

# CALIFORNIA Apparel News

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**ACTIVE COLLECTIVE:** A steady flow of buyers shopped the Active Collective trade show Jan. 11–12 in Anaheim, Calif. Above, meetings at the Beyond Yoga brand's booth.

## TRADE SHOW REPORT

### Steady Traffic at Typically Small January Market

By Andrew Asch *Retail Editor*

The January **LA Fashion Market** ran Jan. 15–17 and is typically one of the smaller of the five LA Fashion Markets, which take place in downtown Los Angeles. However, most showroom owners and trade-show vendors at the **California Market Center**, **The New Mart**, the **Cooper Design Space**, **The Gerry Building** plus **Designers and Agents** and **Brand Assembly** said traffic was solid, if not strong, with retail buyers shopping for Summer and Pre-Fall.

While showroom owners described a bullish round of buying during the market, fashion retailers said that business remains a fight for dollars. “Retail is still rough,” said Lisa Kline, president of **Lisa Kline Inc.**, who walked the market. “People are spending more money on feel-good items—beauty products and low-ticket items—rather than apparel.”

#### CMC bids adieu to Select

The LA Fashion Market began with a farewell at the California Market Center.

It marked the swansong for the **Select** trade show. For around 10 years, the contemporary trade show had been exhibiting mostly women’s fashions, footwear and accessories in the Fashion Theater on the lobby level of the CMC. When the show wrapped up on Jan. 17, CMC management said it would be folded into a new show, called **Label Array**, which will be making its inaugural run at the CMC’s Penthouse March 12–14.

“We wanted to keep one show location instead of having buyers zip around the entire building,” said Yvette Beltran, a spokeswoman for the CMC. “We plan to design [Label Array] as an elevated trade show with curated brands. Vendors will be carefully screened.”

Veteran Select vendors said that they would miss the show. “This has always been a good show for us. It draws a national audience,” said Dan Butler of **Lines of Denmark**, which distributes Danish brands in the United States.

Dora Molina of **The Charity Wrap** brand exhibited her brand’s fair-trade blankets and scarves at Select. “It’s a

slow show, but everyone who comes through is interested in bringing new stuff to their stores,” Molina said.

Janelle Apaydin of the **Chikirina** brand said the networking at the Select shows had value. “I was expecting more foot traffic. But it was great. It put my brand out there.” Chikirina is a swimwear brand influenced by lingerie and activewear. It is manufactured in Turkey. Apaydin forecast that she would open an office in the San Francisco Bay Area in the middle of this year.

The CMC’s showrooms reported a wide range of reactions to the market’s business. Rose Marie Migliazzo of the **Romy M** showroom said that this January market was slower than a typical January market. “We were hoping for a better outcome. A lot of buyers did not travel to market,” she said. Her showroom debuted several jewelry and accessories brands during the market including **Lulu Dharma**, **Soul Stonz**, **Trussed Fun’d** and **Melania Clara**.

Both Migliazzo and Ernesto Mantilla of the **Betty Bottom Showroom** started hosting appointments on Sunday, a day before the official start of the LA Fashion Market. Mantilla said that the show started off well. “We had a fantastic Sunday; more and more buyers come in on Sunday. The building ought to consider opening the show earlier.” The Betty Bottom showroom exhibited lines such as **Effie’s Heart**, **Cocoon House** and **Moonlight**.

Taylor Fisher, cofounder of the CMC’s **Outset Collective**, said traffic was good but that showrooms had to work for their appointments.

“We got walk-by traffic. But the days of people walking around and looking for the next big thing are not happening anymore. But if you are proactive and you make appointments, you will get retailers into your showroom,” Fisher said. Outset represents brands such as **Alpha Industries**, **G-Shock**, **40s & Shorties** and **V/sual**.

#### Growth at Brand Assembly, solid traffic at Cooper

**Brand Assembly** had a growth spurt when it ran Jan. 15–17 on the 11th floor of the **Cooper Design Space**. Hillary  
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## TRADE SHOW REPORT

### Swim Collective and Active Collective Unveil Their New Home

By Andrew Asch *Retail Editor*

After eight years of exhibiting in Huntington Beach, Calif., across the street from the Pacific Ocean, **Swim Collective** and its sibling show, the 4-year-old **Active Collective**, moved their digs to the **Anaheim Convention Center**, not far from **Disneyland**.

The move from familiar beachside digs made some people wary. Eric Balfour of the **Electric & Rose** brand said he was a bit nervous about the change. “But it was just as busy,” Balfour said of the new venue. “From a logistical standpoint, it was better.”

**Emerald Expositions**, which owns Swim Collective and Active Collective, said the move was necessary to expand. In previous years, Swim Collective was only able to add three new vendors to the show. Because of the move, there were 20 new booths at Swim Collective’s recent show, bringing  
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## ECONOMIC REVIEW

### Booming Economy in 2018 Means Smart Retailers Will Profit

By Deborah Belgum *Executive Editor*

With tax cuts in place and unemployment at a record low, 2018 is shaping up to be a banner year for the economy.

As economists continue to read the tea leaves and analyze consumer spending, experts are forecasting that the nation’s economy will charge ahead this year and see a healthy 4 percent growth in gross domestic product (GDP).

“I really think we are on a roll,” said Howard Davidowitz, a retail expert who is chairman of **Howard Davidowitz & Associates** in New York. “The economy is very strong and consumer spending is 70 percent of that.”

Davidowitz is one of the optimists predicting a 4 percent rise in GDP growth while David Shulman, an economist with the **UCLA Anderson Forecast**, sees a 3.7 percent bump in the nation’s economy. “I think it is going to be a good year for consumers,” the economist noted.

This financial exuberance was reflected in the recent  
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Where fashion gets down to business<sup>SM</sup>



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# Stance to Open Shop in Remodeled Irvine Spectrum

The Irvine Company recently announced a \$200-million remodel of the **Irvine Spectrum Center** in Irvine, Calif.

A slate of new retailers and restaurants will join the remodeled mall by mid-2019, according to an Irvine Company statement. One of the shops will be the first Southern California boutique for **Stance**. The San Clemente, Calif.-headquartered brand is generally regarded as transforming socks from a sleepy category at surf, skate and action-sports shops into being a top-tier brand.

The 1,800-square-foot store will be located by a new **H&M** location in the new wing of the mall, said Mike Voegtlin, Stance's senior director of retail operations. Located on the southeastern edge of the retail center, the revamp will include four new buildings.

The store will feature hand-painted murals and art installations as well as Stance's special lines for **Star Wars**, **Disney**, the

**NBA** and skateboarding.

Stance runs six other branded boutiques around the United States, Voegtlin said. "Right now, our Stance retail stores are focused on our unique product offering. From time to time we will feature collaborative products with partner brands, such as the 'Art of the Kit' collaboration we did with **New Balance** this last year, where we co-designed a limited sock-and-shoe kit," he said.

Other fashion stores opening at the retail center include **The Denim Lab** and Italian menswear brand **SST&C**.

Irvine Spectrum is anchored by a **Nordstrom** and a **Target** and is also the address for **Forever 21**, **H&M**, **Buckle**, **Hollister**, **Hurley/Nike SB**, **Levi's** and **Lululemon Athletica**.

—Andrew Asch



A rendering of the Irvine Spectrum Center remodel, courtesy of The Irvine Company

## Banner Day, a T-shirt Alternative

Plenty of first dates never turn into second dates, but Kate Ciepluch's first date with **Grahm Sisson** in July 2014 was the start of much more than dinner and a movie.

Sisson showed up to the date wearing a linen T-shirt with embroidery. Ciepluch must have seen her future in the shirt. She told Sisson that they should put together a company and make embroidered linen T-shirts.

It may not have been exactly flirtatious small talk, but it made business and fashion sense to Sisson. Fast-forward less than two

years and they run the T-shirt brand **Banner Day**, headquartered in Los Angeles. They also got married and started a family, which currently includes two kids.

Count Banner Day as a T-shirt alternative. Fabrics such as viscose and hemp have been used in tees, but the fashion staple is typically made of cotton. Ciepluch said linen feels better than cotton. "It's more breathable, it's drapier, it moves with your body," she said.

But there are reasons why linen is not as popular as cotton. The fabric is more expen-

sive. Banner Day tops start at retail for \$98. Banner Day tops also require dry cleaning or hand washing. Price and care might drive away some customers.

But Ciepluch thinks linen attracts a luxe customer. "It's an elevated, almost souvenir, T-shirt." Banner Day has been sold at retailers such as **Anthropologie**, **Shopbop** and **Saks Fifth Avenue**. The label also handles direct sales at [www.bannerday.us](http://www.bannerday.us).

Banner Day shirts feature collections on themes such as the Great Lakes and the French Riviera. The Riviera Collection features a shirt bearing the names of Riviera towns.

The Great Lakes collection features a map of the Great Lakes and flowers of that region.


Popular shirts include a print of Hawaiian hibiscus flowers, a shirt with a peace sign and a heart symbol on the upper right-hand side of the shirt, and a top bearing the word "Calif-



ornia" with the blue and yellow colors of the state's former license plate. There's also a shirt bearing the slogan "Tequila Por Favor."

The prints and slogans are inspired by Brooklyn, N.Y.-based artist **Nick Francis DiFonzo**. DiFonzo has also performed with the band **The Majorleans**. The graphics are reminiscent of drawings from an artist's sketchbook. Ciepluch said DiFonzo has special meaning to her family. "He did a piece of artwork on Grahm's father. The painting hung in Grahm's bedroom—you can't help just staring at it," she said.

Up next, Banner Day plans to look for ways to go beyond the T-shirt. "The big news this year is that we just launched swimwear. The next natural progression is with children's clothes. International expansion is another component. We have a Japanese showroom," Ciepluch said. The **Summer Somewhere** showroom represents the brand in the U.S.—A.A.



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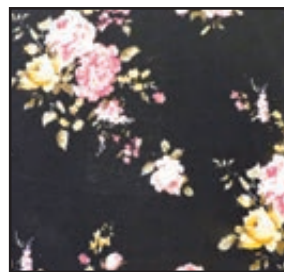
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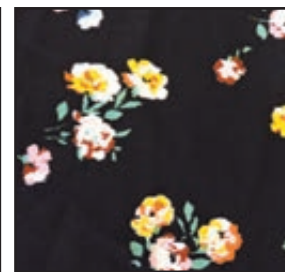
### Corrections and Clarifications

In the Textile Trends section of the January Textile Preview & Resource Guide, the following fabric

swatches had incorrect identifiers. Here are the swatches with the correct captions.



Fabric Selection Inc. 100% Rayon Challis #SE51017



A Plus Fabrics Rayon Challis Print #W30-print



A Plus Fabrics #EMT-09

# Fashion That Fits: The State of Sizing Technology

By Jerry Inman *Contributing Writer*

Fashion has a fit problem, and it's a \$62 billion-plus apparel- and footwear-return problem annually and growing, according to the Franklin, Tenn.-based global research and advisory **IHL Group**. A staggering 70 percent of all returned apparel online is fit related. As an industry, let's be honest—"universal sizing" does not exist, either globally or even in the United States. Sizing charts differ by brand, and U.S. Standard Sizing has not changed since the war—and that is World War II, not the Gulf War.

We have also seen American body shapes change over the last few decades, with 67 percent of American women now in a size 14 or larger, according to the women's lifestyle site **Refinery29**. Most people lie about their actual size. Studies have shown that shoppers prefer to buy clothing labeled with small sizes because it boosts confidence. In fact, the *Daily Mail* states that the ladies lie more than the men, with 50 percent of women not telling their partner, friends or colleagues their true size.

Whatever you would like to call it—vanity sizing or insanity sizing—it's a mess. However, with the explosive growth in digital platforms, the need for sizing guidance driven by technology has become more important than ever.

So, technology to the rescue? Not so fast, as big data has so far been a big dud for fit in many areas. Fit-recommendation algorithms have required heavy and consistent input of measurement data, and production of 3-D rendering and body scans has been cost-prohibitive for most retailers. First-generation virtual fitting rooms had a slow start as did an onset of various solutions being deployed and tested at a wide range of retailers. There is a need for low-friction, easy-to-use and engaging solutions, so let's take a look at some of these newer and more-engaging technologies.

One of the true leaders in sizing technology is **True Fit**, a Boston-based company with a data-driven personalization platform for footwear and apparel retailers that uses rich connected data and machine learning to enable personal experiences. It has organized the largest platform of apparel and footwear data through its partnerships with thousands of top brands, the world's leading retailers and millions of consumers. It allows retailers to provide highly personalized fit ratings and size recommendations to shoppers. It also allows retailers to curate highly personalized collections for each consumer through personal style rankings that leverage its deep understanding of both users and garments.

**Amazon.com** is now the largest clothing retailer in the United States and has bet big on 3-D modeling systems to make sure customers get the right size the first time. Amazon is using a device to take the internal measurements of its products, allowing creation of 3-D models it then stores in a database. As a user shops, Amazon would be able to recommend products with a similar fit based on whether its dimensions match the reference item within a certain threshold. Let's say you like the way your **Adidas** sneakers fit. Then you could be assured any sneaker Amazon recommends as a match would fit well, too.

To measure every product Amazon sells requires a huge amount of effort, but it does have a 46,000-square-foot photography studio in London to shoot some 500,000 images of clothing a year as part of its focus on increasing fashion sales. Amazon has also recently acquired the New York-based software company **Body Labs**, which creates true-to-life 3-D body models to support trying on clothes virtually.

Other notable in-store fit technology comes from the San Francisco-based **Oak Labs**. It has an interactive touch-screen mirror that empowers shoppers to customize its fitting room's ambiance, explore product recommendations

and digitally seek assistance from store associates. Using RFID technology, the mirror recognizes products as they enter the room and synchronizes with the retailer's inventory system to provide intelligent product recommendations. It also seamlessly connects shoppers with sales professionals via dedicated mobile or wearable devices.

Israel-based **MySizeID** allows consumers to quickly and easily measure themselves via smartphone and then be matched with apparel items in their size across Unified Commerce. It predicts the body circumferences required by the retailer size chart using proprietary algorithms and then recommends to the user the appropriate garment size according to the retailer's size chart.

**Mad Street Den**, an India-U.S. startup, and its sub brand, **Vue.ai**, is selling artificial-intelligence technology to bring visual stimulation back to the shopping experience. It analyzes clothing and automatically generates images of the garment on a person of any shape or size. Brands no longer have to hire professional photographers or fit models. All they have to do is take a picture of the garment on a plain surface. Since this is virtual, there are no real-life models, but the Vue.ai engine can generate a human figure of any skin or body type and predict how the garment would look and fit.

As today's connected consumers require a more personalized and customized shopping experience, make sure your company invests in the right sizing technology for your brand. Strap yourselves in, as there is so much more on the horizon to jolt the customer journey. The most important thing to remember at this point is, "Know if it fits before you ship."

*Jerry Inman is a retail expert focused on the fashion, style and technology industries. He is also the cofounder of the retail consultancy Demand Worldwide as well as the fashion trend forecaster MintModa. ●*

## ECONOMIC REVIEW

### Economy *Continued from page 1*

holiday sales figures released by the **National Retail Federation**. Holiday sales during November and December increased 5.5 percent over the previous year to \$691.9 billion, excluding gas stations, auto dealers and restaurants. Growing wages, stronger employment and confidence in the economy were three factors that nudged shoppers to spend, spend and spend. Clothing and accessories stores saw a 2.7 percent uptick in sales over last year.

For decades, retail consultant Britt Beemer has been surveying consumers about their shopping habits, and he hasn't seen people this buoyant since the Ronald Reagan era of the

Retailers, Beemer said, are going to have an excellent year, but there still will be some store closures as management examines which locations are making money and which are not. "I think both bricks-and-mortar stores and online will do well, but I still think consumers want bargains and discounts," he said.

Retailers doing well this year will be luxury stores, which are predicted to see a 30 percent to 35 percent jump in sales. Children and teen retailers also will experience healthy activity. "When times were tough, people said they cut back on their spending for children and teens," Beemer said. "So I think we will see more spending there."

Because lower- and middle-income consumers will be one sector of the economy that will benefit from the recently enacted tax cuts, UCLA economist Shulman expects discount and bargain stores to be riding the economic rise. "Lower- and moderate-income earners will be better off," Shulman said. "That will help discount stores and retailers at the lower levels."

But economists agree there will still be more store closings this year. "Retailers are going to be looking at each store and deciding which stores can operate on a lower growth margin than before. If not, they will close them," the UCLA economist said.

With U.S. unemployment at only 4.1 percent, employers are finding that it is harder and harder to find good workers. So they are offering higher wages and better benefits. The biggest example of this is **Walmart**, which last week announced it was raising its minimum wage from \$10 an hour to \$11 an hour, giving up to \$1,000 in bonuses to longtime employees and providing maternity and parental leave for workers. "In a tight labor market, businesses have to act rationally to get people," Davidowitz said.

The bubbling up of economic cheer is good for retailers, but e-commerce sites also will still be growing at a more rapid pace and cutting into physical stores' business, which was seen during the holidays. Between October and December, online sales accounted for 60 percent of total sales when excluding gas, auto and food-service businesses.



Port of Los Angeles

### The Golden State

Busy retailers across the nation meant that the Los Angeles port complex, which receives nearly 40 percent of all cargo containers coming to the United States, saw a record amount of freight arrive.

The **Port of Los Angeles** saw 9.34 million cargo containers pass through the docks in 2017. That was a 5.5 percent increase over the previous year and a record in the port's 110-year history. "The cargo volume for 2017 reflects the importance of the Port of Los Angeles not just to the regional economy but the nation," said John McLaurin, president of the **Pacific Merchant Shipping Association**.

California's economy has added to this burst of imports, with the state's unemployment rate down to 4.6 percent in October, the lowest in decades. The state has been adding jobs at a faster clip than the rest of the nation, but that may slow because it is getting harder to find workers to fill a number of vacant positions.

"California's job growth has been as high as 3 percent a year, but there will be a slowdown because we have bumped up against limits in the labor force and a short supply of affordable housing," said Robert Kleinhenz, an economist with **Beacon Economics** in Los Angeles, who predicts a 1.5 percent growth in jobs this year in California.

Industries that are growing include construction, leisure and hospitality, nonprofits, and consumer services, which include hair and beauty salons and car mechanics, Kleinhenz said. ●

### Apparel Manufacturing

	Nov. 2017	Nov. 2016
<b>California</b>		
Apparel Manufacturing	41,800	46,400
Textile Mills	6,400	7,100
<b>Los Angeles County</b>		
Apparel Manufacturing	33,300	36,500
Textile Mills	4,600	5,100

Source: California Employment Development Dept.

1980s. "I have not seen such a rousing, positive attitude by so many people," he said. "Nearly 31 percent of consumers we talked to said at Christmas that they were making more money than before. Seventy percent said their employers are hiring new people. I talked to one lady in Southern California who had been an executive secretary for 10 years, and she said for the first time she actually saw her CEO smile last week."

Beemer noted that 10 percent of the people he surveyed said they were thinking of starting their own company, which is way up from the 1.2 percent who said they were contemplating their own venture during the Obama administration. During the Reagan administration, 15 percent to 16 percent of consumers said they were tempted to start out on their own.

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## JANUARY 26

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WWIN 2/12-15

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WWDMAGIC 2/12-14  
WWIN 2/12-15

## FEBRUARY 9

### BONUS DISTRIBUTION

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OffPrice Show 2/10-13  
Sourcing at MAGIC  
2/11-14  
Agenda LV 2/12-14  
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## NOTICE OF AUCTION SALE

(Advertisement)

N.Y.A., INC., a California corporation, will conduct a public all-cash auction sale of assets in one lot to the highest bidder. The Company is a wholesale/retailer of ladies apparel and the assets being sold include: inventory (dresses, tops, and bottoms), A/R, and furniture, fixtures, equipment, its website domain name ([www.newyorkersapparel.com](http://www.newyorkersapparel.com)), and other related items. Assets will be sold on an as-is, where is basis, with no warranties or representations except that there are no liens or encumbrances on the assets.

The auction will take place on January 29, 2018 at 11:00 a.m. at Titan Offices located at 1055 West 7<sup>th</sup> Street, Los Angeles, CA, 90017 (33<sup>rd</sup> Floor).

The minimum bid will be \$1 million. Any bidder wishing to bid must bring to the auction and deposit with the escrow agent at the auction a cashier's check in the sum of \$500,000 payable to N.Y.A., Inc. issued by a national or regional bank before the bidding begins. Any failure by the winning bidder to pay the balance of the winning bid within two business days of the auction will result in forfeiture of the \$500,000 deposit. Any prospective bidder may receive certain financial information of the corporation and may also review the inventory to be sold at the corporation's facility in downtown Los Angeles, California, by sending an email to [auction@nyaincorporated.com](mailto:auction@nyaincorporated.com) and signing a non-disclosure agreement.

## Customs Confiscates Thousands in Fake Air Jordans

U.S. Customs and Border Protection suspected that the Nike Air Jordans inside seven parcels that landed as air cargo near Dulles International Airport outside of Washington, D.C., weren't the real thing.

On closer inspection, they found the 400 pairs of sneakers coming from China on Dec. 15 and headed to Alexandria, Va., were fake and confiscated them, the CBP announced on Jan. 8. The estimated street value of the shoes was \$54,715.

CBP routinely works closely with manufacturers to train customs inspectors to spot knock-off items. In Los Angeles, premium blue jeans such as True Religion and J Brand have been popular items to copy.

"Customs and Border Protection will

continue to work closely with our trade and consumer safety partners to seize counterfeit and interior merchandise, especially those products that pose potential harm to American consumers, negatively impact legitimate business brand reputations and potentially steal jobs from U.S. workers," said Daniel Mattina, CBP acting port director for the area Port of Washington, D.C.

CBP seized a record number of goods in fiscal year 2016. Seizures increased 9 percent to 31,560, with an estimated value of \$1.38 billion. As a result, government officials arrested 451 people, obtained 304 indictments and convicted 272 individuals related to intellectual-property crimes.

—Deborah Belgum

## Calendar

### Jan. 19

**Imprinted Sportswear Show**  
Long Beach Convention Center  
Long Beach, Calif.  
Through Jan. 21

### Jan. 21

**Project MRket**  
Jacob K. Javits Convention Center  
New York  
Through Jan. 23

### Jan. 22

**Texworld USA Apparel Sourcing USA**  
Jacob K. Javits Convention Center  
New York  
Through Jan. 24

### Jan. 23

**Liberty Fairs**  
Pier 94  
New York  
Through Jan. 25

### Jan. 24

**Active Collective**  
Metropolitan Pavilion  
New York  
Through Jan. 25

### Dallas Apparel & Accessories Market

Dallas Market Center  
Dallas  
Through Jan. 27

**FIG**  
Fashion Industry Gallery  
Dallas  
Through Jan. 26

### Jan. 25

**Surf Expo**  
Orange County Convention Center  
Orlando, Fla.  
Through Jan. 27

**Outdoor Retailer**  
Colorado Convention Center  
Denver  
Through Jan. 28

### Jan. 27

**West Coast Trend Show**  
Embassy Suites, LAX North  
Los Angeles  
Through Jan. 29

### Jan. 28

**Fashion Market Northern California**  
San Mateo Event Center  
San Mateo, Calif.  
Through Jan. 30

### Feb. 6

**Atlanta Apparel**  
Americas Mart  
Atlanta  
Through Feb. 9

**SpinExpo**  
Cite de la Mode et du Design  
Paris  
Through Feb. 7

### Feb. 10

**OffPrice**  
Sands Expo and Convention Center  
Las Vegas  
Through Feb. 13

**IFJAG**  
Embassy Suites  
Las Vegas  
Through Feb. 13

### Feb. 11

**Sourcing at MAGIC Footwear Sourcing at MAGIC**  
Las Vegas Convention Center  
Las Vegas  
Through Feb. 14

### Texworld

Le Bourget  
Paris  
Through Feb. 14

### Feb. 12

**Agenda**  
Sands Expo and Convention Center  
Las Vegas  
Through Feb. 14

**Pooltradeshaw Project Project Women's**

### Stitch @ Project Women's

**The Collective**  
**The Tents**  
**CurveNV**  
Mandalay Bay  
Las Vegas  
Through Feb. 14

### Children's Club MAGIC

**FN Platform**  
**WWDMAGIC**  
Las Vegas Convention Center  
Las Vegas  
Through Feb. 14

### Liberty Fairs

Sands Expo and Convention Center  
Las Vegas  
Through Feb. 14

### Capsule

Sands Expo and Convention Center  
Las Vegas  
Through Feb. 14

### WWIN

Rio All-Suite Hotel & Casino  
Las Vegas  
Through Feb. 15

### Feb. 13

**Première Vision**  
Paris Nord Villepinte  
Paris  
Through Feb. 15

### Feb. 23

**California Marketplace**  
Los Angeles Convention Center  
Los Angeles  
Through Feb. 26

There's more  
on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

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

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LA Fashion Market *Continued from page 1*

France, Brand Assembly's cofounder, said the recent show marked Brand Assembly's largest January show. About 50 brands exhibited during the show. During Brand Assembly's January 2017 show, more than 30 brands exhibited, France said.

Solid traffic greeted the larger show, she said. "At intermediate markets, you never know what you're going to get. But we've had consistent traffic," she said.

Retailers ranging from **Revolve** to **Nordstrom**, and leading boutiques such as **Ron Herman** and **Fred Segal**, shopped the show.

Ben De Luca, brand manager/designer of **Brooklyn Hat Co.**, said that business was better than expected. "It's been steady," he said. Business was an improvement over the October 2016 Brand Assembly. Many retailers shopping the October show did not commit to orders and preferred to wait for a later show, he said.

Karen Meena of the **Ron Robinson** boutiques shopped Brand Assembly. She placed orders for the Spring/Summer and Pre-Fall seasons. "There are still a lot of fun prints. The **Gucci** influence of mixing florals and stripes is still strong. Metallics are still strong. I was happy to see pops of color.

Fabrications are light, soft and cozy. People want to be cocooned in comfort," she said.

Cooper showroom owners said that traffic was steady during the January market. Sylvana Lankshear of the **Focus Showroom** said January is typically a quiet month but that traffic was good for the recent show, and she estimated that it was bigger than the 2017 January show. Some of the retailers visiting her showroom were comfortable enough to place orders far in advance, including June 30 deliveries and even Sept. 30 deliveries for jackets made by the **Soaked in Luxury** brand, made in Copenhagen, Denmark.

During the show, **the Room** showroom debuted Summer

lines. The showroom typically shows Fall/Winter and Spring lines for its clients such as **Zhivago**, said Marilyn Rodriguez of Room.

The **Land + Sea** showroom moved to suite 201 in the Cooper from its former space in suite 639, said Mona Sangkala, the Cooper's leasing director.

**Gig Showroom Moves to New Mart**

After 17 years in The New Mart, **The Gig Showroom** moved spaces in the fashion-showroom building.

In the first week of the year, the veteran showroom moved to suite 503. The Gig represents lines such as **Calvin Klein Men's**, **Tommy Hilfiger Men's Women's and Sleep**, **Splendid Intimates and Lounge** and **Conturelle**. Joel Gossman of The Gig said the new location helped pave the way to some deals during market. "The new location really drew people in," he said. It's located adjacent to a well-trafficked staircase in the showroom building.

In another first, veteran CMC tenant and exhibitor Don Reichman marked his first LA Fashion Market trade show outside of the CMC. He rented space in the **Jackie B Show-**

LA Market page 9



The New Mart's Gig Showroom



Janelle Apaydin of Chikirina at Select



Jaga Buyan shows her line Jaga at D&A.



The new Madame Methven showroom at the Gerry, from left, Elodie Duchamp, Cherie Noel, Brooke Barneto, Kaila Methven and Jason LeBra



Meeting at the Siblings showroom at the Cooper



Taylor Fisher of the Outset Collective with Alpha Industries jackets



Brand Assembly's Hillary France



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# Epson Introduces Its Next-Generation SureColor F2100 Printer

By Carol A. Crotta *Contributing Writer*

Five years ago, when **Epson America Inc.** introduced its first purpose-built, direct-to-garment (DTG) printer, the **Epson SureColor F2000**, it intended to set a new standard in the industry by enabling screen-print shops of all sizes to print high-quality graphics on fabrics ranging from 100 percent cotton to 50/50 fabric blends at production speed in a simple, user-friendly format.

The success of the F2000—the Long Beach, Calif.-based company claims it is the “best in class” with the largest market share—has spurred the rollout, announced Jan. 18, of the printer’s next generation, the **Epson SureColor F2100**. The printer, which will sell for \$17,995, debuts at the Long Beach edition of the **Imprinted Sportswear Show** Jan. 19–21 and is set to ship in March.

Taking its cue from customer feedback, Epson worked to fine-tune the printer’s attributes. “The three main messages we heard” from its predominantly screen-printer client base, said Tim Check, **Epson America’s** senior product manager for professional imaging, “was it needed to improve its reliability long term, produce more pieces within a given time and upgrade the quality of the printing.”

With this new iteration, Check said, “We’ve given people doing DTG a total solution.”

The ability to print directly on a finished garment has been a boon to screen-print companies. While screen-printing, a laborious, often messy and time-consuming process, is still the choice for large-volume orders where costs can be spread, digital DTG printing of the type Epson’s F2100 produces allows a company to take on small orders of even one garment and still make a profit.

“We tried to simplify a lot of steps,” Check explained. Unlike screen-printing, which requires an individual screen to be created for each color, a DTG image is simply downloaded to computer software. The garment is placed on the printer paten, “you hit print,” he continued, “and that’s it.” The printer takes care of the finishing. “All that setup and cleanup,” Check said, “is eliminated.” From that point, the file is saved and

stored. If the client wants more of the same garment, the printer can simply recreate the job.

This next-generation Epson DTG printer takes advantage of new advancements in performance imaging, building on the Epson PrecisionCore TFP printhead, the Epson UltraChrome DGT garment-ink technology and proprietary inks that only Epson sells. Unlike screen-printing, which has limited color choices, there is no limit to the number of colors the F2100’s ink technology can generate.

For starters, Epson’s Garment Creator Software, available for **MacOS** and **Windows**, has been improved, offering more “powerful tools,” the company notes, for layout and text, color management, ink control, and cost estimation, while remaining intuitive and easy to learn.

Color management was a major focus for the F2100. The printer is smarter at analyzing a graphic and figuring out the best way to print it. As Check explained, “The software will look at an image and is smart enough to know when to leave the garment color when needed or when it needs a higher white aspect.”

A key improvement, Check explained, one designed exclusively for the F2100, is the Highlight White Ink Mode, which makes possible the simultaneous printing of the white base and color inks on the color pass, even allowing for a second pass with white—“only pennies for the ink”—for brighter whites. New also, Precision Dot Technology generates variable-size dots—whereas the F2000 had only one size droplet—allowing for more-precise graphic rendering and smoother tonal gradations while enhancing the image’s sharpness.

Faster speed was high on the to-do list, and the F2100 now achieves up to twice the speeds of its predecessor. A new gar-



NEW GENERATION: Epson’s SureColor F2100 printer

ment grip pad that sits on top of an all-new, quick-load paten grabs onto fabric and holds it securely in place, reducing loading time by 50 percent. “Loading a garment used to take 50 seconds; now it can be done in 25 seconds or as little as 12.5 in some cases,” Check said. And customers are particularly excited, Check said, about the F2100’s new Light Garment Mode, which “can double the print speed on light garments.”

Maintenance, which is critical to the printer’s overall reliability, also came under scrutiny.

While the F2000 requires users to do about five minutes’ worth of maintenance at day’s end, the F2100 has an integrated inline self-cleaning system that carries cleaning solution through the printhead, eliminating downtime. White ink is now triple-filtered before reaching the printhead, preventing ink-clogging issues. An inline air filter vacuums all loose fibers to a dust-catching filter to avert print defects.

The F2100 “is not a replacement for screen-printing,” Check noted, which requires larger volumes of garments to be cost effective. What it does do is allow those same companies to expand their offerings to customers who want smaller quantities that previously could not be done at a profit. “The largest screen-printers use this to supplement their traditional process,” Check said, while smaller shops—even **Etsy** vendors—that are geared to small volume can produce product quickly at low cost.

In the end, however, production speed and cost efficiency mean little if the quality of the digital print is lacking. “With digital, you can recreate the brushstroke of a painting much easier and with better quality,” Check said. “Certainly in the eye of the beholder, you see finer details. Something artistic can be captured better, and easier.” ●

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## TRADE SHOW REPORT

### Swim Collective *Continued from page 1*

the booth count to more than 110, said Jane Preston, vice president of sales at Swim Collective. Active Collective had more than 185 booths.

To make the most of its space in Huntington Beach, trade-show aisles were made six feet wide. With more space at the Anaheim Convention Center, aisles were 10 feet wide. The great majority of vendors did business at 10-by-10 booths with furniture and rolling racks that were provided by the show.

Retailers across the board were reported to be at the show. **Nordstrom; Revolve; TJ Maxx; Foot Locker; Scheels All Sports**, a sporting-goods chain headquartered in Fargo, N.D.; **Diane's Beachwear; Hansen Surfboards; Jack's Surfboards**; and **Evo**, an online retailer of outdoor gear and fashion apparel headquartered in Seattle, were in attendance at the Jan. 11-12 show in the convention center's new North Hall.

Vendors at both shows said traffic and business was good. "This is a big show," said Joe Kudla, founder of **Vuori**, head-

hattan Beach, Calif.-based footwear brand **Skechers** introduced its first in-house activewear collection wholesale at Active Collective. It offers T-shirts, jackets and bottoms for men and women. Tops will wholesale at \$12. Leggings will wholesale at \$22.50, said Lauren Martone, national sales manager for apparel at Skechers.

She described Skechers' activewear line as practical and offering relaxed fits. The new activewear line will complement the brand's footwear. "We design for our shoe customer," Martone said. "It's about comfort, versatility and style."

Also making its trade-show debut was



Joe Kudla holds a meeting at the Vuori brand booth.



Brenda West of Raj Manufacturing



Cabana Anna brand's Anna Finch, center, with Liz Moss, left, and Breena Ylaja, right



Tori Prayer booth

quartered in Encinitas, Calif. "We come here to meet new accounts and open new doors."

"Every active buyer comes to the show," said Chelsea Smith of the **Spiritual Gangster** brand. The relative small size of the show makes it easy to do business. "It's not overwhelming like other shows," she said.

Eleanor Haycock of **Year of Ours**, a domestically made label, said it helped her brand to exhibit at a show with like-minded brands. Buyers at the show know what to expect. "They can afford our price point," she said.

At the event, emerging and established brands unveiled new lines and styles. Man-

**Nayali**. The Los Angeles-headquartered brand manufactures stylish but supportive activewear for curvy women with tops with bra sizes that go from a D cup to a G cup, said Shilpa Rajpara, founder of Nayali.

At Swim Collective, **Raj Manufacturing** exhibited its **Sports Illustrated** swimwear line. It took a bow in July during Swim Week in Miami. Looks from the women's swimwear line were photographed for "Sports Illustrated" magazine's popular swimwear issue, which is scheduled to be published in mid-February.

Long Beach, Calif.-based **Tori Prayer Swimwear** introduced its mother-daughter



## TRADE SHOW REPORT

### Swim Collective *Continued from previous page*

swimwear line, **Mommy and Me**, at the show. Tori Praver's main line showed Spring/Summer '18 looks, which featured rose-gold clasps and other details along with the brand's distinctive smocking.

Made-in-Los Angeles swim line **Cabana Anna** showed swimwear made with lace shaped like a daisy.

Not every vendor sold activewear or bikinis. **Simbi**, a Port-au-Prince, Haiti-headquartered brand, showed bracelets and other accessories to raise funds for the nonprofit **Aqua Haiti**, which provides clean water for communities there.

**Groceries Apparel** exhibited its organic, California-made basics at the show. Matthew Boelk, the brand's cofounder, said it was the brand's first time at Active. "There was a lot of good traffic. It's a more intimate show. People take a lot of time to look at the booths. There wasn't as much paper as we'd like to see," he said of orders.

"But we were happy with how many people checked out the line."

Trends at the show included "floating bra"-style tops and macramé swimwear, said Tracy Younger, cofounder of the **Alcheme** boutique in San Diego.

Other big trends included more vendors selling activewear socks. On the trade-show floor, some brands showed a new angle on the tennis look, which blended the softness of yoga wear with traditional tennis activewear looks, said Venius Adams, founder of **Turbans by Venius**.

More vendors were putting reinforced stitching into clothes to guard against fabric bunching up and rising up when worn, Adams said.

Bodysuits continued to be popular, and more activewear brands were becoming more fashion savvy. In the past, brand designers focused on clothes being functional. "Now the clothes have a great fit, they are colorful, and you can work out in them," Adams said. ●

### LA Market *Continued from page 6*

room and showed lines such as **Katherine Barclay**, **Elana Kattan**, **Karissa & Me** and **Arienne**.

"It's a good market," Reichman said. "[Retailers] are here for a reason. They need to write immediate goods or they're writing for Fall. Basically, the bottom line is that they are not here with dour faces. They are here with a positive mind."

Eme Mizioch of the **Joken Showroom** said that the January market brought in new accounts and some international buyers. About 20 percent of her buyers were looking for immediates, which are scheduled to be in stores by the end of March.

Also joining The New Mart before the January LA Fashion Market were **Westside Sales/Nicole Miller Denim** in suite 505 and the **Julie Walls Showroom** in suite 1005, which represents lines such as **NYDJ** and **Kinross Cashmere**.

### D&A's buyer traffic steady

Mudslides shut down parts of the 101 Freeway in Santa Barbara County, so many boutique owners from Santa Barbara didn't make it to the Jan. 15-17 run of **Designers and Agents** at The New Mart, said Mattie Ilel of the **JP & Mattie** line.

But the small show kept its vitality. Ilel, a veteran of D&A's Los Angeles shows, said that her regular buyers kept their appointments to see the Summer 2018 looks for JP & Mattie, which features bags made out of repurposed leather jackets.

The show represented a continued Los Angeles engagement for the **Jaga** line. Until October, Jaga Buyan showed her Los Angeles-headquartered line in New York and Paris. In October, she started exhibiting the line at D&A. Many California buyers don't travel to New York and Europe, she said. "I get to see them in Los Angeles. I picked up several good accounts," she said of this D&A. "There are some stores that buy very close to season. These are the ones that I saw. It turned out well."

Barbara Kramer, a cofounder of D&A, said 26 booths exhibited

40 brands at the show, which was about even with the number of booths exhibiting at the January 2017 D&A. Reportedly seen at the show were Los Angeles-area boutiques **Stacey Todd**, **The Piece Collective**, **Fred Segal** and **Love Adorned**. Buyers from **Wright's** in Manhattan Beach, Calif., and **Gilda's Boutique** from the Boston area were also said to have dropped by the show.

D&A's lounge area maintained a bohemian flavor with beanbag chairs covered in wax paper and colorful rattan benches from India.

### Madame Methven to Gerry

Kaila Methven grew up and learned fashion design in France, but she came to Los Angeles to manufacture lingerie.

Her company, **Madame Methven**, started business in 2016 to make high-end lingerie in a city that was once best known for denim and T-shirts. In early January, Madame Methven opened her 1,100-square-foot showroom in suite 806 of **The Gerry Building**. Methven plans to knock out a wall of suite 806 and expand into the adjacent suite.

The showroom will exhibit four Madame Methven lines: **Made to Adore**, **Latrodectus**, **Mademoiselle** and **LBKM**, said Elodie Duchamp, executive manager for the company. Madame Methven manufactures domestically to ensure the highest quality. "[The brands] are for every woman. It ranges from a girl buying her first nice bra to a princess," Duchamp said.

Next door to Madame Methven, the offices for **Now** public relations held demonstrations for **Help Jess**. Projected on a big screen on Now's office walls, the e-commerce app offers what it calls Show & Sell e-commerce, said Simon La Barrie, the San Clemente, Calif.-based founder of Help Jess.

Help Jess' interactive, real-time video chat between shoppers and boutiques can help consumers potentially shop anywhere in the world. With chat and advice from boutique owners, consumers can get exactly the sizes they need, reducing the number of returns.

Tash Greizen, creative director for Now, said that the big-screen app demonstration for Help Jess would only run through market week. However, she hopes to bring the demonstration back for a return engagement at an unspecified time. ●

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# COMING SOON IN CALIFORNIA APPAREL NEWS



**January 26**

Cover: Fashion  
New York Textile Coverage

**Las Vegas Resource Guide**

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Sourcing at MAGIC 2/11-14  
Agenda LV 2/12-14  
CurveNV 2/12-14  
Liberty Fairs NV 2/12-14  
POOL 2/12-14  
Project 2/12-14  
Stitch 2/12-14  
WWD/MAGIC 2/12-14  
WWIN 2/12-15



**February 2**

Cover: Fashion  
Surf Expo Wrap  
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**Sourcing & Fabric Special Section with Tech & Denim\***

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**February 9**

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Stitch 2/12-14  
WWD/MAGIC 2/12-14  
WWIN 2/12-15



**February 16**

Cover: Vegas Wrap  
NY Fashion Week Coverage  
What's Checking  
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Made in America

**Made in America Advertorial  
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