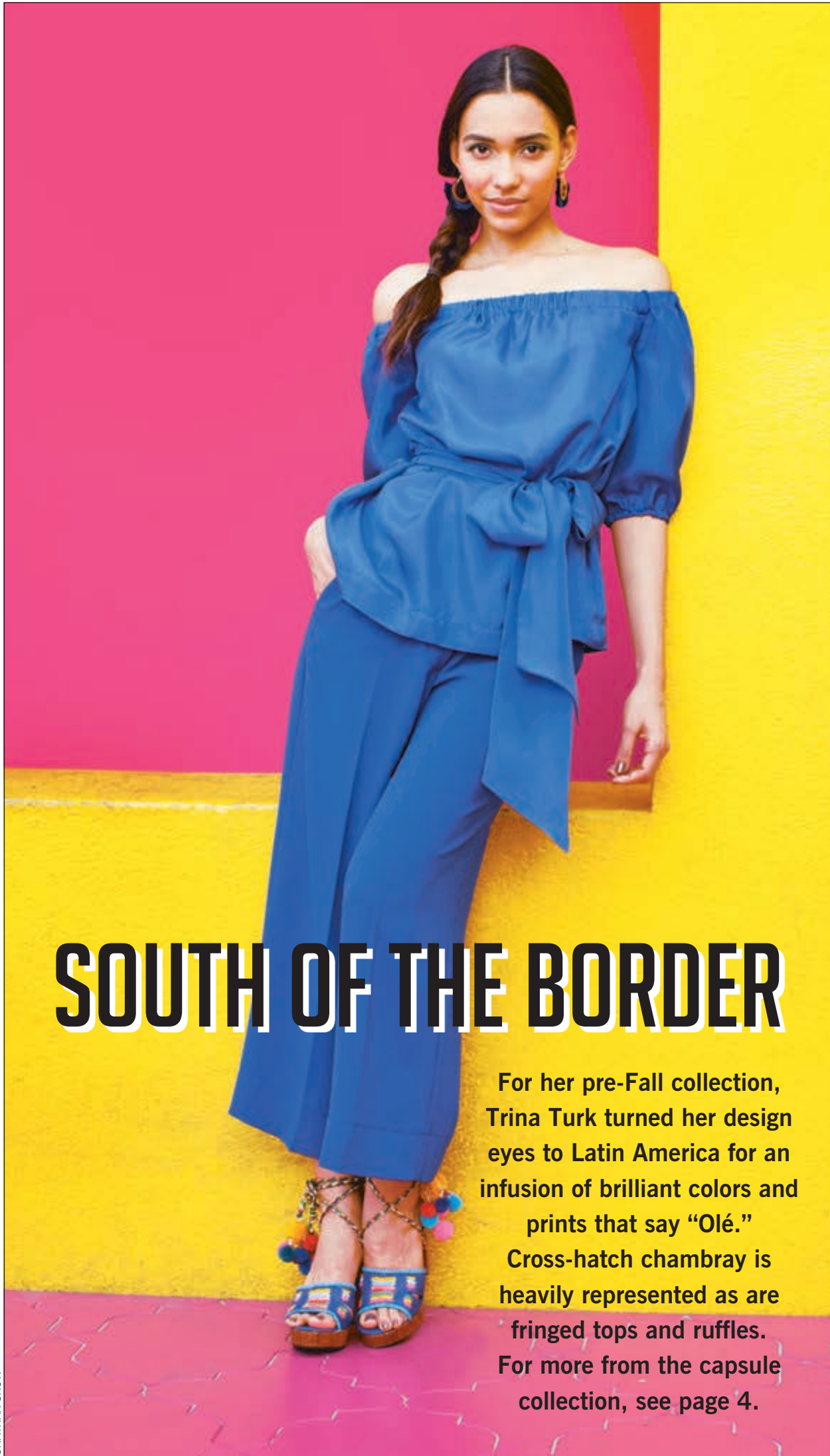


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SOUTH OF THE BORDER

For her pre-Fall collection, Trina Turk turned her design eyes to Latin America for an infusion of brilliant colors and prints that say “Olé.” Cross-hatch chambray is heavily represented as are fringed tops and ruffles. For more from the capsule collection, see page 4.

JONATHAN SKOW

Lost Finds Territory for New Stores

By Andrew Asch *Retail Editor*

Lost, a surf brand that’s about 25 years old, initially defined itself as a company that makes world-class surfboards bearing the logo ...Lost. But over the last few decades, the brand has evolved beyond surfboards to surfwear with plans for retail expansion.

In the next couple of years, Joel Cooper, Lost’s chief executive and co-owner, forecasts the label will open six stores in Hawaii with the retail push being led by surf-industry veteran Scott Trudon.

In early February, the company, headquartered in Irvine, Calif., is planning to open a new store in Maui, and in April another outpost should debut in the **Ala Moana Center** mall in Honolulu.

In addition, the brand is well represented at leading core surf shops. In California it has been sold at **Jack’s Surfboards**, **Huntington Surf & Sport**, **Surfside Sports**, **Sun Diego** and **Tilly’s**. But nothing beats owning your own loca-

➔ **Lost** page 21

Agenda Founder Leaving Trade Show

By Andrew Asch *Retail Editor*

Aaron Levant, founder of the **Agenda** trade show, said that he will be leaving the streetwear-focused trade show to work on entrepreneurial projects outside the world of fashion and trade shows.

“I’ve spent the majority of my adult life doing this. It’s been an amazing journey. I’m super excited for everything I’ve done. I’m grateful. But I’m always pressing myself to continue learning and challenging myself. Unless I want to become the CEO of a major trade-show conglomerate, which I’m not sure that I aspire to do, I look for a new challenge to learn something new. That’s a lot of what the decision comes down to. Now I’m going to start from the ground up with something new,” Levant said during an interview in the Agenda office in downtown Los Angeles.

Levant, at the age of 19, started Agenda in 2003 as a trade show. ➔ **Levant** page 4

INSIDE

Where fashion gets down to businessSM

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Retail Year Ends on a High Note

Good news about December's business rolled in as retailers reported sales for the last month of 2017 as well as earnings from their holiday sales, which also included November.

Long-suffering retailers such as **J.C. Penney Co. Inc.** and **Macy's Inc.** posted positive same-store sales for the holidays. JC Penney's same-store sales for the holiday period increased 3.4 percent. Macy's same-store sales were up 1.1 percent when including leased departments and 1 percent when not including leased areas.

"We are very encouraged with our overall comp-sales performance during the holiday season, which was led by home, beauty and fine jewelry," said JCPenney Chief Executive

Marvin R. Ellison.

Macy's CEO Jeff Gennette said, "Consumers were ready to spend this season, and we delivered with solid execution."

The good news paved the way for some bad news for Macy's. The retailer had previously announced the closure of its Macy's locations at **Westside Pavilion** in Los Angeles; **Laguna Hills Mall** in Orange County, Calif.; and **Stonestown Galleria** in San Francisco. On Jan. 4, the company announced the stores will close in mid- to late March with going-out-of-business sales starting Jan. 8. Due to 11 Macy's store closings, 5,000 jobs will be lost.

Wall Street analysts said the 2017 holiday season was one of the strongest in years. Ken

Perkins of market-research firm

Retail Metrics said the season's success was no surprise. "The foundation for strong December, holiday and calendar Q4 same-store-sales growth has been set by the strongest economic growth since prior to the Great Recession, low unemployment, solid retail sales, rising home and equity prices that have pushed U.S. consumer net worth into record territory. Retail sales should be good in this environment," he wrote in a Jan. 3 research note.

But holiday sales were not strong across the

December Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$147.20	-4.8%	-4.1%
Cato Corp.	\$94.70	-9.0%	-9.0%
L Brands Inc.	\$2,438.00	+3.0%	+1.0%
Zumiez Inc.	\$160.00	+11.4%	+7.9%

Information from company reports

board. Denim-focused mall retailer **The Buckle Inc.** posted a same-store-sales decline of 4.1 percent for December while value retailer **Cato Corp.** posted a 9 percent same-store-sales decline.—*Andrew Asch*

NEWS

Boardriders Acquires Billabong After Long Courtship

The surf industry's biggest rivals, **Quiksilver** and **Billabong**, are now the same company.

On Jan. 4, Quiksilver's parent company, **Boardriders Inc.**, announced it had acquired **Billabong International Limited**. According to *Reuters*, the price was \$155 million.

The combined company will be a tsunami of surf. The new Boardriders will sell to more than 7,000 wholesale customers in more than 110 countries and run a fleet of 630 retail stores in 28 countries. The family of brands will include **Quiksilver**, **DC Shoes**, **Roxy**, **Billabong**, **RVCA**, **Element**, **VonZipper** and **Xcel**.

In 2017, private-equity firm **Oaktree Capital Management** acquired Quiksilver

Inc. after it emerged from bankruptcy protection. Dave Tanner, an Oaktree managing director, became the chief turnaround officer of the surf giant, which renamed itself Boardriders. Oaktree also owned 19 percent of Billabong.

Tanner said the combined strengths of these companies will foster growth. "We are committed to preserving the autonomy, creativity and unique cultures of all the brands while we leverage our best-in-class operating platform to accelerate the growth of the brands globally," he said.

Tanner was named chief executive officer of Boardriders after the deal closed. Pierre Agnes, the former CEO of Boardriders, will become the company's president and remain

a board member.

The future of Neil Fiske, the current CEO of Billabong Group, is up for discussion. "We have a high regard for Neil and what

he has accomplished over the years," said Matt Wilson, Boardriders' chairman. "I very much hope that he will join us for the next leg of this journey."—*A.A.*

Obituary

Jack Berger, Textile Converter, 94

Jack Berger, the cofounder of **The Print Works**, a swimwear textile converting company, passed away on Dec. 16, 2017, of cancer. He was 94.

Berger was born in New York City, where his mother had a successful lingerie company. He attended **New York University**, where he received a bachelor's degree in business.

In 1949, he moved to Los Angeles, where he worked in textiles before starting **The Print Works** in 1972 with his wife, Harriet Berger. It was one of the first independently owned and operated textile converters in Los Angeles catering to the swimsuit industry.

After 20 years, they retired and moved to



Jack Berger

Laguna Woods, Calif., in 1996.

Berger was a past president of the **Textile Association of Los Angeles** and was involved in philanthropic activities with the **City of Hope** and the **Kiwanis**.

He was preceded in death by his wife, who passed away in 2001. He is survived by his two sons, Ken Berger and Russ Berger; their wives, Helene and Janice; and two grandchildren, Berdy and Atticus.

A funeral service was held Dec. 19 at **Hillside Memorial Park & Mortuary** in West Los Angeles.

Donations can be made in Jack Berger's name to the **American Cancer Society**.

—*Deborah Belguem*

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Calendar

Jan. 7

Accessories The Show
Intermezzo Collections
Children's Club
Fame
Moda
Jacob Javits Center
New York
Through Jan. 9

Arizona Apparel, Accessories, Gift and Shoe Show
El Zaribah Shrine Auditorium
Phoenix
Through Jan. 9

Jan. 11

Active Collective
Swim Collective
Anaheim Convention Center
Anaheim, Calif.

Through Jan. 12

Coast
Seagate Hotel
Delray Beach, Fla.
Through Jan. 12

Jan. 15

Los Angeles Fashion Market
California Market Center
The New Mart
Cooper Design Space
Gerry Building
Lady Liberty Building
Academy Awards Building
Primrose Design Building
824 Building
Los Angeles
Through Jan. 17

Select X Emerge
LA Kids' Market

Transit

Los Angeles
Through Jan. 17

Designers and Agents

The New Mart
Los Angeles
Through Jan. 17

Brand Assembly

Cooper Design Space
Los Angeles
Through Jan. 17

Hong Kong Fashion Week

Hong Kong Exhibition Center
Hong Kong
Through Jan. 18



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

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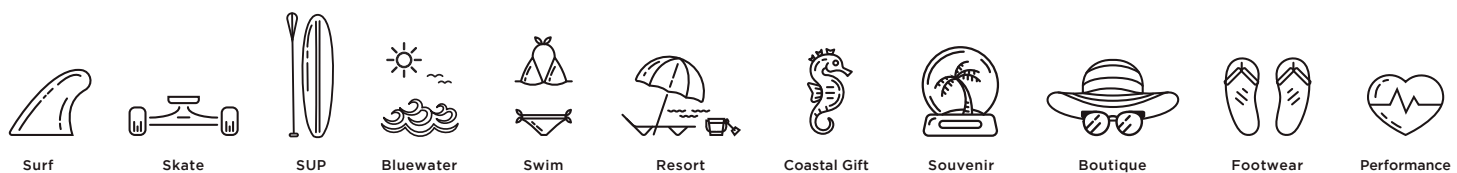
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The Trina Turk Collection Is Infused With Latin American Vibes and Color

Vibrant colors and lightweight fabrics are part of the south-of-the-border look for Trina Turk's pre-Fall capsule collection, which will be in stores this summer.

Turk, best known for her Palm Springs, Calif.-style resortwear in vivid prints, was inspired by the various art exhibitions around Los Angeles that are part of Pacific Standard Time: LA/LA, which celebrates the link be-

tween Los Angeles and Latin America.

Essential pieces include a chenille-embroidered fashion sweatshirt with rainbow-metallic ribbing and cross-hatch chambray in a wide-legged cropped trouser and fringed-trimmed tops.

Lightweight fabrics can be layered as cooler weather approaches.

—Deborah Belgium



JONATHAN SKOW

Levant *Continued from page 1*

show attended by a handful of emerging brands. Fifteen years later, more than 1,000 brands exhibit at the biannual Agenda in Long Beach, Calif. The company also runs a biannual show in Las Vegas, which was started after Levant's company was acquired by **Reed Exhibitions** in December 2012.

Hervé Sedky, Reed's regional president for its Americas division, said that Levant will officially leave the company at the end of February. "We are excited that he has agreed to remain with Reed Exhibitions as an adviser on the fashion and festival businesses," Sedky said. "We will greatly miss his genius, his innovation and his energy."

The Agenda office will remain headquartered in Los Angeles. Until a new group leader is hired for Agenda, the Agenda team will continue to report to Sedky.

While working at Agenda, Levant tried to change the typical model of a trade show. In July 2017, he started **Agenda Festival** at the **Long Beach Convention Center** in Long Beach. It's a consumer day following the two-day Agenda trade show.

At the festival, people look for exclusive fashions at pop-up shops, browse art galleries, dine at food trucks and listen to hip-hop and rock performers. He said 15,000 shoppers attended the inaugural Agenda Festival.

In a separate project, he started **ComplexCon**, which produces a similar mix of music, art and brands often selling exclusive products, such as high-end sneakers. The annual event debuted in November

2016 and is produced by Reed and the media platform **Complex**. Levant estimated exhibitors made more than \$20 million at the 2017 ComplexCon and 50,000 people attended the event.

Levant did not go into details about what his next step would be. However, he has worked as an investor in food and beverage labels. He serves on the board of **House Beer**, a Venice, Calif.-based beer company, and he recently invested in **Truff Hot Sauce**. In addition, he owns two art galleries on Los Angeles' Fairfax Avenue—**The Seventh Letter Gallery** and the **Known Gallery**.

But Levant believes there is still a lot of opportunity in the area of fashion trade shows. "It's a huge industry. By no means is it going anywhere. Even if it tapers down 10 percent, it is still enormous," he said.

Still, the business of fashion is changing rapidly, and trade shows need to change to serve them. Levant credits his success to a willingness to change with a fast-paced market and never quitting. He was willing to live with his parents until he felt comfortable enough with the company's success to buy his own house in Agoura, Calif.

"I kind of went until it was successful. There was no cut-off period," he said of his formerly privately run company. "I had a better understanding of the market and where the market was going and consumer trends. I can speak with authenticity. I was the age of the target consumer for the majority of the time I was running this company. Even now, I'm still 20 years younger than anyone else who has a similar job to me." ●



Aaron Levant

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A woman with long, wavy brown hair is standing on a sandy beach. She is wearing a red bikini top and a matching red sarong with a white floral pattern. The background shows the ocean with waves and a clear blue sky. The woman is looking slightly to her left.

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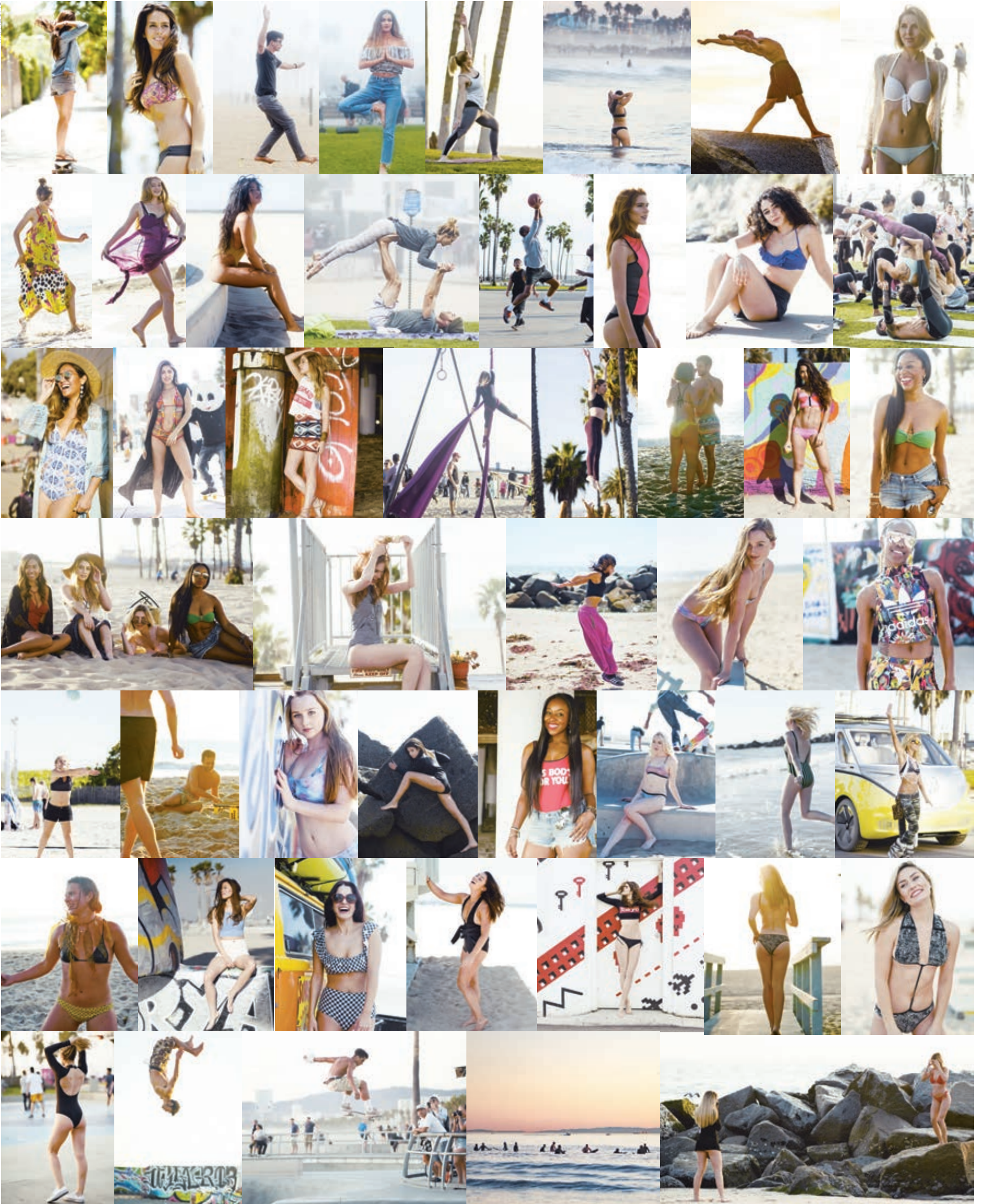
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Beach Scene Los Angeles

With this year's warm weather seeming to be a year-round event in Los Angeles, the beaches around Venice and Santa Monica have been filled with sun lovers who can't get enough of the sand and surf even if it is winter.

The two-piece skimpy bikini isn't going away, and coverups are a must-have statement piece to add color and distinction to swimwear.

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Beach Scene Miami

The tropical winds are always blowing in Miami, where the beaches are filled with women wearing brightly colored swimsuits of every variety. Bursts of oranges, reds and bright blues are just some of the colors seen on the sand this year.

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Free Bella: Sustainable Swimwear at a Reasonable Price Point

Francesca Lagudi was still in fashion school when she launched her swimwear line, called Free Bella, two years ago.

In Italian, Free Bella means “free beauty,” which is the inspiration behind the label. Lagudi wanted a free-and-easy feel to her swimwear, so she went with seamless creations that had no hardware.

She also wanted to be free from polluting the environment, deciding that all her fabrics would be sustainable and her collection would be made in Los Angeles.

“I guess I have always loved nature and especially the ocean, and I couldn’t think of a more appropriate product category when promoting sustainability,” said the Australian native, who graduated from the Fashion Institute of Design & Merchandising in Los Angeles after studying product design and business management. “We are using recycled polyester that comes from plastic PET bottles. Traditionally, polyester is made from petroleum. It’s been an interesting discovery to find these eco materials that are available to us.”

The recycled nylon that Lagudi uses comes from Econyl, which turns used fishermen’s nets and other recyclables into nylon yarn. Her collection for Spring/Summer 2018 also will be using dead-stock fabric as well.

At first, Lagudi was making her suits with a contractor in Huntington Beach, Calif., but that turned

out to be a time-consuming drive, so she found other sources in downtown Los Angeles, blocks from her old school. “Huntington Beach was a little too far away, and I wanted to be down at the factory all the time and have full control,” she said.

The idea of seamless swimwear was trendy when Lagudi first started her line, but as time has gone on, she discovered that some bodies need more support than seamless can offer. “Seamless can be beautiful, but in some areas and body types, it doesn’t provide the functional fit some women need,” she observed.

So her one-piece and two-piece silhouettes incorporate more construction. For the



upcoming season, she is revealing a higher leg silhouette that was popular in the 1980s as well as some high-waisted bottoms.

For her triangle tops, she is also using metal hardware that has been recycled.

One of Lagudi’s original goals was to make an affordable swimsuit that wouldn’t break the bank. So she retailed her swimsuits at \$27 to \$43 per piece and found that those prices didn’t cover all her costs. “I found the lower price points gave us a lot of exposure and people were buying from us, but we weren’t making money,” she said.

Now Lagudi is selling two-piece silhouettes for \$100 and one-piece suits for \$72 to \$100. Everything is direct to consumer.

She is also incorporating more prints in her line this coming season, with a cheetah print called the Bengal print, a custom-made tropical print and a deep-teal print contrasted with white.

New prices and new designs are all part of the learning process of a young designer. “I really have learned that communication is everything and you have to be very meticulous,” she said. “There have definitely been surprises along the way.”

For more information, visit www.freebella.com or contact Lagudi at francesca@freebella.com.—Deborah Belgum

B.Swim Charts a New Course

When Sunsets Inc. wanted to take its B.Swim brand in a different direction, it hired Stephanie Graves to set the course for the label.

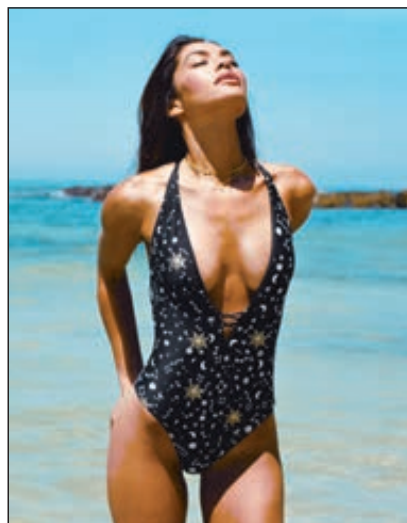
For her second collection at B.Swim, Graves has taken inspiration from her Hawaiian roots, having spent long vacations with grandparents who lived on the Hawaiian island of Kauai.

During that time, Graves gained an appreciation for Hawaii’s surf culture and even picked up some Hawaiian lingo. When she returned to her hometown of Minneapolis, she thought she was the only surfwear nut in the upper Midwest.

Fast-forward to this upcoming Spring 2018 swimwear season and Hawaii is still an inspiration for Graves. She hopes her take on the aloha spirit offers a point of difference for B.Swim and its “Hoku Fields” print. Hoku is the Hawaiian word for stars, and this print features stars and half-crescent moons on a black field. Gold foil on the stars adds some shimmer.

Koloa is the name of the Kauai town where Graves’ grandparents lived. So, B.Swim’s “Koloa Medallion” print is named after the town. It features a blue paisley-style print, which the designer said is a departure from the floral prints that can be a dominating feature of swimwear. “There are so many thousands of florals,” she said. “It’s overdone. I wanted to offer something different.” Other pieces feature solid colors such as Moana gray, which is a bluish gray. In Hawaiian, Moana roughly translates as ocean.

Graves became the head designer of B.Swim after spending less than two years working as an associate designer for the prominent swimwear company **Raj Swim**, headquartered in Tustin, Calif.



Sunsets Inc. was looking for a new direction for its B.Swim brand when Graves took over the label’s design, said Greg Stager, Sunsets Inc.’s president.

Previously, B.Swim was known for bright colors, but Graves decided to bring a more “laid-back, contemporary look” to the collection, Stager said. “Stephanie brought a fresh perspective to B.Swim that flowed from her lifestyle, her design sensibilities and her experience,” he said. “B.Swim is young and contemporary at the same time, and that defines Stephanie.”

To give the line an added point of view, Graves added a wider variety of silhouettes. Styles range from modest silhouettes to those that offer “small coverage,” but Graves still skirts the skimpiest looks seen in other swimwear collections. Tops range from typical triangle tops to high necks and tops with molded cups and removable cups. Separates retail from \$48 to \$104 for a one-piece.

Up next, Graves said she’d like to introduce more fabrics and more styles to change up the look of B.Swim.

—Andrew Asch

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waterwear newresources First-Time Designer Makes a Splash With Paradise Ranch Designs

Kristyn Goddard, the designer and owner of Paradise Ranch Designs, dreamed of buying swimwear that could be as alluring as a Hollywood starlet's portrait from the 1940s and 1950s yet not reveal too much of a woman's body.

But when shopping, she could never find these suits. So the first-time designer decided to create a line for herself.

Even though she had no experience designing, Goddard, the sole investor in her label, doesn't consider herself a fashion novice. She spent 15 years working as a fit model in Los Angeles before opening the Paradise Ranch Pet Resort in 1996, a cage-free boarding kennel for dogs. It is located 20 minutes north of downtown Los Angeles.

When she set out to launch her first collection, the budding designer worked with Margot Stone, a downtown Los Angeles patternmaker Goddard knew from her days as a fit model.

In February 2016, Paradise Ranch Designs was selected to exhibit at WWD MAGIC's Emerging Designer Showcase in Las Vegas.

The collection includes one-piece bathing suits with long sleeves and silhouettes that resemble bodysuits. Other styles include "Snorkel Couture," which is reminiscent of a wet suit.

These one-pieces also offer ample coverage to shield thighs all the way down to the knees.

The line includes rompers that feature cutout panels around the arms and the collar. Other one-piece suits juxtapose mesh and typical swimwear fabric such as spandex.

The label's two-piece suits offer boy-short silhouettes instead of bikini bottoms. Other bottoms feature vintage-inspired, high-waisted styles and skirts—a hybrid of a skirt and a short.

Tops include retro-inspired, tie-front halters and tops with fabric that covers arms and provides more coverage than a typical bikini triangle top.

The collection comes in solid colors including black, white, cardinal and olive. It also comes in prints such as tropical florals, tie dyes and animal prints.

In addition, Paradise Ranch Designs offers a wide variety of other pieces, such as dresses, jackets, pants and boardshorts. "The pieces we designed are way more than a bathing suit," Goddard said. "You spend a lot of money on bathing suits, and you don't wear them but a couple of times over the summer. With Paradise Ranch Designs, we made matching pants, skirts and coverups so you could make an outfit out of your suit," Goddard said.

The company also makes suits for pets, which often match the styles in the women's collection. Samples of the pet clothes were exhibited at a Fashion Unleashed fund-raiser, produced last March by the Fashion for Profit entrepreneurial education group.

After the fundraiser, Goddard decided to make more pet clothes. "We've sold as many dog clothes as ladies' clothes," the designer said. "Anything to do with dogs is popular."

Retail price points for Paradise Ranch Designs styles range from \$82 to \$195. The collection is sold on the company's website, www.paradiseranchdesigns.com.

—Andrew Asch



Lolli Swim: All Things Gidget and More

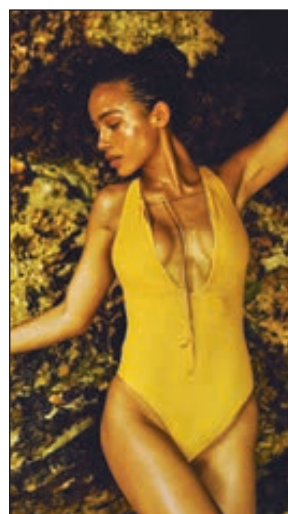
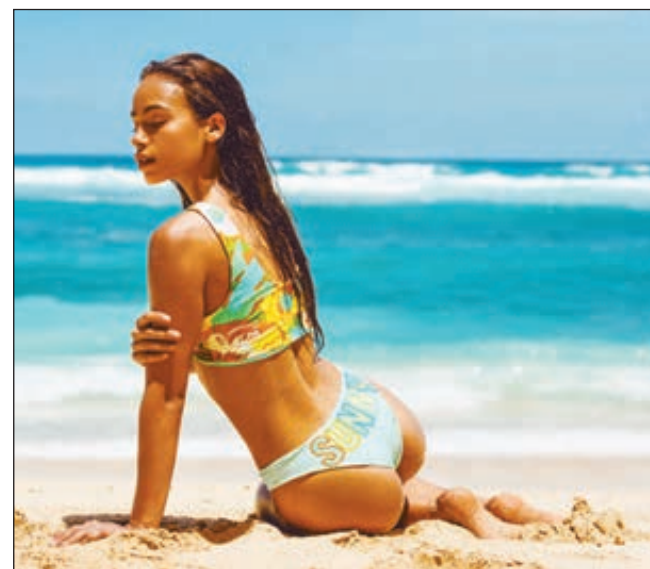
As a kid growing up in Upland, Calif., Vy Nguyen swam practically every day. If she wasn't in a swimming pool, she was at the beach. "I was just obsessed with swimming and the beach," said the founder of Lolli Swim.

So, when she wanted to start a clothing collection, it was only natural that Nguyen would gravitate to swimwear. "I have never been into specific trends, and in swim there are no rules," the designer said. "You can do bright sun colors, add ruffles or whatever you want. It is so much more."

Nguyen honed her fashion skills while in school at Mt. San Antonio College in Walnut, Calif., where she studied fashion merchandising. While in class, she worked as a preproduction and merchandising assistant at the juniorswear company Swat Fame.

After several years of working in production and sales, she decided in 2010 to dive into swimwear. She launched her line by doing a trunk show at a friend's house in Laguna Beach, Calif.

At the time, her signature piece was a bikini bottom with a big black bow on the back.



"Everybody thought I was crazy," she said. But that didn't stop her. She did more trunk shows and eventually got into some local boutiques. "From there it grew," she explained.

These days, you can find Lolli Swim at Diane's Beachwear in Torrance, Calif.; Molly Browns in Laguna Beach; Best Swimwear in Hermosa Beach, Calif.; and several Urban Outfitter locations. Retail prices for Lolli Swim range from \$75 to \$179.

Lolli Swim is for the girly girl who likes pastel colors and feminine appliques. Nguyen draws inspiration from her days watching "Gidget," the 1960s TV show about the prototypical sun-loving, beach-bunny teenager.

For her upcoming "Stay Golden" collection for Resort 2018, there are feminine silhouettes with a retro feel from the 1960s. There are classic string bikinis, bandeaux with shoulder-tie tops, underwire bikinis and one-pieces ranging from mid- to minimal coverage.

"This collection, instead of having so many prints, has solids with pastel embroidery to grow up a little bit. It is still the classic California-beach inspiration, lots of cotton-candy sky colors with pastel hues," Nguyen said.

Fabrics for the Resort 2018 season feature a mix of delicate appliques, soft stretch velvets and shiny rib textures, and there is an elevated take on vintage florals using hand-embroidered accents for added texture and attention to detail.

Lolli Swim is manufactured in California, China and Bali, Indonesia, where garment workers are skilled at hand embroidery and macramé.

For more information, visit www.ilovelolli.com or send an email to info@ilovelolli.com.—Deborah Belgium



LONGITUDE
longitudeswim.com

One-of-a-Kind Brands to Enhance Any Boutique

When looking for pieces to add zest to your summer offerings, you need look no further than these distinctive boutique brands, each offering a unique and charming personality all its own.



Black Black Moon

A "black moon" is the second new moon to occur in one month, "a mysterious time for renewal, potential energy, and new beginnings." Jewelry designer Black Black Moon uses symbolism to define individuality through "the mystic realm of gemstones." The designs are created, it says, "with the intention of surprising the eyes with new combinations of metal and stone work that connect to an ancestral past." Vintage chains and remnants from century-old and shuttered New England jewelry production mills, the metals are harmonized with spent bullet casings, antlers, and rough crystals from caves in the Blue Ridge Mountains. The Porcupine Quill pieces for those in need of more armor juxtapose with the softly feminine Hammered Plate Pendants. Most pieces run in the \$16 to \$20 range wholesale, with stackable bracelets starting at \$5 and "intense" statement pieces around \$35. All are designed "to make the customer feel beautiful and free."



Duffield Lane

Duffield Lane expresses the classic aesthetic of its founder, Jamie Loeks Duffield, who has spent a lifetime on and around waterfront playgrounds from Lake Michigan to Biscayne Bay. The collection is classic yet comfortable and

always with a nautical twist. For Duffield Lane, "navy is a neutral, and stripes are a staple." The customer reach is wide, from women 16 to 70 and likely beyond. The silhouettes are timeless pieces that can be pulled from the closet season after season. "We are obsessed with our fit and fabrics," it says. Only quality fabrics are used here, with every piece machine washable and tumble dry low heat. This season, Duffield Lane is "really excited" about its tassel silk-blend sweaters and bell-sleeve dresses and tops. Bestsellers will include novelty sweaters and "our amazing Spring seersucker collection." Wholesale price points range from \$32 to \$66 for a wide-ranging selection of tops, bottoms, sweaters, dresses, and sleepwear.



Spartina 449

Spartina is a type of grass found along coastal salt marshes and the perfect image for Spartina 449, a collection of purses and accessories inspired by the small South Carolina low-country island of Daufuskie. "Colorful, coastal, and lively," this engaging upscale brand is aimed at women 35 to 60 who have some money to spend on classic yet modern pieces, each with a distinct personality. Signature products are made from a unique, specially woven heavy linen that is stain-resistant and exceptionally durable and takes in natural inks and dyes beautifully. Designs also include all-leather and vinyl products, beach accessories, and lightweight apparel. New for 2018 are Bamboo Moon natural papyrus woven handbags and accessories, Cordelia embroidered-papyrus accessories, and Moonlit Heron Asian-influenced textured-vinyl accessories, plus the Armada first-ever complete travel collection. The bright red Little Bermuda pattern in linen and leather collection should be a bestseller, while the new Kaftan Cover-Ups and Poncho Scarves are predicted to sell out.

The next edition of Surf Expo takes place at the Orange County Convention Center in Orlando, Florida, January 25-27.

SURF www.surfexpo.com
E X P O

swimshorts

AMORESSA
SWIM

Amoressa Swimwear, high-end fashion swimwear from the makers of Miraclesuit. A contemporary control swimwear, Amoressa Swimwear is a collection designed to enhance every woman's most alluring features. Amoressa Swimwear exudes pure confidence and elegant charm. Modern architectural attitude shines through every one-piece, bandeau and tankini top in a variety of bold colors and slimming designs. www.miraclesuit.com



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CURVE

CURVE is the only show in North America solely dedicated to intimate apparel, swimwear, and men's underwear. The CURVE shows will be presenting the collections of over 350 brands at CURVENEWYORK Feb. 26-28, and at CURVELASVEGAS Feb. 12-14. The CURVE shows are produced by EUROVET AMERICAS, a EUROVET company. www.eurovetamericas.com

creora highclo HYOSUNG

Hyosung, the largest spandex producer in the world, has partnered with Hung Yen Knitting and Dyeing of Vietnam to promote sustainability and longer life in swimwear with a new collection of Regen recycled polyester and creora® highclo, superchlorine-resistant spandex. Hung Yen Knitting and Dyeing Co. Ltd of Vietnam is an Italian-owned warp-knitter with high-quality, technical performance fabrics in the latest fashion colors. creora® highclo™ is super chlorine-resistant spandex for longer lasting fit in swimwear. Regen is post-consumer recycled polyester from water bottles and is global recycled standard certified. www.creora.com

LA LAME, INC.

We at **La Lame** have captured the attention of a fabulous Italian digital printer and source for very exclusive prints and "FOIL" solids for use in swimwear, sportswear, dresses, and intimate loungewear. Our "Beat Goes On" is the French assortment of woven/stretch. This collection is unique in its attraction of yarn-dye fabrics that apply to many apparel lines. Also, we are proud to claim our post-surgical fabrics with great compression and recovery are performing very well with leading medical garments, some with copper yarn that enhances their performance. We are now linked with a major knitting and finishing company in the domestic USA that is the source for all apparel companies that must have a MADE IN THE USA label. We also supply beautiful lace fabrics from the finest mills in Europe. Visit the new La Lame showrooms at 215 W. 40th St. by calling Glen Schmeer, Adrian Castens, or Joel Goldfarb at (212) 921 9770. www.lalame.com

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MAGICSUIT™
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Magicsuit® is a contemporary, sexier, edgier collection with allover comfort control and designs that are sophisticated and enhancing. Stunning silhouettes boast dramatic draping and precise detailing that embrace and enhance a woman's curves. The styling is a trend-driven, fashion-forward look with sportswear-inspired looks coupled with the latest in shaping technology. New anti-wrinkle jersey fabric makes it easy to pack and go. Fabulous, easy-wear cover-ups that can be worn from sunrise to sunset make this collection a must-have. The Magic actually happens when the customer tries on a swimsuit—she not only feels the difference but sees it as well. www.magicsuitswim.com

Miraclesuit
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Penbrooke
Swimsuits

For more than 50 years, **Penbrooke** has prided itself in being at the forefront of design and fashion trends, making swimsuits for the timeless classic woman who seeks beautifully crafted and designed swimwear. Penbrooke offers women a collection of swimsuits that are updated, modern at accessible prices that will elevate her sexy and confident self. The collection is print- and silhouette-driven with an emphasis on body shaping and figure-flattering designs. Penbrooke is designed to enhance women's attributes, while addressing fit concerns: the bust, hips, thighs, and tummy body. Unique tummy control (power net) feature, underwire bras, with comfort bust support and shirring to shape curves make our lady feel confident in how she looks and feels. Every style is identified with "Body Typed" hang-tags identifying the features and benefits of each garment.

SURF
EXPO

Surf Expo is the largest and longest-running watersports and beach/ resort/lifestyle trade show in the world. Produced annually in January and September, the show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show features more than 2,500 booths of hard goods, apparel, and accessories and a full lineup of special events including fashion shows, annual awards ceremonies, and demos. More information about Surf Expo can be found at our website, www.surfexpo.com.

SWIM
SHOW

From brand-new events to brand-new lines to a complete redesign of the entire layout, **SwimShow** will be bolder and better than ever. As the industry's largest and most established swimwear trade show, we're kicking off the start of the buying season by hosting four days of the best swim brands in the world. Not to miss is the expanded men's, children's, accessories, resort, and lifestyle areas—which feature the best new and fashion-focused collections we are seeing from this area of the industry. www.swimshow.com

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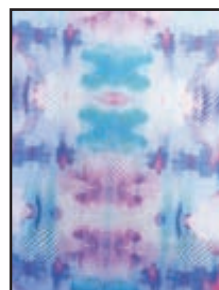
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SWIM TEXTILE TRENDS

Hazy Days and Nights

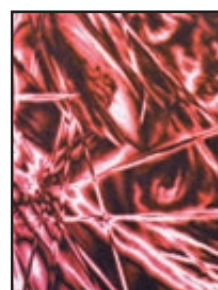
Textile designers utilize bold colors and designs to capture freestyle designs. These prints allow the wearer to express themselves whether it be day or night.



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Eusebio Spa #10098



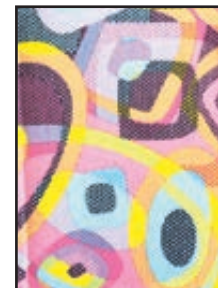
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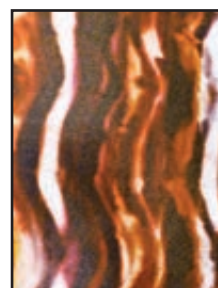
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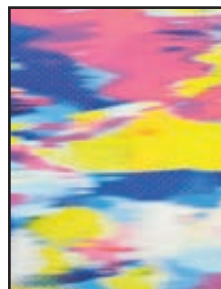
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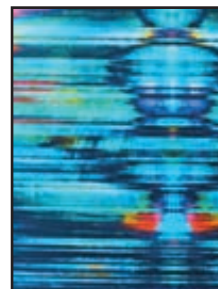
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Eusebio Spa #10085

Cool Blues

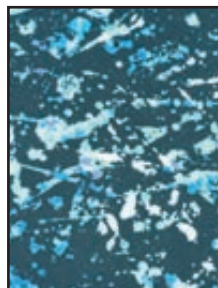
Whether it is indigo, aqua, or turquoise, cool blues playfully change depending on the lighting source. Textile designers keep you from getting the blues with brilliant new patterns and prints.



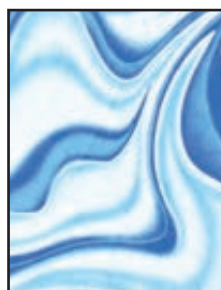
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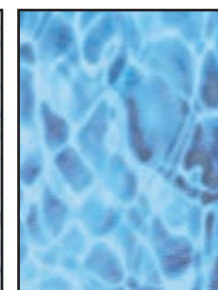
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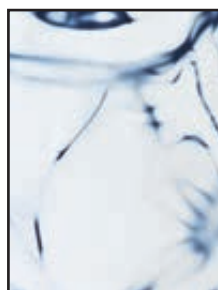
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Darlington #26550
reverse side



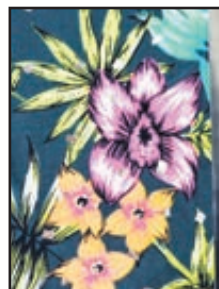
Darlington #13140



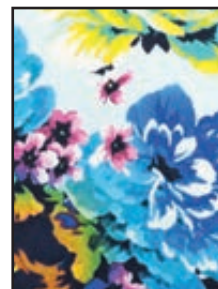
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Lost *Continued from page 1*

tions to give the public a good look at the full depth of the brand, Cooper said.

"It is impossible for any retailer, regardless of how much they support your brand, to give you a presentation like you can give yourself. You don't share the stage with anybody but yourself," he said. He believes that this retail model is a wave that lifts all boats.

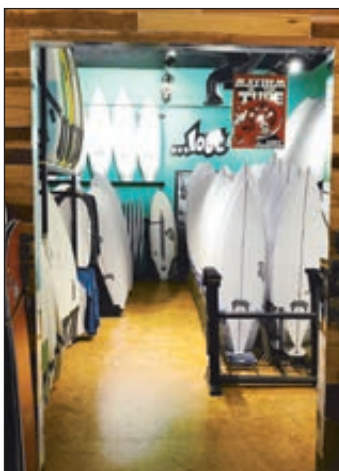
"I believe that the areas where you are strategically placed, and you have good presentation of product, helps the competition and the brand looks more important. You open a store, and other stores do better with your product," he said.

Cooper forecasts that the brand will continue to be a medium-sized business that sells Lost-brand apparel as well as surfboards. It remains one of a handful of independent surf brands working in a tough market.

"Our goals are to be a small- to medium-sized company and sell to a better distribution," Cooper said, noting that worldwide sales last year totaled \$60 million. "We do not have to be the biggest company. You can be very profitable with a small- to medium-sized business."

Mixing it up

The past decade has seen a lot of challenges to surfwear brands. Leading retailers for the category such as **Pacific Sunwear of California** shifted their merchandise mix to offer more streetwear and lifestyle brands. Top surfwear company **Quiksilver Inc.** recently emerged from bankruptcy protection and then on Jan. 4 acquired its rival **Billabong**, which is headquartered in Australia.



But there continues to be opportunity for independent brands, said Sean Smith, executive director of the **Surf Industry Manufacturers Association**, a trade group headquartered in Laguna Niguel, Calif.

"Changes in consumer shopping and buying behavior have given indie brands more opportunities than they've had before. I wouldn't say the playing field has been leveled, but smaller brands at least have some reason for optimism if they can really nail the way they speak to and service their customer base," Smith said.

Until 2011, Lost ran a licensing deal with **La Jolla Group** until the company took its manufacturing in-house. The brand's parent company, **Lost International**, currently runs more than 10 licenses overseas, where companies such as **Lost Brazil** and **Lost Argentina** manufacture and sell Lost apparel and surfboards in their territories.

Lost in the United States controls these licensees' designs and marketing campaigns. Since 2015, the California company has manufactured a line of women's clothing called **Sea Gypsies**.

Lost took a formal bow in the early 1990s after Lost founders Matt Biolos and Mike Reola produced T-shirts and boardshorts to complement the surfboards shaped by Biolos. The brand developed a reputation for throwing parties and being pranksters with an outrageous sense of humor—all documented in a series of

surf videos popular on California's surf scene, said Chris Pollock, the company's president.

"We still position ourselves as the brand that lives by our own 'black sheep' rebel values," Pollock said, "and 25 years later, we continue to rebel against the current of the industry status quo." ●

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Neoprene
Recycled Yarns
Poly Blends

Capabilities that inspire



KNITTING



DESIGN



R&D



DYEING



PRINTING



FINISHING

Our collection of more than 4,000 European-quality fabrics are manufactured in our Los Angeles-based facility. We offer faster deliveries, superior quality control, and vertically-integrated services for all major fashion categories.

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