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OSCAR PREVIEW



ALEX J. BERLINER / ABIMAGE

PHANTOM THREAD: The Fashion Institute of Design & Merchandising revealed its annual exhibit of movie costumes, which includes the Best Costume Design nominees for an Academy Award. The "Phantom Thread" costumes seen here are from one of the five nominated for an Oscar. To see more photos from FIDM's gala opening-night event, see page 18.

National Retail Federation Bullish on Business in 2018

By Andrew Asch Retail Editor

Expect a good business year in 2018.

The **National Retail Federation**, a Washington, D.C.-based trade group, predicted that retail sales will grow 3.8 percent to 4.4 percent this year compared to last year as consumers take their tax savings and start shopping.

This is on par or slightly better than 2017, when retail sales grew 3.9 percent with U.S. consumers spending \$3.53 trillion, said Matthew Shay, the NRF's president and chief executive officer.

"These numbers confirm that retail is alive and well," Shay said in a Feb. 8 conference call with reporters. "It makes the point that retail is thriving. It is healthy. It is doing what it has always done. It is changing and evolving."

He later noted that his comments were made despite the fact that 7,000 stores closed in the United States last year, which shook the industry.

The strong forecast is based on reports of high consumer confidence, a low unemployment rate of 4.1 percent in January and good business during the 2017 holiday sales season.

Sales for the 2017 holiday retail sales season beat NRF's forecasts. It increased 5.5 percent to \$691.9 billion after the NRF had initially forecast that sales would increase to at most 4 percent or \$682 billion, said Jack Kleinhenz, the NRF's chief economist.

"The economy was in great shape going into the holiday season, and retailers had the right mix of inventory, pricing and staffing to help them connect with shoppers very effi-

ciently," Kleinhenz said about holiday sales. "The market conditions were right, retailers were doing what they know how to do and it all worked. We think the willingness to spend and growing purchasing power seen during the holidays will be key drivers of the 2018 economy."

Consumer confidence remained high through the first month of 2018, said Lynn Franco, director of economic indicators for **The Conference Board**, the nonprofit that charts the sentiment of U.S. consumers. Confidence dipped in December, but it increased in January.

"Consumers' assessment of current conditions decreased slightly but remains at historically strong levels. Expectations improved, though consumers were somewhat ambivalent about their income prospects over the coming months, perhaps the result of some uncertainty regarding the impact of the tax plan. Overall, however, consumers remain quite confident that the solid pace of growth seen in late 2017 will continue into 2018," Franco said.

Shay and Kleinhenz were bullish about an economic windfall expected to come from the tax-reform bill passed by Congress in December 2017. Estimated savings from tax cuts could be as high as \$175 billion. The two forecast that savings from reduced taxes would be reinvested in businesses and show up in bigger paychecks for workers. A portion of the bigger paychecks will be spent at retailers this year.

The National Retail Federation also had a bullish forecast for online sales. Online and non-store business is expected to grow 10 percent to 12 percent. ●

Retailers Dabble in Selling With Bitcoin

By Andrew Asch Retail Editor

Since August, designer Maya Reynolds, whose brands include **Clade** and **Uncommon Thrds**, has ventured into the cryptocurrency world by doing a handful of sales in bitcoin.

It started with an inquiry from a client who wanted to pay for a custom order with bitcoin. To set up a digital-wallet account, Reynolds downloaded a **Coinbase** app, which provides a platform for buying and selling cryptocurrency, and then she set up an account.

Her client, Crystal Rose—who is an advocate of cryptocurrencies; cofounder of tech company **Sensay**; and the partner of Brock Pierce, who runs the **Bitcoin Foundation**—scanned a QR code connected to the account, which transferred funds to the designer's account.

Reynolds works in bitcoin for practical and altruistic reasons. There's a potential to lose business if a customer wants to pay in a cryptocurrency.

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INDUSTRY FOCUS: FINANCE

What's in Store for the Factoring Business With Fewer Stores on the Retail Landscape?

By Deborah Belgum Executive Editor

The retail boneyard is piled high with store doors that closed last year, and many more may be on the way.

Last year, more than 7,000 store locations shuttered—one of the highest rates since the 2008/2009 recession, when nearly the same amount of stores closed in the United States.

Competition from online shopping sites will only get steeper, which means that factors and their apparel clients are going to have to adjust.

The *California Apparel News* recently spoke with several finance-industry executives about the challenges and bumps in the road this year and posed this question:

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Levi Strauss Sees Profitable Year After Turnaround Campaign

Levi Strauss & Co. is planning to open 100 new stores this year, mostly outside of the United States, as it concentrates on international sales and building markets in China, India and the Americas.

“Six years ago, we set out with an ambitious plan to turn business around with reliable consistent growth,” said Chip Bergh, the company’s president and chief executive officer, who was speaking during a Feb. 7 conference call about the company’s fourth-quarter results. “Despite a tough environment, we have executed a strategy for more diverse business globally.”

Revenues from Europe grew 28 percent during the fourth quarter ended Nov. 26, 2017, with strong sales in the women’s and tops business. In Asia, sales jumped 13 percent with the help of franchisee support. For the Americas—which includes Canada, the United States and Mexico—revenue growth was up 7 percent.

Overall for the fourth quarter, Levi’s had net income of \$116 million compared to \$96 million for the same period last year and revenues of \$1.46 billion compared to \$1.3 billion one year ago. For the fiscal year ending Nov. 26, 2017, net income totaled \$281 million, a decline of 3 percent from the previ-

ous year’s \$291 million, and revenues totaled \$4.9 billion compared to \$4.5 billion in 2016.

The company’s e-commerce business grew 20 percent in 2017 with new websites opening in Canada, Mexico, Switzerland and Norway, Bergh said.

Levi’s has been slightly buffeted by the decrease in mall shoppers because only 5 percent of its full-price stores are located in shopping centers, said Harmit Singh, the company’s executive vice president and chief financial officer.

The company has 230 stores, with 180 of those located in outlet malls, which the com-

pany does not consider traditional malls.

Levi’s is also converting some of its franchise stores in China to company-owned stores, while it converted one of the 400 franchisee outposts in India to a company-owned store.

Singh said the company has reduced its sales to **Sears**, but it still makes up “a sizeable amount” of revenues.

Company executives said the current fiscal year will see a 4 percent to 6 percent growth in revenues because of the weaker U.S. dollar and improved negotiations with sourcing partners.—*Deborah Belgium*

Boardriders Names New CEO to Replace Pierre Agnes

After **Boardriders’** 54-year-old chief executive disappeared off the coast of southeast France on Jan. 30, the Southern California surfwear company has named his replacement.

Dave Tanner, who is currently chief turnaround officer at Boardriders, headquartered in Huntington Beach, Calif., will be replacing Pierre Agnes as CEO.

Thomas Chambolle, currently Boardriders’ global chief financial officer, will become the interim president of Boardriders’ division covering Europe, the Middle East and Africa.

In addition, Greg Healy will remain global president of the Boardriders division that covers Australia, New Zealand and Asia.

Rescue operations in the south of France were called off a day after Agnes’ 36-foot sailboat washed ashore without him on board.

Agnes had left the docks of Capbreton earlier that day to go fishing, as he often did, and

was expected to return later in the morning when thick fog rolled in.

According to news reports, French authorities dispatched boats and helicopters off the coast of southwest France on Jan. 30 to search for Agnes after his boat washed ashore in nearby Hossegor on the Atlantic coast. They called off the search the following day.

Boardriders, which is the new name of **Quiksilver** after it declared Chapter 11 bankruptcy protection in 2015, was undergoing a major transformation after it emerged from bankruptcy in 2016. **Oaktree Capital Management** took a major equity stake in the company after a \$175 million investment in the venture, which includes the labels **Roxy** and **DC Shoes**.

Earlier this year, Boardriders reached a deal to acquire its rival, **Billabong**, in a deal worth about \$315 million. The transaction

is still expected to close in the first half of this year.

After the deal closed, Agnes was to become the new president of Boardriders while Tanner, with Oaktree, was to become the newly named company’s chief executive officer.

Tanner said that he and his colleagues were grief stricken about the sudden loss of

the company’s chief executive officer. “While it is impossible to replace Pierre’s spirit, we have filled our team with talented and creative professionals who will continue to nurture the company’s unique culture, build on our past successes and deliver on our now even more meaningful collective mission,” he said in a statement.—*D.B.*

California Apparel News Hires Dorothy Crouch as Associate Editor

Apparel News Group Publisher and Chief Executive Terry Martinez announced the hiring of Dorothy Crouch as the newspaper’s associate editor. Crouch started Feb. 5 and is working under the guidance of Executive Editor Deborah Belgium.

Crouch spent the past six years as an editor for travel publications, where she covered trends, major brands and boutique agencies. She brings extensive knowledge of the business-to-business publishing industry. Her career started in the fashion industry, where she worked with fabric importers and designer showrooms in New York City’s Garment District.



Dorothy Crouch

Before relocating to Los Angeles in 2010, Crouch previously had worked with the *Robb Report* and **UBM’s Wall Street & Technology, Advanced Trading, Bank Systems & Technology and Insurance & Technology**.

Prior to joining the *Apparel News*, she worked as a contributor to **Macfadden Communications Group**, covering the pet-goods industry, and **Victory Media**, where she wrote about education policy and pedagogy.

Crouch received a master’s degree in publishing from New York City’s **Pace University** and has a bachelor’s degree in English literature from **Hunter College**.

RETAIL SALES

Retail Sales Push Year to a Good Start

For U.S. retailers, 2018 started out on a positive note.

Same-store sales for January beat forecasts made by Boston-area market-research firm **Retail Metrics Inc.**

The group had predicted that same-store sales would be up 3.5 percent, but instead they rose 5.7 percent, said Ken Perkins, president of Retail Metrics.

In January, **L Brands Inc.**—the parent company of **Victoria’s Secret, Bath & Body Works** and **Henri Bendel**—posted its strongest performance in 25 months, Perkins wrote in a Feb. 8 note. It had a 7 percent same-store-sales increase, which beat forecasts of a 1.8 percent increase.

Mall-based action-sports retailer **Zumiez Inc.** also beat forecasts for January. Retail Metrics forecast that it would post a 1.9 percent increase in January same-store sales. However, the Seattle-area retailer posted a

6.3 percent increase in comps for January.

The Buckle Inc. also marked a good start to the year. It posted a same-store-sales increase of 0.2 percent. It was the first positive comps since mid-2015 for the denim-focused mall retailer, headquartered in Kearney, Neb.

Cato Corp., a value retailer headquartered in Charlotte, N.C., reported a same-store-sales decrease of 6 percent. However, total January sales for the retailer was \$54.2 million compared to \$45.5 million in January 2017.

The positive retail statistics for January is good news for an economy that recently was rattled by a stock market roller-coaster ride that saw the Dow Jones Industrial Average decline 1,175 points on Feb. 5—one of the biggest one-day drops in the stock market’s history. The index came back and surged more than 500 points the next day.

—*Andrew Asch*



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A woman with her hair pulled back is posing elegantly. She is wearing a strapless, white, ruffled dress with a vibrant, multi-colored floral pattern. Her right hand is raised to her face, with her fingers gently touching her cheek. She is also wearing a dark, textured choker necklace and a large, ornate ring on her right hand. The background is a dark gray wall with a subtle, large-scale floral pattern. The overall mood is sophisticated and artistic.

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Bitcoin *Continued from page 1*

"If you have funds tied up in crypto, then it can make sense to use it directly for payments," said the designer, who believes there is an upside to business if she operates in cryptocurrency. "You don't have to pay fees associated with transferring it back into [U.S. dollars]."

There is also the possibility that cryptocurrency can go up in value after a purchase. So a payment for \$100 can potentially double or triple, Reynolds said.

There's also the potential that the payment can lose value. Reynolds plans to save her cryptocurrency, see whether its value increases, and then redeem it for U.S. dollars when she needs to buy goods and pay vendors.

She also believes cryptocurrencies will bring more sunshine into the finances of the fashion world through blockchains, which record all previous bitcoin transactions on a product. "If these practices can be logged and revealed to customers via blockchain, then the public could understand clearly who is making their clothes, what goes into the manufacturing process and why the cost is what it is," she said.

In August, e-commerce retailer **Overstock** announced it would work with digital-asset exchange **ShapeShift** so its customers could pay for Overstock goods with cryptocurrencies. The retailer does not demand that customers set up an account to make payments in cryptocurrency. Rather, the payment is recorded on blockchain and serves as the purchase order and the sales receipt. Possible refunds can be made in cryptocurrency too.

Overstock was founded by Patrick Byrne, and the use of cryptocurrency follows his libertarian philosophy. "Overstock is pro freedom, including the freedom of individuals to com-

municate information about value and scarcity without relying on a medium created through the fiat of unaccountable government mandarins," he said. "For that reason, we have been an early proponent and adopter of cryptocurrencies."

Overstock and Reynolds are pioneers in this field even if major financial players are not comfortable with it. **Bank of America**, **Citigroup** and **JPMorgan Chase** have barred its customers from using their credit cards to acquire cryptocurrencies because there is too much volatility and risk involved

tailers could use cryptocurrencies as part of a loyalty program. For example, make a big purchase at a retailer and get awarded with cryptocurrency points.

"It doesn't make much sense as a payment function yet," Malhotra said.

Consumer demand will drive retail adaption, said Rose, the client who purchased clothing using cryptocurrency. "Crypto is easy to use, mobile, digital, irreversible and mostly transaction fee free. Fees often happen on the side of the

sender rather than the receiver, so a retailer might like the 0 percent fees. It's the evolution of instant payment and works like cash without the hassle of the paper," she wrote in an email.

However, Jay Clayton, chairman of the U.S. Securities and Exchange Commission, has warned that cryptocurrencies are easy targets for fraudsters.

On the other side of the spectrum, J. Christopher Giancarlo, chairman of the Commodity Futures Trading Commission, said cryptocurrencies are part of a new world. "Virtual currencies mark a paradigm shift in how we think about payments, traditional financial processes and engaging in economic activity," he said at a U.S. Senate

Banking Committee hearing on Feb. 2.

Bitcoin is a decentralized digital currency. No central bank or single administrator governs it. Transactions are anonymous, but they are recorded in public ledgers called blockchains.

Markets, financial regulators and consumers are trying to make sense of what to do with cryptocurrencies such as bitcoin. In 2008, a research paper advocating the use of a peer-to-peer payments system called bitcoin was released. Almost a decade later, the cryptocurrency has made news for its wide fluctuations and its potential possibilities. ●



DIGITAL ATM: Downtown Los Angeles



Maya Reynolds

in cryptocurrencies, according to media reports.

Some people believe cryptocurrencies are still in their infancy. Amitaabh Malhotra, chief marketing officer of **Omnifyway Inc.**, a 4-year-old cloud-based retail tech company in San Francisco, said the cryptocurrency market must mature if it is to be embraced by more retailers.

"It's going to need stability with value," Malhotra said. "The fluctuations we are seeing are not what large retailers are comfortable with."

However, people are thinking about ways that retailers can work with cryptocurrencies. Malhotra forecast that re-

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Paige: From Premium Denim to a Lifestyle Legacy

By Dorothy Crouch Associate Editor

At the beginning of the 21st century, the premium-denim market was buzzing with hot new brands that saturated the industry, driven by a consumer demographic comprising 20-something women willing to exhaust an entire week's pay on one pair of jeans.

Though many of these brands have faced devastating challenges over the last 10 to 15 years, one name in the business has continued to grow. Thirteen years after its 2005 launch, Los Angeles-based **Paige** has maintained a premium-denim business for women while becoming a unisex lifestyle label.

The most recent expansion of this brand occurred through building upon its **Transcend** line, originally introduced in 2014 for women but recently made available to men.

As Paige founder and creative director Paige Adams-Geller explained, the formula for Transcend has remained consistent. The label demonstrated how its pieces could retain the look and texture of premium denim while maximizing comfort for male customers through fibers that afford extraordinary stretching capabilities, which helped the company grow.

"We've had an incredible reaction from women and men, and it quickly became our bestselling fabric. In 2017, we created a film series shot by Adam Franzino that features a team of break dancers in Venice Beach showcasing the movement that is possible with Transcend. The videos were incredible and allowed us to demonstrate to our customers why Transcend is so unique," Adams-Geller noted.

Through maintaining quality—yet addressing growing con-



sumer demand for pieces that blend style with comfort—Paige remains a competitive player in this corner, which allows the brand to offer pieces that wholesale from \$35 to \$452 for the Spring collection and from \$77 to \$113 for the Transcend line, which includes basics and fashion denim.

The smaller design details—such as those found in Transcend where break dancers can flip, spin and windmill with ease while being fashionable—have been Paige's key to expansion.

"We also have never compromised on quality or fit," said Adams-Geller. "We are dedicated to the details and won't stop until we achieve the perfect fit. Each item is meticulously designed, washed and wear-tested to ensure that it's not only

of the moment but built for the moment."

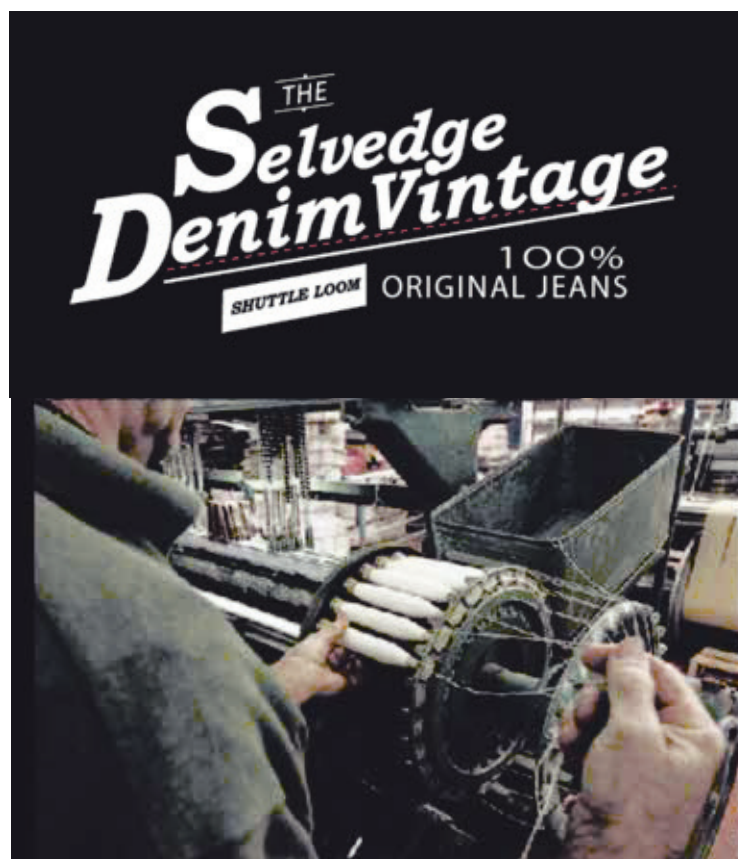
When thinking about popular styles and how these fit with the mission of Paige to create comfortable pieces that look stylish, Adams-Geller remains conscientious of trends yet realistic about her clients' needs.

Citing footwear trends in sneakers and flats, she sees a strong demand for cropped flares in addition to the high-rise straight leg. Noting that high-waist styles are not complimentary to all body types, she feels this trend will taper off as her petite customers have requested low-rise designs. In the women's and men's segments, Adams-Geller predicts skinny jeans will remain a staple in the wardrobes of many consumers.

"We've seen our men's customer move from a straight leg to a slim leg over the years, and now our most popular men's styles are the **Lennox** skinny and the **Croft** super-skinny fits. Men are no longer afraid of skinny and slim fits now that we have the most comfortable fabric on the market."

Building a brand of versatile pieces beyond the denim category is Paige's goal. This move into lifestyle has proved successful as the category currently makes up a large portion of the business.

"We have seen the lifestyle collection represent 40 percent of our total business," Adams-Geller explained. "Our largest percentage of the lifestyle category comprises woven tops in silk, cotton and rayon for women and cotton/rayon shirting for men. I think that these resonate with our clients because they easily can be paired with denim and take you from day to night, work or weekend." ●



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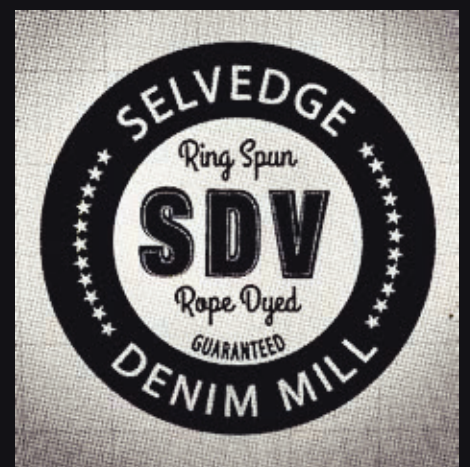
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Uprisal: Introduction to Patagonia's Activism

Patagonia has made headlines with its unique mission of being an activist company.

Last year, the Ventura, Calif.-based outdoors clothier sued the Trump Administration over scaling back public lands in Utah. It also led a push to move the **Outdoor Retailer** trade show from its longtime home in Salt Lake City to Denver. The lobbying for a new city was Patagonia's protest against Utah Gov. Gary Herbert's efforts to scale back public lands at the Bears Ears and Grand Staircase-Escalante national monuments in Utah.

With activism in mind, Patagonia recently introduced a new collection of clothes that don't harm the environment to spread the word about another one of its central missions—saving the earth.

With little fanfare, Patagonia in January introduced **Uprisal** at the **Agenda** trade show in Long Beach, Calif. Uprisal is a four-item, Fall '18 collection of light crewneck sweat-

shirts as well as a hoodie for men and for women.

Uprisal sweatshirts are made of recycled cotton, recycled polyester and a bit of elastane. Because it is using recycled materials, Patagonia estimated that it uses 163 fewer gallons of water than vendors making sweatshirts out of new material.

In addition, Patagonia is counting on Uprisal's graphics to introduce the brand to those who may not know about the company's activism in the environmental arena. Graphics include the veteran Patagonia logo and featuring Mount Fitz Roy on the border of Chile and Argentina. Another graphic features a retro-style camper with the logo "Live Simply." The collection offers more than five additional graphics and comes in 10 different colorways.

Corey Simpson, a Patagonia representative, said the items with graphics often make up a consumer's first Patagonia purchase. "It's a way to start easy. They have access



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to a product that sells for \$65," Simpson said of the graphic-driven Uprisal. Hoodies retail for \$79.

The brand—also known for its climbing gear, jackets and surfing wet suits made of eco-friendly products—also hopes to introduce more people to recycled fabrics. "You have to be aware of what it means to use new products," Simpson said. Virgin materials have a real consequence for climate change. If you can buy quality goods out of recycled content, you're getting a win-win."

—Andrew Asch



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New High-Tech Yarn Is the Ticket to Smart Garments

By John McCurry *Contributing Writer*

A North Carolina yarn manufacturer is hoping to “push the envelope” in the burgeoning smart textiles category.

Last September, Hickory, N.C.-based **Supreme Corp.** officially unveiled **Volt Smart Yarns**, whose soft launch got a huge response from various industries, including computer-chip makers, car manufacturers, clothing manufacturers, hospitals and healthcare companies.

Supreme, which specializes in covering yarns, has evolved considerably over the decades. It began as an elastic-covering operation and changed over the years due to the raw materials used. In the late 1980s, Supreme started working with high-strength yarns and eventually moved into cut-resistant yarns.

Matt Kolmes, Supreme’s chief executive officer, said at the core of Volt is a highly engineered composite yarn. It evolved from working with military contractors and now is moving into a variety of areas, including healthcare and sportswear. The idea for Volt came from a bonded-thread product sold for flame-resistant mattresses.

“We realized we know quite a bit about sewing thread,” Kolmes said. “It’s a perfect delivery mechanism for extremely fine copper wires. We started with two of those wires in our sewing thread and learned that the customer wanted more, so we went to four. They wanted a yarn or thread that could send signals.”

Kolmes said there were a number of companies that wanted this conductive yarn. It got a lot of attention at the **Industrial Fabric Association International** conference last September and was bestowed the association’s “Show Stopper” award for new products in the Fabrics, Fibers & Films category.

The attention at the New Orleans conference propelled Volt into many conversations with companies that want to move into smart fabrics and wearable technology. Supreme is now partnering with several companies that want to incorporate Volt into their product lines for 2020 or 2021.

But Kolmes said it’s apparent that companies are missing many variables in the equation, and Supreme is hoping to close that gap.

“There is a huge gap between textile and electronic people,” Kolmes observed. “They just don’t speak the same language.”

Noting that prototyping is costly, Kolmes said Supreme realized it had to blaze a new path for Volt by developing



Volt yarn

working relationships with companies in the electronics arena. “The takeaway I get is that we are going to have to give these companies products that work, and since we are textile people, this has forced us to make alliances that work with electronics as their bread and butter. We have developed a network of companies that we rely on to do prototyping and can see the product from beginning to end. It’s absolutely exciting and has pulled us in directions we thought we would never go.”

The first products using Volt yarns are going into mili-

tary garments that track the health of soldiers. Kolmes believes the next round will move into the greater health sector with the innovation being used in hospitals and by doctors to monitor patients’ health, perhaps even alerting them to a spike in body temperature.

Kolmes noted that since 2007 and the advent of **Fitbit**, not much has changed in sportswear using smart textiles. He believes everything since then has been “bolt-on” technology, but now the industry is making big strides by moving toward a point where the sensor is the fabric.

“We are making a fabric that can heat you up, but the fabric can be a sensor. It’s a heater and a sensor. It’s an exciting moment for us,” he noted.

Supreme is now working on nine versions of Volt, with some versions requiring the filing of patents. Some of the potential uses for Volt are in automobiles, medical devices and police clothing, Kolmes said.

While Supreme is not at liberty to name many of its collaborators, one company it is partnering with is **Pressure Profile Systems** in Los Angeles, which develops tactile-sensing technologies. PPS is looking to develop an impact sensor to be used in retrofitting police body armor.

“In sportswear, everyone is interested in data. The whole world is hooked on high tech, and that’s only going to improve and grow. Most innovative companies are using smart clothing to measure performance. If you are a golfer, you can use your clothing as a trainer to measure the rotation of your hips.”

Kolmes said smart clothing also is being used to measure a variety of things, including fatigue, hydration and heart rate.

Volt exhibited at a wearable technology show in Tokyo in January with the smart-vest application it is developing with PPS. “We are taking baby steps,” Kolmes said. “Two to three years from now, Volt will be a meaningful part of our business. If all the metrics are correct about wearable technology, the market will be \$5 billion to \$10 billion in five years. That’s the reason we are interested in being in it. We want to push the envelope.” ●

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INDUSTRY VOICES: TECHNOLOGY

Is 'Smart Clothing' Set to Supercharge the Fashion Industry?

By Jerry Inman *Contributing Writer*

Fashion can be forgiving ... sometimes. Forget fiddly watches, wireless earbuds that don't stay put and unattractive virtual-reality glasses. "Smart clothing" is set to supercharge the fashion industry. Strap in for the ride as smart clothing is the next generation of apparel that goes beyond wearables and will change our lives forever.

Traditional wearables have evolved significantly in recent years, so this new breed of technology is much more than just monitoring how many steps you've taken or your heart rate. The big difference between smart clothing and traditional apparel is integrated technology such as sensors that are embedded into the fabric to "read" your body. Smart clothes can connect you to technology from head to toe and enable everything from paying for your morning joe and playing music to mapping travel routes, measuring biometrics and even monitoring your emotions. All of this and more—including bras that automatically adjust support under different situations—can be done today without touching or tapping your phone or a screen.

The concept of connected clothing requires e-textiles, e-threads and sensors to make it a reality. France-based **Primo 1 D**'s ultra-high-frequency RFID yarn enables the embedding of RFID tags directly into fabrics. The e-thread is an RFID yarn with the antenna built into the yarn strand, which allows for a truly invisible, inseparable and immutable integration of material and fabric. U.K.-based **Advanced E-Textiles** is making thread-sized microelectronic tags that are washable and can simply be sewn right into a garment and then be read by RFID. Most consumers would be unable to detect the tiny tags when wearing the garment.

Other traditional RFID providers and startups alike are creating progressive technologies, platforms and apps utilizing the power of tinier and more-functional sensors. Companies such as Los Angeles-based **Mojix**, Seattle-based **Impin** and New Jersey-based **Checkpoint Systems** are all working closely with brands, retailers and manufacturers to help drive new customer engagements and experiences. Luxury brands have been quicker to embrace these new technologies because of the associated costs, but, as manufacturing costs go down, the usage will increase for every segment of the apparel industry over the next 24 months.

Let's take a look at a few fashion brands that are leading the smart way:

• **Google and Levi's Trucker Jacket With Smart Touch**

What happens when 150 years of **Levi's** denim innovation meets **Google** engineering? A groundbreaking garment called Levi's Commuter Trucker Jacket. The end of the left sleeve is made of a slightly different denim material that's been specially woven with conductive Touch-sensitive Jacquard Thread, which allows the sleeve to act as an interactive touchpad for the jacket. The jacket connects to a mobile device via **Bluetooth** technology. With a tap or brush of the sleeve cuff, you can control music, screen phone calls, get directions and more. A few simple

gestures keep you on course and in touch.

• **SUPA-Powered Smarter Sports Bra**

The New York-based artificial-intelligence startup **SUPA** was founded by Sabine Seymour, a fashion tech expert and director of the **Fashionable Technology Lab** in partnership with the **Parsons School of Design**. SUPA, which has a new application using smart sensors, is a secure biometric data platform that contextualizes data derived from distributed IoT (Internet of Things) devices that monitor nutrition, heart rate, motion and temperature. These Movesense sensors can be integrated into apparel, including SUPA's newly equipped sports bras, which can be worn underwater as well as in extreme weather conditions.

• **Nadi X Vibrating and Virtual Yoga Pants**

The Sydney-based startup **Wearable X**'s Nadi X pants have woven-in technology with sensors that provide gentle

vibrations at the hips, knees and ankles to encourage you to move and/or hold positions for an easier yoga workout. The sensors sync up via Bluetooth to your phone and through the companion app, which gives you additional feedback.

• **L.L. Bean's Boots With a Brain**

Leading multi-channel merchant of quality outdoor gear and apparel, **L.L.Bean** has partnered with **Loomia**, a technology company that adds intelligence to make the manufacturer's boots and jackets smarter. Loomia manufactures soft, flexible circuitry that can sense and track data while seamlessly integrating with chosen materials. These sensors are washable, dryable, sewable and discreet. Once L.L. Bean embeds this technology into its boots, it will be able to collect information about temperature, motion and frequency of wear. Once this data is collected, consumers will be able to share it back with the brand for rewards via the Loomia Tile—a component that allows for the secure and anonymous transfer of data.

• **Under Armour's Smart Sleepwear and Shoes**

Under Armour recently unveiled "smart sleepwear," which the company claims helps athletes "to rest, win and repeat." This Athlete Recovery Sleepwear has an infrared pattern inside the clothing to absorb infrared wavelengths and reduce inflammation while an athlete is sleeping, aiding in recovery time. Under Armour has also launched two new pairs of connected running shoes at the **Consumer Electronics Show** with embedded sensors in the foam soles that can track key statistics such as distance, slide, length and cadence.

Smart clothing presents new avenues for smart retailers and brands to drive greater sales, and it really can supercharge the fashion business. Additionally, with the apparel, footwear and accessories industries having connected devices built into their products, brands can analyze customers' habits and then optimize marketing outreach. It can also create unique engagements never available before to deliver a better brand experience and a real connection, physically and digitally as well as emotionally. ●

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 of the fashion trend forecaster MintModa.



Levi's Commuter Trucker Jacket with Jacquard Thread



Paradise Ranch Designs: A lifestyle collection for swim, beach, active, and resort

In an earlier lifetime, Kris Goddard was a fit model for a swimsuit manufacturer, absorbing almost incidentally a good deal about the design process. She hadn't thought too much about it during the ensuing years until, "like a lot of people, I couldn't find a bathing suit I liked," she explains. "Everything was so skimpy, I didn't feel comfortable. I thought, if I can't find one, I'll make one."

Returning to the same patternmaker she had worked with as a model, the pair put together a few of Goddard's designs—"things with more coverage but still alluring." People who saw the suits encouraged her to keep going. Success at emerging designer contests through MAGIC and Fashion Business Inc., trunk shows and fashion shows, convinced her that she could make it in the swimsuit business. Paradise Ranch Designs was born.

Goddard's designs deliver what she promises—fresh shapes with a vibrant, youthful appeal yet offering comfortable coverage on the top and bottom. Surprisingly, she says, her potential client base has expanded beyond what she originally imagined.

"I actually thought, when I started designing, that women from their 30s to 50s would be interested in the swimwear," she explains. "I have found that young people—the young models we use in the fashion shows, say they would wear these. There are women with beautiful bodies who don't want to wear revealing suits. Young mothers can't be chasing after their toddlers at the beach in a minuscule suit. As long as you are fashionable and trendy, the appeal appears to be quite ageless."

Paradise Ranch goes bold with prints, an array of exuberant tropicals mainly sourced from Italy and France, with solids produced in the United States. The line's success has enabled Goddard to start buying print designs exclusive to Paradise Ranch. "The custom prints in our line provide exclusivity of design and keep everything in the USA. I'm loving that—that's new for me."

Beyond the bright look, however, Paradise Ranch is developing a loyal customer base for its smart silhouette choices and Goddard's meticulous attention to fit issues that matter most to maturing women.

When it comes to silhouettes, Goddard has definite ideas about how her collection should function. "I always thought swimwear should be more multipurpose," she says. "You spend so much money on a swimsuit, why wear it only a few times a year?"

Goddard pairs her one- and two-piece suits with mix-and-match skirts, pants, boardshorts, "breezy little jackets, sheer pants, and form-fitting cover-ups that tie like a dress so the swimsuit can be worn in a different way"—as a bodysuit, for example, or crop top. The cover-ups are meant to stand on their own, she says. "They are so versatile they can be equally worn as loungewear or everyday- and eveningwear."

Most important to her, however, is the ease and flexibility with which her pieces allow a woman to go from resort-ready to water and then back to resort. "I hated to change out of street clothes and into a bathing suit when I got the urge to go for a swim," she notes. "I wanted a complete outfit that I could wear to walk around the boardwalk and into shops, then take off the cover-up and pants and jump in the water."

Paradise Ranch offers five different tops, from vintage-inspired halters to zip-front, long-sleeve crop tops, and four bottoms that range from boyshorts to long boardshorts to vintage high-waist bottoms. Bodysuits inspired by diver wet suits, in prints and solids and some featuring sheer side panels, are a standout. "They are very flirty yet cover everything," Goddard says. "I go to the gym in them to work out and then into the pool to do laps or water aerobics. No changing clothes! Some customers of mine go shopping in them." There

are one-piece suits as well, including a peekaboo romper with keyhole sleeves and a matching skirt.

The long boardshorts—a versatile silhouette almost never offered for women—is another key piece. Worn with any of the Paradise Ranch swim tops, they make an easy and graceful transition from water to walkabout.

Cover-ups, creatively fashioned from sheer mesh, and solid fabrics, include skirts, pants, and dresses. Goddard is particularly fond of the Sand Duster piece, a long tie-front, long-sleeve cover-up in sheer black, sheer white, and a few tropical florals and jungle prints. Paired with a halter top, boyshorts, and sheer pants, the swimsuit goes glam and becomes the foundation for an on-the-town outfit.

Goddard is especially perceptive about, and sensitive to, areas of concern women may have about their bodies, particularly when it comes to donning a swimsuit.

"I try to keep in mind all the different areas people have problems with," she says. "Some have cellulite and won't show their thighs. That's why I designed long boardshorts fitted for a woman. Some women don't want to show their arms. I have three-quarter and long-sleeve styles to take care of them. Some don't want to show their stomachs, so I have some cute tops for that. Others want their butts covered but want to wear a two-piece, so I did a crop top with a full-coverage bottom. They may have shirring to make them sexier, but they at least have the coverage with something that gives them a modern twist."

"Just because you are a little older," she continues, "you haven't given up on looking good."

Paradise Ranch has found its place in higher-end boutiques, but the line is also available through the company's website, which showcases this season's most-popular designs. Those include Got Your Back, a one-piece bodysuit with open back, plus a mix-and-match skirt, pant, Sand Duster, and jacket. Go Fish is another one-piece bodysuit with fishnet cutouts and sleeves with a matching fishnet skirt. "It holds you in because of the fishnet, but it has the feeling of cutouts without showing skin." And, Goddard says, "people

love" the knee-length, three-quarter-length-sleeve Snorkel Couture bodysuit, inspired by the wet suit but fashioned with sheer side panels.

"My collection is meant to be multifaceted," Goddard notes. "It's more than just swimwear—it's wearable to many places, it's interchangeable, it makes for easy packing. That's the mainstay of what we're doing that makes us different. It's coverage but still sexy."



PARADISE RANCH
designs

For sales: Emblem Showroom, The New Mart
127 E. 9th St., Los Angeles, CA 90015
Contact: Eveline at evelinem@emblemshowroom.com or
(310) 420-0125

For PR: Media Playground PR
845 S. Los Angeles St., Los Angeles, CA 90014
Contact: Kimberly Goodnight at kim@mediaplayground.com or
(310) 888-4024 (office) or (323) 687-3360 (cell)

Investing in Los Angeles' Next-Gen Knitting Industry

By Dorothy Crouch Associate Editor

As many design houses rely on outsourced production that has been sent overseas, domestic suppliers are investing in their own businesses, building strong reputations for quality products and incomparable service.

One of those is Evita Chu, owner of **PDR Knitting**, who explains how she unintentionally transitioned her quiet hobby into a trusted source for luxury knitwear that is made in a 7,000-square-foot space in Los Angeles's South-Central neighborhood.

"I had back-to-back car accidents. The second one prompted me to quit my job. While I was rehabbing at home, a friend of mine called me and asked me if I could knit him some sweaters. He told his friend, and his friend told another friend, and it landed with Mike Gonzalez of **Mike & Chris**, who called me. That was my big break," she explained.

Since that opportunity in 2006, Chu has grown her business into a 14-employee operation that includes nine automated, all-gauge machines that use extremely thick or thin yarns. Employees join sweater pieces through a linking machine and perform hand finishing while adhering to Chu's standards, which rely on Italian and French traditions of quality.

Despite her belief that the future of the industry is in automation, she retains two hand-loom knitters, reflecting her love of traditional production methods, value of loyalty and desire to see others succeed in domestic production.

"They have been with me from day one. They have been really loyal to me, and I will be loyal to them. Actually, one hand-loom knitter, I promoted her to assistant programmer," she said.

While Chu is dedicated to promoting local manufacturing through a passion for creating products that spread the made-in-America message, the overhead for managing a business locally is expensive. She cites rising business costs—such as rent, increased minimum wage, public-health license waivers and workers' compensation insurance—as large expenses that are shifting her strategy.

"We were, at one time, 24 employees and right now we are down to 14," Chu said. "Mainly because we cannot af-

ford any more with the rising of the minimum wage, so we have become more automatic right now. Basically, the domestic price as it was, even 11 years ago, has been high compared to overseas production. Even right now, products made in Italy are cheaper."

Despite the burden of the growing costs to manufacture in Los Angeles, Chu remains optimistic about her knitting niche, which caters to the luxury market.

"I think because mainly we are dealing with the high-end market, there is always a consumer in the high-end industry, and they are less price sensitive to anything that is going on. The market that got hit the most was contemporary, which is in the middle," she said.

With luxury-market clients—such as **Chrome Hearts**, **Baja East**, **Helfrich Los Angeles**, **John Elliott** and lifestyle brand **Giannetti Home**—price points that hover from around \$400 to approximately \$2,000 afford greater financial security in a challenging marketplace. Though consumer spending in the luxury sector means customers spend more money on individual



The PDR Knitting resource room, where clients choose yarns from the company's collection



Evita Chu, owner of PDR Knitting, in her studio, surrounded by her projects



A PDR Knitting employee uses a linking machine to connect the pieces of a project.



A knitter works on a hand-loom machine.

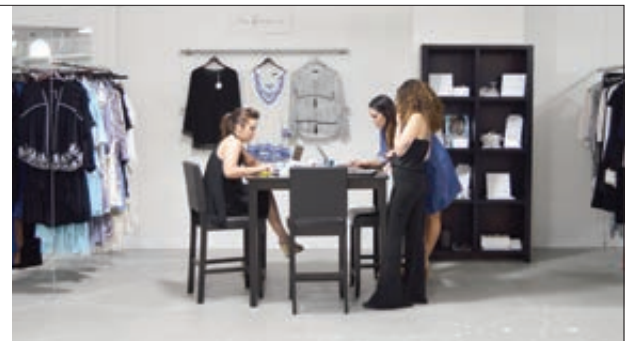
pieces, the bottom line is that these buyers expect quality, which is not lost on Chu.

"The most expensive ones [brands] still survive and, also,



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View of the PDR Knitting workspace, which includes this Shima Seiki SSR 112 machine

we try to keep our quality on par with Italian products since we cater mainly to the luxury market. Most of my clients, because they're in luxury, don't follow a certain trend. They are the trend leaders," she said.

These leaders are focused on the high caliber and accessibility of Chu's services. As a client who has worked with PDR Knitting for six years, Canadian designer Raif Adelberg of **Herman Market** prioritizes quality of his finished designs and feels a kinship through working with a North American company.

"She is really good at what she does, plain and simple," he said. "With her attention to detail, timing, quality and delivery, there was no reason to go overseas. When you are producing sweaters retailing for \$1,600, you're not selling thousands of them. I felt everyone was going overseas to save a dollar and, on that level, I don't know how much you're saving."

This sentiment is echoed by Brandon Sun, who has worked with Chu on his eponymous

brand since her company started 12 years ago. "Nothing beats seeing the entire process and having the opportunity to instantly make adjustments rather than dealing with international shipping time and cost," he noted. "PDR can crank out five prototype iterations in the time it takes to do one anywhere else in the world. Additionally, PDR has relationships with so many global yarn providers and their color cards, creating a one-stop shop for brands looking to advance their knitwear program easily."

Providing quality yet effortless production is important to Chu, who is able to bring the resources of **Pitti Filati** to her clientele in Los Angeles. For Chu, this means leading clients through the process of choosing appropriate yarns for each project and dispelling any confusion that could result from the overwhelming issue of having too many options.

"When they come here, with anything that they already have envisioned, I can say, 'Okay, you have to order this, or that, yarn.' It's easier for them to get the yarn. We have about 70 percent of what Pitti Filati has over there. All the major Italian yarn companies are here," she explained.

At PDR Knitting, the business promotes the quality of local manufacturing yet affords access to global resources. This comprehensive business attitude has allowed Chu to grow from a woman with a few knitting passion projects to a key player in Los Angeles' local apparel scene. ●

Calendar

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

Pooltradeshows

Project Women's
Stitch at Project Women's
The Collective
The Tents
CurveNV
Mandalay Bay Convention Center
Las Vegas
Through Feb. 14

Children's Club MAGIC

FN Platform
WWD MAGIC
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

TPC MAGIC Networking Event

Skyfall Lounge, The Delano Hotel
Las Vegas

Feb. 13

Première Vision
Paris Nordde Villepinte
Paris
Through Feb. 15

Feb. 23

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

Feb. 24

Capsule
Pier 94
New York
Through Feb. 25

Feb. 25

Designers and Agents
Starrett-Lehigh Building and Cedar Lake
New York
Through Feb. 27

Children's Club

Jacob K. Javits Convention Center
New York
Through Feb. 27

Feb. 26

Coterie
Stitch @ Coterie
Fame
Moda

Sole Commerce

Jacob K. Javits Convention Center
New York
Through Feb. 28

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on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/calendar.

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

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An Independent Boutique District Grows at Row DTLA

By Andrew Asch *Retail Editor*

After six years of running a boutique in an established retail neighborhood in Los Angeles' Echo Park area, Whitney Bickers rolled the dice and moved her shop, **Myrtle**, to a new neighborhood that has yet to register on many fashion-savvy people's radars.

It's **Row DTLA**. Located in an industrial stretch of downtown Los Angeles, it's 30 acres of industrial buildings—some constructed 100 years ago—that are being transformed into a neighborhood of high-end restaurants and boutiques. The warehouse-like buildings were built by the **Southern Pacific Railroad** between 1917 and 1923 and played a large role in the distribution of produce to stores in the United States. The complex has been transformed into a commercial center with restaurants, creative offices and retail spots.

Some of Row DTLA's boutiques opened for business in September. Myrtle and her neighbors **LCD** and **Galerie.LA** opened in January. All the businesses are intended to have an independent and adventurous spirit. The mix of boutiques sealed the deal for Bickers.

Leading streetwear boutique retailer **Bodega** is scheduled to open a highly anticipated 2.5-story location in mid-February. High-end homewares and design emporium **A+R** opened a location in the gentrified neighborhood along with a boutique for San Francisco Bay Area designer **Erica Tanov**, which took a bow in December.

The enclave's businesses are still taking shape. Neighbors will include an upcoming popular San Francisco eatery **Tartine Manufactory**, which is expected to open at Row DTLA later this year.

MISSION WORKSHOP

1318 E. Seventh St., Suite 114
www.missionworkshop.com

Headquartered in San Francisco, **Mission Workshop** manufactures most of its clothes domestically. Initially made as technical apparel for cyclists in urban areas, the brand branched out into outdoor-lifestyle looks.

Mission Workshop's Row DTLA store opened in September, said Eric Brunt, the store manager. "We saw the energy here. We liked the grittiness of downtown. It fit our brand," Brunt said.

The brand's popular looks include the **Grandmaster** hoodie. It retails for \$255. It offers a tailored fit and is water resistant, lightweight and warm, Brunt said. There's the merino wool pullover hoodie; the **Faroe**, which retails for \$189; and the lightweight, waterproof **Orion** jacket, which retails for \$445. It's made from a performance fabric from Japan's **Toray** company.



Eric Brunt at Mission Workshop



Mission Workshop's Faroe

Mission Workshop's Orion

GALERIE.LA

767 S. Alameda St., Suite 192
www.galerie.la

Dechel Mckillian started **Galerie.LA** in 2016 as a pure-play boutique for eco-friendly women's clothing. After producing a few pop-up shops, she wanted a permanent spot where people could try on the independent brands that Galerie.LA represents.

On Jan. 8, she opened a 1,500-square-foot space for eco-minded brands. Various categories of clothes are showcased on color-coated boards at the store. Yellow is eco-friendly. Blue is for ethical, which often means fair-trade clothing. Pink stands for artisanal or, often, one-of-a-kind pieces.

Since opening, popular items have been the shirt-sleeve dress made by **Study NY**, which started at **Brooklyn Fashion + Design Accelerator**, an ethical fashion hub founded by the **Pratt Institute**, a fine-arts and industrial design school in New York. It retails for \$240.

Triarchy's repurposed vintage denim x linen jean has been gaining notice at Galerie.LA. The Los Angeles-based Triarchy constructed the top third of the piece from denim with the legs made from linen. The pant retails for \$349.

The **Echo & Air** brand offers the **Arco-santi** jumpsuit, made of brushed **Tencel**. It retails for \$298.



Interior of Galerie.LA



Triarchy's Repurposed Denim X Linen jeans at Galerie.LA



Echo & Air's Arcosanti jumpsuit at Galerie.LA

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WHAT'S CHECKING

LCD

1318 E. Seventh St., Suite 126
www.shoplcd.co

LCD stands for Lust, Covet, Desire. It's for the woman on a quest for independent, emerging designers and new looks, said Geraldine Chung, LCD's founder.

LCD's story started in Los Angeles' Venice section. Chung set up her boutique on Venice's Lincoln Boulevard in 2016. She closed the Venice location and in July expanded into a boutique at 1121 Abbot Kinney Blvd. In September she opened a 1,000-square-foot shop at Row DTLA.

The shop's look was designed by fashion and accessories designer Hillary Taymour. Collaborations are a big deal at LCD. Chung worked with designer **J.Hannah** to make two exclusive nail-polish colors—watermelon and iris—for the store.

One of the bestselling items at the boutique is a T-shirt collaboration between streetwear phenomenon Virgil Abloh and conceptual artist Jenny Holzer. Bearing the



Exterior of LCD

statement "Abuse of Power Comes as No Surprise" and "Abuse of Flower Comes as No Surprise," the T-shirts retail for \$100 and raise funds for **Planned Parenthood**.

Other popular looks include **Sandy Liang's Minskin** dress. It retails for \$795. The asymmetrical sequin dress is for after-party wear, Chung said.

Another popular look is the **Deacon**, a hand-distressed pocket tee by the Los Angeles-based **Billy** label. It retails for \$180. It is made of Japanese cotton and is hand distressed by the designer, Holly Jovenall.



Sandy Liang's Minskin dress at LCD



Deacon tee by Billy at LCD



Virgil Abloh X Jenny Holzer tees at LCD

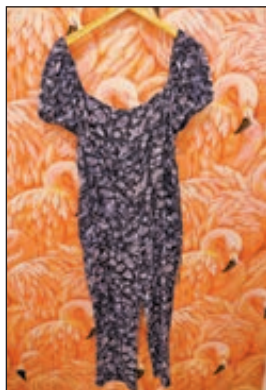
MYRTLE

1318 E. Seventh St., Suite 146
www.myrtlela.com

Myrtle is devoted to independent brands owned by women and designed by women for women. It's an underserved niche, Bickers said.

Jeans by downtown Los Angeles-brand **Father's Daughter** have been very popular

at the shop. But dresses and jumpsuits have been creating a stir. **Samantha Pleet** dresses have been big sellers, and people have liked **Heinui** jumpsuits and the retro-inspired tops of house brand Myrtle. The shop's core price points range from \$100 to \$250. ●



Samantha Pleet dress at Myrtle



Exterior of Myrtle boutique



A top from Myrtle's self-named Myrtle brand



Whitney Bickers of Myrtle

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FIDM Unveils Academy Award—Nominated Costumes and Other Movie Attire at Its Campus Museum

More than 800 people from the film and fashion industry showed up for the **Fashion Institute of Design & Merchandising's** unveiling of an extensive exhibit of costumes seen in movies released in 2017.

All five movies with **Oscar**-nominated costumes were among the 125 pieces from 26 films on display at the downtown Los Angeles museum gallery. The exhibit runs until April 7.

This is the 26th year that the fashion design school has organized this exhibit, which kicked off Feb. 3 with a Saturday-night cocktail party held inside a large outdoor tent inside the adjacent Grand Hope Park.

In attendance were two Academy Award-nominated costume designers: Mark Bridges, the costume designer for "Phantom Thread," and Luis Sequeira, the costume designer for "The Shape of Water."

Other Academy Award-nominated costumes on display were from "Beauty and the Beast," "Darkest Hour" and "Victoria & Abdul." But the vast museum is also displaying costumes from numerous other films, including "Dunkirk," "Blade Runner 2049," "The Greatest Showman," "I, Tonya," "Mur-

der on the Orient Express," "Battle of the Sexes" and "Wonder Woman."

The woman behind putting the exhibit together is FIDM Museum Director Bar-



Nick Verreos and Kevin Jones



Barbara Bundy



Toni Hohberg

ALEX J. BERLINER / ABIMAGE



"Girls Trip"



"Blade Runner 2049"



"The Greatest Showman"



"Star Wars: The Last Jedi"

bara Bundy, who said it takes about one year to organize the extensive collection. As soon as one exhibit is nearly completed, she is on to the next year. Her research starts by attending the current year's selection of movies, analyzing the costumes and trying to figure out which costume designer will be nominated for an Academy Award. The nominees are not announced until late January, which is when the FIDM exhibit is pretty much wrapped up.

In making her selections, Bundy said she listens to the buzz about the Oscars to try to make sure she has all five Academy Award-nominated costume designers. "The worst we have been at is four out of five," she said.

She remembered when she tried to get the Oscar-nominated costumes from "The Devil Wears Prada," but they immediately were put up for sale on **eBay**. "The only thing we could get were the **Manolo Blahnik** shoes," she said.

Nick Verreos, a fashion designer who is also a FIDM graduate, teacher and spokesperson, said the incredible costumes play an integral part in each movie. "For the five nominated costume designers, it is almost like they are a supporting actor in the movie," he observed.

The FIDM museum exhibit, located at 919 S. Grand Ave., will be on display from 10 a.m. to 5 p.m. on Tuesdays through Saturdays.—*Deborah Belgium*

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Costume Designer Mark Bridges Took on Detective-Like Qualities to Develop 'Phantom Thread' Costumes

Costume designer Mark Bridges said one of his greatest challenges in creating the styles for the "Phantom Thread" movie was the fact that it was shot in London and not Los Angeles.

"We felt displaced," said the designer, who attended the Feb. 3 gala at the **Fashion Institute of Design & Merchandising** unveiling the school's exhibit of costumes from 26 films released last year in the United States. Bridges, who won an Oscar in 2012 for his costumes for "The Artist," was nominated for another Academy Award this year for his work in "Phantom Thread."

"We are so spoiled in Los Angeles. We have all these incredible rental houses and fabric stores. In London, they have small fabric stores because, like New York, they don't have the square footage to keep all the fabrics in one place," he said. "We would get these small swatches and then they would say, 'We can send the fabric down from the north [of England] in a few days.'"

His other challenge was that "The Crown," the **Netflix** series about the reign of Queen



Mark Bridges

Elizabeth II, was filming in London at the same time and using up many of the 1950s-era costumes that might have been available for "Phantom Thread," the tale of a designer in London's couture world of the 1950s.

"So finding original stuff, we had to travel far and wide to try to get real original clothing pieces for our background and just for inspiration," he said, noting that he and his team traveled to Paris and Rome to do some of their research.

Bridges set up his own costume shop with a cutter and seamstresses to create costumes that had couture quality. "We had to have things made to couture quality in a truncated time frame, but production was very understanding and provided me with enough seamstresses to get the

job done."

One of his most original finds was a piece of 17th-century Flemish linen lace bought from an antiques dealer for one of the dresses seen in the film. "The lace had a great graphic quality to it," he said. "It was not superfine lace, but it had a bold feeling to it."—*Deborah Belgium*

Costume Designer Luis Sequeira Had 12 Weeks to Put Together His Academy Award–Nominated Costumes

Research, research and research. Those are the hallmarks of a good costume designer.

Luis Sequeira used that advice and then went one step beyond for his creations seen in "The Shape of Water."

For the film, the Academy Award–nominated costume designer created 400 pages of photographs and reference points to create the 1960s-era costumes that helped tell the film's story about the relationship between a South American fish-man and a mute cleaning lady inside a lab in Baltimore.

Sequeira also found clothing catalogs from the 1960s as backup reference for what he wanted to create.

In addition, he developed an extensive fabric collection. "We went to New York, Los Angeles, Montreal and Toronto and ended up with a textile library with more than 3,000 swatches. Just about every piece for the lead character was built on this," he said while attending the **Fashion Institute of Design & Merchandising's** gala on Feb.



Luis Sequeira

3 for an exhibit on movie costumes from 2017.

"We also visited rag houses, where old clothes go to die," he noted. "We went to Philadelphia and found a couple of collections—one by a lady who had had a department store and a shoe fetish. She had all these clothes and shoes she had never worn. We scooped it all up," he recalled.

He also viewed movies from the 1960s to get another sense of what people were wearing in the United States then.

All together, Sequeira had 12 weeks to put the costumes together. "We were dancing. It was really fast," he remembered.

Working with the movie's director, Guillermo del Toro, he said, was a pleasure because the Mexican director has an eye for detail and exacting accuracy. "He is an incredible visionary, and the art comes first for him. He matched my philosophy," Sequeira said. "No matter what I do—TV shows, TV movies of the week—every detail matters."—*D.B.*



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INDUSTRY FOCUS: FINANCE

What Stumbling Blocks Are in Store This Year for Apparel Makers and Retailers?



Darrin Beer, Western Regional Sales and Portfolio Manager, CIT Commercial Services



Mark Bienstock, Managing Director, Express Trade Capital



Sydnee Breuer, Executive Vice President, Rosenthal & Rosenthal



Gino Clark, Managing Director, Originations, White Oak Commercial Finance



Rob Greenspan, President and Chief Executive, Greenspan Consult



Kee Kim, Chief Executive Officer, Finance One Inc.



Sunnie Kim, President and Chief Executive, Hana Financial



Robert Meyers, President, Republic Business Credit

Finance *Continued from page 1*

With thousands of stores closing last year and more expected to close this year, how is the factoring industry and your company changing with this retail shift and how has this affected apparel manufacturers?

Here are their answers.

Darrin Beer, Western Regional Sales and Portfolio Manager, CIT Commercial Services

Without question, the retail industry is going through some fundamental shifts as it adjusts to significant changes in consumer buying habits. We have seen store closings, increasing online sales and the rise of an omni-channel experience that aims to make purchasing easy and seamless for the consumer.

Naturally, apparel manufacturers need to support their retail clients as they scramble to adapt to ever-changing consumer behavior. This could mean manufacturers need to implement new online or social-media strategies and work with retail part-

ners to develop drop-ship and just-in-time inventory practices. In some cases, apparel manufacturers need to be financially prepared to carry inventories longer as retailers occasionally will defer orders.

Whatever the adjustments, the factoring services and other financing options can be valuable in helping apparel makers become more responsive and competitive. Such financing often is used to help companies increase sales, improve cash flow, reduce operating expenses and lower costs. That better positions them to respond to the changes that continue to ripple through the retail market.

Clearly, the ongoing market shift affecting apparel manufacturers and retailers is not going to end any time soon. As a result, it's never been more important to work with a lender that understands the current retail landscape and works closely with its clients to develop tailor-made financing solutions.

Mark Bienstock, Managing Director, Express Trade Capital

The apparel industry (both at the retail and manufacturing

levels) has gone through a tremendous shrinkage and transformation over the last few years. By all accounts we have been "over-stored" for some time.

The previous mall-based bricks-and-mortar model has changed significantly. We have adapted early on regarding the financing required in the new paradigm.

We are a leader in two dynamic arenas: e-commerce lending and eco financing. We are lending funds against consumer purchases to fund the inventory build needed for e-commerce platforms.

Our eco-financing model of financing and providing seed equity to socially responsible, dynamic companies is experiencing dynamic growth prospects. Unfortunately, the apparel industry continues to show signs of stagnation in a growing economy. This equation does not bode well for the manufacturers of apparel unless they create product uniqueness.

Sydnee Breuer, Executive Vice President, Rosenthal & Rosenthal

The retail landscape is definitely changing with a number of



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bricks-and-mortar bankruptcies and store closings.

While there is an upswing in e-commerce business—both B2B or business to business and B2C or business to consumer—it isn't fully offsetting the lost revenues from store closings. While there are several companies continuing to perform well in the difficult retail environment, apparel manufacturers, as a group, have been affected as seen by declining sales.

Management needs to continue to be vigilant about containing expenses, monitoring inventory levels and sourcing product more efficiently. Those that are able to weather this storm will be rewarded when the retail environment stabilizes.

Bricks-and-mortar stores are not going away entirely. They are rightsizing after the retail expansion of the '90s and early 2000s as well as shifting consumer spending.

Rosenthal has embraced the B2C model by offering increased inventory facilities, not tying the inventory borrowings to the receivable borrowings as well as offering inventory-only facilities to B2C business models.

Gino Clark, Managing Director, Originations, White Oak Commercial Finance

Retail stores continue to struggle with overcapacity issues and changing distribution channels. These conditions left a wake of retail bankruptcies last year that will spill into 2018.

Our analysts are busier than ever evaluating performance and monitoring liquidity. Our industry expertise allows us to keep apparel manufacturers well informed by reducing potential surprises.

The latest round of economic news is encouraging. It appears consumer optimism is growing, which bodes well for the retail sector and the factoring industry.

Rob Greenspan, President and Chief Executive, Greenspan Consult

We work with many apparel manufacturers, and this issue might be one of the biggest problems manufacturers are facing today.

There are less viable retailers to sell products to. In addition to having less retailers to sell to, the ones that have survived through these difficult times all have improved their financial performance. Many large and small retailers continue to have ongoing credit issues.

The factoring industry is not approving everyone and is being very careful about whom they are approving. This is leaving many manufacturers without credit coverage for some of their orders.

I have had to advise clients to seek alternative sources of credit coverage including credit insurance or "put" coverage, if possible, on some of the credit-challenged retailers.

As creditworthiness becomes more difficult, my clients are seeking to sell goods through different channels. This brings them back to continuing to figure out how to start or grow their online business where they become a business-to-consumer company.

By passing or supplementing the traditional retailer distribution model, the manufacturer is able to get paid by the consumers' credit card, which results in avoiding the retail credit issues that seem to be expanding.

Due to these continuing credit issues, factors are looking at other methods to finance these retailers. More and more factors are now looking at ABL [asset-based lending] structures to continue to finance their apparel clients. Many factors are seeking ways to finance and facilitate credit-card transactions to enhance a portfolio of products.

Kee Kim, Chief Executive Officer, Finance One Inc.

Closure of many retail chain stores has undoubtedly impacted the factoring business negatively because the overall purchasing volume by retailers has declined.

Although there are a few retailers—for example, **Marshalls** and **Ross Stores**—that have done well in recent years, their increases have not been enough to make up for the loss of business from the faltering retailers.

Online businesses such as **Amazon.com**, **Stitch Fix** and **Fashion Nova** have noticeably increased, but again they have not made up for the lost business of traditional retail stores.

A proliferation of foreign entity-owned retailers—namely **Zara**, **H&M** and **Uniqlo**—also took away part of domestic manufacturing and retail businesses. With mostly downward pressure on the domestic apparel business, most of our clients experienced sales declines in 2017.

With a continuing fundamental shift in the retail industry, we are focusing on an expansion of our business with exporters in China, Vietnam and India to capture the factory-to-retailer busi-

nesses.

Sunnie Kim, President and Chief Executive, Hana Financial

Apparel manufacturers are absolutely having a challenging time as there are fewer options for them to do business in the traditional arenas and as many bricks-and-mortar retailers are closing their locations.

Some manufacturers are looking at other prospects such as online customers where there are greater opportunities. Many manufacturers are also shifting business toward off-price players, which have not been impacted in the same manner as main-line department stores. Although that helps to serve the revenue issue, obviously this could be deleterious to margins because pricing will change.

True, the market is soft, but it is uncertain that the fundamentals of our business model are actually changing because of the retail dynamics. As in any business cycle, we manage our risks accordingly. We continue to make the decisions according to our internal policies and guidelines.

Additionally, we continue to actively seek opportunities beyond the apparel/textile industries in order to broaden our industry concentrations and become innovative in our thinking and process.

Robert Meyers, President, Republic Business Credit

Throughout the past decade, factoring companies have supported apparel manufacturers through retail challenges and industry changes.

We provide both non-recourse and recourse credit facilities to borrowers. The non-recourse product is particularly beneficial to companies in the apparel industry because it provides credit protection on performing retailers as the factor guarantees the risk.

Additionally, recourse factoring supports apparel companies that are willing to take more risk than their factoring company can guarantee. Apparel manufacturers can utilize recourse factoring to receive funding on retailers if they are willing to forgo the credit protection.

Republic evaluates retailers based on their available cash, not just their recent profits.

Recent industry trends show apparel manufacturers shifting away from traditional retail channels because they no longer rely

➔ Finance page 22

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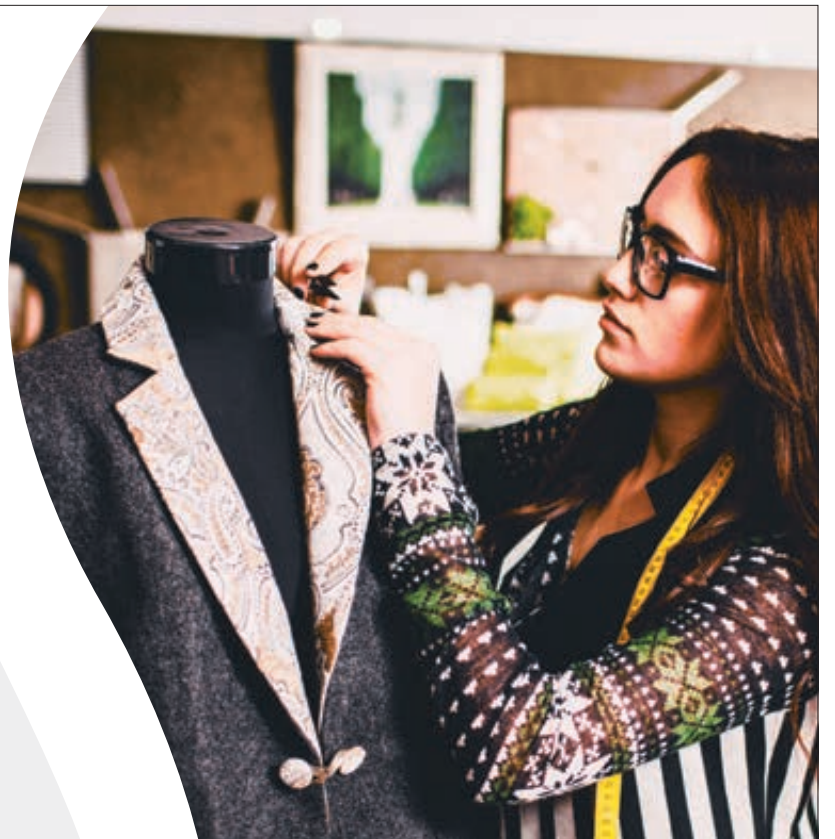
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Finance *Continued from page 21*

on a handful of retailers to drive the future of their brands.

Apparel manufacturers are segmenting their brands and increasing SKUs across more diverse channels. These channels often include premium products, mid-range offerings, boutique specifics, limited-release products and horizontal expansion or integration into other high-growth categories.

One of the hardest adjustments for apparel manufacturers is refusing sales from long-term partners or previous industry stalwarts that no longer have the ability or intention to repay their liabilities.

While secured creditors are typically repaid, often the unsecured suppliers and trade payable lose everything when retailers file bankruptcy. Therefore, apparel companies should rely heavily on their factoring companies to ensure they are taking acceptable trade risk.

Dave Reza, Senior Vice President, Western Region, Milberg Factors

The continuing disruption in the retail market requires factors to be even more vigilant, prudent and creative in servicing their clients' needs.

Leverage, operating losses and consolidation, which have been ongoing dynamics since the '80s, has accelerated in the past few years. Excess and underperforming capacity coupled with a shift in consumer buying patterns have intersected in a sort of perfect storm.

This tempest has roiled the public and private equity markets as it pertains to retailer support and created tremendous challenges for vendors and, by proxy, their factoring resources.

Despite being short-term, unsecured credit grantors, factors have to increasingly forecast long-term retailer health—or lack thereof. Understanding a retailer's current position is critical, but we are taking a much longer view than in the past. This is not only necessary to make a decision on this season's orders but to also better provide our clients with guidance so they can manage



Dave Reza, Senior Vice President, Western Region, Milberg Factors



Kevin Sullivan, Executive Vice President, Wells Fargo Capital Finance



Ken Wengrod, President, FTC Commercial Corp.



Adam Winters, President and Chief Executive Officer, Merchant Factors Corp.

Furthermore, it creates customer concentration issues, just-in-time inventory, replenishment and global sourcing/logistics requirements that are not easily managed. These challenges have and will impact the number of startups in the apparel world and make the near and long term difficult for even the best operators.

Kevin Sullivan, Executive Vice President, Wells Fargo Capital Finance

We're in a period of significant realignment of the channels of distribution in the apparel industry. As e-commerce becomes a more accepted manner of purchasing apparel and other consumer goods, one natural result is that retailers need to reconsider how many bricks-and-

mortar locations are really needed to achieve profitability and how those remaining stores operate in conjunction with their own e-commerce strategies.

One of the issues that some of the major retail chains have faced is a high level of leverage that ultimately doesn't allow a business to pivot and react to the significant changes that have taken place within the market. Many of the recent high-profile bankruptcies can be tied directly to the combination of high debt levels and the need to rightsize.

While we and many of the other factors tend to see higher rates of retail charge-offs during periods such as this, it also underscores the need for apparel companies to continue to be mindful of the risks inherent in today's retail marketplace and consider taking advantage of the credit and collection services offered by a factor to better protect themselves from the downside the bankruptcy of a major customer can produce.

We also see increased opportunities in the form of e-commerce—direct-to-consumer businesses that also need financing. While it's certainly a different business model in relation to what factors and asset-based lenders would typically finance within the apparel industry, we've adapted what we do to provide solutions to this rapidly growing market segment.

Given the choice that consumers have in deciding how they buy products, we only see that segment growing. Many of our

future production and purchases.

The influx of private equity into the retail marketplace has also changed the way in which distressed retailers are handled. Years ago, vendors and factors alike could typically assume that even retailers that sought the protection of bankruptcy would reorganize and emerge. This dynamic meant that more often than not factors supported retailers almost or even up to the day of filing for bankruptcy so that their clients would be positioned to service their customers when the dust settled. Today, we have seen a number of high-profile chains go into bankruptcy and disappear from the landscape.

These sea changes have required factors to become increasingly sophisticated in their handling of large, high-profile retailers. With credit exposures in the tens of millions of dollars, the amount of due diligence in terms of information flow from the debtor along with monitoring of collections has grown commensurate with the increased risk. In addition to requiring more frequent and detailed information, factors have to manage their overall risk by obtaining security or reinsuring a portion of the risk.

The shrinking number of retailers and the shuttering of many individual doors, coupled with the challenge of getting all of their credit requirements covered, make the life of the typical clothing vendor increasingly difficult.



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clients have also shifted to becoming a valuable resource for this channel. The economy remains fundamentally strong and consumers are buying.

The challenge for our clients lies in identifying new customers to replace others who are either downsizing or liquidating. Many are finding great success in finding new customers who may provide better growth opportunities than former customers.

Ken Wengrod, President, FTC Commercial Corp.

First, we need to understand why these stores are closing and how consumer buying habits have shifted.

Over the last decade, we have seen a retail environment of bricks-and-mortar stores that were overbuilt with cheap money and saturated merchandising.

Today, consumers are looking for “authentic” merchandise that they can select and receive easily and quickly, which is valued-based and certainly sustainable.

Secondly, I believe the question should be how has this retail shift affected apparel manufacturers, and what is the factoring industry doing to support its clientele?

It is imperative for the manufacturers to never be complacent. They must always be searching for new markets and not be idle until a turmoil affects them.

Shrewd apparel operators have been diligently working to expand their distribution network internationally and domestically by changing their business platform. These companies know the importance of truly understanding their customers—the ultimate consumer—and quickly adapting to the ever-changing landscape.

For instance, 95 percent of all potential customers are outside of our geographic boundaries. Foreign markets such as Europe and parts of Southeast Asia have strong demand for California-designed merchandise, and there is less competition to sell these accounts.

Smart manufacturers have also adapted to direct-to-consumer sales. They are developing their own analytics about their customers via sophisticated website platforms such as **Shopify**. Plug-and-play websites won’t cut it anymore.

Many have adapted to do more domestic manufacturing so that they can cut their lead times and reduce their production-cycle time—non-value added and idle time—goods in

transit/sitting in their warehouse.

With that said, factors also need to go through a significant paradigm shift. We must create products that easily finance and approve credit for foreign sales. We must establish consumer-direct, platform financing to support manufacturers.

Through my experience, history has shown me that foreign customers do have a better payment record with less disputes and discrepancies compared to large domestic retailers. Furthermore, we developed a financing vehicle for our clients that allows them to have direct-to-consumer sales employing existing technology.

This industry is perpetually changing. But we will always have consumers. Factors and manufacturers must also be constantly searching for the right place to be.

Adam Winters, President and Chief Executive Officer, Merchant Factors Corp.

Retail remains a robust industry with growing consumer demand. Manufacturers just have to be savvy in determining how they connect with customers.

We have seen no dip in our business because we have adapted as our clients have adapted. We now finance companies that are either exclusively selling directly to consumers or have a portion of their business that is direct to consumers.

However, we have seen an uptick in the number of companies seeking us out for credit protection on their accounts receivable. Through our services our clients have been able to proactively protect themselves by diversifying their business and adapting to the ongoing evolution of retail. ●

RETAIL NEWS

Macerich Sees Lower Revenues but Solid Vacancy Rates

The **Macerich Co.**, a real estate investment trust that owns interests in 48 regional shopping centers, said its annual revenues for 2017 were down a little more than 6 percent while its net income slipped dramatically.

On the plus side, annual sales for mall tenants—which include **Santa Monica Place**, **Westside Pavilion** in Los Angeles and **Los Cerritos Center** in Cerritos, Calif.—were up 4.8 percent to \$660 a square foot for the year ended Dec. 31, 2017, compared to \$630 a square foot for the previous year.

Mall occupancy dipped slightly to 95 percent in 2017 compared with 95.4 percent in 2016. Average annual rent per square foot inched up 3.8 percent to \$56.97 in 2017 from \$54.87 the year before.

Company executives were upbeat about the future of their shopping malls. “We remain excited about the leasing opportunities we see as the digitally native, vertically integrated brands expand into bricks-and-mortar locations in our dominant, top-quality regional malls,” said Arthur Coppola, chairman and chief executive officer of the company,

based in Santa Monica, Calif.

Revenues for 2017 totaled \$936.6 million, down from \$1 billion in 2016. Net income attributable to the company in 2017 was \$146.1 million, a decline from \$516 million the previous year.

For the fourth quarter ended Dec. 31, 2017, revenues were \$256.7 million compared with \$272 million during the previous year’s quarter. Net income attributable to the company for the most recent fourth quarter was \$32.75 million as opposed to \$37.1 million the previous year.

In the financing front, Macerich said it had arranged a \$450 million, 12-year fixed-rate loan on its recently expanded and renovated **Broadway Plaza** shopping center in Walnut Creek, Calif.

Late last year, it closed on the refinancing of Santa Monica Place with a new five-year floating-rate loan of \$300 million with an initial rate of 3.13 percent. The former \$215 million loan was paid off at the closing of the new loan.—*Deborah Belgun*

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Products and Services: California Label Products has a great line of domestic trims that are proudly Made in America. These products consist of printed labels, care labels, size tabs, custom hangtags, heat transfers, and stickers. We also have a service bureau for care labels and price tickets (RFID available) with a 48-hour turn time. Best of all, we have an in-house Art Department, where our graphic arts team can always help you with Brand Identity and Label Solutions. Call or email us for more information.

Gerber Technology

www.gerberetechnology.com

Products and Services: Gerber Technology provides a complete suite of integrated technology solutions including pattern design, 3-D, and productlifecycle-management software, as well as sophisticated automation manufacturing systems for some of the biggest names in the global apparel and sewn-goods industries. Over 100 Fortune 500 companies in over 130 countries depend upon Gerber to help create and develop their products, communicate and collaborate with their global partners, and manage their data more effi-

ciently throughout the entire process. From the industry-leading AccuMark® pattern design, grading, and marker-making software to textiles, spreading systems, single and multi-ply GERBERcutters®, and the YuniquePLMTM productlifecycle-management software, the Gerber product portfolio will help its customers decrease time to market. Gerber's knowledge and experience in the apparel industry and its worldwide service organization allow it to offer some of the world's leading brands fully integrated solutions.

Progressive Label

2545 Yates Ave.
Commerce, CA 90040
(323) 415-9770
Fax: (323) 415-9771
info@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.

R.C. International Fabrics Inc.

3001 S. Main St.
Los Angeles, CA 90007
(213) 744-0777
Fax: (213) 744-0940
ray@rcfab.net
www.rcfab.net
www.garmentdye fabrics.com

Products and Services: R.C. International Fabrics, Inc. has been inspiring the fashion industry since 1990. We are an importer and converter of domestic knit and woven fabrics, carrying novelties and basic items such as gauze, viole, lawn, poplin, twill, corduroy, denims, and much more. Fabrics in stock consist of solids, yarn dyes, textures and are available as stretch and non-stretch. We also specialize in PFD, prepared for garment dye fabrics. RCIF works close with design teams and mills to create the newest and most creative textures and novelty items. Divisions consist of Junior Line, managed by Cyrus Gabbay, and the Contemporary, Missy, and PFD lines (PFD Heaven), managed by "Ray" Gabbay. The company's direction has been leaning toward using more and more of organic, bamboo, modal, tencel, echo friendly fibers to create beautiful, soft, and comfortable fabrics.

West Coast Label Co. USA Inc.

3137 E. 11th Street
Los Angeles, CA 90023
(323) 269-2500
Fax: (323) 269-2400
sales@westcoastlabel.com
info@westcoastlabel.com
www.westcoastlabel.com
debbie@westcoastlabel.com

Products and Services: Since 2005 we have provided the garment industry with cutting edge designs, superior quality and best-in-class customer service. We offer woven labels, printed labels, hangtags, heat transfers,

patches, and much more. Originating in Los Angeles, we have recently expanded our sales offices to the East Coast and hold production both domestically and overseas. Our global presence makes it easier for your contractors and production locations. Our quality, creativity, and ability to deliver quickly have been key factors in our success and what continuously sets us apart from our competitors in the industry. We look forward to engaging you in a mutually beneficial relationship!

FASHION

California Market Center

110 E. Ninth St.
Los Angeles, CA 90079
(213) 630-3600
www.cmcctl.com

Products and Services: California Market Center (CMC) is the hub of LA's fashion and creative communities. Located in the heart of Downtown LA's Fashion District on 9th & Main, the 1.8-million square foot complex is home to premier fashion industry showrooms, creative office spaces, and the city's busiest special event venues. CMC is host to a year-round calendar of Markets and Tradeshow, including: LA Fashion Market, the new Label Array at LA Fashion Market, LA Textile Show, LA Majors Market, LA Kids Market, LA Men's Market, Capsule, and more.

Cotton Heritage

6393 E. Washington Blvd
Commerce, CA 90040
(323) 724-0045
www.cottonheritage.com
kenneth.white@cottonheritage.com
Contact: Ken White

Products and Services: Cotton Heritage is a modern sportswear brand celebrating quality, effortless style, and individuality. We serve the embellishment industry, including finish-

ers, direct-to-garment printers, screen printers, embroiders, the tourism industry, and ASI and PPAI members by delivering on new trends, seeking innovative fabrics, utilizing ultra-soft washes, and producing garments in exceptional hues, all to keep our customers on top of their game and stay competitive in the marketplace. All Cotton Heritage products are manufactured using combed, ring-spun cotton and are washed by using our proprietary method to provide an ultra-soft feel. This process creates a garment with superior printability and unbelievable comfort. In the world of the garment embellishment industry, there is no finer premium blank on the market.

Fashion Market Northern California

www.fashionmarketnorcal.com

Contact: Mary Taft

Products and Services: Fashion Market Northern California is favored for its open-booth format for easy shopping. Represented are over 2,000 apparel and accessories lines in every category: European, contemporary, updated, casual, and juniors. Buyers love the complimentary continental breakfast, lunch coupon, and afternoon treats. Arriving before 10 a.m. on Monday and Tuesday mornings, parking is free. Enjoy "Sip & Shop late night Monday, with complimentary beer and wine. Buyers that visit for the first time are eligible for one free hotel night during the show. Check out Facebook and Instagram.

Liberty Fashion & Lifestyle Fairs

628 Broadway, Suite 404
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and is encouraging brands to do the same. When we're in this together, disruption breeds new possibilities. Liberty has always been known for creating a design-driven environment for top brands, buyers, and influencers, and now in its exciting 10th season, Season X, it will lead the pack into an updated and intuitive model. Upcoming show dates are Feb. 12–14 at the Sands Expo at The Venetian in Las Vegas, and Liberty Women's and Cabana are on Feb. 24–26 at Pier 94 in New York.

Paradise Ranch Designs

Emblem Showroom
The New Mart
127 E. Ninth St.
Contact: Eveline at evelinem@emblem-showroom.com
or (310) 420-0125

Products and Services: Kris Goddard's designs deliver what she promises—fresh shapes with a vibrant, youthful appeal yet offering comfortable coverage on the top and bottom. Paradise Ranch goes bold with prints, an array of exuberant tropicals mainly sourced from Italy and France, with solids produced in the United States. The line's success has enabled Goddard to start buying print designs exclusive to Paradise Ranch. "The custom prints in our line provide exclusivity of design and keep everything in the USA. I'm loving that." Beyond the bright look, however, Paradise Ranch is developing a loyal customer base for its smart silhouette choices and Goddard's meticulous attention to fit issues. "My collection is meant to be multifaceted," Goddard notes. "It's more than just swimwear—it's wearable to many places, it's interchangeable, it makes for easy packing. That's the mainstay of what we're doing that makes us different. It's coverage but still sexy."

SHE + SKY

(Corporate Office)
1418 E 18TH Street
Los Angeles, CA 90021
(323) 262-8001
www.sheandsky.com
Products and Services: She + Sky is a women's wholesale apparel company located in the heart of the fashion district in downtown Los Angeles. Fashion is a visual representation of your personal individuality, and we design our clothes with that in mind. Our line ranges from classic staples to lively pieces, all while reflecting the latest trends. She + Sky values your satisfaction. Our team is dedicated to establishing a strong and long-lasting relationship with our customers and are happy to assist you with any inquiries you may have.

Sun State Trade Shows

www.arizonaapparelshow.com
www.sandiegoapparelshow.com
info@arizonaapparelshow.com
chinds@sandiegoapparelshow.com
Products and Services: Sun State Trade Shows, LLC, is a company that organizes and promotes wholesale booth-inspired trade shows in Phoenix as well as San Diego. We feature clothing lines for misses, juniors, and contemporary sizes—petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate-to-better price range. Upcoming 2018 show dates for the Arizona Apparel, Accessories, Shoes and Gift Show are the San Diego Apparel, Accessories, Shoes & Gift Show at the Town & Country Resort & Convention Center in San Diego, which will be March 19–20. The Phoenix Show will be April 22–24 at the Phoenix Convention Center, Phoenix. For more information, visit our websites or email us.

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Products and Services: Wood Underwear® — Underwear, Undershirts and Lounge Wear for Men. A man's underwear drawer is the "final frontier" in his wardrobe. Ignored, avoided, unreachable. Go ahead, look. You'll find drawers full of the brand, color, style their mother started them with at 15. It might even be from when he WAS 15! No longer. Embrace new options. Date night underwear is NOT gym underwear. Gym underwear is NOT suit underwear. Different styles, colors, brands for different occasions, outfits, functions. Tackle this "frontier"! Update. Upgrade. Men, and whoever has to look at them in it, will be thankful. Their entire wardrobe will feel and look better. Wood wants to get every man into great feeling, great looking underwear. Get Wood.

Z Supply, LLC

18001 Cowan
Irvine, CA 92614
(949) 236-6988
beatrice@zsupplyllc.com
Contact: Beatrice Rosu
Products and Services: Established in 2011, Z Supply, LLC is a forward-thinking fashion house based in Irvine, Calif., which offers a multifaceted portfolio of highly targeted brands that include White Crow, Rag Poets, Black Swan, Others Follow, and Z Supply. Each brand under the Z Supply umbrella is skillfully designed and marketed to align with its own unique customer base. With a wide range of demographic and style categories, the Z Supply brands cater to a vast range of markets. The company's leadership is composed of industry veterans, who have founded and successfully developed numerous brands across a broad spectrum of categories. Z Supply maintains strong relations with its factories and textile processing facilities and additionally owns and operates its own dye houses, which allows for streamlined, price-point targeting, and optimal quality control from inception to finished goods.

DENIM

BPD Washhouse & BPD Expo

924 Newark Ave.
Jersey City, NJ 07306
Office: (201) 656-6300
Mobile: (917) 664-5478
[@BPDEXPO](mailto:Bpdwashhouse.com)
Products and Services: We are Blueprint Denim Washhouse Inc., better known as BPD. For you, we are all things denim located in NYC. With BPD Washhouse, we can execute you denim wash needs. With BPD Classes, we can teach you what you need to know. With BPDEXPO we have remade the dry denim trade show format into something fun. With BPD Vintage, we are your pop-up customized vintage store. We do it all without the tired denim attitude. We share. We are inclusive. We help. We make denim fun again. You're not the passenger; you are the pilot. Come join our team.

Calik Denim

www.calikdenim.com
Products and Services: Calik Denim takes technology to a new level each season. Launching as part of the company's 30th anniversary celebrations, The Next Legacy, Calik Denim's new SS '19 Collection, redefines denim by blending new fabrics with innovative new concepts. Shot on location in Cape Town by Eric Kvatek, the SS '19 Collection launched at the Kingpins Show

in Amsterdam in October. In this collection Calik Denim breathes new life into the industry with updated takes on Red Carpet, Oxygene, D'enovated, and two brand new concepts—Smart Stretch and Fly Jean. First revealed in the AW 18/19 Collection, Red Carpet is a new fabric family that has now been given a soft, silky texture for a more comfortable feel, 50 percent more elasticity and a new finishing technology, which provides a silver coated luxury vintage look with every wash.

SDV (Selvedge Denim Vintage)

37 W. 39 St., Suite 603
New York, NY 10018
Contact: Jeffrey Penner, (212) 819-0008
www.selvedge-denim-vintage.com
info@selvedge-denim-vintage.com
jeffrey@selvedge-denim-vintage.com
Products and Services: We are proud to be the largest and finest producer of selvedge denim in China. Our factory is equipped with 168 authentic shuttle looms with a maximum production capacity of 800,000 yards per month. We use the highest-quality siro spun yarns, resulting in a wide variety of unique textures and rich colors. The selvedge design and color can be customized accordingly to the buyer's specific requirement. We provide customers with the highest quality customer service and garment/fabric production, efficiency, skill, competitive price, flexibility, integrity, and mutual respect.

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Fax: (213) 283-3896
Contact: Tae K. Chung, SVP & Marketing Director
Direct: (213) 534-2908
Cell: (213) 999-0118
tae.chung@finone.com
Products and Services: Finance One, Inc. is a commercial finance company specializing in creating unique financial solutions for small- to mid-size businesses. We offer full-service factoring and receivable management services at the most competitive rates, all while maintaining premium quality. By offering a wide array of services, our experienced staff assures our clients' assets are secure. We are undaunted by any challenge, and with a 17-year track record of success, there's no doubt as to why our motto is "Win/Win Factoring."

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Dallas, TX 75234
Contact: Alexandra Scoggin (323) 999-7466 or Bret Schuch (972) 241-3297
Fax: (972) 243-6285
Toll-free (877) 4-GOODMAN
www.goodmanfactors.com
Products and Services: As the oldest privately held factoring company in the Southwest, Goodman Factors provides recourse and nonrecourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$4 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to Goodman's relatively small size and centralized-management philosophy, its clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. Goodman Factors now operates as a division of Independent Bank (Memphis, Tenn.), which has routinely been recognized as one of the Southeast's highest-rated independent

banks in terms of customer approval ratings and capital soundness.

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Fax: (213) 228-5555
www.hanafinancial.com
Contact: Kevin Yoon
kevin.yoon@hanafinancial.com
Products and Services: Established in 1994, Hana Financial is a specialized nonbank financial institution that offers factoring, asset-based lending, SBA lending, home mortgage banking, investment banking, wealth management, and insurance services. Hana Financial evolved from a local startup serving a niche market of Southern California to a top 10 factor in the U.S. and a member of Factors Chain International, with offices in Los Angeles and New York.

Merchant Factors Corp.

800 S. Figueroa St., Suite 730
Los Angeles, CA 90017
(213) 347-0101
Fax: (213) 347-0202
www.merchantfactors.com
Products and Services: Merchant Factors Corp., conveniently located near the garment center, offers traditional non-recourse factoring. Our local management team offers very quick responses to all inquiries and flexibility to meet our clients' needs. Established in 1985 with offices in Los Angeles and New York, we pride ourselves on strong client relations.

Milberg Factors, Inc.

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Glendale, CA 91203
(818) 649-8662 Fax: (818) 649-7501
www.milbergfactors.com
Contact: David M. Reza, SVP Western Region
dreza@milfac.com
Products and Services: Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A partner of our firm manages every client relationship. Our 80-year track record in the factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff.

Prime Business Credit

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Los Angeles, CA 90017
(213) 225-1000
Fax: (213) 225-1090
timothykim@pbcusa.com
benc@pbcusa.com
www.pbcusa.com
Products and Services: Prime Business Credit, Inc. (PBC) is a leading provider of factoring and trade solutions for small to mid-size businesses looking for a factor capable of handling annual sales volume of up to \$50 million. Established in 1999, PBC has two offices located in the financial and fashion district in downtown Los Angeles and one office in New York. Though specializing in servicing clients from the apparel and textile industry, PBC's clientele list includes firms from multitude of industries. For the past 15 years since inception, PBC has grown substantially each year with factoring volume exceeding \$700 million

annually. PBC acquisition of Asiana Capital, a factoring/finance company, specializing in financing for the small business community, has expanded our ability to provide services to more clients looking to reach their full potential. Our #1 priority is to provide unmatched high-quality services to ensure our client's complete satisfaction with a vision towards a successful business relationship.

Republic Business Credit

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New Orleans, LA 70170
Toll free: (866) 722-4987
Fax: (866) 925-7206
info@republicbc.com
www.republicbc.com
Contact: Fred Gaylord, SVP Business Development
fgaylord@republicbc.com
Direct: 213-248-3977
Robert Meyers, President
rmeyers@republicbc.com
Direct: 630-788-5100
Products and Services: Republic Business Credit is an independently owned commercial finance company, headquartered in New Orleans, with regional offices in Los Angeles, Chicago, and Houston. Offering factoring and ABL, with seasonal over-advances, we focus on tailoring finance solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness.

Sterling National Bank

Factoring & Trade Finance Division
500 Seventh Ave., 3rd Floor
New York, NY 10018
(212) 575-4415
Fax: (212) 575-3439
www.snb.com
jalota@snb.com
Contact: John La Lota, Division President
Products and Services: Sterling National Bank offers clients a full range of depositary and cash-management services plus a broad portfolio of financing solutions—including working capital lines, accounts receivable and inventory financing, factoring, trade financing, payroll funding and processing, equipment leasing and financing, commercial and residential mortgages, and mortgage warehouse lines of credit. Sterling is well-known for its high-touch, hands-on approach to customer service and a special focus on serving the business community.

White Oak Commercial Finance

700 South Flower Street, Suite 2001
Los Angeles, CA 90017
Contact: Lou Sulpizio
(213) 891-1320
Fax: (213) 891-1324
www.whiteoaksf.com
Products and Services: White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

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- Excellent verbal and written communication
- Detail oriented with xInt organization skills
- Excellent follow up/follow through

Email: textileconverterpostion@gmail.com

Jobs Available

SR. PRODUCT DEVELOPER - APPAREL

The Sr. Product Developer at A4 is passionate about product. This position will lead the product creation process, build and maintain PD portion of technical product specifications, develop fabric, trims and styles and facilitate approval during product development stage, review and approve lab lips, maintain the fabric swatch library and sample racks, participate in weekly PD meetings and fit sessions; review and comment on pre-production/top of Production samples. Competitive salary, bonus, benefits. Apply at jobs@a4.com

ASSOCIATE TEXTILE/CAD ARTIST

Established missy contemporary label seeks full-time textile/CAD artist; able to create repeat/separation, modification and (re)create original artwork for textile printing. Must be proficient in Adobe Photoshop and Illustrator. Preferable experienced 2-4 years +. Please submit resume with portfolio to: jobshr000@gmail.com

JR & MISSY ASSISTANT DESIGNER

Jr & Missy Asst Designer w graphic experience, high proficiency in Photoshop + Illustrator. Must have exp. in screen, dyes, sublimation. Need fabric knowledge in knits. Able to execute art/cads needs quickly. Please send portfolio to be considered. Please no graphic artists. Email: evcr@evcr.com

APPAREL COMPANY IN DOWNTOWN LA HAS IMMEDIATE OPENING FOR ACCOUNTANT/BOOKKEEPER

- Must know Excel and Word
- Part Time or Full Time
- Competitive compensation

E-mail your resume to: careers@kayo.com

Jobs Available

FABRIC BUYER/COORDINATOR

- 2-3 Years' experience in Garment industry
- Daily communication with vendor via email and sales
- Fabric stock/order management
- Fabric allocation by Vendor & Mill
- Submit shipping sample and follow up on fabric inquiries
- Negotiate price with fabric mill
- Exp. with Excel, Word and A2000 is a plus
- Additional duties as required.

Contact: hrwest@samsung.com

CUSTOMER SERVICE COORDINATOR

- 2-3 Years' experience in Garment industry
- Manages and maintains customer orders.
- Responsible for adding or setting up new customers.
- Responsible for gathering and updating customers' shipping/packing instructions and guidelines.
- Additional duties as required.

Contact: hrwest@samsung.com

ACCTS RECEIVABLE ANALYST

Highly detailed & assertive. Identify, research & dispute chargebacks. Credit Memos. Strong written & verbal communication. Work with Factor & Customers. Vendor Compliance Guidelines for major, specialty & big box retailers. AS400/DataView, Excel, Microsoft Office. Email to: trankin@selfesteemclothing.com

SEWING SUPERVISORS

YS Industries, LLC seeking experienced Sewing Supervisors in Vernon, CA. Please send resume to laurag@ysinds.com or apply in person at 2938 E. 54th Street, Vernon, CA 90058 or call 323-583-1894

*For classified information,
contact Jeffery Younger at 213-627-3737 ext. 280
or jeffery@apparelnews.net*

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February 16

Cover: Vegas Wrap
NY Fashion Week Coverage

Fashion Advertorial

Bonus Distribution

Designers & Agents NY 2/25-27
LA Textile Show 3/5-7
Coterie 2/26-28



February 23

Cover: Full Vegas Wrap
LAEDC Economic Report
T-Shirt Report
Findings & Trimmings

T-Shirt Advertorial

Finance Advertorial

Textile Preview with Tech Focus and Resource Guide*

Fashion Advertorial

Findings & Trimmings Advertorial

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LA Textile Show 3/5-7
Style Fashion Week 3/8-11
Brand Assembly 3/12-14
Designers & Agents LA 3/12-14
Label Array 3/12-14
LA Fashion Market 3/12-14

March 2

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Tags & Labels Advertorial

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LA Fashion Market 3/12-14
Art Hearts Fashion 3/15-18
Capsule

March 9

Cover: Fashion
E-tail Spot Check
New Lines
Activewear
Textile Wrap

Finance Advertorial

Fashion Advertorial

Activewear Advertorial

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