in Summer 2018.

Anderson contends Kent's high-waisted panties have sex

appeal. "There is coverage. It is not slinky. It is sensual," she said.

Items are made out of fabrics such as organic silk. Anderson works with a factory in East LA to make the line. It was launched exclusively on downtown Los Angeles-headquartered e-tailer **The Dreslyn**. For Spring 2018, Kent will be available for wholesale. It will come in colors including ivory, black, champagne, a red claret and a blue-gray color called slate.

A percentage of proceeds from the brand's sales goes to nonprofits such as **Zana Africa**, which offers menstrual pads and health education to girls in Kenya. Another nonprofit, **Bridge International Academy**, funds school tuition for girls.

Wholesale price points range from \$32 for high-waisted briefs to \$56 for soft bras. For more information, contact sales@kent-woman.com.—Andrew Asch



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LA Market *Continued from page 1*

9, was held against a backdrop of news of the aggressive wildfires in Northern California. Nearly everyone seemed to have a story about a Northern California exhibitor or buyer who showed up at market on Monday morning only to turn around and go back home to make sure their home and business were safe.

CMC opened strong

Several showrooms at the CMC got the market started early by opening on Sunday, Oct. 8. That was the case for Mindy Lubell and Romy Migliazzo, who recently relocated their shared showrooms, **Mindy Lubell** and **Romy M**, from the building's 10th floor to the fifth.

The Romy M showroom carries a mix of accessories brands, including **Hot Rocks Jewels**, **Mayuu**, **Dynamic Asia**, **Soul Stonz**, **Melania Clara**, **One for You One to Give** and **Boutique Mexico** as well as **Riki & Romi**, Migliazzo's own line of handbags. Lubell's main collection is **Raj**, an Indian-made collection that includes caftans, kimonos, tunics, ponchos and dusters as well as accessories such as handbags and interchangeable straps for handbags that look like embellished guitar straps. Her other lines include **Bindy**, **Dini's**, **Hansa**, **Malibu Bows**, **Sharona Jewels** and **Havianas** flip-flops.

"Market was fabulous—it was like the old days," Migliazzo said. "I had big chain stores in here. I wrote more business than I have in many years."

Lubell said that she and Migliazzo booked many appointments in advance but also saw drop-in traffic starting on Sunday.

"We saw people we haven't seen before that weren't shopping the 10th floor," Migliazzo said.

Another new showroom on the fifth floor was **Superdry**, which opened shortly before market and hosted a grand-opening party on Oct. 10. The new space features wrap-around windows with views of downtown Los Angeles and custom-made fixtures built in the United Kingdom and shipped to LA.

Superdry incorporates vintage Americana and Japanese-inspired graphics with a U.K. street style. Los Angeles is one of the biggest U.S. markets for the British brand, said Caroline O'Hagan, regional account executive

for the West Coast for the company.

The label had been repped on the West Coast, but the company decided to open a corporate showroom, explained Anders Thomsen, Superdry's regional wholesale manager for the U.S. Thomsen said having a dedicated showroom allows the brand to work more closely with customers. The company will also use the space to host product knowledge seminars for retailers, wholesale customers and staff.

"We believe in the building and in the market here. It's a great opportunity to grow Superdry in the U.S.," O'Hagan said.

Margaret Cox in the **Lindi** showroom on the third floor was equally pleased with the market.

"I would say there was an upbeat attitude," she said. "They were happy to see some bright colors and were a little more adventurous in terms of body styles."

Cox's showroom was open on Sunday and she stayed late most nights, working with accounts from Texas, Washington, Arizona,

Utah and Florida as well as several Southern California stores.

The New Mart feels the energy

Showrooms were buzzing at The New Mart. Buyers were placing solid orders and generally were positive.

"We've had the best market since our showroom was here," said Suzie Hart, co-owner of the 12-year-old **Niche Showroom**.

Hart said boutiques remain positive despite the challenges of many bricks-and-mortar stores. "The boutiques are more customer-driven, which is reflected in their business," she said.

She also credits the positive vibe she and her colleagues created for the recent fashion market. The showroom opened a day early on Sunday and offered brunch bites and frozen rosé wine—or frosés. On Monday, there were boozy frozen desserts such as vodka-smashed sorbets, and on Tuesday the showroom served tacos and frozen margaritas. "We made it entertaining," Hart said with a laugh. "Positive energy brings positive sales."

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OPEN AT CMC: Caroline O'Hagan and Anders Thomsen at the newly opened Superdry showroom at the CMC

Calendar

Oct. 14

Fashion Industries Guild dinner honoring Dr. Sabrina Kay and Anine Bing
Montage Beverly Hills
Beverly Hills, Calif.

Oct. 15

Fashion Market Northern California
San Mateo Event Center
San Mateo, Calif.
Through Oct. 17

Oct. 17

Coast
Seagate Hotel & Spa
Delray Beach, Fla.
Through Oct. 18

Oct. 18

SEAMS National Networking Conference
Westin Hilton Head
Hilton Head, S.C.
Through Oct. 20

Oct. 25

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through Oct. 28

FIG
Fashion Industry Gallery
Dallas
Through Oct. 27

Kingpins
Westergasfabriek
Amsterdam
Through Oct. 26

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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IMPORT/EXPORT

CAFTA *Continued from page 1*

derwear, sweatshirts, pants, synthetic activewear and socks. In the Dominican Republic, a member of the Central American free-trade agreement, which also includes the United States, Guatemala, Honduras, Nicaragua, El Salvador and Costa Rica, the **HanesBrands** employs some 8,000 people.

But the difference between Central America and NAFTA is that the United States has a \$5 billion trade surplus when dealing with the DR-CAFTA countries while the United States has a \$74 billion deficit when dealing with its NAFTA partners, Mexico and Canada.

From Canada, the United States imports a lot of crude oil and natural gas. From Mexico, it brings in a large number of cars, trucks and auto parts.

That means that a renegotiated DR-CAFTA may not be as drastic as it could be with NAFTA.

"We export about \$29 million in goods to CAFTA countries and import about \$24 billion," said Gail Strickler, former assistant U.S. trade representative for textiles under the Obama administration and now president of global trade at **Brookfield Associates** in Washington, D.C. "I don't think anyone is going to want to mess with a \$5 billion surplus."

Strickler expects that CAFTA negotiations down the road will concentrate on intellectual-property protection and digital commerce—subjects that weren't that important or prevalent when the free-trade accord initially took effect in 2006.

Other areas that probably will be addressed include trade facilitation. The U.S. administration would like to speed up customs processing in Central America, improve training of customs officials at the borders, and reduce corruption at customs-entry points and at the ports.

The extent of corruption in Central America was front and center in 2015 when then-Guatemala President Otto Pérez Molina and his vice president, Roxana Baldetti, were

arrested on customs-fraud charges for allegedly siphoning off millions of dollars in customs duties from importers trying to get their goods in at a reduced rate in exchange for financial kickbacks. Perez and Baldetti are still in prison.

But what happens with DR-CAFTA depends on what happens with the NAFTA negotiations. The fourth round, Oct. 11–17, is being held in Washington, D.C., with hopes that the trade talks will wrap up by the end of this year or early 2018.

"NAFTA is being renegotiated first. I think that will have a big impact on what may or may not be discussed relating to CAFTA," said Julie Hughes, president of the **U.S. Fashion Industry Association**, a trade group in Washington, D.C., that represents U.S. apparel and textile importers.

Right now, one of the sticking points in the NAFTA renegotiations is trade-preference levels, also known as TPLs. TPLs allow for a certain amount of yarn and fabric produced outside the free-trade-agreement region to be used in apparel production as long as the non-regional inputs are cut and sewn within the free-trade countries.

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

U.S. textile companies would like to see this regulation disappear, but the Mexicans, who use it more than the Canadians, want it to remain. "My Mexican and Canadian contacts said they are not willing to give up some of the things that our administration is asking. One of them is the elimination of TPLs," Hughes said.

Many U.S. clothing manufacturers that produce in Mexico and Canada would like to see TPL levels increased rather than reduced because it would lower their production costs.

Saving TPLs is also supported by the **American Apparel & Footwear Association**, whose U.S. members represent

some 1,000 brand names manufactured primarily overseas; the **National Retail Federation**; the **U.S. Fashion Industry Association**; the **Council of Fashion Designers of America**; and the **California Fashion Association**.

Steve Lamar, the AAFA's executive vice president, noted that TPLs often help retain duty-free status that might be eliminated. For example, if there were no TPLs, U.S. clothing manufacturers could not use foreign-made linings in U.S.-made garments and get duty-free access to Canada or Mexico. Hardly any coat linings are manufactured in the United States. "Using Chinese or Italian lining would disqualify the entire garment from duty-free status even if it is made of U.S. fabric and sewn in the United States. If we keep the TPLs, you get that duty-free qualification," he said.

The only country in the DR-CAFTA region that has TPLs is Costa Rica, which can bring in fabric for wool apparel and swimwear, but it is hardly used at all.

One element Central American clothing factories would like to see changed is having the ability to send a certain amount of fabric made in Central America to Mexico, where it could be cut and sewn and exported to the United States and Canada without paying duties.

This is similar to a provision—called cumulation—that allows 100 million square meter equivalents of fabric to be sent from Mexico to Central America to be cut and sewn and then shipped duty-free to the United States. Most of that fabric shipped from Mexico to Central America is denim for blue jeans, but it also includes wool, cotton and man-made fiber bottom-weight cloth.

However, the U.S. textile industry opposes that idea because it would cut into the nearly \$3 billion in cotton, yarn and fabric it sends every year to the DR-CAFTA countries.

CAFTA is still a work in progress with NAFTA still front in everyone's mind. "The focus is really still NAFTA," Lamar of the AAFA said. "Then we'll see about CAFTA." ●

LA Market *Continued from page 3*

The retailers Hart saw were slightly price sensitive, but if they homed in on a must-have item, then money was no object. The Niche Showroom carries a mix of lines that range in price and styles. Retailers were definitely attracted to anything that could sell for under \$100, but then they were picking up **Parker Smith** premium-denim jeans, which wholesale for \$50 to \$80 and **Lyseé** leggings, which wholesale for \$30 to \$70.

For **The Landa Showroom**, it was all about great prints and colors, which kept retailers coming in. Front and center stood the **Aratta** line, made with vibrant embroidered prints, mixed prints and bright colors. “Buyers have been attracted by prints and graphics,” said showroom owner Shana Landa Regenhardt.

They have also been attracted to kimonos, whimsical items and novelty denim with different washes and striped side seams such as the **Dear John** line, which wholesales for \$34 to \$39.

“I haven’t heard a lot of negative from the retailers,” Regenhardt said. But she cautioned that down the road there might be some softness in Northern California retail sales because of the devastating brush fires that destroyed entire neighborhoods in Santa Rosa and Napa.

Salespeople at **The Village Showroom**—which carries **Chaser**, a contemporary line based in Gardena, Calif.; **Joy Dravecky** jewelry; and **Mila the Label**—said traffic was good during the market’s three days and was on par with last year.

Shanon Martin, one of the showroom’s owners, noted that retailers were being careful with their buys. Tina Fleming, also a showroom owner, agreed that retailers were being cautious when placing orders.

Cooper busy

Tables were filled with retailers taking meetings at the Cooper Design Space’s **Focus Showroom** during the Spring ’18 LA Fashion Market, said showroom owner Sylvana Lankshear.

“It was the food,” Lankshear joked about the busy market. Focus served lunches and offered wine and champagne for happy hours. But the traffic was busy because stores need to renew inventory.

“I don’t know if business is good,” the Lankshear said of the larger economy, “but stores need inventory for big seasons like Spring.” Many of the stores placing orders at Focus were stores from resort areas and smaller cities. “They are the backbones of their towns,” Lankshear said.

During the market, Focus represented long-term clients such as **Sen** and **Nicole Miller**. It also added jewelry line **Virgins Saints & Angels** to the showroom’s official roster during the market.

Down the hall from Focus, the **Siblings Showroom** also saw heavy traffic during the market. “People are feeling good about their businesses, and they are ready to book for Spring,” said Israel Ramirez, owner of Siblings. He also noted that many retailers were making last-minute buys for the upcoming holiday season. Retailers visiting the showroom included **Ambiance** in San Francisco and **Evereve** from the Minneapolis area.

During the market, the Los Angeles-based **Unpublished** denim brand made its debut at the Siblings showroom.

During the show, Cooper management and the **Bollare** public-relations firm produced the **Bollare Wellness Hub at Cooper Design** pop-up in the building’s lobby. The Bollare Hub offered wellness products, served acai bowls from the **Samba-**

zon brand, and provided yoga and meditation classes. It was intended as a place to decompress for show attendees, said Alle Fister, principal of Bollare. The hub also showed styles from clothing lines **Ragdoll** and **Danskin**.

Also during the market, a showroom for Los Angeles–headquartered brand **Frankie** made a debut at Cooper’s suite 612.

The Spring ’18 market also was the occasion for a new art show in the Cooper’s lobby gallery. Art group **TheMostFamous–Artist** posted its irreverent takes on prominent paintings and art movements.

Gerry Building steady as it goes

Business was brisk at the Gerry Building, where many of the showrooms carry European lines and cater to the contemporary and misses customer.

Traffic this year took on a different pattern. Normally, Sunday is the busiest day of the show. But this year, Sunday was slow. Instead, buyer traffic picked up Monday and Tuesday.

“Things were fine. We are happy with the results,” said Stuart Marcher, co-owner of the **Julie & Stuart Marcher Showroom**.

He noted that many retailers were writing orders for immediates and looking at Spring items. “The ones who were here were buying,” he said.



THE NEW MART: Shana Landa Regenhardt of The Landa Showroom



COOPER: Meeting at Cooper Design Space's Focus Showroom

His **Nally & Millie** line, which is based in downtown Los Angeles, is a consistent favorite because of its print-driven designs. **Coatology** was another bestseller because the colorful lightweight vests squish up into a compact pouch. They wholesale for \$80.

During the four days his showroom was open, Marcher saw 42 retailers, which was slightly off from last year because there were a few store closures.

At the **Miriana Ojeda Showroom**, buyer traffic was down a bit. “It was slow, but we did have some good stores that came in and they wrote,” Ojeda said. She calculated that her sales during fashion market were on par with last year.

Store buyers were looking for color and print and styles that were easy to grab off the rack and not too complicated to show. “They want something different that isn’t carried in the department stores,” she explained.

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Spring Collections in Los Angeles

Art Hearts Fashion Week returned to the Beverly Hilton in Beverly Hills to showcase Spring 2018 collections from designers who came from across town, across the country or across the globe. Additional Los Angeles Fashion Week coverage can be found at ApparelNews.net, and more runway highlights will appear in next week's issue of *California Apparel News*.



Alina Petra Anthony Rubio Datari Austin London Arzamendi Style Burning Guitars Charles And Ron Dair by Odair Pereira Dexter Simmons Diana Couture x Le Ciel Design Dinkra



Ellie Madi E S Collection Farah Abu Fernando Alberto Atelier Gyv Me Body Honey Bee Swim Jonathan Marc Stein Jovan LA Laurel DeWitt Ilava



Marisa Clark Michael Ngo Mister Triple X Mister Triple X Tropix Resort Nidal Nouaihed Resty Lagare Rochelle Goodrick Rocky Gathercole Sanja Bobar Siwy Denim Usama Ishtay Vichi Swim Wicked Things Boutique



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D&A: Buyers at the Minnie Rose booth at Designers and Agents



BRAND ASSEMBLY: Buyers review the Jet by John Eshaya line at the Brothers and Sisters booth at Brand Assembly.



ALT: Cynthia Fortune was at ALT at the CMC for the first time with her Lala Liv collection.



GERRY BUILDING: The Coatology collection at the Julie & Stuart Marcher Showroom at the Gerry Building was doing well.

LA Market *Continued from page 4*

New layout at D&A

Designers and Agents bowed a new format at the show's Oct. 9–11 run at The New Mart, a move show cofounder Barbara Kramer said was made possible when the building installed new lights in the space.

"The show grew, and we needed a new layout," Kramer said.

This season, there were 38 new designer collections at the show, including lines from Europe and Japan.

"Monday was really busy and even now buyers are all over the place," Kramer said on the last day of the show. "It's been uplifting."

Los Angeles–based luxury footwear and accessories designer Calleen Cordero got off to a brisk start.

"I already worked 20 accounts," she said early on opening day. "It's been slammed."

Cordero recently launched a diffusion brand called **Cor by Calleen Cordero**. Retailers can customize their order by choosing from among several uppers and three bases.

Cordero said she did well with the line in New York and was already receiving reorders.

Kim White said the last two years have been strong for her LA-based **Kim White Handbags** accessories brand, which she shows at D&A in Los Angeles and in New York.

"The last four markets were great," she said.

Because she designs and produces the bags in Los Angeles with little overhead, White said her handbags wholesale for about \$100 and belts for \$60.

"It's priced where it needs to be, and it's made in the USA," she said.

Nina Frank, with New York–based **Minnie Rose**, was busy all three days at D&A.

Frank said her West Coast customers know that they need to see the line when it's in Los Angeles or they might miss out on the season.

"We have to be here all five markets," she said.

This season, Minnie Rose introduced a new collaboration with embellished brand **Natural Blond**.

The **Minnie Rose x Natural Blonde** collection includes sweaters in cashmere and cotton as well as beanies and slippers with Natural Blonde's **Swarovski**-embellished patches of evil eyes, lips, lightning bolts and bomb emojis. **Kitross**, **Ron Robinson**, **Kyle by Alene Too**, **Singer22** and **Joan Shepp**

are among the retailers that picked up the line.

Another busy booth was **Transit Par Such**, an Italian-made collection featuring luxe fabrics that are washed and garment-dyed.

U.S.-based sales representative Margaretha Silverman said the first day of the show was "super busy," but traffic remained consistent throughout the three-day show. Silverman also showed the line at D&A in New York. In Los Angeles she was primarily seeing Southern California stores as well as a handful from the Pacific Northwest.

"I've had the best season I've ever had, and I've been with this company for 13 years," she said. "We have a very strong collection. Usually, I pick up two or three new accounts each season. I think I've had 10 new customers this season. That's why you come to a show."

Wholesale prices for the collection range from \$120 for a top up to \$380 for a leather jacket, but Silverman said she was seeing little price resistance from retailers.

Brand Assembly spreads out

This season Brand Assembly featured exhibitors on the 11th floor of the Cooper Design Space as well as in a Mezzanine space next to Brand Assembly's permanent showroom, **The Square by Brand Assembly**.

The three-day show got off to a strong start on Oct. 9, according to several exhibitors.

That was the case for Kris Mesner, who was at Brand Assembly with just one of her intimates collections, **Eberjay**.

Last season, Mesner showed in Brand Assembly's Mezzanine space, but this season she was on the top floor.

Mesner said business was brisk in August, but this season, she was primarily seeing existing accounts and retailers she already knew at the show.

"Most of the local people have already bought the line," she said. Plus, Mesner added, many buyers are still looking for holiday goods.

"It's hard for projections and it's hard for vendors," she said.

Christopher Seelig, owner of the New York–based **Brothers and Sisters Showroom**, said the first day of the show was "nonstop."

"I booked all my appointments on day one," he said. "We were slammed."

Traffic lightened up as the show went on, but on the final day buyers were meeting with Seelig and designer John Eshaya, whose **Jet John Eshaya** collection shows at Brand

Assembly with the Brothers and Sisters Showroom's lines.

This was the first time at Brand Assembly for Lori Markman, who runs the **Lori Markman Showroom** in San Francisco. Markman said she asked retailers where she should exhibit and was told to try Brand Assembly.

Markman brought two collections to the show, **Indigenous**, the fair-trade, organic, contemporary collection based in Sebastopol, Calif., and **Fig & Bella** hand-dyed scarves.

Markman was pleased with the layout of the show and the curated mix of brands with an "elevated price point."

"Monday was busy, and today I saw some good, key people," she said on the final day of the show.

ALT and Contemporary Curves in the Penthouse

The two recently organized shows of ALT, for activewear, and Contemporary Curves, for plus-size women, were held side by side in the CMC Penthouse, next to the CMC's Transit show and the Capsule trade show.

Contemporary Curves, the newer of the two shows, had only six booths set up while ALT was slightly larger with 15 booths.

In general, traffic was light and exhibitors were seeing only a smattering of retailers. Leah Emmott, the owner of the eco-friendly yoga apparel line **Inner Fire**, saw fewer than 15 retailers over the three days.

She flew from Vancouver, Canada, where her company is based and where she manufactures her yoga pants, which wholesale for \$33 to \$38, because she is trying to branch out to the United States.

Cynthia Fortune was also making her first appearance at ALT, where she was showing her **Lala Liv** line of inspirational T-shirts that she screen-prints herself. She has been selling her 2-year-old line primarily direct to consumers through the Internet, festivals and craft shows. Now she is trying to market her line to retailers with her T-shirts, which bear sayings such as "Living on Good Vibes," "Design the Life You Want" and "If You Can Think It, You Can Do It."

"This show has not been as successful as the Select show I attended here last time," she said.

Around the corner at the Contemporary Curves section, Joanna Samson was selling **Dex Plus**, a 1-year-old division of **Dex Clothing**, based in Montreal. "There haven't been that many buyers, but the ones who do come are taking notes," she said.

She was excited that **Ross Stores** dropped by as did the

➔ **LA Market** page 9

CMC Hosts Influencer Panel

The **California Market Center** organized several seminars during the recent **Los Angeles Fashion Market**, including one titled "The Importance of Influencers for the Modern-Day Retailer." Moderated by Ali Grant, founder of **Be Social PR**, the Oct. 10 panel included jeweler and founder of the children's line **Superism** Ben Baller; actress Becca Tobin, host of **The LadyGang** podcast; bloggers Sophie Elkus, founder of **Angelfood Style**, and Ashley Torres, founder of **Everyday Pursuits**; and Kaitlynn Carter, cofounder of the **Foray Collective** e-commerce site.

The panel discussed the importance of influencers and having an authentic voice in promoting a brand.

"If it's a brand whose whole ethos is something I connect with, that creates an authentic post," Tobin said.

The social media-savvy group advised the audience on the importance of engagement over sheer follower numbers.

"Brands are wising up to what authentic engagement is," Elkus said.

The group also detailed some of the costs involved in producing a compelling post, including scouting locations and hiring a photographer.

"We put together a team to shoot something for you and we're amplifying it for you," Grant said. "Content is expensive. A half

day with a model and a photographer and you're up to \$3,000. At the end of the day, this is how we make a living."

Carter said her company offers a range of services to fit several budgets. For example, Foray will host an influencer trip and invite one or more brands to partner with the company on the trip.

"The brand gets exposure and we provide photos," she said.

The audience had several questions for the group, including the estimated cost of hiring an influencer. Grant said her rule of thumb is \$100 per 10,000 followers. An influencer with a million followers would, therefore, charge \$10,000 to \$15,000 for an **Instagram** post.

"Most influencers want to focus on a flat-fee collaboration, but a lot of brands want to work on a performance basis, Elkus said. "Maybe they'll start out with gifting. That's where brand will notice who's converting sales."

Another question from the crowd concerned whether a brand or an influencer should post about current events, such as the recent hurricanes in Texas, Florida and Puerto Rico.



THE PANEL: Ali Grant, Ben Baller, Kaitlynn Carter, Sophie Elkus, Ashley Torres and Becca Tobin

Torres suggested that might be a day to take a break from social media.

"Maybe don't post that day," she said.

Baller said he rarely posts about **Friendly Earth**, the e-cycling company he launched in 2010.

"People assume that everything they see on Instagram is your life, and that's not necessarily the truth," Elkus said.

Which qualities interest you most in an applicant?

Joe Farrell
Fashion Merchandising Chair
FCI Fashion School

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Which programs do you offer in the summer?

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

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Francesca Sterlacci (UoF Founder) and Barbara Arata-Gavere (FIT)

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

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Karoline Gonçalves, FCI Student Fashion Show, October, 2017. Photographer: Ricardo De Aratanha

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LA Market *Continued from page 7*

Marshall Kline Buying Service, which has 60 retail clients. She said retailers were interested in Dex's guaranteed-sales program for the line, which wholesales from \$19.99 to \$49.99.

In that program, Dex takes back any portion of retailers' unsold Dex merchandise as long as they place a \$3,000 minimum order.

Sold out at LAMM

Booth space was sold out at the Oct. 10–11 run of the **LA Men's Market** at the CMC's 10th-floor exhibition space.

Blue-chip and prominent retailers such as **Bergdorf Goodman**, **Nordstrom**, **Neiman Marcus**, **Mr. Porter** and **REI** reportedly shopped the show.

Some vendors complained about the low traffic, but many of the vendors said that the retail traffic was about quality, not quantity. "There were not a lot of people, but it was a good working show. It was just retailers and sales reps," said Sergio Spitaleri, sales manager of the **10 Deep** brand.

The Orange County, Calif.-based **Richer Poorer** brand showed its socks and new basics looks such as hoodies and sweatshirts, said Kevin Joshi, national account manager for Richer Poorer. "A lot of local retailers come here. But LAMM does a good job of flying out key retailers."

Shane Wallace, sales director of the Aloha heritage brand **Reyn Spooner**, said that the show had a diversity of retailers and vendors. "We had small independent stores that I never heard of. We had a good appointment with Bergdorf Goodman," Wallace said at the Hawaiian-themed 10-by-10 booth outfitted with Japanese mats and tiki-like objects. "It was one of the few shows where I actually wrote paper. I was surprised."

Management for LAMM, an independent show headquartered in the CMC, intended to build a congenial show that also serves as a community, said Sannia Shahid, LAMM's show director. "It's to get brands and retailers together. We want them to feel like they are at their homes," she said.

Attendees and vendors could get haircuts at the **Ace of Fades** barber installation at the edge of the show. Barbecue sandwiches from **Bludso's** were sold at the event. Samples of kombucha drinks were being given out.

LAMM veterans such as **The Hundreds**, **RVCA** and **Publish** exhibited at the show. Prominent streetwear brand **Carrots** exhibited and made a special hoodie for LAMM

staff to wear during the show run.

Los Angeles brand **Serenade** made a trade-show debut at LAMM. Detroit-headquartered **Roses & Daffodils** also displayed its windbreakers, hoodies and T-shirts in a small booth outfitted with flower petals. **Roses & Daffodils** founder Mario Butterfield previously attended the show as a buyer for his store **Burn Rubber**, which continues to do business in the Detroit area.



CAPSULE: Breccia Demartini, left, and Daniella Nikolic of the Demartini label at Capsule



LAMM: Meeting at Brixton booth at Los Angeles Men's Market

Surveying the show floor, Butterfield said that prominent style trends at LAMM included camouflage, floral patterns and Aloha shirts.

Unique looks at the show included a kimono-style hoodie by **The Hundreds** brand, collared shirts made out of windbreaker-jacket material by the Los Angeles-based **Astrneme** label and a velvet trucker jacket from the **Esuri** label also out of the Los Angeles area.

Capsule: Independent's day

Independent and emerging brands have been a focus of the **Capsule** trade show since it started business a decade ago.

About 20 percent of the apparel brands exhibiting at Capsule's third Los Angeles show were new brands, and many of them were making trade-show debuts during the Oct. 9–10 run of the show in the CMC Penthouse exhibition area. Capsule also produces shows in New York, Paris and Las Vegas.

Joanne Mohr, director of women's trade shows for the New York-headquartered Capsule, said that the show mixes the emerging designers with established brands, and the recent Los Angeles show was no exception.

The 10-year-old **Samantha Pleet** brand ran a booth at the show along with Capsule veteran vendors such as **Jungmaven**, a pioneer of hemp fashions; **Aoui**, a made-in-Los Angeles contemporary brand; and **Rojas**, which has been

representing independent fashion in Los Angeles for more than 20 years.

Mohr said that 119 brands exhibited at the show. She said that the show changed its layout to make for an easier movement of people in the trade-show aisles. Half of the show was devoted to accessories, apothecary and footwear. Different from the past two Capsule Los Angeles shows, the west side of the hall was closed off.

At the show, Jungmaven introduced a capsule collection of bundle-dyed T-shirts, which are dyed with natural materials such as berries. Jungmaven founder Rob Jungmann described the bundle-dye technique as giving a camouflage style to the capsule's T-shirts.

Jungmann described the show's traffic as steady. Mostly boutiques came around including **Ron Robinson**, **North of West**, based in Portland, Ore.; and **Midland** in Culver City, Calif., which browsed for wares. Jungmann said that he shopped for his website (www.jungmaven.com), where he recently started selling apothecary and other items.

Tanya Ramlaoui of Aoui said she sold Spring '18 dresses, tops and palazzo pants. However, most of the attendees—an estimated 60 percent—were ordering immediates.

Brands making trade-show debuts at the venue included **Gala Maar**, an eco-friendly swimwear brand based in the Los Angeles area. **Demartini**, a Houston-based ready-to-wear line, unveiled the relaunch of its brand at Capsule. **Lewis Scott**, another Los Angeles-based brand, made a trade-show debut for its dresses, streetwear and ecologically sustainable looks, which offered functional details such as lobster-claw keychains.

Sirah The Label made an appearance at Capsule. It offered minimalist styles such as slipdresses. Proceeds from the New York-headquartered brand will go to fund job-skills programs in the Philippine capital of Manila.

Los Angeles label **323** showed unique silhouettes such as a dress with an asymmetrical kangaroo pocket. The label's clothes are made out of dead-stock fabric. Los Angeles-headquartered **Philosofee** showed dresses that emphasized a fluidity of movement. Brand owner/designer Glauca Stanganelli worked as a ballerina in her native Brazil.

Karen Meena, a vice president of the Ron Robinson boutique, shopped Capsule. She noted that velvet was going to be one of the most stylish fabrics for the Spring 2018 season.

"Velvet is big—velvet backpacks, velvet sweatpants, velvet pajamas. We're going to be seeing very comfortable clothes," she said. "The world is so harsh and crazy, but clothing is going to be very comfortable, warm and fuzzy." ●

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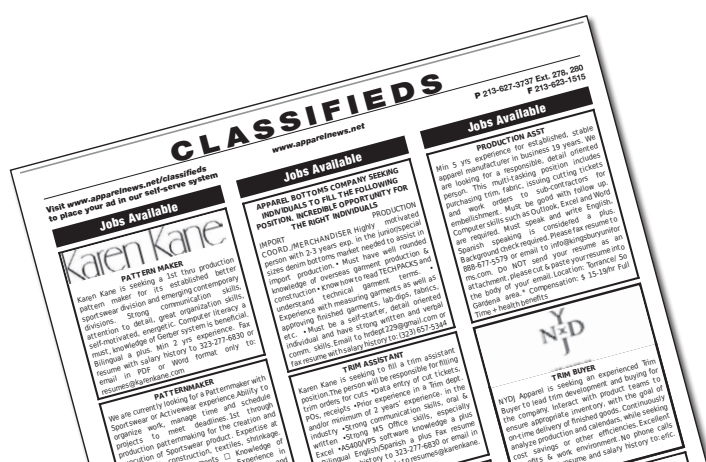
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Denim Report

T-shirt Advertorial



November 3

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T-Shirts

Denim Advertorial
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