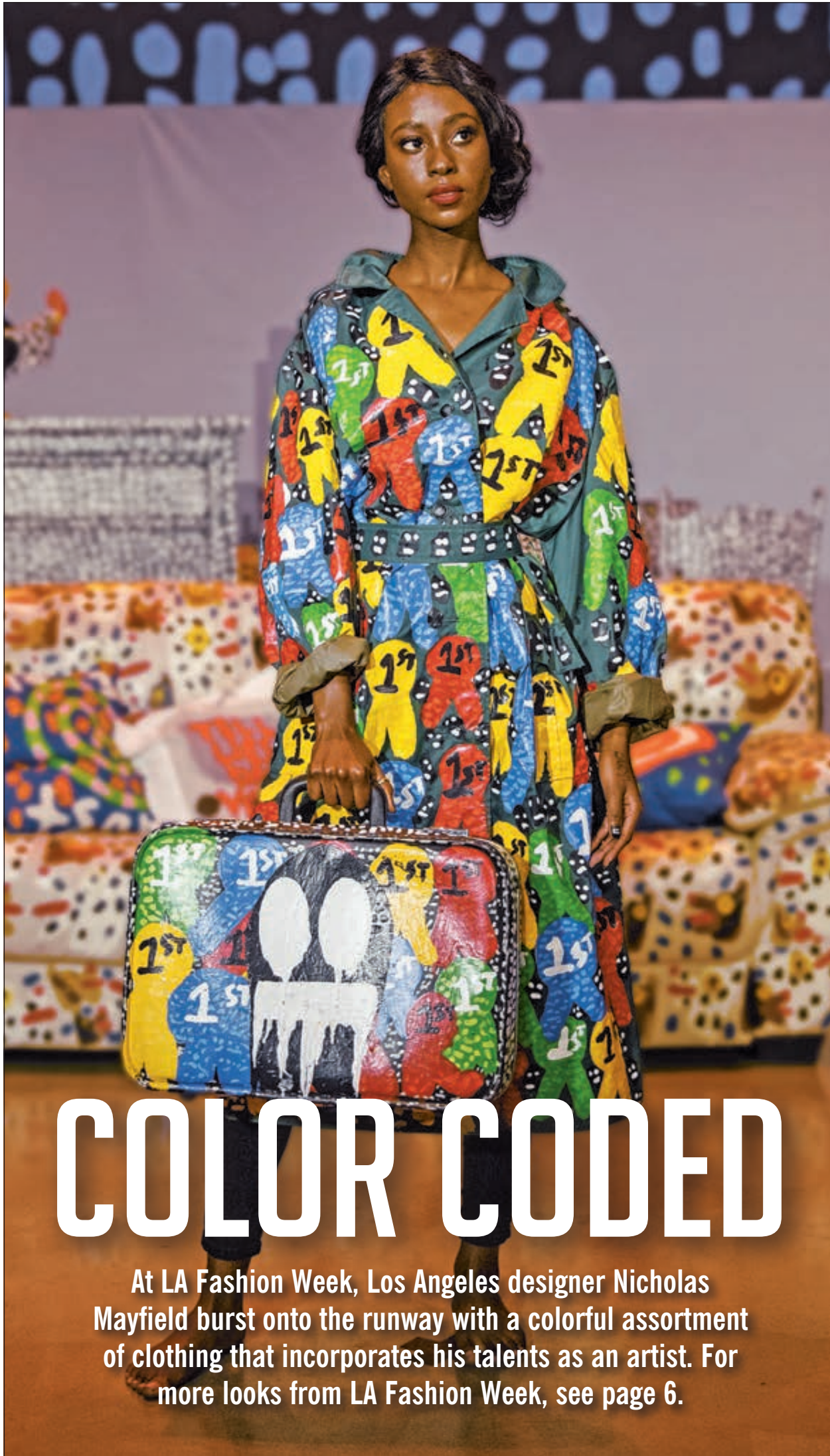


# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 73 YEARS

\$2.99 VOLUME 74, NUMBER 12 MARCH 23-29, 2018



## COLOR CODED

At LA Fashion Week, Los Angeles designer Nicholas Mayfield burst onto the runway with a colorful assortment of clothing that incorporates his talents as an artist. For more looks from LA Fashion Week, see page 6.

MANNY LLANURA

## A Return to Hollywood Glamour With Adrian

By Dorothy Crouch Associate Editor

Last fall, the **Adrian** label was introduced as a revival of designer Gilbert Adrian's work nearly 60 years after the founder's passing. As a stylist for some of **MGM's** most revered golden-age actors—including Greta Garbo, Joan Crawford and Judy Garland—Adrian laid the foundation for old Hollywood glamour.

The new label first came out with a Spring/Summer 2018 collection named "Papillon." The label's revival was led by founder and designer Kate Silverman, who was working as an intern with **Christian Dior** by the age of 15 and became fascinated with Adrian's work while studying the **Théâtre de la Mode** during college.

As a history enthusiast and fashion connoisseur, Silverman was inspired not only by Adrian's legacy but also the absence of classic glamour in today's market. The designer emphasizes that her intention was to cultivate a modern interpretation of Adrian's creations, which were influenced by the military, nature and butterflies.

➔ **Adrian** page 8

## Retail Moves Over to Live Streaming Video

By Andrew Asch Retail Editor

The days of selling clothing on e-commerce with still photographs are considered boring to Tina and Bryan Moore, who recently launched the e-platform **TalkShopLive**.

The concept works this way. Entrepreneurs make pitches through live streaming video, which gives the entrepreneurs a potentially unlimited audience, according to the Los Angeles-based brother-and-sister team, who introduced the privately owned **TalkShopLive** in early March.

"While you are talking live, people are shopping," Bryan Moore said, pointing out what he sees as a hole in the marketplace.

The rules for **TalkShopLive** are different compared to TV shopping networks, said Moore, who made a career producing social-media content for broadcast television networks and other entertainment outlets.

On his platform, entrepreneurs employing user-generated content can sell from any location as long as they can connect to

➔ **TalkShopLive** page 3

## INSIDE

Where fashion gets down to business.<sup>SM</sup>

Guess earnings down ... p. 2

S.F. fur ban ... p. 3

Chinese tariffs ... p. 3

NuOrder online trade show ... p. 4

[www.apparelnews.net](http://www.apparelnews.net)



# T-Shirt Company Finds More Business in the Wash

By Andrew Asch *Retail Editor*

Novelty has always been important to the T-shirt market, but in the past 12 months the **Lira** brand has been focusing more on the concept.

Todd Kellogg, the founder of the Anaheim, Calif.–headquartered brand, has been pumping up his T-shirt designs with new washes and new silhouettes. “We’ve always done washes, just not to this extent,” he said.

In the past 12 months, he estimated that his brand has been doing 30 percent more washed tees. In the past, he did only one wash. Now he does five.

Still, the plain white T-shirt remains popular, and Lira continues to make them. But expanding into more novelty came after retailers told Kellogg they wanted more T-shirts with heavier washes. “Maybe a more vintage-inspired vibe is working right now. [Washes] were hot in the ’80s and ’90s. It’s having its cycle again. That’s why it is trending.”

Washed T-shirts typically start with something called a “prepared-for-dye” T-shirt, which usually looks off-white. Then it is placed in a solution or a wash to give it different designs.

Lira’s most popular washes are the crystal wash, the mineral wash, the enzyme wash and the enduring look from the 1960s and 1970s—the tie dye.

Kellogg described the crystal wash as a

pattern that looks like shattered glass. Mineral washes give knits a faded look. Enzyme washes provide a similar faded look but with a tinge that appears brown and orange. All shades of tie dye are in demand, Kellogg



said. Also popular is the multicolored tie dye, typically popular at concerts of hippie icons such as the **Grateful Dead**.

But the extra work comes at a price. Lira T-shirts without washes wholesale for \$12 and retail for \$24. T-shirts featuring washes wholesale for \$15 and retail for \$30.

Dotan Shoham, owner of the **Pacific Blue Garment Solutions** dyehouse in Los Angeles, agreed that manufacturers are more interested in washes. “It seems like a lot of brands are looking to beef up their collections with new kinds of looks next to their plain-color offerings,” Shoham said, noting that he mainly sees requests for pigment dyes, distress dyes and techniques to give

garments a distressed look. “Marble washes totally came back to life in the past six to 10 months.”

While there has been more interest in washes recently, there has also been more interest in different T-shirt silhouettes. “We’re doing a lot of extended lengths. It is still popular,” Kellogg said. “We are starting to see a trend going back to regular lengths with boxy fits.”

Also popular are T-shirts with a “scalloped” side or an extended length with a slit.

Lira makes 95 percent of its knit apparel in California while it produces its other styles overseas. Those styles range from walking shorts, pants and woven shirts for men and women to boardshorts for men and swimwear for women.

Kellogg has a long history in apparel. He was the senior buyer and director of product development for the retail chain **Beach Bums**.

Kellogg started designing Lira in 2007 to fill a niche in the marketplace. At the time,

he believed action-sports styles were changing because people wanted a little more fashion, so he wanted Lira to be a bridge between the two.

Kellogg designed eight T-shirts for the new brand and went to the **MAGIC** trade show in February 2008 to introduce them.

But his timing couldn’t have been worse. Kellogg was introducing the new brand just months after the start of the Great Recession. “The best I ever did was start in the worst economy. You can only go up,” he said, noting that good designs will always find a market.

At the trade show, he received orders from 12 accounts. The designs took off, powered by their own strength. “I’m not a pushy salesperson,” he said. “People saw something unique and different.”

There has been an extension of the brand every season. In 2009, Lira started making sweatshirts. The next year, it introduced outerwear. Then it started making women’s tees.

In November 2017, Lira opened an office in Montreal with the Canadian headquarters handling distribution across Canada. Previously, it relied on third-party companies to distribute goods to its 150 Canadian retail partners.

In the United States, Lira has been sold at retailers including **Nordstrom**, **Tilly’s**, **Active** and **Sun Diego**. ●

## Guess Sees Earnings Fall for Fiscal 2018

**Guess? Inc.**, the decades-old denim and lifestyle label, no longer counts on the United States for the bulk of its sales.

In reporting its fourth-quarter and fiscal 2018 revenues on March 21, the Los Angeles company noted that sales in the U.S. in fiscal 2018 are now behind those in Europe and Asia.

“The United States comprises 31 percent of our global business, down from 38 percent one year ago,” said Victor Herrero, the company’s chief executive officer, in a conference call with analysts.

Growth in Europe and Asia is part of an extensive strategy developed by Herrero, who stepped in as CEO in August 2015, replacing cofounder Paul Marciano. Herrero, who is Spanish, spent years working at **Inditex**, the Spanish parent company of **Zara** stores.

Herrero said the company has reduced its U.S. costs by closing 62 stores in North America this past year and negotiating rent reductions on 88 stores. Another 20 to 25 stores will be closed this year if rent reductions are not received, he added.

In total, Guess directly operates 1,011 stores in the Americas, Europe and Asia and has 652 additional stores run by licensees or distributors.

For fiscal 2018, ending Feb. 3, Guess had a \$7.9 million net loss compared to a \$22.8 million profit the previous year. However, net revenue for fiscal 2018 increased 7.9 percent to \$2.36 billion compared to \$2.19 billion in the prior year.

In the Americas, which include Mexico and other Latin American countries, revenues decreased 10.9 percent in U.S. dollars. Same-store sales and e-commerce were down 9 percent, but wholesale revenues in the Americas were up 2.8 percent in U.S. dollars.

Doing much better were Europe and Asia. Europe revenues jumped 26.7 percent in U.S. dollars during the fiscal year and same-store sales with e-commerce rose 11 percent.

“Our e-commerce business in Europe continued to grow rapidly,” Herrero said. “We had a strong performance over Black Friday weekend, now a big shopping weekend in Europe. That set us up for strong business during the

holiday. E-commerce business in Europe is rapidly approaching the size of e-commerce in the Americas.”

Guess has plans to open 60 stores in Europe this year after launching 15 stores during the fourth quarter in countries including Italy, France, Spain, Portugal, Switzerland, Belgium, Russia and Poland.

In addition, the company is putting the finishing touches on its new distribution center in Venlo, Netherlands, which should be operational at the end of the second quarter, Herrero said.

Revenues in Asia were also moving upward during the fiscal year with a 24.3 percent bump. Same-store sales and e-commerce rose 8 percent.


This year, Guess plans to open 60 stores in Asia, primarily in China. “While we are very excited about our bricks-and-mortar footprint, which will cover 45 cities in China, what is more exciting is the progress we are making there with our digital presence,” the CEO said. “In Asia, a market that is growing in importance is Japan. After several years of investment, our brand has started to gain a lot of traction there.”

In Singapore, Guess is beginning to directly operate some of its stores instead of letting licensees or distributors run the operations. “For us, it creates value for our brand far beyond the marketplace itself,” Herrero said.

For the fourth quarter, Guess had net earnings of \$1 million, down from \$6.6 million during the fourth quarter of fiscal 2017. Net revenues, however, were up 17.5 percent to \$792.2 million, compared to \$674 million in the previous fourth quarter.

Herrero did briefly touch on Paul Marciano stepping down temporarily from his job as executive chairman and chief creative officer following sexual-harassment accusations by model Kate Upton.

“I am committed to a safe work environment in our company,” he said. “The independent investigation being conducted by an independent counsel is ongoing. As the investigation is still ongoing, we will not take any questions on this matter.”—*Deborah Belguem*



## The concept of factoring is simple:

**You Give Us Your Invoice.  
We Give You the Money.  
You Pay Your Bills.**

**Factoring Made Simple.**

No bells, unnecessary, really. No whistles, not needed as well. No tricks. Ditto.

At Goodman Factors, we simply offer smart, dedicated good service from an experienced team of pros. Along with money at competitive rates when you need it—today, for instance.

## Goodman Factors

— Since 1972 —

Please call 877-4-GOODMAN  
or visit us at [goodmanfactors.com](http://goodmanfactors.com). Simple, right?



## TalkShopLive *Continued from page 1*

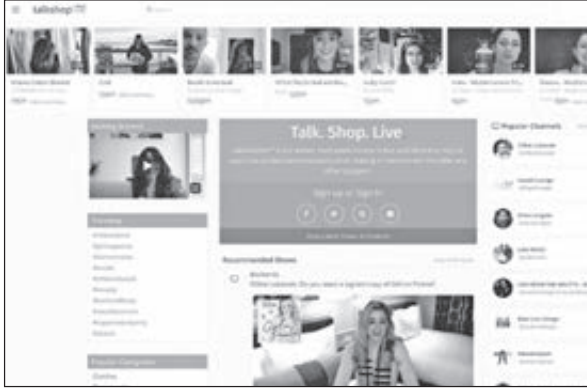
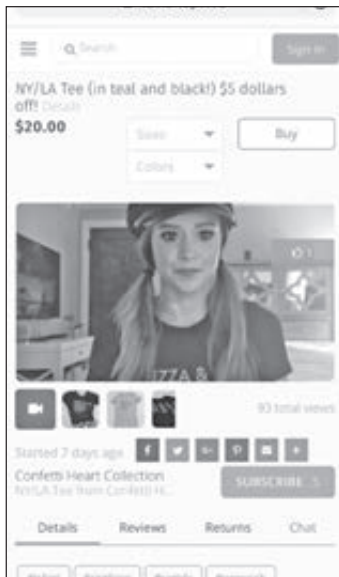
the platform through the mobile app, which eliminates traveling to a television studio.

There are no minimums on the amount of goods sold. Capsule collections of only a few pieces are fine with small and large retailers given the same access to the space.

Live streaming personal videos have become increasingly popular on social media, said Syama Meagher, founder and chief retail strategist with the **Scaling Retail** consultancy, but it hasn't translated into retail. Meagher said streaming video gives consumers more opportunities to experience a product.

"It's a great way to bridge consumers with product," the retail consultant said. "It gives them a chance to show what the product actually looks and feels like."

This channel is very new, said J'Net Nguyen, a creative director for **The Right Brain Studio** consultancy and a guest lecturer at the **University of Southern California's** Annenberg School for Communication and Journalism. "People are still trying to figure it out. Platforms are opening to refine it," Nguyen said.



She believes live streaming retail has a lot of potential. "There's something about a face-to-face interaction, even if it is on a computer screen, that is very powerful. It feels like they are speaking to you."

Posting streaming video of their clothes has become popular among brands and e-tailers who are increasingly using video on their websites.

Retail has sometimes been described as a form of theater, which will be in full force on TalkShopLive because entrepreneurs will be required to perform and direct their own shows.

To help do that, the platform offers a tutorial hosted by Ricki

Lake, who had her own talk show from 1993 to 2004.

Moore said almost anyone can produce a show, but those who have a knack for it will be able to generate programs that will be enjoyed by crowds of people.

"We wanted to make this process as easy as possible," Moore said. "People are going to learn their own lessons. ... I think we'll see people become social-selling stars."

Moore predicted that clothing and accessories will become a significant part of the site, whose early users include T-shirt brands **Confetti Heart** and **Kind People Are My Kind of People**.

There was also designer Julie Mollo, who sells her bags on the site and is famous for making fruit-inspired ensembles for pop star Katy Perry.

But fashion is not the only game on TalkShopLive. There are people who sell nature photographs, beauty products and wall hangings with succulents.

Also on the platform is social-media personality Chloe Lukasiak, who does a video to sell her autobiography/self-help book, "Girl on Pointe."

It is free to join and browse the site as well as list products. When items are sold, the platform takes a 10 percent sales processing fee, Moore said. ●

## NEWS

# Tariffs on China Could Broadly Affect Clothing and Footwear Imports

With about 33 percent of all clothing and 72 percent of all footwear sold in the United States coming from China, President Trump's latest volley to impose some \$50 billion in tariffs on that Asian country could have a dire effect on the average consumer.

The **American Apparel & Footwear Association** and 16 other apparel, footwear and retail trade organizations sent a letter to President Trump to oppose the new schedule of tariffs. The organizations estimate that an additional duty rate of 25 percent on clothing would mean the average family of four would end up paying about \$500 more to buy basic consumer products every year. And this doesn't account for price increases other suppliers may charge as they respond to the cost increases.

Imported apparel already is one of the heaviest-taxed categories brought into the United States. The average tariff ranges from 10.8 percent to 14.2 percent while the average tariff on other imported goods is less than 1.4 percent, the trade groups said.

They pointed out that ski jackets, baby garments and tennis shoes face U.S. duties as high as 27.7 percent, 32 percent and 67.5 percent, respectively, but there is no reason to do this because there is little production of these items in the United States.

Duties on apparel, footwear and travel goods account for more than 22 percent of all tariffs collected by the United States. "And to be clear, such duties are paid by U.S. workers, U.S. consumers and U.S. companies—not China," the letter said.

Whether these tariffs go into effect is still another question. U.S. Rep. Kevin Brady (R-Texas) has said there should be a 30-day comment period to make sure the tariffs don't harm American workers and families for China's misbehavior.

Trump is expected to ask U.S. Trade Representative Robert Lighthizer to come up with a list of products to retaliate against within the next 15 days.

Ilse Metchek, the president of the **California Fashion Association**, which was one of the organizations that signed the letter, said that added tariffs on Chinese goods may not be as dire as everyone thinks.

"As an apparel maker, you have options," she said, noting that apparel importers can shift their production to Vietnam, Indonesia, Poland, Mauritius or Latin America to avoid the new tariffs and find labor costs that are less than in China. "Everything will be made in Vietnam by Chinese factories."—*Deborah Belgium*

# It's All in a Name for Google's Wearable Technology

One week before **Baselworld**, Europe's leading watch and jewelry event, **Google** announced a change to its **Android Wear**, which will now be known as **Wear OS by Google**. With a list of partners that includes **Diesel**, **Emporio Armani**, **Fossil**, **Guess**, **Gc**, **Hugo Boss**, **Michael Kors**, **Montblanc**, **TAG Heuer** and **Movado**, Google's wearable technology is available in styles and compatibility options made to meet the varying preferences of consumers.

On March 15, Dennis Troper, director of product management for Wear OS by Google, revealed in a blog post, "As our technology and partnerships have evolved, so have our users. In 2017, one out of three new Android Wear watch owners also used an **iPhone**," he said.

Though Google's technology has been available to **Apple** iOS users since 2015, referring to the technology as "Android Wear" limited Google's reach, as consumers could read the former name and mistakenly believe the products were made only for users of Android devices.

Despite the technology's Android platform, users who rely on Ap-

ple iOS are still supported when using Wear OS by Google. Through renaming its product, Google emphasizes that users of Apple's iOS can benefit from watches that rely on this wearable-technology platform, showing that all consumers are welcome regardless of the operating systems they prefer for their devices.

Google's partners welcomed the change, as promoting the inclusivity of this technology affords an opportunity to expand their customer base to consumers who couldn't see past the Android branding.

"Many of our smartwatch customers are iOS users, so we are confident in and eager to see the added benefits that both Android and iOS phone users globally will experience as Wear OS by Google rolls out in 2018," said Greg McKelvey, chief strategy and digital officer at **Fossil Group**, in a statement.

At Baselworld 2018, which began in Basel, Switzerland, on March 22, some of Google's watch partners were scheduled to introduce new products under the recently rebranded technology, a trend that will continue through the remainder of the year.—*Dorothy Crouch*

## NEWS

# San Francisco Passes Fur Ban

Joining West Hollywood and Berkeley, Calif., San Francisco implemented a similar ban restricting the sale of fur products following a unanimous 10-0 vote by the San Francisco Board of Supervisors. At the forefront of the ban was Supervisor Katy Tang, who represents the city's Sunset and Parkside neighborhoods.

"It opens people's eyes to what is going on in reality and that we, as consumers, have a voice and can change things," she explained.

Originally introduced in December 2017, the new ordinance, approved on March 20, bans the sale of any new apparel with fur, which includes accessories such as scarves and products featuring fur trim.

Two exceptions to the ban are second-hand items sold through businesses specializing in vintage goods and products that include fur sourced from wild animals trapped

according to regulations by the California Department of Fish and Wildlife. The ordinance will take effect Jan. 1, 2019, but retailers will be able to sell their current inventory, which includes goods en route to their destinations, until Jan. 1, 2020.

"It's never the goal of mine to shut down a business but it is my hope that as consumers demand products from ethical resources, this legislation brings retailers to shift to meet consumer demand," Tang said.

While the city's chamber of commerce reported there would be a potential \$40 million in losses, Tang said it is closer to \$10 million, based on an estimate from San Francisco's chief economist. Though there is a discrepancy with these figures, Jim Lazarus, the senior vice president of the **San Francisco Chamber of Commerce** explained that the threat to each retailer is clear

and lies in difficulty of rebounding when the primary source of revenue must be replaced.

"It's a changing time for retail and fur products. For the 40 or 50 retailers in downtown, taking that product line away is problematic of the health of those businesses," he said. "We are going to try to track the impact over the next few years to see if we can make the case for changes in the future."

In West Hollywood, the ban had some ambiguous regulations, which affected one retailer, who said the **Ugg** shearling products she sold had to be banned. She felt the law should not have applied to those goods.

"There was so much ambiguity [in the ban] that they don't even know what shearling is," said the retailer, who wished to remain anonymous. "We had bomb threats. We had all sorts of horrible things that were the fault of the city."—*D.C.*

# New Chairman Elected for the National Council of Textile Organizations

At its annual meeting, the **National Council of Textile Organizations** elected Marty Moran, chief executive of **Buhler Quality Yarns Corp.** in Jefferson, Ga., as its chairman. Previously, he had been the vice chairman of NCTO.

Replacing Moran as vice chairman is Don Bockoven, president and chief executive of **Leigh Fibers** and **ICE Recycling** in Wellford, S.C.

At the group's annual meeting, held March

20-22 in Washington, D.C., the outgoing chairman, William McCrary, delivered a 2018 state of the U.S. textile industry overview that showed that the U.S. textile supply chain employed 550,000 people and exported \$28.6 billion in fiber, textiles and apparel in 2017.

"Thanks to its productivity, flexibility and innovation, the U.S. textile industry has cemented its position in the global market," said McCrary, who is the chairman and chief executive of **William Barnet & Son**, a syn-

thetic fiber/yarn/polymer company in Spartanburg, S.C.

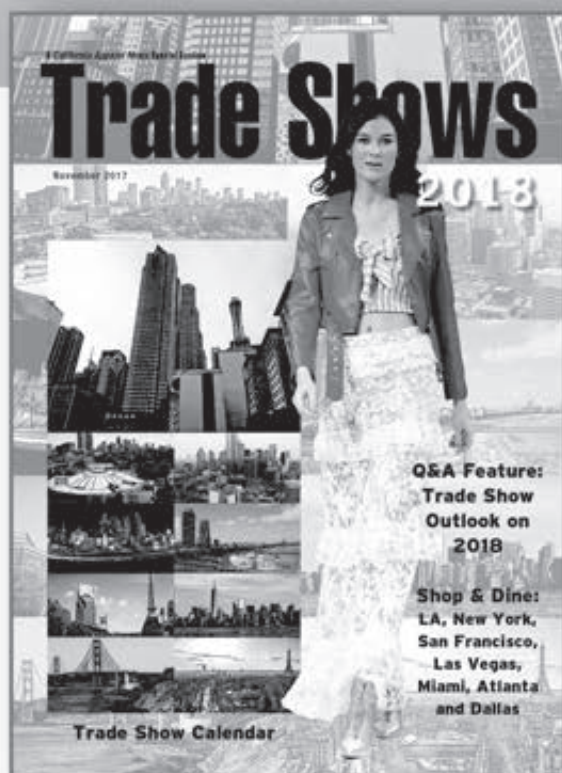
Fabric exports in 2017 totaled \$8.9 billion, cotton and wool exports came to \$5.9 billion, apparel exports amounted to \$5.7 billion, and yarn exports added up to \$4.4 billion. The countries buying the most man-made fiber, yarn and fabric from the United States were led by Mexico, which acquired \$4.4 billion; Canada, with \$1.7 billion; and Honduras, with \$1.3 billion.—*D.B.*



# Trade Shows

Get Into the Next TRADE SHOWS  
Special Section with Advertorial

Coming  
May 18



- Promote your business in the Trade Show Section Including the industry's most comprehensive directory of international and domestic trade shows
- Expand your universe of new potential clients
- Receive six months of exposure at over 15 shows

**Bonus Distribution:** LA Fashion Market, Designers & Agents, Apparel Sourcing Guatemala, Premiere Vision NY, Project, WWDMagic, Sourcing@Magic

CALIFORNIA  
**ApparelNews**

Call today for details on incentive space pricing, specifications and reservations:

213-627-3737

[www.apparelnews.net](http://www.apparelnews.net)

THE APPAREL NEWS GROUP  
110 E. NINTH ST., STE. A-777  
LOS ANGELES, CA 90079

## NEWS

### NuOrder Extends Online Trade Show

At the beginning of the year, the **NuOrder** business-to-business e-commerce platform worked with the **Agenda** trade show to produce a digital extension of the event.

Recently, the Los Angeles-based NuOrder announced it is opening up its digital trade show. Brands not exhibiting at Agenda's physical trade shows will be able to participate in the online marketplace, and their online operations will not be affected by Agenda's schedule.

On the digital marketplace, buyers will be able to view digital catalogs and line sheets from different brands and electronically place orders. Unlike a physical trade show, buyers won't be able to touch and try on garments. However, they won't be restricted by business and travel schedules to make a deal with a brand, said Heath Wells, the chief executive officer of NuOrder.

"Just as consumers expect to buy almost anything online, at any time, retailers now also expect to place orders from brands 24/7," Wells said in a statement. "Buyers are constantly seeking out brands and working to get their customers new products as quickly as possible. We see the online trade show as one solution, allowing brands and retailers to collaborate more regularly, both inside and

outside of the trade-show setting."

About 500 brands joined NuOrder's online trade-show pilot earlier this year. The top five successful brands received 150 sales leads, according to a NuOrder statement.

The market for online trade shows is heating up. **UBM**, the parent company of Las



Vegas' **MAGIC** trade show, runs an online trade show called **ShopTheFloor**. This year, it unveiled premium features for the online trade show.

The new features include **SalesMatch**, a matchmaking service that aims to connect store brands and prospective customers. Another new feature, **Lead Insights**, gives brands intelligence on which buyers are shopping its products, said Vince Tsai, senior vice president and general manager of ShopTheFloor.—*Andrew Asch*

## Calendar

### March 21

**Dallas Market Week**  
Dallas Market Center  
Dallas  
Through March 24

**Brand Assembly**  
Dallas Market Center  
Dallas  
Through March 23

**FIG**  
Fashion Industry Gallery  
Dallas  
Through March 23

### March 27

**DG Expo**  
Doubletree by Hilton Hotel Miami  
Airport & Convention Center  
Miami  
Through March 28

**LA Men's Market**  
California Market Center  
Los Angeles  
Through March 28

### March 28

**Coast**  
SoHo Studios  
Miami  
Through March 29

### April 3

**LA Majors Market**  
California Market Center  
Los Angeles  
Through April 5

**CALA**  
Fort Mason Center  
San Francisco  
Through April 4

### April 5

**Style Fashion Week**  
Palm Springs Air Museum  
Palm Springs, Calif.  
Through April 8

### April 7

**Stylemax**  
Merchandise Mart  
Chicago  
Through April 10

### April 9

**CALA**  
Denver Mart  
Denver  
Through April 10

### April 10

**Atlanta Apparel**  
AmericasMart  
Atlanta  
Through April 14

### April 15

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

### April 19

**Marcum Retail Symposium**  
JW Marriott  
Los Angeles

### April 22

**Arizona Apparel, Accessories, Shoes & Gift Show**  
Phoenix Convention Center  
Phoenix  
Through April 24

### April 25

**DG Expo Fabric & Trim Show**  
Dallas Market Center  
Dallas  
Through April 26

There's more  
on [ApparelNews.net](http://ApparelNews.net).

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

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

**POSTMASTER:** Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: *California Apparel News*, *Market Week Magazine*, *New Resources*, *Waterwear*, *New York Apparel News*, *Dallas Apparel News*, *Apparel News South*, *Chicago Apparel News*, *The Apparel News (National)*, *Bridal Apparel News*, *Southwest Images*, *Stylist* and *MAN (Men's Apparel News)*. Properties of TLM PUBLISHING INC., California Market Center, 110 E. Ninth St., Suite A777, Los Angeles, CA 90079, (213) 627-3737. © Copyright 2018 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly first week of January, second week of July and first week of September. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit [www.apparelnews.net](http://www.apparelnews.net). For customer service, call (866) 207-1448.





**Register Now**

# MARCUM RETAIL SYMPOSIUM

**April 19, 2018  
@JW Marriott,  
Downtown LA**

**Join us for the 2nd Annual Marcum Retail Symposium!**

This year's event will once again feature in-depth speakers and panels providing industry perspectives to help retailers and manufacturers adapt to the changing landscape and a new generation of technology and consumers.

**Keynote Speakers**

**Leslie Ghize**, Executive Vice President, TOBE

**Beth Goldstein**, Executive Director, Industry Analyst & Client Development, Fashion Footwear & Accessories, The NPD Group

**Expert Panelists**

**Brian Harper**, Chief Executive Officer, Brookfield Properties, Retail

**Marc Heller**, President, CIT Commercial Services

**Brendan Kotler**, Development Director, Westfield

**Louis Mastrianni**, President, Long Island/Queens & Apparel Industry Middle Market Banking, JPMorgan Chase

**Ilse Metchek (Moderator)**, President, California Fashion Association

**Andrew Rotondi**, Chief Operations/Information Officer, Dynamic Worldwide Logistics USA, Inc.

**Mark Werts**, Owner, American Rag Cie

[www.marcumevents.com/retail-symposium](http://www.marcumevents.com/retail-symposium)

Registration Sponsor

CALIFORNIA  
**ApparelNews**



# Los Angeles Fashion Week: Fall/Winter 2018

A week of runway shows wrapped up on March 18 as **Art Hearts Fashion**, held at **The MacArthur** near MacArthur Park, and **LA Fashion Week**, taking place at **NeueHouse** in Hollywood, showcased some of the more creative fashions of international and local designers.

## LA FASHION WEEK

Betty Tran



Deliseana



Maison The Faux



Michael Leyva



Nicholas Mayfield



Pia Gladys Perey



Shani James



Yekim





# ART HEARTS FASHION

Arzamendi Style



Dan Richters



Hale Bob



Siwy Denim



Jaime Elyse



Benito Santos



Charles and Ron



Diana Couture



Lulu Harazin



Melissa Mercedes





www.asherconcepts.com

*Stripe vibes!*

Shop innovative fabrics  
at Asher Fabric Concepts!







Get Inspired!

Hundreds of Stocked  
Novelty Knits,  
Wovens, Linings  
and More!

One Roll Minimum.

www.cinergytextiles.com

Tel: 213-748-4400

cinergytextiles@aol.com

**Cinergy  
Textiles,  
Inc.**

**WE KNOW FABRIC!  
WE KNOW FASHION!**



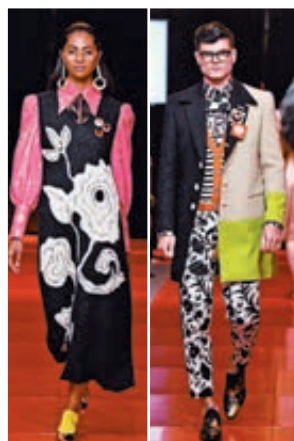
## FASHION

### Art Hearts *Continued from page 7*

**Mondo Guerra and Love  
Over H8 Impulse**

**Rene' Tyler**

**Dunyah**



**Kenneth Barlis**

**Madamme Adassa**

**Mister Triple X**



**Ricky Lindsay**

**Sue Wong**

**Burning Guitars Clothing**



### Adrian *Continued from page 1*

The recently introduced Fall/Winter 2018 collection, titled "Uniformly Adrian," includes classic elements of the original, such as gingham, military-inspired details, Grecian draping and asymmetrical lines in hues of deep red, royal blue, heavy black and shimmering gold.

It is now made for the modern era with features including hidden pockets in its floor-length, silk-and-acetate-blend mitered-stripe skirt or dropped-shoulder, full-sleeve bomber-style jacket with a matelassé-stitched star pattern.

"We're not copying; we're inspired by. So nothing is exactly the same. I met with his [Adrian's] son, Robin [Adrian], and he has given me permission and a lot of stories as well," Silverman said. "He used a lot of asymmetrical detail, stripe mitering, placements of bows and large buttons, pleating. He loved military and nature."

During the six-year planning for the revival, Silverman turned to design veteran Gregory Lagola, a **Fashion Institute of Technology (FIT)** graduate, a former textiles director at **Bill Blass** and fellow admirer of Gilbert Adrian's work. Now serv-

ing as Adrian's creative director and head designer, Lagola also once worked with **Parsons-Meares**, the Broadway costumer, making him an excellent candidate to reimagine a glamorous collection created for silver-screen stars.

While Adrian is now based in Manhattan, Silverman was excited to debut the Fall/Winter 2018 collection in Los Angeles, the region that inspired Adrian's work during the 1920s through '50s.

"It's exciting to finally have it in California, where he had his own store, because we're a New York-based company," explained Silverman.

In addition to recreating the basic design elements of Adrian, the current collection has also gained a following among contemporary Hollywood's leading women, including Gal Gadot, Mary-Louise Parker, Wakeema Hollis and Kate Baldwin.

While the collection blends elegance with the highest level of design expertise, it also makes glamour accessible to a discerning clientele that seeks the red-carpet feeling without the unnecessary elements that will make a piece difficult to wear. While styling a floor-length, rose-gold lamé gown, Lagola explained how the piece was designed with



**Print +  
Online +  
Archives  
= Total  
Access**

**Get Yours  
Today and  
Save 50%!  
call toll-free  
(866) 207-1448**

**CALIFORNIA  
ApparelNews**

WEB PRODUCTION  
MORGAN WESSLER

CREATIVE MARKETING DIRECTOR  
LOUISE DAMBERG

DIRECTOR OF SALES AND MARKETING  
TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE  
AMY VALENCIA

ACCOUNT EXECUTIVE  
LYNNE KASCH

BUSINESS DEVELOPMENT  
MOLLY RHODES

SALES ASSISTANT/RECEPTIONIST  
ASHLEY KOHUT

ADMINISTRATIVE ASSISTANTS  
CHRIS MARTIN  
RACHEL MARTINEZ

SALES ASSISTANT  
PENNY ROTHKE-SIMENSKY

CLASSIFIED ACCOUNT EXECUTIVES  
ZENNY R. KATIGBAK  
JEFFERY YOUNGER

CLASSIFIED ACCOUNTING  
MARILOU DELA CRUZ

SERVICE DIRECTORY ACCOUNT EXECUTIVE  
JUNE ESPINO

PRODUCTION MANAGER  
KENDALL IN

EDITORIAL DESIGNER  
JOHN FREEMAN FISH

CREDIT MANAGER  
RITA O'CONNOR

PUBLISHED BY  
TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:  
California Apparel News

Waterwear  
Decorated

EXECUTIVE OFFICE  
California Market Center

110 E. Ninth St., Suite A777  
Los Angeles, CA 90079-1777

(213) 627-3737  
Fax (213) 623-5707

Classified Advertising Fax  
(213) 623-1515

www.apparelnews.net  
webmaster@apparelnews.net

PRINTED IN THE U.S.A.



**73**  
1945-2018

Seventy-three years of news,  
fashion and information

CEO/PUBLISHER  
TERRY MARTINEZ

EXECUTIVE EDITOR  
DEBORAH BELGUM

RETAIL EDITOR  
ANDREW ASCH

ASSOCIATE EDITOR  
DOROTHY CROUCH

EDITORIAL MANAGER  
JOHN IRWIN

CONTRIBUTORS  
ALYSON BENDER  
VOLKER CORELL

JOHN ECKMIER  
JOHN MCCURRY

ESTEVAN RAMOS  
TIM REGAS

N. JAYNE SEWARD  
HOPE WINSBOROUGH  
NATALIE ZFAT



# Adrian *Continued from previous page*

a petticoat for the red carpet but revealed that the underskirt could be removed for formal, yet less dramatic, events.

"We put it on a few people, and it was gorgeous. If I was doing a red carpet, I would say, 'We should have the petticoat,' but in real life, it looks better without it," Lagola said.

Bringing glamour to real life is one of the accomplishments Silverman and Lago-

la have found through this venture. Even though these clothes are made for women who value purchasing carefully designed, well-crafted, timeless pieces, many of the designs can be styled to represent how each client defines the idea of glamour.

When discussing a shimmery black-and-blue Lurex-stripe jacket from the Adrian capsule collection, Susan Silverman, Kate's mother, explained how she paired the luxurious piece with simple basics to reflect her own style.

"It was really fun," she said. "I wore black riding pants with a little leather on the side and a pair of boots because that is my lifestyle and it's comfortable."

The collection's less formal pieces also look to Adrian's original influences, such as a lamé, dolman-sleeve jumpsuit with French cuffs; the long-sleeve, silk-taffeta blouse that features asymmetrical, wrap-around ruffles; or a cap-sleeve cocktail dress, whose off-center front keyhole detail is framed by hand-knotted cording.

From her love of Adrian, Silverman developed an appreciation for all the sources where he gained inspiration. While the Spring/Summer collection featured a silk, double-faced satin opera coat, its custom spiral pin acknowledged the late designer's affinity for butterflies.

"There is this cocoon wrap with the little butterfly antenna," said Silverman about the small, yet important, detail. "Adrian loved butterflies.



Gingham beaded slipdress with tulle overlay



Jacket in black-and-blue Lurex stripe



Sleeveless dirndl-waist gown



Kate Silverman (center) with Adrian designs the Loop Gown (left) and the Gingham Horsehair Gown (right)

He had a collection of them that I found. They're framed. It's so cool."

With the debut of Fall/Winter, these influences remain but have transitioned for the season. A unique wool, satin-gabardine "jackape"—jacket cape—features an asymmetrical, single-breast cut with a drape over the left shoulder. While the jacket pays homage to Adrian's military influence, the cape element adds another dimension, which resembles a butterfly's wing.

Manufactured in New York, retail pricing for the collection starts at \$590 for blouses. Gowns are priced at \$2,000, and the cost of novelty jackets begins at \$2,400. While focused on selling by appointment only through her atelier, Silverman is thinking of expanding the brand into other areas.

"Eventually I would like to do some e-commerce," she said, "but that would be the next step with a diffusion line, something more playful and fun." ●

## PROFESSIONAL SERVICES & RESOURCE SECTION

### ACCOUNTING SERVICES

**HOVIK M. KHALOIAN**  
**CPA**

ACCOUNTING • AUDITING  
TAXATION SERVICES FOR THE APPAREL INDUSTRY

520 N. CENTRAL AVE., SUITE # 650  
GLENDALE, CA 91203

TEL: 818.244.7200

HOVIK@HMKCPA.NET

### MERGERS & ACQUISITIONS



**THE VELD GROUP**  
LOS ANGELES • TOKYO  
SAN DIEGO • LAS VEGAS

Considering Selling or Expanding?

- Manufacturing / Distribution
- Retail / Wholesale

The Apparel Industry's Premiere M&A Brokerage

1,000+ Businesses Sold Since 2002!

www.theveldgroup.com

310.652.8353

### PRINTING REPAIR

**Co!puter Concepts**

**EPSON AUTHORIZED SERVICE CENTER**

On Site Service for your Wide Format Printer  
Serving Los Angeles County

Mention this ad for your 15% Discount

Adi Hacker  
310-671-8018

tech@computers411.com

### CONTRACTOR

**Cutting/Sewing**

Under one roof • Orange County Contractor  
Specialists—Sportswear • Tennis wear • Board Shorts  
Lycra experts • Special Design Cutting

**BELLAS FASHION**

1581 E. St. Gertrude Pl.  
Santa Ana, CA 92705  
bellasfashioncs@yahoo.com

(714) 709-3035

Fax: (714) 556-5585

bellasfashion.com

### MODEL SERVICES

**Rage MODELS**

"Real Models for Real Clothes for Real People!"

**FIT MODELS**

MODELS OF ALL AGES & ALL SIZES

FIT, SHOWROOM, TRADE SHOWS, PRINT, COMMERCIAL, RUNWAY

818-225-0526

teamrage@ragemodels.com

www.ragemodels.com

### PRIVATE LABEL

**ACE SEWING MACHINE INC.**

214 E. 8th St.  
Los Angeles CA 90014  
Tel (213) 622-8345  
Fax (213) 622-0142  
Acesewing.com

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hanger tape
- Cutting room supplies

### CONTRACTOR/HANDBAG

**Leather Handbag Manufacturer**  
Patterns | Samples | Production

**Remke**  
DESIGNER

1901 S Alameda St, STE 108 "We make your idea come to life"  
Los Angeles CA, 90058 All Made in Los Angeles  
313-746-4977 www.remkedesigner.com

### PATTERN SERVICE

**The Fit Block**

Provides Pattern Blocks and  
Measurement Manuals as downloads.



- Basic Tee Shirts and Jean patterns in current fits for Men and Women.
- Detailed Measurement Manuals.
- Created by highly experienced pattern makers.
- Custom blocks and Measurement manuals available.

theFitBlock.com

Our most-affordable advertising platform to  
secure new clients in the apparel industry.

**PROFESSIONAL SERVICES  
& RESOURCE SECTION**

For information contact Terry Martinez  
at (213) 627-3737  
or terry@apparelnews.net for info



# CLASSIFIEDS

Visit [www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds)  
to place your ad in our self-serve system

[www.apparelnews.net](http://www.apparelnews.net)

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

## Jobs Available

### CUSTOMER SERVICE ASSOCIATE

Fast paced Denim apparel company looking for a well-organized person to help with data entry, answering phone, processing credit card transactions, filing and other customer service duties. Must be able to work independently with great computer skills and paying attention to detail. Minimum 3 - 5 years experience in the fashion industry. Knowledge of AIMS software is a plus. Located in Vernon, CA. Please send your resume to: [accounting@parkersmith.com](mailto:accounting@parkersmith.com)

### GRAPHIC ARTIST

Show your creativity with attitude screens, colorful prints, sizzling textiles. Girls and Jrs. 70% graphics/screens, 30% prints/textiles. Strong understanding of layering, embellishments, trends, etc. Submit resume with portfolio: [screengraphics2016@gmail.com](mailto:screengraphics2016@gmail.com)

### COLOR SEPARATOR

Expert color separator for our high volume Screen Print Dept. Knowledge of layering, embellishments, special treatments, etc. Send resume to: [screengraphics2016@gmail.com](mailto:screengraphics2016@gmail.com)

### DESIGNER

5-6 yrs exp. Contemporary sportswear line. Flair for fashion and detail oriented. Computer savvy, Adobe Photoshop/Illustrator & Microsoft Office. Resume: [jobshr000@gmail.com](mailto:jobshr000@gmail.com)

### GRADER

Girls dress manufacturer in Burbank needs an experienced Grader. PAD a must. Email resumes to: [Annetter@vesturegroupinc.com](mailto:Annetter@vesturegroupinc.com)

### STANDARD FABRICS. NOW HIRING:

Position #1- ACCOUNTS RECIEVABLES.  
Position #2- IN-HOUSE SALES PERSON. WITH SALARY, COMMISSION AND BONUS  
Send resume to: [abraham@standardfabric.com](mailto:abraham@standardfabric.com)

### SOCIAL MEDIA SPECIALIST

Website development & maintenance. Blogging. Update & maintain social media connections. Maintain current & up-to-date media posture. Send resume: [trankin@selfesteemclothing.com](mailto:trankin@selfesteemclothing.com)

## Jobs Available

### GLOBAL SOURCING & MANUFACTURING

Apparel Mfr seeks candidate with factory contacts throughout Mexico, Central America, and Asia (China, Vietnam, Cambodia, etc.). Possess exp in Juniors, Girls, and Young Men's product development for Specialty, Dept, and Discount stores. Heavy Private Label. Factory articulation, supply chain mgt, duty rates, quotas, and FOB/LDP. Must have top-to-bottom knowledge of compliance, testing, and QA. Hands-on mgt style for quick-turn mfrg requirements. Position is at our SOCAL Office and requires travel to global factories. Send resume: [apparel.industry@yahoo.com](mailto:apparel.industry@yahoo.com)

### IN-HOUSE CUSTOMER SERVICE ASSOCIATE

XCVI is looking for a full time, in-house customer service associate to assist wholesale and retail. Candidates must have a minimum of 3 years experience in the fashion/apparel industry; ecommerce and/or wholesale experience highly desired. To apply, send resume and salary requirements to [jobs@xcvi.com](mailto:jobs@xcvi.com)

### COST SHEET TECHNICIAN

For downtown LA dress manufacturer. Minimum 5 years' experience preparing cost sheets. Familiarity with fabrication, trims and garment construction. Must be well versed with spreadsheet and costing software. Email: [melinda@beedarlin.com](mailto:melinda@beedarlin.com)

## Real Estate

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

*ApparelNews.net*

For more classified  
ads and information

## Jobs Available

### 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](mailto:jobshr000@gmail.com)

### DESIGNER

Juniors, Plus and Young Missy fashion tops and screen t-shirts. Mostly Private Label. Big Box, Dept, and Specialty stores. Expert knowledge and interpretation of trends, prints, patterns, and colors for seasonal stories and monthly Line offerings. Great benefits. Please send your portfolio and resume to: [designtalent2018@gmail.com](mailto:designtalent2018@gmail.com)

### GRAPHIC DESIGNER (CONCEPT TO PRODUCTION)

3-5 yrs. min. exp. w/adv. knowledge of CAD & Adobe AI & PS. Ability to create, manipulate and manage prints & graphics thru all phases of production a MUST. Ability to explain/review artwork, lab dips, strike offs and bulk fabric with factories overseas. Highly organized. Team player. [onlinejobs90036@gmail.com](mailto:onlinejobs90036@gmail.com)

## Buy, Sell and Trade

### •WE BUY ALL FABRICS AND GARMENTS\*

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

### WE BUY ALL FABRICS AND GARMENTS

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

CALIFORNIA  
**ApparelNews**

Hyperlink your ad for best results

For classified advertising:  
email [jeffery@apparelnews.net](mailto:jeffery@apparelnews.net) or  
visit [www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds)  
to place your ad in our self-serve system



# COMING SOON IN CALIFORNIA APPAREL NEWS



**March 30**

**Cover:** Fashion  
Denim Report  
Technology

**Technology Advertorial**  
**Denim Advertorial**  
**Education in Focus**

**Bonus Distribution**

LA Majors Market 4/3-5  
Style Fashion Week Palm Springs 4/5-8  
Fashion Market Northern California 4/15-17  
Atlanta Apparel 4/10-14



**April 6**

**Cover:** Runway  
LA Majors Market Coverage  
Made in America  
Industry Focus: Finance

**Finance Advertorial**  
**Made in America Advertorial**

**Bonus Distribution**

Fashion Market Northern California 4/15-17



**April 13**

**Cover:** Runway  
Retail Report  
Technology  
T-Shirt Report

**Bonus Distribution**

Marcum Retail Symposium 4/19  
DG Expo Dallas 4/25-26



**April 20**

**Cover:** Fashion  
Quarterly Financial Report  
Trends  
FMNC Coverage  
Technology Industry Voices: Retail Business Intelligence

**Finance Advertorial**  
**Supply Chain with Tech Focus**

CALIFORNIA  
**ApparelNews**

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



**we're blogging**

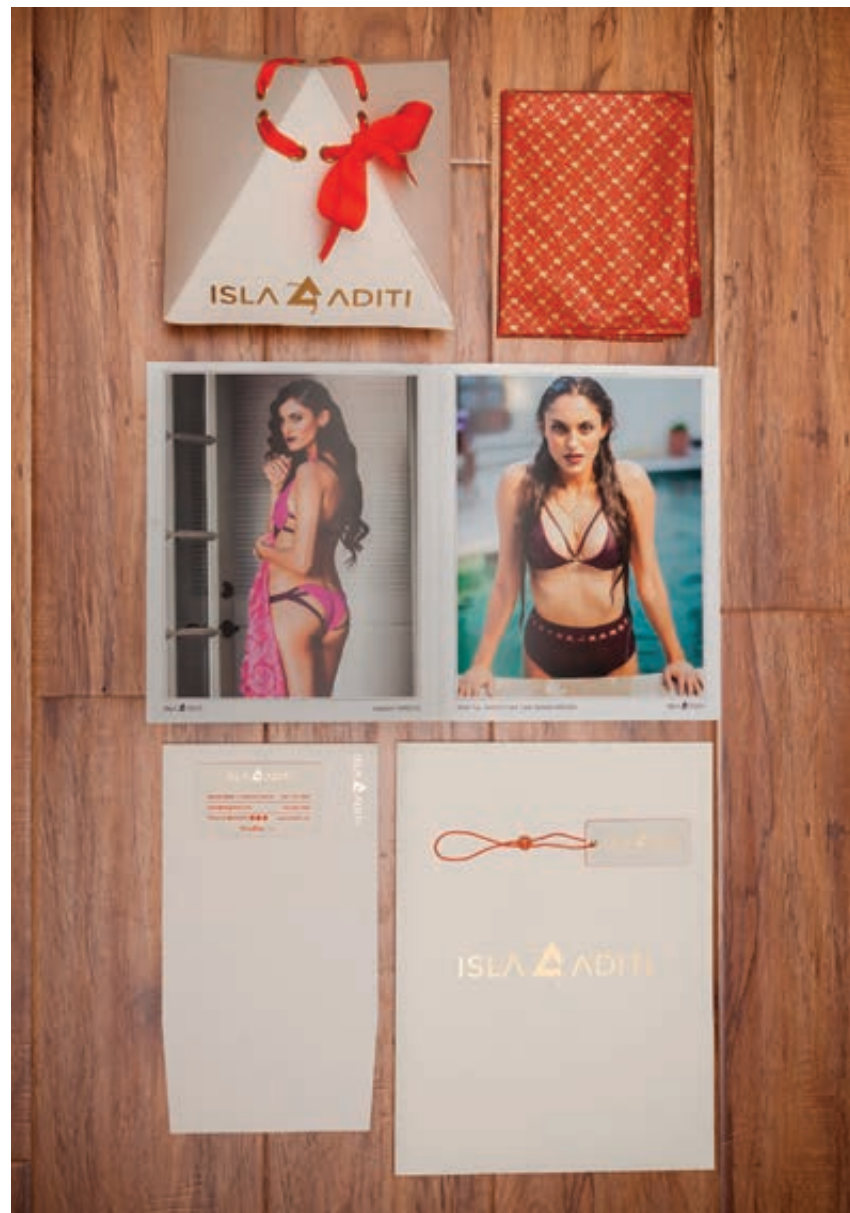
**Go Beyond the News  
and Behind the Scenes**

The editors and writers of  
*California Apparel News*  
are blogging at  
**[ApparelNews.net/news/blogs](http://ApparelNews.net/news/blogs)**

CALIFORNIA  
**ApparelNews**



# AS YOUR BRAND EVOLVES



MAKE  
YOUR **BRANDING SOLUTIONS**  
**PROGRESSIVE**



[WWW.PROGRESSIVELABEL.COM](http://WWW.PROGRESSIVELABEL.COM)

(323) 415 - 9770

LOS ANGELES • MEXICO • HONG KONG

LABELS • HANGTAGS • PATCHES • RFID • HARDWARE • LOOKBOOKS & MUCH MORE