

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 72 YEARS

\$2.99 VOLUME 73, NUMBER 48 NOVEMBER 17-23, 2017



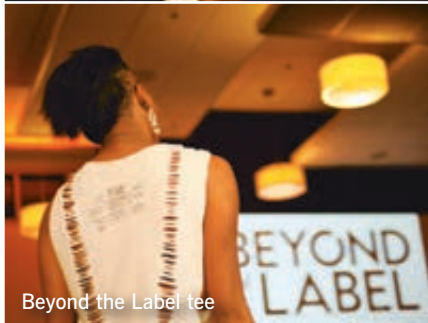
Bead & Reel



Bead & Reel



Concert Couture by Santa Monica College students



Beyond the Label tee



Buffalo Exchange



Chop Shop by Santa Monica College students



Industry of All Nations



Tradesy



Triarchy

JANELLE HIPWELL PHOTOGRAPHY

Beyond the Label Sustainable Fashion Show Returns in Santa Monica

At the **Beyond the Label Sustainable Fashion Show** in Santa Monica, Calif., all the looks on the runway were sustainably dyed, featured natural materials, and were made using ethical and fair-trade manufacturing methods. Labels included **Industry of All Nations**, **Triarchy** and **Beyond the Label** as well as eco fashions from ethical e-tailer **Bead & Reel**. Fashions were accessorized with vegan footwear by **MooShoes** and handbags by **Matt & Nat**, **Indosole**, **Veja x Industry of All Nations** and **Insecta Shoes**. There were also vintage looks from resale boutiques such as **Tradesy** and **Buffalo Exchange** as well as upcycled styles made by students from **Santa Monica College**. One of the projects, titled **Concert Couture**, featured jackets made from aban-

doned tents collected after the **Coachella Valley Music and Arts Festival**. Another, called **Chop Shop**, reworked denim jackets. The Concert Couture jackets will be sold in a benefit for Beyond the Label's fashion education program.

The Nov. 6 event was organized by Beyond the Label founder Taryn Hipwell and her efforts to convince consumers to research how their clothing is made and what materials are used to make them.

In addition to a runway show, the event also included a panel discussion on pollution within the apparel supply chain moderated by Hipwell and featuring Lisa Mazzotta, a producer of the documentary film "RiverBlue"; Isaac Nicholson,

➔ **Beyond the Label** page 5

Apparel Marts Across the Country Are Figuring Out How to Adapt to Changing Times

By Deborah Belgum *Senior Editor*

Six months after **Brookfield** acquired a controlling interest in the **California Market Center** in Los Angeles, plans are still swirling around about how the half-century-old complex will be modernized and updated.

As rumors and conjecture buzz around the building, Brookfield still hasn't released definitive plans about what the future brings beyond the fact that more creative office spaces will be developed in an area of downtown Los Angeles undergoing a major Renaissance.

"Brookfield is still fine-tuning a lot of the design," said Chris Penrose, a real estate agent with **CBRE**, hired to lease the revamped space at the CMC, which is 50 percent vacant. "But I can tell you, there is going to be a night-and-day difference in the look and feel there."

Brookfield, which in June spent \$440 million to acquire a controlling interest in the building from **Jamison Realty**, has already said it wants to develop more creative office spaces and

➔ **Apparel Marts** page 8

Bendoni Breaks Down Trend Science at FGILA Event

By Alison A. Nieder *Executive Editor*

When Wendy K. Bendoni got her start in the trend-forecasting business, the job involved multiple overseas trips to international fashion capitals with a long lead time to distill the trends for the upcoming season.

"You would go to Europe five times a year and then you would have nine months to produce it," she said.

While the trends trickled down into the mass market, the trend forecaster moved on to the next season.

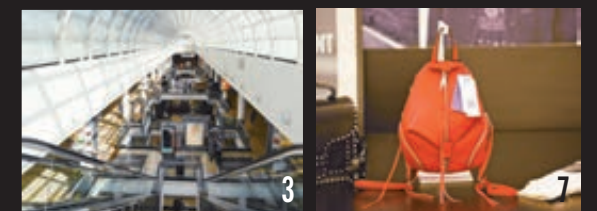
The advent of fashion bloggers and social media changed that leisurely cycle and shifted the focus from the runway to the bloggers themselves.

"The fashion cycle is completely destroyed at this point," said Bendoni, an assistant professor and chair of the marketing and fashion marketing departments at the Burbank, Calif.-based **Woodbury University**. "Retailers have to be able

➔ **FGILA** page 6

INSIDE

Where fashion gets down to businessSM



Robertson Plaza leasing up ... p. 2

Westside Pavilion's next steps ... p. 3

Scharff leaving Dreamgirl... p. 4

Tags & Labels ... p. 7

Tags & Labels Resources ... p. 9

www.apparelnews.net

Robertson Plaza Opens

Once one of the top retail streets in Los Angeles, Robertson Boulevard is lined with both high-end boutiques and vacancies—around eight between Alden Drive and Beverly Boulevard.

But a new development on the street might change Robertson's fortunes.

Construction crews are finishing work on a more than two-year remodel of **Robertson Plaza**, located at 116–120 N. Robertson Blvd. The 169,937-square-foot compound once was the address of the **Newsroom Café** as well as a boutique for the **Paige** brand.

On Nov. 14, the plaza's first new tenant, the bar **Bibo Ergo Sum**, opened. On Nov. 19, a **Blue Bottle Coffee** location is scheduled to open. In 2018, restaurant chain **The Henry** is scheduled to open a location in the former Newsroom space. The **Box Union** boxing/fitness studio also is scheduled to open at Robertson Plaza in 2018, said Pamela S. Smith, senior portfolio manager for the **Robertson Properties Group**, the owner of the compound. Robertson Plaza is 80 percent leased. The **Henry** and **Blue Bottle** will offer sidewalk dining.



COURTESY OF ROBERTSON PROPERTIES GROUP

Robertson Plaza will pave the way for a comeback for the street, said Jay Luchs, vice chairman of **Newmark Knight Frank**. He served as a co-broker for Robertson Plaza and has worked on deals for the street for more than a decade.

"The street has a shot for a comeback. The way it comes back is food," Luchs said. Retailers will want to return to the street when they see affluent, stylish people dining at Robertson Plaza, he said. "Fashion brands will take notice again. It is an early comeback." Robertson also is well known as a destination for restaurants **The Ivy** and **Cuvée**, both of which offer outside seating.—*Andrew Asch*

Hermèsmatic, C Magazine Open Pop-ups at Westfield Century City

Paris fashion house **Hermès** will be taking a headlong dive into color at the **Hermèsmatic** pop-up, which opened Nov. 10 at **Westfield Century City** and is scheduled to remain open until Nov. 28. **Hermèsmatic** features orange washing machines that have been given the task of over dyeing silk scarves. One of the washing machines dyes the scarves a denim blue. The other dyes them a fuchsia pink. The overdyed scarves are transferred to a tumble dryer and, after a couple of days, given to the

consumer with a unique color, according to a brand statement.

The **Hermèsmatic** pop-up will travel to Vienna as well as Bologna and Palermo, Italy. It had previous engagements in New York City and Manchester, England, this year.

On Nov. 27, **C Magazine** will open a Westfield Century City pop-up. Named **State of Mind Curated by C Magazine**, **C**'s editors, in collaboration with Martha Mulholland, will feature ready-to-wear by California labels such as **Rodarte**, **Lib-**



IMAGE VIA HERMÈS.COM



You name it we do it.

Special orders
Drop shipments
Globally
Locally • Interstate
Call for appointment
Mention Code:
PFPA+

A Plus Fabrics, Inc.

A Local Pioneer in Fabrics with
26 Years Experience
in Converting and Importing.

Stocks in L.A. warehouse,
ready to ship.

Knits:

- PFPs
- Melanges
- Novelty Blends
- Velour
- Loop / French Terry
- DTY Brushed
- Poly Linen
- Slubs
- Sweater Knits
- Rayon Spandex
- Hacci/Brushed
- Burn-Out
- Ribs
- Modal Poly
- Siro Modal
- Stripes
- Jacquards
- Cotton Spandex

Wovens:

- Rayon Challis
- Wool Dobby/Peach
- Crepon
- Gauze
- Chiffon
- Yoryu

Warps:

- Fishnet
- Mesh
- Laces
- Metallics
- Foils
- Crochets
- Embroidered Mesh

WHOLESALE & IMPORT KNITS
A Tradition of Service and Quality

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

ertine, **Greg Lauren**, **Rosetta Getty**, **JC Obando Co.**, **CFDA/Vogue Fashion Fund** winners **Elder Statesman** and **Brock**, along with hats from **Nick Fouquet** and jewelry and skin-care products.

Heather Vandenberghe, Westfield chief marketing officer, U.S. operations, said that **State of Mind** will be the first of a string of pop-ups.

"When we first envisioned a rotating

pop-up at Westfield Century City, the goal was to bring in partners who would deliver a unique, one-of-a-kind experience to our guests. **C Magazine** was the first brand we approached because we trust their taste, their curation and their ability to blend the finest elements of California living in a way that feels both seamless and aspirational," she said in a statement. The **State of Mind** pop-up will remain open until Jan. 2.—*A.A.*

Buck Mason Opens in NYC

Downtown Los Angeles-headquartered California basics brand **Buck Mason** opened a New York boutique on Nov. 11. **Buck Mason** has been expanding from its roots as a pure-play e-tailer by opening one bricks-and-mortar store each year since 2015. That year, the elevated basics brand opened a boutique on Abbot



NY STORE: Interior of Buck Mason's Nolita store

Kinney Boulevard in Los Angeles' Venice section. In 2016, the company opened a boutique in Los Angeles' Silver Lake district.

The 400-square-foot New York shop is located at 235 Elizabeth St. in Manhattan's Nolita district, said Sasha Koehn, **Buck Mason**'s cofounder. "Since Eric Allen and I launched **Buck Mason** in 2013, we've shipped close to 100,000 tees to Lower Manhattan, so it was only a matter of time before we set up shop here. Of all the neighborhoods in the city, Nolita has always been our dream location. It's got a similar feel to Venice—lots going on but also a nice respite

from the downtown bustle," he said.

The boutique will sell **Buck Mason**-brand styles, which are inspired by Americana looks. The brand makes wool knits, jeans made from Japanese denim and T-shirts with curved hems. It also makes polo shirts, hoodies, leather jackets and a collaboration collection of hats made with the **Stetson** brand. Most of its goods are manufactured in America, Koehn said.

Koehn said that the brand will open more stores in 2018, but he declined to say how many or where the stores would be located.—*A.A.*

Owner of Hudson Jeans and Robert Graham Sees Net Loss in Third Quarter

Differential Brands, the Los Angeles parent company of Hudson Jeans, Robert Graham and SWIMS, reported that its third-quarter net loss was \$183,000, down from a net loss of \$2.82 million for the same time last year.

However, net sales for the third quarter ending Sept. 30 were up slightly, totaling \$42.4 million in the third quarter compared to \$41.2 million in the third quarter of 2016. Net sales were driven by the addition of the SWIMS brand last year as well as high, double-digit sales growth in Hudson products to specialty retailers.

E-commerce sales have been the company's strong point. "Our consumer-direct segment growth rate continued to outpace our wholesale segment, with double-digit e-commerce growth this year, which came on top of more than 50 percent growth in the comparable quarter last year. The increase was driven largely by higher conversion rates and more units sold per order across our brands' websites," said Michael Buckley, chief executive of Different Brands. "Robert Graham retail comparable-store sales improved 3 percent for the quarter, excluding stores affected by hurricanes Harvey and Irma. Just prior to the hurricanes, total retail-store sales compared to the same period in the prior year were trending in the high

single digits."

E-commerce sales at the company's recently acquired SWIMS brand of footwear more than doubled compared to the same quarter last year, due to the launch of a U.S. website this past June for the Norwegian brand and the addition of a second outlet store in Norway.

Last year, Differential Brands acquired SWIMS, a Scandinavian-style footwear, apparel and accessories company started in Norway in 2006. SWIMS was founded to build a better rubber boot that was fashionably tasteful and had a bold look. Its products include boots, water-resistant loafers, ponchos and sportswear.

The Norwegian footwear label sells its products through high-end department stores such as Neiman Marcus, specialty stores, luxury resorts and through 10 licensed SWIMS-branded stores as well as through e-commerce.

Moving the brand forward, Differential Brands said it got its U.S.-based sales team up and running during the quarter, which will play a key role in the label's rapid growth next spring.

The SWIMS brand has now expanded into approximately 380 better specialty stores and department stores in the U.S. and Canada and could be approaching 600 doors in the near

future, company executives said.

More exposure for Hudson also has helped sales. "At Hudson, increased doors combined with better sell-through in both the men's and women's categories drove growth. Overall, we continue to navigate the sales-distribution shift in our industry from traditional bricks-and-mortar channels, especially at department stores, to e-commerce-driven sales on both our brands' sites and our partners' sites and to new and innovative digital marketplaces around the globe," Buckley said.

Before becoming Differential Brands, the apparel venture operated as Joe's Jeans, which hit a financial hurdle in 2013 when it borrowed \$90 million to buy Hudson for \$97.6 million and then defaulted on its loans.

The company was close to declaring bankruptcy in 2015 but ended up selling its flagship brand, Joe's Jeans, to Sequential Brands Group and Global Brands Group Holding for \$80 million. Funds from the sale were used to retire Joe's Jeans' debt.

The Hudson label remained behind and the company was merged with the high-end label Robert Graham and then combined under the Differential Brands Group corporate name, which is publicly traded on the NASDAQ.—Deborah Belgum

Westside Pavilion Soon to Be a Mall With No Anchors

Nordstrom closed on Sept. 30, then on Nov. 9 Macy's stated that it was going to close its store at Los Angeles' Westside Pavilion.

With Macy's scheduling its 2018 closure, the 32-year-old mall will be left without a single traditional anchor store.

The Macerich-owned mall's tenants include well-known specialty retailers such as Banana Republic, Pacific Sunwear, Hot Topic, Cotton On, Express, Forever 21 and H&M. But running a regional mall without department stores is rare and perhaps without precedent. The Americana at Brand retail center in Glendale, Calif., opened in 2008 without any department stores in its tenant mix. However, a Nordstrom opened on the site in 2013.

Macerich has been reported to be considering a renovation for the mall but did not return a request for comment by press time. Karen Raquet, director of retail property management for JLL, a professional-services firm with a focus on real estate, said that Macerich would probably have to redevelop the site.

"It's great real estate and it's a great piece of land. What is



THE TOP: View of Westside Pavilion from above the mall's third level

the highest and best use for that land? It might not be a traditional anchor," Raquet said.

With department stores scaling back locations, there may be more regional malls left without traditional anchors, said Larry Jensen, JLL's executive vice president and senior director of national retail business development. However, there still are a lot of opportunities.

"You still have quite a few stores with quite a few good names attached," Jensen said of Westside Pavilion. "If they are performing well, it's not Macy's that is causing them to perform well. It's the market."

When it opened, Westside Pavilion was among the most celebrated shopping centers in the Los Angeles area. Influential architect Jon Jerde designed the three-story retail center. The first Aeropostale location was said to have opened there in 1987. The

hit movie "Clueless," which chronicled the lives of stylish Beverly Hills teens, filmed some exteriors at Westside Pavilion before the film was released in 1995.

Since Westside Pavilion's Reagan- and Bill Clinton-era heyday, other major retail centers, such as The Grove, which

is five miles away, grew to prominence. Westfield Century City, which officially unveiled a \$2 billion remodel in October, is located about two miles from Westside Pavilion. Nordstrom opened a full-line store in Westfield Century City in October. Macy's opened a new department store at Westfield Century City earlier this year.

Westside Pavilion continues to offer a retail alternative, said Francisco Aguilar, an assistant manager at the mall's Hot Topic. "It's a more low-key mall," Aguilar said. "If you want to escape crowds, this is the place to be."

The Westside Pavilion Macy's is not the only Macy's slated to close in California. On Nov. 9, Macy's also announced that its locations in Stonestown Galleria in San Francisco and the Laguna Hills Mall in Laguna Hills will close in early 2018.

Earlier this year, Macy's sold the property of its Stonestown Galleria location to mall owners General Growth Properties for \$41 million. GGP will use the space to house new retailers, restaurants and a movie theater, according to media reports.

Macy's sold its Westside Pavilion property for \$50 million to GPI Properties at the beginning of the year. Raegan Gall, a Macy's spokesperson, said that the store has operated the store under a lease. The lease will conclude in March 2018, when the store will close. "The decision to close stores is always a difficult one, but Macy's is honored to have served this community for more than 50 years, and we look forward to continuing to do so at Macy's other great locations and online at macys.com," Gall said.—Andrew Asch

Calendar

Nov. 17

Holiday Sample Sales
California Market Center
Los Angeles

Nov. 18

Amari Swim Sample Sale
1042 Gerhart Ave.
Los Angeles

Nov. 19

DG Expo Fabric and Trim Show
San Francisco Hilton
San Francisco
Through Nov. 20

Nov. 29

Kingpins
Basketball City
New York
Through Nov. 30

Nov. 30

Shop for Success, VIP Night
1101 Westwood Blvd.
Los Angeles
(Open to the public Dec. 1-4)

Dec. 1

Holiday Sample Sales
California Market Center

Los Angeles

Dec. 2

Unique LA
California Market Center
Los Angeles
Through Dec. 3

Dec. 6

CFF and TALA Annual Christmas Party for Children
Cooper Design Space, penthouse
Los Angeles

TPC Holiday Party
The Palm

Los Angeles

DG Expo Fabric and Trim Show
Palmer House Hilton
Chicago
Through Dec. 7

Dec. 7

Showroom grand opening presented by LYCRA, Tavex and Artisan Cloth
1308 Factory Place, Suite 105
Los Angeles

Dec. 8

Fashion With a Cause
California Market Center
Los Angeles

Holiday Sample Sales
California Market Center
Los Angeles

Dec. 15

Holiday Sample Sales
California Market Center
Los Angeles

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.

Dreamgirl CEO Scharff Leaving Company

Christopher Scharff, chief executive officer of **DG Brands**, parent company of the costume and lingerie label **Dreamgirl International**, is leaving the company after 14 years to pursue other ventures, according to the company.

Scharff bought Dreamgirl in 2003 and built DG Brands into a \$30 million business producing costume and lingerie sold in more than 2,000 retailer accounts around the world. Today, the company has 12 U.S. sales representatives and more than 20 international distributors.

Barry Revzen has been named the new CEO of DG Brands. The company has formed a new corporate umbrella, **DG Brands International**, which includes several product categories and brands, including Dreamgirl lingerie and costumes, **Dreamguy** men's costumes, **Alexa** costumes and **High Demand**, a collection of marijuana-inspired loungewear, streetwear, sleepwear and lingerie. Additional changes at DG Brands will be announced in the coming weeks, according

to the company.

Scharff came to Dreamgirl after serving as vice president at the **BCBG Max Azria International Group**. His career also includes executive positions at the watchmaker **Movado Group** and **St. John International**. He got his start in the apparel business at **Lanz Inc.**, a manufacturing business founded by Scharff's father in 1938.

"We are saddened to see the departure of Christopher as he has revolutionized the company under his leadership and dedication to the company for

the past 14 years, but we know he will go on to do great things," said Alma Canjura, executive vice president and chief operating officer of DG Brands, in a company statement. "Although this will be a large change for the organization, Dreamgirl has many exciting moments ahead with the launch of our newest lingerie and costume collections in the coming months."

For more information visit dgbrands.com or dreamgirldirect.com.—Alison A. Nieder



Christopher Scharff

TECHNOLOGY

HOFB Launching E-Marketplace for New Designers

For many independent designers and brands, the goal of selling to department stores and major specialty retailers is out of reach because of the challenge of finding the right retail contacts and the manufacturers who can produce in volume for major retailers, said Gabriel Ankamafio, chief executive officer of the Los Angeles-headquartered e-commerce marketplace **HOFB (House of Fashion Brands)**.

He said that HOFB will become an enterprise marketplace platform for independent designers where retailers can browse designers' goods and manufacturers associated with HOFB will produce the goods that the retailers select. Located at www.hofb.com, the marketplace is scheduled to make an official launch in March 2018, Ankamafio said.

"We are trying to bring designers who are not known to the forefront, especially with fast fashion," he said.

HOFB opened an office in July a few blocks from the **University of Southern California**, just south of downtown Los Angeles. The neighborhood offers a flavorful, urban milieu. It is the address for a light-rail station and a boutique for the **Pros & Cons** skate and streetwear shop as well as a studio for a fortuneteller.

Ankamafio grew up in Ghana, attended **Roberts Wesleyan College** in upstate New York and ran footwear factories in China from 2012 to 2015, he said. He chose to locate HOFB in Los Angeles because of the region's sizable population of computer-programming talent and its position as a supply-chain hub to Asian factories.

Similar to a social-media site, HOFB will give designers a space for profiles called Studio Pages. Designers will upload pictures of their designs, and retailers can browse the profiles.

If a retailer places an order, a manufacturer working with HOFB will start working on it. The purchases can range from samples to mass orders. Ankamafio plans to work with manufacturers from around the world. Designers and retailers headquartered in a specific region can work with a manufacturer located near them. HOFB works with certification companies such as **SGS** and **Bureau Veritas** to confirm that manufacturers associated with the site have good reputations for quality, delivering on time and following the law.

HOFB will make money by managing the marketplace and by working on orders to the site, Ankamafio said. The marketplace will focus on mass retailers and

eventually will build a model for smaller, independent retailers.

Los Angeles-area fashion designer Reynaldo Aquino joined HOFB and hopes that it will make the sales part of his job easier. It will be a shortcut to retailers who are open to selling his men's fashion line, **Fortis Orbis Atelier**. He won't have to make cold calls. "No more making appointments and lugging samples and tear sheets around to showrooms," Aquino said. "As far as manufacturers go, I think HOFB will help designers not to worry about getting our garments done right and on time."—Andrew Asch

Los Angeles-area fashion designer Reynaldo Aquino joined HOFB and hopes that it will make the sales part of his job easier. It will be a shortcut to retailers who are open to selling his men's fashion line, **Fortis Orbis Atelier**. He won't have to make cold calls. "No more making appointments and lugging samples and tear sheets around to showrooms," Aquino said. "As far as manufacturers go, I think HOFB will help designers not to worry about getting our garments done right and on time."—Andrew Asch



Gabriel Ankamafio

Print
+ Online
+ Archives
= Total Access



Get Yours Today
and Save 75%!
Call toll-free
(866) 207-1448

CALIFORNIA
ApparelNews

EVENTS

Beyond the Label

Continued from page 1

founder and chief executive officer of **S3 Source**; and Mary Herbranson, partnerships manager for the **Surfrider Foundation**.

“This community event is yet another example of what is possible when designers, filmmakers, students and individuals invest their time and energy into creating sustainably conscious fashion and art that showcases the tremendous opportunity in the apparel industry for producing garments that are socially conscious and environmentally responsible,” said James Velez-Conway, a member of the city of Santa Monica’s office of sustainability and the environment. ●

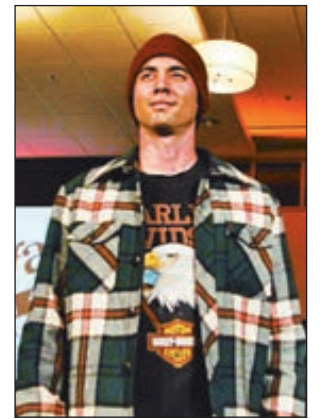
JANELL HIPWELL PHOTOGRAPHY



PANEL: “RiverBlue” producer Lisa Mazzotta, S3 Source founder Isaac Nicholson, Surfrider Foundation’s Mary Herbranson and Beyond The Label’s Taryn Hipwell



Triarchy



Buffalo Exchange



Bead & Reel



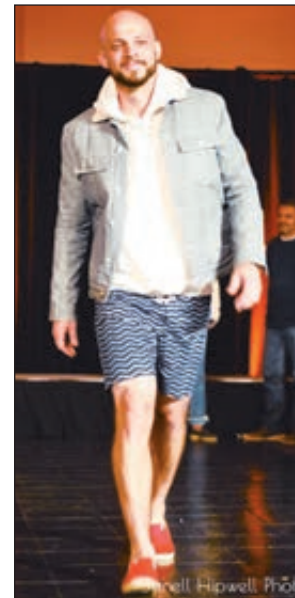
Beyond the Label tees



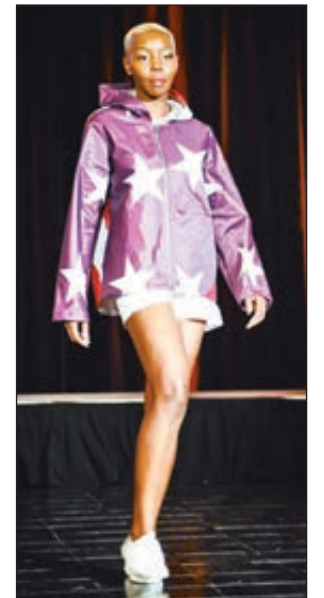
Chop Shop by Santa Monica College students



Tradsy



Industry of All Nations



Concert Couture by Santa Monica College students

**California Apparel News
2018 MEDIA KIT**



2018 MEDIA KIT

Get Yours Today
terry@apparelnews.net



From Dreams To Reality...



TRIMS

- *Tags
- *Woven labels
- *Printed labels
- *Patches
- *Heat transfers
- *Buttons
- *Zippers and more...

8932 Hargis St. Los Angeles, CA 90034
Tel : (310) 409 9692
metin@crlabelusa.com
www.crlabelusa.com

FGILA *Continued from page 1*

to react in real time. Designers have to be able to react in real time.”

In the early days of social media, Bendoni said she began monitoring social-media conversations and working with data scientists to create an algorithm to measure shoppers’ likes and dislikes. Earlier this year, **Bloomsbury Visual Arts** published Bendoni’s book on the subject, titled “Social Media for Fashion Marketing: Storytelling in a Digital World.”

The instructor and author recently spoke to a group of **Los Angeles Trade-Technical College** students at the school’s downtown Los Angeles campus. The Nov. 13 event was hosted by the Los Angeles chapter of **Fashion Group International** and featured the longstanding fashion organization’s trend forecast for Spring/Summer 2018.

These days, there are tools that help retailers and brands track consumer behavior online. This goes beyond simply “liking” something online to predicting purchasing behavior.

“Just because you like a \$300,000 watch, it doesn’t mean you will buy a \$300,000 watch,” Bendoni said. “You have to look at what is happening with consumers and what they are talking about.”

In a world where the average American consumer spends five hours per day on the phone and consumers expect the instant gratification of service sites such as **Uber** and **Airbnb**, Bendoni noted a number of consumer behaviors to watch.

People are “consuming to share” on social media and looking for “fashion on demand.”

Apps such as **The Hunt** and **Like to Know It** help consumers find where to buy items they have seen. Similarly, e-tailer **ASOS** has an app that lets consumers upload a photo and then find the closest item within the retailer’s massive and quickly changing inventory. ASOS adds 17,000 new



Woodbury's Wendy Bendoni at the FGILA event at Los Angeles Trade-Technical College in downtown Los Angeles

products to its website every month, Bendoni said. **Net-A-Porter** also has a visual search tool.

Consumers are also influenced by what other shoppers are viewing and buying online, which might explain why **Pinterest** has the strongest conversion rate among social-media platforms.

“Bricks and mortar are trying to figure out how to bring it into the store,” Bendoni said.

Brazilian retailer **C&A** displays clothing on hangers that tell shoppers how popular the item is on **Facebook**. **Polyvore**’s **PolyData** measures popular items based on what consumers have added to their Polyvore boards.

There is also specialized software for measuring consumer buying patterns, such as **Edited**, which can gather information about what is selling in real time.

“Data is the future,” Bendoni said. “My job is to figure out how to keep up with the high expectations of consumers.” ●

FGI's Key Trends for Spring/Summer 2018

At a Nov. 13 event at **Los Angeles Trade-Technical College** in downtown Los Angeles, **Fashion Group International** offered its take on Spring/Summer 2018 with a comprehensive look at the trends based on runways in New York, Paris, London and Milan.

According to the organization, “best bets” include mini-skirts, shirt-dresses, long shorts, bomber jackets and blazers, trench coats, big sweaters, nightgown styles for evening, and “power pump”-style shoes. Key fabric and print trends include denim, cotton, florals and stripes, plaids, and logo details.—A.A.N.

Cult Gaia Opens Melrose Place Pop-up

A hobby of making floral crowns for friends gained momentum for Jasmin Larian, and she later parlayed it into a fashion label called **Cult Gaia**.

The brand started business in 2012 and it gained popularity with the festival fashion crowd. This year, the brand’s “Ark” bags have been featured in glossy fashion magazines. Larian’s next act is to produce a Cult Gaia pop-up shop on designer enclave Melrose Place in West Hollywood, Calif. With neighbors such as **Marc Jacobs**, **Isabel Marant** and **The Row**, The Cult’s pop-up was unveiled Nov. 17 at 8441 Melrose Place, the former site of a **Carolina Herrera** boutique.

The pop-up will feature the brand’s Fall and Resort 2018 collections, which include ready-to-wear such as multi-colored print dresses, unique paper bag skirt and trench coat-inspired shirt dresses. Larian designed the interior of the pop-up, which will feature a photo booth and an aperitif bar for **Aperol Spritz** cocktail drinks. Larian said the pop-up is way for customers to experience her brand’s milieu.

“I wanted our woman to be able to enter our world, the way our team does every day in the studio and our buyers do when they visit our showroom,” she said.

The pop-up scheduled to stay in business until Dec. 31. —Andrew Asch



Jasmin Larian

COURTESY OF CULT GAIA

CALIFORNIA LABEL PRODUCTS
Brand Identity | Label Solutions

HAPPY THANKSGIVING!

310.523.5800 | info@californialabel.com | www.clp.global

tb/ac
THE BUTTON / ACCESSORY CONNECTION, INC

trims

- Buttons
- Zippers
- Tags & Labels
- Heat Transfers
- Patches..and more

garments

- Cut & Sew
- Development
- Private Label
- Product Design
- Full Package

endless possibilities

tbacinc.com

Your one-stop shop for all your trim needs. Catalog (stock), various collections of generic trim and customization options.

sales@tbacinc.com ... 213-747-8442 ... 152 W Pico Blvd · Los Angeles, CA 90015

Avery Dennison and Evrythng Help Rebecca Minkoff Connect to Customers Through the #AlwaysOn Connected Handbag

Rebecca Minkoff's #AlwaysOn handbags feature technology that allows customers to receive exclusive offers, product recommendations and video content. But that's not all the bags can do, according to a recently released study. The smart bags offer "digital emotional intelligence"—or DEQ—which allows consumers to more fully connect with the New York brand.

The #AlwaysOn bags, which recently debuted in stores, feature smart-tag technology developed by label and tag-technology company Avery Dennison. Avery Dennison's Janela solution connects with Evrythng's IoT (Internet of things) cloud platform.

"We've always wanted to enrich our customers' lives and deliver a brand experience that extends beyond the products themselves," said Uri Minkoff, cofounder and chief executive officer of Rebecca Minkoff, in a company statement. "By bringing #AlwaysOn smart features to the bags, we're opening doors to a world of amazing, handpicked experiences we think our customers will love while making it easier than ever for them to access



special offers, recommendations and other loyalty rewards."

Avery Dennison and Evrythng worked with the University of Sheffington in the United Kingdom to develop a framework that brands can use to better understand how to engage with their customers. In a report titled "Digital Emotional Intelligence," Phillip Powell, a research fellow at the University's Institute of Economic Analysis of Decision-Making, recommends brands use real-time data gathered from digitally capable consumer products to interact with their customers and understand their emotions and moods.

By monitoring "digital emotions," or physical emotions influenced by interaction with smart products and technology, brands can "predict emotional responses and connect with

consumers more empathetically."

"In today's always-on world, brands that use digital technology to connect more emotionally, personally and contextually with consumers, in the moment, will win," said Andy Hobsbawm, cofounder and chief marketing officer for Evrythng. "By connecting physical products and retail environments to the web, brands can unlock new flows of valuable

real-time data to transform their customer relationships—not to mention their supply chains and revenue models," he added.

According to Evrythng, there will be more than 800 billion digitally capable consumer products by 2020.

Rather than "passive, unconnected physical objects," connected products are "data-generating, interactive assets" that can "speak directly with consumers and brands," according to the Digital Emotional Intelligence report.

"These interactions and insights can be used by companies to connect more personally with customers by influencing and anticipating their emotions more effectively," the report reads.

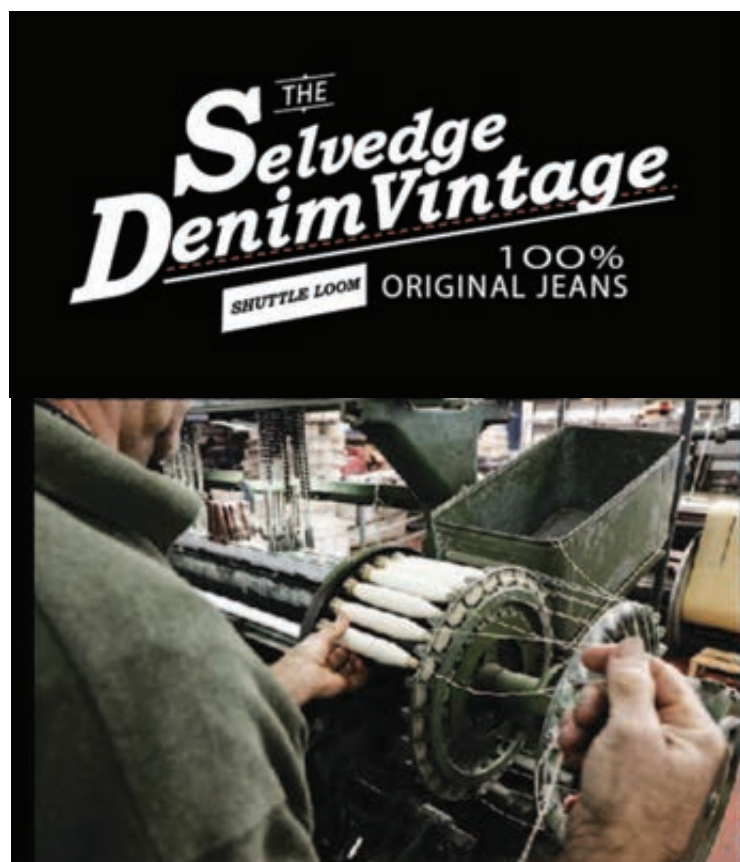
Further, the more often consumers interact with these connected items, the "richer and more personalized" the experience becomes.

This takes the experience beyond simply sharing an image of a purchase. Connected products can generate "digital memories of positive product experiences [which] could be replayed to the consumer the next time they shop. Reminding people of the amazing time they had with their previous purchases will overcome human biases and encourage customers to buy more," the report said.

Because fashion is a more "experiential product" than other, more-functional items, the report argues that fashion brands have a greater opportunity "to create more valuable, superior customer experiences based on a more nuanced understanding of digital emotion in the online and offline shopping journey."

This personalized engagement gives brands a way to differentiate themselves from their competitors, the report said.

"At a time when the retail industry is in complete transformation, connected products with a unique digital identity are paving a way for brands to not only easily capture stock visibility but also engage on an emotional level with their consumers. This is key to winning in the marketplace," said Bill Toney, Avery Dennison's vice president, Global RFID market development.—Alison A. Nieder



High Standard of Performance
Global Sales Network
Commitment to Sustainability

SELVEDGE DENIM VINTAGE (SDV)

37 West 39th Street, Suite #603, New York, NY 10018

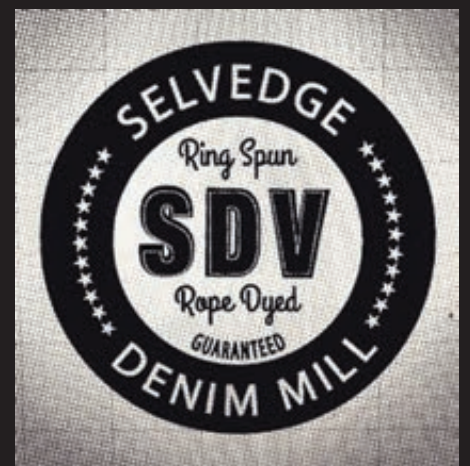
(212) 819-0008 info@selvedge-denim-vintage.com



Visit Us In Paris!
Denim Premiere Vision
Booth # A22
11/14-15

Narrow Shuttle Looms

Rigid
2-way / 4-way stretch





California Fashion Foundation

From the heart of the California Fashion Association

Please Donate!

We ask for your continued generosity in support of the Fashion Foundation's annual event, benefiting 200 children from families with limited means. This celebration is often the only one these children have...

70th Annual Christmas Event for Children

Wednesday, December 6th 2017

3:30pm - 5:30pm

Cooper Design Space

860 S. Los Angeles Street, Penthouse

Please join your fellow industry members and contribute dollars for gifts for the children's gift bags.

BE A SPONSOR AND JOIN US!

Confirmed Sponsors to date include:

California Apparel News; Aims 360; Ann Davis; Barbara Fields; Ben & Joyce Eisenberg Foundation/ The New Mart; Cooper Design Space; CIT; Findings Inc.; FIDM; Fineman West; Karen Kane; Kaufman & Kabani; KWDZ Manufacturing; Mann Publications; Mermel & Mermel LLC; Moss Adams; Ragfinders of CA; Rena & Todd Leddy; STC-QST; Trish Landry for Opus Bank; Velvet by Graham & Spencer; Wells Fargo Capital Finance; Directives West; Stony Apparel; SWAT/Fame

Donations made payable to:

California Fashion Foundation
444 S. Flower Street, 37th Floor
Los Angeles, CA 90071
or ... call 213 688 6288



The California Fashion Foundation is established as a 501(c)(3) California Public Benefit Corporation. Tax ID: 95-4677121

REAL ESTATE

Apparel Marts *Continued from page 1*

make the complex's first floor more retail and restaurant centric with businesses opening on to Main and Ninth streets.

Other plans include possibly opening up the ground-floor atrium and reconfiguring the two-story cube building that now houses a **UnionBank** office in front of the complex. "Retail is going to be a big portion of this renovation, with good food, beverages and fashion," Penrose noted. "Creative office space will be the focal point. They really want to go after the fun, hip, creative tech and apparel tenant they think the area will attract."

The California Market Center, like many merchandise and apparel marts around the country, was built decades ago when wholesalers and retailers operated under a different business model and time frame. Big department stores were king of the retail world, and e-commerce was beyond any-

spaces on both sides of the building and creating a whole new world.

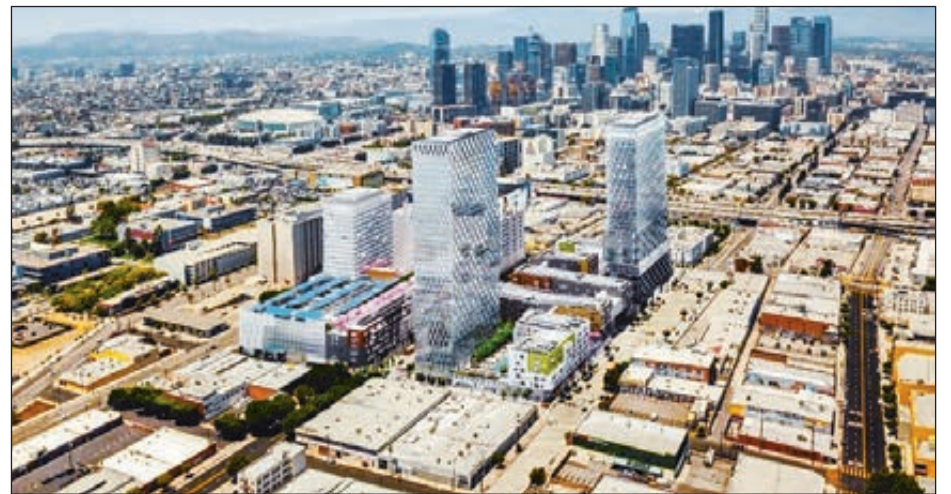
PHR submitted plans to the city to create a \$1.2 billion residential, hotel and retail complex called **Broadway Square Los Angeles**, which will one day encompass nearly 900 condos and 549 apartments. There will be shops, restaurants, bars and a grocery store as well as a 19-story hotel.

In addition, the LA Mart/Reef building will be renovated and feature a rooftop event space. The front lobby was recently updated.

To help with the project, the developers hired the well-known San Francisco architectural firm **Gensler** to design what will become a new LA neighborhood whose plans were approved last year by Los Angeles city officials.

The Windy City

The largest merchandise mart in the



A rendering of Broadway Square Los Angeles



Entryway of The Interior Home + Design Center in Dallas

one's imagination.

Now, with vacancies mounting, several merchandise marts across the country are re-drawing their specs and going beyond tried-and-true showrooms and exhibit spaces to fill the void with other businesses not related to apparel or furniture.

A prime example of this is the **LA Mart**, located south of downtown Los Angeles. The 13-story structure has been home to a number of furniture and gift showrooms since it opened in the 1950s.

Once owned by the Kennedy family, the nearly 60-year-old structure at 1933 S. Broadway was sold in 2012 to **PHR**, a commercial real estate company whose president, Glendale physician Ara Tavitian, envisions major changes for the building and the surrounding area.

A few years ago, the LA Mart established **The Reef**, reconfiguring some of its floors to provide incubator space for new creative firms and artists. But the biggest change on the drawing board is taking 7.5 acres of parking

United States is located in Chicago. It is so large that the 25-story structure, which encompasses 4.2 million square feet of space, is classified as the second-largest office building in the United States—after the **Pentagon**. When it opened in 1930 by the now-defunct **Marshall Field & Co.**, it housed various furniture, gift and apparel showrooms for department-store buyers. But several years ago, vacancies started to creep in.

In 1998, **Vornado Realty Trust** bought the structure from the Kennedy family and kept the showroom business model going. But in 2008 and 2009, during the height of the recession, the furnishings and apparel industry got hit hard and vacancies increased.

Vornado took a look at the future and saw the world of technology—much like the owners of the California Market Center. Vornado soon started to convert showrooms into creative office spaces that attracted companies such as **Google**, **Yelp**, **PayPal** and **eBay**. **Motorola Mobility** left its head-

Apparel Marts

Continued from previous page

quarters in the Chicago suburb of Libertyville to take over four floors of the mart.

To keep the building fresh, Vornado in 2016 took the wraps off a \$40 million renovation that showcased a 50-foot-wide marble staircase connecting the first and second floors and a redesigned food hall. Today, the **Merchandise Mart** is almost 100 percent occupied.

In the heart of Texas

For years, Dallas has been the epicenter for the region's apparel and fashion buyers. It is home to two apparel marts: the **Fashion Industry Gallery** and the **Dallas Market Center**.

The Fashion Industry Gallery opened in 2004 with a dozen permanent showrooms. It now houses 50 women's apparel showrooms and is 100 percent leased, said Matt Roth, FIG's chief executive. "We are really focused on the women's contemporary market. We don't go outside of that because we found our little niche," Roth said.

But FIG is on the move. In 2007, the two-story contemporary building was sold by

Brook Partners Inc. to Hunt Consolidated Inc., with FIG staying on with a master lease that was to expire this year. This year, that lease was extended to the end of 2019.

Brook Partners now owns 13 acres and several buildings in the hip Design District of Dallas, where it is planning to rehab a few structures. Once the renovations are completed, FIG will move to the up-and-coming area.

FIG may add a few more showrooms in its new space, Roth said, but he doesn't want to expand too much. "The regional stores that shop here want to get here, do their buying and get back to their stores," he explained. "Ten or 15 years ago, it was more about spending a week in Los Angeles, Las Vegas or elsewhere, but the economy has changed."

The Dallas Market Center is another huge complex that for decades has been home to 1,500 apparel, accessories, furniture and gift showrooms housed in three buildings.

But in recent years, with the change in the retail industry and the strength of e-commerce sales, the Dallas Market Center owners noticed that more apparel stores were carrying gifts and home-décor items, and gift stores were beefing up their inventory with accessories and apparel items.

So, Dallas decided to remodel the oldest building in the complex—a two-story mid-

century structure built in 1957 that originally housed furniture showrooms. More recently, botanical showrooms filled the space.

A new remodel of the building, which is now called **The Interior Home + Design Center**, has floral and holiday showrooms on the second floor. The first floor has open-daily home-furnishings and décor showrooms, with some now featuring exterior windows and doors.

The DMC has also seen certain apparel categories grow. "When the apparel showrooms several years ago moved into our **World Trade Center**, bridal was a temporary business for us," said Cindy Morris, the Dallas Market Center's president and chief executive. "Now, we have a nice group of permanent bridal showrooms. The same happened with Western wear. It was temporary and now we have a group of permanent Western-wear showrooms."

Stronger apparel categories have also influenced the **AmericasMart Atlanta** in Georgia. It recently added 70,000 square feet of social-occasion showrooms and space as demand has grown. The new area—which shows prom, pageant and quinceañera clothing—debuted last August with special-occasion dress designer **Jovani** taking over 11,000 square feet of space on the 14th floor. ●

Tags & Labels Resources

California Label Products

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

Products and Services: California Label Products wants to take a moment to thank all of our accounts, large and small, to tell you how grateful we have been doing business with you. We have been serving the apparel industry for almost 20 years and you have helped make that possible. Our In-House Art Department has helped you with brand identity, updated your look, and provided you with quotes on your existing items and prices on new items. We have recently updated our website. Please check it out to see our current product list. We not only have woven labels, printed labels, heat transfers, size tabs, RFID price tickets, and custom hangtags, but we also have a service bureau with

quick turn-around time and great pricing. And most of all we want to thank you for your business on this Thanksgiving holiday. Call or email us for more information.

CR Label

Global Head Office:
Istanbul / Turkey
www.cretiket.com
Los Angeles Office:
8932 Hargis St.
Los Angeles, CA 90034
(310) 409-9692
metin@crlabelusa.com
www.crlabelusa.com

Products and Services: CR Label USA is a global label manufacturer and designer in Los Angeles. The company was established in 1992 in Turkey, specializing in manufacturing trims for garments and textile products. CR Label serves customers with innovations that would help make brands more inspiring and charming. Our creative design team and production department determine the

trends for the market by working with the customer and industrial insight. We sustain CR Label's spirit of creativity through research and development, invention of integrating new materials and production processes. We are focused on our customers' success by providing the highest level of product quality, customer service, and competitive cost. We offer a broad range of creative and graphic services to our customers with our extremely skilled graphic designers. CR designers can design for your specific needs, create options, and new concepts. CR Label's extensive product knowledge and experience allow us to find new cost saving design options and deliver innovative products and sophisticated solutions to customers all around the world.

Progressive Label

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

Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags

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

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within Tags & Labels Resources.

Apparel News Group



Seventy-two years of news, fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

EXECUTIVE EDITOR
ALISON A. NIEDER
SENIOR EDITOR
DEBORAH BELGUM
RETAIL EDITOR
ANDREW ASCH
EDITORIAL MANAGER
JOHN IRWIN
CONTRIBUTORS
ALYSON BENDER
VOLKER CORELL
JOHN ECKMIER
JOHN MCCURRY
ESTEVAN RAMOS
TIM REGAS
N. JAYNE SEWARD
HOPE WINSBOROUGH
SARAH WOLFSON
NATALIE ZFAT

WEB PRODUCTION
MORGAN WESSLER
CREATIVE MARKETING
DIRECTOR
LOUISE DAMBERG
DIRECTOR OF SALES
AND MARKETING
TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE
AMY VALENCIA
ACCOUNT EXECUTIVE
LYNNE KASCH
BUSINESS DEVELOPMENT
DANIELLA PLATT
MOLLY RHODES
SALES ASSISTANT/RECEPTIONIST
ASHLEY KOHUT
ADMINISTRATIVE ASSISTANT
RACHEL MARTINEZ
SALES ASSISTANT
PENNY ROTHKE-SIMENSKY

CLASSIFIED ACCOUNT EXECUTIVES
ZENNY R. KATIGBAK
JEFFERY YOUNGER
CLASSIFIED ACCOUNTING
MARILOU DELA CRUZ
SERVICE DIRECTORY
ACCOUNT EXECUTIVE
JUNE ESPINO
PRODUCTION MANAGER
KENDALL IN
EDITORIAL DESIGNERS
JOHN FREEMAN FISH
DOT WILTZER
PHOTO EDITOR
JOHN URQUIZA
CREDIT MANAGER
RITA O'CONNOR

PUBLISHED BY
TLM PUBLISHING INC.
APPAREL NEWS GROUP
Publishers of:
California Apparel News
Waterwear
Decorated

EXECUTIVE OFFICE
California Market Center
110 E. Ninth St., Suite A777
Los Angeles, CA 90079-1777
(213) 627-3737
Fax (213) 623-5707
Classified Advertising Fax
(213) 623-1515
www.apparelnews.net
webmaster@apparelnews.net
PRINTED IN THE U.S.A.



PROFESSIONAL SERVICES & RESOURCE SECTION

ACCOUNTING SERVICES

HOVIK M. KHALOIAN
CPA
ACCOUNTING • AUDITING
TAXATION SERVICES FOR THE APPAREL INDUSTRY
520 N. CENTRAL AVE., SUITE # 650
GLENDALE, CA 91203
TEL: 818.244.7200
HOVIK@HMKCPA.NET

CONTRACTOR

Cutting/Sewing
Under one roof • Orange County Contractor
Specialists—Sportswear • Tennis wear • Board Shorts
Lycra experts • Special Design Cutting
BELLAS FASHION
1581 E. St. Gertrude Pl.
Santa Ana, Ca 92705
bellasfashioncs@yahoo.com
(714) 709-3035
Fax: (714) 556-5585
bellasfashion.com

MODEL SERVICES

Rage MODELS
"Real Models for Real Clothes for Real People"
FIT MODELS
MODELS OF ALL AGES & ALL SIZES
FIT, SHOWROOM, TRADE SHOWS, PRINT, COMMERCIAL, RUNWAY
818-225-0526
teamrage@ragemodels.com
www.ragemodels.com

CONSULTING SERVICE

**Got Orders?
Can't Ship On Time?
Losing Money to Chargebacks,
Extra Discounts, Markdowns?**
We can help and fit into your budget.
CONTACT US.
No charge initial consultation.
apparelindustryconsulting.com

FIT MODELS

FIT MODELS – ALL SIZES
Fit • Print • Runway • Showroom • Trade Shows
MAVRICK MODELS
323.931.5555
"Contact Ms. Penny to set up a Fitting or Casting."
Penny@MavrickFit.com | assistant@mavrickfit.com
MavrickFit.com

PRIVATE LABEL

ACE SEWING MACHINE INC.
214 E. 8th St.
Los Angeles CA 90014
Tel (213) 622-8345
Fax (213) 622-0142
Acesewing.com
• All kinds of sewing machines
• Sewing notions & thread
• Fashion Design Supplies
• Dress forms, rulers, tools
• Pattern & Marking paper
• Safety pins, hook & eyes
• Elastic, velcro, hanger tape
• Cutting room supplies

CLASSIFIEDS

Visit www.apparelnews.net/classifieds
to place your ad in our self-serve system

www.apparelnews.net

P 213-627-3737 Ext. 278, 280
F 213-623-1515

Jobs Available

PRODUCTION SEWERS

Garment co. in San Fernando Valley is hiring sewers.

- Must have at least 10 years experience sewing knits and wovens
- Can work in a fast-paced environment and can handle multitasking

FIRST SAMPLE SEWERS AND CUTTERS

Requirements:

- Must have at least 5 years experience sewing/cutting knits and wovens
- Can work in a fast-paced environment and can handle multitasking

If you are interested, please send your resume & salary history to: production6055@gmail.com

TECHNICAL DESIGNER

Candidate must be able to attend Production fittings, take fit notes. Must possess xlt communication skills. Responsible for Denim Import/Domestic Fabric/Trim Sourcing. Email overseas and domestic vendors for fabric/trim sampling. Issue sample fabric and trim P.O.s. Will check in sample fabric orders, maintain fabric info. Send out denim legs to wash for testing new and old fabrics. Create line sheet and domestic/import design packs for costing. Coordinate with sewing/cutting sample room manager. Coordinate with graphic designer in creating artwork for any new packaging/labeling needed. Pls send resumes to: hropps2015@gmail.com

TECHNICAL PACKAGE COORDINATOR

Prepare & track Tech Packs, Fabric testing, Lab Dips & Screens for full package Import Components. Fit & TOP Sample approvals. Knowledge of Illustrator/Photoshop, screen printing process, specs & measuring garments. Ability to work in a high-volume & deadline-sensitive environment.
Email to: trankin@selfesteemclothing.com

1ST PATTERNMAKER

PAD Pattern Making System trained. JRS, GIRLS, MISSY fashion tops & t-shirts. Knits, wovens, cotton jersey, novelty knits, etc. Private Label & Branded accounts. High-volume. Working knowledge of Illustrator for sketching.
Min 4 yrs exp.
Email to: trankin@selfesteemclothing.com

PRODUCTION ARTIST

JRs Fashion Tops. Recolor/Revise/Resize Artwork/Prints using Illustrator/Photoshop. Placement of screens on final patterns. Review Artwork/Prints Pitch Sheets & screened Blocks for Import Tech Pkgs creation. Close communication with Sales, Design & Production teams to ensure accuracy of orders.
Email: trankin@selfesteemclothing.com

IMPORT COORDINATOR

Manage/direct work flow for off shore factories. Strong communication. Detailed, urgency-minded, results-oriented. Bilingual Eng/Mandarin, a plus.
Email: trankin@selfesteemclothing.com

Jobs Available

STAFF ACCOUNTANT

The Staff Accountant reports to the VP Finance & Accounting. Maintains and controls the GL accounts and business transactions of the company, applying GAAP. Includes heavy analytical work and thorough review of financial records. Duties and Responsibilities: Reconcile cash accounts for ecommerce business and several retail stores at each month-end. Reconcile all balance sheet accounts at each month-end including AR, due from factor, prepaid expenses, sales tax payable, gift cards payable. Post journal entries to GL. Prepare sales tax returns for four states and maintain and update cash receipts journal and cash application.

Skills and Competencies: Demonstrates a proficient level of knowledge in accounting, able to use applicable information technology and systems to meet work needs, strong organizational skills, and ability to prioritize workload, excellent analytical and problem-solving skills, demonstrates attention to details and good record-keeping, proficient in Excel, intermediate level. At least 2-3 yrs of accounting exp. with strong exp. in performing month-end closings. Please send e-mail to claudia@velvetinc.net

SALES ORDER COORDINATOR

Fast paced junior apparel company looking for a well organized person to oversee incoming sales orders. Must be able to work independently, have good computer skills, and be very detailed. Minimum of 3-5 years experience in the fashion industry.

• Pre-Production Assistant
Must have knowledge of specs and garment construction. Strong computer skills in excel and Illustrator needed. Minimum of 3-5 years experience in pre-production required.
Please send your resume to jonathon@mikenclothing.com

PRODUCTION COORDINATOR

Seeking Production Coordinator to oversee Inventory, fabrics and projections to maintain stock for rapidly growing sports apparel company. Must be extremely organized, detail oriented, EXCEL proficient and bilingual English/Spanish.
Pls send resume to: chriz100@yahoo.com

PRODUCTION MANAGER

We are seeking Production Manager. Must have 2-3 years of exp'd in Fabric production either overseas or domestic. Must be extremely organized, detail oriented and self motivated. Excellent communication skills with Vendors and our Sales team.
Pls send resume to: ramin@richlinetextiles.com

Jobs Available



APPAREL BOTTOMS COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITION. INCREDIBLE OPPORTUNITY FOR THE RIGHT INDIVIDUALS.

SHIPPING MANAGER

A terrific opening for an experienced person to manage shipping point

- Must be computer literate and have knowledge working with ERP & WMS systems as well as experience with EDI & EXCEL
 - Experience with Imports and bulk distributions to major retailers
 - Knowledge of customer requirements, routing & coordination of IN/OUT trucking activity a must
 - Candidate must have 3 years experience
- Email resume to hrdept@rewash.com or fax to (323) 657-5344

ASSISTANT TO IMPORT MANAGER AND PRODUCTION MANAGER

Job Responsibilities: Issue all POs for import style and manage all Drop shipment logistics. Communicate with all overseas factories including packing and labeling instructions. Update PO status in system throughout the process, work directly with our freight forwarder to arrange all inbound shipments. Manage receipt and allocation of all imports to the warehouse. Review OTS reports to ensure proper inventory coverage. Create month end in transit WIP Report and Coordinate photo samples for online customers.

Required Knowledge, Skills, Abilities: Solid understanding of the import/export processes. Strong organizational, analytical skills and Proficient MS Office (Word, Excel, Outlook), 5+ years of import experience and highly motivated, self-started, and detailed follow through.
Please send e-mail to claudia@velvetinc.net.

***** DDA HOLDINGS INC ***** ASSISTANT PRODUCTION MANAGER

Full Time, Excellent Benefits
Issue cutting tickets.
Schedule cuts and follow up with contractors, dye houses, and print shops to maintain delivery dates.
Update production reports.
Schedule patterns and markers with patternmaker.
Review fabric test results and allocate fabric rolls.
Assist production manager as needed with scheduling and special cuts.
Email Resume to HR@ddaholdings.com

For classified advertising information: call Jeffery

213-627-3737 ext. 280, email classifieds@apparelnews.net or

visit www.apparelnews.net/classifieds

to place your ad in our self-serve system

CALIFORNIA
ApparelNews

CLASSIFIEDS

Visit www.apparelnews.net/classifieds to place your ad in our self-serve system

www.apparelnews.net

P 213-627-3737 Ext. 278, 280
F 213-623-1515

Buy, Sell and Trade

WE BUY FABRIC!

Excess rolls, lots, sample yardage, small to large qty's. ALL FABRICS! fabricmerchants.com Steve 818-219-3002 or Fabric Merchants 323-267-0010

• WE BUY ALL FABRICS AND GARMENTS*

WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishings fabrics. We also buy ladies', men's & children's garments. Contact: Michael STONE HARBOR (323) 277-2777

Jobs Wanted

35 YRS EXP'D

1st/Prod. Patterns/Grading/Marking and Specs. 12 yrs on Pad System. In house/pt/freelance/temporary in-house as well. Fast/Reliable. ALL AREAS Ph (626-792-4022)

Real Estate

FOR LEASE
CREATIVE OFFICE SPACE
LA FASHION DISTRICT
213-627-3754

Hyperlink
your ad for best results

CALIFORNIA
ApparelNews

E-mail jeffery@apparelnews.net for classified advertising

COMING SOON IN CALIFORNIA APPAREL NEWS



November 24

Cover: Retail Report
Made in America

Made in America Advertorial



December 1

Cover: Textile Trends
Retail Financial Report

**Findings & Trimmings
Special Section
Findings & Trimmings Adver-
torial**



December 8

Cover: 2017 Newsmakers
Fiber & Fabric

**Salute to Suppliers & Servic-
es Advertorial**



December 15

Cover: Fashion
2017 Retrospective and Financial Industry Review
Activewear
Retail Report

Activewear Special Section

CALL NOW FOR SPECIAL RATES
TERRY MARTINEZ
(213) 627-3737 x213



**PROGRESSIVE
LABEL INC**

LABELS • HANG TAGS • LOOKBOOKS • HARDWARE • & MUCH MORE

WWW.PROGRESSIVELABEL.COM

{323} 415.9770

2545 YATES AVE • COMMERCE, CA 90040